

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

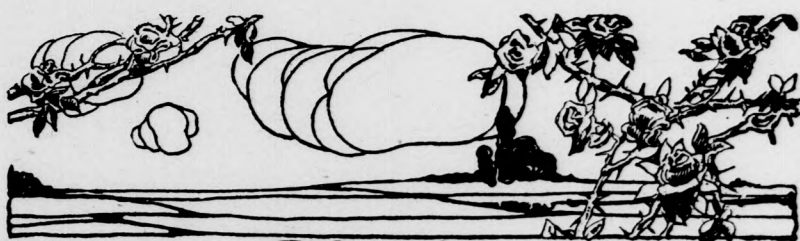
TRADESMAN COMPANY, PUBLISHERS

\$2 PER YEAR

Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, APRIL 11, 1906

Number 1177



Spring.

The Time hath laid his mantle by
Of wind and rain and icy chill,
And dons a rich embroidery
Of sunlight poured on lake and hill.
No beast or bird in earth or sky,
Whose voice doth not with gladness thrill,
For Time hath laid his mantle by
Of wind and rain and icy chill.

River and fountain, brook and rill,
Despangled o'er with livery gay
Of silver droplets, wind their way.
All in their new apparel vie,
For Time hath laid his mantle by.

Charles of Orleans.



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

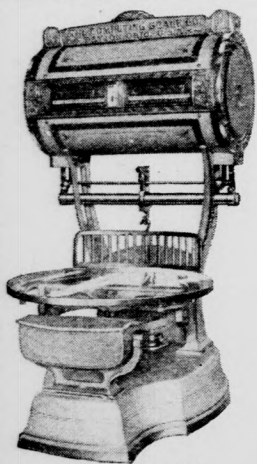
will *weigh out 100 per cent.* of the weight you paid for when you bought the goods. *No other scales* will do this.

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

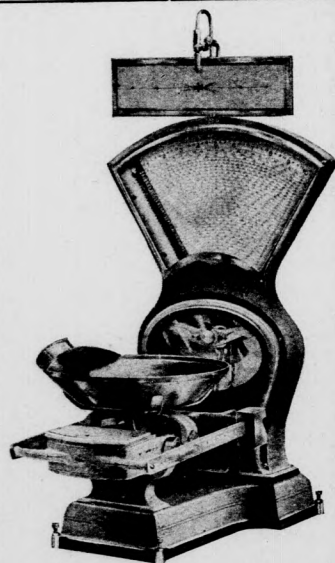
Although they cost the merchant but a *trifle* compared with a cash register, MONEYWEIGHT scales are the *only accurate check* on a stock worth *many times* the amount of the daily cash balance.

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

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

MICHIGAN TRADESMAN

Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, APRIL 11, 1906

Number 1177

The Kent County Savings Bank

OF GRAND RAPIDS, MICH

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

3½ Per Cent.

Paid on Certificates of Deposit

Banking By Mail

Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd.

OF MICHIGAN

Credit Advances, and Collections

OFFICES

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

GRAND RAPIDS

FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2221 Majestic Building, Detroit, Mich

Collection Department

R. G. DUN & CO.

Mich. Trust Building, Grand Rapids

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

O. E. McORONE, Manager.

We Buy and Sell

Total Issues

of

State, County, City, School District,

Street Railway and Gas

BONDS

Correspondence Solicited

H. W. NOBLE & COMPANY

BANKERS

Union Trust Building, Detroit, Mich.

ELECTROTYPES

DUPLICATES OF

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

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FALLING INTO LINE.

The idea has long been entertained that the profession of the law per se has little or nothing to do with the domestic concerns of life. The physician helps us into the world and the minister sees us safely out of it, while the lawyer just saunters around, as it were, and with an occasional "None of that" keeps things in fairly working order. Each profession has kept strictly within its supposed-to-be prescribed limits and the results have not proved wholly satisfactory. Discontent and dissension are abroad, clouds of discord, bigger than a man's hand, are seen not far off and the home life, which the professions are supposed to sustain and protect, unsustained and unprotected, is disclosing alarming signs of disintegration and decay. To make a long story short this same home life, forgetful of its duty, has so far wandered away from its "bounden duty and service" that even the lawyer has concluded that the time has come for him to utter his protest against the indifference which parentage is indulging in on every hand.

"There is nothing more important," said Judge Mack at an Omaha banquet the other day, "than that fathers and mothers should make real companions of their boys and girls. If the fathers and mothers fail in this important duty I can but warn them of dangers ahead; and the parents should not rest by looking after their own children, but should see that other parents know their children and gain their closest confidences."

Stopping just long enough to remark that if each parent looks carefully after his own child there will be no need of his trespassing on his neighbor's parental territory and that, after all, he and his wife have only to remember that youth is instructed in no way better than by example, the mother, a sight to behold, who presides at the breakfast table, another sight to behold, needs hardly to be told that she is doing her best to bring up another slattern for an-

other similar breakfast table later on, and the father who bets and drinks and smokes and does "those things that ought not to be done" should not find fault one of these days when he finds the tree inclined just as he bent the twig. It is easy in the general uncovering of evil which is going on to wonder what the world is coming to and what is to be done about it; it ought to be easier for maturity, foreseeing the evil, under the leadership of the judge to fall into line and by precept and example teach the children of its own household so to live as to make the present social condition of things an impossibility.

The time is ripe for the beginning of such training. Society, shocked at the dreadful condition of things, is coming to a realizing sense of what the consequences must be if the condition remains. The church and the school house, the ready and more than willing agents of the home circle, are as they always have been at their posts; the bench has uttered its warning and is presumably ready, if need be, to take the lead, and all that remains is for court house and school house and meeting house to fall into line and insist that the paternity behind them shall act upon the theory that "the state is the greater parent and that when the natural parent does not or is not able to do his duty to the child the state takes its ward and trains and raises the child to good citizenship by bringing out the good which is latent in every human being."

Let this be done for a single generation and the world will come again to its own. Childhood brought up under these influences will hear of graft only to shun it. Money will be looked upon only as a means for the securing of better things. Learning will again lead on to culture and culture, too often looked upon as an end, will itself only become the means of acquiring a realization of those higher ideals which realized will blaze the way to still greater good. When that time comes, and come it will, Diogenes will have thrown away his lantern and the world, full of honest men, will be well officered from home to senate chamber. "'Tis a consummation devoutly to be wished" and a consummation only to be realized by a general falling into line of those best agencies which work only for the world's best good.

Little is gained by finding fault because others have been fortunate in pushing their way to the front.

Don't burn the candle at both ends. It is an extravagance for which you will have to pay the doctor.

Rubber Companies Merger.

It is reported that the United States Rubber Co., the rubber boot and shoe manufacturing corporation, has purchased the Atlantic Rubber Shoe Co., which was organized with a capital of \$15,000,000. The purpose of the Atlantic Rubber Co. was, through a new process of vulcanizing rubber, to produce boots and shoes at one-third the present cost of manufacture. Vermilye & Co. was the old firm name of the Atlantic Co. and held the largest interest. When the firm was dissolved no new money was available and the capital was reduced to about \$50,000. The recent issue of \$5,000,000 preferred stock by the United States Rubber Co., it is reported, is for the purpose of acquiring control of important competitive plants. It is known that the corporation is considering the purchase of the Mishawaka Co., which is one of the largest independent rubber manufacturers. Negotiations are reported under way for the purchase of several other important outside companies and it is stated on good authority that the independent plants to be absorbed will add considerably more than \$1,000,000 to the income of the United States Rubber Co.

The Successful Salesman.

To ensure his becoming a successful salesman every clerk should have a liking for his work and have confidence in his ability and in the goods he is selling. With confidence must be shown persistence, which must not, however, be carried to such a point as to be offensive. The experienced salesman always knows when to stop urging the merits of an article on his customer. Talking too much will sometimes result in the loss of sales. Here is where judgment is required, and discernment, because one customer will stand more talking than another, while an excess of praise of the merits of an article will in some cases only result in unprofitable discussions and arguments.

When talking about goods be sure to avoid all exaggeration, because the customer is led to expect much in consequence of such inflated language, and when disappointment results he will take care never to do any business with you again. Stick to the truth and state the plain merits of the goods in question and nothing more. The results will then be satisfactory.

For His Wife.

"Looking for work, uncle?"

"Yassuh, is yo' got any washin' tuh do?"

"Why, you surely don't do washin'?"

"Nossuh. Ah's lookin' for wo'k fo' mah wife, Suh."

MEN OF MARK.

L. Z. Caukin, Cashier Fourth National Bank.

A story was rife some years ago of Daniel Drew, one time famous head of an equally famous steamboat company which bore his name, to the effect that when standing on the deck of one of his steamboats, dressed in stoker's attire, he was hailed from a neighboring wharf by a tourist who asked, patronizingly, "I say, my man, do you belong to this ship?" "No," was the answer, "this ship belongs to me." The tourist's enquiry was excusable, inasmuch as Drew's attire indicated that he was concerned with minor details of the ship—as he was. And therein lay the secret of his success, in large measure. Through actual contact and experience he had a comprehensive knowledge of the details of ships and shipping and all that pertained thereto. He was necessarily acquainted with the whole from a familiarity with its parts and therefore could intelligently direct the conduct of practically all the divisions of that whole.

Investigation into the successes of men distinguished in business, arts or the professions will reveal the fact that largely they are the results of familiarity with detail. Attainment that is worth while is, as a practically invariable rule, predicated upon knowledge of detail. This is exemplified in every walk of life, from the juvenile angler who bags his string because of his knowledge of the effective kind of bait, the habits of his finny prey, the utilization of light and distance and other essentials, to the ruler of a country, who must be familiar with the needs and wants of his people, its relation to neighboring states, the arts of diplomacy and numberless other details. It may be contended that those responsible for the conduct of weighty affairs can not handle them satisfactorily and at the same time be burdened with matters of detail. True, but the very fact of their occupancy of such positions demonstrates that they have a personal knowledge of the minutiae of them or, in the infrequent instances failing that, have them at their immediate command through the resources available in methodically conducted business affairs of moment.

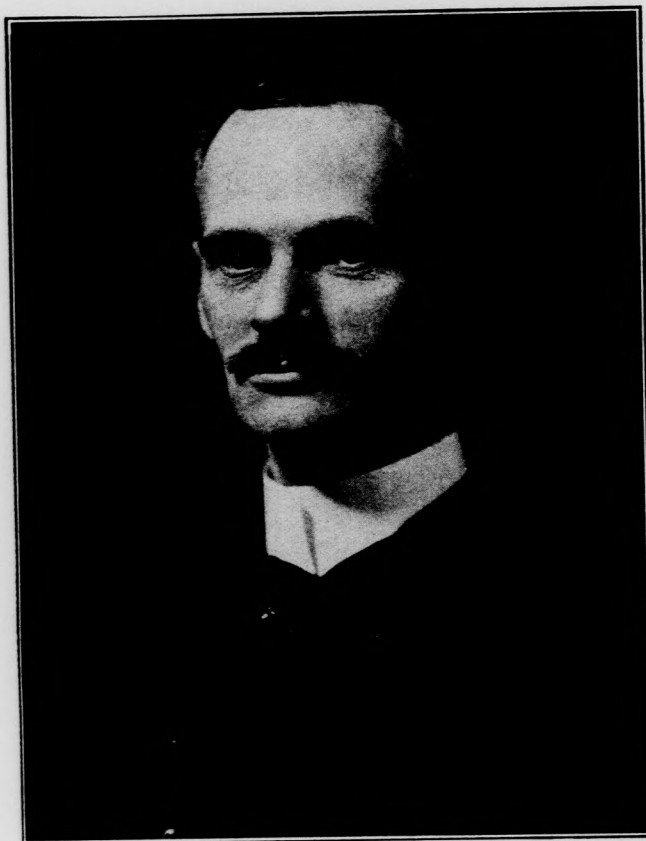
Levant Z. Caukin was born on a farm in Oakfield township, Kent county, October 23, 1860. Both of his parents were of German descent, but their ancestors had been natives of America for several generations. When he was 6 years old his father purchased a farm in Sparta township, two miles north of the village of Sparta, and the family removed to that location. Levant attended the district schools near his home and, as he grew older, taught school winters and attended school and worked on the farm summers. April 8, 1882, he entered the employ of A. B. Cheney, who was then engaged in the banking business at Sparta, remaining in that institution four years. He then spent two years at the State University at Ann Arbor, pursuing a special literary course, after which he returned to Sparta and resumed

his duties in the bank for another year. He then returned to Ann Arbor, where he devoted two years to the work of the law department, graduating from that department in 1891. He then came to Grand Rapids and formed a copartnership with Myron H. Walker, under the style of Walker & Caukin. Six months later he was tendered a position in the Fourth National Bank by Mr. Wm. H. Anderson, who had been elected a director in the July previous, had been made managing director in October and Cashier in January. Mr. Caukin entered upon the duties of Receiving Teller Jan. 8, 1892, and succeeded successively to the positions of Auditor and Assistant Cashier. On the retirement of John A. Seymour from the position of Cashier, Mr. Caukin was elected to fill the va-

lations, being content to figure as the dominating spirit in the Home Circle.

Mr. Caukin attributes his success to persistency and fidelity to his trust, and all who know him and his sterling qualities of head and heart feel no hesitation in asserting that, in addition to the qualities he is inclined to exalt, he possesses a delightful personality, which enables him to meet men of any walk of life with affability and satisfaction. He is so thoroughly acquainted with every detail connected with the Bank that he is prepared at any moment to state the line of every customer and what portion of his line is being used.

The best examples of American citizenship to-day are the men with humble beginnings who at a tender age were compelled to earn their live-



Levant Z. Caukin

cancy, entering upon his new duties March 6 of this year.

Mr. Caukin was married June 30, 1892, to Miss Fannie Daniels, who was a teacher in the public schools of this city. They reside in their own home at 287 South Union street and have two boys—Howard, aged 12, and Park, aged 8.

Mr. Caukin united with the Methodist church at Sparta when he was 15 years of age. When he went to Ann Arbor he took a letter to the Methodist church of that city and when he located in Grand Rapids, fourteen years ago, he united with the Park Congregational church, with which organization he is still identified. He has been a deacon of the church for the past four or five years and Chairman of the Business Committee for the past three years. He has no fraternal or secret society re-

lihood and to continue dependent upon their own efforts. Investigation into their modus operandi, as it were—their system of accumulating wealth or attaining high position—does not always reveal the main-spring or central force which enabled them to work out their life problem with steady progress toward the goal. In the present instance it is found that these sterling traits of character, this ability to originate and carry out a proposed plan of action, this good judgment and conservatism, this foresightedness in fortifying a business against possible contingencies, are directly traceable to a deep-set determination on the part of Mr. Caukin to master every detail, to conquer every obstacle, to make every customer a friend and to quietly and firmly assume every obligation peculiar to the difficult position he now

occupies with such credit to himself and such satisfaction to his associates.

Ariosa Coffee Sold Direct To the Consumer.

Cadillac, April 10—Several weeks ago Arbuckle Bros. advertised in a great many of the weekly papers, like *Colliers' Weekly* and *Ladies' Home Journal* (but no trade journals), stating that if the consumers would send to their New York office 10 cents in stamps, or any other form of money, they would receive a full one pound package of Ariosa coffee free.

The advertisement was answered by my daughter, who received the package according to their advertisement, and the enclosed copy is their "follow-up" letter, so it looks as though they were going to go right into the retail business, not only ignoring the jobber, but the retailer as well.

Grocer.

The letter above referred to was as follows:

New York, April 4—This is the same old Arbuckles' Ariosa coffee and the same old firm that introduced it thirty-seven years ago—not a modern corporation or stock company. Our senior, the man who started the business, drinks Ariosa coffee himself because he likes it and considers it the most wholesome coffee.

Sending you a full pound of Arbuckles' Ariosa for a sum less than the cost of transportation was the expression of his confidence that its intrinsic merit would be appreciated. Its sales for thirty-seven years exceed those of all other package coffees in the United States combined.

The purpose of this letter is to tell you that you can now buy Ariosa directly from us if you have any difficulty in obtaining it from your grocer. While it is our purpose and plan to continue to sell our coffee through the regular trade channels of wholesaler and groceryman, giving each his fair chance to earn a living, neither circumstances nor combinations shall prevent you having Arbuckles' Ariosa coffee if you want it. Any reliable grocer can easily obtain Ariosa coffee, but if your grocer is misguided enough to try to substitute his own loose store coffee instead, you have a perfect right to refuse it and send directly to us for your coffee.

For the convenience of those who can not now buy the coffee at their local store, we have arranged to ship ten full one pound packages in a strong wooden box, transportation paid from our nearest depot. The price will be \$1.80. You can send postal or express money order. The \$1.80 pays for the coffee and the transportation to your freight station—and there will be nothing more to pay. The coffee will come in the original wrappers, bearing the signature of Arbuckle Bros.—ten packages—ten signatures—which will help you to get a fine present free. The presents, however, are secondary to the quality of the coffee, which is the same old Arbuckles' Ariosa coffee that we ourselves drink every day. We have larger cases also. Please let us hear from you.

Arbuckle Bros.

SOCIAL NICETIES.

Their Neglect Fatal To a Successful Career.

Some men have to be "shown" and then they fail to profit by the demonstration; others need only the suggestion in order to act. The former are partial failures all their lives and in many cases total failures. The latter never entirely fail.

We try to forget that Lincoln ate with his knife and received friends in his shirt sleeves. We don't love Lincoln for these crudities, but in spite of them. It had to be as great a soul as Lincoln's to overshadow such vulgarities. The average man, seeking success, has no such great soul, and, if he has, posterity will appreciate the soul, and his present day companions will appreciate his observance of the ordinary rules of refined society.

It seems impossible to believe, in this day of free advice, of "mothers' clubs," of lectures and suggestions on the bringing up of children, and the importance of teaching them what should be done and what should not be done, that any child should have escaped his share of the teaching and training which would make it morally impossible for him to do the unforgivable things; but such is the case. Many a man is in an obscure position, fretting and fuming because his rightful position on earth seems more and more inaccessible each year, who has the ability to take his place far up the line, but is held back by small vulgarities that place him without the pale of a gentleman's realm. He thinks those small matters are of no consequence; he refuses to take the hint, administered in the companionship of people of refinement if not more broadly; and so he stays at the bottom of the ladder.

The city business man is always in a hurry; the country man thinks no one sees him but his family, and that they do not count. And so the crude habits are formed and the man is marred.

A salesman, who had made a good record as inside man with his house, failed utterly when he went on the road. He was deeply chagrined. He knew he was a good salesman. He has proved that through years of efficient service. It was his great ambition to travel for the firm; and now, after securing the privilege, he couldn't "make good." On one of his return trips, feeling despondent over the matter, he frankly owned himself a failure, and the manager of the house went out to lunch with the old employe, taking this opportunity to probe the matter and cheer up his man. Lunch was ordered, and the salesman began at once the story of his experiences. The waiter interrupted the stream of talk to serve them, and then, as the salesman began to eat, the manager's eyes were opened. The salesman crumbed crackers into his soup until it was of the consistency of milk toast, after which he ate it out of the end of his spoon, in great gulps; later, when the meat was served, he used his knife as the means of conveyance to his mouth, and had totally and entirely

"licked the platter clean" before the manager had really gotten well started; then he leaned back, and while picking his teeth with loud and disgusting "suckings" between times, he continued his story. When the manager had finished lunch and the salesman had finished his story, the former asked just one question: "Did you often go out to dinner with your merchants or buyers?"

"Always!" quickly responded the salesman. "I used every method to win their confidence and friendship."

Then the manager, wise if brutal, leaned slowly across the table and said: "Mr. —, you couldn't sell me a stick of gum!"

"Why, what do you mean?" exclaimed the bewildered salesman.

"I mean just this. No man whose personal habits are so obtrusively vulgar as are yours could have the slightest influence with me. Had I lunched with you before sending you on the road, I would never have disgraced our house by giving it such a representative."

This man had the good sense to swallow his mortification, take the hint, and reform his habits in this as in other particulars. He is to-day one of the best salesmen on the road—and one of the most gentlemanly ones. Other men, of a stubborn and "set" nature, also thin skinned, see no moral wrong in such vulgarities, and when told in even less brutal ways wrap the cloak of their own obstinacy about them and continue in their total neglect of the niceties of civilized society. They are held back all their lives by their own conduct; and if they are so unfortunate as to marry, some woman's finer sensibilities are trampled upon daily, while she tries in her heart of hearts to remember only his good qualities, in the presence of his grossness.

A young minister, who above all men has no excuse for such crudities, had several bad habits that annoyed his women relatives. One of them was always leaving his teaspoon in his cup when he drank from it. One day one of them sitting by him gently lifted his spoon from his cup and placed it in his saucer. Instantly he picked it up and put it back in his cup. That was ten years ago. A short time ago I met the minister and the first thing I noticed was his drinking his tea from a cup with the spoon in it; being curious in the matter I made enquiry and found that he held the same class of pastorate to-day as he had held when starting on his career. The better churches had never been assigned to him. I was not surprised at this, although he was a more able man in the pulpit than many who occupied better positions.

Another business man, an advertising man for a magazine, always announces his arrival before the presence of his would-be buyer of space with a loud snort and conspicuous use of his handkerchief. He also wonders why it is that he can't get business from the large firms. He has probably been told of the offensiveness of this habit by look, if not by actual words, time and time again,

but he has never connected it—and various other things in the same line—with his small success. If he had he would probably have corrected his manners, just as he was willing to go to the tailor and be fitted in up to date clothes when he recognized the fact that overalls and plow shoes would not give him admittance to the offices of gentlemen in the capacity of solicitor.

Men seem willing enough to buy suitable clothing, learn a line of strong talk, take all kinds of hints on selling points, and in every way make themselves presentable for the work they are undertaking; but when it comes to their personal lacks they grow touchy and back away.

No man should need to be told any point about any matter of this kind. His eyes are there to see with, his ears to hear with, and there are plenty of real gentlemen all about him to learn from. He should take the hint from their superior habits, compare himself with them, and see that if he gobbles his food, when they do not, he is wrong and they are right, and instantly take a complete inventory of himself and begin weeding out every objectionable trait.

I had occasion to watch the careers of two young farmers who went to the city to make their fortunes. They were equally crude in every way, having had no experience off of the farms of their respective fathers. Number One was a nice looking young fellow and seemed to take, like a duck to water, to every touch of refinement with which he came in contact. He hadn't been in the city long before any one would have taken him for a city bred youth. The other held to his countrified ways. At the end of five years Number One was one of the most gentlemanly employes in his house, was invited to the home of his employer, eventually married the daughter of the house, and is to-day a partner, and a man of more gentlemanly bearing could not be found the whole length and breadth of the business world. He has succeeded financially and socially. He is the mainstay of a tremendous business, has made a good woman happy, and is a worthy citizen. His life is a success, one-tenth because of his good qualities of heart and mind, and nine-tenths because he assumed all the attributes of a gentleman as fast as he learned them. The other man is still adding long columns of figures ten hours a day and twisting his legs around a stool at a lunch counter while he gobbles his luncheon. And yet in the "district school" he was considered the brighter of the two.

It is true beyond all question, that having strong qualifications for success, polish will add fourfold to its measure, and having the smallest degree of success qualities polish will carry you beyond the far brighter man who ignores this truth.

A. S. MORROE.

Beware of the fellow who does the most talking about despising wealth. He generally wants to borrow a quarter.

Builders' Hardware Is Now Unusually Active.

While the volume of business in many of the spring and summer lines of hardware during the last week has not been quite as extensive as generally expected, this apparent curtailment in buying is due to the fact that many of the leading consumers covered their requirements much earlier in the year than usual, so that they now need only small supplementary lots. There is no doubt, however, that consumption continues heavy, for the majority of retail merchants are clamoring for anticipated deliveries on many of the orders which they placed during February and March.

Wire products are selling fairly well, and, as there are no accumulations of stocks, prices are being well maintained. Specifications on outstanding contracts are being received by the mills in excess of their shipments, and although the tonnage on their books is being greatly reduced, there has yet been no opportunity for storing surplus products.

Business in paints and painters' materials, as a result of the general renewal of building operations in all sections of the country, is very active. The increasing demand from the building trade for strap and T hinges has caused a small additional advance in the prices of these articles, and prices on all copper goods are also being firmly held in view of the remarkable strength of the refined copper market. All descriptions of builders' hardware are moving freely, and many big contracts for supplying the hardware required in new office, hotel, apartment house and industrial structures, as well as in municipal, county, State and Federal Government buildings, are being let, while numerous others are still under negotiations. Collections are being made with exceptional facility, and the outlook for business during the remainder of the spring and throughout the summer months is extraordinarily bright.

He Was Insane.

Wm. Alden Smith enjoys nothing better than to recount a story which, he declares, he had from an official in the Pension Bureau:

One day, so the tale runs, the Bureau was in receipt of an extraordinary communication from the West, in which the writer, among other things, made this astounding statement:

"I am now drawing a pension of \$25 a month. Recently the Lord prospered me; so, being convinced that I am not entitled of right to this money, I desire that my name be stricken off the roll."

As soon as the Bureau recovered in a measure from this staggering intelligence, an investigation was set on foot. The examiner in the field reported as follows:

"I have the honor to inform you that the person who desired that the name be stricken from the pension roll is now in an insane asylum in this place, and has been for some time."

You can't buy success at the bargain counter.



Movements of Merchants.

Milford—A. J. Searles will soon open a meat market here.

Boyne City—Bergy Bros. have opened a new bazaar store.

Gladwin—M. E. Raymond has closed out his stock of groceries.

Hancock—A new cigar store has been opened by N. B. Ongie & Co.

Freeport—Weeks & Van Deusen will soon open a new meat market here.

Edmore—H. C. Baird succeeds Fred Norris in the blacksmith business.

Constantine—R. C. Merritt succeeds Younglove & Co. in the drug business.

Boyne City—M. Cunningham is succeeded in the lumber business by Peter Collier.

Harbor Springs—Geo. Thompson succeeds Fred. Ferguson in the blacksmith business.

East Jordan—Chas. Shednia succeeds Fred Korthase in the blacksmith business.

Lowell—F. A. Behl, who has conducted the City bakery for several years, has sold out to J. M. Myers.

Cadillac—The authorized capital stock of the Cadillac Lumber Co. has been increased from \$15,000 to \$20,000.

Albion—N. A. Barnes and J. F. Schwartz, both of Jackson, will open a bakery and confectionery store here.

Jackson—W. C. Briggs has sold his stock of groceries to H. J. Keller, who will conduct the business in the future.

Alma—Stevens, McCurdy & Co. are succeeded in the furniture and undertaking business by A. H. Gruber, of Middleton.

Battle Creek—C. J. Vanderhoof, of Smith & Vanderhoof, general merchants at Hodunk, will soon open a grocery store here.

Fenton—George Mitchell has purchased the interest of his partner, Clyde Lamb, in the cigar business and will continue same.

Pontiac—H. M. Farnham has sold his interest in the clothing business of Farnham Bros. to his brother, C. B. Farnham, who will continue the same.

Owosso—William H. Quayle, Harvey Allan and Otto Hallock, of Cornumna, will open a grocery store here under the style of W. H. Quayle & Co.

Gladwin—J. W. Myers has joined E. H. Waller in the boot and shoe business, which will be conducted in the future under the style of Waller & Myers.

Boyne City—G. Dale Gardner, furniture dealer, has purchased the stock of bazaar goods of C. H. Amsden and will consolidate same with his stock.

Rudyard—A branch implement store will soon be opened here by Wm. Lipsett, of Sault Ste. Marie, under the management of Hugh Carr, of Pickford.

Freeport—Frank G. Fighter has sold his meat market to G. O. Hawley, of Hesperia, who will continue the business, assisted by L. H. Robbins, also of Hesperia.

New Salem—John Schichtel has sold his general stock to Henry Webber and John J. Webber, who will continue the business under the style of Henry Webber & Son.

Charlotte—R. A. Garber has purchased the half interest in the farm implement business recently sold by his former partner, Martin A. Gibbs, to Frank Stringham, of Battle Creek.

Coldwater—D. L. Sargeant is succeeded in the grocery business by P. D. Kime and B. C. Kime, of Fort Dodge, Iowa. Mr. Sargeant will remain with the new owners for a time.

Traverse City—Fred H. Akers has purchased the confectionery store of S. A. Gilbert and will conduct same in the future. He will also continue the confectionery business at his old stand.

Quincy—D. W. Young, who has been engaged in the grocery business for the past forty years, has sold his stock and fixtures to C. B. Hall, of Cygnet, Ohio, who will continue the business.

William M. Shadford and John L. Ziegler, employed by Dean & Co., have purchased the grocery stock of G. B. Ottmer and will continue the business under the style of Shadford & Ziegler.

Battle Creek—The firm of Knox & Seedorff has been dissolved, W. H. Seedorff buying the interest of Henry Knox in the feed and fuel business. Mr. Seedorff will conduct the business in his own name hereafter.

Port Huron—A new corporation has been formed under the style of Henson & Branagan to conduct a clothing business. The company has an authorized capital stock of \$5,000, of which \$4,000 has been subscribed and paid in in property.

Detroit—The Detroit Carbon & Ribbon Co. has been incorporated to deal in carbon paper, ribbons and ink, with an authorized capital stock of \$5,000, of which amount \$4,000 has been subscribed and \$1,500 paid in in cash and \$2,500 in property.

Detroit—The business formerly conducted by the Wolverine Fish Co., Ltd., has been merged into a stock company under the style of the Wolverine Fish Co., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash. Operations will be carried on in the United States and Canada.

Battle Creek—The Rathbun & Kraft Lumber Co. has been re-organized under the style of the Rathbun & Kraft Lumber & Coal Co., with an authorized capital stock of \$100,000. The stockholders in the old company retain their interests, with the addition of Edward Henning, of Chicago. The officers of the new concern are: President, Edward Henning; Vice-President and Treasurer, Fred Wells; Secretary, S. J. Rathbun.

Manufacturing Matters.

Brown City—Fire destroyed the elevator of the Brown City Grain Co. April 10. The loss is between \$10,000 and \$12,000, partly insured.

Millersburg—The Alfred Gowen shingle mill is being put in condition for business and is scheduled to manufacture 5,000,000 shingles this season.

Constantine—Wm. L. White, of Union City, and Henry Riley and Guy Keeler, of this place, will manufacture a substitute for coffee called Mochaette, under the style of the Maizine Co.

Detroit—The Lubeck Automobile Co. has been incorporated to manufacture automobiles. The corporation has an authorized capital stock of \$15,000, \$10,000 being subscribed and \$5,000 paid in in cash.

Detroit—A copartnership association has been formed to manufacture match sticks under the style of the LaFlamboy Match Stick Co., Ltd., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Menominee—The Diamond Match Company will this season open a box factory, to be run in connection with the match block factory in this city. It is expected that a substantial building will be erected for the purpose. The match block factory will be enlarged this summer and a new surfacer installed.

Muskegon—Gow & Campbell's sawmill has started on the season's cut. A shingle mill will be added this season. The F. Alberts & Sons' mill has also started and the Hutchinson mill has been in operation several days. The Langeland mill will not operate this season. The Thayer mills have been running all winter.

Saginaw—The Bliss & Van Auken sawmill is running day and night and will continue to do so until September. The maple flooring department is operated with two shifts and is behind in orders despite the fact that this is the dull season for flooring. The firm reports a very active and large demand for lumber products of all kinds.

Durand—After once turning down the proposition, the Common Council has appropriated the \$3,000 necessary to bring to this place a factory that would employ fifty men at the start, with prospects of a rapid increase in the number. A string is tied to the offer, however, in the shape of a provision that seventeen of the moneyed men of the town must first sign a bond of \$5,000 to protect the Common Council in case its action is held to be illegal. This may result in a continuation of the fight against the Council, which began with that body's first refusal to appropriate the money. For eight months the local Improvement Association has been working to secure a factory for the village, and finally, two weeks ago, got a promise from a company with good prospects to locate here in return for a bonus of \$3,000. The Council refused to grant the money, and a mass meeting was held last week, in which the live, go-ahead element of the town told just what it thought of the Council. The result was the action of the Council in appropriating the money.

Love is a dream, but marriage is an alarm clock.

New Company To Make Chairs.

The Luxury Chair Co. has been organized with a capital stock of \$30,000, of which \$23,000 has been subscribed. The directors are Joseph E. Coulter, E. G. Maxwell, A. Linn Murray, Geo. P. Hummer, Dr. Dennis Murray, John Waddell and A. H. Brandt. The officers are as follows:

President—E. G. Maxwell.

Vice-President—A. Linn Murray.

Secretary and Treasurer—J. E. Coulter.

Mr. Coulter was identified with the Grand Rapids Felt Boot Co. for fourteen years and possesses the confidence of his associates to an unusual degree. Mr. Murray is a painstaking and hardworking manufacturer, who has become disgusted with the mail order business and has decided to drop back into the regular trade. The new company has acquired the plant and machinery of the Linn Murray Furniture Co. and will confine its operations to the manufacture of self-adjusting Morris chairs, made under special patents secured by Mr. Murray, doing away with all rods and rachets.

Miss Bertha Krupp, who is perhaps the richest woman in the world, is now known as "Queen Krupp" all around Essen, Germany, where are located the vast cannon factories which she inherited from her father. In that place alone she has 40,000 workmen toiling for her, who, with their families, make more than 200,000 persons dependent upon her now. If other concerns be added we have a total of 300,000 dependents. She has gas works, railways, telegraphs, telephones, her own bakeries, slaughter houses and general stores. She has her ambassadors in every court in Europe. They may not be known in the regular diplomatic world as such, but they are there all the same.

It is proposed that boys intending to enter the navy shall go to sea for two years before entering the naval academy. In this time it is argued they would settle their differences of opinion and when they went to the academy they would not resort to hazing. Beyond this advantage they would find out if they really liked the life of the sea. Many times now young naval officers are so sick when they enter upon active duty that they are worthless.

The annual banquet of the Master Butchers' Association of Grand Rapids will be held at the Bridge Street House on Thursday evening of next week. W. J. Kling has been selected as toastmaster. Vocal and instrumental music will be in evidence and a number of short speeches will be made by Sol. Hufford and some of the other bright lights and good fellows of the meat trade.

H. J. Vinkemulder, Philip Graham and E. G. Maxwell leave Thursday for Kansas City, where they join a party of gentlemen who will make a fortnight's tour of Mexico as the guests of the railway now being constructed from Kansas City to Popolobompo. They will have an audience with President Diaz, at Mexico City, before returning.



Wm. P. Gray has engaged in the grocery business at Nunica. The Musselman Grocer Co. furnished the stock.

Geo. W. Buckborough has opened a blacksmith shop at Alma. The Sherwood Hall Co., Ltd., furnished the stock.

C. C. Barringer will engage in the grocery business at South Boardman, the Lemon & Wheeler Company having furnished the stock.

C. A. DeLong has purchased a new stock of groceries from the Musselman Grocer Co. and will embark in business in Elkhart, Indiana.

The Sherwood Hall Co., Ltd., has furnished a new stock to Percy J. Baldwin, who has engaged in the blacksmithing business at 551 East Bridge street.

Thiel & Hudsonkilty have opened a blacksmith shop on the corner of Lafayette and East Bridge streets. The Sherwood Hall Co., Ltd., furnished the stock and tools.

Roy Baker has been designated as local broker by the N. K. Fairbank Co., of Chicago, and will carry a stock of cottolene, lard compounds and shortenings manufactured by that house.

The Grand Rapids Retail Grocers' Association will hold its first annual card party and dance at its hall in the Herald building on the evening of April 26. A first-class orchestra has been engaged and light refreshments will be served. No one will be admitted without an invitation.

The Produce Market.

Apples—Good fruit commands \$6.50 @7 per bbl. There has been no particular change in prices since last week and the local stocks are rapidly nearing the end. The demand is small on account of the high prices which prevail.

Asparagus—California fetches \$1.65 per doz.

Bananas—\$1.25 for small bunches, \$1.50 for large and \$2 for Jumbos. The movement continues very large and the demand is steadily increasing, as it will up to Easter, which is always a very active time in the market. The fruit coming in is of excellent quality.

Butter—Creamery grades have dropped off 3@4c, so that local dealers now quote 22c for extras and 21c for No. 1. Dairy commands 18c for No. 1 and 13c for packing stock. Renovated has declined to 18c. Receipts are only moderate, but there is a considerable quantity of storage butter on the market, which has a tendency to hold values down. The receipts of dairy butter continue comparatively light.

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.

Cocoanuts—\$4 per bag of about 90. Cucumbers—\$1.25 per doz. for home grown hot house.

Eggs—The Easter demand, coupled with the bad roads, has jumped the price up to 14@15c. The market has been nervous and excited for some days and developments are being watched with a great deal of interest by the trade. Storage of eggs has begun, some having been put in last week, but it is generally thought that if prices go much higher speculators will hold off, remembering the disastrous occurrences of last year.

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

Green Onions—25c per doz.

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

Grapes—Malagas are steady at \$6@6.50 per keg. Supplies are very light and there is very small demand.

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

Lemons—Californias and Messinas fetch \$3.50.

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 \$1.65 per crate. Bermudas are now on their way here and the market will open at \$3.50 per crate.

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. Unfavorable reports from California are held responsible for the comparatively firm feeling, but further advances in the near future are not looked for by the majority in the trade.

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 3½c per lb. shelled.

Potatoes—Local dealers are holding their quotations at 65c. There is an easier feeling this week, and, while the official prices have not been changed, there is no longer the firmness which characterized last week's market. There is apparently an ample quantity to supply the present consumptive demand.

Poultry—There is no change in the situation since last week. Receipts are light and are just about equal to the demand, so that the market is fairly steady. Stock coming in is not of the best quality, the roosters being tough and staggy and the hens small and thin. Refrigerator stocks are still being drawn upon to some extent, and their quality is in many cases superior to that of the fresh receipts. Old roosters have advanced 2@3c per lb. and live ducks are 1c cheaper.

Radishes—25c.

Strawberries—Floridas command 25c per qt. Louisiana fetch \$2.50 per 24 pints. Texas berries have not made their appearance on the market.

Sweet Potatoes—\$4 per bbl. or \$1.65 per hamper for kiln dried Illinois Jerseys.

Tomatoes—\$5 for 6 basket crate.

The Grocery Market.

Sugar—There is no change in the situation regarding sugar. In the opinion of some authorities the possibilities are that business in the raw sugar market will be restricted for a few weeks until it becomes practicable to gauge the result of the Cuban crop more closely than is now possible.

Tea—No change has occurred in the market during the week and none seems likely. Prices are steadily maintained throughout. The consumptive demand is fair.

Coffee—The statistical position remains strong, and as the market here is active, the future looks firm. The consumptive demand for Brazil coffee is good. Milds are quiet and unchanged, and so are Java and Mocha.

Canned Goods—The tomato situation is being watched with a great deal of interest by the trade and speculation as to whether the so-called syndicate will succeed in maintaining values is a chief topic for discussion. Prominent Maryland packing interests have entered the market with offerings of future corn. The price named is 5c per dozen higher than the opening price made by the same sellers last year. Further buying interest is being shown in spot corn. Peas are steady, though not large demand, and in the absence of pressure to sell from any quarter the tone of the market is firm. California fruits of all kinds are firm with stocks light, both on the coast and throughout the country generally. Gallon apples are strong and higher, with an increasing demand and small supplies. The week closed with a strong market with all varieties of salmon. Stocks of all descriptions in first hands both in the east and on the coast are smaller than they have been at this season in many years past. According to a Seattle report State Fish Commissioner T. R. Kershaw expects to see the price of Sockeye salmon reach a very high figure before the 1906 pack is sold out. Domestic sardines are quiet and without change.

Dried Fruits—Peaches have advanced 1c per pound on the Coast by reason of scarcity. Secondary markets have not advanced as yet, but will probably have to. Stocks are very low. Nothing is doing in raisins, which rule at unchanged prices, both loose and seeded. Apricots have advanced ¼c and some brands even ½c. Short crop prospects are responsible. Apples are firm and unchanged. By reason of short crop abroad, all holders of citron have advanced prices 1½c during the week. The quotation in a large way, f. o. b. New York, is now 18c, which is phenomenally high. For late summer shipment it is about 2c higher. Prunes are getting a trifle excited. Sizes 50, 60 and 70 are becoming scarce; 80's and 90's have been scarce for some time. Size 40's, which are relatively plenty, are selling at less than the corresponding price of 50's and 60's. In the East the latter sizes have advanced about ½c. The coast market is rather broken up, stocks being decidedly ragged there. The demand for prunes is fair.

Rice—Prices are steady and, as cost of resupplies is fully equal to, and in some instances higher than recent purchases, holders are reasonably firm in their views. Advices from the south note a quiet market on the Atlantic coast. At New Orleans conditions seem sluggish, although the movement is a trifle in excess of a season's average. Prices have been easier, as some holders showed a disposition to sell, but at the close, while prices are not quotably higher, a decidedly stronger tone is in evidence.

Fish—Cod, hake and haddock are unchanged, dull and weak. Norway mackerel are firm and in fair demand. Irish mackerel are dull and weak. The principal event in sardines is the formation of the new combination. The result can hardly fail to be an advance in price in the near future. Salmon is firm and shows an advancing tendency. The time of greatest demand is near.

The Grain Market.

The cash grain market has been strong the past few days, due largely to increased demand for both wheat and flour for export as well as home trade. The Michigan crop report for April gives the condition of the growing wheat as 75.1 per cent. as compared with 94 per cent. in December and 95 per cent. in April last year. It also shows 3,000,000 bushels of wheat in farmers' hands as compared with 750,000 bushels for the same time last year. The condition of the growing rye crop is given as 82 per cent. against 95 per cent. last April. Generally speaking, the winter wheat crop is in fair condition. The Government crop report made the condition on April 1 as 89.1 per cent. as compared with 91.6 per cent. one year ago. The report was given a bullish interpretation from the fact that we are likely to get more or less damage from freezing and insects in the next thirty days, and as a result considerable buying of both cash and options has been the outcome.

Corn continues to advance, and today good dry No. 3 yellow is quoted in carlots at 51½c per bushel delivered Grand Rapids points from the South and West. The demand has been good and the local trade is buying quite freely, and exports are fully up to the average.

Oats have advanced quite sharply, in sympathy with other grains. No. 3 white oats are now selling at 35c per bushel on the Detroit market, and offerings are not free at that. Country roads are still in poor condition for a free movement of grain, and as spring work will be crowding on very soon we do not look for a free movement of grain of any kind for at least three or four weeks, regardless of the prices being offered.

The visible supply shows the following changes for the week: Decreases of 146,000 bushels of wheat, 2,131,000 bushels of corn, 1,659,000 bushels of oats, 81,000 bushels of rye and 457,000 bushels of barley.

L. Fred Reabody.

A fool and his money are lucky ever to have gotten together in the first place.



Five Essentials To Consider in Window Work.

Beauty or utility of goods, arrangement, prices, cleanliness, extraneous object or objects. To ensure that merchandise shall be looked at in a window at least one of the above five factors must be carefully considered by the man who has this important work of the store in charge. In many cases one of these characteristics is sufficient to command attention; but when all five are given prominence but one result can follow: the feet of many inlookers are made to cross the threshold, and it is then up to the clerks to "do the rest."

Some of the largest of establishments are often remiss in attention to the fourth detail. Window floor and glass will show a most lamentable lack of soap and water, and, if anything, this happens most frequently in drug and grocery stores, where soap is as plentiful as the dirt it should go after, plus a liberal amount of that good old-fashioned lubricant going by the homely name of "elbow-grease."

The Germans are a brave race, and when it comes to a war with Dirt, they vanquish the enemy every time. The bakeries of Cincinnati, very many of which are presided over by members of the Teutonic nationality, fairly shine with cleanliness. The windows are immaculate and the floors—you could eat off the floors and not feel contaminated!

* * *

If there is one thing more than another that claims notice in the store front of Rindge, Krekel & Co. on Canal street, aside from the well-built footwear, it is the fact that one needs a powerful microscope to discover the least approach to cause of criticism along the line I have just dwelt on. Their windows, the men's side and the women's side, are a model that might be followed with profit by some firms that I "might mention but won't."

And another trait that betrays the ancestry of the firm (not counting the names of the members) is the extreme orderliness that always marks the disposal of the shoes. Everything is laid with mathematical precision, a feature often overlooked in the handling of such merchandise. Of course, with dry goods the case is different, their very nature allowing of latitude in arrangement, but where the units are so much alike, a good exhibit must rely on evenness and unusualness of placement. Often in a shoe display a sense of the proper is annoyed by the sight of shoes fallen over where such a state is plainly evident as coming from slipshodness on the part of the window dresser and not from design. Certainly, a mountain of shoes, rubbers or what-not goes in a space helter-skelter, but that, again, is different—it could not be otherwise. But toppling-over

goods where they should stand upright have no excuse.

In the two Rindge, Krekel & Co. windows the backgrounds and floors are generally trimmed alike, the variety being brought about by the way the goods are put in. This week common white canton flannel is invisibly tacked where it belongs. At the top of the background runs a six-inch band of the cloth and depending from this in the middle are two long-trailing branches of small white and yellow artificial flowers, the yellow ones being buttercups. Two similar sprays hang from the center of the mirror against the wall—just a little hint of the spring-coming, much more suggestive than a whole lot of posies would be. Low shoes for the ladies this summer, and many stunning styles in these are here displayed, with plenty of space between them. So many storekeepers pile so much stuff in the windows that nothing

F. M. Calkins, Grand Rapids, Walter A. Wood, M. & R. M. Co.

W. C. Hanson, Kalamazoo, Eastern Moline Plow Co.

W. B. Francisco, Three Rivers, Noyes Carriage Co.

A. W. Town, Jackson, Fuller Bug-gy Co.

L. D. Austin, Kalamazoo, Standard Harrow Co.

W. H. Crawford, Chicago, American Steel Wire Co.

Geo. E. Tubbs, Hillsdale, Alamo Manufacturing Co.

A. E. Kent, Detroit, Rathbone, Sard & Co.

Wm. Scott, Galien, LaPorte Harness Co.

W. C. Wright, Detroit, Armstrong & Graham.

Carl Sheperd, Detroit, Pierson & Hough.

W. W. Orr, Grand Rapids, Brown & Sehler Co.

JUST A LITTLE FARTHER ON.

Just a little farther on waits a wondrous April dawn.

When the boughs will break in blossoms as a flag is lifted up,
When the grass will rise and run with the laughter of the sun
And the sky will seem to pour us wine from out a magic cup;
And we'll sing because of knowing all the songs the wind is blowing,
And the earth will be the gladder for the dreary days agone.
Then we'll catch the murmured words in the singing of the birds,
When the earth has rolled to Springtime—just a little farther on.

For the good old earth it knows where the robin and the rose

Wait to set our hearts to leaping for the beauty of the day,
And it knows the necromance of the violets that dance

To the music of the brooklet that once more is loosed in play.

Ho, the blossom petals drifting in the breeze forever shifting,

And the forests flaming greener for their battle with the snows!

Then we'll catch the melodies of the waking honey bees,

For the good old earth is rolling to the robin and the rose.

Shut your eyes, and you may dream of the dandelion's gleam

Where the careless hand of Springtime has been spilling all its gold,

While the meadow over night flings aside the wintry blight

And its carpet smooth as velvet is by fairy hands unrolled.

Then we'll know the tang and tingle of the blossom scents that mingle,

And we'll taste the joys of living in the wondrous April dawn,

For we're swinging to the wiles of the singing and the smiles,

To the blessedness of Springtime—just a little farther on.

but a conglomeration remains as the impression of the passer-by. This is a great mistake. Better too few than too many goods every time. Don't forget this.

Spring Demonstration of an Entertaining Implement Dealer.

Cassopolis, April 10—John Atkinson, who has not only a local but a State and almost a National reputation as an implement and carriage dealer at this place, held a very successful Spring Demonstration April 5, 6 and 7. Mr. Atkinson is a master hand at inventing ingenious ways of advertising his business and building up trade. He drops old style ideas and goes after the business in strictly original ways.

Last spring, after selling goods through the winter, he had a delivery day, which proved the most successful of any such event that has ever been held in this State. This year he changed his tactics, holding a three days' demonstration. He was ably assisted by representatives of the manufacturers as follows:

L. D. Jones, Buchanan, Ortmyer & Son.

W. C. Hickok, Sandwich, Ill., Sandwich Manufacturing Co.

J. W. Caywood, Galesburg, Kalamazoo Tank & Silo Co.

M. A. Crooks, Kalamazoo, Oliver Chilled Plow Works.

W. W. Humphrey, South Bend, Oliver Chilled Plow Works.

S. P. Blough, Goshen, 20th Century Spreader.

Geo. Shean, Kalamazoo, Advance Thresher Co.

Alva Davis, Flint, Durant-Dort Carriage Co.

W. F. Kolhi, Kendallville, Perkins Wind Mill Co.

B. W. Van Duzer, Decatur, Birdsell Manufacturing Co.

E. Starbuck, Goshen, Gale Manufacturing Co.

Mr. Atkinson carries a large and complete line of the best implements, vehicles, harness, stoves, gasoline engines, wind mills, fencing and seeds and also deals heavily in hay, straw and grain. He goes after the trade

in such a vigorous manner that he has no fear of catalogue houses or any other competition.

Some of the leading dealers in this vicinity visited with Mr. Atkinson during the demonstration, among them being Alex. Custard, of the firm of Custard & Evert, successors to Custard Bros., Mendon, who came to look into Mr. Atkinson's method of conducting such a demonstration and also into the radical change which he has recently made in his business relations, which has proven to be eminently satisfactory and which is making this the most successful season he has ever had.

Propose To Secure Repeal of Bailey Law.

Grand Rapids, April 10—Saturday evening, April 7, was the regular meeting night of Grand Rapids Council, United Commercial Travelers, and a goodly number of the grip carriers were on hand for the transaction of business. One application for membership by initiation and two for reinstatement were received. John A. Plank, representing the McCaskey Register Co., of Alliance, Ohio, was initiated and added to the list of travelers who believe in unity, charity and temperance.

The infamous Bailey law came up for a further discussion, and it was decided to secure the aid of all the Councils of United Commercial Travelers of the State in working for its repeal. This, we think, can be accomplished by united effort, and we have the assurance from Attorney General Bird that he will render us all the assistance in his power, he having stated to one of our members that he considered the Bailey law one of the most deceitful laws that ever went on the statute books. Let every one work for its repeal.

Next Saturday evening, April 14, occurs the last dancing party of the season, given under the auspices of the U. C. T. of Grand Rapids. All members of the order and their friends are welcome.

O. F. Jackson.

Why the Tree Howled.

The teacher was giving her class a lesson in nature study. The point under discussion was the cause of the sighing of the wind which sounded mournful about the branches of an apple tree.

Jimmie got to his feet with a knowing air, and the teacher asked: "Jimmie, what is it that makes that moaning noise we all hear so plain?"

Jimmie's answer was prompt: "It's the tree."

"Why, Jimmie," said the teacher, "you know a tree is an inanimate object, and could not make a noise like that."

"Well, I know; but it's the tree just the same."

"Why, Jimmie—why do you say it is the tree that makes the noise?"

"Well," said the star of the class, "I guess if you was as full of green apples as that tree is, I guess you'd howl."

What is a muff? Something that holds a lady's hand and doesn't squeeze it.

Poorest Paid Men in Uncle Sam's Service.

The poorest paid job in the Government service, or perhaps in the working world, taking everything into consideration, is that of a rural mail carrier.

Last winter some of the carriers, the most of them in some localities, were compelled to drive two horses to a two wheeled cart. The weather was such as to make some roads practically impassable. The wheels cut into the mud to the hub and the lifted accretion would freeze to the vehicle and double its weight.

The carriers are compelled to furnish their own horses and vehicle. Some of the men must keep three horses in order to give proper rest to the animals, and the carrier must either feed his team at his own expense, depend on his patrons to furnish it, or beg it.

In one county a rural carrier feeds his horse at the residence of a certain farmer every trip he takes. He gets his own dinner there, and the farmer furnishes all free of charge and gives the carrier \$5 in gold at the end of the year besides. Hundreds of the farmer patrons of the rural routes make it a regular business to collect sufficient horse feed along a route to keep the carrier going. If they didn't the route would stop.

At Christmas time the country papers are filled with notices of the taking up of collections for such and such carriers. One farmer contributes a ton of hay, another so many bags of oats, others give hams, butter and eggs; some farmers actually furnish the harness for the horses.

Not long ago it was noticed that a certain blacksmith shop in Kalamazoo county sheltered several wagons that had been used for the mail routes but had been abandoned. The smith said that the carriers had traded them off to the dairy people for milk wagons. They were so heavy that a two horse team could not get around with them. Some of the carriers were accustomed to fit up these covered wagons with small stoves so that they could keep warm. Now they are driving in open carts.

The average length of a rural route is twenty-five miles. There have been times this winter when it required three extra hours to get around. The carrier must be up at 6 o'clock and sort his mail so that he may start at 7. Some of the carriers use up an entire day in getting around. A carrier is paid \$720 a year, and must furnish his own team, wagon and uniform. He must drive his team twenty-five miles and do his work for about \$2.30 a trip. He must keep his horses well shod and well fed and bedded. If it wasn't for the charity of the people he would be in the hole at the end of every year of his work.

Not all of the patrons of a route chip in in helping him along. Some of the men who get the most mail never contribute a penny. It is related that one of the carriers appealed to a certain road commissioner to fix up his road so that he could be reached by the carrier. The road man

wouldn't do it, and the carrier cut him off and was sustained by the postmaster. In a good many instances the old rural postoffices have been discontinued, and it has devolved on the rural carrier to carry a good sized mail. He must handle the whole business while subjected to the rigors of the weather.

Some time since the carriers made something extra by taking subscriptions for newspapers and in carrying packages. One of the carriers made his horse feed by peddling bread to the farmers along his route. He had a big bread box fastened to his rear axle. The farmers discarded their homemade loaves and took to the product of the city bakery. But the department cut this source of revenue from the carrier, after giving him a slight raise in his salary.

As compared with any other class of workers in the Government service, the rural carriers are said to have the worst of it. The janitors and the scrubwomen are better paid and better treated than the man who hustles out every working day in the year, rain or shine, sets the farmer to reading his paper by a blazing fire, brings him checks for his produce, carries back his correspondence, wears out his horses, vehicle and his own body for a paltry sum. J. L. Graff.

Extent To Which Butter Adulterators Can Be Fined.

There is complaint about excess moisture in butter of all grades, especially in creameries. This affects exports. There have been more inspections of butter for export than ever before. In some cases out of twenty cars only two were found that would pass. On an average some of the exporters have not been able to find more than one car in ten to pass. The Government rules that the limit of moisture is 16 per cent. Much of the creamery runs 18@28 per cent. One lot of ladles inspected recently showed a moisture of 30 per cent. Steam is employed to force excessive moisture into creamery butter. This moisture in butter means much profit to the makers. Two per cent. excess moisture in a car of 20,000 pounds means a profit of \$100. At 10 per cent. excess, which is often the case, the swindle runs into a large amount quickly. Makers of loaded butter take a great risk, as was well established in the Moxley case, when he was compelled to pay the Government \$28,000. This was not because the Government discovered that amount of butter it could class as fraudulent. It was the amount taxed against his entire output for that fiscal year. Manufacturers do not realize the extent to which they could be fined.

The unsatisfactory condition existing in the butter market this season is charged by many to the centralization plants. Under this plan the quality of creamery butter has scored much lower than in past years. This is why the oleo men and the process interests have made such inroads on creamery. The centralization plan is a return to the gathered cream days, only on a larger scale. The large operators are fighting for terri-

tory, so it is almost impossible to pay attention to quality. It is quantity they are after. Farmers are finding they can operate in a small way to advantage. A small creamery of thirty or 100 tubs of good quality is finding no difficulty in making it pay. The impending coal strike is operating against butter. In Pennsylvania 50@100 tubs is now a large purchase by parties who ordinarily use a car.—Chicago Fruit and Produce News.

Appropriate Places for All Classes of Persons.

Singers to Alto, Ga.
Lawyers to Fee, Pa.
Bakers to Cakes, Pa.
Jewelers to Gem, Ind.
Babies to Brest, Mich.
Smokers to Weed, Cal.
The sleepy to Gap, Pa.
Printers to Agate, Col.
The idle to Rust, Minn.
Cranks to Peculiar, Mo.
Poets to Parnassus, Pa.
Deadheads to Gratis, O.
Florists to Rose Hill, Io.
Thieves to Sac City, Io.
Mendicants to Begg, La.
Perfumers to Aroma, Ill.
Small men to Bigger, Ind.
Paupers to Charity, Kan.
Actors to Star City, Ark.
Plumbers to Faucett, Mo.
Old maids to Antiquity, O.
Tramps to Grubtown, Pa.
Bankers to Deposit, N. Y.
Widowers to Widows, Ala.
Apiarists to Beeville, Tex.
Farmers to Corning, N. Y.
Brokers to Stockville, Nev.
Hunters to Deer Trail, Col.
Hucksters to Yellville, Ark.
Prizefighters to Box, Kan.
Lovers to Spoonville, Mich.
Debtors to Cash City, Ark.
Bryanites to Dennis, Mass.
Chiropodists to Cornie, Ark.
Carpenters to Sawtooth, Ind.
Grocers to Coffeyville, Kan.
Sports to Race Track, Mont.
Dry goods men to Calico, Cal.
The "boys" to Midway, S. C.
"Crooks" to Dodge City, Kan.
Theosophists to Mystic, Conn.
Gardeners to Artichoke, Minn.
Swimmers to Neversink, N. Y.
Poulterers to Hatchville, Ga.
Puzzle fiends to Riddleville, Ga.
Physicians to Doctortown, Ga.
Whist players to Cavendish, Ind.
Toppers to Brandy Station, Va.
Society climbers to Tip Top, Va.
School teachers to Larned, Kan.
Drummers to Modest Town, Va.
Prohibitionists to Drytown, Cal.
Drummers to Modest Town, Va.
The hairless to Bald Knob, Ark.
Entomologists to Bug Hill, N. C.
Peregrinators to Footville, Wis.
Pork men to Ham's Prairie, Mo.
Druggists to Balsam Lake, Wis.
Baseball players to Ballground, Ga.
Reigning beauties to Bellecenter, O.
Political orators to Stumptown, Pa.
The gum brigade to Chewtown, Pa.
Ne'er-do-wells to Hard Scrabble, Kentucky.
Justices of the peace to Squire, Minn.
Three-card monte men to Trickum, Ky.
Newly married couples to Bliss, Mich.

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

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For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Window Displays of all Designs

and general electrical work.

Armature winding a specialty.

J. B. WITTKOSKI ELECT. MFG. CO.

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Citizens Phone 3437.



An Auto? No!

Peanut and Popcorn Seller.

Catalog show'em \$8.50 to

\$350.00. On easy terms.

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Wm. Connor

Wholesale

Ready Made Clothing

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

A Mine of Wealth

A well-equipped creamery is the best possession any neighborhood in a dairy section can possibly have, for the following reasons:

1. It furnishes the farmer a constant and profitable market for his milk or cream.

2. It relieves the merchant from the annoyance and loss incident to the purchase and sale of dairy butter.

3. It is a profitable investment for the stockholders.

We erect and equip creameries complete and shall be pleased to furnish, on application, estimates for new plants or for refitting old plants which have not been kept up. We constantly employ engineers, architects and superintendents, who are at the command of our customers. Correspondence solicited.

Hastings Industrial Co.
Chicago, Ill.



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OF BUSINESS MEN.

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Grand Rapids, Mich.

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of issues a month or more old, 10 cents;
of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, April 11, 1906

REFORMING THE LANGUAGE.

Andrew Carnegie, who next to John D. Rockefeller is the richest man in the United States, seems to have reached the conclusion that money is not only the chief representative of all commercial power, but that it is equally influential in intellectual, moral and spiritual affairs, and has shown his faith in the almightiness of his dollars by organizing a movement to reform the English language.

Recognizing that money is to-day the most important factor in the conduct of our greatest institutions of learning, Mr. Carnegie has sought their aid in his herculean task. Naturally many of the universities have rallied to his scheme because the business of jollying and flattering rich men so as to secure large pecuniary endowments from them is now one of the most important functions of the heads of such institutions, and since he is already Lord Rector of a university in Scotland, there is nothing strange that a lot of American universities should have exhibited the utmost complaisance in taking up Mr. Carnegie's remarkable enterprise.

Of course, the great university scholars are fully aware that a language was never made by any royal edict or by the work of any learned cabal or senate of lexicographers. Language is made by the people and grows as their needs for expression increase and their ideas expand. What is known as the English language is entirely different from what it was when the Venerable Bede's English history was translated in the eighth century by King Alfred the Great, or from what it was in the fourteenth century, when Chaucer wrote his "Canterbury Tales," or in the sixteenth, when Edmund Spenser wrote his "Faerie Queen." So steadily has the language changed without the aid of grammarians and the makers of dictionaries that it is difficult to-day to read Spenser's works, and impossible to read Chaucer's without the aid of a special lexicon. As for King Alfred's English, that is called Anglo-Saxon and is not English at all to the present-day reader.

The English language is one of the most remarkable compounds in the entire history of linguistics. Eng-

land, being an island, was invaded and conquered, even before the dawn of history, by many different races of men, each and all of whom left their impress upon the language of the country. There were Celts, Carthaginians or Tyrians, Romans, Spaniards, Saxons, Angles, Northmen, Danes, French, and others who contributed their share to the language now known as English, while travelers have engrafted upon it words from Asiatic and African tongues, and from the speech of the American aborigines.

These varied and incongruous elements have become incorporated and agglutinated into a speech in perpetual use by several hundred millions of people of the English family, and by many others of various countries.

It is therefore beyond the power of Mr. Carnegie and his coterie of learned men to change the language at their dictum, and the great scholars on his special board know it, but then he has millions on millions of money, and he is well disposed towards educational enterprises, and it is therefore wise to fall in with his humor, as there are in all probability large financial endowments to be got out of him, and therefore the Language Board will go into operation as a serious concern and remain so as long as Mr. Carnegie will furnish funds for its support.

Famine is something of which the American people have no adequate conception, as they dwell in a land through which famine never stalks, where there is always plenty to eat and where none cry in vain for bread. In times past the American people have contributed liberally to the relief of famine-stricken nations abroad and they are not deaf to the appeals now being made in behalf of the Japanese. In large areas of the Mikado's realm the crops have proved a complete failure and thousands are suffering for want of food. The government is doing something in the way of assistance, but there is urgent need that much more should be done. In the costly struggle with Russia the resources of the Japanese people have been well nigh exhausted and without help from their friends the conditions may become desperate. As Americans have from the beginning stimulated the aspirations of the Japanese they will not neglect their present needs. The Red Cross and other societies are receiving and forwarding contributions and hope that the total may be a handsome testimonial of American interest and generosity. The Tradesman will duly acknowledge any contributions which its readers may wish to make and forward same promptly to the Red Cross Society.

Lots of people, if they lived up to their best intentions, wouldn't be further up than the basement.

Poetry is well enough in a sweet-heart, but it's plain cooking a man expects from a wife.

Bargains break many a man's bank account.

THE IMMIGRATION PROBLEM.

Notwithstanding the fact that last year made a new record in the number of new arrivals in this country from Europe, the inflow continues to keep up on an undiminished scale. Each month of the new year has shown a further increase and it is probable that when the totals for the year are made up it will be found that it has broken all records.

This steady and increasing inflow is, no doubt, due to the prosperity prevailing in this country, and partly, also, to the fear that the recent Morocco difficulty might lead to war in Europe. Whatever the cause, the additions to our population are steadily increasing and, unfortunately, these additions are of a character that do not promise easy and peaceable assimilation with the existing mass of the population.

This great increase in immigration gives point to the efforts being made in the Senate to amend the immigration laws. A report submitted recently by Senator Dillingham from the committee having cognizance of immigration matters proposes a number of amendments to existing laws. The measure proposed provides for an increase of the head tax on incoming aliens from \$2 to \$5, and for the subjection to a fine of \$100 for steamships which bring in persons prevented from entering by reason of afflictions of mind or body. The bill submitted with the report also adds to the classes of aliens now excluded by law all persons who display physical or mental defects of a kind while strengthening the existing protecting their ability to earn a living, and children under 17 years of age, unless accompanied by their parents, while strengthening the existing provisions against the admission of polygamists, criminals and disorderly characters. With a view to promoting the distribution of admitted aliens among the states and territories desiring settlers, the bill provides for the creation of a division of information in the Bureau of Immigration.

No matter what amendments are made to the laws, they will utterly fail of their object, unless they are honestly and stringently enforced. The steamship lines catering to the immigration traffic evade the laws freely, and the governments of Southern Europe undoubtedly encourage the exodus of their surplus populations, particularly the more undesirable classes. Mere amendments to existing laws will not remedy the difficulty. What is needed is a radical change in the entire system, which will effectually cut down immigration.

ALL CLAP TRAP.

Now that a halt has been called upon the agitation in favor of sending an army into China, and there seems to be every prospect that we will hear no more of the threatened antiforeign outbreak in that country, the calamity howlers are beginning to create the impression that our relations with Japan are becoming strained, and that the island empire has its eye on the Philippines. Other reports have it that Japan is entering

into a league with China to drive American commerce from the Far East.

While the origin of these yarns can undoubtedly be traced to a class of pessimists, common enough in every country, it is equally true that the Pacific Coast interests, identified with the unjustifiably harsh enforcement of the Chinese exclusion law, are taking advantage of these reports to urge that Congress include the Japanese in the Chinese exclusion act.

There can be no denying the fact that this country has treated the Chinese shamefully. Although the law provided only for the exclusion of bona fide laborers and admitted other classes of Chinamen, it has been so administered that all Chinese were excluded alike. That this harsh treatment should incense the Chinese and drive them into adopting retaliatory measures was natural enough.

Congress is not in the least likely to adopt any such foolish movement as to exclude Japanese as well as Chinese. Japan has the right, under our treaty, for free entry and residence for her subjects. Any attempt to deprive the Japanese of this privilege would be promptly resented, and the Japanese government could be counted on to promptly protect its rights.

All this talk of possible trouble with Japan is mere nonsense and emanates from people who have a sinister motive in spreading such reports. It is possibly true that Japan would like to absorb the Philippines by purchase, and there are some indications that our Government would not be adverse to a sale on favorable terms if Japan is really anxious to buy.

It used to be a common way of saying that a man was not especially bright or capable, to remark that So-and-So would never set this or that river afire, the river chosen for the purpose being the one nearest and best known to the speaker. There have been instances on record, however, when just that has been done literally. A day or two since a very ordinary and every-day deck hand on a steamer set the Ohio River afire fifteen miles below Pittsburg, had his clothes badly burned, the boat he was on escaping narrowly and the flames being extinguished with difficulty. It all happened because of a break in a gas main at a point under the river over which the boat at that time was passing. The deck hand lighted his pipe and threw the burning match into the water, which ordinarily would be a very safe place for it, but in this instance it ignited the gas, which is said to have burned briskly over an area as large as a city block, so that river traffic had to be abandoned and the supply of gas in that main shut off to quench the flames. Cases have been known where a quantity of oil floating on the surface of the water has been ignited. It follows, then, that it does not require a great deal of brains under proper conditions to set the river afire.

The proof of the pudding may be in the eating, but the proof of the brandy sauce is on the breath.

ATTRACTING ATTENTION.

Methods Employed by Different Chicago Merchants.

In nine times out of ten the retail dealers in the country town fail of success because they do not attract possible customers to their stores. We would hear much less about the in-roads made upon the business of the country dealers if more of the dealers made their stores so attractive that they would command universal attention, and if they made their stocks so diversified that people would be compelled to visit the establishments at other times than those upon which they called simply to purchase furniture.

In a recent number of a monthly magazine a symposium is printed upon the subject, "How To Bring Visitors Into the Store." It is true that the contributions to this interesting series of letters are made altogether by men identified with the big stores in the big city of Chicago, but the suggestions which the writers put forth may, in a modified way, be applied to the country store. Benj. F. Schlesinger, Superintendent of Carson, Pirie, Scott & Co., says: "We draw people to our store through conveniences and accommodations. Newspaper advertising, in my judgment, attracts only about two in ten visitors to the store. By conveniences and accommodations I mean properly arranged telephone booths, tea tables and comfortable seats."

Joseph Basch, General Manager of Siegel, Cooper & Co., says: "We have one method of drawing people to our store aside from newspaper advertising, which is a very small factor. It consists of, first, a clean-looking stock; second, an up-to-date service, and third, an efficient delivery. By clean-looking stock I mean every morning we clean all stock and fixtures."

Edward J. Lehman, Vice-President of the Fair, says: "We draw people to our store by sending out circulars of some specialty to a certain definite class of people—such as motormen, mail carriers, policemen or outdoor workers—at specified times, and then following them up with other circulars and souvenirs. The specialties are simple, say a particular line of gloves suitable to street car motormen and conductors or other outdoor workers; or it may be a certain class of scarf or sock or handkerchief or cap. There must be two elements, the right class and the right article."

Roy S. Shayne, General Manager of John M. Shayne & Co., furriers, says: "Every year we send to over 30,000 persons our annual catalogue, and supplement this every ten days with a letter. Each year we send a handsome souvenir to our customers which reminds them of our firm."

David B. Felix, store Manager of the Regal Shoe Co., says: "We have three ways of drawing people to our store. First, by personal contact; second, by a list of names, and third, by hide exhibitions. No matter where I or my clerks may be at luncheon time or any other time, we aim to meet as many people as possible. We

put our cards into some one's hands in some quiet way. We invite people into our store—keep inviting them and keep talking Regal shoes."

Frank M. Forester, General Manager of Buck & Rayner's drug store, writes: "We depend almost entirely upon our window display to get people inside our store. By that I mean a window having a dressy appearance, a varied display and a clean assortment."

Nathan W. Baumgardner, Manager of the Imperial millinery store, says: "Window display—the right kind of window display—is our medium for attracting people to our store. We do no other advertising outside our window display."

We have epitomized these several letters because each writer suggests a different way of attracting visitors to the store, and each suggestion may be more or less applicable to the conduct of any furniture store, even although it be in a little country town. Mr. Schlesinger suggests that conveniences be offered to the public. Of course, a cafe could not be operated in the country store, but it may be possible to devise a rest room or comfortable seats or some other similar accommodations for the farmers' wives who come to country towns. It may be possible for the dealer to have it well understood among the women of the town that the telephone which can be found in the store can always be used, and that upon social occasions the furniture dealer is in position to furnish, for a nominal sum, extra chairs, tea tables and things of that sort. It may be good advertising to furnish these things without a charge on some occasions.

Mr. Basch, of Siegel, Cooper & Co., lays particular stress on a clean-looking stock. There is nothing in the world so calculated to enhance the standing of any furniture store, little or big, and give selling quality to the goods, as a clean stock. A large number of dealers make the mistake of overcrowding their stores so that the care of the stock is out of the question. Better save the interest on the investment and put it in the service of a good, bright boy, whose duty it shall be to keep every piece of furniture in the store in first-class condition. The railroad facilities are such at the present time that goods can generally be secured on short notice, and in any event it is cheaper to carry the stock in a warehouse than in a more expensive store. A small stock, well kept, will move faster than a large stock badly kept.

Mr. Lehman believes in circulars, in pounding away at special things upon special occasions; Mr. Shayne in a catalogue and reminders of the catalogue; Mr. Felix in personal contact and some special attractions to the store, and Mr. Forester and Mr. Baumgardner in window display. One or all of these suggestions could be adapted to the management of the average furniture store.

We have made use of this material in this way largely to point out that merchants of every class, in a great city like Chicago, are not content

to wait for people to come to their stores, but are endeavoring always to induce them to come. Competition in the city is fiercer than it is in the country. The country dealer can use city methods in attracting trade, and besides he has other weapons at his command. Not the least of these should be the personal equation. In the small city, town or village it should be possible for the merchant to know all his possible customers. A city dealer can not do so. He should make it his business to know the people in his community, and then he should use his best endeavor to induce them to visit his store. The writer of this has in mind a store in a little town in Michigan, in which he had occasion to spend an afternoon and evening not long ago. The dealer carried not only furniture, but about everything which would go into the furnishing of a household. He did picture-framing and evidently was prepared to do any sort of an odd job. There was a constant stream of visitors to the store for one thing or another during this particular afternoon and evening. Few, if any, of the visitors bought furniture, but they bought something else, and they were so cordially greeted and made to feel so much at home that it is not surprising that this particular dealer has made a business success. Nor is it surprising to know that when his stock was wiped out of existence by a disaster a few years ago, and he was left without capital, he found manufacturers who knew his ability ready to back him in a new enterprise. This was several years ago. He needs no capital to-day and does not ask for credit. He is firmly established because he is a good store-keeper and was not content to simply sit down and wait for the people to come to his store.

Thought It Was the Devil.

Written for the Tradesman.

"Well do I remember," said a young lady whose home is in Fruitport, and who is inclined to be a bit superstitious, "well do I remember," she repeated, "the very first time I ever saw an automobile. I had heard of them, but before I had even seen pictures of them one of the monsters hove into the peaceful village."

"My people live in the country, but I was stopping with some friends of ours in town. They were all in the

house at the time of my first view of one of the machines, while I was out on the porch. The night was dark, not even the stars peeping out.

"It had been as still as the catacombs, when all of a sudden I began to hear a faint chug-chugging down the road.

"The rhythmical noise grew near and nearer, louder and louder, and pretty soon around a bend in the road appeared to me what seemed two enormous red eyes. There was no fence around the yard and to my excited imagination, whatever The Thing was, it was making a beeline for me.

"I jumped up out of the hammock and rushed for the inside, intent only on escaping what I actually conjectured to be the Evil One! I stopped not until I slammed the screen door behind me, not daring to look back for fear The Thing had entered the yard and was climbing the steps after me!

"I ran to the window, but by that time the fearsome object was half-way up the hill beyond, trailing a streak of light behind it, while two long horns of light showed the road in front.

"I often laugh to myself now in thinking what a afraid-cat I was when I got my first glimpse of an auto."

C. A. R.

No man shortens his yard stick without shrinking his soul.

He has no friends who makes no foes.

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.

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

THE DOLLAR CHASE.

Story of the Man Who Overplayed Himself.

From the beginning it is to be understood that the race for success is nothing more or less than a great game. Life is a game for that matter, but life is different from business. Everybody has to play at life, whether he wants to or not. In the pursuit of success it is a matter of choice. A man doesn't have to chase success unless he wants to.

Once this fact is fully accepted, it is bewildering to note the absolute slavishness with which man bows to the sway of the dollar chase—the million dollar chase, rather—and throws everything, blood, bones and brains, body and soul, life, happiness, and decency, into the great game and risks the losing of all in a heart-breaking effort to win. And, as often as not, when he does win he loses.

Why, Oh, why? Why does mankind bow down and acknowledge the superiority of a small, insensate metal disk with certain figures stamped upon it? Why? Why, just because!

All this is suggested by the case of Willard, the man who overplayed himself. Willard threw everything that he had, could beg, or borrow from men and nature, into the great game, and he won. This is the story of it:

There is no question that Willard was of the kind who are born for success. He was large and he was strong. He was brilliant, and he was calm. He was trained and he was enthusiastic, and he loved work as the miser loves the hoarded gold in his cellar. He loved to do things, loved to achieve, loved money, loved position and power; in short, he was ambitious. And the foregoing is a sample receipt for the Man Who Should Succeed:

He came to Going & Co. from a business college. His father had been a business man in a small way who bewailed the lack of success that had come to him, who resolved that said lack of success was due solely and wholly to a lack of early education and training, and who nobly resolved that no son of his should fail to achieve the full measure because of any neglect of training early in life. So Willard went to business college instead of high school. The father had decided that a man should begin early in youth to carve out his fortune. A boy received little business training in high school. The thing to do was to begin to train him early, and the business college was a little better than an office for the earliest training.

Thus at 18 Willard knew the theory of business from top to bottom. He knew how to handle the machinery of an office, at least of the office at the business college, and he knew—at least, if the precepts of the teachers could tell him—just what was required of the young man who truly and honestly desired to win his way in the world. He was well equipped, for he was to the manner born, as has been said before, and they made him a clerk at once at Going & Co.'s, where, as ordinarily the regular thing to do

with business school graduates is to make them office boys.

There was no foolishness about Willard, however. He let it be seen from the start that he was in the office to make a place for himself and that he did not propose to let anything of any nature interfere with his set plans. This is all well and good. Business men like young fellows after this fashion. Willard soon attracted the attention of the head of the firm, and the head of his department soon after had orders to watch him and see what line he was best fitted for, with a view of picking a place where he would be of more value to the firm than bending over a desk with a pen in his hand.

Within two years they had him placed.

"Put him in the sales department," said his immediate superior to the head of the firm. "He's got a born knack for convincing people against their will and leaving them good natured about it. He ought to make a great salesman."

And he did. There was no question of that. Of course there was a period of learning for him just as there is for everybody in every line, but especially in selling. During this time he was much in the dark and had his setbacks, failures, and errors, like the rest, but he got over this period in less than half the time usually required to get over it, and when he was through, he had learned twice as much as do most people who go through it.

Well and good for everybody concerned. His superior was justified for picking him as a salesman, Going & Co.'s selling staff was the richer by one more good man, and young Willard was well on the road that leads to railroad shares and investigations by the grand jury.

Then, when he was a full fledged salesman, Willard began to work to realize his ambitions, and the manner in which he worked and the results that followed his work were revelations to the other men of the selling department.

"It isn't that he's such an awful star at selling," said one of his associates, "but the way he works certainly does pull the sales into his bag. He's a comer."

And this also was true, for three years later, or five years after he had come into the employ of the firm, Willard was assistant to the head of the sales department, and the head was an old man with foggy ideas concerning the selling of goods.

Willard was a little less than twenty-four years of age now. He wore glasses, for he had used his eyes much by bad lights, and already he had begun to carry a box of pills in his waistcoat pocket, "to be taken after each meal." He was stoop shouldered, and his face was white, with the whiteness that is the mark of the slave the world over. He was only twenty-four years old—but years have nothing to do with men like Willard. He was over fifty at heart, and this is not good for a man at any age.

Willard knew that he had only to

Kiln Dried Malt

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

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

The adjustable depth gauge—a feature peculiar to our planters—enables the user to regulate the depth of planting to suit the soil, the climate, the weather, the method to be employed in digging or his individual ideas. It is never a detriment, and is usually regarded as a great advantage.

Our line comprises the following:

SEGMENT
Corn and Bean Planter

EUREKA
Potato Planter

PINGREE
Potato Planter

DEWEY
Potato Planter

SWAN
Potato Planter

GREENVILLE PLANTER CO.
GREENVILLE, MICHIGAN

AUTOMOBILES

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

Michigan Automobile Co.
Grand Rapids, Mich.

Send Us Your Orders for

Wall Paper

and for

John W. Masury
& Son's

Paints, Varnishes
and Colors.

Brushes and Painters'
Supplies of All Kinds

Harvey & Seymour Co.
Grand Rapids, Michigan

Jobbers of Paint, Varnish and
Wall Paper

Their First Thought

When people think of oat foods
they naturally think first of

QUAKER
OATS

WHY IS IT?

Because—

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

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

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

You don't have to explain, apologize, or take back when you sell

Walter Baker & Co.'s
Chocolate
& Cocoa

Registered,
U. S. Pat. Off.

Grocers will find them
in the long run the
most profitable to
handle.

They are absolutely
pure; therefore, in conformity to the pure
food laws of all the States.

45 Highest Awards in
Europe and America

Walter Baker & Co. Ltd.
Established 1780, DORCHESTER, MASS.

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.

hang on, work hard and well for three years more at the longest and he would be where he longed to be: at the head of the sales department.

To know this was to act, with Willard. He shut himself out from the rest of things as fully as any monk ever shut himself out from the world with the walls of a cloister. Other people might have time for pleasure, for social amenities, recreation, and even enjoyment. None of these for Willard. There was only one thing that he had time for, only one thing that he cared to have time for, work.

Nine hours a day is considered a long day in Going & Co.'s office. Willard worked twelve. Thirty minutes is the least that anyone takes for luncheon, but Willard never took more than fifteen. Nobody ever comes down on Sunday, except at invoice time; it was a poor month that did not see Willard working away at his desk for two Sundays at least. And so it ran through everything.

Eventually he came to be head of his department. The old head was outpaced by the younger man. He was sure of his position, and high in the opinions of the head of the firm, until Willard came along. Willard's pace naturally made the old man look slow, so he was changed to another department and Willard given his place.

There was a general, double barreled upheaval in the sales department immediately upon Willard's ascension to the throne. He had been laying back for a chance for a year. He had ideas as to just how the selling of Going & Co. should be conducted. He had laid plans for the changes he would make a year before he was made head. When he came into power he began to make these changes in a hurry.

He jumped in with both feet, kicked away the old things, right and left, discharged old men and new ones, put in new books and schemes, and changed the ordered rote of things mightily. He shifted men from one post to another, he pulled the managers of the branch houses in Texas and haled them to places in South Carolina. He set down old, dead men in high places, and put up in their place new men, often mere boys.

He kicked things up considerably. East, west, north, and south they felt the hand of Willard. They knew that a new man with a hand of iron, a man with big ideas in his head, was now at the head of the department. They knew that a new order of things had come. They knew that the old was dead; and they held their breath while they stood by as they watched the career of Willard. And then—

This is just a simple, ordinary incident elaborated to make a tale. It might have been told in a dozen words. Willard broke down. Eyes, stomach, brains, liver, kidneys, lungs—especially lungs—sent in the protest of outraged nature, and the whole, which was Willard, went to smash, like a ship striking suddenly upon a reef towards which it has been driving long enough to get up

full speed. The breakdown was complete and nasty.

"Lungs especially bad," said the doctor. "You'll have to go west as soon as you get out of the sanitarium."

Willard is still west. He will remain there for some time. They buried him six months after he went out.—Allan Wilson.

Factories Well Provided With Coal.

Bay City, April 10—While the coal strike is a matter of supreme interest in industrial circles, the cessation of mining has had no appreciable effect in this city, and while retail dealers have only small stocks on hand the manufacturing institutions are all well provided. Many of them had accumulated from 6,000 to 15,000 tons of coal before the railroads began seizures. The idleness of 1,950 miners in Bay county appears to have had no effect upon business.

One of the principal industrial occurrences of the week is the decision of the World's Star Knitting Co. to erect a three-story and high basement addition to its plant, together with a new power house. The addition will be 165x55 feet, and the power house 52x82 feet. The company eleven years ago consisted of a father and three brothers, who began work with a hand knitting machine in a vacant room in their home. When the additions are completed it will employ from 350 to 400 operatives. Reading and lunch rooms for the men and girls employed will be provided in the new addition.

The Industrial Works, which has built an addition practically every year for the past ten years, has just completed an addition to its erecting shops, 100x40 feet, and further extensions are planned.

Boutell Bros. & Co. have begun the construction of a new warehouse, 100 feet long, of brick and stone, and the DeFoe Boat & Motor Works has completed its new 100x100 feet building. The latter company is overloaded with orders and can not secure sufficient skilled labor.

Residence building continues unabated, and several contracts for better class houses, ranging from \$3,000 to \$10,000 in cost, were let the past week.

A \$37,000 residence on Center avenue, built by C. R. Wells, of the Industrial Works, is practically completed. An interesting fact in connection with its construction is that about one mile of steel tubing for electric light wire protection has been put into the house.

Too Long To Wait.

A little girl lost her pet canary to which she was much attached, and was inconsolable in her grief. Her aunt, wishing to comfort her, told her that if she would try to be resigned and would tell God about it and ask Him to send her another bird, He would no doubt do so.

Stopping her tears for a moment, she considered the suggestion, then wailed out: "Oh, but it takes God so long to get 'round to things."

WHITE HOUSE

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

COFFEE



Really Pleases People

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

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

WE GUESS YES!

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

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.

MEN OF MARK.

Why They Are Not Necessarily Rich Men.

According to the proverb, "An empty bag can not stand upright," neither can a man who is in debt. A man in debt cannot be relied upon to tell the truth; hence it is said that lying rides on debt's back. The man who owes money generally has to make excuses for not paying it when due, and in many cases has to lie about it. The first step in debt is like the first step in falsehood—almost involving the necessity of proceeding in the same course, debt following debt, as lie follows lie. Many a man can date the beginning of the failure of his life from the day he first borrowed money, and realizes when too late the force of the proverb, "who goes a-borrowing goes a-sorrowing."

The way a man uses money—makes it, saves it and spends it—is perhaps one of the best tests of character. Money should by no means be regarded as the chief end of life; neither should it be held in contempt, as it represents to a large extent the means of physical and mental comfort. Some of the finest qualities of human nature are intimately related to the right use of money—generosity, honesty, justice and self-sacrifice.

The class of men who live from hand to mouth will always be an inferior class. They necessarily remain impotent and helpless, hanging on to the skirts of society—the sport of time and seasons. Having no respect for themselves, they fail in securing the respect of others. In commercial crises they invariably go to the wall.

The world always has been divided into two classes—those who have saved and those who have spent—the thrifty and the extravagant. The building of all the houses, the mills, the bridges, the railroads, the ships, and the accomplishment of all the other great works which have done so much for man's advancement and happiness have been done by the savers; and those who have wasted their money have always been their slaves. It is the law of nature that this should be so.

Lord Bacon's maxim, that when it was necessary to economize it was better to look after the petty savings than to descend to petty gettings, is a good one to follow. The loose cash that many persons throw away uselessly would often form the basis of fortune and independence. These wastes are their own worst enemies, and are generally found in the ranks of those who are constantly railing at the injustice of the world.

John Locke, the great English philosopher, strongly advises this course. "Nothing," said he, "is likelier to keep a man within compass than having constantly before his eyes the state of his affairs, in a regular course of account." The great Duke of Wellington kept an accurate detailed account of all the moneys received and expended by him. "I make a point," said he, "of paying my own bills, and I advise everyone to do the same; formerly, I used to trust a confidential servant to pay them, but I was

cured of that folly by receiving one morning, to my great surprise, duns of a year or two's standing. The fellow had speculated with my money and left my bills unpaid." Talking of debt, his remark was: "It makes a slave of a man. I have often known what it was to be in want of money, but I never got into debt."

Washington was as particular as Wellington in matters of business detail, and it is a remarkable fact that he did not disdain to scrutinize the smallest outgoing of his household—determined as he was to live honestly within his means, even when holding the high office of President of the United States.

Worldly success, measured by the accumulation of money, is no doubt a dazzling thing, and all men are naturally more or less the admirers of worldly success, but though men of sharp, dexterous, and unscrupulous habits, ever on the watch to push opportunities, may get on in the world, yet it is possible that they do not possess the slightest elevation of character, nor a particle of real goodness. Riches are no proof of moral worth, and their glitter often serves only to draw attention to the worthlessness of their possessor, as the light of the glow worm reveals the grub.

The power of money is, on the whole, overestimated. The greatest things which have been done for the world have not been accomplished by rich men, but by men of small means. Christianity was propagated over half the world by men of the poorest class. And the greatest thinkers, discoverers, inventors, artists and authors have been men of moderate wealth, many of them little raised above the conditions of manual labor in point of worldly circumstances. The making of a fortune enables some people to "enter society," as it is called; to be esteemed there they must possess qualities of mind, manners, or heart, else they are merely rich people, nothing more. There are men in society now as rich as Croesus who have no consideration shown them, and elicit no respect. Why? They are but money bags; their only power is their money. The men of mark in society—the guides and rulers of opinion—the really successful and useful men—are not necessarily rich men, but men of sterling character, of disciplined experience, and of moral excellence. The poor man in the joy of a cultivated nature, of opportunities used and not abused, of a life spent to the best of his means and ability, can look down without the slightest feeling of envy upon the person of mere worldly success—the mere man of money.—Francis Collins.

He Responded.

"Hullo, old chap! Haven't seen you for an age. Where have you been?"

"Away in the country, electioneering."

"Making speeches?"

"Yes, I was frequently called on to respond."

"What did you mostly say?"

"Thank you. I don't mind if I do."

Burnham & Morrill Co.

There Is No "Just As Good"

in all the realm of canned goods when it concerns



PARIS SUGAR CORN

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.

BALLOU BASKETS ARE BEST

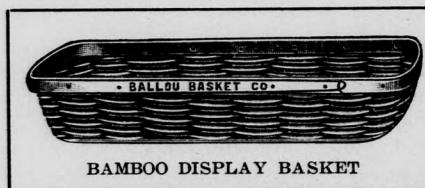
A Conundrum For You

Why are Ballou Baskets like hard boiled eggs?

Because they can't be beaten.

STOP GUESSING

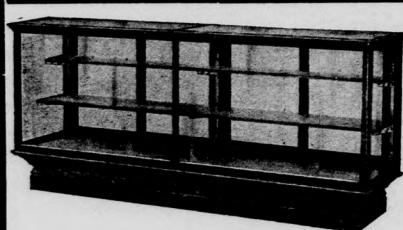
You've hit it and many another has solved it before you. Our baskets have a reputation, national in its scope, and we want YOU to "let us show you."



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.



Wolverine Show Case & Fixture Co.

Grand Rapids, Michigan

Bank, Office, Store and Special Fixtures.

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

Signs of the Times in the Egg Business.

The game is on. The egg season is open, and the speculators are off for a year of profit, a break-even or a loss. Give us anything but the last. From every quarter come cries of conservatism—from the man who lost last year, and from the man who wasn't in and is glad of it, but who wants to get in this year. Everybody admits eggs should be put away at much lower prices than were paid last year. Some declare that 11 or 12c, seaboard, will be very sure to show a big profit, while big dealers we know openly declare that cold-storage eggs this year will show no profit, no matter what the price. These extreme conservatives—should we call them pessimists?—think they see bad indications in the signs of the times. They say the banks aren't going to be so liberal in loans on eggs this year. And perhaps that's so. They say the cold-storages won't make as liberal advances on eggs as in the days of old. But we're not so sure about that. They say the iron and steel industry is on the eve of a big slump. They say the building industry has little in sight to encourage it. They say there are many thousands now idle in the big cities. They say the coal strike will be long drawn out, fiercely fought, and will affect many lines of industry. In short, they figure that it will be hard to get money to invest in eggs for storage and that it will be harder to sell the eggs because the consumptive trade and the pur-

chasing power of the laboring world are going to be seriously reduced.

All of which is well worth considering. But are conditions really as dangerous as they seem? The consumptive demands of the country are increasing yearly. Eggs of good quality, when they can be had at reasonable price, are going to be eaten the year round, because they furnish more nourishment for the outlay than any other product. The consumption, we believe, is bound to be heavier this year than last. The hens are in the country. In fact, they have been too busy—entirely too busy—all winter—and if they keep up this pace through the spring, there will be at least 15 per cent. more eggs than we had last year. The mere fact that eggs are put away at a low price does not signify that they can be worked out at a profit. We have known years of low priced eggs to show losses in proportion to those of high priced years. But the chances are certainly in favor of the reasonable buying basis. But the real secret of profits on the storage egg deal is buying at prices that will enable you to begin working them out early and keep feeding them to the trade gradually at a price the consumer can afford to pay.

We hope to see eggs go in right this year. But will they? It's so easy to keep boosting the price when everybody wants the eggs.

There is plenty of room for reform in the egg business. And this reform is needed as badly in the matter of case-count buying as in anything

else. Almost any shipper of considerable size, who buys eggs throughout the country, will bear us out in the statement that the quality of the receipts in a good many months of the year is something abominable. It wasn't so many years ago when the custom of buying eggs subject to candling was pretty general. Competition, however, got fiercer and fiercer and as a result loss-off purchasing has been largely superseded by case-count buying.

There seems to be a strong opposition to this method through this western country. Many shippers are up in arms against it. We notice especially that the Nebraska, Iowa, and Kansas shippers have been discussing the matter seriously of late and it is to be hoped that it will be possible for the large shippers all over the west to get together and buy eggs on the right basis. So far as we know, eggs and cream are the only products of the farm that actually are not sold according to their merits, and there is no reason why any shipper should buy as eggs whatever has a shell and pay top-notch price for it. The whole trouble, of course, has been brought about by the intense competition among buyers of eggs, and the trouble, many times, has been found most serious where the custom has prevailed of sending out men to buy eggs and pay for them on the spot.

For our part, we never could see where there was any money in meeting competition simply to get the goods.—Egg Reporter.

Her Personal Sacrifice.

"What I want," said the preacher, "is that every member of the congregation shall to-day make a personal sacrifice. If you can contribute \$1 without feeling it, don't let that satisfy you, but make your offering large enough so that you will have to deny yourself something. This is true charity. By this means you will be spiritually uplifted. It is not the amount you give, but the personal sacrifice you make that is considered in heaven."

"Well," said Mrs. Smatherby, whispering to her husband, "you can put in that counterfeit half dollar I left in your pocket last night. I was going to take it to-morrow and pass it on the grocer who sold me those bad eggs last week, just to get even with him. I guess there ain't any of them'll make more of a personal sacrifice than that."

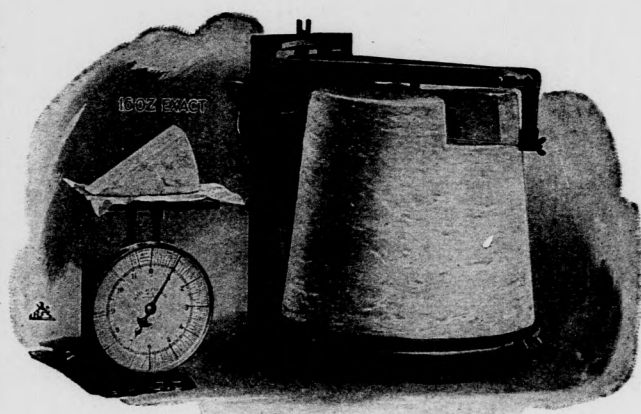
No More Red Phenol.

We note from time to time the troubles of druggists with phenol turning red after crystals are melted. Buy phenol in one pound bottles, fill the vacant space in bottle with pure glycerin, it will dissolve it in a short while. Will not turn red. The original bottle is as good to dispense from as any other and when empty it only takes a good washing to make it ready for cheap oils, etc. Your phenol troubles will be over when you try this.

A tree is known by its fruits, not by its shoots.

How Much do You Lose on Butter?

Can't Tell Exactly—Eh?



THE NEW KUTTOWAIT

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

Let us show you.

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

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

Our Kuttowait Butter Cutter

Will Do the Work

Name

Street

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

CUT OUT. MAIL AT ONCE.

General Agents in Your Territory

C. D. Crittenden, Grand Rapids, Michigan

J. B. Peterson & Co., Detroit, Michigan

Saginaw Produce & Cold Storage Co., Saginaw, Michigan

KUTTOWAIT BUTTER CUTTER CO.

UNITY BLDG., CHICAGO



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 7—There is a steady spot market for coffee and some pretty good-sized transactions have been recorded. This seems to be but a reflection of the speculative market, which is decidedly stronger. Operatives seem to have a good deal of confidence in the future and there is no crowding to sell. At the close Rio No. 7 is quotable at 8c. The position of coffee, statistically, is very strong. In store and afloat there are 3,917,871 bags, against 4,299,945 bags at the same time last year. The market for mild grades seems to sympathize with that for Brazilian and closes firm. The demand is not especially active, but there is a steady call.

Pingsuey teas continue very firm and stocks are light. Country greens are steady and tend to a higher basis, owing to a report of a shortage of 4,000,000 pounds. Japans are a little easier, but are well held, as a rule, and holders are confident. The whole tea market shows improvement and dealers look for one of the best seasons we have had for years.

No change in quotations of refined sugar have been made. The week has been one of rather light trade. New business is of the smallest, and what few transactions have taken place have been of withdrawals under previous contracts.

There has been only a moderate call for rice. Buyers seem to be disinclined to purchase ahead of current requirements and are awaiting the future. Quotations show no change. Fancy head, 5@5½c; Java, 4¾@5c.

Not an item of interest can be found in the spice market. There is simply an average day-by-day call for small quantities, and neither buyer nor seller seems to take much interest in the situation. Pepper is still very firmly sustained, and for that matter there is no weakness in the whole range.

Offerings of New Orleans molasses of grocery grades have been rather light and the condition of the market favors the seller, although the demand is naturally falling off at this time of the year. Blackstrap is well held and foreign molasses is, as a rule, very firm under light supplies. Syrups are steady and in good request.

The quantity of 3-pound tomatoes, outside of supplies held by the trust, is evidently running very light, and quotations have crawled up day by day until we hear hardly anything spoken of under \$1.10@1.15. There is an excellent demand from retailers and, with almost six months yet before new goods arrive, the outlook is very bright—for the seller. One firm advertised for 10,000 cases, without result, and another found difficulty in picking up 2,000 cases. Corn

is in light supply; that is, corn at about 47½c. Nothing is doing in futures. Peas are firm. Salmon is quiet.

Butter is dull and weak. This is the general report. Of course, the very finest sorts are working out pretty well, but even in this there is a supply fully equal to the demand and lower prices will occasion no surprise. Grades that are off are in plentiful supply and working out within a range of 17@20c. Finest Western creamery, 25@25½c; firsts, 22@24c; imitation creamery, 16@17c; factory, 14@17c; renovated, 15@19c.

While quotations of cheese show no advance, there is, nevertheless, a stronger undertone. Full cream New York State, small sizes, are well cleaned up at 14½c. Some small

lots of new have arrived and the market will soon be relieved of any shortage.

A better tone prevails in the market for top grades of eggs, as the Easter demand is taking large quantities. At the close near-by stock is worth 20@21c. Best Western is held firmly at 17¼@17½c and from this the decline is rapid to 13@14c.

On Tipping the Hat.

New Yorkers still cling to the ancient custom of tipping their hats when greeting a male friend or acquaintance. It is a common sight to see a staid, prosperous looking business man as he passes an acquaintance tipping his hat, although the other is alone—unaccompanied by a woman. It is the same after

a party has been together somewhere, at dinner probably, or at the theater. You will notice that as one separates himself from the others he will say good-night, or au revoir, and then tip his hat. Also, when one man is introduced to another, it is dollars to a subway ticket that he will lift his chapeau. Wonder why it is? They don't do it in Grand Rapids.

Absent-Minded Grocer.

Mrs. Schoppen—I want five pounds of sugar, please.

Grocer—Yes'm. Anything else?

Mrs. Schoppen—No, that's all. I'll take it with me if it isn't too heavy a package.

Grocer—Oh, it'll only weigh three or four pounds, ma'am.



There's No Need to Know the Cigar Business From A to Z to Learn of the Benefits Coming From Selling the Ben-Hur Cigar

Get a firm hold on the nickel trade in your locality, Mr. Merchant, and there's not a question of your cigar case being a rich paying investment.

The Ben-Hur Cigar will bring it about; there are no "ifs" or "ands" or "perhaps"

to the proposition. For 20 years it has been assisting thousands of business men to build up a solid everyday trade and today it can do as much for the man who is still outside of the benefits flowing from its unapproachable merit as it has done and is doing for those who, wise to their own interests, never allow themselves to be without it. Find the man who ever smoked a poor one.

Let your show case show them.

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

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

Scott Factory Will Not Be Rebuilt.

Pontiac, April 10—The burning of the factory of R. D. Scott & Co. last week put quite a crimp in the calculations of more than one industry in the city.

Through the Board of Trade the National Body Co., of Mt. Pleasant, has agreed to locate here and to have its plant in operation June 1. The body company bought the plant of C. V. Taylor, who, in turn, bargained for the purchase of the Scott plant, intending to combine his vehicle business with that of Scott & Co.

Owing to the fact that the majority of the stock of R. D. Scott & Co. is in the hands of five trustees, according to the terms of Scott's will, the plant will not be rebuilt. This leaves this city shy on one factory.

The Welch Motor Car Co. is finding more popularity than usual in the East this year, and has established an office and show rooms in New York City. Night and day shifts of men are at work in the plant here and the company is unable to turn out machines as fast as there is a demand for them.

The Rapid Motor Vehicle Co. this week began running night shifts to catch up with orders. The company is now well established in its new factory and with one force of men can handle at least three times more business than formerly.

Vehicle shipments at present are principally westward. The shortage of cars has been overcome and shipments are going out with but little interruption.

An addition, 50x100 feet in size, one-story and basement, will be built at the Beaudett body plant. A contract was last week awarded to the Slater Construction Co. and the building will be completed within thirty days. It will be so constructed that further additions can be made to it, following the same general plan of the present buildings. A continued increase of business made the new building necessary.

Five Hundred Men Filling Spring Orders.

Monroe, April 10—The new boiler which will be used in connection with the turbine engine for the Detroit, Monroe & Toledo power plant is now completed and is being placed in the brickwork.

Considerable activity is being shown at the nurseries, where 500 men are employed filling orders for freight shipments. Express shipments will be made next week.

Orville H. Shulwitt, for the past two years shop electrician at the Short Line plant, has resigned his position to accept one as chief electrician for the Salt Lake City, Utah, Traction Co.

The Deinzer Furniture Co. has received an order for 5,000 Morris chairs from the S. A. Cook Co., of Medina, N. Y.

The new boiler recently purchased by the Monroe Stone Co. from Erie, Pa., has been placed and is now in running order. The company has also installed several new styles of drills, which are great labor-saving devices. Drilling that heretofore took ten hours can now be done in three. The company is also booked ahead for orders which will keep both plants busy for a long time to come.

Another Addition To the Fence Family.

Adrian, April 10—It is not generally known that the young year of 1906 has already produced another addition to this city's prosperous fence family, but such is the case. The Monarch Fence Company is the name of the new concern, capitalized at \$150,000. The company already has one loom in operation that is turning out about 500 rods of fence per day. Two more looms are in process of construction and the company will shortly erect a new factory building. The incorporators of the company are fifteen of Adrian's leading business men.

The Michigan Fence Company is now under headway nicely in its handsome factory and like the other factories is experiencing more work than it can do.

A change in the management of the Banner Fence Company, a new concern which has been experimenting with a loom for some time, occurred this week. W. H. Rogers resigned as President and Representative J. Parker has accepted the office.

The Adrian Pulley Company expects to begin active operations next week. Already the company has filled many orders from its stock on hand, but next week expects to begin work on turning out a complete list of stock of all sizes, both wood and iron centers.

Do Better Than "Well Enough."

Some salesmen feel that if they get a certain amount of business—for instance two hundred dollars' worth in a day—they have more than earned their salary and have done all that can be expected of them. They will start out energetically, and by doing their best will get the two hundred dollars' worth of business in a forenoon. After that they relax. They think, "What is the use of working hard to get more business when the showing already made is a good one?" These are not the men who succeed in salesmanship, or in any other line of work. If they were the right sort they would set out in the afternoon to get another two hun-

dred dollars' worth of business, and try for it as hard as they did to obtain the two hundred dollars' worth in the morning. The man who practices this method is doing more than putting himself in the way of getting rich; he is building up a substantial character which alone will give him satisfaction with life and the results of his work, and which is the best equipment he can have for the heavy responsibilities coming with higher salaried positions later in life.—Salesmanship.

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 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.

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.

SHERWOOD HALL CO., LTD.

GRAND RAPIDS, MICH.

Our harness are strictly up-to-date and you can make a good profit out of them.

Write for our catalogue and price list.

Wouldn't It Tickle You



to get practically double value for your money in cigar buying? Yes, of course. That's just about the opportunity we offer when we present to the public the

S. C. W.

5c Cigar

The reason is we make and sell so many that we can afford

to trade on a small margin of profit for the individual cigar.

G. J. JOHNSON CIGAR CO., Makers

Grand Rapids, Michigan

MILLERS AND SHIPPERS OF

Established 1883

WYKES-SCHROEDER CO.

FEEDS

Write for Prices and Samples

GRAND RAPIDS, MICH.

Fine Feed

Corn Meal

Cracked Corn

STREET CAR FEED

Mill Feeds

Oil Meal

Sugar Beet Feed

MOLASSES FEED

GLUTEN MEAL

COTTON SEED MEAL

KILN DRIED MALT

LOCAL SHIPMENTS

STRAIGHT CARS

MIXED CARS

ONE IDEA MEN.

Putting All the Eggs in One Basket.
Written for the Tradesman.

"Have you closed with the man who wants to get into the business?" asked the customer of the hardware merchant.

"Not yet," was the reply.

The customer looked out of the door and remained silent.

"What about it?" asked the merchant.

"Oh, nothing special," was the reply, "only I met an old acquaintance of his to-day, and he didn't seem very enthusiastic over the fellow."

"What did he say about him?"

"Nothing especially bad. Said he was square, and all that, but added that he was a man with only one idea."

"Is that all?"

"I should think that was enough, in these days of diversified interests."

The merchant ran his finger down a column of figures and laid down his pen.

"One-idea man, eh?" he said, with a smile.

"Exactly."

"Then I think he must be just the man I'm looking for, provided, of course, his one-idea runs to the hardware trade."

"That seems to me to be a queer conclusion," observed the customer. "These men of one idea are usually obstinate and narrow. Hard to get along with, you know."

"They don't scatter," replied the merchant, "and one knows exactly where to find them. Most men are like a charge of birdshot, they hit here and there, all about the landscape, but they don't accomplish anything. You've heard of a man named John D. Rockefeller, I presume?"

"Well, rather. I reckon he's about the best abused man in the world to-day. Heard of Rockefeller? I guess yes."

"Worth about a billion, I take it?"

"I suppose so."

"Well, he's one of your one-idea men. He got a notion into his head that there was a chance to develop the oil industry. He didn't dabble at that notion a little while and then duck off into mining or the airship business. He just set his teeth and went after oil, and oil lands, and oil tank lines. It was always oil with Rockefeller. He kept at it until he got the oil business where he wanted it, didn't he?"

"Oh, he had something that was a winner from the start. He couldn't afford to drop that, and so deserves no credit for hanging on."

"You don't know that. The chances are that he was up against a tough proposition a good many times. Other men might have dropped oil after going just far enough to show others what a good thing it was. But he had just one idea. I do not say that he did not have side interests in time, but it was oil with John D., oil all the time, night and day. I think he's entitled to all he has."

"Do you approve of his methods?"

"I am not talking about his methods. I don't know anything about them. The newspapers appear to have all the knowing ones on their

staff. I am talking about his one idea. And you have heard of Charles W. Post, of grape nuts fame, haven't you? And his postum cereal, which makes red blood?"

"Of course. You can't pick up a paper or a magazine without reading his advertising. He's another multimillionaire, I take it."

"It looks that way," said the merchant. "Well, there's another one-idea man. He is probably into a lot of things now, but he has made his success by keeping his mind fixed on one thing. He started in a barn at Battle Creek, and now he has acres of factories, and a steam yacht, and a bank, and a theater, and lots of things. He had a notion that a substitute for coffee would sell. He made the first batch with his own hands, and then he kept at it. He had no capital, but he had an idea. He did not become discouraged when his advertising bills ran up. He put in more ads and took larger spaces. There is another man who might have started the notion that a coffee substitute would be a good thing and carried it along until others saw what was in it and then let go. But he was a one-idea man, right on the spot, so he stuck."

"Do you think that all one-idea men succeed like Rockefeller and Post?"

"Of course not. A man may take hold of a fool thing, like perpetual motion, and the longer he sticks the worse he is off. It takes brains as well as a lot of pluck to make a first-class one-idea man."

"Then it is not altogether in sticking to one thing, after all."

"Of course the effort must be rightly directed. Now, there was Mark Hanna. He was a one-idea man in politics. He got a notion into that hard head of his that William Mc-

Kinley ought to be president. He didn't suggest it, and lie down. He went at it with his sleeves rolled up and never quit until McKinley was in the White House.

"Hanna wasn't such a very big toad in the political puddle when he started in to make McKinley president, but he grew with his job, and when he died he was about It in the Republican party. He made a national reputation for himself while he was making his friend president."

"Oh, that is all right, but how do these illustrations apply in a small way?"

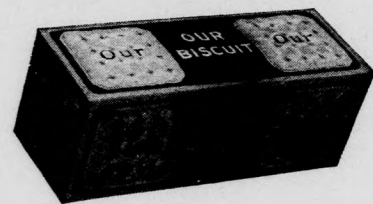
"By never forgetting the point. If you are in the hardware business devote all your time and thought to that. Don't mix it with yachts, and hunting trips, and social functions. Keep your eye on the indicator. Have your mind in shape to decide any proposition that comes up, and do it quick, and do it right. Yes, I think I'll give this one-idea man a favorable answer when he comes to-morrow."

Much obliged to you for the information."

The customer picked up his package of cheese and hurried home.

Alfred B. Tozer.

"Quality"



Best 5c package of Soda
Biscuit made

Manufactured by
Aikman Bakery Co.
Port Huron, Mich.



JUDSON GROCER CO., Grand Rapids, Mich.
Wholesale Distributors

Hart
Canned
Goods

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

You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.

CURSE OF CARELESSNESS.**Why Accuracy Always Pays a Big Premium.**

Who ever could estimate the lives lost, the vast number of human beings injured, and the tremendous loss of property caused every year by carelessness? Just a little indifference or carelessness, just a few little bubbles in a casting, and a whole building is wrecked, or a bridge goes down into the river, carrying its train of precious human freight.

Just a little flaw in a rail, or in a wheel, or in a bit of machinery, just a little carelessness and scores of people may lose their lives. We are always on the lookout for big things, but it is the little things that escape detection that cause the great mischief.

Oh, the tragedy of carelessness enacted every day by employes, which comes from indifference, from lack of interest, from not thinking, from a wandering mind! How many customers and how much money are lost by business houses every year from careless letters, careless packing, and careless addressing—useless blunders. How many lives are lost from the carelessness of railway employes, of sea captains and of motor drivers.

It is a most unfortunate thing for a large establishment to be honeycombed by the carelessness of its employes. Boys break things, ruin goods, furniture, china, glassware, works of art, all sorts of things by sheer carelessness.

The manager of a large business house says that he has to station pickets here and there all through the establishment in order to neutralize evils of inaccuracy. Yet the most of those who make mistakes would say that they are little things to make such a fuss about; in the aggregate, however, they amount to a small fortune. These careless clerks doubtless wonder why they are not promoted, and would be greatly surprised if told that these trifling errors are the cause of their slow advancement.

Some minds seem to be almost incapable of accurate action. There is loose jointedness about their mental makeup. If we analyze these people we find that they do not observe definitely or think sharply. They lack mental method and system. Slipshod thinkers are loose jointed doers.

"Oh, that is good enough. Do not spend so much time on that thing. We can not afford it, Charlie. We do not get pay for it." This was the exclamation of a proprietor of an upholstery store to a new boy who was employed to run errands and to get and deliver goods in a handcart. When the boy had a few minutes he borrowed tools and repaired furniture. He soon became so skilled that the proprietor set him to work at upholstering furniture. The only fault he had to find was that he was too particular, and he would say, "Do not use two nails where one will do. Do not spend two hours on a job when one hour will do. We do not get paid for that sort of nicety." But

the boy was not satisfied with "good enough," or "pretty fair." He always insisted on everything being done to a finish, and would never let a job go out of his hands if he could help it until it was done as well as he could do it. This was his trade mark.

The determination of this young man to do everything to a finish has carried him to a high and a responsible position within a few years, and now he has hundreds of men under his authority.

The reputation of being absolutely accurate and painstaking is equal to a large amount of capital to a young man going into business for himself. Banks are more likely to give him credit, and jobbing houses will trust him when they would not place confidence in a slipshod man of equal ability.

Thoroughness is the twin brother of honesty. When an employe gets the reputation of doing a thing not pretty nearly but exactly right, it has more influence with his employer than brilliancy or talent. For example, a young shorthand writer who is accurate in taking notes, who spells correctly, punctuates properly, and whose judgment and common sense enable him to correct involved sentences, or matter that has been hastily dictated without reference to grammatical construction, will never be out of a place.

There is never a day in a business office when accurate understanding and clear headedness are not at a premium.

Employers are coming to realize more and more the value of accuracy in clerks and workers in general and the time will soon come when they will pay more for an accurate worker than for one upon whom they can not depend. There are employers innumerable who would willingly pay twice as much for an accurate stenographer as for the one they perhaps now have who is likely to make an unthinking error.

Simeon Claire.

Million Phones on Farms.

When competition began in 1894 there was literally not a farmhouse in the country that was connected with a telephone exchange and perhaps it is no exaggeration to say that there was not a farmhouse that had a telephone. The Bell company declined absolutely to construct or establish farmers' exchanges or to build farmers' lines.

The best that a farmer could do was to rent two instruments at \$100 a year and build and maintain his own line. When a farmer wanted the telephone people to build a line out to his place he was compelled to guarantee tolls amounting to at least \$500 a year. Naturally, under such conditions the farmer was cut off from telephone communication, and that meant from the world as he understands it today. Now a farmer can buy a telephone outright for from \$5 to \$16, according to quality, and he and his neighbors can build their own line as low as \$75 a mile.

The report of the Indiana Independent Telephone Association shows

that on May 9, 1905, there were in that State alone 30,000 farmers connected with the exchanges. In Iowa there are probably twice as many. In Michigan, Wisconsin, Illinois and others of the Western States the numbers are in proportion. Approximately there are now 1,000,000 farmers in this country who have telephones installed. Quite a number of these are on Bell lines, for under the stimulus of competition the Bell people have been compelled to secure farmers' connections in order to hold any business at all in some of the smaller towns and cities.

Very few of these farmers pay more than \$15 a year for their service; the maximum is about \$24 a year.

It has been asserted that the farmers and ranchmen are profiting to the extent of at least \$50,000,000 a year through the advantages the telephone gives in keeping them in close touch with the markets and in saving useless labor and wear and tear on their ordinary equipment.—Success.

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

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

Mica Axle Grease

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

Hand Separator Oil

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

Standard Oil Co.

Grand Rapids, Mich.

**Always
Something New**

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

Walker, Richards & Thayer
Muskegon, Mich.

Why You Push Yeast Foam

Because

It Is the Best

Quality Guaranteed
to You and
Your Customers

NOT ALWAYS IDLERS.

Heirs of Great Fortunes Sometimes Take Life Seriously.

Of the multimillionaires of the coming generation, the richest by far, in expectation, is a little girl, Margaret Carnegie, who will be some day the wealthiest woman in the world, inheriting the bulk of her father's enormous fortune, estimated at \$300,000,000.

Margaret Carnegie, who is about 10 years of age, is the only little girl in the world who is proprietor of a palace in her own right. The palace in question is on Upper Fifth avenue in New York, opposite Central Park, and it cost \$2,000,000. Four years ago it was given to her by her father as a Christmas present when newly completed, and she (the key of the great front door being placed in her small hand) was the first person to enter the magnificent dwelling.

Another of the great multimillionaires of the next generation is now a baby—a boy baby, who lives in Providence. His name is Brown, and he is the son of the late John Nicholas of that name, who, dying a short time ago, left a great endowment to Brown University. It was Baby Brown—already the possessor of \$18,000,000 in his own right—who, with his own hands and a trowel, the other day, his mother aiding him, laid the corner stone of the principal building provided for by the legacy in question, contributing, for formality's sake, the requisite dab of mortar.

There has been a tendency within recent years for rich men in America—the practice seems to have been started by the Vanderbilts—to leave the bulk of their property to their eldest sons, after the European manner, with a view to keeping the money together and maintaining the importance of the family. Thus it is likely that most of the millions of George Gould will go to his oldest offspring, young Kingdon, a dark, frail looking youth, who, by the way, bears a remarkable resemblance to his grandfather, Jay Gould. The Gould estate is supposed to be worth about \$100,000,000, and George Gould's personal wealth is estimated at \$35,000,000. Young Kingdon, who is barely 20 years of age, has been trained by his father in vigorous outdoor sports, and although delicate, is a good polo player.

E. H. Harriman, whose fortune is estimated at \$20,000,000, has two boys, the elder being 16 years of age. They have been brought up on his great estate called Arden, which is three miles from Tuxedo and comprises several thousand acres. From their father they inherit a fondness for horses, which, next to money-making, is the millionaire's passion. The only photograph of himself that for many years he has been willing to have printed represents him holding the reins over a fast trotter.

Ogden Reid, who will inherit the New York Tribune and probably some share of the millions of D. O. Mills, is at present a junior at Yale. He is a handsome young fellow, tall, swarthy and with regular features.

Last fall he had his nose broken in a football game, and the services of a skilled specialist were required to straighten the organ.

The future head of the sugar trust is even now in training for that responsible position. He is Horace Havemeyer, a youth of 20, taller than his father, H. O. Havemeyer (who, by the way, is supposed to be worth \$30,000,000), and finely set up. When a choice was given him between college and business he elected for the latter, and ever since then he has been working as a clerk in his father's office.

H. H. Rogers, Jr., is the son of the great Standard Oil magnate, whose wealth is estimated at \$75,000,000. He is 26 years of age, dark, slight, a trifle above medium height, and with sparkling black eyes. He has a vivacious manner, and is fond of tennis and other outdoor sports, although not specially expert in any. He is married.

Another of our future multimillionaires, Ralph Pulitzer, who will inherit the New York World and a fortune not far from \$10,000,000, was married recently to Miss Frederica Webb, a daughter of the Vanderbilts. He is a handsome young man, dark of complexion, a graduate of Harvard, and 24 years of age. He has not been brought up to be an idler, but helps his father in business matters and has an office in the World building.

The most popular of all the Rockefellers is young William G., the oldest son of William Rockefeller, who, although poor compared with John D., is understood to be worth at least \$75,000,000. He is tall, dark and has charming manners. He entertains a good deal and has a fad for beagles, his favorite amusement being the hunting of rabbits. It is a fact worth mentioning incidentally that, for the sake of avoiding conspicuousness, all of the Rockefellers in New York live on side streets, excepting only the father of this young man, whose house on Fifth avenue is exceedingly unpretentious.

Everybody knows about John D. Rockefeller, Jr., who is the only son of the richest man in the world. Born, as one might say, in the limelight, he can not escape its glare, although a more quiet and unostentatious young man could not easily be found. He is thin, dark of complexion, studiously inclined, and afflicted with nervous trouble. Owing to the extreme respectability of his habits, and to his inclination for religion, he is frequently represented in the newspaper cartoons as wearing wings.

Ogden Mills, the expectant heir of D. O. Mills, and, therefore, the probable future owner of a fortune of something like \$15,000,000, is now at the Harvard law school. He does not mean to practice law, but needs the knowledge in order to equip him for looking after the interests of the great estate. His age is 24.

Another young collegian, a senior at Yale, is Stuyvesant Fish, Jr., whose father's fortune is estimated at \$8,000,000. He is good looking, an inch over six feet in height (inheriting his father's gigantic stature), and

possessed of exceptionally charming manners.

August Belmont, Jr., is the heir to \$20,000,000, notwithstanding which fact, he works in his father's bank in New York, which represents on this side of the water the interests of the Rothschilds. He is a Harvard graduate, 24 years of age, and recently became engaged to a charming young lady, Miss Rosalie de Goucuria—a match of which August the elder heartily approves.

Robert L. Gerry is a nice looking man of 29, of medium height, and clean shaven. He is the son of Elbridge T. Gerry, who is supposed to be worth \$20,000,000. Young "Bob" is a great "sport," and particularly fond of horses.

The greatest all round sport of all the young millionaires is William K. Vanderbilt, Jr., who has made a dare devil reputation at racing automobiles. Apparently, the desire to be in some other place at the earliest possible moment, whether he has any object in getting there or not, amounts to a disease with him; and his restlessness is so intense that at his country place on Long Island motor cars and a yacht are kept waiting for him at all hours of the day and night, ready to take him anywhere at a moment's notice. He is of slight build, a couple of inches under 6 feet in height, and wears a black mustache. When the family break occurred a few years ago, and his mother married O. H. P. Belmont, he took the side of his father (his brother Harold going with the mother), and he will undoubtedly inherit the bulk of the \$80,000,000 which William K., Sr., has to leave.

J. Pierpont Morgan, Jr., is a heavily built young man, of medium height, with strong features, and a dark mustache. He is an only son, although he has several sisters. For a number of years past he has lived in London, where, being married, he maintains a handsome establishment. Like his father, he is a patron of the fine arts. Nobody knows how much J. P. Morgan, Sr., is worth, but it is likely that \$75,000,000 would not be far from the mark.

When the late William C. Whitney died he left only \$3,000,000 to his second son, Payne Whitney, who, not long ago, married Helen Hay, daughter of the late Secretary of State. This probably was due to the fact that, at the time of Mr. Whitney's second marriage, the family of the first Mrs. Whitney was opposed to the match, and the boy Payne went to live with his grandfather, Oliver Payne, the Standard Oil millionaire. When the latter passes away, Payne Whitney doubtless will inherit the bulk of his fortune, which amounts to something like \$40,000,000.

As a rule, these heirs to multiple millions, who are to be the rich men of the coming generation, are not idlers. Most of them are disposed to take life more or less seriously, and to undertake the business of existence on workday principles—possibly realizing the fact that mere amusement, delightful as it may be for incidental purposes, is, as an oc-

cupation, the most wretched and unsatisfactory in the world.

Rene Bache.

The Impression That Lingers Longest.

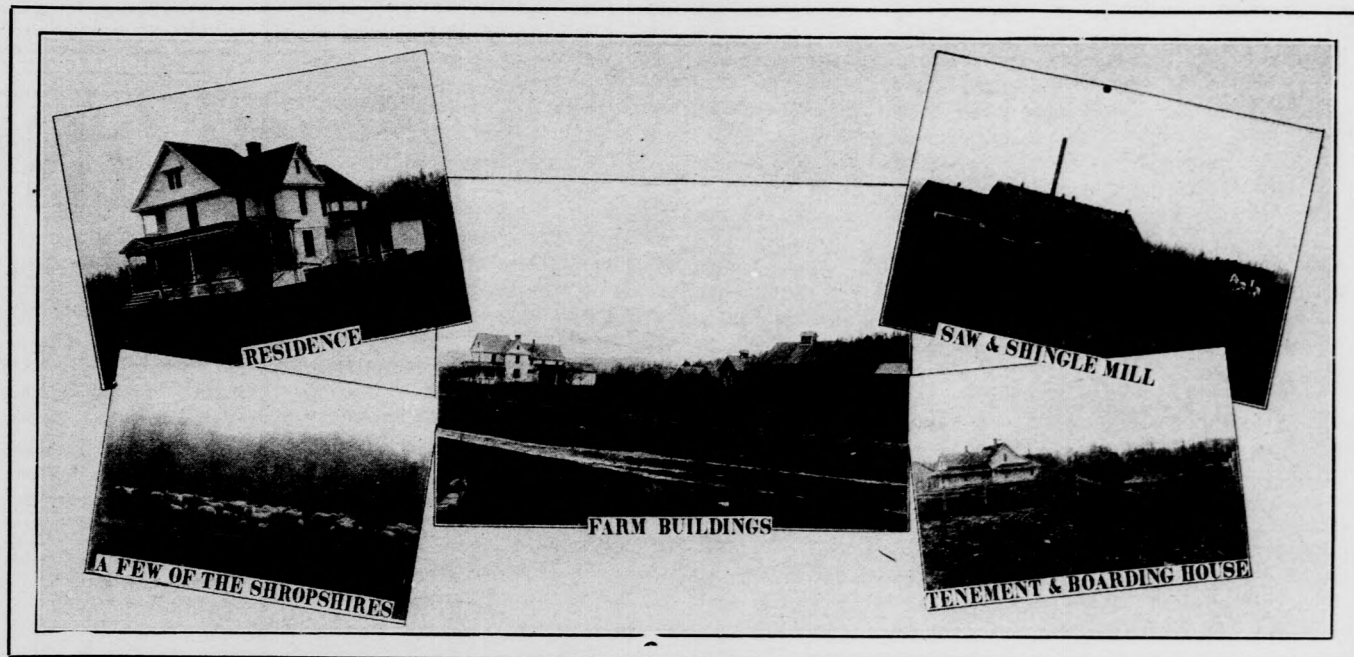
The first impression of any store lingers longest in every customer's mind. If the first impression be favorable each subsequent impression may increase its value. If it be unfavorable, a second impression may have an effect not desired. Every customer must have been a transient at the start. He must have made a first purchase. When that purchase proves satisfactory and the store service equally so, he is induced to make a second and a third purchase and, finally, to become a permanent patron. The millions of dollars annually expended in newspaper advertising and window displays are primarily expended to induce the transient to call. The merchant relies upon his merchandise, his store equipment and the courtesy of his salesmen to transform a transient patron to a permanent one.

The salesman sometimes forgets the importance of first impressions. A man calls for a collar. It is displayed and purchased and the incident ends. A half dozen words have been spoken, no more than necessary for the visitor to state his wants and the salesman to state his price. There has been no cheery "Call again," merely a mechanical "Anything else?" Both customer and salesman act as if they are in a hurry to separate. The whole transaction is business in its extreme severity. Such scenes and acts are common in nearly every haberdasher's shop, day in and day out. Well paid salesmen, too, play the "leading man" parts in these dramas. Is it right? The man who buys a collar to-day may buy a shirt to-morrow. Will he search out the cold-blooded salesman a second time if he ever goes back again?

The treatment of all customers, whether permanent or transient, should be the same. Politeness and courtesy should be extended to all. The appearance of the customer should never cause a variance of these important and least costly of all services. But does it? Sometimes.

The collar customer may or may not be in a hurry to catch a car, but he always is interested in new ideas in articles of dress. The salesman whose cheery smile and hearty action dispels indifference may often increase the size of his "sales' tip" by the addition of a tie or some other article shown in enthusiastic manner. These increases are "pure gold" to the haberdasher, and the mine that produces the "nuggets" should be carefully worked to its fullest extent. Man is a social being and naturally likes the fellowship of his kind. He likes to exchange views with others and he likes to tell of his achievements and show off his accomplishments. He is always pleased to make known the extent of his knowledge. Advantage should be taken of these traits in his character by the salesman.—A. E. Edgar in Haberdasher.

Take Your Choice



A fishing club can make one of the finest trout preserves in Michigan.

A private sanitarium in the midst of the healthiest part of North Michigan resorts.

A first-class stock farm. A first-class general farm.

Or It Will Make Them All

And Under Our Management

Abundance of land of best quality. Abundance of the best trout streams in Boyne Valley. A thousand pools can be built on the streams.

For a Sanitarium it can be utilized at once and this is what you can find: North and east within 100 rods are timbered hills; south and west you can look across the Boyne Valley to the wooded hills three miles away. The drainage is ideal. Room in abundance for cottages and lawns. Thirteen room modern dwelling, bath and toilet, hot and cold water, perfect pneumatic water system; seven room cottage suitable for tenant or boarders; first-class barn and other farm buildings.

Stock Range practically unlimited and feed in abundance. Seventy acres improved.

For common farming, here is part of the record for 1905:

2 $\frac{1}{3}$ acres, 553 bushels potatoes.

11 acres, 498 bushels oats.

3 $\frac{1}{4}$ acres, 418 crates of corn, besides 15 barrels choice apples from young trees.

2 acres, 900 bushels roots, besides 7 bushels choicest strawberries and 300 heads fine cabbage and 200 finest celery.

2 and 3 tons of hay per acre.

20 to 40 bushels peas per acre.

20 to 26 bushels wheat per acre.

I will entertain any satisfactory proposition for all or any part of this fine and growing property.

J. J. ROBBINS, Boyne Falls, Mich.



Marriage Misery if Wife Holds the Purse.

It needs no seer nor Solon to tell us that matrimonial infelicity is frequently, as the threadbare conundrum has it, "a matter of money." Nor is there vexation of spirit, not to say open disagreement, only when the wife holds the purse strings and holds them tight. The misery of many a marriage is owing primarily, if not "first, last, and all the time," to the fact that the wife, instead of being an equal partner in the community of two, is, in point of fact, merely a pensioner upon her husband's bounty. Nor is this, excepting in cases which are the rare exception, the result of malice aforethought upon the part of the husband. The husband does not think, and the wife does not remind him. Wherein it is greatly her own fault that she receives less than her due. In this world "Them that asks gits," and the women who, because of oversensitiveness, or because they are too proud to ask as a favor for that which they feel is theirs by right, to exact of love what should be spontaneous, fail to claim their own will usually find that their husbands take it for granted that they have what they want, and thus do not concern themselves with what lies below the surface. The woman who understands the art "de se faire valoir," who can assert herself not aggressively, but prettily, coaxingly, and affectionately, is the wife whom her husband appreciates most highly. Everywhere, and under all conditions of life, people are generally accepted at their pretensions. Moreover, there are few emergencies of mutual intercourse whereunto the doctrine of the New Thought: "We invite what we expect," applies so fully as to this. When a wife sweetly takes it for granted that her husband's first object in all that he says and does is to insure her future comfort and present happiness, and when she also endeavors with all her might to repay his love by making him happy in return, no man, worthy of a name, but will rejoice to spend and be spent to the utmost in order that her fond trust shall not be disappointed. Only it is fatally easy to overdo the thing.

During the first year of married life people ought to settle the scale of domestic economy upon which they propose to live. It is better to settle this scale below, rather than above, the mark, since it can be far more easily raised than lowered. From the first the wife should be careful to pay her bills every week, without fail; for in spite of the common custom, it is only wealthy people who can afford to run up bills. When a wife is not given money for this, it is sometimes, not always, however, because she has mismanaged her husband, and perhaps his money, at the beginning. The first few months of married life are the heyday of a wife's

power. Let her use it not merely to get concessions, presents, or any immediate advantage, but to make her husband the sort of man and husband she would like him ever afterwards to be.

Every couple who marry should know exactly what they are marrying on. It is only fools who marry upon little or nothing and expect a Providence, not their own, to provide for them. Common sense and ordinary prudence require that there should be money enough in hand, and in plain sight, to defray the necessary and reasonable expenses of the young menage. Neither should any woman who marries a poor man expect to live as though he were rich. Having married upon a small income, she is in duty bound to economize, and also to do so cheerfully. A man must provide for his wife, but he can do so only according to his ability.

It would be a hard case for women of wealth if none of them might marry poor men, but the man who is willing to be entirely dependent upon his wife for a living is poor in other respects than in that of pocket. Not the least of the many counts to the credit of Prince Albert, that "prince of gentlemen," is the unwillingness which he manifested to receive an allowance from parliament as husband to the queen. None the less, a woman who truly loves rejoices to give not only all that she is but all that she has to her beloved. Whether she is wise in such liberality depends wholly upon the man. It has been well said that the man who is good for nothing else sometimes makes a good husband, and this is only when he has a good wife, who is too capable to mind his inefficiency in other directions.

Prominent among new doctrines in this era of strange gospels is that which holds that the woman is bound to contribute to the support of the family by earning money as the man does. Which is, on the face of it, contrary to nature. It is the province of the woman to make the home, of the man to furnish the materials wherewith it is made. The care of a house and family fitly kept, the proper conduct of a household, exacts an amount of hard work, mental and physical, which, if exercised in any other vocation, would enable one to earn a living, perhaps to amass wealth. The wife who does her whole duty within the walls of her own home is a true helpmeet, and while her loving service can be repaid only in love, she is also financially well worthy of her hire.

Nevertheless, it is often a mistake for a woman to think that if she marries she must give up all work which is not strictly domestic or to imagine that she will be happier for doing so. If she has the talent and ability to do other work at home she will find it far more pleasant as well as profitable than the ordinary labor of "killing time" which occupies so many married women who have little or nothing to do. A physician, who addressed the recent health congress in Europe, declared that "A home pursuit for women would work miracles in thou-

sands of cases of nervous disease."

But such occupation or pursuit should be only for hours which would be else idle. Neither husband, children, nor horse should be neglected because of it. For example, children have a right which should be inalienable to be "mothered" by their own mother, and no amount of money which she can make by turning over the care of them to hirelings can compensate them for the loss of her personal attention. It is only when the father is dead or helpless and the mother is thus forced to earn a living for herself and for them that she must choose the less of two evils.

Dorothy Dix.

How a Woman Likes To Be Treated.

The average woman likes to be met on plain business principles. Politeness she expects; but the clerk who bows excessively, who alternates his words with "Ma'am" used expletively, gains nothing unless it be her amusement or contempt. While flattery as a skilfully concealed adulterant may be received with no special disfavor, the crude article is speedily rejected.

Does she prefer a woman clerk? Ordinarily, no; especially not for articles with which she herself is not thoroughly familiar, hence dependent partly on the advice of her dealer. Not that she distrusts her sex, but that she has more faith in the masculine knowledge of things outside of her sphere.

She likes to feel that she is treated as her husband would be—the same goods, the same prices, and no affectation.

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.

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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

COMEDY OF ERRORS.

The Floorwalker Commits a Great Blunder.Written for the *Tradesman*.

One day the floorwalker noted what, to him, was a suspicious action on the part of the window trimmer and resolved to keep an eye on the young man. Simultaneously the young lady in charge of the glove counter observed that the floorwalker was behaving oddly and to herself remarked, "There's something doing."

The window trimmer was at work developing a design representing spring, and at the instant his actions caught the eye of the floorwalker he was holding the neck of a typical whisky bottle to his mouth and the stuff contained in the bottle was unmistakably red liquor.

Little did the floorwalker realize that the snapping twinkle in his eye and the smile of satisfaction that spread over his face as he made the discovery were observed and misconstrued by the glove lady. How should he know that she coupled his silent memorandum with what seemed to be a pantomimic response from a handsome and fashionably dressed lady who was at the lace counter and how should she know that the latter was totally oblivious of the fact that her action had been observed?

And the window trimmer, unconscious of the tragedy that was developing in the store, had succeeded in drawing (with his teeth) the cork from the bottle and with a piece of cotton flannel was applying furniture polish to portions of the mahogany fixtures in the window. Shut out from view by a curtain between himself and the street and with solid panels of wood between the window and the salesroom, the display artist went on industriously with his work while the floorwalker imagined various things as to the red liquor.

To still further complicate the silly situation the lady at the lace counter moved over to the glove counter and as she passed the floorwalker she was seen by the lady who fits "sixes" to number eight hands to speak to the gentlemanly usher, who, in turn, escorted her to the glove counter and remarked: "The lady would like to look at some elbow gloves."

"I didn't say 'elbow gloves?'" said the lady as the clerk asked, "What size?"

"What was it you desired?" from the clerk brought the response: "Yellow kids; orange yellow."

Various boxes were arrayed on the counter, the saleslady being chiefly interested in the actions of the floorwalker, who was talking earnestly with the clerk at the lace counter, with frequent nods and gestures toward the window that was receiving the spring picture.

The floorwalker—his name was Bixby—never liked the window trimmer and having a suspicion that the artist had a sneaking desire to succeed him, he was right glad to get a straight case on the supposed rival. And so when the lady who sold lace enquired: "I smell a very strong odor of liquor about here. Where does it come from?" Bixby nodded and waved his hand toward the win-

dow with: "It's Larkins, he's a good decorator but an awful booze fighter. Keeps his bottle with him constantly."

Mrs. Aitken, in charge of the lace counter, repeated the information to Miss Brown, the glove lady, while they were at luncheon and the latter lady at once admitted, "I noticed the odor, too. Wasn't it strong?"

About 2 o'clock Larkins, the window trimmer, completed his window design and took away the curtain shutting out the view from the street just as Mrs. Aitken and Miss Brown returned to duty, and they stood in the street admiring the display when Bixby happened along and joined them. The ladies expressed their admiration freely, Mrs. Aitken adding: "Too bad he drinks," while Miss Brown coincided with: "The house won't stand for it, either."

With two on his side as witnesses Bixby reported Larkins and his whisky bottle to the manager, summoning the lace lady and the glove lady to confirm his suspicions. Larkins was brought on the carpet, heard the charge, denied it indignantly and proved his case by introducing his bottle of furniture polish and his breath.

That evening the police arrested the handsome lady who wanted orange yellow kids for drunkenness; and when she was searched by the matron at the police station several pieces of very fine lace and a miscellaneous lot of kid gloves—all colors and various numbers of buttons—were found on her person, facts which, in her drunken condition, could not be explained, except on the basis of shop-lifting.

Investigations made by the police next day located the identity of the stolen goods and of the thief, Mr. Bixby, Mrs. Aitken and Miss Brown being the witnesses in the revelation.

And Bixby, losing his position, was succeeded by Larkins, who now keeps his furniture polish bottle on the stein shelf in his dining room, where Miss Brown presides at the head of the table as wife and helpmeet.

Charles S. Hathaway.

Spools Made of Sawdust.

William L. Williams, of Willimantic, Conn., has been at work on a process of making a fiber spool for several years. At first the attempt was made to make the spools from pulverized newspapers, this being done by incorporating a substance with the paper, which, when heated, united it into a solid mass, but later experiments disclosed the fact that common sawdust and leather chips and shavings produced a much stronger spool. The ordinary large 12,000-yard spools are made in four pieces, the heads being solid and the barrel being divided in halves lengthwise.

Timber for wooden spools has become very scarce, and it is believed that the fiber spool can be made much more cheaply than the wooden one.

You can not climb the heavenly ladder on stilts of dignity.

People who are always picking bones get little meat.

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.

Facts in a Nutshell

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MAKE BUSINESS

WHY?

They Are Scientifically

PERFECT

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Detroit, Mich.Main Plant.
Toledo, Ohio



Observations of a Gotham Egg Man.

It is unsafe to draw from the March receipts any conclusions as to the relative egg productive capacity of the country this year and last, because of the great difference in the weather conditions, and in the stock of eggs at the beginning of the month. Last year we went into March with extremely bare markets and but a comparatively small quantity of eggs in the interior, although production was then beginning to assume large proportions. It was about the 10th of the month we began to get heavy receipts in the larger markets. But this year, owing to the comparatively large winter production, we went into March with liberal stocks of eggs in all sections. The distributing markets were fully supplied in all channels of trade on a spring basis and there was a large quantity of eggs throughout the country in process of marketing. This bank of eggs in the interior served up to the close of March to keep receipts heavy during the month in all the large distributing markets, in spite of severe cold and stormy weather about the middle of March, which must have interfered considerably with the normal production.

In this market, up to a week ago, it was generally believed that the quantity of eggs in the country, and farther along in distributing channels, would be sufficient to tide over the temporary reduction in production caused by the unfavorable weather in March, and that consumptive demands could be fully supplied on the previous scale of prices up to the time when a surplus would be assured. But of late this belief has appeared to be erroneous. Recent reports from the country have indicated so great a decrease in collections as a whole that it could hardly be accounted for solely on the ground of bad roads; in some sections that may have been an important cause, but in many sections it has lately appeared that the smaller collections have been due to the check to production by the cold wave that occurred some three weeks ago.

Up to this writing there has been no actual shortage of eggs for the current consumptive requirements of this market.

If the sharp rise in egg prices during the past week (so far largely speculative) proves to have been well founded—that is to say if the receipts for the next ten days run so light as to permit a clearance in consumptive channels of all the stock arriving and the moderate amount of reserve stock already secured—then it is evident that we shall reach the middle of April before any large quantity of eggs can be obtained (at any reasonable price) for storage. But it is to be hoped that this fact will not cause the storage buyers to forget the disaster of the past season and rush in at dangerous prices. All ad-

vices indicate that the quantity of poultry in the country is unprecedented and there is little doubt that as soon as production again reaches the maximum, and the condition of the country roads permits a normal movement, the supply will be very large. It should be remembered that the surest way to avoid losses in stored eggs is to carry less of them, and the shortening of the storage season now is likely to be offset by a large summer storage if the early eggs are accumulated at high figures.—N. Y. Produce Review.

Does High License Throw Men Out of Work?

Written for the Tradesman.

"I notice," said the commission man, "that liquor men claim that the new \$1,000 license law in Ohio will throw about 10,000 men out of employment, because at least 5,000 saloons will have to close."

"That is too bad," responded the customer, who has been down the line to his cost many times. "Don't you think that the State ought to pay these poor fellows a pension?"

"Get on," said the commission man. "I know about what you have in mind. Spit it out!"

"Throw men out of work!" cried the customer. "That is a nice point for the beer men and whisky men to raise! I reckon those 5,000 saloons which will have to quit have put more men than that out of employment during the past year."

"For instance?" asked the commission man.

"How many men are there in the State of Ohio who would keep sober and work only for those 5,000 saloons? Look here. Two men get their pay envelopes. They go down to a booze parlor for a quiet glass of beer. There they meet two more, and the quiet glass of beer grows to a keg. They spend \$5 each, and have a head the next morning which makes work impossible. They lose four days' time, and the saloon man takes their money and pays the barkeep and has some left, but four men have been out of work for four days. I guess we can let the barkeep and the proprietor get new jobs, and then be money ahead."

"That is one way of looking at it."

"And, then, in time, at least one of these four men becomes so saturated with booze that he loses his job. Then he becomes a loafer and his family is deprived of decent support. If the closing of saloons will throw men out of work, perhaps we had better keep them going! Not! And when there are too many men out of work, how would it answer to start a few more saloons, so as to give them employment?"

The commission man laughed, for he had heard the customer talk before.

"Here's another thing," continued the other. "Trusts organize and close retail stores and factories in order to concentrate trade. There is little howl about men being thrown out of employment then. But you touch the whisky business and you hit the deacons, and the guardians, and the investors who have money in buildings

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.
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WESTERN BEEF AND PROVISION CO., Grand Rapids, Mich.
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Established 1876

MOSELEY BROS.

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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.

I will pay 14c F. O. B. your station for

Fresh Eggs

shipped not later than April 12.

C. D. CRITTENDEN, Grand Rapids, Mich.

Both Phones

3 N. Ionia St.

occupied as saloons. Then there is a yell. It makes me sick!"

"There certainly is a lot of money invested in the liquor business."

"Of course there is, and a lot of money is drawn out of it every year. Where does this profit come from? You have heard the story about the liquor men's procession? Well, the men in automobiles, with diamonds on, were the wholesalers, the men in carriages were the retailers, and the men walking on foot in the mud were the consumers. That's the story. Many a woman has perspired over the washtub to help give a liquor dealer a trip to Europe."

"I can't see how it will help matters to make drinks more expensive by putting on a high license."

"Don't you ever think for a minute that the price of drinks will go up! The distillers and the brewers will not permit that. They want their stuff sold, and the men with little money are the ones who buy it. The brewers are the ones who will boss this job. The modern saloonkeeper is simply an agent for the brewery. The man who makes the beer owns the building, and owns the fixtures, and owns the license, and owns all the saloon men, body and soul."

"You are putting it too strongly."

"Not on your life. You go to any of the large cities and ask who owns all the desirable retail corners. The breweries, you will be told. If a man wants to change his brand of beer he loses his lease. Oh, you need not think that the brewery output will be reduced by the increased tax. Some of the saloons may go, but there will be enough left and the men thrown out of work may in time learn to do something which will be of benefit to the community. Anyhow, if the cutting out of some of the saloons will decrease the number of drunkards, if it will keep a little more of the money of the wage-earner in the family, the State might pay salaries to the ones who lose employment by the change."

"That would be a fine thing!"

"Well, why not? Wouldn't that be protecting home industries? I mean the domestic home, and not the commercial one. About the most useless thing on God's earth that man can spend money for is strong drink, and the fewer drink holes there are the better are we off. If the license could be fixed at \$10,000 it would be a blessing."

"You reformers always go too far," said the commission man.

"Rats!" cried the other. "From youth to old age one hears the old, old story: 'Don't drink. Let whisky alone.' No business man in the country will hire a booze-fighter. Still, there is no effort made to take away the temptation. I am not a prohibitionist, and I know that you are not, but I know that these drugged and adulterated intoxicants are ruining the country. Business men are doing the right thing in discarding men who get drunk, and the railroads are following the example. In time it will be hard for a drinker to get a job anywhere. That is the way to handle that part of the business. Another way is to send a man to prison for

selling to a drunkard or a minor, or for selling adulterated goods.

"The raising of the tax in Ohio won't make any difference, except that it will add about \$3,450,000 to the revenue, of which the State will get about one-third. There will be just as much beer and whisky consumed and just as many drunkards. There will be fewer saloons for a time, but the breweries will soon get their servants, the saloonkeepers, at work for them again."

"Then only the State will be benefited?"

"Oh, the law will take saloons out of residence neighborhoods and all that, and will shut a lot of toughs out, for brewers will be careful as to the men they put into business, but it will encourage blind pigs, and there you are. The trouble is that legislators are trying to remedy the evils of the traffic without hurting the business. Wouldn't that kill you?"

The commission man said he would think that point over.

Alfred B. Tozer.

Feeding the Orange Trees.

The biggest and best oranges are not grown on good soil. Fruit growers are finding out they can improve on nature when it comes to feeding up a tree.

If they want to get the finest fruit they no longer pick out the rich, alluvial soils. Very fertile land produces citrus trees of rank growth which often bear enormous crops, but the finest and highest-priced fruit grows on nearly sterile soil.

This strange state of affairs is thus explained: In fertile soils plant food is seldom properly balanced. Neither is it present in just the right condition for producing the best fruit.

For some reason, too, it isn't possible to influence fruit through the medium of rich fertile soil. It doesn't seem to be a good medium for chemical fertilizers, whereas a soil which is almost sterile makes the right base upon which to build up ideal conditions. Trees may be started in it and then fed with just such chemicals as will produce the finest quality of fruit.

Old-fashioned fertilizing with muck and barn manure is being abandoned in favor of modern chemical fertilizers. The old method produced coarse, thick-skinned oranges and often caused disease in the trees. The Department of Agriculture, in strongly advising the use of chemicals, gives the following definite rules:

To obtain a fruit with thin rind, use nitrogen from inorganic sources in moderate quantities, with considerable potash and lime. To sweeten the fruit, use sulphate of ammonia in considerable abundance, decreasing the amount of potash. To render the fruit more acid, increase the amount of potash and use nitrogen from organic sources.

If it is desired to increase the size of the fruit, apply a comparatively heavy dressing of nitrogen in some organic form and slightly decrease the other elements.

Die back, a serious malady, is in all probability the result of overfeeding with nitrogenous manures from or-

ganic sources. These manures, if used at all, should be applied with great caution. Foot rot, although not primarily due to improper methods of fertilization, is no doubt considerably influenced by this cause. Insect diseases are also apparently influenced by the use of fertilizers, organic manures rendering the trees more liable to injury from this source than chemical fertilizers.

Some saints try to prove their faith by their ferocity.

How to Keep Eggs 10 Months

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

Acme Egg Keeper

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

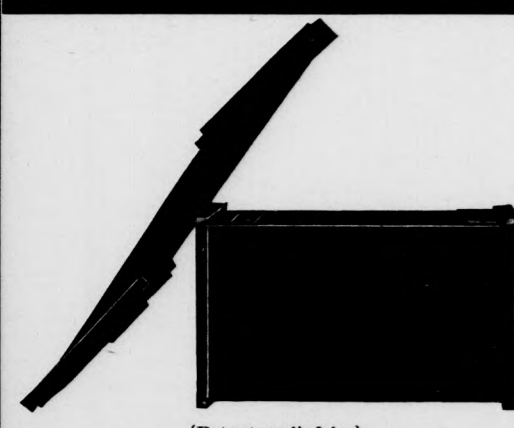
Acme Egg Keeper

1214 Southport Ave.

CHICAGO

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

(Patent applied for)

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

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.

W. C. Rea

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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

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



Way You Apply for Job Means Much.

"I have written over 300 letters in answer to ads. of situations, and received no reply from one of them," writes a correspondent to me. "I have applied for no post I could not fill. Do people put in bogus ads.? There must be hundreds and thousands of people who have had the same experience."

That letter contains a sensible suggestion. Until I got it I had not thought of writing on "How to Apply for a Situation." The hint is good, and I mean to take it. There are every day thousands of young fellows, and young girls, too, biting penholders in desperate wonder as to what is the best thing to say in reply to that advertisement they have seen in the newspaper of a post they would like to secure.

I have not, to begin with, the slightest wonder that my correspondent has applied for 300 situations. His letter tells me more about himself than he probably thinks. One often reads a great deal more in a letter than the words it contains. He inclines to slang, and is lazy, careless, and dirty. I would not give him \$5 a week as a clerk. He has, however, good ability, and might be serviceable if he would get rid of the faults I have spoken of.

To begin with, in the very choice of his paper and envelope the answer to a situation advertisement has an excellent opportunity of showing his sense or folly. If he were applying in person he would, if wise, think his appearance worthy of some consideration.

A girl who appeared in a police court the other day told the magistrate that she had found it impossible to obtain a situation as a domestic servant. The observer noted that she wore a hat covered with imitation ostrich feathers and she had an impressive, thick, old fashioned imitation gold watch chain round her neck. A bracelet with some clanging little ornaments adorned her wrist. She had seen hundreds of mistresses, she informed him, and none would employ her.

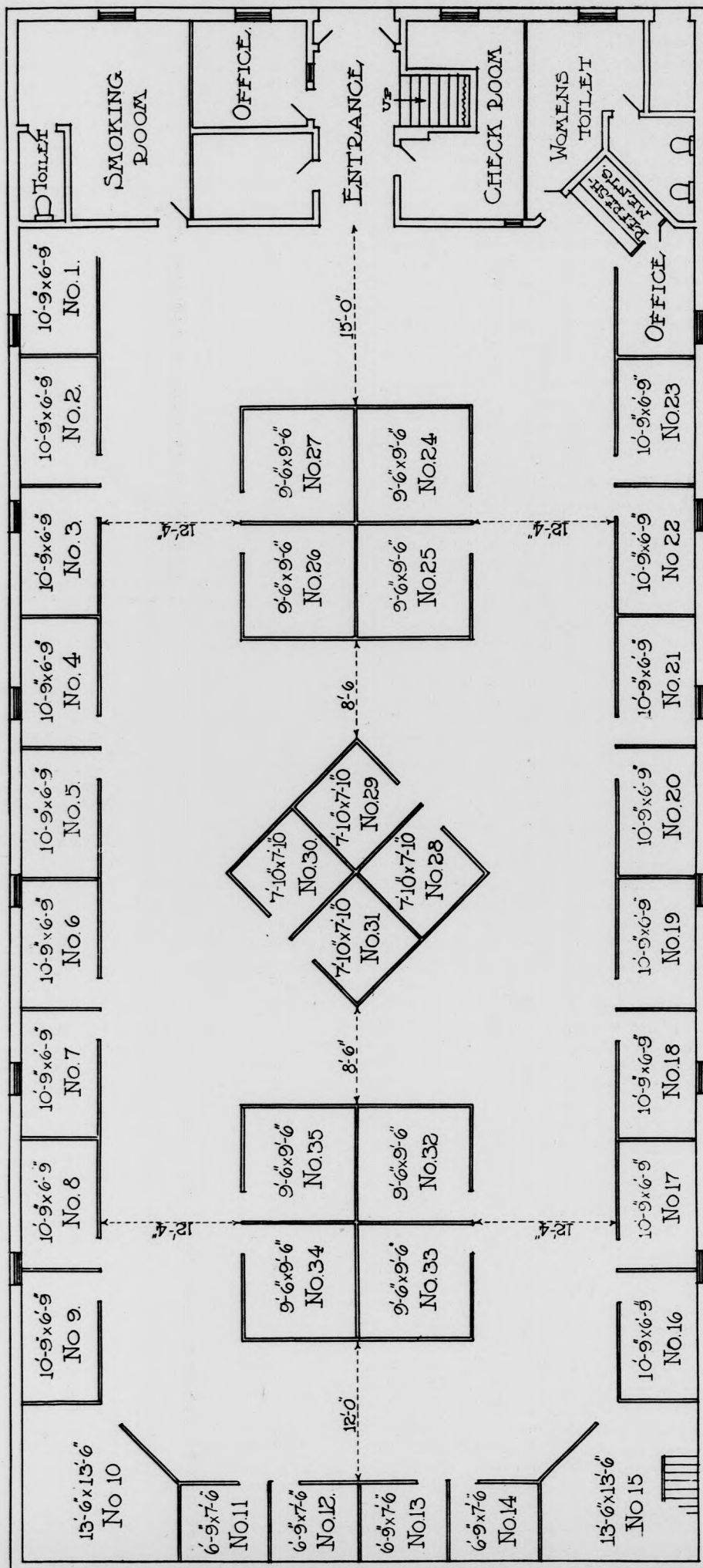
The man who seeks a situation of a few dollars a week is sometimes just as ridiculous as that girl, but he most often errs just in the opposite direction—in neglecting his appearance altogether. A man cannot "make a show" in personal adornment so cheaply as a woman can.

In answering an advertisement by letter, the paper and envelope to a great extent represent the candidate's clothes and appearance when making a personal application. But he is able to be a fop much more easily in paper than in dress.

I have seen applications written on notepaper which would have done excellently to wrap up butter in—if it had been clean.

The paper and envelope should be

Floor plan of the First Annual Food and Industrial Exposition of the Lansing Retail Grocers' Association, to be held at the Auditorium Rink May 28 to June 2, inclusive.



good enough to indicate that the writer has too much respect for himself and for his wouldbe employer to approach him in a slovenly fashion. It must be absolutely businesslike at the same time.

"That man," said a merchant, showing a letter he had received, "would never think of wiping his shoes on coming into the office; and this"—he handed me another letter—"would have a little looking glass pasted in the lid of his desk."

I saw a letter in reply to an advertisement for a bookkeeper, some time since, that began:

"Mr. G. has the pleasure to present his compliments to Messrs. X., and begs, etc."

If he had any pleasure in presenting his compliments it was all the pleasure he got from writing to the firm. Mr. G. was put on one side as unbusinesslike, pompous, and a little presuming. The partner who opened the letters described that beautiful sentence as "unfounded rigmarole." Messrs. X. did not want his compliments, and G. was a fool to find it so delightful to send them.

It is extraordinary to find how many wrong ways applicants can discover to set off with.

"Sir," to a single male person; "Gentlemen," to a firm; "Madam," to a lady does not seem to many writers enough. They cannot refrain from the adjective "dear" to a person in a higher position than themselves, or to one whom they do not know.

I remember a prominent lady some years ago writing to a newspaper that she had received over thirty letters in answer to an advertisement for a cook, all commencing "Dear Madam," in the most cordial, almost affectionate style.

One of the directors of a great railway told me how one day a supposed suitable applicant for a clerkship was shown in to him and amazed him by exclaiming, "How are you? Pleased to see you!" and shaking hands with him before the railway magnate knew where he was. He did not get the situation.

"Dear Sir," "Dear Sirs," and "Dear Madam" are often acutely resented when too hastily indulged in. In the highest business and official circles "dear" is a word only used with the greatest caution.

A gentleman who advertised some time since, and received a large number of replies, complained that the people who replied did not seem to regard him at all capable of knowing what he really wanted. He sought a clerk, under 25 years of age, capable as regards shorthand writing, typing, book-keeping and precise writing. Half the applicants do not state their age at all, and most did not possess the qualifications he desired, but suggested that something else might take the place of one or two of them.

Mark Twain once told the story of a man who applied for an advertised post as swimming instructor at some public baths. He was certain that he would give satisfaction, in spite of the drawback that he did not know how to swim. He assured the council, however, that in the leisure hours he

should have after teaching he would learn the accomplishment, and he was "quick."

People who have not the exact qualifications demanded must look elsewhere. It may be disagreeable if one has all the qualifications demanded save one to refrain from "trying one's chance," but the trying, in ninety-nine cases out of a hundred, only leads to mortification, and often to some self-deception and unreasonable discouragement. When a man has applied for a dozen situations or so, which he has not the qualifications necessary to obtain, he begins to ascribe his failure to bad luck rather than his own deficiencies and to conclude that "nothing is any good." Besides, he is wasting his energy in the wrong direction. I have known some of my acquaintances to spend weeks in this fruitless occupation, believing "something might come of it." Nothing did, save weariness and disgust.

A man should put his best at the beginning of the letter he writes. Let him grip the advertiser in his first sentence. I have two letters before me, received among a pile kindly lent me by an employer in the city in answer to an advertisement he inserted for a book-keeper who knew French. One of the letters—a good one—begins:

"Sir: In answer to your advertisement of the 15th inst., in the—, I beg to say, etc."

The other—a much better one—begins:

"Sir: I am a thoroughly experienced book-keeper and French commercial correspondent, and in answer to your advertisement in the—, etc."

The second letter got the writer the situation. When the employer read the first words he was all attention and he read on. Two-thirds of the letters began like the first, "In answer, etc." An applicant should note the qualification on which the advertiser evidently lays most stress, and should let him see in the first words that he has it offered to him.

Among these letters are some that run to two sheets of note paper, covered on every side. The writers seem to imagine that they are trying their hands at biography.

"Dear Sir," writes one. "Having noted your advertisement in the issue of the — of the 15th instant, and being the son of a clergyman, I have decided, on reflection, to offer you my services in connection therewith. In doing so, permit me to tell you something about myself."

Business is business. A letter in application for a post should be a business letter—short, concise, omitting nothing to the point and never straying from the point by a hairbreadth.

Never say you "think" you can do a thing if you know you can do it, and never say you can do a thing if you know you can not do it.

There are thousands who indulge in both the tricks here condemned. A young friend of mine asked me to look at a letter he had written the other day for a post in which 100 words of shorthand a minute were wanted. "I think I shall be able to give you satisfaction," he had written. He can write 120 words a minute. I made him scratch out the "think," and say it.

The ending of a letter is a matter which requires some consideration. It can be wrong in a variety of ways, as these letters before me show. "Yours truly," and "Yours faithfully" write the too familiar ones. "Yours respectfully," the too humble ones. A few sign themselves, "Yours obediently," which is just the correct thing.

Some, I note, inclose "stamped, addressed envelope for reply." Nothing drives the respectable advertiser of a situation so close to an apoplectic fit with rage as that. It is an attempt to extort an answer when he does not want to answer. When they receive none the senders will declare he has stolen the stamps.

"By the way, Sir Vanity," said my friend, the advertiser, "you might just say that employers advertising

situations prefer men who can put a postage stamp on a letter in the top corner and not upside down."

So even putting a stamp on can kill a situation seeker's chance.

John A. Howland.



A CASE WITH A CONSCIENCE

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

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

This is what we understand as square dealing.

Just write "Show me" on a postal card.

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

Summer Goods

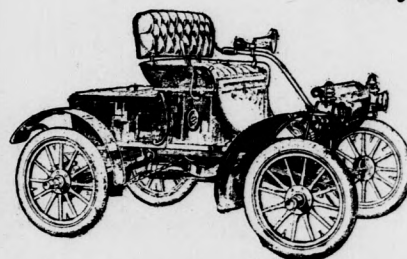
Our new illustrated price list of Fly Nets, Horse Covers, Cooling Blankets, Lap Dusters, etc., is now ready to mail out. Our line of these goods is very large. Everything new and bright. Ask for illustrated price list.

Brown & Sehler Co.
Grand Rapids, Mich.

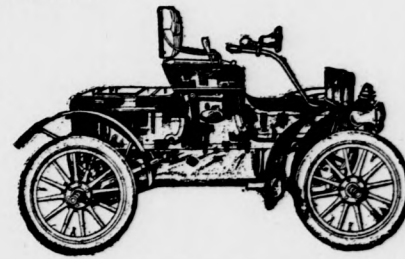
WHOLESALE ONLY

Oldsmobile Runabouts

You see them wherever you go.
They go wherever you see them.



Either Style
at
\$650



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

CLOSED FORTY YEARS.**Sale of Stock in Long-Abandoned Store.**

Over the tortuous roads that lead—or mislead—from the modern, electrically lighted town of Katonah, away up in Westchester county, N. Y., to the ancient village of Cross River, many vehicles cut their way through mud and slush and membranes of ice over roads that crossed one creek a dozen times or more to land speculative folks and reporters at the greatest auction sale that ever has occurred in the county. Cross River has a blacksmith shop, and a general store, but no saloon. Its population now may be estimated at about 200. Once it was the most important place in its section of Westchester. Katonah and Mount Kisco were infantile. That was before and during the civil war. The oracle and merchant prince of Westchester in these days was George R. Avery. The almanacs of his day, in which he advertised, described him as a "dealer in foreign and domestic dry goods, fine watches, clocks and jewelry, and manufacturer of perfumery."

Mr. Avery was on hand among the wreckage of his once prosperous business to help in a somewhat feeble way, as he is 85 years old, the tall, rawboned auctioneer, William Moher, to dispose of the things that Mr. Avery had intended to sell some forty years or more ago, before his young wife died, and made as much of a hermit of him as can be made of any man with a strong commercial instinct. Mr. Avery is reported to have said that he would never again sell anything over the counter of his big store. He kept the letter of his vow, but he violated it in the spirit by accommodating a neighbor at times when the new general store of the village was unable to produce what the neighbor wanted.

Mr. Avery closed his store in 1864. It was said that he had refused to pay a war tax, and that was the cause of his determination to shut up shop. He said yesterday that this report was untrue, but he declined to tell what had caused him to go out of business forever, except in an unobtrusive way. Everybody had heard the story, however, before Mr. Avery had got to a condition of reticence, unparalleled, except in an insurance investigation. Mr. Avery heard that the valley in which the village of Cross River nestles would be flooded by the water of the little river itself as soon as the Katonah dam is completed, and he decided to sell out before his goods became too antique for use in the neighborhood.

Mr. Avery had lived until a few years ago in a fine old house fronting the main street of the village. He had made a vow never to repair the house, and he kept his word, as the public would have got onto him if he had not. For lack of paint and through the assault of the elements the house began to totter like the old storekeeper himself. Two years ago the sides of the house sagged. The old man, fearing that it would go to pieces, built on the big plot in the rear a towered warehouse and into

this, with the help of relatives who took an interest in his possessions, he stowed the best things he had in the rambling old mansion and store.

About a month ago the roof of the house fell in and a heavy safe in the parlor dropped half way through the flooring. Volunteer safe savers with ropes got the safe out and landed it, bottom up, outside the front door, and there it stood yesterday waiting for a bid. On Halloween the village cutups tackled the old house and carried off a lot of plunder.

The house looked yesterday under a sullen sky, with joists and jagged ends of flooring protruding from its yawning sides, like a complete ruin. Floors had fallen on floors and the wreck of timber and laths and plaster filled the cellar. But the old man, a ruin himself, viewed it all with placidity and regretted that the things he had to sell were so old that they would not bring a good price. He tottered about among the mass of stuff in the old warehouse and in front of it declaring that the things displayed on lawn and table were not so old as they seemed. Naturally, the auctioneer agreed with the old man.

About 200 persons, mostly from the farming country within a radius of ten miles of the village, gathered at the sale. The voice of the auctioneer was at times tremulous, as the chill easterly wind from the hills made even those with heavy overcoats shiver a bit. He could not work up much enthusiasm, and he seemed sorry it was a prohibition town. Most of the crowd apparently had come from curiosity.

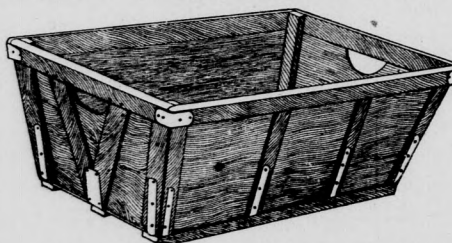
Muskets that were used in the early part of the civil war went for less than a cheap revolver. A few swords that the old man said had been worn by some of his ancestors in the Revolution and the War of 1812 fetched a better figure. The things that could not be sold were bustles that had been used in the period when the "grecian bend" was popular, hoopskirts that were fashionable in the early years of the war and just before, a barrel of paper neckties of all colors, paper collars by the bushel, old plug hats with fur that bristled like the back of a cat if rubbed the wrong way, pearl gray beavers with black bands that might make an old time minstrel's mouth water, and a collection of almanacs of the war years, whose advertisements had more clerical recommendations of panaceas than all the modern newspapers combined.

The old man stood beside the auctioneer and declared in a low tone that the hoopskirts were all right, advising people to buy them on the ground that they would surely come in again. He said that in his long experience as a general storekeeper before the war in New York City and Stamford he had seen many fashions come and go, and that they all repeated themselves. The auctioneer took the cue, but no woman in the throng seemed to think that the world was on the border of the hoopskirt age again. The socks were marvelous in color and design and would make a black comedian happy.

Orange Jelly**Manhattan Jelly****Lemon Jelly****Gum Drops**

WE MAKE THEM. BEST IN THE MARKET.

Straub Bros. & Amiotte
Traverse City, Mich.

Can You Deliver the Goods?

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

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

Be in line and order a dozen or two.

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

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



This is a photograph of one of the jars in our

Scientific
Candy Assortment

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

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

PUTNAM FACTORY, Mrs.
Grand Rapids, Mich.

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., 3/4-lb., 1/2-lb. air-tight cans.

They were worn by white folks when they were bought by Mr. Avery.

The almanacs told about the slave population in 1860, and put down the total free dwellers in the State as 3,887,542. Mr. Avery himself knew something of the art of making perfumes, and among the articles the auctioneer put up were colognes with fancy names with the Avery labels.

One thing the old man expressed a reluctance to sell, and that was the melodeon that his father left him, and on which his wife had played "Ben Bolt," "When You and I Were Young, Maggie," and all the gentle melodies that were popular before his beard was frosted, his hair white and sparse and his voice tremulous and indistinct.

Only about a quarter of the old man's things were sold the first day. The auctioneer, because of the rawness, the auction being in the open air, decided to postpone the sale until next day, when the balance was disposed of.—New York Sun.

Developing a Practically Errorless Order Department.

About nine months ago a store in Minneapolis was broken into and \$800 worth of Waterman fountain pens was stolen. Two months later a man walked into the Chicago office of the firm which manufactured these pens and offered them for sale. The branch manager knew the care with which such pens were sold and his suspicions were aroused when he found such quantities being hawked about. He called up the New York office, notified them of the private mark which the company places on its goods sold to its customers, and learned that the pens under consideration had been sold to the Minneapolis house; the alleged salesman was arrested forthwith and his trial is now pending.

This incident is noteworthy. It illustrates the system with which the Waterman concern in New York records the disposition of its goods by means of a private code based on the firm's name. By means of this code, claims on injured goods may be adjusted and missing goods located. This incident, as the expression of a perfected record system, appears in marked contrast to the incident that caused its adoption sixteen years ago.

"When I first entered the employ of this company as a salesman," said the president of the company recently, to a magazine writer, "I gave my first order to an office boy, who at the same time composed the order, wrapping, recording, billing and shipping departments. I watched him pick out the goods called for, wrap them up and throw the package into a basket for the express man to gather up. Within a few weeks one of my customers complained that his order had not been received. I questioned the order department. The order department pulled an old envelope from his pocket and glanced over a pencilled memorandum. No, he had no record of it—the order could not have reached him.

"What's on the back of that paper?" I asked. The order department turned the sheet over. 'Oh yes,' he

exclaimed, 'here it is—that package went out four days ago.'

"From that day I looked after my orders myself, until I had formulated a system that relieved me of the burden."

From that incident has developed a practically errorless order-department system that today handles the output of two factories. Today this company has the United States divided into twenty sales districts. A traveling salesman is given exclusive direction of each district. It is his duty to visit and report on each prospective buyer and to submit his regular printed forms provided for the purpose at least once each year. In case the prospect becomes a purchaser, this record is made on the back of the order to avoid any possible confusion. These records are then filed in two divisions—one file for prospects and one for customers.

As each order is received by the company, it goes to the order department. Here the items are transferred to a combined order and shipping sheet, made out in duplicate. At the top of this sheet appear the name and address of the customer, the date, order and file numbers. On the left are the numbers of each of the various articles of sale; on the right is a checked list of the supplies that are sent free to each customer in proportion to the amount of his order. The original copy, with the salesman's order attached, goes to the book-keeper, who makes out the bills from them. The duplicate goes to the record department.

"This record department is practically the leak-stopper of our sales organization," explained the president. "Here every order sheet must be compared with the salesman's order. Every mistake is caught. We save nearly 3 per cent. on our entire sales by this means." And a reference to the record for that day showed six corrections on the three hundred orders.

Each customer is given a number; each order is given a number; each filing division is given a number. The distance from the old-envelope record of the office boy to the automatic order and shipping department of today is a long cry—as long as eighty-six, the number of employees sixteen years ago, is from six hundred, the number of employees to-day.

Just Like His Father.

At the Grant family dinner recently Major-General Frederick D. Grant told this story on himself: "I was booked to speak at a large dinner in a town, and the toastmaster felt it incumbent upon him to make my path as smooth as possible. He therefore spoke of my father and said that I strongly resembled him. This had the desired effect on the people present and they gave me their best attention. Although I spoke as well as I could, I felt that every one was disappointed in me, and I sat down with relief that it was over. The toastmaster rose and smiled at me. Then he said to the guests: 'Didn't I tell you he was just like his father? He can't speak worth a cent.'"

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

Heystek & Canfield Co.

The Leading Jobbers of

Wall Paper & Paints

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

Buffalo Oil, Paint & Varnish Co.'s Paints

Complete line of

Painters' Supplies

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

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.

SELLING BELOW COST.

It Can Be Done and Still Make a Profit.

"Bargain sale" is a term covering an infinite range of the mercantile business and involving as many methods as lines of goods. Also, there are "bargain sales" and bargain sales. Bargain sales purchased to order belong to the category. Bargain sales which have as features goods that are sold below the manufacturer's cost are realities. There are "bargain sales" at which every article offered for sale has been manufactured and sold at a profit in order that the retailer also shall make his profits on "bargains below cost."

This term "cost," as used in the retail business of the country, needs to be defined for the lay reader. It is not the money that was paid for a bill of goods at a factory warehouse. In all probability the goods were bought of a wholesale house on which the wholesaler's profits were made. Perhaps the buyer discounted his bills 5 per cent. by paying cash. If so, he does not consider the fact in his term "cost." Neither does he forget to add to the thing the shipping charges, the drayage at his end of the line, and to this a further 10 per cent. upon the total cost as the commercial "cost" of the goods.

With a "cost" margin of a full 10 per cent., it will be seen that the average dealer has a pretty wide latitude if within six months of his purchase of a stock of goods he decides to sell at "cost."

Few people realize how wide a margin for profit is added to most factory prices before the goods can be arranged in a retail establishment in a manner to attract trade. Considering the equipment of the modern great mercantile establishment, its necessities for central location, for room and light and clerical forces, window dressings, displays, system and order, one has only to set these things beside the dingy, outlying factory in which the goods had only to be manufactured and packed to realize at once where the element of expense in getting the goods to the consumer lies.

Nothing is more essential to the success of a mercantile business than is the accurate determining of what the retail cost of an article should be. Several things enter into this computation. The proportion of all cost of the arrangement and machinery of a great store must be put upon each line handled; enough of profit must be put on, while at the same time not more will be tolerated than the competition in the trade will stand. How to reduce costs on the non-essential features of the business always will be a study and a profit to the establishment which finds ways and means.

Yet on top of these things the house will need to have a line of experience upon its past trade. It will need to be estimated what proportion of a full stock of goods in a given season will be disposed of in the natural order. Also some line will be needed upon the difficulties

of disposing of a troublesome surplus stock—what the advertising bills may be and what the possible concessions as to "cost."

When a "bargain sale" properly and honestly is a bargain sale, these are some of the elements entering into it. To the extent that these things have been considered wisely beforehand and the business outlook prophesied closely, the sale may be expected to come up to expectations of the bargain hunter. Such a sale will have come about after every preparation for it. In the sales made at marked prices in the weeks or months before will have been cleared profits for the whole line. Perhaps the remaining goods on hand are little worn—they may be even as good as when first received in the store.

Here the proprietor who is contemplating the sale of goods at a bargain rush finds a latitude for choice in his treatment of his customers. As a first proposition he may scale prices just enough to clear the goods at whatever actual cost they have been to him; or, on the other hand, he may sell out at such marked reductions as will leave him nothing save the advertising value which a sale of real bargains will give the house. It becomes the question whether the possible considerable profits on the remainder of a stock are better than the advertising value which a striking sale will give the establishment. Certain it is that any reasonable price at all for the goods will leave the house the anticipated profits for the season.

Unseasonable weather beyond the records of the law of weather averages has much to do with the number of imperative bargain sales and the necessities for sharp reductions. In cities where rents are high it does not pay to hold over a stock of even standard goods for a possible eight months. In the last winter of such exceptional mildness in Chicago, for instance, the one great mistake of the dry goods and clothing houses was the unforeseen overstocking with winter goods. Winter underwear especially has been at bargain prices for weeks, simply because thousands of purchasers counted upon in the summer buying have taken advantage of the mild winter and have worn summer garments as a matter of economy as well as a matter of comfort. In this particular line of underwear it may be doubted if many dealers have cleared in these goods the profits they should have had, although naturally enough many persons bought early in anticipation of the winter. At the same time these garments with their woolen invitations for the moth are not to be held over the summer, and the result has been the long continued sales at bargain prices. Coats, cloaks, wraps of every kind, gowns and suits have been included in these lists of winter goods, with even a more imperative need for the disposal of the stocks, for the reason of change in fashions.

At any time in the beginning of the bargain sale the individual who is at the extreme of short leanness, tall fatness, or rotund obesity may count upon wearing apparel at a bargain.

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**

"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

Roy Baker, Grand Rapids, Mich.

Special Prices on Car Load Lots

The wearer of unusual sizes in clothing of any kind who has choice of the remnants of a big stock is one of the first customers to be turned away satisfied. In many of these things the customer may count upon small damage from handling, as in the case of a 19 collar, for example.

But it is one of the trials of the person of average size who goes shopping and in a pile of attractive garments seeks something his size. When he has found the one garment of all the others which pleases, he is likely to find that it was made for a man several feet taller or thirty inches larger around the waist than he. It is in this search after bargains that the matronly woman who has daughters of assorted sizes at home finds profit and pleasure. She is conscious of the inability of any salesman to "take her in" on the quality or cut of a garment and she may run the whole gamut of sizes in the effort to get her money's worth.

Not infrequently the bargain hunter finds himself rumpling through a pile of assorted things on a counter, marked at a bargain figure. If he is a competent judge he may discover that in that pile are half a dozen things that are genuine bargains, while there may be twenty other like things that are there to bring the last cent that they are worth. Not infrequently, too, when he has picked the one garment which he wants and finds that it does not fit, the salesman is likely to ask him to wait just a moment. When

the clerk reappears he has another piece of goods that is of the right size, only that it is of a quality and style which does not admit of a reduction. And here is one of the little tricks of trade which makes many a genuine bargain sale at cost result in a distinctly profitable investment for the house.

The old fashioned house which years ago made its profits on fire sale goods has passed out of the reckoning in metropolitan business. Now and then some of the up to date establishments have opportunity to buy a bankrupt stock or damaged stock of goods out of which a sale is profitable to both house and customer. But the flaring red poster "Fire Sale" is relegated to the past. In like manner the bargain sale stuff that is manufactured especially for "bargain sales" houses is cutting less and less figure every year. It is the judgment of the State street stores in Chicago that few women bargain hunters are likely subjects for deceptions. The woman who is not a judge of values can not go shopping for the cheapest and the best without knowledge of things. Recognizing this, the managements of the State street stores consider it worse than a foolish policy to pay money for display advertising of goods which they can not show.

While the woman is the accepted bargain hunter of the State street stores, it is a fact that the man occasionally is the shrewdest, most devoted and consistent bargain hunter known to the mercantile business.

This man is single and he buys for himself only. Clothing, collars, ties, shirts, underwear, handkerchiefs and shoes are his bargain list.

For such a man there are two seasons, virtually—summer and winter. Just at the winter's end he has learned to look for bargains in winter wear, while at the end of summer he expects to find summer wear at bottom prices. On this basis the consistent, capable man shopper goes buying. There are men in Chicago to-day who are buying underwear, shirts, ties and socks which they have no idea of seeing until next winter. Next fall they will be buying summer wear for the season of 1907 with all the equanimity that comes of careful calculation and consistent purpose.

A winter shirt that may have sold at \$2 in October can be bought for \$1 in March; hats, ties, underwear and shoes may be had at approximate reductions. The same ratio of reductions applies to the summer goods in September. And between the seasons this careful shopper in men's furnishings can pick up the soiled collars and the travelers' sample handkerchiefs and suspenders at a saving that is worth all his efforts. Such a man will not class himself as a "dresser," but he will not admit or show that he is a "slouch." His tastes will keep him to the happy mean in styles and colors and if "styles" have changed he will see that he is not markedly out of them.

Bargain sales "at cost" or "below cost" not only are possibilities, but

they are recognized realities. A house may spend a thousand dollars for a display advertisement in a newspaper merely to announce the fact. The bargain hunter will do the rest.

Hollis W. Field.

Put Out the Traitor.

An officer of the army was one day referring in a humorous vein to the large body of "professional heroes" produced by our war with Spain, when he related the case of a Western politician who endeavored to make capital of his "war" record in Cuba.

This politician, shortly after his return to the United States after being mustered out, became a candidate for a minor office in the gift of the State of Indiana. He made many flamboyant speeches, in which frequent references were injected to the effect that he had always "been in the forefront of the fight." Furthermore, he dwelt with emphasis upon his own bravery in two battles in Cuba that were fought the same day. At this point some unfeeling and sceptical person arose and asked the speaker how such a feat could have been possible, seeing that the battles referred to had been fought at places some ninety-five miles apart.

The "hero" immediately replied: "My friends, there is a traitor in the hall. Put him out!"

The downward road often looks like an ascent to the eye of pride.

He can not pray for himself at all who prays for himself alone.

Customers are Gained by

**Accurate handling of cash
Correct credit charges
Never asking a customer to
pay a bill twice
Attention to telephone orders
Tidy appearance of store**

**Quick service
Courteous clerks
Right change given to
children and servants
Truthful statements
Good location**



All these good features may be had by using a system that is of advantage to customers. An investigation of the system afforded by a National Cash Register will prove a good investment.

Drop a line to our nearest agency and our salesman will call and explain this system. It costs you nothing and places you under no obligation.

Tear off here and mail to us today

**N.C.R.
Company
Dayton Ohio**

Please explain to me what kind of a register is best suited for my business
This does not obligate me to buy

Name

Address

No. of men

LOOKING BACKWARD.

Some of the Changes in the Churches.

Written for the Tradesman.

Of all the changes wrought by the hand of Time none are more marked than the religious customs and creeds and their surroundings. Creeds have greatly multiplied and in some cases mere theories have assumed the dignity of religious belief and number their devotees by thousands. In one instance the most absurd imposition that ever forced itself upon mankind has assumed such proportions as to demand the interference of legislation to curb its arrogant tendencies to interfere with the affairs of state in morals and good government.

When a boy at school the writer, with some companions, visited the hole in the ground in the town of Manchester, Ontario county, New York, where the arch impostor, Joe Smith, pretended to have dug up the golden plates from which he pretended to have interpreted the first book of Mormon. Later I read the book itself with supreme disgust at the importor's lame attempt to imitate the style of the Bible I had been taught to reverence. It is not my intention, at this time, to write a history of Mormonism, however fresh it may be in my memory. I only allude to it as the most wonderful infatuation that ever crystallized into a settled faith.

It is within the memory of the writer that Presbyterians and Baptists made no note of Christmas. That little scene of domestic bliss sought out by the star-gazing shepherds in that stable in Bethlehem had no place in their ritual of worship. Thanksgiving was a holiday celebrated by them most devoutly with prayer and thanksgiving to God for his continued mercies.

Methodist Watch Night was spent in prayer and songs of praise. The grand chorus of united voices that rang out upon the clear night air, welcoming the glad New Year when the clock struck 12, used to send a thrill of pleasure to my boyish heart that lingers in my memory still.

'Tis changed for the better. Now all denominations of Christians join in celebrating the Savior's nativity.

Church architecture has also changed with all denominations except Catholic and Episcopal, the external appearance being in the Gothic or Grecian style. The churches of all other Christian denominations were built in the severest style of square-cornered architecture.

In one respect the interior finish was alike in all the churches: all had the hard high-backed pews with uncushioned seats. These have given place to luxurious cushioned seats or upholstered opera chairs. All had the same style of reading desk and elevated pulpit reached by a flight of stairs to a level with the gallery, over which was suspended an immense sounding-board in the shape of a bell. This elevated pulpit must have been built under the erroneous idea that sounds fall instead of rise. Gallery seats ought to have been at a

premium. The choir and big bass viol for leading the music occupied the gallery. The congregation joined in singing the hymns, and the zeal with which some of the brothers and sisters joined in the vocal worship would have bordered upon the ludicrous had it not been for the pious earnestness of the performance.

Pulpit eloquence and a sketch of some of the great pulpit orators of sixty years ago will be the subject of my next paper.

W. S. H. Welton.

Owosso, Mich.

Shoe Salesman Wonders Why He Is a Failure.

No. Naw, there isn't much chance for a fellow in this business, not any more. Time was when a fellow could make good money at it and was sure of some day being able to save up enough to get a small start for himself and in that way get sort of independent. But that's all past now, in this line, at least, and probably in most lines. I guess it's about the same all over. If you're down, you're down. That's all there is to that. If you're up, you're up, and that's all there is to that. And the fellow who's up is constantly wondering why the fellow down below doesn't come up.

Huh! As a matter of fact he hasn't got any chance to do it. A few people have come up from the bottom, true enough. But if you'd look up their cases closely you'd probably find that most of them were helped up—had a pull or something. Of course, if you have a pull it's different. No question that a man can get up if he has a strong drag with some of the people who can help him. But if he's got to do it all for himself, if he's got to start in with nothing and get something, well, then he's up against a proposition that's really too hard to beat.

For instance, what show has he got? What has he got to build on? What's he got to start with? And where's he going to get a chance to start anything, even if he does have something to start with? Tell me that, will you? He's got nothing, no place to start, and nothing to start with. Everything that's worth while is taken, now. Everything's filled up. A fellow might make some money in this business, all right, if he could get a little store some place outside of the downtown district. But how's he going to get it? And beside, even if he does get it, where's he going to find the location that doesn't send most of its trade to the big downtown stores? And as for working up in a big store—all hot air!

Don't I know? Oughtn't I to know? I've had the experience. I've been here three years, now, and I'm getting worse off every day that I stay. I'm at the limit of my pay; never get a cent more if I stay here a hundred years, and every job above me is filled by men who won't quit or die in a century. The boss is down on me, too. I'm not in right with him. He's got his pets here in the store, five or six of 'em, and he takes care of them and doesn't bother about

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the rest. Gives his pets the best that's coming, and throws the others down at every stage of the game. Rotten! That's what I call it. And it's the same everywhere you go. If you've got a stand-in with somebody you're all right. If you haven't you might as well be dead. Hard work and success! All hot air!

* * *

O, that fellow? Yes, I had to let him go; simply had to let him go. He was no good. Went around here with a grouch on, kicking about how the odds were against him and how there was no chance for a man to work up in this world when he had to start from the bottom. I don't know why or where he got that idea into his head. Everybody in the store here, myself included, once worked as salesman here.

But this fellow somehow had got it into his head that there was no chance for a man to work up except when he had a pull. He was that kind of a fellow. I'm only sorry that I didn't get on to him long before and discharge him. He probably cost us a thousand dollars in trade before I finally did get rid of him.

He was all right for the first year and a half that he was in our employ. He was a good salesman to begin with—good enough to have made himself a much better one had he only tried. But he wouldn't try. — him, he wouldn't try. He would only stand around and holler about how the chances were against him and wait on customers when it was absolutely necessary. Of course, I couldn't keep such a man in the place.

He probably got this notion at the end of his first year and a half of service here when he didn't get a raise that he had expected. He was to have the raise, all right—should have had it. But a month before the time for getting it he began to get grouchy. So he didn't get it.

I waited for him to get over his grouch, thinking that it was some family trouble or something else outside of the store that had set him wrong, and planning to give him the raise just as soon as he began to show that he was willing to work for it.

Well, he never showed that he was willing to work for it. He never seemed to care a continental whether or not he got any further ahead than he was. He seemed to lose all interest in his work and in his future. I expected him to come and ask for a raise, but he didn't; just poked along in indifferent, inefficient fashion until the floorwalker had to speak to him about it. He braced up, sullenly, then, for awhile, and it looked as if he was going to get his raise after all. But then he began to holler again. Now I knew what was the matter with him before. He thought, or claimed to think, that everything and everybody in the place was against him. Worst nonsense in the world, you know, because a business like this is built on the efficiency and hard work of the men who make it up, and a pull mustn't count at all.

Then one day he actually insulted

a customer in the store, and I had to let him go. I didn't want to do it, because I don't like to fire men, but there wasn't anything else to do in this case.

When he left he said: "Yes, that's right. Keep a fellow as long as you can on a dog's wages, and then fire him when you're through with him. That's the way to get rich, all right." And I suppose that he's actually foolish enough to believe that it is so.

* * *

I never had such treatment in my life! I didn't happen to know just exactly what kind of a shoe I wanted, and I had that salesman show me two pairs. Then he got mad and said: "Guess you haven't any idea what you want, have you, lady?" And I'd been buying shoes there for the last eight years.

I'm not at all finical about the way that I'm waited on. I know that the salespeople in the big downtown stores are worked to death sometimes, and I know that they have a lot to put up with. They meet plenty of cranky people, possibly more than anybody else, and they have to bear the customer's crankiness without a word. So when they're tired, and naturally cross, I try to make it as easy for them as I can. I always do that, and I shop a good deal.

I always received good treatment in this shop before. I wouldn't have come here for eight years to buy shoes if I hadn't. All the other salesmen who have waited upon me have treated me better than I am treated in other stores. But I never had this man wait on me before, or I wouldn't have come here more than once. I don't know what such a man thinks of. He can't see far into the future.

What is a salesman paid for? Isn't it to show the goods that are in stock? Isn't it to help the customer make an advantageous selection? Or are they paid to treat the store's customers as much like inferiors as they can?

Apparently this man thinks so. I wanted two pairs of shoes, one pair for myself and one for my little daughter. I wanted a light shoe for myself and with a sharpish toe. There was nothing just like what I wanted in the show windows, so I explained to the best of my ability just what I wanted. The salesman was ugly from the first. He sniffed when I honestly admitted that I was undecided as to just what kind of leather I wanted in a shoe. He went away muttering something to himself and came back with a shoe that was as nearly opposite to what I had described as anything I could imagine.

"But that isn't what I told you that I wanted," I said.

I told him that I wanted a sharper toe. He went away and after a long while came slowly back with a heavy shoe. The toe was sharp, but the shoe was much too heavy for me. I told him what was wrong about it. It was then that he stuck his nose in the air and said: "Huh! Guess you do not know what you want, do you, lady?" Then he went away, and I sat waiting for him to come back

with another pair, and he didn't come.

And yet I suppose he wonders why he doesn't sell more goods than he does. Well, I'll never go into that store again until they get rid of him, that's sure.

Willard Randall.

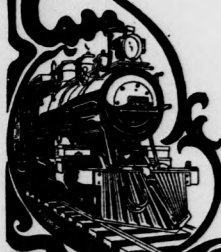
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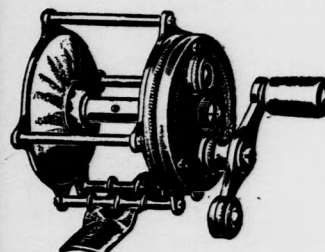
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How the Freight Conductor Turned Shoe Clerk.

No. 3 was late.

It was a one-track road, and when No. 3 was late the second-class trains suffered. Of course they suffered, for No. 3 was the pride and joy of the road, and it was better that ten fast freight and milk trains were sidetracked up the line, while the conductors, engineers and brakemen recited "Mary Had a Little Lamb," or just plain swore, according to what they had resolved on the first of the year, and whether or not the resolution had been stricken from the minutes, than that one limited express should enter the terminal disgraced.

And so, at Midway Crossing, a fat engineer in blue overalls, two brakemen, with lanterns and leather mittens, and a conductor, who looked exactly like a brakeman, except that he wore a coat instead of a blue check jumper and a woolen shirt of blue, with a soft roll collar, instead of a jersey. The fireman wasn't there because somebody had to stay by the engine, but all of these sat in the stuffy little office and glowered at the little operator, and made remarks about the train despatcher.

They all smoked pipes of various lengths in the stuffy little office, all but the little operator, who had never learned, but the soft coal stove, which had the longest pipe of all, took his place very nicely.

"Billy Wren," remarked the engineer, when he got to a point where he could talk lucidly, "who used to handle the Falls road wire on N. Y. C., when I was running over the Western division of that little tail which wags a very large dog, was the only despatcher who had any right to write his title with a large D."

"I've used a large D many a time in referring to the despatches on this right of way," remarked the conductor, who was quick at repartee and fond of a jest.

"Yes, and so have I," interjected the head brakeman who really had no right in the conversation, but by reason of being head brakeman felt that he might be forward.

The little operator hitched around in his chair and listened to the clicks a moment.

"Well, what does he say?" queried the engineer.

"Orders when No. 3 is in sight," responded the lad.

"Fine work; fine work. If he'd started us out when we first reported in here, we might be into Moffett, by this time. Where's No. 3 now?"

"Just leaving Moffett," replied the little operator.

The big fat engineer looked at his open-face watch, although there was a standard "Regulator" ticking placidly on the wall. "She can't get here under fifteen minutes up that grade," he remarked, "the way steam is making to-night," and he assumed a com-

fortable position on the station agent's billing table, with his feet on the neat pile of letter paper and his head resting on his hand.

The conductor sat in the station agent's chair, the head brakeman was roosting on the counter, behind the ticket window, and the rear brakeman, who was happy in the possession of clothes which didn't matter, sat flat down on the floor with his back against the way-bill cupboard.

"Did I ever tell you," queried the conductor, after they had all smoked for awhile in silence, "about the case of shoes which was 'short' into Suspension Bridge?"

Everybody looked at the conductor sharply, suspecting a trap and nobody said anything. "If you have heard it, mention it, otherwise I'll proceed without orders," he continued.

"Seems to me you did tell me," said the engineer, "that time we was stalled at Lamont Junction with old 2d 62, but I'm going to sleep anyway so it won't matter."

"Tell the story," remarked the head brakeman, guardedly.

"Oh, it ain't any sell, unless maybe selling boots and shoes for nothing," said the conductor, "but 'twas sort of curious. It was in the fall of 1898, and I had run from DeWitt to Suspension Bridge on the old N. Y. C. I had the pick-up from DeWitt to Rochester, and from there a solid train into Suspension Bridge, partly the cars I brought in and partly stuff that was made up and ready.

"Well, this night was as beautiful a spring evening as—"

"I thought you said 'twas fall?" said the little operator.

"I said it was fall, and it was fall, but not nippy and cold like fall, but more like spring. Soft and warm, and all that. We pulled out of Rochester at just 12:32 that night with thirty-two cars. Part of 'em were empties for the Great Western, and the Michigan Central, and the Grand Trunk, part of 'em was loaded cars for Detroit, and there were a few cars with odds and ends of Suspension Bridge and Niagara Falls stuff, which had accumulated in the Rochester freight house, and been chucked into empties and sent up the way, instead of on the way freight. One car was pretty solid full of groceries, dry goods, iron fittings, hardware and mixed junk, but the other car only had in it five cases of boots and shoes for Niagara Falls and Suspension Bridge dealers.

"Tose cases looked lonesome in the car when the house man slid the door shut and sealed it. I remember remarking on a special carload of five cases of boots and shoes, and both of us laughed as we stood out there with the ice freezing on our moustaches and the wind driving the snow—"

"Why, you said it was fall, with the weather soft and balmy, like spring, and—"

"Why, of course. Speaking about sealing that car made me think of another night when we sealed the tramp in with the car of dynamite, but that's another story, and this night was fall, just as I said. Beauti-

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for men are the shoes that meet the demand. Every season the demand for them increases the limit in value. Every pair sold means a friend made. Lots of orders are now in. Don't remember seeing yours yet.

Made in fifteen styles and for boys as well as men. It's a mistake if you don't order a case right now. Our name is on the strap of every pair.

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ful night. I remember now how pretty the moon shone on the long stretches of track. Well, we got out at 1:48—

"Why, I thought you said 12:32—"

"Twelve thirty-two when we got made up, son, 1:48 when we really got away."

"You said, 'pulled out,'" persisted the little operator.

The brakemen smiled and winked at each other.

"I meant, of course, pulled out to the top of the yard, and asked for orders, but we really didn't pull out of Rochester until 1:48, as I said, and it hasn't anything to do with the story, anyway."

"Excuse me," said the little operator.

"Don't mention it," answered both brakemen together.

"We only stopped four times until we got to Lockport Junction, and each time I took pains to go up and down both sides of the train to see that everything was all right and all the seals unbroken. Everything seemed to be all right at Lockport. I noticed particularly this car of boots and shoes I'm speaking of. We hadn't a tramp on the train, so far as I could see, but I was keeping a sharp lookout. We had two cars for Buffalo, so we left 'em on the siding at Lockport Junction. We coupled up again to pull out for the Bridge, and I was standing beside the track waiting for the caboose to come along and glancing at the cars as they rolled along when this car with the shoe cases in it went by and I noticed that the door was open a little ways. I knew in a minute somebody'd been tampering with that car and suspecting that a tramp had slipped in there I just threw my lantern in, grabbed the car door and swung myself into the car in a jiffy. I wa'n't afraid of wildcats in those days, and there was a lot of hoboos had it in for me, now I tell you. It was a fearful hot summer night, and—"

"Why, I thought you said 'twas fall and mild, and—"

"Yes, you're right. It was. I was thinking of the time—but never mind that. Some other evening. It was so mild that it seemed like July, from running back and forth I was so warm, but I jumped up quick after I lighted in the car, and, say, I'd given something neat if I'd stayed outside, or brought along a couple of brakemen, for instead of the single hobo I expected to find there was eight of 'em sittin' on them shoe cases, as calm and sassy as you please. But I was game. 'Git out o' here!' I yelled, but they never moved. They see they had me, and there I stood with my lantern in my hand, not saying anything more. The fellow that sat on the largest shoe case had something in his hand, which he pointed directly at me. It had a hole in the end that looked in my direction, and it was made of metal. He spoke first.

"That's de guy, hads. Mebbe some o' you blokes has been kicked off a movin' train sometime. I reco'nize him. Hold your lantern up by your face, Con, so the boys can see you good."

"I didn't make any move to do it,

and the big hobo continues. 'Of course you can do as you desire about obeyin' the orders of the Most Worthwhileful Geezer of the Ancient and Honorable Pilgrims of America, but if you don't hold that lantern up by your face before I count six something'll happen to your face. One! Two! I couldn't see him very plain with only the light from my lantern, but the thing in his hand was pointed as straight as a die at me, and every time he'd count he'd raise it up and drop it down to aim again, like you've seen these snap shot revolver shooters do. 'Twas mighty uncomfortable, now I tell you. 'Three! Four! Five!' I don't know why, but I could no more have helped it than I could help being fired if the superintendent said so, but I lifted my lantern up to my face quicker'n scat.

"'It's him,' two or three of 'em yelled at once.

"I thought of all the tramps I'd booted and had booted off my trains, and I wondered what I was going to get for mine. I had thoughts of taking a running jump out through the car door and take my chances of not breaking my neck, but the train was pulling out hard on the straight run for Suspension Bridge; I knew the orders were through unless we got swung up at Sanborn, and I didn't like to chance it. Besides, the High and Mighty might wing me on the run.

"'What shall we do with him?' asked the big fellow.

"Nobody answered, and the Most Worthwhileful said, 'Con, it was not our intention when we congregated here to more than pass the time while the N. Y. C. R. R. helped us on our way toward our connections for the Southern country, where we intend to pass the coming cold months. Plunder was farthest from our thoughts, but as I look at the footwear of my companion pilgrims it has occurred to me, that, with but little trouble to yourself you could provide us with foot-coverings new and complete all around. I notice that these cases contain boots, shoes and rubbers. It is the sentence of this court that you do now take this old coupling pin, which I see lying here, knock the covers from these boxes and fit each of us with a new pair of shoes or boots and rubbers for those who desire."

"'I'm blanked if I will,' I says.

"'I think you will,' he continued, calm and serene. 'One! Two! Three! Four! Five—'

"It's humiliating to tell it, but before I knew it I had one of those boxes down on its side, and was banging away at the cover with the coupling pin, like a new clerk in a shoe shop. Then they kept me on the jump, fitting 'em out with shoes. They wouldn't touch 'em themselves. Made me git down on my knees and take off their nasty, filthy old clogs, and try on pair after pair of shoes until they were satisfied, and they were as particular as women. 'Isn't that a little loose under instep?' a big dirty hobo would ask, after I had taken off an old arctic tied on with strips of filthy cloth, and put a



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GRAND RAPIDS, MICH.



fine patent enamel shoe on him that was probably worth a \$5 note, and I'd have to go and get another pair and go all over it again. Finally, I got 'em all fitted, after I'd opened every box, and littered the car floor with shoes of all descriptions. They even made me try to fit them with women's shoes and enjoyed hugely seeing me struggle to get a big number to foot wound with rags into a woman's number four fine kid shoe. I bet there ain't a shoe clerk on earth ever had such practice as I had that night. Then they made me open the cases of rubber goods and fit a pair of rubbers over each pair of their shoes.

"None of them offered to take an extra pair of anything, just what they could carry on their feet, and the Most Worthwhile kept constantly thanking me for my kindness in presenting them with the footwear. I don't know what stunt they would have put me at next, but the whistle suddenly blew for the Suspension Bridge yard, and they all got ready to fly the coop. They made me stand in the corner and they all got busy piling the boxes around me, and then with the nails they could get out of the boards they nailed the cover boards onto the boxes and onto the sides and end of the car, putting me into a rather slimpsy pen. As the train slowed down they put my lantern out, and one by one they dropped off into the darkness. The Most Worthwhile was the last to go, and after thanking me once more, he bade me good night, and before he dropped off he threw something over into my corner, saying, 'Here's something to defend yourself with.' I picked it up afterward, and it was an old quarter-inch iron faucet, and that's what the big geezer had been holding me up with all the time.

"It took me pretty nearly five minutes to break my way out of the pen in the corner, and then I found the car door shut and locked, and before I could get out all trace—"

"Isn't that No. 3 coming?" demanded the engineer, suddenly waking and sitting up.

"Sure!" answered the head brakeman, running to the window and looking down the track.

"Well, git to pounding that brass, youngster," cried the conductor, "we've wasted time enough."

But the little operator was already copying things on the manifold sheets and in three minutes the Limited had roared by and he was alone again.—Ike N. Fitem, in *Boot and Shoe Recorder*.

Her Choice.

Ethel—Yes, I'm going in for teaching.

Marjory—You're going in for teaching! Why, I would rather marry a widower with half a dozen children.

Ethel (with a sigh)—So would I. But where's the widower?

An Unscientific Explanation.

"Why does a human being laugh?" enquired the naturalist.

"Usually," answered the man with the weary air, "to avoid offending a friend."

BY THEIR WITS.

How Napoleons of Small Finance Make Money.

This small Napoleon of finance looked as demure as John D. Rockefeller, and when he made his first appearance on the scene of his subsequent operations in high finance he was observed only because he was so bashful. The city hall of Chicago was full of small newsboys—of the smallest type—who seemed to have been sent scurrying in there by the fiercer competition in the streets outside.

Napoleon was not a newsboy, but the same cause seemed to have sent him into the hall—a desire to find a friendly refuge where he could carry on his trade without being knocked over by hurrying pedestrians or run over by express wagons.

His line was shoe strings—an untold number for a nickel. He carried them displayed in the lid of a big cardboard box. He had long matted black hair, which dropped down over his forehead and into his eyes, which also were black and appealing. An overcoat designed for a boy of 15 came down over his 8-year-old legs and almost hid his feet.

By an instinct he was led to select the Election Commissioner's office as his particular preserves and he started in the shoe string business there. For a day or two he was not noticed. He slid through one room and into another and circulated among busy clerks, in spite of written injunctions against trespassing.

The thing that kept him from making any sales at first was what allowed him to get the run of the offices without being thrown out. He was so unobtrusive that he was not noticed. He did not sell any shoe strings, but he explored all the rooms and he located the desks.

About this time Secretary Isaac Powell did happen to notice him—probably stumbled over him. He did not make any sales that day, but the next day Mr. Powell happened to see him again and was tempted to find out how much a compulsory public school system had managed to put into his head before he went into business.

Napoleon could speak English, with a slight foreign accent, but figures were more or less of a mystery to him. The election commissioners and some of the clerks became interested in the examination.

"I'll tell you what we'll do," said Mr. Powell finally, "for every number you can count we'll give you a penny."

This was repeated several times and explained until Napoleon understood it. Then he counted "one," thus reaching his mathematical limit, received one penny, and departed in a contemplative mood. The next day he came back and, with many efforts, counted five, receiving 5 cents.

In successive days he ran his score up by one and two at a time until he could count eleven.

Then he disappeared for several days. On his reappearance he seemed to be loaded. He looked neither to the right nor the left, and did not

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 Agents for Lycoming Rubber Co.

"ROUGE REX" CALFSKIN SHOE



Just the thing for spring and summer wear, soft, pliable and tough.

406 Lace, ½ D. S., Fair Stitch, Plain French Toe..... \$1 80
418 Lace, ½ D. S., Fair Stitch, Tip Rockford Toe..... 1 85
420 Lace, ½ D. S., Fair Stitch, Plain London Toe..... 1 80
403 Congress, ½ D. S., Fair Stitch, Plain London Toe.. 1 80

Men's Sizes 6 to 11. Buy Now—Old Prices

HIRTH, KRAUSE & CO., Grand Rapids, Mich.

Store and Shop Lighting



600 Candle Power Diamond
Headlight Out Door Lamp

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

Brilliant or Head Light Gasoline Lamps

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

Brilliant Gas Lamp Co.

42 State St., Chicago, Ill.



100 Candle Power

permit any greetings to disturb his preoccupation. He appeared to be carrying a mental bucket of water and fearful lest he trip over something and spill it. He approached Mr. Powell's desk and began to count. He ran it up to eleven without stopping for breath. Then he went on and passed twenty. His audience was ready to applaud, but he took a fresh breath and went on. He passed thirty, forty and fifty. There he hesitated an instant, but caught himself and proceeded to sixty, seventy and into the eighties.

The parties of the second part began to feel around in their clothes for their car fares and paper money and to wonder if they had brought enough downtown with them.

Napoleon moved calmly into the nineties, past the century mark, and to the dismay of the parties of the second part, tackled his second hundred. Presently he began to stumble, went wrong and came to a dead stop on 141.

The parties of the second part dug up \$1.41 and told Napoleon seriously that Andrew Carnegie might be able to keep it up, but that they couldn't. Napoleon assured them that he would be able to go much farther the next day. They thanked him and said he had gone quite far enough.

He has gone back to shoe strings, which as a profitable business is not to be compared with mathematics, but he is making a fair "living" out of the hall—for an 8-year-old boy.

Another genius was the woman who started in to revolutionize the system of domestic service. She did not care anything about revolutions and didn't claim any credit as a genius, but she began a domestic service practice which is growing.

Many families in moderate circumstances need the help of a domestic servant part of the time, but do not feel that their income warrants employment at full time. On the other hand, it has been a complaint of workers in domestic service that their labor knows no hours; that in other employments it runs for eight, ten or twelve hours, but that theirs is not governed by the clock at all.

This genius saw the opportunity to correct this condition and to meet the requirements of families who need a servant only part of the time. She arranged a schedule of hours at 20 cents an hour. A number of families hailed the possibility of securing "limited service." Mrs. Brown took from 8 a. m. to 10 a. m., which enabled the genius to make 40 cents and Mrs. Brown to have help in getting her house straightened up in the morning. Mrs. Smith's husband has a place of business near his home, likes a dinner in the middle of the day, and can get home for it. Mrs. Smith took from 10 a. m. to noon, which netted the genius 40 cents and her dinner, meals being required in addition to the stipend.

Mrs. Jones took the two hours from 1 to 3 p. m., and Mrs. White from 3 to 5, both having miscellaneous housework done. Mrs. Black took the rest of the day, from 5 to 7, and had her dinner prepared.

Thus the genius made \$2 a day and

her two meals. For \$1.50 a week she secured a comfortable room, and, instead of making \$5 or \$6 a week in the service of one family, she earned \$12, working only three hours on Sunday. Deducting for her room and her breakfast, she was 4 a week better off than the domestic working under the regular routine of household service.

Her patrons had the heaviest work of the house done for \$2.40 a week. It was more exacting work than ordinary domestic service, but she was strong and healthy, and the time she had absolutely to herself in the room which was her own home, and not the servant's room of another household, compensated for this.

Her example has been followed by a number of other women who want the independence and the extra money which this system of domestic service gives them.

Probably the chilliest place on earth for the solicitor or agent is to be found in the average office of a downtown office building. Ordinarily the reception given the agent is so discouraging that he is thankful when it does not end in actual ejection. Here is a genius who makes his way by tact. He sells erasers for the typewriter, guaranteed to work without smudging the ink. When he enters an office he goes directly to the stenographer, if he can see that employee in the neighborhood.

"I have something I should like to show the people who work on the typewriter," he says. He does not use the word "stenographer" or "typist." In a great majority of cases he is dealing with a young woman whose first inclination is to tell him she has no use for anything he might have to offer, and whose second is to advise him to see the head of the firm.

"What I have I want to explain to the people who do the work," he says. "It is a way of erasing without smudging the ink."

That sounds interesting and usually he has no further trouble in giving a demonstration of his eraser. His sales indicate that he is convincing the "people who work on the typewriter" that they need his eraser.

Clark Gordon.

No Need To Brag.

"Sir," began a creditor who met one of his victims in the street the other day, "I sent you a bill a year ago last January."

"Yes, sir."

"And again in April."

"Yes, sir."

"And again in July."

"Yes, sir."

"And I presume you received one the other day?"

"I did, sir."

"Well, sir; well, sir," flustered the creditor.

"Well, you needn't feel so stuck up over it," replied the other, as he lighted a cigar. "There are firms in this town who send me bills every month in the year, and they never stop me in the street to brag about it, either. I detest such egotism, sir. Good morning."



Lot 180 Apron Overall

\$7.50 per doz.

Lot 280 Coat to Match

\$7.50 per doz.

Made from Stifels Pure Indigo
Star Pattern with Ring
Buttons.

Hercules Duck

Blue and White Woven
Stripe.

Lot 182 Apron Overall

\$8.00 per doz.

Lot 282 Coat to Match

\$8.00 per doz.

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

THE
IDEAL CLOTHING CO.
TWO
FACTORIES.
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



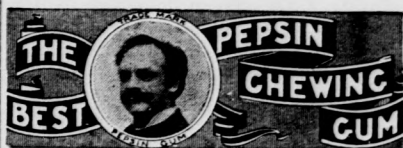
is the price of prosperity. Don't let January be a dull month, but let us put on a "Special Sale" that will bring you substantial returns and will turn the usually dull days of January into busy ones. Goods turned to gold by a man who knows. I will reduce or close out all kinds of merchandise and guarantee 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.



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., Owner
Grand Rapids, Mich.

Value of Intelligent Study and Enthusiastic Co-operation.

Half of the success of a new department in a store depends upon the manner of reception and treatment on the part of the clerks who have the customers to wait upon. If the clerks either take a dislike to the goods or have a tendency to shyness in handling the new stuff, the department will suffer from the start and it will be difficult to get it started on a satisfactory base.

It may be that sometimes the management of the store is at fault in neither consulting the clerks regarding the installation nor instructing them concerning the handling and selling of the goods, but that does not leave a proper excuse for the clerks not doing the best possible with the information and possibilities before them. A clerk cannot tackle an entirely unfamiliar line of goods without making some blunders and some errors that are more or less expensive, but a clerk can always go at such work with the very evident intention of doing the best possible, and that will count a long way in the making of good sales.

It may be that the store has never carried anything in the way of millinery and that this spring an attempt is to be made to sell something in headwear for women as well as for men. No one in the store has handled millinery and the management does not yet think it advisable to hire a high-priced milliner with whom to make an experiment. The work of selling will fall upon the young women who are already employed in the store, and it is really up to them to make or break the new department. They can fetch success out of it, or they can make it a disappointing failure, according to the manner in which they take hold of things and the way in which they help the public to understand the intents and purposes of the new department.

The buying will necessarily have been done on the advice and suggestion of those who know considerable about millinery. It can hardly be questioned that a few errors will have been made in this first buying, but the failure to please and sell customers cannot be attributed to such causes if the young women of the store do not take hold of the stock and attempt to sell it as they would attempt to sell the goods that are more familiar to them. You can't handle and sell a line of merchandise if you have a feeling of dislike or contempt for it, and there is no business intention in allowing such feelings to get the upper hand.

It may be that you have no dislike for the goods and that you are willing to attempt to sell them. If you tackle them with gingerly intentions and a fear that you can't sell and can't please the customer, the chances are that you won't sell and the customer will go away with a not very good opinion of the goods offered for sale. That won't do at all. You have got to handle the customer and the goods with the greatest confidence—you have got to have as much confidence in yourself and in the goods as you would have in attempting to sell the

stuff that is most familiar and most pleasing to you.

If you show a woman a hat with an evident fear that it may not be the thing that will either become her or please her, you can be sure that is exactly what she is going to think about it. If you hesitate over this feature and over that feature, you may be sure she will do the same thing, and the sale will be very doubtful. If you allow her to look through the stock under such impressions, she will go away unsatisfied if not displeased, and the chances of again inducing her to come to the store for millinery will be very slim. More than that, she will tell her friends that she doesn't just like the stuff you have at your store, and she rather thinks it is not just up to date and the right stuff to buy.

Bring out something with an actual belief that you can please her, show it to her as a thing that is all right for her and be ready-witted enough to back out and show something else with equal confidence, in case she is not pleased with the first, and you have her confidence in the stock and your ability and intentions to please her well started. Even though she may go away without buying, you have not lowered your stock in her estimation and she will come back sometime without a feeling that you are half apologetic for the things you are showing.

It is just as easy to sell ready-made millinery as it is to sell ready-made coats, or ready-made neckties, or ready-made underwear, if the clerk who attempts the sale will have reasonable confidence in her ability to show the stuff and please the customer and also display a reasonable confidence in the properness of the goods shown, both in style and price. And there is that thing, style, to talk about. Half of the sale of millinery is in being able to put the article out as the best and right style at the present time. Price will cut a figure and colors and shapes will cut a figure, but you can get some strange things upon the heads of women if they are only rightly made to understand that the goods offered them are the things at the present time and just as proper and appropriate in make-up, shape, colors, and so forth, as millinery that might be made to order for them at several times the price you ask.

The woman who comes from twenty miles in the country, or the woman who lives down by the railroad tracks does not want to be seen on the street in a new outfit of headwear that is most certainly homely and not in style. Maybe she can't pay very much for the thing she buys, and maybe she is able to blow several times the amount you think possible before she makes her purchase, but in either case she wants something that is up to snuff in the way of being fashionable and stylish. She wants it as badly as the woman who lives out in the West End and buys a custom made article at ten times the price. Maybe she will deny all intentions toward style, but that doesn't matter; she is that is the thing you can always talk that is the thing you can always talk

about and be sure of hitting a responsive cord when a woman is looking for millinery.

Maybe the customer has two, or three, or five, or ten dollars to blow for headwear, but she wants the best thing she can get for her money in point of style and fair value. The ready-made millinery will come nearest to price value in materials and the store where only such millinery is sold can make a good thing out of the millinery if the clerks who have the opportunity to make the sales will tackle and handle the stuff as willingly and as intelligently as they should the other stocks of the store which they handle all the time.

If you make no endeavor to be posted on things in millinery ways you can not make a good millinery saleswoman. There is a difference between handling such stuff that depends so completely on fashions of the moment and merchandise that may not be quite as stylish to-morrow as it is to-day but can be sold nevertheless. Millinery for this spring has to be this spring's millinery, and the clerk who knows what such millinery is will be able to handle the more readily the goods on hand and to convince the customers that the goods are right and exactly the proper things to buy.

Such knowledge does not come through looking over the stock after it comes in and through taking for granted all the things you see without comparing them with the authoritative things you know. If you are unable to personally see the things that are proper in millinery stocks, you are always able to read the things that are written regarding materials, colors, combinations, styles, shapes and all the various elements that enter into the making up of goods to be worn on a woman's head. There is not such a great amount of such knowledge to be absorbed, but the fact that you have read in any trade journal of authority that such and such things are the proper things and that they are the things to be worn will enable you to handle a customer with great ease and the confidence that what you tell the customer is right, whether or not it eventually influences the sale of goods to her.

These are days when a clerk must be posted on what is and what is not in the way of styles in everything that is worn. The woman from the back woods who may have access to fashion reports is liable to come into the store and know more about the merchandise shown her than the clerk who does the showing, unless that clerk has taken the time and trouble to be posted on the goods she is offering for sale. This is particularly true of millinery and its influence upon the ability to sell is greater than the clerk who is either indifferent to the fact or too lazy to comply with the necessity realizes.

The making of the millinery a paying proposition is no more difficult than is the making of corsets, or underwear, or shoes, a paying proposition. The work of selling and of making the department acceptable and popular with the public is upon the shoulders of the clerks

who have to do the showing of the goods to the public and the talking about them. The public can be made to be appreciative or critical and displeased over millinery, according to the attitude of the clerks, as easily as over any other department of goods. Much depends upon the manager of the business, but a great deal more depends upon whether the clerks sit up and notice things.—Dry-goodsman.

Old Boy Shopping for His Girl Ward.

A sudden jar has shaken the foundations of my forty years of bachelorhood. I am to have a ward. She is 18 years old, an orphan, and heirless to an estate of \$1,000,000. What I shall do with her I do not know. I hope she is not some studious, old-fashioned little creature with a taste for Emerson's essays. I never could see what there was in Emerson to go crazy over, anyway.

I hope she is not fastidious and used to having people make a fuss over her. If she is haughty I won't like her. She mustn't talk too much, or be a literary woman. If she joins a woman's club, and goes about uplifting folks, and advocating anti-cigarette smoking, and equal suffrage, I shall appeal to be let out. And, above all, she mustn't be a literary woman.

No ward of mine must be above a few kisses now and then, for a girl always is sweeter for such favors. I want her to get the idea into her head that she's got some money and she's got to spend it. I would have her like dolls and kittens, and go in—if she must have a fad—for collecting pitchers. She must be a girl among girls, and a sweetheart among boys.

She has arrived, and her name is Elanore. She is a darling child—affectionate and confidential, and with a wistful face and mischievous brown eyes. She has the funniest little pads under her eyes when she laughs, and a dimple peeps out at you from each one. Elanore has dimples in her elbows, too. I liked her the moment I saw her—when she slipped her tiny, plump hand into mine, and said:

"You are my new guardian, aren't you?"

"Tell me, child," I said, "do you think sweethearts are sweeter for a few kisses, and do you mind being called 'Kid'?"

I will leave you to guess what her answer was.

Well, Elanore dressed pretty fair, and although she never has had much money, her \$1,000,000 inheritance—it comes from an eccentric uncle in Morocco—hasn't turned her head. She has the makings of a well-dressed girl. I was delighted when she slipped her hand into her little reticule and fished out a powder puff.

I am going to fix Elanore out in hand-embroidered waists, with elbow sleeves. Then she can wear black gloves to meet the sleeves. Laughingly she has entrusted the selection of her gowns to me.

"I want to dress to please you,

sir," she said; "and I am sure you know what's prettiest for girls."

Well—I have known girls in my day. I have taken them into cafes when the orchestra would almost cease playing, and the women would follow us with their eyes and whisper compliments. That is the kind of girl I want Elanore to be. She must turn people's heads.

"Elanore," I said to-day, "you will look like a French poster in this hat."

"Isn't it dear of you!" she cried, and I got my reward.

If I do say it, 'twas a pretty hat. It was a high curved Leghorn, with a drooping paradise plume under the turned-up rim, and it was trimmed with American beauty roses and blue ribbons. There was a pink, hat, too, a mushroom sailor, all moss roses and valenciennes lace.

"It's a white season, Elanore," I said, "and I want you to select one of these shadow embroidery parasols."

She chose a gold-ribbed one of snowy Irish linen, and it was cheap at \$50.

I wouldn't let her get a one piece suit. They look too old. I didn't care much for the blouse waists—a woman always looks frowsy in 'em. But we selected some of the prettiest lace waists you ever saw. One was a dream—a filigree of convent made lace and hand made cluny. The price, \$200, was a trifle, considering Elanore's appreciation.

"You're a dear old thing," she said, as she patted me on the grizzled cheek.

"Girls should be flowers, Elanore," I said.

"Yes, sir," she replied meekly, and with downcast eyes, as she had been taught at the convent.

Then we went in for a little elegant simplicity. Everything was white lingerie with valenciennes lace and hand embroidery. Elanore looked like a snowflake.

"On Sundays you must be a Bo-Peep girl, Kid," I said.

So I selected some hand-painted fabric that reminded you of the old French brocades. There were grapes and cherries done in tints of lavender. Everything was filmy and cobwebby, and as for the lace stockings—it was like looking at heaven through the keyhole.

"You must cultivate a neck curl, Elanore," I said, and Elanore did as she was told. With her face laughingly tilted back under that shepherdess hat and the neck curl resting confidentially on a snow-white background, I would have shot the man who wouldn't have wanted to kiss her on the spot.

With a carriage cloak of white broadcloth for the theater and three gross of the daintiest French hosiery in all the rainbow colors, I soon had Elanore's costumes selected to the queen's taste. Elanore shows up well in picture clothes, but then—she is a pretty girl to begin with.

Old Bachelor.

During the first ten years of her life a woman teaches herself to be happy; the next ten the world and her mother teach her to be miserable.

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.	oz.	Shot	Size	Per
				Gauge	100
120	4	1 1/2	10	10	\$2 90
129	4	1 1/2	10	10	2 90
128	4	1 1/2	8	10	2 90
126	4	1 1/2	6	10	2 90
135	4 1/2	1 1/2	5	10	2 95
154	4 1/2	1 1/2	4	10	3 00
200	3	1	10	12	2 50
208	3	1	8	12	2 50
236	3 1/2	1 1/2	6	12	2 65
265	3 1/2	1 1/2	5	12	2 70
264	3 1/2	1 1/2	4	12	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				
AUGURS 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. S. 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.					
Common, 1/4 in. 5-16 in. 3/8 in. 1/2 in.					
BB, 7 c. 6 c. 7 1/2 c. 8 c. 9 c.					
BBB, 8 c. 7 c. 6 c. 5 c. 4 c.					
CROWBARS.					
Cast Steel, per lb.	5				
CHISELS					
Socket Firmer	65				
Socket Framing	65				
Socket Corner	65				
Socket Slicks	65				
ELBOWS.					
Com. 4 piece, 6 in., per doz.	75				
Corrugated, per doz.	1 25				
Adjustable	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	90				
Double Strength, by box	90				
By the light	90				
HAMMERS					
Maydole & Co.'s new list	33 1/2				
Yerkes & Plumb's	40 & 10				
Mason's Solid Cast Steel	30c list 70				
HINGES.					
Gate, Clark's 1, 2, 3	60 & 10				
HOLLOW WARE.					
Pots	50 & 10				
Kettles	50 & 10				
Spiders	50 & 10				
HORSE NAILS.					
Au Sable	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	20
4 advance	20
3 advance	20
2 advance	20
Fine 3 advance	50
Casing 10 advance	15
Casing 8 advance	25
Casing 6 advance	35
Finish 10 advance	25
Finish 8 advance	35
Finish 6 advance	45
Barrel 1/2 advance	85
RIVETS.	
Iron and tinned	50
Copper Rivets and Burs	45
ROOFING PLATES.	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x23 IC, Charcoal, Dean	15 00
14x20, IC, Charcoal, Allaway Grade	7 50
14x20 IX, Charcoal, Allaway Grade	9 00
20x23 IC, Charcoal, Allaway Grade	15 00
20x23 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
No. 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, Nickleled	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	
Per gross	
Pints	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 76
No. 2, Sun Plain Top, (\$1.25 doz.)	6 96
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
3 gal. Tiltng cans	7 00
5 gal. galv. iron Nacefas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 65
No. 2 B Tubular	6 40
No. 15 Tubular, dash	6 50
No. 2 Cold Blast Lantern	7 75
No. 12 Tubular, side lamp	12 60
No. 3 Street lamp, each	3 50
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each, bx. 10c	50
No. 0 Tub., cases 2 doz. each, bx. 15c	50
No. 0 Tub., bbls. 5 doz. each, per bbl. 2 doz.	1 25
No. 0 Tub., Bull's eye, cases 1 dz. e.	1 25
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0, 3/8 in. wide, per gross or roll.	25
No. 1, 1/2 in. wide, per gross or roll.	30
No. 2, 1 in. wide, per gross or roll.	45
No. 3, 1 1/2 in. wide, per gross or roll.	85
COUPON BOOKS	
50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00
Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.	
COUPON PASS BOOKS	
Can be made to represent any denomination from \$10 down.	
50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00
CREDIT CHECKS	
500, any one denomination	2 00
1000, any one denomination	3 00
2000, any one denomination	5 00
Steel punch	75

DRY GOODS

Weekly Market Review of the Principal Staples.

Domestics—The recent advance in cotton has had a tendency to affect the attitude of buyers towards domestic goods, particularly on the coarser lines, and they feel that in view of the needs of the near future it is safe enough to operate at this time and at the present quotations. Buyers, always looking for lower prices, now feel that these are not a thing of the immediate time and they are sure enough of the permanency of present values to place orders of volume. Talk of higher prices has not been lacking, but this has not been general enough nor sufficiently convincing to cause speculative buying and this movement is discouraged by the majority of sellers. The condition of practically all classes of goods has been recently strengthened and blankets and flannels and goods of a similar nature are in a much stronger position than that recently held by them. The recent reduction of a quarter of a cent made on Amoskeag Teazeldowns has been the subject of considerable discussion during the past two weeks. All sorts of reasons have been advanced by those interested.

Hosiery—There has been during the past week some increased interest displayed in the hosiery market. The amount of orders placed was not large in the aggregate, but was of sufficient volume to prove to the sellers that there is yet business to be done and that the buyers are preparing to operate in the near future. The retail markets promise, within the near future, to absorb a great quantity of goods, and that the stuff is not in the retailers' hands is well known. This is partly due to the fact that deliveries are very much delayed and partly to the fact that the buyers have not placed orders of sufficient volume to take care of the retailers. The spring buying season by consumers has been opened recently and all indications are that the business of the spring season will be much larger than normal. The supplies of goods for taking care of the demand were never smaller, comparatively, than they are at the present time, and of practically all classes of goods there is a paucity.

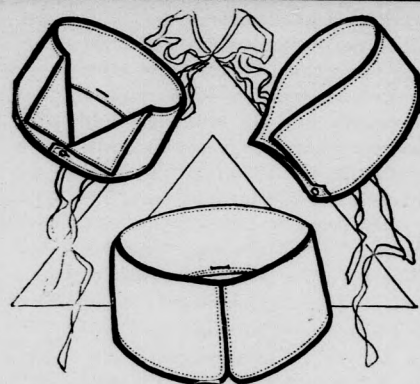
Underwear—It is, perhaps, too early as yet to do more than to superficially consider next spring's lines. Manufacturers are showing no undue haste to make plans for the next season, but there are prevailing conditions which make speculations regarding the next season very interesting and it may not be going too far afield to take some of them up at this time. The underwear market is withal in such a satisfactory condition that the outlook for the future is now radically different from what has been the case during recent years. The laws of supply and demand, which have such an effect on

every market (in fact, without supply and demand there is no market), are nowhere more changeable than here. Conditions in the underwear market during past seasons have been such that manufacturers have either been extremely optimistic or the reverse. At the present time the more happy frame of mind rules. As conditions now are, however, the outlook for the future is extremely bright. Within the year prices on knitted goods of all kinds have advanced and at the present time the prices quoted on duplicate spring goods (of which there are very small quantities to be had) are higher than were the prices on the initial purchases in many cases. It is not so often in this market that the prices on duplicate goods of one season can be obtained on the initial purchases of the next corresponding season, but it seems likely that at the opening of next season the prices now quoted on duplicate spring goods will be maintained from the first. That this will be responsible for some dilatory practices on the part of buyers is certain, but existing conditions and past performances would warrant the assumption that buyers will be as slow to place orders next season as they are now and have been before. Feeling that delaying the opening of new lines will be advantageous to them, the manufacturers are not at this time giving more than passing attention to the spring season of 1907.

Sweaters and Jackets—For children, which sold so well a year or so ago, will perhaps again in the future be in demand, as it is held that the only thing which disrupted this business was the fact that the goods were cheapened to such an extent that buyers were afraid of them and consumers did not want them, both because they were satiated with goods of that kind and because they were unsatisfactory in quality. A well-known manufacturer of machinery adapted for the manufacture of sweaters reported to the writer that he was doing practically no business in the way of putting out new machines of this kind. He could, he said, sell a great many more of his regular knitting machines applicable for the manufacture of hosiery and underwear, provided it was possible for him to manufacture them, but with sweater manufacturers he was not doing any business.

Clothing Features Peculiar To the Spring Season.

This Easter season is one of the latest on record, but actual spring weather conditions are operative and have advanced the trade nearly a month earlier than the average. From all parts of the country come news of a good spring trade, or at least that is what all classes of business men are looking forward to. In times of great prosperity it seems easy for a merchant to dispose of his goods, provided he has what the people want. To say what people think gives an orator prestige, and the merchant who buys what the people want gains their trade. To say what people think and to buy what they want is the study of the orator and merchant. Both are governed by the



Neckwear and Collars

Perhaps you need some new things in this line. We advise you to get your pick before the assortment is broken.

Ties

Shield Tecks	\$2 25 Per Doz.
Band Tecks	2 25 Per Doz.
Four-in-Hands, narrow shape	2 25 Per Doz.
Four-in-Hands, wide shape	2 25 Per Doz.
Shield Bows	75c, 90c, \$1.25, \$2.00 and 2 25 Per Doz.
String Ties	\$2.00 and 2 25 Per Doz.
White Lawn String Ties	90c, \$1.25, \$1.50 and 1 75 Per Gro.
White Lawn Bows	75c, 90c, \$1.25, \$1.75 and 2 00 Per Doz.
Windsor Ties	90c, \$2.00 and 2 25 Per Doz.

Collars

Men's Double Band Style	80c, 90c and \$1 10 Per Doz.
Men's Wing Style	1 10 Per Doz.
Boys' Double Band Style	80c and 1 10 Per Doz.
Waterproof Collars	40c, \$1.25 and 1 55 Per Doz.

GRAND RAPIDS DRY GOODS CO., Grand Rapids, Mich.

Exclusively Wholesale



THE BEST MEDIUM PRICE CLOTHING IN THE UNITED STATES

HAS THE UNION LABEL

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.

same law of thought. What will sell in one locality is often a drug in another. That is because the people in different localities think differently. The merchant, therefore, who would suit the people in his buying must be a close observer in order to comprehend fully the possible desires of the people. He should know their habits of life as well as their thoughts. It is through their habits, as shown in outward actions, that the method of thought is reached.

A shrewd buyer will always be on guard, and buy only what he can sell quickly; he prefers fresh goods at all times, for he knows the value of newness. It is not wise buying to load yourself up with a large stock of goods because they can be bought cheaply. The market may rise, but if the goods will not sell what difference will a rise in price make to you? People are not in the habit of making large purchases of goods to lay by until needed for use. They reason that by the time they would need the goods something else might come into the market that they would like better. No matter what the conditions of trade may be, it is always safer to buy amounts of goods that experience has shown the demand may need. That is to say, every community has its limit, and the yearly purchases made will form an average of the degree and class of goods consumed. We have in mind a store that makes this feature a special study. The buyer has reached such accuracy in adapting his purchases to the probable demand that when the season ends he has either sold out or has few goods left. The buying and the selling seems to move along like clockwork. This has been brought about by many years of observation. Sales of certain kinds of goods have been tabulated and classified, and averages made up at the end of the year.

The volume of business is a variable quantity which many retailers fail to consider. When the business barometer is rising the merchant's mood is all sunshine, when falling he seems to wear a mercurial air on his countenance. One day his sales may be large and on another he will not sell enough to pay his daily expenses. All shop-keepers have often experienced those things, and will meet with such conditions again. There is, however, nothing discouraging in this, and men long in business expect variations, but the young man just beginning business for himself is liable to allow such fluctuations to worry him. There is no cause for worry, as in any period of time the business done will average an amount of sales that will pay him a fair profit. Things must be accepted as they are, and not as we would have them. The volition of a large body of customers moves slowly, and sometimes spasmodically. The circumstances that inspire movement are out of the control of the retailer, and hence he must patiently wait for what may come his way. This waiting may at times foster impatience, but all things come to him who waits. Knowledge of how to wait and more especially of what to do while waiting is one

great element in the success of any merchandise.

White buckskin shoes will be much used this coming summer at summer hotels and watering places. For yachting purposes the soles will be made of rubber.

Drab and pearl gray soft hats with wide brims and flat crowns, which were much affected by young students and college boys, will remain popular. The new shade in stiff hats is the snuff brown; it is already much called for and will certainly become popular.

Chamois colored leather gloves are conspicuously displayed in exclusive Broadway stores. These are very soft and elastic and wash remarkably well.

The novelty introduced for ladies' gloves, that of having a small pocket for change in the palm of the left hand, has proved a remarkable success. This feature is entirely practical for ladies' use, as they have no pockets in their dress and rarely any in their outside coats.

Reseda and heliotrope shades will be very prominent this season in shirtings and handkerchiefs—principally on white grounds.

Plum colored accordion ribbed silk and lisle half-hose, self clocked and self embroidered on the instep are a novelty this season.

Caps are much used and for various purposes—traveling, gunning, fishing, golf and tennis—and the variety of combinations and styles is very large. The large top tennis cap is the most popular for all round use and pretty plaids and checks are very desirable.

A metropolitan window was conspicuous by the display of nothing but white madras shirting with green stripes in clusters and single. A shirt of one of the patterns was in the center and handkerchiefs of white cambric with white checks grouped about it. Another window was dressed with marine blue twill silk tied four-in-hands with a good sized turquoise pin in the knot. Linen handkerchiefs of white with pale blue plaids peeped picturesquely from turn over collars about which the scarfs were tied.

Foulards for men's scarfs will be more popular than ever this coming season. In good qualities several new weaves are shown. One, which was introduced last year, the Bird's-eye Mackelsfield, which proved very successful, is shown again in all the desirable combinations and designs. The two-inch reversible in foulard four-in-hands will be the popular size and later on the one and three-quarter and one and a half inch will be the correct thing. To be worn without waistcoats they should be at least forty-eight inches long. The very fine shepherd checks will be much used for neckwear. It is a check as old as any but is always in style and can be worn with any colored suit.—Clothier and Furnisher.

When is a clock on the stair dangerous? When it runs down and strikes one.

When a woman's teeth chatter they usurp her tongue's preorgative.



Neckwear

We carry a line of neckwear that is hard to beat in the following styles:

String, Teck, Bow, Four-in-Hand, Shield.

Prices from 45c to \$4.50 per dozen. Also a complete line of ladies' Ties, Stock Collars and Turnovers. Prices from 45c to \$12.00 per dozen. Write for sample dozens.

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



Our Import Line OF Embroideries and Laces

Should Interest You

This Season's Collection

far exceeds anything we ever had in this line to present for your inspection.

Embroideries

in Box Lot Assortments and Regular Goods in great variety. All widths and priced from 4c to 25c a yard.

Embroidery Skirtings

6 to 18 inches wide. Great values from 12½c to 35c a yard.

Laces

The choicest offerings of the best foreign manufacturers. A most complete assortment, moderately priced. See our great line before you buy.

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



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.

Instance Where Persistence Secured an Order.

I was traveling for the B— Piano & Organ Co. and on my first regular trip called on S— Bros., retail dealers in a small town in Ontario. Both of the members of the firm were chilly, not to say hostile, in manner, but by using persistence and taking all their rebuffs in good part, I managed at last to get their attention while I explained the merits of the goods I sold. I was cut short with the ultimatum: "No use in talking about it; we do not want any goods so high priced as yours. Couldn't get the people around here to buy anything so expensive as that."

I tried every argument to get them to place an order with me, but they insisted on their point that our goods were unsuitable for them on account of the high price, although there was no complaint of the quality. I then challenged them to give me the name of one of their hardest prospects and agreed to go out and sell that prospect a high-priced organ, just to show that the people of the community would spend their good money if any pains and enterprise were used in selling them.

The senior partner took me at my word and gave me the name of Mr. Ross, living seven or eight miles out in the country.

I drove at once to this farmer's house and, finding him absent from home, I had a little talk with his wife. She was quite crabbed in informing me that they did not want an organ and did not have time to talk about buying things that they could not afford. I persisted, and suggested all that the possession of such an article means in the home; gave her an idea of the pleasure the family would get from it in the long winter evenings; how it would develop a taste for accomplishments in the young daughters of the house and build up in her mind the idea of an organ not only as an expensive musical instrument, but as a type of all the refinement and niceties of life.

She became interested and finally agreed that I might leave an instrument in her house on trial for a short time, with the understanding that she would be under no obligations to purchase it.

I drove back to town, hired a rig and loaded one of my high-priced organs on a wagon. Owing to the condition of the roads—it being winter—and some delay in getting a baggageman to assist me, it was late before we started and we did not

reach Mr. Ross' house before 11:30 in the evening. I would not have gone at that hour, of course, except that I could not afford to spend another day in the town. The house was dark. Mr. Ross and his wife had retired. On my arrival with the dray and my musical instrument, I was saluted by the barking of savage dogs, which brought Mr. Ross to the door, very sleepy, very cross and very much astonished at the appearance in his yard of myself and the big organ on the dray. His wife for some reason had not told him of my previous visit, and his first idea was that if I brought the organ into the house, he assumed responsibility of paying for it. I had a hard time in calming him down and explaining that he had the privilege of returning it, if he decided not to buy.

At last he grudgingly agreed to assist the baggageman and me in bringing the heavy instrument into the parlor. As soon as it was in I gave him the best selling talk of which I was capable, and while I talked he passed by stages from indignation to interest, from interest to entire approval, and things became so favorable that I decided to take his order then and there, not even leaving the organ on trial as first arranged.

Mr. Ross had just hunted up the pen and ink and had started to sign the order when his wife's shrill voice issuing from the bedroom warned him that he had better not sign any papers—that they couldn't afford an organ, that he had better remember all the other bills that he had to pay, etc., etc. I turned quickly to my man and said: "Mr. Ross, I wouldn't have you sign that paper without your wife's entire approval. Now you know your obligations and responsibilities as well as she does, and since you are convinced that you can afford the organ she can not give any reasonable objection. Let me talk with her."

Mr. Ross took the message to his wife, and I heard him urging her to grant my request. In a few minutes she accompanied him into the parlor, apologizing for a hasty toilet, and I spent the next twenty minutes in going over my canvass to the man and wife together. A good idea of magnetism was needed for them to forget their qualms on the score of expense, but I succeeded in getting them as enthusiastic as myself and when I left the house shortly after midnight I carried an order signed by both of them.

In the morning I called on S— Bros. and showed them the contract. Nothing more was required to be said. They looked at me and at the signatures on the contract and ended by giving me one of the largest orders I had received from customers on that route.—M. J. Hambleton in Salesmanship.

The Kind of Salesmen That Enter the Firm.

An employer said to me last week, "I pay my salesmen, but they work for my customers." This brief but pithy remark conveys much more than appears on the surface, and I

want to preach a little sermon on it.

I repeat the text: "I pay my salesmen, but they work for my customers." In other words, the average salesman, while believing that he is loyal to his house, will recognize, if he is honest with himself, that his main efforts are in behalf of customers. The average salesman does not give enough time to introspection. Introspection means self-study and self-examination. There are too many men who do not mix brains with their work. They become lopsided. They lack what is known as judicial poise.

For instance: A traveling salesman is apt to be told, when visiting a possible customer, that the last lot of goods was faulty, or that the book-keeper did something wrong, or some other complaint is registered. The salesman who has not cultivated the art of remembering that there are two sides to everything, is more likely to agree, and to accept all that he hears as gospel truth, and to write a fierce letter to his house. The letter, on arrival, receives careful consideration, although, possibly, on the very face of it the complaints are inaccurate and unfair. And then in the bosom or bosoms of the house, according to the number of partners, a feeling of resentment arises against that salesman, who quite forgets when talking of the customer, hundreds of miles away, that a little explanation might have smoothed out matters and settled things satisfactorily.

I write this letter for the benefit of salesmen. I have great respect for them and am very anxious to see them sell more goods and get more money for their work. I want to tell salesmen what to do, so as to be in direct line for promotion and a partnership in the house. In the first place start right by selecting the right kind of a house. Begin young with a reliable concern. Make yourself so useful and valuable that they will be compelled, in self defense, to tie you up to them so closely that outside offers will have no attraction to you. Remember first, last and all the time that you are in the employ of your house. When you meet with kicks and growls from the trade, listen attentively, investigate closely and then discuss the matter honestly. Merchants in small towns can not be expected to have as much breadth of judgment as manufacturers or wholesalers in large towns. The average merchant is inclined to be fair, though possibly tinted with a spice of the sin that killed Ananias and Sapphira, his wife. So that when merchant and salesman meet on the carpet, the salesman should be, as he really is, the representative of the wholesaler or manufacturer to the customer. He must remember he has opportunity to act as buffer and judge, rolled into one. Complaints from customers are often just and the judgment of the salesman should then cause him to notify the house in the proper way, so that errors may not be repeated.

After the right kind of salesman has made his round, and used the right kind of tact and discretion in dealing with customers, then he should confer with his employers, and

give them intimate and full benefit of the knowledge and experience acquired on the recent trip. A quiet and confidential talk of this kind will do more good and avoid more bad feeling and friction than anything else in the world. Employers as a rule mean to do right, and they feel when they send their selling agents on the road, they should be their friends and confidants.

Some salesmen, while not on the side of the customer all the time, are sometimes mightily surprised when asked who pays their salaries and expenses? We can not serve God and Mammon. A salesman with the natural ambition to get ahead and prosper should ask himself whether it is going to pay better to sacrifice everything to please customers or whether it would not be best and more profitable to act as paid fighter for his employers' interests.

To sum up, salesmen should cultivate strength and aggressiveness, not only to push sales, but to protect the interests of their employers. Possibly it has never occurred to some salesmen to remember that their employers seldom adopt certain lines of policy without good reason for doing so. And then one should be careful to distinguish between right and wrong complaints of customers. The salesman who uses horse sense on the road, who acts judiciously, who remembers that there are two sides to everything, and who never forgets who pays his wages and expenses, will send the proper sort of letters to his house, and thus gain a high place in their estimation, and eventually be put on the waiting list for entrance into the firm.—Shoe Trade Journal.

A woman's idea of being nice to another woman is to kiss her and say, "Oh, how lovely that new hat is!" when she knows she has had it a year.

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

Gripsack Brigade.

Wm. Venema succeeds J. J. Berg as traveling representative in Western and Southern Michigan for the Leonard Crockery Co.

A Dimondale correspondent writes as follows: C. S. Hetrick, having accepted a position as traveling salesman with S. F. Bowser & Co., of Fort Wayne, Ind., left Tuesday for Northern Michigan on his first trip.

Frank Marin, Pacific coast representative for the G. J. Johnson Cigar Co., was called home last week by the death of his brother, Paul. He will remain here a fortnight before starting for the coast again.

A Port Huron correspondent writes: There were a lot of disgusted Port Huron traveling men in this city this morning, and all because the Pere Marquette had withdrawn its morning trains from the Almont and Port Austin divisions. Some of the travelers left town in carriages, and will drive from place to place. George Drury, in order to reach Memphis, took the Grand Trunk Railway to Lenox and will drive there from that place.

Detroit and bachelordom are about to lose Harry Lawson, better known as "Handsome Harry," who has grown up with Armstrong & Graham, wholesale horse supply dealers, and has represented them in Illinois and Indiana for several years. Circleville, Ohio, proved his Waterloo, and he is to be married there this month to Miss N. G. Boggs. Afterward he will live in Indianapolis, to be nearer his territory. Mr. Lawson started with Armstrong & Graham as a boy in the store more than a decade ago, and has been covering important territory for three or four years. He is a high-degree Mason and popular in fraternal and social circles, as well as with his firm and the traveling men.

Small Town Offers Superior Advantages To City.

I have traveled over every state in the Union and believe that I am capable of pointing out an opportunity to many young men who are working in large cities and who find the road rough and tedious. The minds of our young men of to-day run in two separate channels, with but few exceptions. First, the country or farm boy whose one great desire is to enter city life, and, second, the city youth who thinks that there is only one place to get ahead, and that is on the farm. I think the country lad who enters city life has a better chance to get a start than the city youth who goes to the country, but that is not the point. What I started out to do was to point out an opportunity that has been overlooked, with but few exceptions, by the army of young men who are struggling to get ahead of the game in cities.

I want to point out to the young city man, and especially those who have saved up from \$500 to \$5,000, the opportunities that are lying open in hundreds of small towns and villages for live young men to start in business for themselves on a limited amount of capital.

It is well understood that to enter business in any of our large cities

one must have a large amount of capital as well as good backing, or those who have soon will squeeze him out, whereas in the small towns and villages he does not have the powerful competition that he would be forced to meet in the larger cities. I don't want to claim that a man can go out to the first small town and enter any kind of a business that happens to strike the fancy and have a paying business.

The Northwestern States especially are full of opportunities for enterprising young men to start in business with a limited amount of capital, not that they have not enough stores to supply the demand, but because the average storekeeper in these new states came off the farm and does not know the rudiments of modern merchandising or else is a failure on account of his lack of brains and push. There are country merchants who are just as wideawake business men as you will find in any city, but the percentage is so small that I feel confident that any bright young man can soon have a paying business in a short time.

The Dakotas, both North and South, are full of opportunities for all kinds of retail business, as well as good openings for small creameries, etc. I can not think of a state in the Union that does not afford opportunities for enterprising young merchants in their small towns.

I could cite three-score instances where young men from the large Eastern cities have tried it in the smaller towns with gratifying success. Down in a little village in Iowa called Kalona, a town of 700 population, is a general store that carries a stock worth at least \$5,000 and requires two large store-rooms to house it. This store is doing a business that would be considered a good trade in a city of 5,000 population. It is the fruits of the labors of a young man who formerly was a Chicago clerk, and being tired of the city and having about \$500 saved up decided to go to a smaller town and embark in business for himself. After looking over several small towns he at last decided on Kalona. He opened a "racket store" in a room no larger than some of us have for a bedroom, and for which he paid \$5 a month.

This case is not an exception. Had he failed I would have considered it more of an exception, for I feel confident that any young man who thoroughly understands the business that he embarks in can win success in the small town surer and sooner than he can in the large city.

F. M. Shortridge.

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

Buffalo, April 11—Creamery, fresh, 18¢@21¢; creamery, cold storage, 16¢@18¢; dairy, fresh, 15¢@18¢; poor, 13¢@14¢; roll, 15¢@16¢.

Eggs—Fresh, 18½¢@19¢.

Live Poultry—Fowls, 14½¢@15¢; chickens, 15¢; ducks, 16¢@17¢; geese, 13¢@14¢; old cox, 9¢@10¢.

Pea Beans—\$1.60@1.65.

Potatoes—70¢@80¢ per bushel.

Rea & Witzig.

Get the Evidence on Paper.

There is one useful point practiced by the men in our sales force in meeting competition, which might, I think, be generally adopted by salesmen in other lines with good results.

This point owes its superiority to the fact that the prospect can not "go back on" the figures when he himself has helped the salesman compile them.

When the salesman and his prospect have put aside preliminaries and are engaged in a discussion of the relative merits of different machines, here is a clever thing which the salesman can do: Let him take a sheet of paper, divide it by pencil ruling into several columns, and at the top of each column write the name of one of the machines under consideration, his own being in the last column.

He can then say: "Mr. Prospect, let's get a record of the merits peculiar to each machine down on paper. You tell me all the special advantages you find in the first machine, and for each point of excellence I will make a mark under its name on this paper, so that we can add them all up at the end. In this way we will get the sum of all the good points you find about each, and compare them."

The prospect will start off very glibly, naming this point or that about one machine, making quite a list of its special advantages. For each point he makes the salesman conscientiously puts down a cross mark in the proper column on the sheet of paper. Coming to the next machine, they follow the same plan, the salesman forbearing to make any interruption. In almost every case the prospect, if he is allowed to do all the talking, will waver and run out of ammunition before he has finished discussing the merits of the rival machines. He will be so eager to make those points score against the machine which the salesman represents, that in his effort to think of a lot of them he will think of some which are rather tame, and which he knows are hardly practicable.

"Now you have given a very fair estimate of the advantages of these other machines, Mr. Prospect," the salesman may say, "and you are surely going to be as careful in enumerating all the good points of mine." The prospect starts in with one or two, and very adroitly the salesman suggests more as he goes on, possibly by a word interpolated, or by a mere gesture indicating some attachment which is peculiar to that make. It may be a minute part which the prospect, if not thus reminded, would have forgotten to include in his enumeration. Before the list is exhausted the salesman has managed to refresh the memory of his prospect on the good points of the machine in question, and it infallibly happens that the list of cross marks in the last column is much more imposing than the list in any of the others. The prospect, being interested, has not observed that he got no prompting from the salesman when he enumerated the points of the rival ma-

chines, but that he allowed himself to be coached when it came to the salesman's own make.

This little plan is simple and practicable, and has won a good many sales. Moreover it is entirely honorable and fair to the competitor.

In selling supplies the form of opening query has a great deal to do with making a sale. Too much attention can hardly be paid to getting just the right thought in just the right form when opening an interview.

I find that some salesmen who are selling supplies as well as typewriters make it a rule to go in to a man and say emphatically: "You need something in the line of supplies, paper or instruments to-day." This is a mistaken method. The salesman has a greater chance to succeed if he broaches the subject in this way: "Are your supplies getting low?" The reason for this is that the prospect can truthfully say he does not need such and such an article unless he is absolutely out of it. If it is paper, he may have only one sheet left, but he can say with entire truthfulness that he does not need any paper so long as he has that one sheet; whereas he can not truthfully say that his supplies are not getting low under these same conditions. It is a fact that a great many business men take a strictly honorable stand in answering salesmen's enquiries; and many men who would be willing to get rid of the salesman by saying, "We don't need any of your wares," if that statement were justifiable on the most meager premises, would hesitate before stating that their supplies were not getting low if this latter statement were not the truth. Since it is imperative that salesmen should always deal strictly upon truthful representations about their goods, it is necessary that they should be willing to credit other men, to whom they hope to sell goods, with equally fair motives. It is a fact that the majority of men in business will avoid a direct falsehood in answering salesmen.—E. L. Ashcroft in Salesmanship.

Who Is Accommodated?

When a customer makes a purchase, who is accommodated? Is it you, the druggist, or is it the customer who gets what he wants for a price? It is all very well to say that the customer is accommodated as much as the dealer and ought to appreciate as much the accommodation. No dealer can take that position without endangering his success, and yet how many do act just as if they felt that way? We have all gone into stores where we were treated as if we were being done a favor, especially if our purchase happened to be a small one. As a matter of fact, the dealer is the one accommodated, because he has to have the customers in order to live. The customers can go to the other fellow, or go without. The obligation is all on the part of the druggist. Let him bear that in mind.—Spatula.

Honesty is a virtue, consequently it is its own reward.



Michigan Board of Pharmacy.
 President—Harry Heim, Saginaw.
 Secretary—Arthur H. Webber, Cadillac.
 Treasurer—Sid. A. Erwin, Battle Creek.
 J. D. Muir, Grand Rapids.
 W. E. Collins, Owosso.
 Meetings during 1906—Third Tuesday of January, March, June, August and November.

Michigan State Pharmaceutical Association.

President—Prof. J. O. Schlotterbeck, Ann Arbor.
 First Vice-President—John L. Wallace, Kalamazoo.
 Second Vice-President—G. W. Stevens, Detroit.
 Third Vice-President—Frank L. Shiley, Reading.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—John D. Muir, Grand Rapids; F. N. Maus, Kalamazoo; D. A. Hagans, Monroe; L. A. Seltzer, Detroit; S. A. Erwin, Battle Creek.
 Trades Interest Committee—H. G. Colman, Kalamazoo; Charles F. Mar... Detroit; W. A. Hall, Detroit.

Window Dressing Ideas for the Druggist.

If your store is wired for electricity the following will attract a crowd at almost any time.

Get a number of white, blue, red and green rubber balloons. If you have an average sized window about thirty will be enough.

In order that the scheme may be a success the window should be long and moderately narrow, but not so narrow that a jam will result when the balloons get busy. In order to make it work you may have to close in the back of the window.

Put the balloons into one end of the window. At the other set one or two electric fans. Turn the current on and it will promptly force the balloons into the air and keep them going up and down constantly. It has a decidedly novel effect, and when balloons of different colors are used a very pretty one.

You will find it economical to see that there are no sharp pointed objects in the window, as they are apt to prove fatal to the balloons.

You can introduce a direct advertising note by exploiting at the same time some remedy that you prepare for what is commonly known as the "tired feeling." Put some bottles into the window, and with them a sign saying that "Blank will make you feel as light as air."

Another window idea that is both novel and attractive can be used in connection with your cigar line. Or if you put up preparations of your own it can be used to show where the constituent ingredients come from.

Have an outline map of the world drawn on bristol-board, or draw it yourself if you are a good enough draftsman. Color the inside of the various coast lines. Next secure a number of different colored narrow ribbons and a quantity of white cards about 3x5 inches.

If you intend to use the scheme to call attention to your cigars, find out where the stock in the brands is grown and print the name of each place on the card.

Take one of the ribbons, and, with the aid of a geography, locate the locality on the map. Then fasten the

ribbon to the exact spot with a thumb tack, tying the other end around the proper cigar, and lay the cigar on the right card.

A man who glances into your window in passing will usually become interested enough to take a good look at the display. And it is very likely to occur to him that a cigar would do very nicely at the moment and you will sell the cigar.

The following scheme was used by a tobacco dealer in Brooklyn a few years ago with pronounced success. He had in stock a brand of cigars that he was very anxious to build up a large sale for. It sold for 5 cents, and was an excellent value—in shape a panatella, and in addition a little longer than the average smoke of its kind for the price. He tried several window displays, but most cigars bear a fairly close resemblance to each other and the brand did not move very rapidly.

This is the suggestion given him that finally started it going. He took a piece of white paper about 3 feet long and 8 inches wide, put it in the front part of the window and left a space clear all around it. He then laid six of the cigars end to end, and back of them stood a nicely painted sign with this message: "30 inches of smoke for 10 cents."

Before the dealer took the sign and cigars out of the window the brand was pretty well established.

W. T. O'Connor.

Opening of the Soda Water Season.

This eventful day will soon be upon us, that is, the formal opening of the season. Many of the fountains have been running all winter; they will be renovated, and those which have lain dormant all winter will be repolished and opened up again for use. What an opportunity is in store for the soda water dealer! Does he realize the possibilities of his business this year? It should be greater than ever. With modern apparatus within easy reach of every man there is no reason for poor trade. He must be up and doing in order to get the first hold and then he has to work to hold it when he gets it. An old proverb reads, "There is no royal road to riches," but there is an easy one in the soda water business, easy because it is an absolutely cash basis and requires no great capital, but it does require vigilance.

Too much care and thought can not be spent if you would operate a successful fountain. Some druggists will spend time and money advertising a certain paint on which they make 10 per cent., while their fountain, and perhaps a costly one, too, receives absolutely no attention. They growl, "There is no money in a fountain; it was a useless purchase," etc. No wonder. A passerby would never know he had one from the exterior, and if he entered he would even then have to search for it. No effort has ever been made to show it up. Are you surprised that he has no trade? He is too slow to be in any business. Wake up to your chances and don't everlastingly complain, but do something worth while.

Opening day is a chance for every

operator of a soda fountain to show the public that there will be something doing there all season. Do not be stingy. Spend a little money for flowers, menus, souvenirs or anything to attract trade. It will pay you a thousand times over. This is your great opportunity, so make the effort of your life to make a good beginning; it will mean everything to you in the months to come. But after this effort don't sit back and think that now you have done enough. You really have but started on your soda water campaign. If you backslide you have wasted both opportunity and effort.

The Drug Market.

Opium—Is dull and weak, but not quotably changed.

Morphine—Is steady.

Quinine—Is firm and unchanged.

Citric Acid—Notwithstanding the two advances that have already taken place, higher prices are predicted.

Menthol—Is very firm and advancing.

Oil Peppermint—Is in a very firm position. Stocks are being reduced and prices tending higher.

Oil Cloves—Is very firm on account of higher price for spice.

Refined Camphor—Is very firm owing to high price and scarcity of crude. There is no prospect of a lower price this season.

Jamaica Ginger Root—Continues very firm and advancing.

Paris Green—Manufacturers have not as yet named the price for 1906, but are expected to within a short time.

Blue Vitriol—Is very scarce and high and has advanced.

Advertising Apothegms.

When you can not tell the truth about an article say nothing.

Keep to one line of talk in your advertisement. There is no one quite so hard to follow as the verbose gentleman who talks a little about all things and says nothing about any.

An advertisement should be a plain statement of facts. At the current rates for newspaper space you can not afford to indulge in tinselled generalities, poetic eruptions, anecdotes, historical sketches or anything that will not sell your goods.

Facts are stubborn things and do not admit of denial. And you will not have to explain them away. A half fact or a whole untruth can be contradicted, but in spite of explanations will leave a bad odor. Therefore make certain that everything that is said to the public from your store, whether verbal or printed, be built upon an unshakable foundation of fact.

The hand-shaker may be a leg-puller in disguise.

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.

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

See our line before placing your order
Grand Rapids Stationery Co.
 29 N. Ionia St., Grand Rapids, Mich.

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

Booklet free on application

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.

Foot & Jenks
 JACKSON, MICH.

COLEMAN'S
 HIGH FOOTE & JENKS CLASS
 EXTRACTS

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Liquor Arsen et						Vanilla	9 00	2	
Hydrarg Iod ..	@	25				Zinci Sulph	7 00	8	
Liq Potass Arsinit	10 @	12				Oils			
Magnesia, Sulph.	2 @	3				Whale, winter ..	70 @	7	gal.
Magnesia, Sulph bbl	@	1 1/2				Lard, extra	70 @	80	
Mannia, S F	45 @	50				Lard, No. 1	60 @	65	
Menthol	3 30 @	40				Linseed, pure raw	45 @	48	
Morphia, S P & W	35 @	2 60				Linseed, boiled ..	46 @	48	
Morphia, S N Y	Q 35 @	2 60				Neat's-foot, w str	65 @	70	
Morphia, Mal. ..	2 35 @	2 60				Spts. Turpentine ..	Market		
Moschus Canton.	Q	40				Paints			
Myristica, No. 1	25 @	30				Red Venetian	1 1/2 @	2	@ 3
Nux Vomica po 15	Q	10				Ochre, yel Mars 1 1/2	2 @	4	@ 3
Os Sepia	25 @	28				Ocre, yel Ber	1 1/2 @	2	@ 3
Pepsin Saac, H &						Putty, comm'r'l 2 1/2	2 1/2 @	3	@ 3
P D Co	@	1 00				Putty, strictly pr 2 1/2	2 1/2 @	3	@ 3
Picis Liq N N 1/2						Vermillion, Prime			
gal doz	@	2 00				American	13 @	15	
Picis Liq qts	@	1 00				Vermillion, Eng. ...	75 @	80	
Picis Liq. pints.	Q	60				Green, Paris	14 @	18	
Pil Hydrarg po 80	Q	50				Green, Peninsular	13 @	16	
Piper Nigra po 22	Q	18				Lead, red	7 1/4 @	7 1/2	
Piper Alba po 35	Q	30				Lead, white	7 1/4 @	7 1/2	
Pix Burgum	Q	8				Whiting, white S'n	@	90	
Plumbi Acet	12 @	15				Whiting Gilders ..	@	95	
Pulvis Ip'c et Opil	1 30 @	1 50				White, Paris Am'r	@	1 25	
Pyrethrum, bxs H						Whit'g Paris Eng			
& P D Co. doz	Q	75				cliff	@	1 40	
Pyrethrum, pv ..	20 @	25				Universal Prep'd 1	10 @	1 20	
Quassiae	8 @	10				Varnishes			
Quino, S P & W ..	20 @	30				No. 1 Turp Coachl	10 @	1 20	
Quina, S Ger.	20 @	30				Extra Turp	1 60 @	1 20	
Quina, N. Y.	20 @	30							
Rubia Tinctorum	12 @	14							
Saccharum La's.	22 @	25							
Salacin	50 @	4							
Sanguis Drac's ..	40 @	75							
Sapo, W	12 @	14							
Sapo, M	10 @	12							
Sapo, G	10 @	15							
Seidlitz Mixture	20 @	22							
Sinapis	13 @	18							
Sinapis, opt	30 @	30							
Snuff, Maccaboy,									
DeVoEs	@	51							
Snuff, S'h DeVo's	@	51							
Soda, Boras	9 @	11							
Soda, Boras, po.	9 @	11							
Soda et Pot's Tart	25 @	28							
Soda, Carb	1 1/2 @	2							
Soda, Bi-Carb ..	3 @	5							
Soda, Ash	3 1/2 @	4							
Soda, Sulphas ..	@	2							
Spts, Cologne ..	@	2 60							
Spts, Ether Co.	50 @	55							
Spts, Myrcia Dom	@	2 00							
Spts, Vini Rect bbl	@								
Spts, V'i Rect 1/2 b	@								
Spts, V'i R't 10 gl	@								
Spts, V'i R't 5 gal	@								
Styrchnia, Cryst'l	1 05 @	1 25							
Sulphur Subl ..	2 1/2 @	4							
Sulphur, Roll ..	2 1/2 @	3 1/2							
Tamarinds	8 @	10							
Cerebenth Venice	28 @	30							
Theobromae	45 @	50							

**Hazeltine & Perkins
Drug Co.
Grand Rapids, Mich.**

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

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By Columns

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Best Pepsin	45
Black Jack	2 00
Largest Gum Made	55
Sen Sen	50
Sen Sen Breath Perf	95
Sugar Loaf	50
Yucatan	50
CHICORY	
Bulk	5
Red	7
Eagle	4
Franck's	7
Schener's	6
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Walter Baker & Co.'s	
German Sweet	22
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Dunham's ½s & ¼s	26½
Dunham's ¾s	27
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Bulk	13
COCOA SHELLS	
20lb. bags	2½
Less quantity	3
Pound packages	4
COFFEE	
Rio	
Common	13½
Fair	14½
Choice	16½
Fancy	20
Santos	
Common	13½
Fair	14½
Choice	16½
Fancy	19
Peaberry	
Maracalbo	
Fair	16
Choice	19
Mexican	
Choice	16½
Fancy	19
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Choice	15
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African	12
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O. G.	25
P. G.	31
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Arabian	21
Package	
New York Basis	
Arbuckle	15 00
Dilworth	15 00
Jersey	15 00
Lion	15 00
McLaughlin's XXXX	
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	
Extract	
Holland, ½ gro boxes	95
Felix, ½ gro	1 15
Hummel's foil, ½ gro.	85
Hummel's tin, ½ gro.	1 43
CRACKERS	
National Biscuit Company	
Brand	
Butter	
Seymour, Round	6
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Family	6
Salted, Hexagon	6
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Select Soda	8
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Sweet Goods	
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Atlantic, Assorted	10
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Brittle	11
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Currant Fruit	10
Cracknels	16
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plain or Iced	10
Cocoanut Taffy	10
Cocoa Bar	10
Chocolat Drops	17
Cocoa Drops	12
Cocoanut Macaroons	13
Dixie Cookie	9
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Frosted Cream	8
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Nic Nacs	8
Oatmeal Crackers	8
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Pineapples, Asst.	8
Pineapple Honey	15
Pretzels, Hand Md.	8½
Pretzellettes, Hand Md.	8½
Pretzellettes, Mac Md.	7½
Raisin Cookies	8
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Richmond	11
Rube	8
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Urchins	11
Vanilla Wafers	16
Vienna Crimp	8
Whitehall	10
Waverly	8
Water Crackers (Bent & Co.)	16
Zanzibar	9
In-er Seal Goods.	
Dox.	
Almond Bon Bon	1.50
Albert Biscuit	1.00
Animals	1.00
Bremner's But. Wafers	1.00
Butter Thin Biscuit	1.00
Cheese Sandwich	1.00
Cocoanut Macaroons	2.50
Cracker Meal	.75
Faust Oyster	1.00
Five O'clock Tea	1.00
Frosted Coffee Cake	1.00
Frutana	1.00
Ginger Snaps, N. B. C.	1.00
Graham Crackers	1.00
Lemon Snaps	.50
Marshmallow Dainties	1.00
Oatmeal Crackers	1.00
Oysterettes	.50
Pretzellettes, H. M.	1.00
Royal Toast	1.00
Saltine	1.00
Saratoga Flakes	1.50
Seymour Butter	1.00
Social Tea	1.00
Soda, N. B. C.	1.00
Soda, Select	1.00
Sponge Lady Fingers	1.00
Sultana Fruit Biscuit	1.50
Uneeda Biscuit	.50
Uneeda Jinjer Wayfer	1.00
Uneeda Milk Biscuit	.50
Vanilla Wafers	1.00
Water Thin	1.00
Zu Zu Ginger Snaps	.50
Zwieback	1.00
CREAM TARTER	
Barrels or drums	.29
Boxes	.30
Square cans	.32
Fancy caddies	.35
DRIED FRUITS	
Apples	
Sundried	7½ @ 8
Evaporated	10 @ 11
California Prunes	
100-125 25lb boxes	@ 5
90-100 25lb boxes	@ 5½
80-90 25lb boxes	@ 6
70-80 25lb boxes	@ 6½
60-70 25lb boxes	@ 7
50-60 25lb boxes	@ 7½
40-50 25lb boxes	@ 8
30-40 25lb boxes	@ 8½
¼c less in 50lb cases.	
Citron	
Corsican	@ 19
Currants	
Imp'd 1 lb. pkg.	@ 7½
Imported bulk	@ 7½
Peel	
Lemon American	13
Orange American	13
Raisins	
London Layers, 3 cr	
London Layers, 4 cr	
Cluster, 5 crown	
Loose Muscatels, 2 cr	
Loose Muscatels, 3 cr.	7
Loose Muscatels, 4 cr.	7½
L. M. Seeded, 1 lb.	7½ @ 8½
L. M. Seeded, ¼ lb.	
Sultanas, bulk	
Sultanas, package	7½ @ 8
FARINACEOUS GOODS	
Beans	
Dried Lima	6
Med. Hd Pkd.	1 75 @ 1 85
Brown Holland	2 35
Farina	
24 lb. packages	1 75
Bulk, per 100 lbs.	3 00

Hominy		
Flake, 50lb sack	1 00	
Pearl, 200lb. sack	3 70	
Pearl, 100lb sack	1 85	
Maccaroni and Vermicelli		
Domestic, 10lb box	60	
Imported, 25lb. box	2 50	
Pearl Barley		
Common	2 15	
Chester	2 25	
Empire	3 25	
Peas		
Green, Wisconsin, bu.	1 40	
Green, Scotch, bu.	1 45	
Split, lb.	4	
Sago		
East India	5½	
German, sacks	1 4	
German, broken pkg	5	
Tapioca		
Flake, 110 lb. sacks	6½	
Pearl, 130 lb. sacks	6½	
Pearl, 24 lb. pkgs.	7½	
FLAVORING EXTRACTS		
Footo & Jenks		
Coleman's Van. Lem.		
2 oz. Paper	1 20	
3 oz. Paper	2 00	
No. 4 Rich, Blake	2 00	
Jennings		
Terpeneless Ext. Lemon		
Dox.		
No. 2 Panel D. C.	75	
No. 4 Panel D. C.	1 50	
No. 6 Panel D. C.	2 00	
Taper Panel D. C.	1 50	
1 oz. Full Meas. D. C.	65	
2 oz. Full Meas. D. C.	1 20	
4 oz. Full Meas. D. C.	2 25	
Jennings		
Mexican Extract Vanilla		
Dox.		
No. 2 Panel D. C.	1 20	
No. 4 Panel D. C.	2 00	
No. 6 Panel D. C.	3 00	
Taper Panel D. C.	2 00	
1 oz. Full Meas. D. C.	85	
2 oz. Full Meas. D. C.	1 60	
4 oz. Full Meas. D. C.	3 00	
No. 2 Assorted Flavors		75
GRAIN BAGS		
Amoskeag, 100 in bale	19	
Amoskeag, less than bl	19½	
GRAINS AND FLOUR		
Wheat		
Old Wheat		
No. 1 White	78	
No. 2 Red	80	
Winter Wheat Flour		
Local Brands		
Patents	4 75	
Second Patents	4 50	
Straight	4 30	
Second Straight	4 10	
Clear	3 50	
Graham	3 75	
Buckwheat	4 40	
Rye	3 75	
Subject to usual cash discount.		
Flour in barrels, 25c per barrel additional.		
Worden Grocer Co.'s Brand		
Quaker, paper	4 00	
Quaker, cloth	4 20	
Wykes-Schroeder Co.		
Eclipse	4 10	
Kansas Hard Wheat Flour		
Judson Grocer Co.		
Fanchon, ½s cloth.	4 80	
Spring Wheat Flour		
Roy Baker's Brand		
Golden Horn, family.	4 60	
Golden Horn, bakers.	4 50	
Calumet	4 60	
Dearborn	4 60	
Pure Rye, dark	3 90	
Judson Grocer Co.'s Brand		
Ceresota, ½s	5 00	
Ceresota, ¼s	4 90	
Ceresota, ⅓s	4 80	
Gold Mine, ½s cloth.	4 90	
Gold Mine, ¼s cloth.	4 80	
Gold Mine, ⅓s cloth.	4 70	
Gold Mine, ½s paper.	4 70	
Gold Mine, ¼s paper.	4 70	
Lemon & Wheeler's Brand		
Wingold, ½s	4 70	
Wingold, ¼s	4 60	
Wingold, ⅓s	4 50	
Pillsbury's Brand		
Best, ½s cloth.	5 20	
Best, ¼s cloth.	5 10	
Best, ⅓s cloth.	5 00	
Best, ½s paper.	5 05	
Best, ¼s paper.	5 05	
Best, wood	5 20	
Worden Grocer Co.'s Brand		
Laurel, ½s cloth	4 80	
Laurel, ¼s cloth	4 70	
Laurel, ⅓s & ¼s paper	4 60	
Laurel, ½s	4 60	
Wykes-Schroeder Co.		
Sleepy Eye, ½s cloth.	4 70	
Sleepy Eye, ¼s cloth.	4 60	
Sleepy Eye, ⅓s cloth.	4 50	
Sleepy Eye, ½s paper.	4 50	
Sleepy Eye, ¼s paper.	4 50	
Meal		
Bolted	2 70	
Golden Granulated	2 80	
St Car Feed screened	20 00	
No. 1 Corn and Oats	20 00	
Corn, cracked	19 00	
Corn Meal, coarse	19 00	
Oil Meal, old proc.	30 00	
Winter Wheat Bran.	20 00	
Winter Wheat Mid'g	21 00	
Cow Feed	20 50	
Oats		
No. 2 White	36	
No. 3 Michigan	35½	
Corn		
Corn	48	
Hay		
No. 1 timothy car lots	10 00	
No. 1 timothy ton lots	12 00	

6	7	8	9	10	11
HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 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. 5 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. 65 Cob, No. 3 85 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, Rival, assorted. 1 20 No. 20, Rover enameled. 1 60 No. 572, Special. 1 75 No. 98 Golf, satin finish. 2 08 No. 808 Bicycle. 2 00 No. 832 Tourist. 2 25 POTASH 48 cans in case Babbitt's 4 00 Penna Salt Co.'s 3 00 PROVISIONS Barreled Pork Mess Fat Black 16 00 Short Cut 14 00 Short Cut clear 14 25 Bean 13 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 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 5 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. 1 10 1/2 bbls., 40 lbs. 1 85 1/2 bbls. 3 75 1 bbl. 7 75 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 28 Beef rounds, set 16 Beef middles, set 45 Sheep, per bundle 70 Uncolored Butterine Solid dairy 10 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 45 Deviled ham, 1/4 s 45 Deviled ham, 1/2 s 45 Potted tongue, 1/4 s 45 RICE Screenings @ 4 Fair Japan @ 5 Choice Japan @ 5 1/2 Imported Japan @ 6 Fair La. hd. @ 6 Choice La. hd. @ 6 1/2 Fancy La. hd. 6 1/2 @ 7 Carolina, ex. fancy 6 @ 7 1/2 SALAD DRESSING Columbia, 1/2 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 1/2 s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lb cases 80 Lump, bbls. 90 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 Pollock @ 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. @ 75 White Hoop mechs. @ 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, 8 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, Russian 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. 48 SOAP Central City Soap Co. Jaxon 2 85 Boro Naphtha 3 85 J. S. Kirk & Co. American Family. 4 05 Dusky Diamond, 50 8oz 3 80 Dusky D'nd, 100 6oz. 3 80 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. 4 75 Star 8 10	LAUTZ BROS. & CO. Acme soap, 100 cakes. 2 85 Naphtha, 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 Sossine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 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 9 00 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, Amboyana. 22 Cloves, Zanzibar 15 Mace 55 Nutmegs, 75-80 45 Nutmegs, 105-10 35 Nutmegs, 115-20 30 Pepper, Singapore, blk. 15 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, Cochila 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singap. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Common Gloss 1 lb packages @ 5 3 lb packages 4 1/2 6 lb packages 5 1/2 40 and 50 lb. boxes 2 1/2 @ 3 1/2 Barrels @ 2 1/2 Common Corn 20 lb packages 4 1/2 @ 7 40 lb packages 4 1/2 @ 7 SYRUPS Corn Barrels 23 Half Barrels 25 20 lb cans 1/2 dz in case 1 70 10 lb cans 1/2 dz in case 1 65 5 lb 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 22 Sundried, fancy 26 Regular, medium 24 Regular, choice 22 Regular, fancy 26 Basket-fired, medium 31 Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Fannings 12 @ 14 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Choice Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 32 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 Hiawatha, 5 lb pails. 54	Telegram Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head 7 oz. 47 Spear Head, 14 oz. 44 Nobby Twist. 55 Jolly Tar. 37 Old Honesty 43 Toddy 34 J. T. 38 Piper Heidsick 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, 5 lb 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Klin Dried. 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1 lb. pails 44 Cream 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1 lb. 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. 38 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, 1 lb. 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 60 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 2 lb size, 24 in case 72 3 lb size, 16 in case 68 5 lb size, 12 in case 63 10 lb 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 55 Barrel, 15 gal., each 2 70 Clothes Pins Round head, 5 gross bx 55 Round head, cartons 75 Egg Crates Humpty Dumpty 2 40 No. 1, complete 32 No. 2, complete 18 Faucets Cork lined, 8 in. 65 Cork lined, 9 in. 75 Cork lined, 10 in. 85 Cedar, 8 in. 85 Mop Sticks Trojan spring 90 Eclipse patent spring. 85 No. 1 common 75 No. 2 pat. brush holder 75 12 lb. cotton mop heads 1 40 Ideal No. 7 90 Pails 2-heop Standard 1 60 2-heop Standard 1 70 2-wire, Cable 1 75 2-wire, Cable 1 90 Cedar, all red, brass 1 25 Paper, Eureka 3 25 Fibre	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 40 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 16 Fubs 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 50 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 2 50 Single Peerless 2 75 Northern Queen 3 00 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 12 in. Butter 1 15 15 in. Butter 2 00 17 in. Butter 2 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, 3 doz. 1 15 Sunlight, 3 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 50 FRESH FISH Per lb. Jumbo Whitefish. @ 13 No. 1 Whitefish @ 10 1/2 Trout @ 13 1/2 Halibut @ 10 Ciscos or Herring. @ 5 Bluefish. 10 1/2 @ 11 Live Lobster @ 35 Boiled Lobster @ 35 Cod @ 10 Haddock @ 8 Pickle @ 10 Pike @ 8 Perch, dressed @ 12 1/2 Smoked White @ 14 Red Snapper @ 8 Col. River Salmon. @ 14 Mackerel 15 @ 16 OYSTERS Cans Extra Selects Per can F. H. Counts 28 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 PELTS 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, 60 lb. over 12 1/2 Pelts Old Wool Lambs 60 @ 1 40 Shearings 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 Standard 7 1/2 Standard H H 7 1/2 Standard Twist 8 Peanuts Jumbo, 32 lb. 7 1/2 Extra H. H. 9 Bostan Cream 10 Olde 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 8 Leader 8 1/2 Kindergarten 9 Bon Ton Cream 8 1/2 French Cream 9 Star 11 Hand Made Cream 15 Premio Cream mixed 10 O F Horehound Drop 13 Fancy-in Pails Gypsy Hearts 14 Coco Bon Bons 12 Fudge Squares 13 Peanut Squares 13 Sugared Peanuts 11 Salted Peanuts 11 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 10 Lozenges, printed 10 Champion Chocolate 11 Eclipse Chocolates 12 Eureka Chocolates 13 Quintette Chocolates 13 Champion Gum Drops 8 1/2 Moss Drops 9 Lemon Sours 10 Imperial 11 Ital. Cream Opera 17 Ital. Cream Bon Bons 11 20 lb pails 11 Molasses Chewa, 15 lb. cases 12 Molasses Kisses, 10 lb. box 12 Golden Waffles 12 Old Fashioned Molasses Kisses, 10 lb. box. 1 20 Orange Jellies 50 Fancy-in 5 lb. Boxes Lemon Sours 55 Peppermint Drops 60 Chocolate Drops 60 H. M. Choc. Drops 60 H. M. Choc. Lt. and Dark No. 12 1 00 Bitter Sweets, ass'd 1 25 Brilliant Gums, Cryst. 60 A. A. Licorice Drops 90 Lozenges, plain 55 Lozenges, printed 55 Imperial 60 Mottos 60 Cream Bar 60 G. M. Peanut Bar 55 Hand Made Creams 80 @ 90 Cream Buttons, Pep. and Wintergreen. 65 String Rock 65 Wintergreen Berries 60 Old Time Assorted, 25 lb. case 2 70 Buster Brown Goodies 30 lb. case 3 50 Up-to-Date Assmt. 33 lb. case 3 70 Ten Strike Assortment No. 1. 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment. 6 75 Scientific Ass't 18 00 Kalamazoo Specialties Hanselman Candy Co. Chocolate Maize 18 Gold Medal Chocolate Almonds 18 Chocolate Nougates 18 Quadruple Chocolate 15 Violet Cream Cakes, bx 90 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, 200s 1 20 Cicero Corn Cakes 5 per box 60 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 15 Almonds, Avoca 15 Almonds, California sft shell 15 @ 16 Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 16 @ 17 Walnuts, soft shelled 16 1/2 Walnuts, marbot 15 Table nuts, fancy 12 Pecans, Med. 13 Pecans, ex. large. 13 Pecans, Jumbo. 14 Hickory Nuts pr bu Ohio new Cocoanuts @ 5 Chestnuts, New York State, per bu Shelled Spanish Peanuts. 6 1/2 @ 7 1/2 Pecan Halves @ 52 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. Choice, H. P. Jumbo, Roasted 7 1/2

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

JAXON
1/4 lb. cans, 4 doz. case.. 45
1/2 lb. cans, 4 doz. case.. 85
1 lb. cans, 2 doz. case 1 60



Royal
10c size 90
1/4 lb cans 1 35
6oz. cans 1 90
1/2 lb cans 2 50
3/4 lb cans 3 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz box....40
Large size 1 doz box....75

CIGARS



G. J. Johnson Cigar Co.'s
Less than 500. 33
500 or more 32
1,000 or more 31
Worden Grocer Co. brand
Ben Hur

Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatallas, Finas 35
Panatallas, Book 35
Jackey Club 35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb pkg. per case 2 60
85 1/4 lb pkg. per case 2 60
95 1/4 lb pkg. per case 2 60
14 1/4 lb pkg. per case 2 60

FRESH MEATS

Beef
Carcass 5 @ 7 1/2
Hindquarters 6 @ 8 1/2
Loins 7 @ 16
Ribs 7 @ 13
Rounds 5 1/2 @ 6 1/2
Pork.
Plates 3 @ 3
Livers 3 @ 3
Loins 9 @ 9
Dressed 7 @ 7
Boston Butts 8 @ 8
Shoulders 7 1/2 @ 7 1/2
Leaf Lard 8 1/2 @ 8 1/2

Mutton
Carcass 8 1/2
Lamb 8 1/2

Veal
Carcass 7 @ 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 29

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 25
70ft. 1 40
80ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

40ft. 95
50ft. 1 35
60ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1 lb
White House, 2 lb
Excelsior, M & J, 1 lb
Excelsior, M & J, 2 lb
Tip Top, M & J, 1 lb
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
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 Eagle 6 40
Crown 5 90
Champion 4 52
Daisy 4 70
Magnolia 4 00
Challenge 4 40
Dime 3 25
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in 6
1 1/4 to 2 in 7
1 1/2 to 2 in 9
2 in to 2 in 11
3 in 15
3 in 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines
Small 20
Medium 26
Large 34

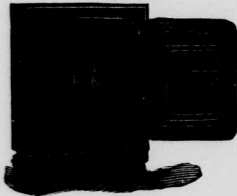
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size 1 10
Cox's 2 qt. size 1 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's 1 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, large 2 75
Halford, small 2 25

Use
**Tradesman
Coupon
Books**

Made by

Tradesman Company
Grand Rapids, Mich.

Swell April Profits

To do that, you'll
need to get people
into the store where
alone you can show
all you've got.

Cut prices on
staples will pull of
course—until every
one is loaded up.
But meanwhile
you're working
harder and making
less.

Why not try a
new tack—buy some
things expressly for
bargain use? Our
April catalogue con-
tains just the goods
for that purpose.

In it there's a big
special sale of glass-
ware, crockery and
china over and
above the regular
monthly grist of
Yellow Page Items.

Tell us to send
you the April cata-
logue—No. J571.

Butler Brothers

Wholesalers of General Merchandise.

By Catalogue Only

New York Chicago St. Louis

Gillett's D. S. Extracts

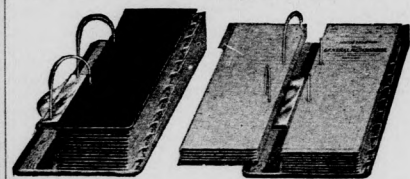


Conform to the most
stringent Pure Food Laws
and are
guaranteed in every respect.

If you
do not handle them
write for our
special introductory propo-
sition.

Sherer-Gillett Co.
Chicago

The "Ledgerette"



**EVERY
RETAIL
STORE** needs this device for keeping in
a systematic and convenient
order all accounts of a small or
transient nature. Easy, simple,
labor-saving, indexed. Ledger-
ette with 500 printed statements punch-
ed, perforated, complete, for..... \$2.25
Ledgerette with 1,000 statements..... \$2.75
Send today for sample statements and de-
scriptive circular.

W. R. ADAMS & CO.
45 Congress Street West, Detroit, Mich.

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

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale or Lease—Building occupied by Wallace Co., Port Austin, Mich., consisting of 3 stores, stone building, iron roof, D. W. Simons, Owner, Detroit, Mich. 624

A Bargain—First-class book and stationery store, with wall paper and shade department, well located. Will sell cheap on account of old age. Apply H. D. Baker, Muskegon, Mich. 622

For Sale—Drug stock and building. Total invoice, \$4,000. Sales last year, \$7,002. Address No. 621, care Tradesman. 621

For Sale For Cash Only—Stock of general merchandise with fixtures. Established ten years. Good country trade. Don't write unless you mean business. C. F. Hosmer, Mattawan, Mich. 612

For Sale—Drug stock; splendid opportunity. All business, well-established, and nice complete stock of drugs, sundries, paints, oils, wall paper, school books, stationery, etc.; good soda fountain, and icehouse in rear, filled. Address W. H. Fouch & Co., Druggists, Fennville, Mich. 606

For Sale—A first-class stock of shoes, rubbers and groceries in one of the best small towns in the State. Shoes and rubbers will invoice about \$2,900, groceries, \$1,000, shirts and overalls, \$150, fixtures, \$250. Address No. 603, care Michigan Tradesman. 603

For Rent—One-half of modern brick building, steam heat. Excellent location for almost any business. Write at once. Wenzel Bros. & Co., Boyne City, Mich. 602

Do you want to buy a small stock of general merchandise at a big discount in a good town in Northern Michigan? For particulars address S. J. Doty, Harriette, Mich. 601

A Profitable Side Line—Salesmen to carry side line of cheap, popular and quick selling carpets on a 5 per cent. commission basis. Good line for interior country and general store trade, as well as the large cities. Line weighs from fifteen to twenty pounds. Address No. 600, care Michigan Tradesman. 600

Manufacturing plant for sale; products, small farm implements, stoves and bobbeds; sale imperative; can be turned over with established business as going concern; located in a Michigan city; labor conditions satisfactory. Address Detroit Trust Co., Detroit, Mich. 604

Will buy or close out merchandise stocks of any kind. Twenty years experience in buying and closing stocks for ourselves. You can have the benefit of our experience. Address Lock Box 74, Ypsilanti, Mich. 605

Wanted—Stock of general merchandise. Must be in good condition, in exchange for 140 acres of land. Describe stock. Difference cash. W. A. Pierson, Knox, Ind. 608

For Sale—An up-to-date grocery, doing a large profitable business. Best location in city. Owner wishes to devote his entire time to manufacturing business. For particulars write James G. Redner, Battle Creek, Mich. 609

For Sale—For cash only, \$3,000 stock of shoes, groceries and fixtures, in county seat town; railroad division point. No. P.; 3,000 people in town; stock in first-class condition and doing a good business. Address Wm. Stenger, Council Grove, Kan. 607

For Sale—One 35 horsepower Columbia gas or gasoline engine. In first-class condition. Wolverine Brass Works, 258 Canal St., Grand Rapids, Mich. 610

Fine clothing stock, cheap. Will invoice about \$8,000 in town of 2,200. Good location. Cheap rent. Box 64½, Warren, Ill. 611

For Sale—One wire office railing, made by E. T. Barnum of Detroit. Size 8x12 feet, about 5½ feet high and stands on the floor. If interested, write us for price, as owing to change of location, we have no use for same and will make a low price. Harding & Co., Morley, Mich. 614

For Sale—Good clothing store—Best part of Ohio; county seat of 8,000; annual business of \$30,000; average stock carried, \$20,000; can be reduced if desired. Write "H. E. S." care the Columbus Merchandise Co., Columbus, Ohio. 615

For Sale—Pure Ohio maple syrup and sugar in quantities to suit purchaser. Both syrup and sugar are guaranteed to be strictly pure and first quality. J. L. Meeker, Nutwood, Ohio. 617

Instantaneous hair dye, best made. Full instructions. Trial sample ten cents. Full size 50 cents. Julian Mfg. Co., Reading, Mass. 613

For Sale—Clean stock of drugs and fixtures. Centrally located in hustling town Southern Michigan. Cheap rent, doing good business. Reason for selling, ill health. Will sell at a bargain. Address No. 616, care Michigan Tradesman. 616

Shoe Dealers or General Merchandise Store! A broken up, in sizes, first-class lot of shoes, few of all kinds, some heavy rubbers, also a few warm goods, for sale cheap. Anyone wishing a good stock for bargain counter or regular stock, (all goods are O. K.), correspond with us at once as stock has to be closed out and disposed of before April 26, 1906. Karlson & Platt, Manistee, Mich. 618

Bankrupt Sale—The hardware and implement stock and business of George C. Letson of Walkerville, Oceana County, Mich., is now ready for sale. Here is an opportunity to buy a nice stock of goods at a sacrifice price. Address Rufus F. Skeels, Trustee, Hart, Mich. 619

For Sale—Stock of general merchandise in Howard City. Apply to W. S. King, Howard City, or W. H. Bradley, Trustee, Greenville. 625

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 Moench 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

For Sale For Cash—Discount 25% clean stock staple dry goods, shoes, store furniture, fixtures, about \$3,000. Poor health reason selling. Box 325, Edmore, Mich. 597

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 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. 592

For Sale—A \$10,000 stock of dry goods and shoes; in Al 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

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, Fendick & 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

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—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

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

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

Wanted—Orders for smokestacks, tanks, structural and other steel work, by the largest makers in Central Michigan. Jarvis, Lansing, Mich. 519

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

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 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

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. 153, 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—The agency for a new article for the District of Columbia and southern States. Edw. S. Schmid, Washington, D. C. 584

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—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—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

Wanted—To buy a clean stock of general merchandise or clothing, \$5,000 up. Address Laurel, care Michigan Tradesman. 557

Best cash prices paid for coffee sacks, sugar sacks, flour sacks, burlap in pieces, etc. William Ross & Co., 59 S Water St., Chicago, Ill. 457

POSITIONS WANTED

Wanted—Steady position in hardware. Good references. Seven years experience. Age 23 years. Married. Understand thoroughly all branches of the business. Address Box 74, Custer, Mich. 599

Wanted—Position as traveling salesman or will buy a small business. Address 94 West 11th St., Holland, Mich. 592

HELP WANTED.

Cobbler wanted to do shoe repairing and work in shoe store. Good job to right party. C. A. Kiefer, Frankfort, Mich. 623

Wanted—Registered pharmacist. References. F. H. Paulson, Bloomington, Mich. 620

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, 234 Dearborn St. Chicago, Ill. 440

Want ads. continued on next page.

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

New Cheese

"Warner's
Cheese"

BEST BY TEST

Manufactured and sold by

FRED M. WARNER
Farmington, Mich.

MADE MILLIONS

By Ideas to Which They Pinned Their Faith.

Edison, in telling other men how to succeed, once remarked:

"If, after a man has thought and thought as hard as he can, there does not come to him an idea out of which he can make some money, he hasn't an atom of brains."

Most men smile at this advice indulgently, thinking it is applicable only to a genius like Edison, but this is where they make their mistake. The truth is that all men have ideas; what men lack is the courage of them. For every success that is made by one man there are plenty of others to be found who could say truthfully, "I had thought of the same thing myself."

The only difference between these and the man who succeeds is that the last has backed up his idea with his confidence, his work, and his money until he has seen it to a finish, while ordinary man, simply because the idea is his own, doesn't know enough to appreciate it.

Twenty years ago the Androscoggin River tore its path out of the heavy timber just it does today and made that tremendous leap at what is now Rumford Falls. It was the spectacular play of 500,000 horse power going to waste with no one to watch it but the rabbits and bears.

It was just at this time that Hugh J. Chisholm came along. He looked at the great fall of these waters, ten feet higher than Niagara, and had an idea. It was of a great nest of mills and a little city brought into the State of Maine and set down upon this little island by these great falls, and of stores, and streets, and banks, and houses, and churches all filled up with men who were growing rich by the use of the water power.

It was a Utopian dream that might have occurred to any man who had an ordinary idea of mechanics, but that it was practicable most men would not have given a second thought.

Not so with Chisholm. He held on to his idea. He began to work toward owning the island. He began to plan toward the large storage reservoirs which he saw must be put in the river. He began to plan the building of the first mill. He had no capital at the time, a few years before he had been a newsboy selling papers on the train.

But he had believed in the wonderful picture which his imagination drew, and he began then to follow the direction in which it led. Twenty years was enough for him to work it out alone and unaided until now it has exceeded his wildest expectations. The curious island is full of tall city blocks, there are shops, elevators, office buildings, electric lights, and everything that can be found in great cities. There are the same odd contrasts in types found among the loggers and mill hands, who are made up of Frenchmen, Russians, Italians, Lithuanians, and Poles, there are monster mills in all directions surrounded and inclosed by the water and the forest, wherein lie the sub-

urbs or country houses of the men who are making their fortunes in Rumford.

And Hugh J. Chisholm owns it all. He owns the plant which manufactures all the paper for the United States Government. He owns the railroad, the great storage reservoirs, the dams, granite walls, the bridges and piers. He owns the town and has interests in the scores of projects that are located there, and will own more in the constant numbers of those which are trying to get in. He has made \$7,000,000 or \$8,000,000 already, and everything is growing higher.

Daniel Sully was transformed from an ordinary clerk for a firm of Boston cotton brokers because he had an idea and believed in it enough to go to New York with it. He had been sent South to study cotton in its native fields. He learned how it was planted, cultivated, guarded from pests, harvested, baled, and sold.

Upon the strength of an idea he formed while on this trip he gave up his work, came to New York, and spent months familiarizing himself with conditions and the practice in the pit of the New York Cotton Exchange. He knew that there was much detail to be learned before he could develop into an actual gambling practice his idea, which was that cotton had been decreasing in price for years.

"It was in 1889," he says, "that the first came to me.

"I was on one of my semi-annual trips South. I saw while riding along the Yazoo and Mississippi railroad that great quantities of cotton seed were lying out in the road exposed to the freezing weather. I began to wonder what must be the effect of this frost on the next crop. The question kept coming back to me, and I became more interested in it than in any problem I had ever encountered.

"I knew that the outside layer of the seed must certainly be frozen, and that the life in the heart of the seed must inevitably be affected by the frozen outside layer. I knew from long observation that the cotton planter would not take the trouble to pick out the frozen seed, but that they would sow it just as it lay on the fields and in the pens.

"Before he sells his cotton staple the planter gets his first ready money by selling cotton seed. Before he bales it he hurries off his seed to the oil mill and gets cash for it. This seed always is from the first picking, which is best. It is certain that the seed from the second picking is inferior. This thing has been going on for years. The cotton has deteriorated and will continue to dwindle until the Government steps in or the planters of their own accord save their best cotton seed for planting.

"The demand is increasing and under the wasteful system of planting the supply fails and will continue to fail to keep up with the increasing demand."

It was upon this theory that Sully came on to enter into the cotton market and play the game to the tune that cotton was bound to rise. His first effort on this theory clear-

ed \$3,000,000 for himself and associates. His failure afterwards was attributed to his lack of knowledge of the speculative game rather than to lack of soundness or brilliance in the way he had used his idea. To this was due his first rise from a clerkship to the place of "Cotton King" and the position which he again occupies in the Street.

Fifteen years ago a young man in the employ of the Pennsylvania railroad went to England on a holiday. He had friends, a little capital, a good memory, and the seeing eye. He was especially fascinated with Wales, the country which supplies the world with tin. He remembered the huge tin deposits of Indiana, and how they had lain idle even for home products, because the home markets had been wide open to the tin of Wales. He came back home and talked tin, and dreamed tin, and began to interest others in his project of planting a tin industry in his own state. In a little while a change in the tariff put a duty on imported tin, and by the time he hoped for change had come about William B. Leeds was ready with a small group of helpers to build the first tinplate mill of any size or importance. It was only seven years later that he became one of the heads of the tinplate trust.

A man who once was a Seattle editor—Leigh Hunt—has now a large and rapidly growing fortune and is director in a dozen industrial companies all over the world. All that he has he has made from his ideas. He is planning now to grow cotton in the irrigated fields back of the Atbara barrage, in the Nile delta, where moisture cannot fail and the weather always is the same.

A few years ago William McKenzie was only a prosperous farmer of Central Ontario. But he believed that there were still chances of fortune in putting in electric roads, and set himself to finding the overlooked places. He bought a little mule railway outside of Rio de Janeiro, Brazil, and out of it he made an \$11,000,000 company which has become a transportation trust for the greatest city in South America. He has built roads in England and in Cuba, and now owns the trolley system of Toronto.

John Wanamaker had ideas about advertising. When he started his first store he delivered his goods in a wheelbarrow, using it at the same time as a vehicle for his advertisement. Later when he started his big store he astonished the world by the space he consumed in advertising. He inserted page advertisements, which was a thing hitherto unheard of, and instead of the show ads which were then the thing, he put his announcements into light faced type and made them "interesting daily talks" about the bargains he had to offer. He also departed from the regular plan by putting his store in the old freight depot, showing his goods upon circular counters and bringing out his long cherished idea of an "emporium," the world knows the results.

G. R. Clarke.

The Clean Store.

Do you know of a successful store that is a dirty store? A man who can make a success of a dirty store—just think what he might do with a clean store! See that your store is always as clean as it can be kept. People may not always think of it when it is clean, but they will be pretty apt to notice it if it is not. Begin with the sidewalk in front and have that always well swept. See that the outside store front is bright and the windows shiny. Don't neglect the cobwebs that in many stores are never noticed by any one except the customers. Don't have an oily floor that will soil the gowns of all your lady customers. The clean store is the store that the women like, and the women are the ones who make or break a business.—Spatula.

Solar engines have been used with some success in Southern California. By placing a steam boiler in the focus of a huge concave mirror, or of what amounts to one, it has been possible to develop something like 10 or 15 horsepower. It is thought the device can be used with good results in pumping water for irrigation purposes in California, Arizona, Nevada and Utah, where there is plenty of sunshine.

Even the fellow who is wedded to his art may marry in haste and repent at leisure.

Genius has to take a back seat when the man of grit comes along.

BUSINESS CHANCES.

Wanted—Situation by experienced dry goods, clothing and shoe salesman. Young, married. References. Address No. 626, care Michigan Tradesman. 626

Hotel For Sale—At Port Huron, Mich. A three-story, brick hotel with 50 rooms completely furnished. Has a first-class bar trade of \$10,000 per year; house full all the time. Will take Detroit city real estate as part payment. Edward F. Percival, Port Huron, Mich. 627

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



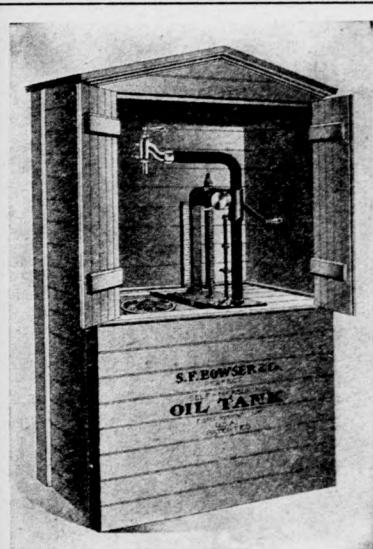
However it may be with other Cocoas, you can make a fair profit in selling **LOWNEY'S**, and we promise you that we will create a larger and larger demand for **LOWNEY'S** every year by generous and forcible advertising as well as by the superior and delicious quality of our product.

In **LOWNEY'S** dealers have a guarantee against any cause for criticism by Pure Food officials.

The **WALTER M. LOWNEY COMPANY**, 447 Commercial St., Boston, Mass.

Many a Gasoline Fire Might Have Been Avoided

If the grocer had used a Bowser Gasoline Tank, but he did not; he ran the risk, and lost his store.



Out No. 10
Out Door Cabinet.
One of Fifty.

Are you running the risk by using a tank that is not safe, that is not evaporation and waste proof, that will explode if given a chance—**don't do it—it will not pay.**

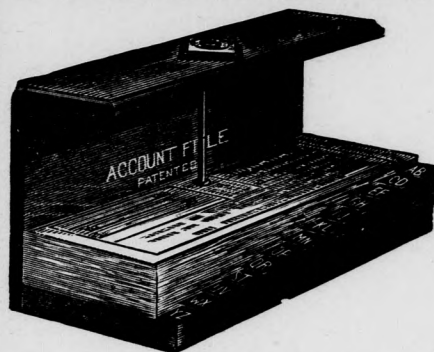
**BUY A BOWSER
AND BE SAFE**

For particulars send for Gasoline Catalog M.

S. F. BOWSER & Co., INC.

FORT WAYNE, IND.

Simple Account File



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

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



TRADESMAN COMPANY, Grand Rapids



Adaptable
to all
classes of
Business
is why it
sells so well

You can use Pass Books on the same system; or our Famous Multiplex Account Book. It **beats them all.** It is particularly adapted to stores having a foreign patronage, as the **accounts are indexed by numbers** as well as **names.** It makes no difference if the customer forgets his book. There is no extra work of **re-writing** or **copying.**

It is strictly a **one writing** system.

You **don't** have to **buy** or **use two** systems for different classes of customers. Be a **Wanamaker!** Investigate!

Write for **free** catalogue.

The McCaskey Register Co.

Home Office and Factory, Alliance, O.

AGENCIES IN ALL PRINCIPAL CITIES

Mail Us Your Orders

and satisfy your customers. **DON'T WAIT—ACT!**

Don't wait for agents. Mail orders are filled promptly, so you can sell the goods, have the profit in your pocket

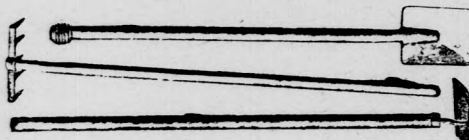
Basemen's Mitts

Come in Rights and Lefts

They range in price from 80c to \$1.40



Garden Tool Sets



Just the thing for your spring trade. We show four kinds, ranging in price from 84 cents up to \$4.00 per dozen.



Infielders' Gloves

Boys', Youths' and Men's Sizes

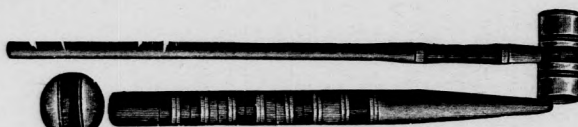
A complete line ranging in price from 90c to \$21.00 per dozen.

Catchers' Mitts



A Splendid Line All Sizes and Prices

We have them from \$2.25 to \$34.80 per dozen



Croquet Sets. Always popular and profitable sellers. We show an excellent line at lowest prices. We have them from 38c up to \$2.50 per set.



Base Ball Bats. Made from thoroughly seasoned wood, turned by hand and superior in every way. Price from 42c up to \$4.50 per dozen.

Base Balls

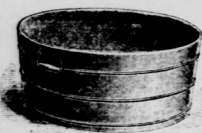


Made by the foremost manufacturers of the country

Prices are from 39c to \$9.00 per dozen

COME AND SEE US

One-half Your Railroad Fare Refunded Under the Plan of the Grand Rapids Board of Trade Perpetual Excursions

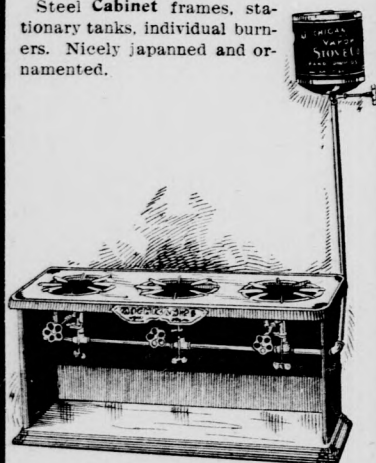


To Close Out

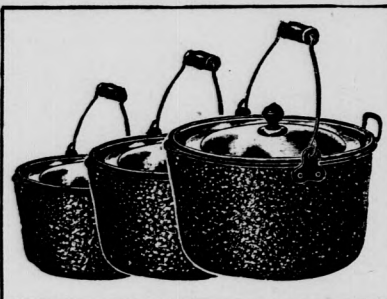
No. 3—Small size Wooden Tubs, well made and nicely grained outside. Per dozen..... \$3 00 While they last.

"Junior" Gasoline Stoves

Steel Cabinet frames, stationary tanks, individual burners. Nicely japanned and ornamented.



2 Burners, low..... \$1 85
3 Burners, low..... 2 85



Amethyst Enameled "Duchess Kettles"

Assortment No. 2 1/2

4-4 qts.....	\$0 24	\$0 96
6-5 qts.....	30	1 80
6-6 qts.....	36	2 16
6-7 qts.....	43	2 58
2-10 qts.....	50	1 00
24 Pieces.....		\$8 50

Retails at \$14.70

New Vandergrift

"Rotary" Washer \$4.50

Guaranteed the most perfect machine on the market. Operated by turning the balance wheel either way, backward or forward. The tub is extra large, with wringer box built into the top, making it more durable and convenient than where it is set on top or fastened with brackets or nails. Removable hardwood legs, bolted to tub with heavy steel bolts and re-enforced with a steel rod underneath. The machine is finished a mahogany red with aluminum finished extra heavy castings. Each.....\$4.50



Half Soles and Heels



Hemlock Soles—Sizes 8 to 12

	Dozen pairs
3 C. Men's Light.....	\$1 25
3 1/2 C. Men's Medium.....	1 40
4 C. Men's Heavy.....	1 60
4 1/2 C. Men's Med. Heavy.....	1 75
5 C. Men's Extra Heavy.....	1 85
3 1/2 M. Women's Medium.....	1 20

OAK SOLES—Sizes 8 to 12

3 1/2 CO. Men's Medium.....	1 50
4 CO. Men's Heavy.....	1 65
4 1/2 CO. Men's Med. Heavy.....	1 85
4 CH. Hemlock Heel Lifts.....	45



Galvanized Iron Pails and Tubs

Not the cheap grade

No scant sizes

GALVANIZED TUBS

No. 1. 20 1/2 x 10 3/4 inches. Per doz.....	\$4 30
No. 2. 22 x 11 inches. Per doz.....	4 80
No. 3. 24 x 11 inches. Per doz.....	5 60

GALVANIZED PAILS

8 quarts. Per doz.....	\$1 18
10 quarts. Per doz.....	1 38
12 quarts. Per doz.....	1 65
14 quarts. Per doz.....	1 85

Successors to
H. LEONARD & SONS
Wholesale

Leonard Crockery Co.
Grand Rapids, Mich.

Crockery, Glassware
and
House-Furnishings