

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, APRIL 18, 1906

Number 1178

THE element of thrift is sadly neglected by young men of the present day, and the tendency to live beyond their incomes brings disaster to thousands. A young man should cultivate the habit of always saving something, however small to income. Aim to earn a character for candor, veracity and strict integrity.

Marshall Field.



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Store Your Poultry at Buffalo

And have it where you can distribute to all markets when you wish to sell.

Reasonable advances at 6 per cent. interest.

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

More People

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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.

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Wholesale Distributors

Pure Apple Cider Vinegar.

Absolutely Pure
Made From Apples
Not Artificially Colored

Guaranteed to meet the requirements of the food laws
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Sold through the Wholesale Grocery Trade

Williams Bros. Co., Manufacturers

Detroit, Michigan

Makes Clothes Whiter—Work Easier—Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

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OF GRAND RAPIDS, MICH

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ENGRAVINGS & TYPE FORMS
SINGLY OR IN QUANTITY
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DEMAND THE SHEETS.

Their Immediate Restoration To Be Insisted Upon.

The arbitrary action of the mercantile agencies, in summarily discontinuing the notification sheet feature of their business, was subjected to severe criticism at the regular meeting of the Grand Rapids Credit Men's Association last evening. The discussion was introduced by the following report from the Mercantile Agency Committee:

A special meeting of the Mercantile Agency Committee was held at the Livingston Hotel Friday, March 6. The subject under discussion was the withdrawal of both the daily and weekly report sheets which it has been the custom of both Bradstreet and Dun to furnish their subscribers.

About the first of January these two Agencies formed an agreement to discontinue the reports in the State of Michigan in order to cut expenses and increase their profits. As a consequence of this action some of our jobbers and members of this Association have suffered a considerable loss, owing to sudden changes in the conduct of business of some of their customers. You can hardly appreciate how, where jobbers in the State of Michigan are doing business in competition with jobbers of adjoining states, they are handicapped by the discontinuance of these reports, as their competitors have a report placed before them daily and, in case of a fire or financial trouble, the other fellow immediately gets busy and the Michigan jobber is left out in the cold and is obliged to take what is left.

Mr. E. A. Stowe was present at the meeting by invitation and added his valuable advice to the general discussion. The result was the issuance of a letter to the members of the Association and also to a number of jobbers and manufacturers in Muskegon, Kalamazoo and Holland. We are pleased to say that the members of this Association and jobbers, as a whole, have responded very promptly and letters that the agencies in New York have received have certainly given them to understand that their subscribers in Western Michigan not only demand what they pay for, but are continually seeking better service.

The members of this Committee wish to extend their thanks to all who have given their assistance in this matter and should we fail to get that which belongs to us, by asking for it, we shall endeavor to devise some plan by which we will be able to produce results.

Following the reading of the report, Chairman Locke spoke as follows:

It is agreed that there is ample opportunity for the improvement of the mercantile agency service, notwithstanding the fact that the agencies seem to consider their service has attained such value that they are justified in taking away from us subscribers some essential parts that go to make the service desirable. Instead of progressing they seem willing to curtail their service to increase their profits.

At a previous meeting the subject of improvements in the service was

mentioned and the Mercantile Agency Committee suggested the following improvements that would better the service:

1. The uniformity of writing special reports.
2. A better grade of paper to be used in making out these reports.
3. That more up-to-date information be secured for the reports.
4. The elimination from reports of property not available to creditors, or that special mention made of same, and a greater effort be made to ascertain the ownership of property mentioned in each statement.
5. That, as an addition to the reports, a more complete ledger experience of creditors be presented.

There are many other improvements that might be made, but we realize that any or all of these can only be obtained by a long and persistent effort.

At our last meeting it was requested that at the next meeting a portion of the time should be given to the discussion of the best method of procedure of obtaining our demands. We certainly will not get all or any of these improvements by asking for them, for the tone of the letters received in regard to the withdrawal of the daily and weekly reports shows very plainly that what we achieve will only come after a long struggle and can only be accomplished by the united efforts of business firms throughout the country.

On what plan shall we proceed to accomplish our purpose? This is the question for the discussion tonight.

Brief and pointed addresses on the subject were made by Lee M. Hutchins, Guy W. Rouse, Geo. F. Sinclair, R. J. Prendergast, E. A. Stowe and others, when C. E. McCrone undertook to present the agency side of the question. He was somewhat hampered in his remarks by environment or otherwise, but insisted that the matter was in his own hands and that if he deemed it wise to restore the sheets, such action would be taken. A motion was thereupon adopted demanding the immediate restoration of the sheets, and the proper officers of the Association were instructed to communicate such action to the official heads of Bradstreet and Dun in New York.

A very bad young boy in Toledo, Ohio, has been converted into a very good boy by a surgical operation. Several years ago the boy struck his head upon a stone and fractured his skull. Since that time he has been incorrigible. A surgeon examining the lad decided that there was some pressure upon his brain and performing an operation found that a broken bone was the cause. Removing this, the boy recovered and his disposition turned from bad to good. Such cases are rare, but they have occurred in sufficient instances to suggest that there may be physical causes for many instances of moral degeneration.

Use of Air in Finished Gas Preposterous.

Buffalo, N. Y., April 14—Authorities on gas have often ridiculed the popular idea that air is or can be forced into gas mains to dilute the product and make the meters work harder. The investigation which the State Lighting Commission is conducting in Syracuse has resulted, however, in the discovery of a "blower" which is actually used for this purpose. The city's chemical expert found 10 per cent. of air in the gas drawn from service pipes and a former employe of the company testified that he saw a registration of 90,000 cubic feet of air going into the mains in a single day.

The explanation of company officials was that a small percentage of air did not hurt the gas and that "blowers" are used in other cities.

So the popular air theory is not a delusion, after all, and the ridicule of the experts was merely a method of disarming suspicion? This is decidedly interesting. Possibly the State Lighting Commission will make a further search for "blowers."

The Tradesman stakes its reputation on the statement that there is not a single gas company in Christendom that puts air into its finished gas. One per cent. of air will dilute the candle power 6 per cent., and larger quantities in proportion. As gas companies generally must maintain a high candle power, to make up for this dilution by means of water-gas or oil enrichment would cost a hundred-fold more than the supposed saving to be effected by the introduction of air into the gas. The proposition is absolutely absurd.

Many gas companies, of course, as is well known and freely admitted, introduce about 1 per cent. of air into their unpurified gas at the inlet to the purifiers for the purpose of effecting the revivification in situ of the iron oxide that is used in the purifying boxes for purification purposes. This air, however, is necessarily largely absorbed by the material itself through chemical reactions and does not pass out of the boxes into the finished gas. It is this use of air that has, doubtless, led to the misapprehensions and misstatements evidenced in the article above quoted.

An extravagant wife oftentimes keeps a man from squandering his money recklessly.

The divorce court is no proper playground for those who play hearts for keeps.

Only he can do the great things well who does the little things willingly.

Many a man who thinks he knows it all isn't at the head of life's primer class.

A man's manner either makes his fortune or mars it.

MERCHANT AND CLERK.

Mutual Relations Which They Should Sustain.

The proper handling of employees is a problem, sure enough, and mighty few business men have solved it.

I have run up against several thousand grocers and, leaving out the few who maintain what I consider the proper attitude toward their clerks, the remainder can be divided into two classes:

1. The kind that are hail-fellows—well-met with their clerks, whom the clerks call Bill or Jim just as innocently as they call each other that.

2. The kind that never in the least relax toward their clerks, who never let the clerks forget that they are simply employees; who give sharp orders and reprimands as they would to unruly school boys.

In my humble judgment, neither class is right, and both of them get about half as much out of their men as they should.

The clerk whose employer is "Bill" to him and who can kid him and call him a liar and tell him to go to the devil as he would an old crony, never has much respect for his employer's authority, partly because such an employer never has any authority. The store of a man like that runs itself.

If you think I'm exaggerating here, you can guess again. I'm not in the least exaggerating, and to show you that, I'll repeat, as nearly verbatim as I can, a conversation between a clerk and his employer which I overheard only last month. The store was in Cleveland, Ohio, and seems to be making money in an easy, go-as-you-please sort of way.

It seems that the grocer had let some slick salesman load him up with a lot of soap on the promise that his company intended to send house-to-house canvassers in the town to stir up a demand. He had bought the soap, and a couple of canvassers had come, but the demand was still in the dim distance.

"I will know better next time all right all right," said the grocer doggedly; "you bet I won't get caught with any slick schemes again."

"Oh, yes, you will," said a clerk who was standing near, "you will make the same break the very minute the next fake shows up! You are the easiest mark in Cleveland, and I'll bet a dollar all the road men say so."

"Oh, shut up, Bill," said the grocer, "you ain't so much!"

"I'm enough to know a con game when I see one," retorted the clerk.

"Oh, well, butt out!" said the grocer; "go fix up that front window. Didn't I tell you to do that this morning?"

"Don't you worry about the window," said the clerk, indifferently, "it will get fixed all right before the day is over. I have not had time to do it yet."

Then he went about doing something else—whatever he happened to want to do most at that time.

It does not seem credible that this was a conversation between a grocer and his clerk, does it? Yet it was. How much discipline do you sup-

pose there is in that store? Not enough to grease a watch wheel with.

That is one class.

The other class come just as far short, because their clerks never like them, and a clerk must like you, if he is going to give you decent service.

I have heard clerks treated like dogs. I don't mean abused, exactly, but roughly ordered about and humiliated and verbally booted.

Treated like the commonest servants.

The business men who do this do not do it consciously. It is their idea of discipline—they sincerely think that is the way to treat clerks, and if you were to tell them it is one of the two very worst ways they would pooh-hoo in your face. "Don't they know, when they have had clerks for years?"

I never knew one case like this where the clerk had any liking for his employer. Practically always he hates him like poison, and would rather say so than eat.

Can you get good service from a clerk whose highest ambition is to kick you in the neck?

Not much.

Sometimes this sort of brutality is worked simply by the grocer's manner—much more by that than by what he says.

He is cold and unfriendly—talks with his clerks only about business and then very briefly and frigidly. Never jokes them, never jollies them, never asks them to do anything, or says "please"—always orders.

I get into ope store where honestly every word that the proprietor says to his clerks somehow gets me hot. It is not so much the words as the total absence of all kindness and warmth!

"Bring this out!" or "wait on this lady!" or "go down cellar and bring up so-and-so!" or "lift this down here," never anything but sharp, peremptory ordering about.

Why, one day when this grocer slipped on his newly oiled floor and hurt his leg so he limped for days, I actually saw one of his clerks hug himself in the wildest glee.

There is nothing like hatred to destroy conscience, remember that.

No, sir, at neither of these extremes lies the proper way to treat clerks. Where does it lie? My dear man, I don't know that I can tell you. I am not even sure that I can decently express my own opinion. I know how I think it ought to be done, but describing it is another matter.

It seems to me that clerks should be treated with a blend of kindness, courtesy, firmness and mild but never-relaxing discipline, with everything like boon familiarity left out.

That is a pretty poor bluff at a description, but I am afraid it is my best.—Stroller in Grocery World.

Will Soon Have Two More Immense Plants.

Battle Creek, April 16—The American Cereal Co., of Chicago, which has been negotiating for the purchase of the Flake-Ota buildings in the eastern part of the city, closed the

deal yesterday. In addition to the buildings purchased the company will expend \$75,000 in the construction of new buildings.

The new factory will be modeled after the famous Shredded Wheat Biscuit buildings at Buffalo, N. Y., and will be constructed this summer. The new building will be of brick, 175x90 feet, with two annexes 50x60 feet. The main building will be a continuation of the present main Flake-Ota building and will give the new structure a length of 200 feet.

The contract was let yesterday for the new candy factory building of Taylor Brothers. It will cost \$50,000. It will be constructed of solid brick, four stories, with a high basement. The frontage will be seventy-five feet and the depth 145. There will be a floor surface of 36,000 square feet.

A syndicate of Battle Creek's most prominent business and financial men has bought a large majority of the stock of the Union Steam Pump Company. This has been done to greatly increase the facilities of the company by the erection of additional buildings and the putting in of a great deal of new and improved machinery.

This is one of the best paying industries in the city and has been doing a big business the past year. Among those who are interested in the recent purchase of stock are E. C. Nichols, Charles Kolb, Frank Boos, Lew Anderson, Postmaster Latta, Scott Field, and the Hoffmaster brothers.

The past week the Advance Pump & Compressor Co. shipped a carload of pumps to New York for foreign countries. Eight of the pumps go to Australia, two to India and thirty to England. The coming week a carload will be shipped to Mexico and one to Texas.

The company has the entire output for the coming four months sold. For the past eight weeks the shops have been working night and day. A large amount of new machinery has been added to facilitate the work, and a supply of coal put in to run the shops until next September, so that there will be no delay or shut down on account of the miners' strike.

The Rathbun & Kraft Lumber Co. has reorganized as the Rathbun & Kraft Lumber & Coal company, with a capital stock of \$100,000. The old firm retains its interests, with the addition of Edward Henning, a Chicago capitalist.

Bids will soon be received for the large addition to Taylor Brothers' candy factory on Barney street. It will be one of the largest candy factories in the United States. It will have the new cooling system.

Parties from Chicago have been looking for a site for a paper car wheel factory.

The Man Who Falls Overboard.

A big business is a steamboat bound for a port called Success. It takes a large force of men to operate this boat. Eternal vigilance is not only the price of liberty, but is

the price of every other good thing, including steamboating.

To keep this steamboat moving the Captain requires the assistance of hundreds of people who have a singleness of aim—one purpose—a desire to do the right thing and the best thing in order that the ship shall move steadily, surely and safely on her course.

Curiously enough, there are men constantly falling overboard. These folks who fall overboard are always cautioned to keep away from dangerous places; still there are those who delight in taking risks. These individuals who fall off and cling to floating spars, or are picked up by passing craft, usually declare that they were "discharged." They say the captain or mate or their comrades had it in for them.

I am inclined to think that no man was ever "discharged" from a successful concern—he discharges himself.

When a man quits his work, say, oiling the engine, scrubbing the deck, and leans over the side, calling to outsiders, explaining what a bum boat he is aboard of, how bad the food is, and what a fool there is for a captain, he gradually loosens his hold until he falls into the yeasty deep. There is no one to blame but himself, yet probably you will have hard work to make him understand this little point.

When a man is told to do a certain thing and there leaps to his lips or even his heart the formula, "I wasn't hired to do that," he is standing upon a greased plank that inclines toward the sea. When the plank is tilted to a proper angle he goes to Davy Jones' locker, and nobody tilts the fatal plank but the man himself.

And the way this plank is tilted is this—the man takes more interest in passing craft and what is going on on land than in doing his work on board the ship.

So I repeat: no man employed by a successful concern was ever discharged. Those who fall overboard get on the greased plank and then give it a tilt to starboard.

If you are on the greased plank you had better get off from it, and quickly, too.

Loyalty is the thing—faith.

Elbert Hubbard.

Seventh Annual Hardware Banquet.

The seventh annual banquet of the Grand Rapids Retail Hardware Dealers' Association will be held at the Livingston Hotel next Tuesday evening.

After the menu has been discussed, the following programme will be handed out under the auspices of Will Denison as toastmaster:

Remarks—Retiring President, Will Denison.

Address—President Geo. E. Cook.

Music—Selected.

Drones vs. Workers—Homer Klap.

Violin Solo—Spanish Dance by Sarasto.

Commercial Law—Chas. M. Owen.

Music—Selected.

Association Work—M. L. Corey.

Argus, Ind.

Music—Selected.

TWO TYPES.

The Careful Housewife and the Charming Companion.

Two ladies I know are as different as it would be possible to imagine. I am aware that they are about the same age; but their temperaments are extremely dissimilar. One has a daughter, an only child, married and living next door to her in a nice cozy home of her own, where she and her husband are as happy as a pair of turtle doves. The other lady is the mother of a son, also married, but who lives in a distant part of the city in rented quarters in a pretty flat. The mothers and the young couples have Citizens telephones, so that communication is more than easy.

Now mark you how unlike is the viewpoint of the two older women:

The one with the daughter is a regular Martha — "troubled about many things," as the Good Book puts it. We might as well call her by that name in this little preachment, for she is a veritable one. She "seeth to the ways of her household," and has always been that way. When I first became acquainted with Martha — perhaps six years ago, she had not yet begun to allow Old Age to make the least inroad on her methods. To the days of the week were apportioned their tasks and those of one day were under no circumstances allowed to step on the heels of the one next to it. Dust could verily be called X with her, for it was literally an "unknown quantity." The ice man, the milk man, the various grocers' boys — the "lady made Rome howl," when they brought her packages, if they brought in a speck of dirt on her nice clean kitchen floor. Everything must be "just so" all over her house — Immaculateness with a great big capital I reigned supreme. Nothing was ever out of order; if a thing ever got out of its place a moment it was instantly removed to where it belonged. Her meals were planned ahead and were models of the culinary art — always on time and always cooked to perfection. She kept her engagements punctually. Nothing was allowed to interfere with her religious duties and privileges, which she regarded as sacred.

And now?

Now the condition of that "mother of Israel" is "worse than the first." "Old before her time" is writ all over her. It is indicated in the stooping shoulders, the halting gait, the trembling, knotty hands, the lifeless hair, the wrinkles which are more than wrinkles — deep furrows which she has suffered Time to plow in her sallow features.

Not long ago I was at this lady's house. We fell to talking about her early married life — the subject brought up by reference to that of her young lady daughter — and she stepped into the old-fashioned parlor, not a piece of whose stiff furniture stands in a different position to what it did when I first knew her, and brought out an old daguerreotype, placing it in my open hand without a word of comment or explanation.

"Who is it?" I asked curiously.

"Can't you tell, don't you know?" questioned the lady.

I was unable to conjecture.

"Don't you see any resemblance between that picture and the lady sitting before you?" she asked with a false-teeth smile.

Then, of course, I had to invent some sort of plausible excuse, which, however, I was afraid wouldn't "go down" very well, for my inability to have discovered any likeness between the fresh-looking face in the picture and the careworn one of my vis-avis was too diaphanous. The pretty fair tresses in the daguerreotype have changed to dull drab "mousey-looking" hair, the smooth round cheeks to flabby sunken flesh. The eyes are accentuated by deep hollows, the eyelashes and eyebrows are sparse and lacklustre. No wonder I failed to recognize the faded blonde as ever having posed for the picture. Added to all this, the woman has "let herself down" in other ways to her family, having degenerated into a scolding old fishwife. As I said, she looks most excellently well to the temporal affairs of her household; but she makes anything but an agreeable companion of herself for her husband.

The contrast between her and her friend I referred to at first is pronounced in every particular. The latter is a striking brunette, who not only has preserved all her youthful charms but has added to them as time went on. The temperament of the dark-haired woman may have much to do with her vivaciousness, for she is French to her fingertips. Her complexion is as rosy as a girl's and, what with having made up her mind long ago to keep herself young, and frequent resort to massage and other attention to the complexion, she would easily pass for a woman on the sunny side of 30. As to dress, while the first-described lady has dropped into "old-womany" clothes, this one gowns herself only as old as she looks. Not a gray hair impairs the beauty of the shining jetteness of her locks, or if she has any they are skillfully concealed. Straight as an arrow, she yet moves with willowy grace, and her step is brisk and buoyant. She is thoroughly alive — "the best of company in the world," her friends say of her. She rows, she swims, she golfs, she dances, plays tennis and skates. Added to these accomplishments she is a fine musician, singing and playing with equal facility, is an expert horsewoman and, as to automobiling, she understands her machine perfectly, is a cautious driver and rivals many a practiced chauffeur. In a word, she is up to date in every particular. There is only one thing in which she is at all remiss — and that is her own business and no one else's: She says she would rather have herself look nice than her house; she "puts more on her back" than she does on her home. While she may err in this direction, her friend whom I described errs in another: She cares entirely too little for dress, putting all of her spare money into the bank. Of course, by

so doing she is "richer in pocket," but at what an expense!

The son of the French woman did not marry just to suit his mere, but she says that that is his affair; that if he is pleased that is the most to be thought of. She won't quarrel with her daughter-in-law and so they "get along nicely" together. Not living in the same house or even neighborhood, they do not see each others' foibles, and that helps a whole lot.

Pour moi, I prefer the camaraderie of the well-groomed, well-kept French woman to the "prim perfection" — which is not perfection — of the frumpy, ill-conditioned American.

J. Jodelle.

Large Expansion in Piano Factory.

Grand Haven, April 16 — Within a very few months the Story & Clark Piano Co. will have increased its working force by over 100 men. The fine new section of the plant is now ready and will be filled up as rapidly as men can be secured.

The company hopes in a very short time to increase its capacity to fifteen pianos per day. Mr. Corl says it is his desire to give home men a chance in this increase of the working force whenever it is possible to do so. When the force is brought up to the standard desired by the company, the concern will employ 300 hands. This will be in a very few months.

The piano player department, which has been operated at the plant of the Western Piano Supply Co., has been moved into the main building and the players are now being manufactured together with the rest of the Story & Clark products.

The plant increased to double its capacity within the past year and erected a fine addition that is larger in size than the original building.

Large New England Fish Combine.

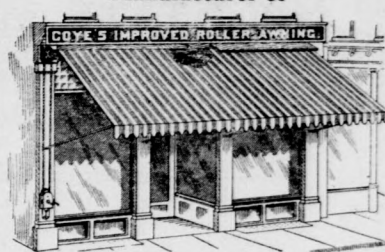
Four of the largest New England fish concerns have about effected a consolidation. They are John Pew & Son, Slade, Gorton & Co., Reed & Gamage and D. B. Smith & Co. The new concern will be known to the business world as the Gorton-Pew Fisheries Co. The object of the coming together of the four great concerns was to create new markets for codfish. They realized that the time had come when new ideas must be adopted to develop the fish business, and accordingly made this move of consolidation. The new concern has a fleet of thirty-nine vessels and comprehends a combined capital of \$1,500,000.

Directors of Michigan Association To Meet May 9.

The directors of the Michigan Association of Retail Shoe Dealers have decided to hold a meeting of all the State officers in Detroit, Wednesday, May 9, at which time full plans will be made for the State convention, which is now tentatively planned for about September 15. The May meeting of the State officers will be held in the daytime, and the officers will be entertained by the Detroit Association at its regular monthly meeting that evening.

Chas A. Coye

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FRED M. WARNER

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PROFIT
CONTENTMENT

We make four grades of book:
In the different denominations.

CIRCULARS ON INQUIRY
TRADESMAN COMPANY.
GRAND RAPIDS, MICH



Movements of Merchants.

Portland—C. C. Rice has opened a new grocery store.

Port Huron—H. King has opened a new meat market here.

Hart—Archer Bros. succeed Farel & Archer in the grocery business.

Calumet—Mr. Lindel, of Hancock, will soon open a drug store at this place.

Jackson—S. Barkalow has purchased the bankrupt stock of the Leever Lumber Co.

Port Huron—A new grocery store will be opened in a few days by Charles Etterwan.

Alpena—Noah Cohen will soon engage in the merchant tailoring business at this place.

Middleville—S. B. & I. H. Rowley, of Hastings, will open a bakery and restaurant here.

Albion—A new bakery has been opened by N. A. Barnes and J. F. Schwartz, of Jackson.

Bay City—Work has been begun on a new building to be erected by the World Star Knitting Co.

Bedford—Riely Holcomb has sold his meat market to Mr. Edgett, who will continue to conduct the same.

South Haven—J. H. Thomas has sold the meat stock and fixtures of the People's Market to Niffenegger Bros.

Clarksville—Knettle & Decker are getting in a stock of agricultural implements, preparatory to opening a store.

Utica—Rieck & Gust will succeed J. C. Ritter in the clothing business. Mr. Ritter will engage in business elsewhere.

Owosso—W. E. Kribs & Co. have sold their meat market to S. A. Vedder, who will continue the business at the old stand.

Iron Mountain—L. Charash, of Iron Mountain, will open a branch clothing store here, with E. J. Mitchell as Manager.

Battle Creek—Brown Bros. have purchased the bankrupt stock of clothing of Geo. L. Kelner & Son and will close the same out.

Hastings—E. C. Russ has purchased the interest of his partner in the grocery firm of Russ & Crook and will continue the business.

Manton—A contract has been let by the Manton Produce Co. to erect a new warehouse, to be completed in time for the fall market.

Fenton—Clyde M. Lamb has sold his interest in the cigar manufacturing business to his partner, G. A. Mitchell, who will continue the same.

Henderson—S. J. Redford, of Ovid, has purchased the hardware stock of Convis & Son. Messrs. Convis will continue to conduct their feed business.

Marshall—James F. Fahey has purchased the stock and fixtures of the Elk Cigar Store at bankruptcy sale and will continue the business under the management of John Hallinan, one of the former proprietors.

Detroit—The Imperial Coal Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Marshall—G. W. Robinson has purchased the grocery stock of S. C. Brooks and will move the same to the store in which he formerly conducted a meat market.

Imlay City—A. D. Conley, of Lum, has purchased an interest in the jewelry stock of S. Blashill, the business to be continued under the style of the Conley, Blashill Co.

Freeport—J. A. Godfrey has purchased the furnishing goods stock of his brother, W. S. Godfrey, and will move the same to Caledonia, where he will engage in business.

Escanaba—A corporation has been formed to deal in real estate under the style of the Northwestern Land Co., with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Sturgis—Martin Waterstraet, of Burr Oak, has formed a copartnership with Mr. Shane under the style of Waterstraet & Shane and purchased the grocery stock of the I. Hastings Grocery Co. and will continue the business.

Roseburg—A corporation has been formed under the style of the Mercantile Co. to conduct a general merchandise business. The authorized capital stock of the new company is \$1,000, all of which has been subscribed and paid in in cash.

Petoskey—Albert Fochtman will consolidate his stock with the general merchandise stock of his father and will assume the management of the same, allowing his father to retire from active business, in which he has been engaged for the past forty years.

Detroit—A corporation has been formed under the style of Stowell Brothers & Noble for the purpose of conducting a retail furniture business, with an authorized capital stock of \$5,600, all of which has been subscribed, \$1,237.16 being paid in in cash and \$4,362.84 in property.

Saginaw—A copartnership association, limited, has been formed under the style of the Mutual Coal Co., Ltd., for the purpose of conducting a coal mining business. The company has an authorized capital stock of \$1,200, of which amount \$600 has been subscribed and \$180 paid in in cash.

Saginaw—Arthur Hill & Co., lumber dealers, and Chas. H. Davis, lumberman, have merged their business into a copartnership association, limited, under the style of the Hill-Davis Co., Ltd., with an authorized capital stock of \$3,000,000, all of which has been subscribed and \$300,000 paid in in cash.

Detroit—The house furnishing business formerly conducted by Roger J. Sullivan & Co. has been merged into a stock company under the style of the R. J. Sullivan Co., with an authorized capital stock of \$50,000, all of which has been subscribed, \$923.69 being paid in in cash and \$49,076.31 in property.

Manufacturing Matters.

Hopkins—I. C. Walter will soon start a factory for the purpose of manufacturing kitchen cabinets.

Marquette—The capital stock of the Lake Shore Engine Works has been increased from \$100,000 to \$150,000.

Wyandotte—The J. H. Bishop Co., which manufactures wool dusters, robes, coats and blankets, has increased its capital stock from \$250,000 to \$500,000.

Saginaw—A new cigar factory will soon be opened by C. F. M. Deibel.

Marshall—A new cigar factory has been opened by Chas. Lutz, who will manufacture cigars.

Hudson—The Tri-State Tie Co. has been incorporated to manufacture ties, having an authorized capital stock of \$6,000, \$4,000 being subscribed and \$1,000 paid in in cash.

Detroit—The Detroit Wire & Iron Works has been incorporated to manufacture wire goods with an authorized capital stock of \$6,000, all of which has been subscribed, \$3,000 being paid in in cash and \$3,000 in property.

Holland—A new corporation has been formed to deal in glass under the style of the Kinsella Glass Co. The company has an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Detroit—The United Manufacturing Co., which manufactures gasoline engines, has merged its business into a stock company under the same style, having an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—A corporation has been formed for the purpose of making and finishing castings under the style of the Detroit Motor Casting Co. The authorized capital stock of the new company is \$25,000, all of which has been subscribed and \$2,500 paid in in cash.

Sturgis—A corporation has been formed to manufacture go-carts and bicycles under the style of the Foyer Manufacturing Co. The company has an authorized capital stock of \$100,000 common and \$50,000 preferred, of which amount \$100,000 has been subscribed, \$1,393.92 being paid in in cash and \$98,606.08 in property.

Big Rapids—A new manufacturing concern will soon begin operations here under the style of the Big Rapids Wagon Seat Co. Thos. H. Coughlin is at the head of the company. Chas. F. Karshner, of the late National Wagon Co., has invented a spring which will be used in the manufacture of the wagon seats put out by the new company.

Detroit—The stockholders of the defunct Manna Cereal Co., in which money was sunk by Michigan people, have lost the first lawsuit in their battle against being held liable for the debts contracted by the company. The concern was organized a few years ago to manufacture breakfast foods, but the scheme fell through and the crash was complete. Ira L. Wood, of this city, was appointed receiver, and it was found that the company had some \$20,000 debts with no money in the treasury.

He notified the stockholders that they would have to make up the amount, and suit was brought in the Wayne county courts against about 200 stockholders, with the result that the first decision by Judge Mandell is in Mr. Wood's favor.

United States District Court for the Western District of Michigan, Southern Division.

In the matter of Robert O. Toan, Bankrupt.

By order and direction of said court, notice is hereby given that on Tuesday, the twenty-fourth day of April, 1906, at the store formerly occupied by said Robert O. Toan, bankrupt, on the north side of West Main street, in the city of Ionia, Michigan, I shall sell at public auction, for cash, to the highest bidder all the estate and assets of said Robert O. Toan, bankrupt, consisting of a general stock of men's, young men's and children's clothing, overcoats, hats, caps, umbrellas and furnishing goods, book accounts, fixtures, etc., which stock is more fully and in detail set forth and described in the report of appraisers on file with the referee of said court and amounts at cost price to the sum of \$9,293.23, and the appraised value of which is \$5,236.27, according to said report of appraisers above referred to, from which are to be deducted said bankrupt's exemptions, amounting to \$250, as per trustee's report of exempted property, as filed with the referee of said court. Said sale will open at 10 a. m. and be held open until 4 p. m.

This sale will be made subject to the confirmation of said court as provided by the order of said court authorizing and directing the same, and such sale will be confirmed unless cause to the contrary be shown within five days after the trustee's report thereof is filed with said referee.

Dated at Ionia, Michigan, this 9th day of April, A. D. 1906.

Michael Horrigan, Trustee.
H. J. Horrigan, Attorney for Trustee.

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

Buffalo, April 18—Creamery, fresh, 18@21½c; creamery, cold storage, 16@18c; dairy, fresh, 15@18c; poor, 13@14c; roll, 13@15c.

Eggs—Fresh, 17½c for fancy and 17c for choice.

Live Poultry—Broilers, 30@38c; fowls, 14@15c; ducks, 15@17c; geese, 13c.

Dressed Poultry—Fowls, iced, 13@15c; young roosters, 14@16c; turkeys, 16@20c; old cox, 10@11c.

Beans—Pea, hand-picked, \$1.60@1.65; marrow, \$2.75@2.90; mediums, \$2@2.10; red kidney, \$2.60@2.75.

Potatoes—White, 70@75c per bu.; mixed and red, 60@70c.

Rea & Witzig.

Mr. G. W. Rouse, Manager of the Worden Grocer Co., has purchased the A. M. Ashley residence property at 26 South Union street and will take possession of the same May 15. The residence is a thoroughly modern one and Mr. Rouse is to be congratulated on its acquirement.



The Produce Market.

Apples—Good fruit commands \$6 per bbl. The demand continues fair and it is not likely that prices will go very much higher, as they are about as high as people will pay for them. In the opinion of a well informed dealer there are not more than a thousand barrels of apples in Michigan markets.

Asparagus—California fetches \$1.65 per doz.

Bananas—\$1.25 for small bunches, \$1.50 for large and \$2 for Jumbos. The fruit coming in is of very fine quality and is meeting a ready sale.

Butter—Creamery grades are steady. Local dealers continue to 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. There has been a noticeable improvement in the quality of receipts of creamery butter and a larger proportion of the butter coming in is making top grade. Receipts of dairy grades are increasing.

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—\$3.50 per bag of about 90.

Cucumbers—\$1.25 per doz. for home grown hot house.

Eggs—Dealers pay 14c for all receipts of fresh. Receipts this week have been comparatively light, but there is little doubt with continued springlike weather they will soon be heavy. While the light receipts of a couple of weeks ago were generally ascribed to the poor condition of the roads in the country which prevented the farmers from bringing their eggs into town, some authorities are of the opinion that the raw, cold weather during March discouraged the hens and they stopped laying. There are hardly any eggs being put in storage at present as speculators feel that prices are too high for safety, and are anxious to avoid an occurrence of last year's unfortunate experiences.

Grape Fruit—Florida is steady at \$8 per box.

Green Onions—15c per doz.

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

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

Honey—13@14c per lb. for white clover. There is still a marked scarcity of good comb honey and there is a very firm feeling, although there has been no change in price since last week. There is a plentiful supply of extract on the market, which is meeting a ready sale.

Lemons—Californias and Messinas fetch \$3.25@3.50.

Lettuce—12c 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 \$1.50 per crate. Texas Bermudas are in ample supply at \$2.50 per crate.

Oranges—California navels fetch \$3.50@3.75. Continued unfavorable reports of California are held responsible for the firmness, but the majority in the trade are not looking for any further advances.

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 70c. The feeling is much firmer. Whether this will prove more than temporary remains to be seen, as there have been several periods of firmness which were followed by set-backs. There continues to be a good consumptive demand for good table potatoes.

Poultry—Receipts of poultry continue light, with only a fair demand, and it is about a stand-off between them. The quality of stuff coming in is fair and hardly superior to the storage stock, of which a good deal is being used. There are very few turkeys being received and live turkeys are weaker, owing to the fact that their quality is greatly inferior to that of the storage stock. They are selling at practically the highest prices of the season, 2½c higher than Chicago, and this fact is bringing some Southern Michigan stock into the Grand Rapids market. Broilers are not moving at all as yet and there are no ducks or geese coming in, as it is too early for the new receipts and too late for the old ones.

Radishes—25@30c per doz.

Strawberries—Floridas command 25c per qt. Louisiana fetch \$2.25 per 24 pints. Texas berries have not made their appearance on the market.

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

Tomatoes—\$5 for 6 basket crate.

Annual Frolic of the Local Butchers.

The fourth annual banquet of the Master Butchers' Association will be held at the Bridge Street House, Thursday evening, April 19. President Kling will act as toastmaster and under his companionable manipulation the following responses will be made:

Our City—Mayor-Elect Geo. E. Ellis.

Uncolored Sausage—E. A. Stowe.

Our State Institutions—Senator Huntley Russell.

Our Future—S. J. Hufford.

Music will be furnished during the evening by Butcher's Orchestra and the program will be interspersed with song and mirth.

Carl Hoppough succeeds J. S. Froentjes in the drug business at the corner of South Division street and Burton avenue.

A woman may have her good points, but nobody said they were elbows at a bargain sale.

A fool even in a king's robe is no less foolish.

The Grocery Market.

Sugar—Refined sugar shows no change and no special fluctuation seems in sight at the present time. While all refiners but the Federal are holding the list price of sugar at 4.60 cents, all are freely taking orders at 4.50 cents, which was the price before the last advance. The demand for sugar is light.

Tea—There is no real activity in the market and buying is from hand to mouth only. Buying is desultory. All teas rule at unchanged prices and the market shows no change and no developments of any character.

Coffee—The market in Brazil is firm and unchanged. Actual Rio and Santos coffee shows no change and is in fair demand. Mild grades are steady to firm and fairly active. Java and Mocha are moderately active at ruling prices.

Canned Goods—The market has rather a firm tone on anything in corn that is desirable, although trade is quiet. During the week the market for spot tomatoes has been considerably firmer but buyers seem now to have acquired a sufficient supply to give them enough tomatoes to last for a while and there is little new business in this line reported, although there is less selling pressure than a week ago. A rather quiet market is anticipated until distributors again feel the impulse of actual consumption forcing them to come into the market as buyers. Whether tomatoes will advance or not in the near future remains to be seen. Peas are quite firm, but at the moment buyers are not showing a great deal of interest in them. Canned fruits are all very firm. Standard 3-pound pie peaches are in excellent demand and gallon apples are scarce and firm on the spot. The larger packers are not yet ready to make opening prices on 1906 goods. Salmon is firm and unchanged, lobster is quiet. Baltimore oysters are firm and domestic sardines are enjoying a slightly increased demand.

Dried Fruits—Raisins are dull, both seeded and loose, at unchanged prices. Apricots are well cleaned up and holders are asking an advance of probably ¼c over a few weeks ago. Currants are in fair demand and have advanced ¼c. Apples are strong and unchanged. The prune market is stronger, owing to greatly lowered stocks. Coast holders now ask 4@4½c basis. In the East the market has advanced probably ¼c. In spite of the firmness the demand is only fair. Peaches are moving actively at prices that show further advance. Everywhere the situation is very strong.

Rice—There is at best a moderate demand, as consumers are interested only in filling current requirements. There is still a very firm feeling, with the cheaper grades in particularly strong demand and small supply.

Syrups and Molasses—Compound syrup is unchanged and in fair demand. Sugar syrup is in light demand and the price is unchanged. Molasses shows the usual spring demand. The market is still very firm and will be throughout the balance of the season.

Fish—Trade in cod, hake and had-dock has practically ceased as the weather grows warmer. Sardines show no change, but the market is firmer, owing to the new combine reported last week. The demand is fair. Salmon is steady to firm and in moderate demand. Herring are dull and unchanged. Norway mackerel, which are scarce, seem not to be particularly wanted, and prices are not so strong as they were.

The Grain Market.

Wheat has shown strength throughout the week and prices have advanced about 2c per bushel for cash grain, with the May option up about 1½c and the July option about ¾c per bushel. There has been some improvement in the export trade, as the following figures will show: During the month of March this year the exports of wheat and flour, figured as wheat, were 6,842,000 bushels, as compared with 3,349,000 bushels for the same month in 1905 and the aggregate exports since July 1, 1905, have been 78,286,000 bushels, as compared with 33,638,000 bushels for the previous year. Weather conditions throughout the winter wheat belt have been perfect, but some delay in seeding has been reported from the Northwest, although there is plenty of time as yet.

Corn continues in good demand, both domestic and foreign trade having been lively. Cash corn has advanced about 1c per bushel for the week, with choice yellow now quoted at from 52@52½c per bushel in carlots from the West and South.

Oats hold steady at 35¾c for cash white in Detroit and the demand is somewhat better, with the movement only moderate.

The changes in the visible supply for the week were as follows: Decreases of 357,000 bushels of wheat, 1,392,000 bushels of corn, 858,000 bushels of oats, 47,000 bushels of rye and 149,000 bushels of barley.

Millstuffs are strong and prices locally are \$1 per ton higher and selling at \$21 for bran and \$22 for middlings. It will be noticed that bran and middlings have been selling at from \$1@2 per ton higher than ground corn and oat feeds. This has been the condition practically the entire winter. L. Fred Peabody.

Minor S. Keeler has been elected a director of the State Bank of Michigan, succeeding M. H. Sorrick, who retains his position as Cashier, the same as heretofore. Mr. Keeler is a business man of wide experience and will prove a valuable accession to the institution with which he has joined forces.

H. B. Wisner is succeeded in the bakery and restaurant business at 97 South Division street by W. H. Johnson, who was formerly engaged in the same business in Saginaw.

Cornelius Dosker (P. Steketee & Sons) has been elected Vice-President of the National Supply Co., of Lansing, succeeding Dr. C. L. Barber.

Because a man is poor is no indication that he is cheap.



Leave No Stone Unturned To Get Attention.

That window trimmer who does not seize upon every passing event to further his desire to make the most of every opportunity that lies in his path, to make each window he trims a little better than his competitors'—such an one is not going to advance as rapidly as is possible, he is not at the pinnacle of local fame as the best window dresser in the town, he is not looked up to as the Sir Oracle of the profession.

The thought of the blessed Easter-tide has come to be inseparable with that of one of God's best gifts to man—flowers; Easter wouldn't seem like Easter to us without its beautiful lilies and the masses of greenery which form their background.

The flower idea is utilized, at the end of the Lenten season, in one way or another, by every up-to-date man who has the front of the store in charge. Chickens and ducks and rabbits (the latter timid little animals coming to us for the Easter celebration out of German lore) are also introduced into windows, either alive or in the more convenient stuffed shape from the hand of the taxidermist. The animate sort are more of a drawing card—you have noticed how not a minute of the day passes, when a "really and truly" live Mama Hen is hovering her brood in a window, but that from one to a dozen people are standing rooted to the spot watching that barnyard family as if they were the product of a new continent just set down here!

In one clothing store swatches of upright bolts of trouser cloth were laid on top of the rolls and on each one was a life-sized chicken or duck. This plan was carried out in a window each side of the entrance, and the fluffy little yellow balls compelled attention to the rolls of cloth on which they were perched.

* * *

Many of the Grand Rapids merchants are enlarging or otherwise changing the looks of their windows, and these alterations will give the goods soon to be placed in them an added interest.

The dealer in a small town who is the first to better his store gets the credit for being the most enterprising of its merchants. He must not stop at this. When everything is ship-shape again he should have an opening to celebrate the event. This is easy to do in a village. A little advertising is necessary, both in cold type and by word of mouth. When the day arrives the store should present a gala appearance with music and flowers and light refreshments. Ice cream is not so very expensive and everybody likes it. Ditto little cakes. The combination goes a long way towards getting people inside the doors, and then the pleasant manners and cordial reception accorded all comers should pave the way for

future work. At this time merely show goods but don't urge to buy; fill all the orders possible but don't make the sale of merchandise the paramount issue. Let the occasion be simply a social one—a getting-acquainted coming-together. Later on is the time to do business.

Many of the city stores give a carnation away to all the ladies entering on Opening Days, and it is surprising how many blocks a woman will trudge in order to get for nothing a flower that she could purchase for not to exceed 3-cents at the most! But women will be women, and the stores may as well take advantage of their foolishness to their own aggrandizement.

Wire Fencing and Netting in Excellent Demand.

The volume of business in spring and summer lines of hardware booked by all manufacturers and jobbers during the last week is far in excess of that taken in any similar period for many years. There is an especially good demand for woven wire fencing and poultry netting, which are selling in such large quantities that the mills are wholly unable to accumulate any stocks. A few manufacturers are shading prices of wire nails, but the leading mills continue to hold their figures very firmly. Hay and garden tools are also in excellent request.

There is no falling off in the business in staple hardware, and builders' hardware is being purchased heavily in all sections of the country. There is still a good demand for strap hinges, which are now bringing slightly higher prices. As the coal strike has not yet affected adversely the prosperity of the agriculturist, manufacturing and mercantile interests, the outlook for the next few months in unusually bright. In the export market a large volume of business is also being secured, and most factories producing staple hardware are now running to their full capacity in an effort to meet the demands of both home and foreign consumers.

White Shoes in France.

Paris, April 5—At the convention of the National Association of Boot and Shoe Manufacturers, in New York, a motion was made in favor of encouraging the wearing of white shoes in summer. I just want to say here that the white shoe is extensively worn in Paris and in the rest of France everywhere, and at all times during the summer season. Last summer the white shoe was worn with black or white stockings, and shoemakers make cheap white shoes for women who can not pay much for their footwear, while the white kid shoe of superior quality costs from \$6 to \$10; and the price does not deter the women from wearing them in Paris as well as at the seashore, and at watering places. They say that the white shoe is much cooler to the foot than the colored one, and they certainly look well with light summer toilets.

Emma Bullet.

COLLECTOR'S LIFE.

Not One Long Dream of Unalloyed Delight.

Written for the Tradesman.

In this day of extensive credits, when one of the most salient features of the salesman's whole argument is the pay-as-you-can talk, the work of getting the money for goods already delivered has been reduced to a science; and let me add that the way in which the debtor frequently manages to avoid the collection would lead you to believe that this also belongs to the scientific field.

The collector is a varied man. Paradoxical as it may seem, he is a pessimist and an optimist at one and the same time; that is, he is a pessimist or he is an angel, he is an optimist or he is not a collector worthy of the name. He is that accommodating gentleman who always calls at the office and saves us a trip, this being his favorite role. Then, again, he is that boresome creature who on the thirtieth day to a minute, after you receive an invoice of goods, comes around and hounds you for money, money, money. In fact, the number of garbs in which Sherlock Holmes appears would be few indeed in comparison to the many this strange man assumes. One moment he is an innocent child drinking in with astounding credulity the hard-luck story of some poor unfortunate who has spent the last six months of his life working hard—looking for a job. The next instant perhaps he is ushered into the dark recesses of a doctor's private office, and while, to those waiting in the reception room and whom he is lucky enough to precede, he is a patient afflicted with some physical disability, immediately the door is closed he is transformed into a being endowed with a vast amount of mental comprehensibility, for then and there is laid bare to him all of that physician's practice for the previous six weeks. He knows, when he comes out of that apothecary-smelling den, just how many patients that particular doctor has treated during the aforesaid period, just what the charges were in each individual case, just when the bills were rendered, just what excuse was made by each one, and to substantiate all of his declarations the professional gentleman holds up in full sight a roll of statements—proof positive—marked with the unmistakable, indelible and nullifying letters of the collection agency, "N. G." And thus we see him dodging from one office to another, sometimes receiving a smile and a pleasant word and again getting but an almost inaudible grunt as answer to his very polite question.

While the collector's conduct must be governed almost entirely by circumstances, there are a few general rules that must be applied in each case and some qualities that must be developed in every successful collector. Tact, that quality so essential in all dealings with the public, is the characteristic that is pre-eminent in all good collectors. It is not alone sufficient that we should be able to keep our invoices straight, keep old

accounts fresh in our mind, our tempers just as sweet on the twenty-fifth visit as on the first; this would be but mere mechanical ability. We must be pretty fair character-readers or we will make serious mistakes. A man must be approached in accordance with his nature. It is sometimes wise not to mention at the beginning the purpose of your visit; many a bill has been secured by the collector's interesting himself for a while in the other man's work and finally mentioning, in a casual sort of way, that he has a statement for the gentleman but does not know whether he would care to consider it that day or not. In this way many of the rough edges may often be worn down and the relations between you and the other fellow made much more pleasant. Sometimes it does not do even to suggest payment, and again we frequently meet with the man who will have no beating about the bush but demands an out-and-out explanation of your errand. After collecting from a person once or twice you can come to know wonderfully well many of their little likes and dislikes. For instance, some people esteem it a favor if, in presenting a statement, you add a word or two of explanation or tell them of any particulars that may have been connected with the transaction, while others seem to take pride in being able to tell at a glance what a bill is for, know whether it is correct or not, and to call to mind all of the circumstances connected with it. Now this is a fine distinction, but just let the wrong circumstances get combined and I warrant there will be plenty of ventilation in a certain office at about that time.

A collector who has charge of the debts issued to him until they make their entrance upon the left hand side of the cash book has an important position among the employes, although this is often overlooked by the average business man and too often we find the positions of errand-boy and collector combined in one personage. Many an occasional customer has been molded into a staunch friend of the house by courteous and business-like treatment at the hands of the collector. Some people are of such a disposition that any one could successfully solicit payment from them, while others are so cranky, so eccentric, that it requires the most cautious maneuvers to part them from their money and still have them feel right about it. They seem to regard it as lacking in business principles to write a check without first asking innumerable questions, about any of which the collector, under ordinary circumstances, would know nothing. In cases of this kind it is best to remain in complete ignorance and thus give the customer no opportunity of entering into an argument, because by so doing we would bring his wrath upon the house, something most dreaded by all conscientious collectors.

We gather a whole lot of information regarding the financial habits of various people that would surprise even some of the shrewdest of our

business men. It makes no material difference in your loss and gain account whether you spend ten dollars in salaries, interest, time, and worry in collecting a bill from a man whose worth extends into the ten thousands, but who has the detestable habit of never paying an account until it is six or eight months overdue, or whether you spend ten dollars in suing to collect a like amount from another man of whom Dun or Bradstreet has no record at all. This latter class we have protection against in our commercial reports, but the former we have to contend with every day in the year. To be sure, the ledger will show the time it has taken a customer to pay for his goods, but the bare figures are deceptive; perhaps one of the accounts showing long-deferred payment may be that of the most substantial customer and there may be extenuating circumstances that the mere entries do not record. But if you ask the collector he can, if he be of the right sort, tell you whether or not further credit can wisely be extended to any one of whom he has made collections. He is—or should be—the backstop against which all doubtful orders are hurled and should be able to regulate the angle of reflection so that they will fall into their proper receptacle and be treated accordingly. This is all, providing of course, that the collector is in the confidence of the house, and when I say the collector, I mean the honest, conscientious, enterprising one.

I have often wondered how some cashiers manage to keep their positions. Their whole object seems to be to see how humble they can make the man outside the window feel. It must be that they possess an extraordinary amount of business sagacity along other lines. If, as Emerson says, every excess brings a defect, every defect an excess, we may measure their business ability by their social inaffability, and in doing so we are awed by considering what their value to the house must be. At any rate, such people always have contrived to keep themselves in some position or another, and in all probability always will; so the matter for us to ponder is not, How well we could get along with less ferocious people, but how we are to manage these. It would be laughable, if such a thing were at all within the safety zone, to watch these cranks flare up whenever we heave in sight. One can almost see their hair bristle up and their nostrils distend at the sight of a bill. I never was able to figure out just what it is, but something—something inherent—seems to make a person mad all over the minute he is asked to pay a bill. As David Harem says, "They's 'bout as much of this somethin' in some folks as they is in others, and mebbe more."

While we are always hearing hard luck stories and getting turned down about nine out of ten calls and leading a life in general that is not calculated to uplift the spirits very much, we occasionally strike very funny situations. I remember going into a lawyer's office one day not long ago

and, not seeing any one around except the office boy, I asked him the usual question, "Mr. Brown in?" "Nope," was the curtailed reply of the little redhead. "Will he be in after dinner?" I asked mechanically. "Why, I don't suppose he will," came the answer. Knowing that Brown was very regular in his habits, I asked the boy why he thought he would not be in after dinner. "'Cause that's just what he went out after," was the prompt reply. Five or six weeks ago I took with me a statement to an old fellow out of whom I had been endeavoring to extract \$3.75 for some little time. When I arrived he was all ready for me—in his usual way. Well, his story was so different from the regular I'd-like-to-pay-but-can't kind, and was told with so much persuasion, that I confess I half believed the old man before he had finished. He said his wife had been sick for a long time, that the previous week the dear old lady had passed away and he had been obliged even to borrow money with which to bury her decently. As I have said before, I had compassion on him and granted him thirty days in which to recuperate. At the expiration of the thirty days I again visited him. This time his face was radiant, full of joy, but he told me I would have to wait a little spell longer for the \$3.75 because he had only recently taken a bride to his bosom and had used up his spare change on the honeymoon. "Why, Great Scott, man," I exclaimed in horror, "your wife died but a month ago!" He seemed dazed for a moment or two, but, recovering quickly as though used to such blunders, said, "Oh, well, I hain't no hand to hold spite anyhow."

I once had a restaurant proprietor on my list who was pretty slow pay and an exceedingly hard man to catch in. The cashier and waiters got to know me very well as a man their boss was not particularly anxious to meet. It seems to me now that this Mr. Smith must have been one of the tidiest men I ever met, for, no matter what time of day I went into his place of business or how many times a day, I was invariably told by one of the waiters that he had just stepped out to the barber shop. Going in one noon and feeling confident that I would find him there at such a busy time, I asked the cashier if Mr. Smith was about. After a moment's hesitation, she replied, "No, he just stepped out to lunch."

On the whole the collector has experiences that are invaluable to him in later years. He sees the side of life that is not always glistening. He hears the heartbreaking story of the deserted wife, and he learns to be lenient. He sees the terrible struggle that the falsely-proud are fighting to enable them to "put up a good front" and he has just cause to turn away murmuring, "Is it worth it?" Not but what it is perfectly proper to assume and maintain the dignity that is necessary to the successful pursuance of your work, but this idea of living at about a \$6-a-day pace when your income is only \$5, and which has taken its hold so firmly on some of our "leading citi-

zens," is all wrong, and no one is in a more advantageous position to see its evil effects than the bill collector. No one else, perhaps, enjoys so large a measure of universal hatred as he, and yet no other person has the opportunity to so widely and clearly learn human nature and to analyze the circumstances that tend to change it. J. L. D.

Increased Demand for Straw Wrapping.

Monroe, April 17.—Maurer Bros., of this city, were awarded the contract for the new addition to the Boehme & Rauch box factory, costing about \$8,000. It will be 170x45 and is to be used for an additional wareroom. The contractors expect to have the building ready for occupancy inside of two months.

The Monroe Paper Co., which is one of the few straw wrapping manufacturers in the state, has been experiencing a decided increase in trade since the first of the year. The company has found it necessary to install modern machinery as well as an engine of greater capacity in order to accommodate the increase of business.

The Monroe Stone Co. has now completely overhauled its two crushing plants and will start out with modern machinery in the way of drilling and quarrying. The company during the past three months has expended in the neighborhood of \$6,000 for improvements and now has one of the best equipped quarries in the United States. It is now receiving large orders daily and will ship from thirty-five to forty cars per day.

Iowa Wants Eggs Sold by Weight.

The Iowa Legislature has passed a bill revising the law of weights and measures, one provision of which assumes to regulate the weight of eggs. According to a section of the bill one dozen eggs must weigh a pound and a half, whether they are the product of Brahma, Cochin China or just plain hen.

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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.

For Sale

Fancy Michigan Seed Barley in any quantity. Inquire

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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

There's Many a Slip 'Twixt Cigar and Lip



but never a slip-up, or let-up, in the original high quality of the

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No guessing about it any more—it's been on the market long enough to prove its work. Have you ever smoked one? No? Then try one now!

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Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, April 18, 1906

ARTIFICIAL HONESTY.

The sort of honesty which is guaranteed by the bonding companies is a very poor affair. Too often an employer seeks to secure himself against the peculations and defalcations of his employees by means of the guarantee companies, and yet he may want to use these employees to get the better of those with whom he deals. He may want employees who will take short cuts upon his customers in all the tricks that are excused as shrewdness, but are really dishonest, and in this way if any trouble should result he can lay the blame upon his employee and escape all responsibility himself. But the man who accepts the ill-gotten profits that come to him through the dishonest tricks of his employees is really keeping a school for thieves. Moreover, the employee who will cheat his customers for the benefit of his employer soon reaches such a state of morals that he will scruple at no act, if it can be made practicable and plausible. He who readily robs customers for his employer will as readily rob the employer if the conditions are favorable.

The honesty that is created by a liability company is worth very little. What is above all else is the honesty of uprightness; the integrity that is founded on principles of honor, the impression that is constantly stamped upon a man's mind and soul that he must live up to the standard of honesty that he has inherited from his father; that he would disgrace his mother and sisters if he should commit an act which would bring them to be ashamed of him.

Character is above everything and every young man who leaves the protecting surroundings of the family and home to start out for himself in the world of business should have that fact deeply impressed upon him, because he will too often be tempted to abandon it for some fancied advantage. No wealth and no success can pay him for being forced to carry through life the consciousness of being a thief, who would be behind prison bars if he had his deserts.

Years ago there was a demand in a large commercial firm for an office man of large business experience. One of the applicants for the place was a man of much experience and

the highest character for honesty. He failed to secure the appointment, which was given to another of equal business experience and knowledge, but who was additionally recommended as one who would do or say anything that might be desired of him in the way of business by his employers. They were not square themselves and they did not want a man who was too honest. Honesty means something more than financial reliability. It is the quality which makes a man work without watching the clock or being afraid that he will give his employer more value than he is being paid for. The honest employee brings to his work the best efforts of which he is capable, and begrudges nothing where the interests of his employer are at stake.

Next to honesty and very closely allied to it are persistent industry and devotion to duty. It has been well said that every man who seeks success, either as an employee or in an independent career, no matter how great his ability, how thorough his education, or how attractive his personality, will find that these qualities count for little unless backed up by persistence and energy.

It does not always follow that these qualities so backed up will bring wealth. There are other factors which must be considered and these are usually personal, and sometimes accidental. Inventors like Edison and Westinghouse are examples. To their other qualities they added their inventive genius, out of which they have achieved wealth and world-wide success. Others took advantage of great natural mineral resources that fell into their hands. Probably the elder Rockefeller would not have been the richest man in the world if he had not obtained possession early in life of important oil interests, while the finding of the richest copper mine in the world was the foundation of the great fortune of Senator Clark, of Montana. John Jacob Astor and Cornelius Vanderbilt happened to enjoy great opportunities which they knew how to employ to the best advantage.

If a man is not a genius, if he fails to make rich mineral discoveries or to get possession of them after they are discovered, if he is denied special opportunities or others of fortune's favors, he can at least reach a certain measure of success if he will maintain his honesty and will work with persistent industry and fidelity. Success, after all, is only relative. There is no special standard by which to measure it.

The maple sugar harvest is under way in Vermont. The season is late and promises to be short, but the sap is unusually sweet and the sugar and syrup are of excellent quality. Vermont ranks third among the states producing maple sweets, but in respect to quality, her product holds first place. The yearly output of sugar is more than 4,000,000 pounds, and that of syrup nearly 200,000 gallons.

The darkest hour is just after the last cent has been drawn from the bank.

MOST FAMOUS VOLCANO.

Vesuvius is the best known and most famous of all volcanoes. It rises from a highly cultivated plain to a height of something like 4,000 feet, and the mountain itself is of volcanic origin. It has long periods of repose and thousands of people live near it because of the fertile land in that neighborhood; yet they never know at what moment they may have to flee for their lives. Scientists have studied it and the opinion obtains that the eruptions are due to the presence of water in contact with the heated interior of the earth, thus creating steam, which gains vent through the crater, throwing up molten masses, lava and ashes. It is thought that at times there are fissures in the Mediterranean from which the sea escapes for a little time until the cracks are closed. This theory is sustained by the fact that volcanoes are invariably but a short distance inland.

The worst and best known eruption of Vesuvius was that which destroyed the city of Pompeii 79 A. D., about which so much has been written. Pompeii was a flourishing city of 12,000 or 15,000 people, which in the midst of a festival was buried and obliterated beneath the lava, ashes and sand thrown out from the volcano. Attempts were made to unearth its treasures during 1592 and 1748, but it was not until 1861, 1592 and 1748, but it was until 1861, under Victor Emmanuel, that the work was systematically and successfully conducted. Since then large areas of that ancient city have been disclosed, with their treasures of art and literature as instructive as they are entertaining. In later years there have been various eruptions more or less disastrous, but none of them approaching that in degree. One occurred in October, 1822, another in 1828. Previous to these dates there had been several eruptions of which partial records were made and are available. Others of greater or less extent occurred in 1839, 1850, 1855 and 1862. Often, indeed much of the time, what appears to be smoke in the day and fire at night can be seen issuing from the top of the mountain, but it is only at widely separated intervals that these eruptions take on forms and features foreboding catastrophe. The last is one of the worst. Numerous buildings have been destroyed and many people killed. King Victor Emmanuel and Queen Helena have still further endeared themselves to the Italian people by visiting the scene and personally doing all in their power to alleviate the suffering and the hardship of the people. Of course humanity is powerless to stay the devastation. All that can be done is to help those who have been rendered homeless by it. So many Americans have visited Naples, Pompeii and Vesuvius that thousands of them have followed the reports published every morning with intelligent interest. Thrilling scenes have been enacted in that neighborhood during the last few days. When the disturbance fully subsides the scientists will hurry thither and seek to learn further facts as to the why and

wherefore of this eruption. Notable changes will be found to have taken place in the mountain and its crater, but anything like accurate, faithful investigation must await the conclusion of the disturbance and the completion of the cooling process.

THE CIRCUS KING.

When a man achieves a signal success and reaches the top round of the ladder in any legitimate vocation he is entitled to, and deserves, the praise and distinction which go with purposes accomplished. Managing a circus may not be the height of all ambition, but it requires a great deal of executive ability, good judgment, shrewdness and enterprise. In recent years James A. Bailey, who died last week, was easily the leader in that line. The names of Barnum & Bailey had been associated together so long that the latter was almost as famous as the former and really evidenced greater ability as a manager, because in Barnum's active day a circus was by no means so complicated nor of as great magnitude as at present. It is a business in which big sums of money can be made if rightly managed and by the same token a business in which big sums can be as rapidly lost. To keep going and head the procession for several years is no mean achievement, but that is Mr. Bailey's record and he deserves all the distinction he attained.

James A. Bailey was born in Michigan in 1847 and the story of his life resembles that of many another successful American who from the humblest beginnings fought his way to the front rank. Left an orphan his first employment brought him in \$3.50 in cash per month. Then he was a bell boy in a hotel, where his brightness attracted the attention of a circus man who gave him employment. From that introduction into the business he won his way by successive promotions until he became himself a proprietor. At that time his was the only show that was a real rival to Barnum's and that veteran showman had the sense and the good judgment to see that the younger man was not only coming up to but would pass him unless something was done about it. Accordingly, after the manner of modern business methods, he took him into partnership on equal terms save that Bailey did all the work and had only half the profits. Where is there an American who does not like to go to the circus and who, going, does not realize that more is obtained for the money than in any other entertainment? The daily cost of conducting these immense caravans is well up into the thousands of dollars. It is hazardous business and success is attained only through the exercise of shrewdness, industry and perseverance. These attributes Mr. Bailey possessed in a large degree. Millions of people have seen his shows and had their money's worth. He died at the head of the circus business not only of this country but of the world and there is honor in having achieved such success.

MAN BEHIND THE LOAN.

How the Experienced Banker Sizes Up the Merchants.

If it has been in the mind of any that we are experts in credit matters, dislodge that thought at the start. It is rather as students of credits—fellow students.

We will assume that as a banker you have attracted by your capital, your energy and your magnetism a line of deposits, secured upon terms which will permit of a safe and profitable investment of the funds intrusted to your keeping. Let us suggest just here, by way of parenthesis, that at times in certain localities the banker has seemed to forget that the large deposit line lodged in his keeping consists of trust funds, to be guarded with all the care and fidelity which he can bring to the problem. There can not be room for a plunge in the investment of funds we do not own—placed with us for safe keeping.

To have it known throughout the length and breadth of any city, and even far beyond the limits of that city, that a certain bank, or chain of banks, are so eager for business that credits have been extended beyond the line which divides safe and careful investing from overloading or reckless extension of credit, is to attract to that bank the man of deadened conscience and blunted moral sense. To hear as common talk that a particular bank, anywhere, has the reputation of being over-liberal in extending credit will be ample reason for drawing to that bank the man who will cunningly, cautiously and carefully prepare the way for its undoing. Just as sure as the bird of prey will seek his noonday meal where the best dinner is to be had, just so sure will the crook seek the bank regarded as "easy."

The credit man in that institution will have his work cut out for him from the start, and plenty of it. He will have a dozen shady propositions to analyze where the conservative banker will have one.

These are days when not alone do men do deep thinking along the higher levels of human endeavor, but from the cellars, the garrets, the dark corners of the earth—from the lower strata of human effort, where base purpose and dishonest schemes are conceived—these men are tirelessly planning and working. The number of people in this country who are asking the innocent to exchange hard cash for "gold bricks" is only exceeded by the number who are always ready to buy the bricks. These men are often of superior equipment, of fine poise, of outward polish, of immaculate dress, of dominant personality, and with a complete knowledge of what are up-to-date methods. They seek to mingle daily with the successful men of finance. They play upon all the finer strings of human intelligence, passion and frailty, giving months to preliminary effort, just as the professional burglar, intent upon big spoils, with dark lantern, chisel and fuse, will devote months to the preparation of his tunnel or mine, awaiting the final and favorable moment. This fake trader first turns

his attention to seeking out one of that bank's respected customers, and through that medium gains an introduction in proper form. He probably opens his account with a good balance, and is shrewd enough to maintain a good balance. He drops into the bank, talks over his business with the officials—gets acquainted, as it were—and all the while he is carefully using his knowledge of human nature in studying out the particular man upon that official staff who will prove the most vulnerable and easily won over. He will be dropping bits of information as to his worth and prosperity—the money he is making. Modest accommodations will first be asked, and he will be quite sure to promptly meet all of these first loans. He may send in a copy of his padded statement—taking care not to sign it. He may use the church as a partial cloak to cover his real plans. When he is quite sure of having gained the confidence of the bank he plays his winning card—secures large accommodation, sequesters or hides the proceeds, then fails or absconds. To block the slick rogue and schemer of this brand is the cold blooded duty of the modern credit man, and at times his task will not be easy.

Every large city has had its chapter of examples which rivet the truth of the foregoing outline. Groups of these conscienceless, crafty, hardened freebooters, with stolen, hidden gains, who have wrecked banks, wrecked homes, behind whom the penitentiary doors should have closed for long terms of years, flock together in every large city. The law has either miscarried or they have cunningly kept within the law. They walk the streets of all our financial centers, branded as felons—by accident unconvicted, it may be, but felons nevertheless.

Not many years back a good banking property in a certain city was wrecked by a man of the type just recited. Cautiously, through a term of years, he had gained the confidence of an officer of the bank—a man whose reputation had always been clean and honorable. A good account was kept from the start. Modest loans, then larger loans, upon good collateral were for a time obtained, and always paid. Having awaited the moment when all conditions seemed to favor his plans, a very large sum was secured as a loan upon what was represented as ample security, but investigation made immediately thereafter by the official who had granted this and previous accommodation disclosed the collateral as of uncertain value. A return of the money or the substitution of good security was demanded. The borrower strenuously and plausibly promised to pay the loan, but urged that to do so he must obtain a further considerable sum, which, if granted, would permit him to complete a deal pending whereby he would be in a position to settle with the bank in full. The fact that he had always met his engagements counted in his favor. At this point the bank man, already in a state of mental panic, fell down, and made

the additional advance. The amount involved in both transactions was close to half a million dollars. Upon a bright and sunny morning—one of those mornings when a healthy man is apt to thank God for the gift of life—bidding a gentle wife and two daughters good-by at the breakfast table, this bank man, who had hitherto enjoyed the confidence of all his fellows, stepped aside into a quiet corner in the front part of his home and shot himself.

Another example just here will meet our purpose, as showing how deep and far-seeing are laid the plans of men who would first gain your confidence, then rob you.

Within the easy recollection of many, a great church assembly was slated to convene in a Western city. The sessions would last throughout the entire month. The delegates numbered several hundred, composed of influential laymen and clergy. The entertainment of this large company of delegates would fall to a strong local committee in that city. Very quietly there crept upon that committee a man of deep cunning and with a clearly defined purpose. He outdid all others in his effort to make the delegates thoroughly at home. He gave liberally for their pleasure—arranging excursions and banquets. He made himself intimately known to a large number of the strong men in that convention. He was quoted by the delegates as a rare type of Western hospitality. A close observer, however, during that convention month would have noted daily that this man stepped aside from the crowd with memorandum book in hand, and would have been seen taking down the names and addresses of delegates and making notes as to the reputed means and influence of this or that member.

The convention adjourned, and the delegates scattered to their homes. A few months only elapsed, when this Western man stepped from the car at the railroad station of a certain city, carrying a heavy grip. The grip contained reams of freshly printed bonds and handsomely engraved certificates of stock in Western properties. His first call was upon the chairman of that city's delegation to that notable convention—a man of considerable local financial connections, of national prominence politically, and of very strong church in-

fluence and affiliations—a man looked upon as standing for the higher ideals both in civil and religious life. Our Western man had paid this gentleman marked attention at the convention. After reverting to the pleasant days spent during that assembly, he adroitly and plausibly made known his mission, and presented the unusual merits of his Western securities. Apparent good reasons were alleged why these securities should be floated away from home. The picture was painted with all the skill of the masterful man who plays for big stakes, and our local friend of prominence fell a victim. He not only purchased largely for his own account, but permitted the use of his name as a director in these companies. This favorable start, adroitly planned during the days of that convention, was all that had been hoped for by this Western promoter. Scores of people in that city of that denomination invested in those properties, and after thoroughly working the town this man left for a neighboring city with many hundreds of thousands of dollars of good, clean money swapped for doubtful securities. We have not been advised as to the full details of his operations there, further than that he succeeded, after careful introduction, in gaining the confidence of an official in one of the greatest banks in this country and walking off with a startling big sum of money in exchange for a batch of "gold brick" collateral—all obtained under the form of a loan. That loan caused a bank official of untarnished career, and of long standing, to walk out of his bank, not to return.

Illustrations like the foregoing, leaving Mrs. Chadwick entirely out of it, could be multiplied by scores, but the details would weary you.

Let us have a word as to the man behind your "trade paper." If the paper offered a real trade paper, with a good name upon both front and back, you can not have a better asset. A great change has come, however, in the volume of trade paper issued. A few years back we had reams of it—to-day but a small proportion of what we were once able to obtain is made. Trade conditions have changed. To-day bills are discounted, and the merchant prefers to have the debt run as an open account rather than accept a note. Up-to-date

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

houses in certain staple lines tell us that when a man arrives at the point where he wants to give a note for his merchandise they prefer not to sell him. Much the best of our trade paper, as we once knew it, has disappeared, not to return. Certain lines, it is true, are left where the discounting of bills has not yet become practicable, and a quantity of other miscellaneous paper is still offered as trade paper, but which calls for the closest scrutiny. In this latter class of paper, covering a short period of ten years, it has been our experience to find accommodation paper, promoters' paper, agents' paper, salesmen's paper, bogus paper, forged paper and kited paper.

In receiving the note you will not neglect to look up the worth of the maker, but we wish to say more about the indorser upon that paper, for presumably he will be your customer as well, and in that event you should have his signed statement upon your files and should analyze it—for he will probably offer you many other notes for discount. If he presents his schedule without affixing his signature, ask him to sign it. If, perchance, he should show a reluctance to putting his name to it, make your quiet investigation the more thorough.

All the skill and tactfulness which you can bring to the problem will be needed at times to secure the statement, and in a few instances you will be compelled to waive the request. If you go about it in the right manner you can more than likely make your customer see that it has been distinctly to his advantage to file his schedule with you.

The same tactfulness will also be needed in threshing out the statement with your customer. Your work will only have begun when you obtain his schedule. There is vastly more to be learned at times by this face to face, adroit quiz than from the bare figures, for in coming in direct contact with the man behind that statement you may study his temperament—you may know if the figures given are made up honestly, and not only honestly, but you may learn if values in that statement have been put in at low figures—in short, you may estimate if the man would have deceived himself or you. He can easily do both if you are not watchful, and may not have intended to do either. He may be one of those men who take an inflated view of everything he owns, and who always seeks to make the best possible outward exhibit. You will do a good turn for yourself, and not unlikely for him, by chiseling his schedule down to hard rock foundations. In making up the balance sheet you will find very many who will give themselves the benefit of the doubt at every point. How often after a fire has occurred do we hear it said of a concern hitherto regarded as conservative in its methods, that the fire relieved them of slow or dead stock, the existence of which no one had a suspicion.

Some of our friends tell us to always get hold of the statement made up just prior to paying off a partner

and compare with other schedules; that we are pretty sure to get down to rock bottom when the other fellow is to be paid off.

Some of your banking friends will tell you that statements do not amount to much; that we are often deceived by them. True, we may be deceived, but if your friend had done his part in analyzing the figures presented to him—if he had put the statement under the limelight and had sought to establish the correctness of the items contained therein—meeting the man behind the schedule face to face, not only at the bank, but at his plant—he would have found statements more useful as a basis in extending credit.

Too much stress can not be laid

upon this face to face analysis. It is often of vital importance.

This close contact in interview with the man behind the desired loan will bring out many valuable and curious surprises. We were told of an instance where a few questions revealed that the concern was insolvent and did not appear to know it.

A credit friend from the West tells us the note offered for discount was declined for the reason that both maker and indorser were weak. The customer behind that rejected note urged a reconsideration, and close enquiry as to his ability to take up the amount, provided the maker failed to do so, bought out as the extent of his resources a small interest in a sawmill which had not paid a dividend. It was suggested that this

could hardly be utilized to liquidate the debt, when the borrower further added that his wife and children were upon the vaudeville stage, and if necessary he could garnishee their salaries to pay the note.

Still another example where statement was offered: We found real estate included in the schedule. We knew the particular block of realty to be valuable, but close enquiry brought out that it had been mortgaged for all it was worth, and the mortgage had been omitted from his schedule.

Again, we had requested a statement from an incorporated company. The Treasurer called in person with his schedule, and seemed very proud of his figures. Taken at their face, he had reason to be proud, but we



We'd Like to Get a Line on You, Mr. Merchant

We've no offer to make you which covers a concealed hook at the end, no alluring bait which tempts only to snare. We honestly think that the BEN-HUR CIGAR is today, and has been for twenty years, the best cigar to be found anywhere at its price and there are thousands of cigar dealers scattered through the cities, towns and hamlets of America who would lose every other brand rather than this one which they know suits the greatest number of smokers who relish a good cigar. The Ben-Hur was not made to load up dealers with rolled trash, backed up for a short time by a brazen advertising campaign, but from the day the first one was made our constant striving has been to give to retailers a cigar that will win the pleasure of their customers and their constant trade.

The story of Ben-Hur quality is a story worth telling—a brand worth selling.

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

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

recalled that we had seen the name of his company upon outside paper, and had seen it more than once. We cautiously approached this crucial point, and enquired as to this contingent liability, and were astonished at the amount reluctantly revealed. We suggested to this Treasurer that he had placed his entire property in jeopardy by his indorsement upon outside paper aggregating \$300,000. He laughed at us, adding that there were two other corporations upon that paper, and that one of the two was so thoroughly strong that disaster could not possibly overtake it. He did not, therefore, consider that his company had incurred more than a remote liability in indorsing that line, and for which it was receiving a handsome percentage of the profits. We failed to convince him that he was in danger, and went quietly about it to see that his line was cut down to the safety point. Within eighteen months from that interview the company in that three-cornered proposition which our friend, the Treasurer, had regarded as impregnable failed, and dragged down the other two.

One more example of the value of these face to face interviews with the man behind the loan: The account had been lodged with us for twenty-five years; the house had long enjoyed an enviable reputation, and all surface conditions were favorable; but we had started in to really try to analyze our credits, and were asking ourselves: What do we know about the inner conditions of this firm? We had had but few verbal assurances from them, and not a line in writing. They were of the "top-lofty," "chesty" kind, who would have the credit man, and every other man, believe that the name of the firm should be accepted anywhere. We wrote for a detailed statement. One of the firm came in very reluctantly and read off from a vest pocket memorandum book certain figures of their proposition, and declined the written statement in detail. We permitted them to quietly go their way, but immediately started an investigation which took several weeks to complete. The business was found to have undergone radical changes; the manufacturing and wholesale end of it had been discontinued, owing to worn out machinery and small profits; the mill was mortgaged to the roof; the private homes of the firm were mortgaged; the store property, thought to be the property of the firm, was owned by others; only one member of the firm gave active attention to the business, the other member devoting most of his time to horses and a stock farm. All that was left of the former prosperous business was its retail branch, and into this the keenest kind of competition had entered.

After securing the above information, the firm was notified that further accommodation could not be granted until a statement in detail was furnished. Finally, at the point of the bayonet, these figures were given, and confirmed all our suspicions. Our paper, fortunately, fell due in the active season for that line

of business—the month of November, when cash was coming in rapidly. We insisted upon and received payment of our entire line. On the 31st day of the December following, within ten minutes of closing time, we were notified that that concern had made an assignment.

Many other examples could be given, showing the great value of this face-to-face analysis of the statement with the man behind it.

The title of our paper to-night implies two requisites back of the loan—the integrity and ability in the borrower.

As to the first of these, you will want to know beyond all doubting. The statement he gives you will not only be worthless as a basis for extending credit, but may prove your undoing, if you accept it and the man has not integrity.

The maker behind your collateral loan may even give you stolen, over-issued, or washed securities. We could name all three examples.

You may put your own selected expert upon the proposition, and he may advise you that values are as given in the schedule; but if the borrower is not honest those same values can easily melt away—may be sequestered, purloined or removed, unless you can afford to keep a vigilant detective and a keen lawyer to watch that particular risk while you stay in it.

A legion of channels will open to the dishonest man whereby he may seek to rob you. His integrity may be clouded in many different forms. He may have had to do with a crooked settlement at twenty-five cents on the dollar and yet have ample capital to start immediately and pay cash for all purchases.

He may quietly pledge both his books and his merchandise for loans and keep you in ignorance while you may be loaning him upon his plain note.

He may have issued debenture bonds covering all his liquid assets, and then put out his plain note to other creditors, who could only have the siftings of his assets to pay the plain note.

He may create a real estate issue of mortgage bonds upon his plant, claim that these remain in the company's treasury, and then pledge these bonds to nearby favored banks, giving others at a distance his plain note, protecting one creditor at the risk of the other.

He may borrow upon his plain note to buy raw material, and then pledge that material for other loans.

He may use shoddy when the contract calls for good materials.

He may take advantage of every technicality in a trade.

He may be a stranger to what President Roosevelt terms the "square deal."

He may be kiting notes with others pinched for ready money.

He may claim rebates upon merchandise which the trade in general would not question. The fair trader will always remember that there never was a yard of cloth made or a barrel of flour milled which, under

the glass, would be pronounced perfect.

He may have had trouble with his fire insurance. The fire department, upon arriving at his premises, may have had to deal with two separate fires—one in the front part of the building and one in the rear.

He may have realized cash upon his stock of merchandise and hidden it away two days before assignment, and these goods may have been transferred quietly to the purchaser, a department store, upon the Sunday prior to assignment.

He may have promised a statement several times, but always avoided giving it.

He may inject into his statement items which do not belong there—property in wife's name, paid-up life insurance not payable to his estate, or sums which only come to him upon the division of an estate and not to be divided until the decease of other persons.

He may be in politics and bad politics at that.

Instances fitting in with and suggesting all of the foregoing cloudy features have come directly under our notice in a practical analysis of credits during the last ten years.

The reverse side of the picture as relating to integrity is a pleasing one, and little need be said about it. The honest man in commercial life is still, by long odds, in the great majority. Only a few days ago one of our customers deposited a check covering the balance and interest due from a firm which failed away back

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



When a farmer can buy for one dollar a planter that is accurate, light, compact, perfectly balanced and durable, and that is equally well adapted for corn, beans, peas or melons, he is certainly getting a bargain. Such a planter is found in the

**Segment
Corn and Bean Planter**

Manufactured only by the
Greenville Planter Co.
Greenville, Mich.

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.

in 1888. A surviving partner in the concern, after that long lapse of time, had been able to get together sufficient to pay the debts of that firm and clear his name. There are other examples like it.

Thousands of concerns in this land of ours are so thoroughly established as to credit and character that they can borrow from \$100,000 to \$100,000,000 in two minutes' time over the 'phone upon their plain note, and the note is just as sure to be met as the next maturing issue of United States bonds. The names of many of these men stand for all that is highest and best in the currents of the city's commercial life. They would part with all they own rather than that their names should be discredited in the community.

Following as a close second to integrity in the man behind the loan comes his ability—his brains. Many an honest man has been compelled to make an assignment, to ask for extension, or to seek a receiver, owing to some miserable misplay in handling his business. The chapter of needless failures, suspensions and accidents from causes of this nature is a surprisingly long one.

He may possess rare technical ability in his particular line, and yet prove woefully wanting in talent to finance his business through all kinds of stormy financial weather. Ability to finance as well as ability to trade, to dicker, to manufacture, has never been needed more than in these days, when the merchant must do two or three times the business of earlier years to secure the safe profit.

The larger volume of trade brings with it the larger liability in the form of bills payable and its consequent need of a higher order of ability to finance. Many a good proposition has been irretrievably wrecked at this point.

The man may be wanting in talent along other lines wherein he should be strong.

He may be lamentably out of touch with modern, up-to-date methods, and his competitors may be cutting the ground from under him.

His credits may be so loosely extended as to quickly impair his capital.

He may be careful and discriminating in the purchase of his stock—may load up with undesirable merchandise; he may largely overbuy, and not have the tact or nerve to move his slow selling stock at cut prices.

He may be scattering his effort in too many outside ventures—the get-rich fever having caught him.

He may spend largely of his time in a stockbroker's office. We recall a large note given for margins lost in a stock slump, deposited by a stockbroker, given by a mercantile firm whose paper was then upon the street.

He may permit his machinery to become inefficient, from which good material can not be turned out.

He may not study the wants of his trade, which will demand new and attractive specialties, and which, if worked out to fit the market need, would afford him the larger profit.

We were advised of a mill the other day where the ability and foresight were of the highest type, and where by bringing out a taking article of woman's wear they made 98 per cent. upon their capital in a single year. No doubt there are many like it, or even better.

He may deceive himself by counting annually in his assets a supposed equity in real estate which, under forced sale prices would be swept away by the mortgage.

His book accounts or bills receivable may be padded with slow debts, upon which there is likely to be a shrinkage when liquidation comes. His bills receivable may consist of two or three installment notes subject to renewals and shrinkage in collecting—not in any sense a quick asset.

He may fail to discount his bills when his neighbors are adding largely to their profits by taking advantage of every discount.

His sales may be entirely too small for his capital; his profits likewise, and his expense account may be out of proportion to either sales or profits.

His organization may be a long way from perfect—may contain many weak spots.

He may be known to have contracted a large contingent liability.

He may make long contracts for his finished product at low prices without having secured his raw material in the face of an advancing market for the latter.

He may purchase his season's requirements of raw material before his contracts for finished goods are in, and a slump in raw material may sweep away his profits.

He may make up largely of stock in advance of orders and be forced to sell finished product at sacrifice prices.

He may be too ambitious and over-extend his plant, thereby cutting into his working capital.

He may devote his business hours in the office to playing pinocle when sales and profits are going behind for want of a little steam.

He may not properly safeguard his property from fire risk, thereby making it difficult to place his insurance or at an excessive cost.

He may not turn his capital quickly, or as many times during the year as his competitors are doing. He may have too many bank accounts, thereby creating the impression that he is a heavy borrower.

He may carry balances in bank so trifling as not to entitle him to needed accommodation.

He may foolishly give notes for merchandise when his plain note is offered in the market.

He may be wanting in ability to secure at all times and just at the right time needed working capital.

He may lodge his paper in the hands of the wrong note broker, one who handles but few names of equal standing with his, and whose methods of research and analysis are such as to make the thinking note buyer hesitate to deal with this particular broker. If the merchant has determined to sell his paper upon the street, he

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.

BULLETIN

When you make up your coffee and spice orders, be sure that you specify our splendid

"QUAKER" BRANDS

for they are well-known to all discriminating housewives as reliable, highest grade and full weight goods—safe to use—certain to prove satisfactory in every respect. ❀ ❀ ❀

OUR NAME IS A GUARANTEE

WORDEN GROCER CO.
GRAND RAPIDS, MICHIGAN

will not have a more important decision to make than the selection of his note broker. Very costly mistakes have been made just at this point.

He may flirt with too many note brokers.

He may not at all times foresee and know just where the money is to come from to meet every note when due.

He may be persuaded, when money is very easy, to over-borrow, and thereby over-trade.

He may not use good judgment in making his bills payable mature at periods when it will be easiest for him to pay them.

He may be lacking in ability to buy his money at the lowest rate at which the market and his credit and standing will permit, while his neighbor, no stronger financially than he, but with keener wit, will do from a ½ to 1 per cent. better.

He may not have foresight to forecast strenuous tight money periods, which are sure to come at intervals, and snug up accordingly.

He may not know beyond question where emergency resources, only to be used in tight money markets, are to come from if regular channels fail him.

He may have unwisely choked his bank accounts with paper prior to a pinch in money with large liability for outstanding paper upon the street, and when his note broker can not place new paper to take up maturing notes.

He may be an elderly man, and may not have made proper provision for a continuance of his business in the event of his death; credit may be denied or curtailed on that account.

He may have stopped advertising, and his sales may be stopping in consequence, with a big stock of specialties on hand which need persistent and steady advertising to sell.

His line of business may be one largely affected by the season's changes—millinery, root beer, rubber shoes and other lines, for example.

He may have become bondsman for a defaulting city treasurer for a large amount, and his name may be tied up in the courts on that account, thus affecting his business credit.

We do not know of any factor in mercantile life so very sensitive as credit. The man behind the loan irreparably injures his credit by a slight misplay, a lapse of judgment or a want of prudence.

Upon the other hand, there never has been a time when superior ability, both technical and financial ability was so much in evidence as at this present moment.

In forming his estimate of the man behind the loan there is danger that the credit man may inadvertently fall into deep ruts—that he may acquire the habit of making certain rigid tests fit all applications for credit.

Bankers of experience will give you many examples where a loan has been made to depositors not of great value to the bank at the time the loan was granted, and where the conditions in and around the loan would not have met the strict analysis ap-

plied in other instances, but where the customer's responsibility and bank balance steadily increased as the days went by.

If you are buying a note of a concern at a distance you will do well to see that the statement is sure to give you from one and a half to one and three-quarters in quick assets for one of liability; but in loaning a customer whose business you know a great deal about, whose balance is of value to you, when you know he has superior ability, that he is making money, and that, barring his death, he is sure to add largely to his capital in a short while, you will do well not to be too rigid. Let your analysis be tempered with a measure of elasticity. Many a small but successful proposition has been fostered by the bank into a valuable account. The credit man needs a fine sense of discrimination, tact and judgment in order to know when to be exacting—when to be liberal. These qualities are among the best assets the credit man may have in his equipment.

Those of us who have been drifting toward fixed rules in loaning our money here in the seaboard cities will do well not to forget that there are likewise other factors behind the loan lodged in the borrower which will see the loan paid. The credit extended to the Wall Street or Third Street broker will be upon a basis which will not be asked of the mill district, and conditions in the country will there demand a treatment distinctly suited to a local constituency.

Different conditions environ different localities. What will apply to

the strenuous competition of the city will call for a diverse treatment in the frontier town.

Many a shrewd back-country bank president, with but meager educational advantages, has made his bank great by the use of tact and good hard sense in loaning his money in such a way as to build up his community. He looks clear through the man behind the loan; he looks him all over; he looks down into his soul and determines if he has grit and is honest; he looks away back into his brain and makes sure that he has sense and wisdom. The borrower may come to him rough and unschooled—a tiller of the soil, a woodsman from the hill country, a cattle dealer from the plains—with only small savings in his pocket, and may ask to have these supplemented by a loan, with which he purposes to buy a farm, a bit of woodland, or to increase his herd. The President knows the man; he knows he is sober; he knows him to be a hard-working bread-winner; he knows the man's family are all helpful and thrifty. The banker figures it out that that man is in the community to stay; that in a short while he can pay that loan off and be carrying a balance with the bank. The great frontier West has been materially developed and made what it is by just such bank presidents.

The Canadian branch bank system has superior points about it, but some of our friends have indicated that the development upon the States side of the Canadian line has been

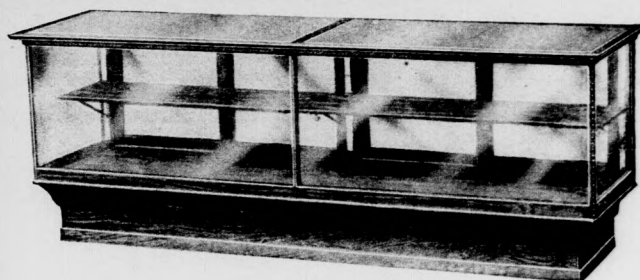
much more rapid under our system of small banks; that the Canadian branch banker, in loaning his money, must meet rigid rules laid down by the parent bank, whereas the States banker is his own master, knows his mixed clientele, and often meets the wants of his community in a spirit progressive, elastic and uplifting.

We might have lighter loads on our backs if we had less starch in our necks.

Saves Oil, Time, Labor, Money
By using a
Bowser Self Measuring Oil Outfit
Full particulars free.
Ask for Catalogue "M"
S. F. Bowser & Co. Ft. Wayne, Ind.

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 ½, 1 and 5 gal. cans.
Standard Oil Co.
Grand Rapids, Mich.



No. 65

is fresh in your mind.

It will probably surprise you to know how often our estimates fall away inside the merchant's appropriation.

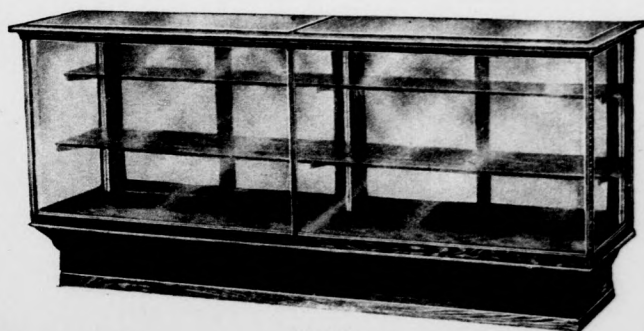
That isn't because we sell cheap fixtures, but because we systematize and show him how to make two feet of our cases do the work of three of some other makers.

Get informed before you do a thing, and the best way to do this is to write for our catalogue and tell us your situation.

Grand Rapids Fixtures Co.

South Ionia St.
Grand Rapids, Mich.

NEW YORK OFFICE, 724 Broadway
BOSTON OFFICE, 125 Summer St.
St. LOUIS OFFICE, 1019 Locust St.



No. 63

A Case With a Conscience

Now's the Time To Get Wise

Maybe you won't buy fixtures for a month or six weeks yet, but the time to investigate is when the need



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 14—The Easter holiday acts as quite an interruption in some lines of trade, as several exchanges were closed. The undertone to coffee is quite strong and holders are firm in their views. The demand is not for large quantities in many instances, but there is always something doing. Stocks of Brazil coffee in store here and afloat for this port, Baltimore and New Orleans aggregate 3,916,435 bags, against 4,289,194 bags at the same time last year. Rio No. 7 is worth 8c. Mild grades of coffee are firm on about the former basis.

The refined sugar market has been almost stagnant this week. New business has been of the very lightest, while withdrawals under previous contracts have been of very moderate proportions. Retailers appear to be pretty well stocked up and for the rest of this month there seems likely to be a very slow movement, even at the somewhat lower rate made by one of the refiners. The market generally is 4.60c, less 1 per cent. for cash.

Teas remain just about as last noted, although there is a certain amount of improvement from week to week and dealers believe that the

season will prove to be fully as good as its recent predecessors.

Nothing of interest can be told regarding the rice situation. There is simply an every-day call for small quantities and quotations are practically without change, but are firmly adhered to. Dealers look for a fairly good run of trade as the season becomes further advanced.

Spices are quiet but firm. Pepper is especially strong and tends upward. Other lines sell only in a small way, but the general tone is one of confidence.

The molasses market is not especially active, but prices are firm. Some grades are in very light supply and the market is in no way overstocked.

Canned goods are very quiet. Quite liberal supplies of fresh vegetables are coming by every boat and train and consumers prefer such to much of the stuff in cans. Besides, there is no doubt but the agitation against canned goods as such has had its effect and the consumption must receive a setback until there is a certain improvement in quality. Strictly standard 3s tomatoes are worth \$1.10 in this city. It is said that the "tomato trust" has between one and three-quarters and two million cases of tomatoes. The question is as to its ability to dispose of this quantity and come out ahead. Strong arguments are offered for and against, but the trust is managed by men who know the trade from A to Z and they are probably not taking any great number of chances. Futures

are uncertain as farmers are frequently asking \$9 per ton and will listen to nothing less, while packers are not inclined to pay this. Corn and peas both show improvement and tend upward, especially the better sorts. Salmon is quiet and steady.

There is some improvement shown in the demand for butter, but it is not sufficiently developed to warrant any advance from the recent low level, and not over 21@21½c can be named for top grades of Western creamery. The general situation for lower grades seems to be in favor of the buyer. Creamery firsts, 18@20c; seconds, 16@17c; held stock, 17@19½c; factory, 14@15½c; renovated, 16@18c.

There is a good steady demand for old cheese and, with stocks very limited, the market closes firm. Full cream, 14¼c. New cheese is arriving rather more freely and is quoted at 12½c.

Eggs have shown a sharp advance, as might have been expected. Western firsts are well held at 19c.

Household Hints.

To make biscuits light—drench with gasoline and ignite before serving.

Quickest way to get rid of peddlers—buy all they have.

How to remove fruit stains from linens—use scissors.

To keep rats out of the pantry—place all food in the cellar.

To entertain women visitors—let them inspect all your private papers.

To entertain men visitors—feed the brutes.

To keep the children at home—lock up all their clothes.

To keep hubby at home—hide his toupee.

In order to prevent accidents in the kitchen—fill the kerosene can with water.

To stop leaks in pipes—send for the nearest plumber.

To economize on coal—get a gas range.

To test the freshness of eggs—drop them on some hard surface.

To propitiate the cook—it can't be done.

Unprotected.

An old-fashioned negro "mammy" was sent one afternoon with her two charges to a vaudeville entertainment. The first to appear on the program was a mind reader. He requested the audience to write questions upon small slips of paper, which they were to return, while he, from the seclusion of an oaken cabinet upon the stage, would announce the questions and give appropriate replies. After the third proof of his ability to do this "mammy" began to squirm in her seat, and a few minutes later, clutching a child with each hand, she hurried from the hall.

"Why, auntie," observed an usher, "don't go; the show's just started."

"Law, chile," panted the old woman, "dis niggah wants to get away fum heah! Ef dat man kin see plum fru dat wooden wardrobe, dis caliker dress am no pertection to me!"

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

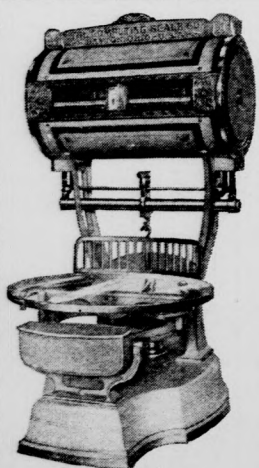
will *weigh out 100 per cent.* of the weight you paid for when you bought the goods. *No other scales* will do this.

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

LOOKING BACKWARD.

Description of a Famous New York Divine.

Written for the Tradesman.

In Beekman street, New York, a short distance from Broadway and within a stone's throw of Nassau street and the great publishing houses of Newspaper Row, in 1846, there stood a square-towered edifice in the Grecian style of architecture, with its Gothic windows and walls of stone thick enough to challenge the ravages of Time for many generations. It was contemporary with Old Trinity and was a part of that gigantic corporation which was then, as it still is, the wealthiest and most influential of its kind in the world.

This church, at its consecration, was called Grace church, but at the time of which I write it was familiarly known as Doctor Milnor's church. Well do I remember my first visit to this quaint old edifice. I listened to the tremulous reading of the church service and reflected that this venerable pastor had read the lessons and preached the sermons from the same desk for more than forty years, marrying, christening and burying more than two generations of worshipers. I was not surprised at hearing it given out that a stranger would occupy the pulpit the following Sunday.

Originally the congregation had been made up of the business men of old Manhattan, most of whom at the time I write had passed away. They were merchants, ship owners and bankers of the old school, men who had grown rich in the good old-fashioned way of honest dealing. As business crowded their children had been driven up Broadway and on to the avenues for residence locations. Most of the communicants came to church on Sunday in private carriages, which lined Beekman street on both sides for a long distance. Naturally this new generation of church worshipers had lain their plans for building a new church up Broadway far removed from the ceaseless hum of business and nearer their homes.

This arrangement made necessary an assistant to the now venerable pastor who was then in the full vigor of manhood. At this time there came into notoriety in Philadelphia, in the person of Doctor Stephen H. Tyng, a preacher of rare magnetic force and persuasive eloquence. He was known to Doctor Milnor, who invited him to supply his pulpit in New York. I listened to his trial discourse and was not surprised when the newspapers gave out that he had received a flattering call from the vestry of Grace church. At the earnest request of his old friend, Doctor Milnor, he closed his pastorate in

Philadelphia and came to New York. He was about 50 years old, of medium stature. His manners were gentle, his voice clear and musical, his enunciation distinct and forcible. He related New Testament history as though he himself had witnessed the events recorded. The pathetic scenes enacted at the cross, the prayer of the penitent thief and the Savior's answer I have seen charm a vast audience into a silence that was almost painful, and sometimes interrupted by sobs of sympathetic grief. When he read the prayers of the church a devotional atmosphere seemed to pervade the place. If in the devotional exercises of the church his personal magnetism was apparent how much more was it realized in the pulpit! He read clearly the emotions of his audience and was quick to profit by it. All the sympathies of the human heart opened at the magic touch of his eloquence. He seldom indulged in theological discourse. He never thundered forth the terrors of the law. A God of vengeance and anger had no place in his vocabulary. He preferred to hold him up to the sinner as a forgiving father, a merciful God. Vice in all its forms he portrayed in strong language as a hideous monster unworthy of man whom God had created in his own image. Christ's Sermon on the Mount was a favorite theme. I have heard him announce his text, "Blessed are the peacemakers," and without notes captivate a vast audience for half an hour. When he took for his text, "Blessed are the pure in heart for they shall see God," the audience seemed to yearn for the promises he so vividly portrayed. His modesty forbade his seeking notoriety and he was averse to having his utterances reported or printed. Should this meet the eye of some one as old as myself who in his youth had listened to this wonderful pulpit orator the feeble description I have given of his eloquence would seem tame. Country merchants visiting New York on business would regard their business unfinished if they had failed to hear this distinguished divine. They were sure to be asked on their return if they had heard Doctor Tyng.

In my next paper I will look backward at Plymouth church, Brooklyn, and Henry Ward Beecher as I first saw them in 1847.

W. S. H. Welton.

No Chance.

The Parson—What were your father's last words?

Peck, Jr.—He didn't have any. Mother was with him at the finish.

Nothing pleases an astronomer or theatrical manager more than the discovery of a new star.

A Glass Prophecy

Glass Advanced April 10th

We told you before it occurred and those who took advantage of it are happy.
Now look:

Glass Will Go Still Higher April 25th

Sort up your stock. Now is the time to order.

Satisfied customers and good profits go with

New Era Paint

Made for service, spreading quality and brilliancy of finish.

Acme Quality Specialties are Better Than the Rest

The neatness of our package makes it easy to sell to the householder. Our advertising displays do splendid work. Must be seen to be appreciated. Send us your order for some of the goods contained in our "Easter Specialties Circular." We'll show you "goods that are goods." If you haven't received the "Easter Specialties Circular," send for it today. The best yet. Everything in Glass, Sash, Doors, Varnishes, Brushes, Ladders and Painters' Supplies.

MANUFACTURERS OF BENT GLASS

VALLEY CITY GLASS & PAINT CO.

30-32 Ellsworth Ave., Cor. Island St. Bent Glass Factory 81-83 Godfrey Ave. and P. M. R. R.
Grand Rapids, Mich.

QUALITY IS REMEMBERED

Long After Price is Forgotten

We Have Both

Volk Stamp and Stencil Co.
W. J. VOLK. J. P. SOLOMAN.
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GLUTEN MEAL

STREET CAR FEED

COTTON SEED MEAL

Mill Feeds

Oil Meal

Sugar Beet Feed

KILN DRIED MALT

LOCAL SHIPMENTS

STRAIGHT CARS

MIXED CARS

ASSOCIATED EFFORT.**Some Advantages Secured by Mercantile Organization.**

The association idea has gained ground rapidly in this country during the past few years. Where formerly there was little or no endeavor to form organizations, recently there has been a strong movement in all parts of the country, and associations of all sorts have come to be very numerous. Whether all are beneficial or not is a matter which need not be discussed here. That many are beneficial and that many have done much good to individuals and firms is unquestioned; but there are numerous so-called associations which have done more harm than good and have retarded the growth of beneficial organizations by creating false impressions of what an association stands for and does.

In the grocery trade, associations have been known for many decades in other countries. The grocers' guilds of London have been famous in history, and there are still organizations abroad which are relatively more powerful than similar organizations here. The reports of the grocers' associations of England consume many pages in the grocery trade publications, showing that the interest and enthusiasm that are requisite for successful organization work are perhaps more actively developed abroad than they are here.

That being true is another reason for saying that the association idea in this country has ample opportunity for development into something more beneficial than has yet been undertaken. It is naturally of slow growth, and the fact that the associations of London are so old is sufficient reason for their greater influence, if they have it, and their closer attention to and discussion of the multiplied details of the business.

Accepting this assertion as substantially true, it is well to consider for a moment wherein the American association could be made more beneficial to the individual grocer. It isn't enough to say that one should join a large association and that he should attend the meetings and listen to the discussions. All this will do any grocer much good, but there must be some means devised for touching him more closely, some method worked out for making association assistance an integral and vital part of his business. If that is done, like the English grocer, he will support the organization and become enthusiastic in his membership.

No association in this country approaches this ideal as closely as the organization of retailers in Philadelphia. There is an instance of mutual helpfulness and of beneficial action which is a model for any association to follow. There isn't anything which will benefit a retailer that is not thought of and practiced in that association, and if the same ideas and methods could be more generally adopted, modified to suit conditions in whatever center the association might be located, there would be far less complaint of lack of benefits and far more effort to get in.

Massachusetts, taking the State as

a whole, is the best organized in the United States, and the trade is recognized in that State at something like its true dignity. The progressive methods which characterize the management of the Massachusetts associations are worthy of profound study by those who are attempting to build successful and helpful associations elsewhere. If it can be done in one State, the same sort of work and the same care in organization will accomplish equally as important results in other States.

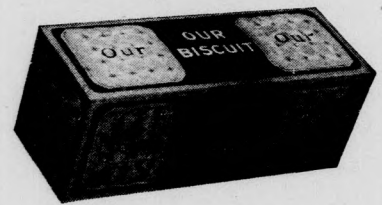
The principal idea should be the one of mutual helpfulness. It is entirely wrong to think of your neighbor in business as a competitor. That might have done when it was necessary to actually compete to obtain business; but in these later years, when business has increased far beyond the most sanguine dreams of former generations, the word competitor has no place in the vocabulary of a tradesman. He should be willing to consider that the grocer around the corner is quite as much entitled to obtain a livelihood by doing business as himself. Get rid of the impression that your neighbor is cutting prices and doing everything he can to injure you. In some instances this may be true, but in general it is a false impression and does an injustice to an honest man who is working to secure an honorable living, and it does equal injustice to yourself because you are frequently forced into doing something unjust and unreasonable merely because you believe, without any grounds for it, that you are being beaten by means of cut prices or in some other way. An association where you two could meet would overcome all that. You would find that your neighbor is doing exactly what you are doing yourself, and that he is in every way equally worthy of patronage.

Organize small associations in towns and in neighborhoods in cities. Get acquainted with each other. Learn that your neighbor has problems which are quite as troublesome and difficult of solution as your own. Learn that there is common ground upon which you can meet and discuss matters of mutual interest and helpfulness. It will not be one sided. It will help all alike, and anything which makes for the improvement or betterment of an individual or a firm is worth considering. Every effort exerted to elevate your business puts you upon a better plane of living and is an important influence toward success. There is no questioning this proposition, and much can be done through association work. Even small associations can take up the consideration of these subjects and bring something out of them that will be beneficial to all connected with them.

Perhaps the most important work which a small organization can do is to help each other in the matter of credits. There is more loss on poor bills than all other difficulties in the business combined, and much of this is occasioned by the beat who goes from store to store to cheat the proprietor out of his just dues. An association where these matters could be

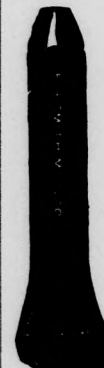
discussed and the names of the professional beat distributed among the members would speedily force them to either pay their bills or go so far that the work of the little association could not influence them. But through State organizations this beneficial work could be extended until it would be impossible for such gentry to operate through the length and breadth of the State, or perhaps the entire country. Such a thing is not impossible, and it would prevent losses which are now almost beyond estimate.

Does this seem visionary? Go ask those associations which are successfully doing such work whether it is a dream or not. Go ask those small associations which have been organized in neighborhoods in cities and in small towns. Ask those men who have seen the fruition of their efforts in improved business and increased profits. They will tell you that these suggestions are not visionary. They will tell you that everything here mentioned, and more, too, can be accomplished; that the dealers who are in such associations are the dealers who are most progressive and are making the most money. They will tell you that the dealer in the association is the one who best pays his bills and generally understands his business best. After that you will scarcely say that these suggestions are visionary. They are virile and have all the power of successful accomplishment connected with them.—B. H. Allbee in Grocers' Review.

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Best 5c package of Soda Biscuit made

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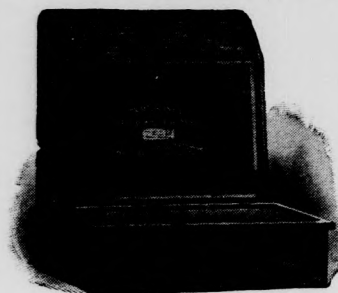


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The Original Entry Your Proof

If you were obliged to go into court to collect a claim, you would probably take a small cart load of books. **What for?**

The **Court** will ask for the **original entry** and that's in the Day Book. The other books only tell you **where to find the original entries** in the **Day Book**. Don't you think that there is an awful lot of unnecessary work about all this **book business**?

The **McCaskey System** does away with **all this fuss and feathers**.

It's a **one writing system**. No copying or posting.

If you had to go into **court** to **collect** an **account** kept by the **McCaskey** you could carry it in your vest pocket.

It's the **original entry**—the **only entry**.

Credit sales handled as **quick** as **cash** sales.

Our **catalogue** explains. It's **free**.

The McCaskey Account Register Co.

Alliance, Ohio

AGENCIES IN ALL PRINCIPAL CITIES

Some New Collar Shapes for Summer Wear.

While a determined and concerted effort is being made to withhold the details of the proposed merger of collar manufacturing concerns from the public, evidence is at hand from sources whose knowledge of the facts is above question, that the preliminaries are progressing with a degree of dispatch quite satisfactory to the chief promoters. It must be apparent to any intelligent observer that a combination of such vast interests involves the settlement of an almost countless number of incidentals before the actual union of forces can be accomplished. Although rumors have been wafted about Troy almost as numerous as snowflakes in a March flurry, and although men outside the council of projectors express their doubts, there is no attempt to disguise the fact that a tentative agreement has been drafted and subscribed to by the heads of the houses which will figure more prominently in the financial negotiations. Details of the plan, it is understood, are now being arranged by Mr. Frederick Bard, who represents the banking interests financing the scheme.

Without a doubt the matter of capitalization presents some problems not easy of solution. The concerns have shown an inclination to place a generous estimate—perhaps too much so—upon their individual holdings, and the allowance for good will looms up and demands settlement. On the word of a reliable authority it is learned that the tentative agreement of which mention has been made provides for a capitalization of forty million dollars. Manufacturers there are, men of experience and sound judgment in matters financial, who look askance when this figure is mentioned in their hearing. With the annual output of all the factories, including those which have either declined to enter the councils or have not yet been consulted as to their attitude, aggregating fifteen millions, according to the last official reckoning, the sages are disposed to recall a trust which recently encountered heavy seas to its sorrow, even although its product was of a sort calculated to ride the waters majestically. That side of the question, however, will likely depend in no small measure upon the inclinations of those who may be expected to furnish the sinews of war. At any rate, the negotiations have now progressed so far that the entire subject may be regarded more seriously than during the years of vague reports and unwarranted conclusions. The consummation of the deal, furthermore, is anticipated in due course of time.

Quite distressing is the situation among the factories as regards help. Troy's quota of available employes is fully engaged, yet the demands upon the manufacturers are such as to require additional forces for their satisfaction. In such a situation it seems quite natural that inducements should be offered in the form of premiums and that considerable shifting of workers would result. It is certainly a condition which might well

appeal to many in other sections to whom assured employment would be a boon. The effects of the strike are hardly visible, although some of the plants still refuse to employ persons who went out during the period of uncertainty.

Equally perplexing is the failure of both collar and shirt makers to receive shipments of materials on anything approaching pre-arranged schedule. Orders from the converters slated for last October are still undelivered in not a few cases. The snowfall was taken as propitious in that it afforded further excuse for delay. A continuance of this condition, however, would work dire results.

Collar shapes for summer wear show no noteworthy departures from last year's. The style destined to receive the most widespread approval will unquestionably be the low fold, which makes so much for comfort and ease where these are prime considerations. There is still recorded a goodly sale of the fold with the V-shaped opening in front, both in the popular-priced and the upper class trade. With the decrease in the width of cravats will come a corresponding decrease in the size of the collar opening. The soft collar is having an exceptional enquiry and because of its distinctiveness may be expected to attain unwonted popularity for a period of time. Some difficulties which presented themselves both to manufacturer and consumer from this style are being gradually overcome by improvements, as noted elsewhere.

The introduction by the usual imperceptible methods, from the exclusiveness of the Avenue shop, to the trade-marked box of the manufacturers of Troy of the spaced, or non-interlocking front, fold collar brings up to the retailer visions of old-time troubles and tribulations. The fold collar with the "V" opening in the band is an old-time favorite. About a decade ago it was the fashionable form of collar, but its popularity vanished before the "lock front," or "extension band" fold collar. There was a reason for this. When soft shirts are worn the spaced front collar does not setup as it should. There being nothing to support the ends they bend to the pressure of the chin, and the effect is very sloppy. The lock-front band holds the ends up and makes it impossible for the chin to break the points down. This gives the clean, neat front effect, that has made the fold collar not only popular but possible. There are many varieties of the "V" front, fold collar on the market. Over-enthusiastic buyers may find them great "stockmakers."—Haberdasher.

Essentials To a Successful Clothing Salesman.

One of the first essentials to any really successful salesman is a manner in meeting a customer when he enters the shop so as to impress him with a desire to serve him and the ability to do so. This may be done by a prompt but dignified and courteous enquiry as to his wants, facility in locating the object and displaying it in an effective manner. Of course,

a general request for a hat, cravat, suit of clothes, or any other article will require quick and accurate judgment on the part of the salesman as to the price of article it will be best to show, but it should be borne in mind that it is much "easier to trade down than to trade up." Therefore, if undecided, it is better to risk showing the higher-priced goods, as in this way a patron can very often be induced to make a larger purchase and the goods sold are sure to prove more satisfactory.

Encourage the buying of high-class merchandise whenever possible. It is better for your customer and tends to add tone to the establishment. A great many salesmen are content to offer cheap goods to make a quick and easy sale when, by first showing the better article and explaining its merits, the customer would buy it and leave thoroughly satisfied and convinced of the economy of the transaction. He'd be easier to handle next time and would place more confidence in your judgment and suggestions.

A patron should always be accorded the utmost courtesy from a salesman—not servility—but that polite treatment and attention which are due him and which, if given, will go far toward impressing him favorably and making a permanent patron for the house. If you don't show him something that suits at the first jump, evince a pleasant willingness to display other goods for his inspection. It makes him feel more kindly toward you, and certainly more willing to buy if he can be suited.

A salesman must know the meritorious points about the article he is showing, and be able to set these clearly before his customer. If an objection is raised that is unfounded, overcome it by tactful, but forceful, explanation. Look your customer straight in the eye and let him see that you thoroughly understand what you are talking about. Have regard for his point of view, but convince him of your superior knowledge of the matter in hand and in most cases you'll win him to your way of thinking and effect the sale.

Never let a customer leave the shop without buying, if you can help it, until you have exhausted all your resources. I mean by this to show him you wish to please him and can please him, although do not worry or annoy him by displaying article after article when he manifests an inclination to leave. It is not so much to have lost the one sale as the possibility of the man's being suited elsewhere and becoming more favorably impressed with your competitor's establishment and service. Let the retail salesman realize that he is an important factor in the success of his firm, and that his employer's success is his own.—Frank L. Parks in Haberdasher.

Making It Right.

"I found six dead flies in those currants you sent me yesterday," said the customer.

"John," said the grocer to the clerk, "give the lady six more currants."



Lot 180 Apron Overall

\$7.50 per doz.

Lot 280 Coat to Match

\$7.50 per doz.

Made from Stifels Pure Indigo
Star Pattern with Ring
Buttons.

Hercules Duck

Blue and White Woven
Stripe.

Lot 182 Apron Overall

\$8.00 per doz.

Lot 282 Coat to Match

\$8.00 per doz.

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

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



Selling the Customer Who Has Always Bought Elsewhere.

The sincerity of a customer's statements regarding her intentions to purchase can not always be questioned. It is never safe to make an open dispute with a customer as to what she is going to do about making her purchases, but it is likewise never safe to allow a customer to go without buying simply because she may happen to say that she does not intend to buy any goods. Many a good sale is lost because a clerk listens to a customer who states that it is not her intention to buy, thereby becoming weak-kneed and failing to show a reasonable amount of goods and also failing to put either enthusiasm or determination into the work of showing the goods.

I saw a customer come to the linen counter one morning and ask to see "two or three pieces, just to get an idea of what you have. I have often looked at linens in town but never found anything very good. I buy all my linens in the city about twice a year and expect to go down again in a few days. Just thought I would look once more so I could say I tried to buy at home." She was the proprietress of a large boarding house of the better class and needed good materials for her service. It has been my experience that nineteen clerks out of twenty would have been squelched at such a statement from a customer, either thinking she was bound to go anyway and there was no use in attempting to stay her course, or thinking, resentfully, that so long as she was determined to go she wouldn't get much time wasted on her.

The clerk she had approached afterward said it was his first thought to throw down a piece or two and then let her go, if she was bound to go. Then he changed his mind—and thought if there was an opportunity of keeping that sale at home he would do it, not only for the sake of the present sale but also for the possibility of selling her at some other time when she wanted something else, as she surely would by and by.

Without haste or nervousness, he began showing linens. He found the width she wanted and he began with a 72 inch goods at a dollar. He showed her, carefully, goods up to \$1.75, beyond which price she warned him not to attempt anything. The size of the town warranted not a very large stock, but the buying had been done judiciously and the patterns had been carefully selected. He knew he had some good things and he did his best to convince the customer that they were good. Instead of going, after looking at the two or three first pieces, as she had declared her intention of doing, she remained and continued to look as he brought out the pieces. She listened with attention and allowed him to say whatever he desired regarding the goods.

At the end of about twenty minutes of showing and talking, she said she had changed her mind about going to the city to buy this time. She gave him an order for fifteen yards selected from four patterns, and when she arose to go she said she had never before found either so good an assortment of linens in town or such good qualities at the prices quoted. In reply, he told her that neither the quantity, assortment or quality was appreciably different than had been carried for more than a year, to his knowledge, in that store. She pointedly asked why she had never before been shown the goods and he couldn't answer.

Undoubtedly that customer had always approached the clerks with a statement similar to that she had made in my hearing, and the clerks had either been frightened or become weak-kneed through a thought that the case was certainly hopeless. She required neither unusual coaxing nor concessions of any sort. The goods were shown her by a clerk who was determined to try to sell her and who would not give in to defeat until he had at least done the best he knew how to do.

If a customer is possessed of some whimsical notion that is offered in objection to the goods shown her, it is not the place of the clerk to attempt to prove to that customer that she is notional or whimsical. Just allow her to have her way as she wants it and get what profit is possible from it. It is more often than not very easy to allow a customer to please herself and at the same time pay a profit to the store.

A customer came to the counter with the notion that the ready-made comforters offered her were not made good enough and that the workmanship and quality of material were not up to the standard she desired for her purposes. She refused to buy the goods offered her, although the best goods in the store were carefully exposed to her inspection and even the seams ripped in some of them to show her the quality of the insides. The clerk who did it feared that he might be censured by the boss, but he was puzzled to know how else to contend with the objections of the customer. She wouldn't buy.

At his wits'ends, he brought forth some patterns of silkoline and asked the customer if she would buy the cloth and the batts and allow him to get the bedding made for her. She asked what it would cost and he had to make an estimate and guess at the cost of making. He assured her that the price would probably exceed the price of the ready-made goods, but she assented that she was willing, if the goods could be made to suit her. He took a long chance and made a price. She ordered four.

She then asked to see ready-made sheets, and they also were not up to her standard. She wouldn't buy because she wanted them 2½ yards long after they were hemmed and the goods shown were torn to that length only. Was it to allow the customer to go by default, for she would not buy the cloth and make

Facts in a Nutshell

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Why You Push Yeast Foam

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It Is the Best

Quality Guaranteed
to You and
Your Customers

them herself, or was it to hold her with another venture? The clerk took the venture. He sold her five pairs of sheets with the understanding that the goods should be 2½ yards long after making. She left an order of upwards of fifteen dollars, because the clerk had allowed her to have her own way.

It was no matter that he had to hustle to find someone to do the work, as nothing of the sort had ever before been attempted by that store. He saw an opportunity and took a reasonable chance, for he knew the work to be neither difficult nor of the kind impossible to get done in almost any town. He was bright enough to understand that if he made that sale and pleased the customer, he would not only hold her as a customer but stand a better chance of being able to meet similar objections on the part of other customers. Not only did he make that sale and keep that customer, but he also sharpened his wits and his salesmanship and saw that even though some customers appear queer in their demands they can be pleased and sold.

The woman who is known as a sample fiend is not always such a fiend as the store people would like to have themselves believe. She may be a shopper and she may, at times, so conduct her excursions after samples that her manner is distasteful to the store force, but the clerks must always concede that when she buys she buys on her best possible judgment and her purchase is conscientious from her own viewpoint. Many times the fault of failure to sell her remains more with the clerk than with the customer; and many times she may have formed a habit of purchasing somewhere else and has to be convinced by some forceful argument that your store and your stock are both as good and reasonable as those of any other seller of goods anywhere. The effort to convince is, more than half the time, the thing that is lacking and the thing that compels, or impels, the customer to go somewhere else for the goods she wants.

The getting of samples is more or less a habit, but there are people who will not buy and there are others who are so situated they can not buy without such a course. They must be fairly considered and not unfairly condemned. We had a sample fiend who really seemed a nuisance. Her family was well to do and she purchased many dress goods, although we found we were too often unable to sell her. She bought elsewhere, and we believed she sent to the city for much of her purchases simply because she had come to believe the city store of her patronage furnished her better goods, nearer what she wanted, and at a lower price.

One day she came after samples of black goods. I stood near the counter and had no thought that she would buy but most naturally exchanged some remarks with her while the clerk pulled down the goods and cut the samples. She explained to me that the dress proposed was for her mother, whom we knew to be an

invalid and unable to come to the store. After she had left, the clerk said he was going to make that sale if it were a possible thing. I told him to go ahead as best he could.

In half an hour, thinking she had reached home by that time, he took his hat, as he afterward explained, and went to the house, about four blocks distant from the store, and asked if he might not bring the pieces down for the mother to inspect, as the goods always appeared better in the piece. He made light of their protests and gained consent to allow him to bring four pieces which seemed to please the old lady best. Inside of fifteen minutes he was back there with them and spent a half-hour slowly and carefully showing the goods, allowing them to handle, discuss and judge without hurry. There was no sale, and he came back to the store and slapped the goods on the counter with a remark that the case was as hopeless as ever.

Before night the fiend came in and ordered a pattern from one of the pieces, bought the usual linings and accessories for making and said that her mother was satisfied with the goods shown better than with samples obtained the day before from the city. A victory had been won, and after that we sold the family many dollars' worth of dress goods, to say nothing of other materials. Some of the clerks wondered at the change of attitude, but I always attributed it to the fact that the clerk who so carefully showed attention and took so much pains was the first clerk for months who had even thought he could sell the people and the first one who had really tried. After his success everyone tried, and we got the business. I believe it was nothing more than earnestly going after the business that changed a sample fiend

into a good customer, and that there was really no change in the customer but a change in the store.—Drygoodsman.

Lost Opportunity.

"Yes, that girl that was a-visitin' the Perkinses surely was a good looker," says young Meddergrass.

"You got right well acquainted with her, didn't you?" asks young Corn-tossel.

"Well, I ain't one to brag; I ain't a Don Jewann or nothin' like that, but I surely had a stand-in with that girl. I took her home from singin' school first week she was here, and kept company with her every Sunday night regular after that. Hadn't been goin' with her more'n a month afore she let me squeeze her hand, an' just about a week afore she went away I hugged her—I sure did—when I was telling her good night."

Young Corn-tossel looks at him admiringly. Meddergrass continues:

"I re'ly believe if I'd had another week I could 'a' kissed her!"

New Method of Darning.

"The worst case of a hen-pecked man I ever saw," said the traveling man, "is up in my little native place among the Berkshire hills. The hen in this case is a smart woman who runs a farm and keeps everything shipshape except her husband. She is content to let him get along in any old fashion, so long as he does not interfere with her work. One day he asked her apologetically if she wouldn't darn at least one pair of his stockings, for every pair he owned had holes.

"She gave him a crushing glance, and said: 'If every pair has holes, wear two pair, and the good places in one will cover the holes in the other.' And she made him do it, too."

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IT WILL BE YOUR BEST CUSTOMERS,

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HAND SAPOLIO

Always supply it and you
will keep their good will.

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

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



Potatoes More to Be Desired Than Roses.

It seems a pity, when one comes to think of it, that so much time and breath should be wasted in endeavoring to persuade children that beauty is a thing of no great consequence; a moral fallacy which well meaning mothers and teachers of the young strive vainly to instill into the infant mind. "It is better to be good than pretty," "handsome is that handsome does," "beauty is but skin deep," and so on through all the well known list of nursery maxims for the repression of personal vanity and the consolation of the plain, not one of which sayings is more than half true, and none of which has been successfully reduced to general practice. It is useless to try to convince a pretty girl that her beauty is in no way to her credit; small comfort to an ugly girl to tell her that her plain face is quite as good for practical purposes as her sister's fairer one; before either child can walk alone somebody will have upset all the careful teaching; the beauty will be conscious of her charm, the plain baby will understand that strangers fail to notice her when her pretty sister is present. Doubtless a pretty fool may be a nuisance only less unendurable than an ugly one, but does that fact make a beautiful person undesirable, and must beauty and brains necessarily be noncoexistent?

There is no denying the fact that all women would like to be beautiful. History tells how Queen Elizabeth, with all her ability, made a fool of herself because she was not willing that any other woman should be thought better looking than herself; because she could not be content with greatness. Mme. de Stael, if history is to be believed, sighed often, in spite of her brains and the fame which she won thereby, for the personal beauty which was so hopelessly beyond her reach; and one may read between the lines of every one of George Eliot's novels her admiration and covetousness of physical good looks. A fair fair is a pleasant thing to behold, and they who are so fortunate as to possess it should be taught to look upon it as on any other talent, to use but not abuse. Every woman has the right to make herself as good looking as she can; nay, more, she owes it as a duty to society to do so. Yet beauty which is purely physical is a frail thing at best, fading soon and surely under the hot suns and fierce storms of life; and the faded beauty which has nothing behind it, which is only a wreck, is pitiful indeed. The woman who, having been taught that not being pretty she must, in order to hold her own with the world, learn how to be entertaining and useful, and who has taken the lesson wisely to heart, has much the advantage of such a one in the long run. For time is a merciless

artist in faces, and as the years go by he carves a line here, softens an outline there, until at last under his touches the soul within, be it good or evil, shines out clearly through the face. The peculiar fresh and animal loveliness which the French call "beaute du diable" owes its fascination chiefly to the magnetism which overflowing vitality and the perfect physical health of youth exerts upon us all; the charm which King David calls the "dew of thy youth," a charm which fades with the heat and burden of the day, but, while it lasts never fails to render its possessor admired. Emerson says that "a beautiful woman is a picture which drives all beholders nobly mad." But we cannot hang a beautiful woman upon the wall as a picture, nor stand her upon a pedestal as a statue; therefore, pleasant as beauty of feature and symmetry of form are to the eye, we require something more from those who are part and parcel of our daily lives. We all know pretty faces for which we care little or nothing and homely countenances which are fair to our sight because of the sterling soul which underlies them. There is a medium in all things, if one can find it, and the true lesson for children is that which teaches both the worth and worthlessness of personal beauty. A precious jewel shows to far greater advantage when handsomely set, and she who to culture of heart and mind adds rare personal attractions is well nigh irresistible. Yet the jewel is still valuable even if the setting be plain, and the connoisseur appreciates it, although the ignorant may not be dazzled by its light.

The irresistible attraction of wonderful beauty which drives men mad in spite of their judgment is something of which we read much more in romances and poetry than we discover in real life. True, wonderfully beautiful women are as scarce as white crows, but, for all that, some of the most beautiful women in the world never marry, or fail of happiness when they do. They believe in the complete fascination of their loveliness, and in the end wind up by believing that all men are heartless because they have found none who were irresistibly attracted.

Moreover, it is an undeniable fact that beautiful women often make most unsatisfactory wives. One might think that with such fair sights to gaze upon love would last forever; in winning suitors, beauty is at a high premium; in holding them, at a considerable discount. The truth is that a beautiful woman wins admiration so easily that she often fails to realize that there are other qualities which must be cultivated in order to retain it. Certain characteristics are almost forced upon her by the fact of her beauty. Other women may have the same characteristics, but not from the same causes. The beauty may lack them, but it is not often that she does. She is almost certain to be spoiled, and in consequence to be selfish. A beautiful woman, for instance, is the recipient not the donor. Her lips are much more accustomed to the phrase

"Thank you" than "Permit me." When two women, one pretty, the other plain, enter a crowded street car, the pretty girl seldom, if ever, has to stand; some man is almost certain to rise with alacrity and offer his seat, while the homely girl meets with no such courtesy.

Therein lies the root of the matter. Marriage is not a perpetual sunshine any more than life may be. And in marriage beauty is not enough; in fact, in the wear and tear of daily life it counts for nothing against the qualities which the plain woman is forced to cultivate in self-defense—whether she will or not. Apart from any vanity or from any question of the fugitive quality of beauty as a foundation for love, a beautiful woman has, in most cases, been so spoiled by adulation that she cannot realize, as her homely sisters do, that she must exert herself after marriage even if she has never been called upon to do so before. How should she realize it? It has not been required of her in the past, she has only had to look in order to bring her lover to his knees. She has had no practice in being useful, all that has been asked of her has been to be ornamental.

Unfortunately men, however deeply in love, are intensely human. There are certain qualities in a wife which the vast majority of men demand and must have, or there will be trouble in the family; gentleness, sympathy, honor, courage and helpfulness. Unless a man is more anxious to have his wife admired than to have a helpmeet, there are many situa-

tions inevitable in married life when the most beautiful of women can be no more to her husband than the homeliest. The woman who possesses the highest attributes to character, womanliness, unselfishness, wifely affection, and common sense, will make a far better wife than she who has only a lovely face and winning ways. There are times when potatoes are more to be desired than roses!

Dorothy Dix.

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Symons Bros. & Co., Saginaw

THE SILENT PARTNER.

Important Factor in Career of Business Woman.

A new business factor not yet recognized, but one which has to be considered wherever the girl enters into business, is her mother. She is the silent partner that makes the business of Girl and Company a success. To put it in the girl's own words, without her mother to help her she simply couldn't get along.

It is not that the girl who has no mother to help her has necessarily to make an assignment of her job, but she has to make an assignment of one or most of the other attributes positively necessary to feminine success—i. e. : looking clean, happy, well dressed, and well cared for.

Not long ago a chronicler of the Latin quarter wrote that the indispensable adjunct of the American girl's career in Paris was a mother to take care of her. American mothers who would rather be at home submit to lonely banishment over there, their daughters are looked after as to health, food and clothes as well as more important things, and it is a commonly recognized fact and one for which the girl artists eagerly give their mothers credit that their own success depends on it.

The business girl also recognizes this to some extent, but it is only beginning to be felt what an economic factor the mother's work is in her success. If it were fully understood she would be enrolled upon all books as a heavy dividend drawer instead of merely a silent partner.

It is only necessary to take a look at the neckbands of shirt waists hanging "dippy" at one side, down from under stocks and to see the rows of hooks shining out like tin and uncovered in the fronts of jackets and the backs of skirts, or the light vests and linings in coat suits that are not cleaned as they should be, to have a superficial view at least of how much the business girl needs a mother for a partner.

The closer view is that the lack of strength, the peculiarity of the clothes she wears, and the inadequate salary of the girl worker all have to be made up for by her mother or some other agency, if she is to come out even.

The economic factor that enters here is a still wider one because the salary of even what would be called the best class of business women does not allow a girl to live well and have a wardrobe that will stand the strain of business wear and keep her always well dressed, according to the standards of people that she has for her friends.

This will be disputed in a chorus by those cheerful ones that say, "She earns \$15 a week. What in the world does she do with all that money?"

The truth is that the girl in business not only hasn't time to take all the stitches that make the niceties of feminine dress, but she hardly has time to find anybody to do them. She hasn't time to shampoo her own hair, or manicure her own nails, or shine her own shoes, all of which must be done frequently by the successful business girl. All of these must be paid for, of course, out of

her \$15 or \$18 a week. But she must draw farther for constant expensive dry cleaning, for the rebinding of skirts and retrimming of petticoats, the relining of coats, all constantly needed when she works and all expensive to have done. Then there are her waists, soft, thin ones which wear out quickly if she follows the standard of dress, and yet costing from \$2 at the least to \$6 each. So easy to make, too, and yet cheaper to buy them even at that price that to have them made by one who is reliable enough not to have to be looked after all the time.

These are the things the business girl's mother, if she has one, does for her at an eighth of the cost and they are part of the explanation of what she does with her money if she is motherless.

The truth is that not only the "other woman," but even women who work themselves, are still dazed with the popular idea that they are making a great deal—"for women, that is."

"Everybody says it is a good deal for me to get, and I suppose it is a good deal," said one girl, and this is still the average woman's way of looking at her salary, yet she knows that something is wrong when she thinks of the impossibility of checking her expenditures and giving undivided attention to her job at the same time. What is wrong is the "dead loss" of woman's work never estimated in dollars and cents, but all important in a woman's outfit, and which is counted out when she takes a job.

One woman who has a job where she works every other day at \$3 a day, spending the intervening day at home, declares that on \$9 a week, with the time in between to wash her own hair, make her own clothes, and shop carefully, she saves more money and dresses better than she does when she works six days a week for \$18. She sums the whole matter up by saying: "It would take a ripping good salary to make up to me for that three days' 'woman's work' that I can do for myself."

"Why doesn't she do these things evenings?" some will say. She needs her evenings for recreation or for extra rest to be ready to go back to work. Girls never show so plainly that they are not so strong as men as in the "rests" they have to take while at business, and it is in saving her strength and in getting her "ready" for the recreation that she can afford to take, that the girl owes most of all to the "silent partner."

"Mother is going to get my dress all pressed, and my gloves cleaned, and everything laid out; so I won't have anything to do but get into my things when I get home," says the girl in the downtown office.

I saw another mother, having brought her daughter's party things down to her, dressing her in one of the sitting rooms of a downtown office building.

"Mother always brings me a cup of coffee in the morning before I get up," said a stenographer the other day—one of the kind who looked pretty, but not overly strong.

"I beg pardon, but may I ask where you found some one to make you such an exquisite black waist?" asked a woman the other day of a clerk in a dry goods store. It plainly had the cut and air of the waist made by the \$15 blouse maker.

"My mother makes everything I have," was the answer. This is the word of girlish appreciation often reiterated, and yet it is only the girl who works without a mother for a partner who knows the full amount of what she does or who is making a beginning toward estimating that broader question, the economic value of woman's work.

Not a Fair Division.

"If a house contains six bureaus, eleven armoires, seven chiffoniers and fifty-three miscellaneous drawers, how many of 'em is the husband entitled to, and how many is the wife?" asked the young clubman.

The second clubman laughed harshly.

"You are young and have much to learn," he said. "You may as well understand first as last that if there were in your house a mile of bureaus, three acres of armoires and 17,000 drawers, all these would still be stuffed full of veils, ruching, hatpins, ribbons, silk stockings, petticoats, powder puffs and safety pins, and the best course for you to pursue would be to wrap your own things—your shirts, underclothes, and so on—in a newspaper and keep them under the bed."

It seems easier to write life insurance than to right it.

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
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BANKERS LIFE ASSOCIATION of Des Moines, Ia.

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

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

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.



Fred E. Rosebrock & Co. Forced Into Bankruptcy.

New York, April 16—The corporation of Fred E. Rosebrock & Co. had been thrown into involuntary bankruptcy by creditors who were unable to secure payment of their accounts which were past due. Rumors had been rife for some time of financial trouble in the big butter and egg concern, and it was known that numerous meetings of large interests had been held in the hope of devising ways and means to relieve the situation and permit the house to go on so as to preserve the fullest value of its assets. But the principal creditors could not agree on a plan that would permit a continuation of the business, notwithstanding the evident fact that to close down in its present state might involve a heavy shrinkage in its assets in the Western plants, whose value depends so largely upon their continuous operation, and the only recourse was to apply for the appointment of a receiver.

The schedule of assets and liabilities filed with the court shows the liabilities to be \$441,000, and the assets, after being scaled down to what was considered an absolutely safe basis, are placed at \$315,000. About \$22,000 is owed to the trade here for butter and eggs, the local banks hold about \$185,000 of the company's paper, \$25,000 is held by a Chicago bank, and the balance of the indebtedness is scattered. Judge Holt, of the United States District Court, appointed Fred P. Bellamy receiver, and fixed his bond at \$100,000.

F. E. Rosebrock succeeded to the butter and egg jobbing business of Henry Bischoff at Wallabout Market, Brooklyn, in 1890. He was eminently successful and developed a large and profitable distributing trade. The business was extended by the establishment of a New York house in which the wholesale butter and egg trade was undertaken, and the jobbing business largely extended. The Brooklyn and New York business has been continuously successful and the earning capacity large. In 1903 the corporation of Fred E. Rosebrock & Co. was organized.

The Western extension of the business has been of later development. Large interests were acquired in plants at Winfield, Kan., organized under the name of J. P. Baden Produce Company at McGregor and Mason City, Iowa, under the name of J. D. Bickel Company, at Sioux Falls, S. D., under the name of Sioux Falls Produce Company, and at Port Huron and Bad Axe, Mich., under the name of Empire Produce Company. At these places the operations covered the collecting and packing of eggs, poultry and farm butter, the packing of ladle butter, the manufacture of renovated butter and the establishment of centralized creamery plants on a very large scale. These enterprises called for the investment of large sums of money in buildings

and equipment, the value of which depended very largely upon their successful operation, and for further large sums to be expended in the establishment of the patronage and good will.

Considering these assets at their fair value under a continuous operation of the plants, the officers of the company assert that the corporation was in a solvent condition, although the general business of the Western concerns was not profitable for the past year or two. The Winfield plant especially was a heavy loser, and yet the first year it was operated by the corporation it showed a net profit of over \$40,000. The management of the butter and egg storage stocks was conservative and not at all responsible for the difficulties that led to the final suspension.

The magnitude of the business conducted called for larger capital and, as previously announced, arrangements were made last February for an increase in the capital stock from \$750,000 to \$1,500,000, through which it was designed to absorb the entire interest in the Western plants before mentioned. But before these plans could be fully consummated they were disrupted by events which have since precipitated the present calamity.

Trouble occurred in the J. P. Baden Produce Company at Winfield, Kan., which led to disagreements and bad feeling. Recently a suit was brought by certain stockholders of that company against F. E. Rosebrock & Co. for \$300,000 upon grounds which the officers of the latter company declare to be without the slightest shadow of foundation and which they believe to have been instituted solely for their undoing. But this action, they say, cramped the credit of the corporation, broke off the negotiations for increased capital, caused rumors of impending disaster, made it more and more difficult to conduct the business at all points, and finally compelled a suspension. No failure of such magnitude nor so far reaching has occurred in the butter and egg trades for many years.

At a meeting of the creditors on Monday last it was decided to ask the court to allow the business to be continued for sixty days in order to give the receiver time to look into the matter of the Western plants, and to hold all the business together so far as possible. Expressions of sympathy were given to the company, and both Mr. Rosebrock and Vice-President Westcott were assured that every courtesy would be shown them while endeavoring to adjust matters satisfactorily to all creditors. Receiver Bellamy has appointed J. H. Westcott Vice-President of F. E. Rosebrock & Co., to look after the New York business, and W. Robinson will be in charge of the Brooklyn store, both of which have always paid well.

Never Use Any Other.

Reporter—Uncle, to what do you attribute your long life?

Oldest Inhabitant—I don't know yet, young feller. They's several of these patent-medicine companies that's dickerin' with me.

Established 1876

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Grand Rapids, Mich.

Office and Warehouse Second Ave. and Railroad

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

Field Peas, Clover, Timothy Seeds

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CLOVER, TIMOTHY, GRASS SEED
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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.

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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 21.

C. D. CRITTENDEN, Grand Rapids, Mich.

Both Phones

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Are You Getting Satisfactory Prices

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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.

Both Phones 1254

71 Canal St.

Peculiar Features of the Creamery Butter Trade.

A few days ago I had a talk with a Western man relative to the prospects for butter production this season and probable conditions that would prevail. "You are going to face peculiar conditions this summer, such as we have not seen for many years, and there will come new, if not startling, features into the trade," he said. "Every indication points to a heavy production of butter if the weather is favorable, but you will see a mixed lot of stuff and the wide variation in quality will make a wide range in price. Some of the creameries will profit by the experience of the winter and will turn out a very much better product, others will not 'catch on,' and will probably pursue the same shiftless, haphazard methods that have given us such a flood of poor butter the past season. Now that last year's crop is so nearly marketed I may not be accused of crying 'stinking fish,' but I want to say that last summer's make was the poorest in every way that has gone into the freezers in a dozen years. Some operators have argued otherwise, but I know whereof I speak. A good deal of the loss made this year is due to the extremely unsatisfactory quality. From the very start this season there will be the closest kind of discrimination. This will make a good place for fancy stock and for that reason I do not expect to see the quotation for extras as low as some people are talking. To my mind fancy creamery butter will stand in a class by itself, unapproachable by other grades. Then the off grades will fall away down, probably to an export basis. You will see nearly everything tested for water, unless the creamery gives a practical guarantee that the law regarding 16 per cent. moisture has been fully complied with, and this will remove one of the most dangerous elements that ever found its way into the trade."

When my friend finished his talk I thought there were some ideas expressed that were worth thinking about, so I have quoted from him pretty fully.

"We run into some funny things at times," said a butter merchant. "I was boring a tub of butter when all at once the trier plunged down some 4 inches without any resistance, and then ran into solid butter again. I had the porter strip the tub and found that the buttermaker had thrown big round balls of butter into the tub that were probably so hard that it would require considerable pounding to pack the butter solid, so he merely smoothed over the top a little and filled the tub up. I am safe in saying that at least two pounds more of butter could have been put in the tub." Things of this kind happen far too often and there is positively no excuse for them. If the defect in packing had not been discovered and the tub sent out on order in the general course of trade it would probably have come back with some costs attached and perhaps a dissatisfied customer. On the other hand the creameryman might feel that he had not been paid for all the

butter that he was entitled to under the supposition that the tubs were properly filled. The careful packing of butter is of greater importance than the average buttermaker appreciates.

"There are still a few buttermakers who do not use parchment liners, and I think they make a great mistake," remarked a receiver. "The other day I went to look at sixty tubs of fresh butter and found them without the paper liners. When we tried to strip the butter one tub stuck so badly that it required a good deal of hard work and pounding to get the butter out. Then when it did come a big piece stuck to one side that fairly had to be scraped off. If for no other reason than that the butter will strip nicely I advocate lining the tubs with parchment. Of course I turned down the lot allude to."—N. Y. Produce Review.

Knew He Was Innocent.

A young American lawyer was consulting in the jail with his unfortunate client, charged with stealing a stove.

"No, no," he said, soothingly; "I know, of course, you didn't really steal the stove. If I thought for a minute that you were guilty, I wouldn't defend you. The cynics may say what they like, but there are some conscientious men among us lawyers. Yes, of course, the real difficulty lies in proving that you didn't steal the stove, but I'll manage it now that you have assured me of your innocence. Leave it all to me, and don't say a word. You can hand over ten dollars now, and pay me the rest—" "Ten dollars, boss?" repeated the accused man, in a hoarse voice, "W'y don't yer make it ten thousand dollars? I c'd pay ye jest ez easy. I ain't got no money."

"No money?" The lawyer looked indignant.

"Naw, ner know w'ere I kin git any, eether!"

The young lawyer seemed plunged in gloom. Suddenly he brightened.

"Well," he said, more cheerfully, "I like to help honest men in trouble. I'll tell you what to do. I'll get you out of this scrape, and we'll call it square if you'll send the stove around to my office. I need one."

How To Waterproof Boots.

Put a pound of tallow and half a pound of resin in a pot on the fire; when melted and mixed warm the boots and apply the hot stuff with a painter's brush until neither the sole nor the upper leather will suck in any more. If it is desired that the boots should immediately take a polish melt an ounce of wax with a teaspoonful of lampblack. A day after the boots have been treated with tallow and resin rub over them this wax in turpentine, but not before the fire. The exterior will then have a coat of wax alone, and will shine like a mirror. Tallow or any other grease becomes rancid and rots the stitching as well as leather, but the resin gives it an antiseptic quality which preserves the whole.

How to keep servants—chloroform them and lock in the cellar.

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.

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 your egg cases cost you nothing. Let us tell how. Also, if you are in the market for 32 quart

(Patent applied for)

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

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

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.

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PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

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



The Assistant Butcher Became Department Head.

When I first went to work in the stockyards it was as assistant butcher in one of the largest concerns of the sort in the world, even at that time—1882. But all the big packing companies were small then as compared with what they are now, and this particular establishment was in its infancy.

I had great ambitions in those days. I was determined to become a full fledged "cow skinner," at whatever cost, and by dint of hard work and close attention to my duties regardless of seemingly insurmountable obstacles, not to mention my withdrawal from the Can Rushers' union, I finally succeeded.

But I certainly had to work hard. I became weary and heart sick, and it dawned upon me that the cow skinning business was not what it promised. The general superintendent gave me an artistic jolly, however, and as I was young and foolish then I believed everything they told me; and in time I became reconciled to my job. My boss was kind, considerate, and patient, and encouraged me in many ways, and it was not long before I was on a par with my fellow-skinners.

Thus I remained for about eight years. After I became acquainted with my work it was so easy it seemed like a shame to take the money.

In 1890 the general foreman told me that I was next on the list for foreman. I immediately began to see visions of white shirts and collars, as well as white frocks. But I felt that I was scarcely capable of filling the job, and I told the general foreman so.

"You have horse sense and have had experience, and that's all you need," he replied.

I took the position and was rapidly promoted, becoming, in a few months, the general foreman of the beef cutting floor. While there an incident occurred worth recording: A certain dealer in ribs and loins purchased twenty No. 3 ribs and tagged them with cards bearing his name. Nearby was a number of No. 2 ribs. I was called away immediately after the sale was made, but soon returned to give some orders as to the disposition of those No. 3 ribs, when my attention was attracted by seeing tags on the No. 2 ribs. Knowing there was no sale for "twos," I investigated, and found this business man's tags on stuff that he never bought. I immediately called up the superintendent and notified him of my discovery. Had this business man been successful in getting away with those No. 2 ribs it would have meant a considerable loss to the company, as the value of the "twos" was about 2 cents more per pound than "threes." The result was that this unscrupulous business man was for-

ever barred from purchasing anything from the company again.

I remained in this department about a year and a half, and worked faithfully early and late. My salary was raised three times, and in 1893 I was again promoted, becoming assistant general foreman of the killing department.

The work was hard and the advancement slow, but I was content as I saw ahead of me the certainty of eventual release from the slaughtering department, which I did not like, and a job in a less bloody department.

In February, 1894, I was promoted to the general foremanship of the killing department, which included cattle, sheep, and hogs, of their East St. Louis plant. As I was down there prior to my appointment I knew what I was up against. I accepted the appointment with the same cheerfulness with which a criminal accepts his sentence when he is going to be hanged. I went, determined to do or die, and came near doing the latter.

On arriving on the killing floor I took in the situation at a glance. The first thing that met my observation was a tall, rangy looking Missourian "trying" to skin out a hind tion was a tall, rangy looking Missourian. Approaching the foreman I asked him how he was "hooked up." He replied, "Tol'able." Getting into conversation with him I found his experience in a packing house was limited. In answer to the questions as to how much experience he had, he replied: "Well, I ain't much on beef, but father and I used to turn out from eighteen to twenty hogs a week during the fall down in our neighborhood."

The butchers were mostly of the boxcar fraternity. It appeared to me that the "laborers" were afflicted with all the ailments that man is heir to. There were the lame, the halt, the blind, and the dumb were quite prominent also. And there were a few members of the Sons of Rest scattered throughout the plant.

In East St. Louis they observe numerous holidays not mentioned in the calendar. There were good days, poor days, and bum days. Then came pay day, the best day of all. What surprised me was the cheerfulness I maintained during this period of trials and tribulations. I know of boss butchers who have skinned a bullock once in awhile just for fun to keep their hand in. But we had that record beat to death. We were skinning them all the while, and we did not see where the funny part came in, either.

Tuesday was pay day, Wednesday was a holiday for the gang. Thursday they were still celebrating, Friday they were in the hospital for repairs, Saturday about one-half of them would answer roll call. We worked so hard to get out the number of cattle that sweat ran off us in torrents. Several times Johnny Caton laughingly suggested that we should get an extra squee-gee to keep the floor dry. There was one consolation left us, however. We had the satisfaction of knowing that we could rest on Sunday. According to my

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way of figuring East St. Louis at that time ('94 and '96) was divided into two periods, known as the "bum period" and the "shaking period." The former I have attempted to describe. The latter was indescribable.

It is no uncommon sight down there to see men in the middle of the summer wearing their ulsters and straw hats with ear laps on. I have seen hogs shake so bad it reduced them to a state of emaciation. You couldn't get enough lard out of them to grease the hinges on a pair of specs. You don't really belong in East St. Louis until you get acquainted with Chills, Fever & Co. One introduction suffices. During my exile down there I never met a man that had lost his eyesight looking for another. But there is one thing I will say, in justice to the company. It never exacted a specified time from its employees as to when and where they should do their shaking. Every man enjoyed the privilege of shaking whenever he pleased. This humane policy was carried out to the letter. It was equivalent to saying, "Boys, this shake is on you. Now, have another on me."

One day in the latter part of May, '94, I was honored with a visit from the boss. He was on a tour of inspection. He was deplorably lax in the rules of etiquette, for he neglected to send up his card to announce his arrival. The result was, I was unprepared to receive a visitor of his caliber. Of course it couldn't be otherwise. It was one of the holidays, the happiest day in the week, the day after pay day, and the gang was out celebrating. I was hanging off—that is, transferring the beef after it is split to the rails, a job that requires great skill. The man that did the job was off on a drunk. And the only other man who could do it—in a way—was in jail. The boss called for the man that ran this department, for he was unable to distinguish me from any other man.

I had not the robe of authority covering me—the white frock which every one "having authority" is supposed to wear.

"Here, sir," I replied. "Are you the man that's running this department?" he asked. "Well, that's the impression the gang is laboring under," I replied.

"Impression, eh? Well, I'll leave an impression on you before I leave," he said. "Where is your frock?"

"In the wash," I replied, without a blush.

"Well, I will give you just five minutes to get on the inside of one. I want to see how you look in one," he said, at the same time pulling his watch out and timing me. Away I started to get that frock. To tell the truth, I had no cotton frock, but I had a heavy woolen one that I used to wear in the coolers back in Chicago. I was in a desperate fix. The perspiration rolled down me in chunks, the thermometer registered 92 degrees in the shade. On my way to the dressing room I remembered that the sealer had the key. And he was at home. His wife was sick. There was no alternative but to burst in the door. As the boss had not

specified what kind of a frock I reasoned that it was proper to wear the heavy woolen one. It would answer the purpose until the boss left the plant. I succeeded in breaking the door down, which caused me to perspire more freely than ever. Once inside I grabbed the frock, which had been hanging there several months. I jumped into it and as I was returning on the double quick a horde of mice scrambled out of the pockets. Having a pressing appointment to make I paid little or no attention to them. When the boss first saw me my person was arrayed in trousers, shoes, and undershirt. I must have made a ludicrous appearance when I presented myself, for the frock enveloped me from neck to heels.

On seeing me coming the boss turned his face around—out of politeness, I presume. I noticed just a faint suspicion of a smile. It almost developed into a laugh.

He invited me to accompany him on his tour of inspection through my department. Feeling highly honored, I cheerfully accepted the invitation under the circumstances. But I would have been better pleased if his visit was postponed till six months later. But that was not my luck.

There were many things he said concerning me and my department. About the middle of his eloquent discourse our superintendent joined us. He gave me a significant look. The perspiration was streaming down my face, almost blinding me several times. His oratory was something marvelous. It was sublime. Demosthenes looks like 15 cents in comparison. How I would have enjoyed this grand burst of eloquence if it was addressed to somebody else. But, unfortunately, I was the receiver general. In going from one department to the other the superintendent whispered words of comfort in my ear. He told me that if I could manage to stay the limit a repetition in his case possibly could be averted. So I staid. Some two hours afterward I met the party going home, accompanied by the superintendent.

Apparently they were all in good humor, for they were laughing. The boss shook hands with me and exhorted me to watch my work, and he hoped to see an improvement next time he came down. The storm had passed over, the sun came out, and everything was serene. I was a hero; nevertheless I saved the superintendent.

James M. Brayton.

Why He Ran.

Two men were out shooting; one had a license, the other hadn't. A keeper approached, and the one that had a license ran away.

The keeper was a good runner, and an exciting chase ensued over a mile and a half of nice ploughed field. At last the keeper got up to the runaway.

"Now, sir, where's your license?"

It was produced.

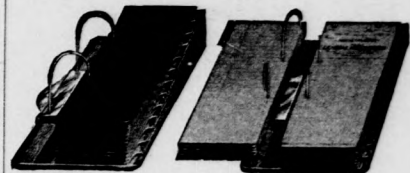
"Then why did you run away?"

"Oh, I'm fond of exercise," answered the man; "but don't you think you'd better ask my friend if he has one?"

The friend was by this time about two miles off, and the keeper only whistled, then went on his way a sadder and a wiser man.

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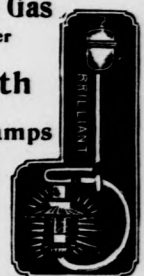
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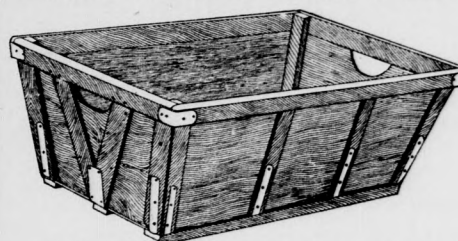
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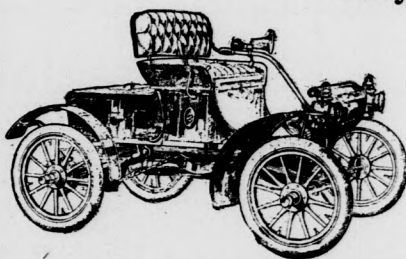
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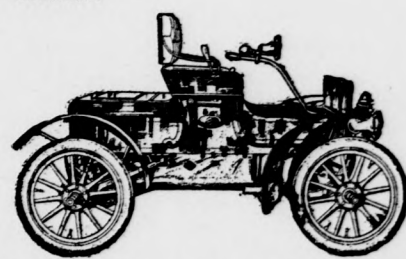
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EXPENSIVE LIVING.

Many Wage-Earners Carry Too Heavy Loads.

Written for the Tradesman.

"Here's part of the old account," said the wage-earner to the grocer last Saturday night. "I'll square it all up this month. I'm doing over-time."

"All right," said the merchant, "I need the money, but you shouldn't work yourself too hard. Over-time, as a rule, doesn't pay."

"I am glad of an opportunity to earn extra money," was the reply. "I want to get out of debt."

"There's an honest man," said the clerk, as the wage-earner picked up his basket, a sigh on his lips, and left the store.

"He's all right," replied the grocer, "but he needs a business manager."

"He seems to be doing pretty well as his own manager," responded the clerk. "That is a fine house he is building."

"That is the trouble," was the musing response. "He thinks he must have as fine a home as the man who is making twice the money and making it easier."

"The hard workers of the country are the ones who ought to have the pleasant homes, don't you think?"

"Not when it comes out of blood and bone," replied the grocer. "This man thinks he is doing his duty by his family. Perhaps he is. But is his family doing its duty by him? He began years ago saving money for that lot. When it was paid for he began saving money for a fine house. When that is paid for he will begin saving money for expensive furniture. He is 60 years old now, and what good will it all do him?"

"It will do the family a lot of good."

"There you are. Now, wouldn't it have been better for this man to have secured a smaller, cheaper home years ago on the installment plan and paid for it so as to have money left for vacations and the little excursions he has longed for all his life, and is now too old to hope for? Under this plan he might always have had a little cash in bank, and you know how much worry that saves. He might even have made investments which would have helped him out."

"I reckon the money would have been spent anyway," said the clerk, with a smile.

"There is where he needed a business manager. That man's wife dresses better than mine. His children have all the things the children of their rich neighbors have, many of them too costly for me to buy. The money producer has had no leisure, no time to read, no freedom from care and debt all these years. His people have had a pretty good time, I must admit, but that is not fair."

"The American wage-earner is a mighty proud sort of a chap," said the clerk, "and the man we are speaking of would be angry if he heard you talking about his expenses. He boasts that his family is well cared for, and that his children are well educated, if he is only a mechanic."

"And what has he gotten out of life?"

From the day he married his nose has been at the grindstone, and it will be until he dies. It is not fair that he should be sentenced to such a career by foolish pride. Is his family any happier for the sacrifices he has made? Not much! The members are not half as contented as they would have been under proper conditions. Now they want more than they can have, just because they have been brought up to understand that papa could can almost anything."

"Why, you are advocating the simple life," laughed the clerk.

"You bet I am," said the grocer.

"When a man dies, if he has not eaten well, and dressed well, and had time for reading and pleasure he has not lived. A man who earns the money this man does might now be on Easy street with proper management. Why, half the good mechanics of the land are in debt every minute of their lives. They would be running in debt for their table expenses if they had to stop work for one week. Then the grocers have to take it! They can't refuse to give them credit, and they do so as long as they can carry the load. Oh, I am not talking in the interest of my business, although I have enough bad accounts. I really would like to see the men who earn the money get a little good out of it."

"Have you any idea that these men are not willing to make all the sacrifices you are talking about?"

"Of course they are willing—too willing. That is the trouble. As I said before, they ought to have a business manager. Not a man to make more money for them, or better investments, but a man to see that they get what is coming to them in the way of fun and freedom from care. Our good wage-earners are wearing out too fast."

"What about the wives of the wage-earners?"

"They take things too seriously. Where there is a large family there should be a domestic until the children are big enough to help. Women should have less money on their backs and more time with the children. It is not a plate window in a house or a fine porch that makes a home. Pay a girl, and take it out of the Easter hat, or out of the piano, which cost \$1,000 because the neighbors have that kind, and which the fool master of the house never hears. Then when the children get large enough make them work about the house. Teach the girl to cook and wash and keep the house clean. Make the boys rake up the yard and keep everything neat about the premises."

"Now, this lecture of mine will never do any good. It would pass unnoticed if I should deliver it in the opera house, but I have freed my mind, anyway. I hate this one-sided business. I hate to see men and women throwing their lives away because they permit others to set the standard of their living. I want to see men free from debt, with money in the bank, and I want them to guide their affairs so that they can go to the theater, and loaf a couple of weeks in the summer, and go hunting in the fall. They earn money



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CLAUDE E. CADY, Manager, Lansing, Mich.

enough, most of them. Why don't they do it?"

"You tell me," said the clerk.

"I will," replied the grocer. "It is because they are fools! They pile on more than they can carry. They—but what is the use?"

And the grocer pulled his collar about his ears and went home.

Alfred B. Tozer.

Don't Be Afraid You Will Be Too Obliging.

Written for the Tradesman.

I never could understand the position that some clerks assume, that of not wanting to be accommodating. Why, half a salesman's—or any other person's, for that matter—popularity lies in the fact that he puts himself and his own pleasure in the background; that he is not afraid to go out of his way to do favors for people.

Take the matter of waiting on customers when it is nearing the noon hour. I have known so-called excellent clerks to be most remiss in their service of the public when it came to staying a few minutes overtime at 12 or a moment after the gong struck at 6, if a customer wasn't through her trading just on the drop of the hat. Of course, at night we are not supposed to stay after 6 to wait on people, but nevertheless many a present small sale—and future large one—can be made in the few minutes after the stroke of 6. And this is often greatly appreciated by the recipients.

Of course, there are numerous instances where such kindnesses are regarded by the customers as their rights, and in such cases the service is a little onerous in feeling. But we all must expect to have our share of the bitter—it can't possibly be all sweet—and when it comes to us we must swallow it as best we may, and thank our luck that 'tis no worse.

When a customer approaches my counter and she is a stranger to me I take a quick mental inventory of her characteristics as they betray themselves in look, manner and act and then I make the most of the knowledge gained through this perception.

If she is one of the quick, jerky, snappish kind I am as wary as the veriest denizen of the deep; 'twould be worse than foolish to handle her with the same tactics that I should employ with the easy-going Mrs. Never-Bother-About-Anything. The former "gets on the nerves" and must be dealt with with the greatest degree of caution.

This last is of the sort that find it extremely difficult to be suited with the goods the store carries and who are always and forever suggesting that you get some other kind of material. When such a patron blows in I try at first to convince her, in a courteous way, that our goods are in every way suitable for her wants. Not succeeding by this tack, I tell her that if she will give me an hour or so I will endeavor to find what she desires, and will not charge her for the time spent of the employe in hunting for same. This is many times a great convenience to the shopper who has many "irons in the

fire" and she generally avails herself of the opportunity to save herself the time and trouble entailed in the search. Then I send a trusty competent girl out to find the merchandise for the lady, if she has to go to every store on Monroe and Canal streets. If she can't get it I know it is not to be had in town. Most always she comes back with the wanted goods, or, failing in this, she brings samples and prices of something that might take its place.

By this method I am able to hold the trade of my customers. I "kill two birds with one stone." I accommodate the lady and at the same time keep her out of other stores, thereby saving much trade for ours.

There's more than you'd think in this latter phase of the matter. Competition is so fierce, nowadays, that we can "leave no stone unturned" to influence business our way. See—a lady comes to me for a certain thing. If I make no extra effort to please her she goes to some other store. There she runs across something that is just the thing she is after, and, if the clerk who waits on her knows her business, she may be successful enough to sell the lady a lot of other things. Next time she has need of anything in that clerk's line her mind very naturally reverts to "that pleasant clerk in So-and-So's." She goes to her a second time, and perhaps several after that before she returns to me. She has fallen into the habit of thinking of that girl as often as she does of me and first thing I know I'm "in the soup" with her.

The other day a lady came to one of the departments of our store, the house furnishings, and called for a fine doll-cart. The clerk showed her his stock, but she wanted something better. He told her we had a fine line at Christmas, but that those carts were all sold out by February. She had got her eye on one of these at the holiday season, she said, and now came back to get it. The man stated he would try to procure one for her. At noon he himself went to several stores. He got on approval the best they kept and had several ready for the lady's inspection. She came back here at 1:30 and looked the carts over. Nothing among them was good enough for her little girl, so the gentlemanly clerk promised to order just what she described. He can get it for her from the manufacturer, and so will be able to keep that lady for our firm.

A clerk never loses anything by doing the best possible to please finicky folks. A. Clerque.

Well Meant Advice.

Half an hour after Maloney landed in New York he was knocked down by an automobile. A friendly spectator assisted him to arise, remarking: "Never mind, old man, I took that fellow's number."

"Ye did?" yelled Maloney; "thin for hivin's sake run for yer life—he'll loke-ly be back afther it in a minnit or so!"

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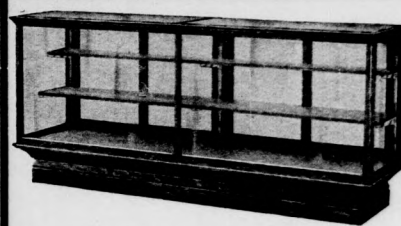


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HOMER KLAP, Sec'y, Grand Rapids, Mich.

BARGAIN HUNTING.**The Deacon Expresses His Views on the Subject.**

Written for the Tradesman.

Whenever the deacon brought in a basket of eggs or some butter to exchange for groceries he almost invariably handed out a memorandum of the articles needed. He did not enquire the price of each kind of goods before he decided whether to buy any of it. He did not stand and watch the scales for every draught, as many do. He did not enquire if the cheese was good. He did not look terribly disappointed if the price of butter or eggs happened to be lower. He did not shrug his shoulders and begin to berate the trusts if the price of sugar or kerosene was higher. He did not grumble about the farmer having to take whatever price the buyer saw fit to pay for produce, and having to pay whatever the merchant chose to charge for goods. In fact, he did not make himself and everyone else miserable because it was necessary to buy supplies for his family.

While his order was being filled he visited with other callers, or, if none were present, he liked to talk with the storekeeper. They had been school boys together twenty years before, and after a separation of a dozen years were again living in the same community. As a boy the deacon had been a leader in base ball, wrestling and other strenuous sports, and still evinced a deep interest in such things, although he found plenty of work on a farm to give him all needful exercise. The grocer discovered that his former schoolmate had developed a philosophical turn of mind and was fond of sermonizing on various subjects, although still exhibiting his love for sports and good humored teasing. Some recent occurrence, some chance remark, some store sign or the like, brought up the subject of bargains, and the deacon started in to expound his views.

"Bargain hunting is wrong," said he. "Now, you think I am joking, but I was never more serious in my life. It is one sign of an evil tendency in humanity. He who allows himself to be led by it is sure to be a loser in a moral sense and quite likely in a financial way also. Very few look at the matter as I do, and it would probably do no good to preach my views to your customers. They would not listen to them. 'What?' they would say, 'have any of us got so much money or does it come so easy that we can hand out the cash for everything we buy without a question as to whether it is cheap or dear?' Of course not. We must buy our goods as cheaply as we can. Everybody ought to do so. When I hire a man I make a bargain beforehand as to what I am to pay him. When I buy implements or stock I look about and see where I can do the best. I look over your goods here and enquire prices. Then I am a bargain hunter? No, sir; I am not.

"When I say 'bargain hunter,' I mean this: A bargain hunter is looking for goods at a sacrifice—at the same or less price than they cost the

merchant. He wants goods that somebody has lost money on; he wants sweat-shop goods which the poor and unfortunate have toiled hard to manufacture and received only starvation wages for. If we knowingly buy such goods we do wrong; we become partners in robbing and oppressing the poor and helpless. The bargain hunter wants goods which some bankrupt has stolen from his creditors and is allowed to sell at less than their actual value; he wants all the bait which scheming merchants put out to draw suckers; in a word, he wants to profit by the wrong-doing of others; to fatten on the poor and unfortunate; he wants the home merchant to work for him for nothing and take it out of the other fellow. He is the man who hires a boy to do a man's work for a boy's pay; he employs the ignorant laborer for much less than he is really worth. That is the bargain hunter. Do you know him? Ever see any of them?"

"Oh, yes," replied the grocer, sadly, "he saves his eggs all summer when prices are low and works them off in the fall, a few at one store and a few at another, for a higher price. He drives up in front of the only store in his home village with all the family aboard, borrows ten or fifteen dollars of the storekeeper for a few days and goes a dozen miles to a department store where they get wonderful bargains in soap, matches, bluing and a few such things which a family can not possibly use very much of in a whole year. Then they spend a big bunch of money for clothing and dress goods and probably buy quite a lot of things which they did not need and never thought of buying before they entered the store. While they are there they spend the money which their home merchant lent them to buy goods with which they could have purchased for the same price right at the home store. That is the part of the business that makes me tired."

"Yes," said the deacon, "while it is right to be economical, careful in buying, prudent in spending money, every one ought occasionally to take an account of himself and see whether or not these things have not been carried beyond their proper bounds, and bargain hunting has developed greed or covetousness, and scheming, sharp practices, disregard of obligations to others taken the place of strict honor and integrity. When bargain hunting becomes a mania, when it gets control of a person, there seems no end to the petty wrong doing into which it leads him.

"We need not discuss the moral side further. Let us see how much money he makes out of bargain hunting. Now, I am not well enough posted on quality of every kind of goods to go into a strange store every time I need anything. I depend upon the merchant's judgment in a good many things. He makes a study of his goods. He has experience in detecting poor quality; he knows what goods give general satisfaction and what do not. I get the benefit of his experience at much less cost than to be all the time experimenting myself. He wants

"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

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

regular customers, and to get such he must satisfy them. He gives them the best or the most he can for the money. The bargain hunter must be well posted as to the quality of the goods he buys or he will get cheated quite frequently. He stakes his knowledge and shrewdness against every advertiser of great bargains with whom he deals. He is so conceited as to think he knows as much as a dozen merchants each of whom makes a specialty of a single line. It is a game between buyer and seller always, and the latter sees to it that he is not the loser. The bargain hunter takes his patronage to that class of merchants, and of course he gets beaten a good many times when he does not know it. And that is not all. When he thinks he has made a good bargain he has something to spend for luxuries. He can treat himself to things which he does not need. The money all goes, and he is no better off. The time he spends going from store to store, looking over goods and not buying, might be employed at home in doing something that would increase his income.

"If I buy clothing, we will say, at my regular place of trading, and after getting home decide that it is not exactly what I want, I go back and it is cheerfully exchanged. The merchant helps me to decide what is best for me. I know he has expenses and I do not expect him to work for me for nothing. I am willing to pay him a reasonable profit. How is it with the bargain hunter? He buys

clothing at wholesale cost or less, he believes. It fails to please him after all. He goes back to exchange the goods, but the seller is unwilling to exchange them, or he can find nothing that suits him unless he pays considerable more than he did at first. He must keep the clothing which does not please him or else pay more than he would have had to for goods at some store which does not advertise slaughter sales. One such experience does not cure him. Like the gambler, he is bound to make it up next time, and he keeps on running after bargains.

"It is the old story of trying to get something for nothing. It is akin to speculation, gambling and begging. A person ought to have enough pride and self respect to endeavor to earn the money he needs and pay a reasonable price for whatever he buys, so that others can live also. While I have health and strength I propose to earn a living for myself and family. I desire to see every one else prosperous, also. I do not want anything to do with the merchant who has a reputation for trickery or scheming. I prefer to trade with the one who has a name for fair dealing, even if the other fellow does advertise lower prices and great bargains."

"Speaking of begging," said the storekeeper, "a book-keeper whom I know says he would steal rather than beg. He says also that the only way to hold the trade of some people is to cheat them once in a while. They have more respect for a merchant who shows them that he is as

smart as they are, and they come back to try and get even with him. There are others who are willing to pay for flattery, and the merchant must flatter them about so much to keep them pleased. I have not yet adopted such methods, so you can guess why I do not get all the trade of the community."

The deacon arose, shook first one limb and then another as if to get the kinks out of his muscles. Then, as he struck a favorite attitude, which was that of a pitcher ready to deliver a hot ball over the home plate, he remarked: "Say, I believe it would do you good to come right outside and try a square-hold—shake up your liver, stir your blood and make you feel good. Don't want to try it to-day? Well, then, I must make a home run. If I should buy myself a pair of shoes to-day on tick, I suppose you could throw in a pair for my wife and a treat for the children. But, never mind; I must not go bargain hunting. Good day."

E. E. Whitney.

The People Themselves.

Wm. Alden Smith tells of an incident that occurred during a political campaign in Iowa:

In one of the towns it had been arranged that, when the big orators of the day had had their say with reference to politics, there were to be a number of entertainments of the side-show variety to be held on the common.

A pompous politician, who had served a term in the State Legisla-

ture, and was by reason of that fact on extremely good terms with himself, while endeavoring with a number of ladies to make his way through a dense crowd that surrounded one of the shows, found himself unable to proceed farther because of a burly individual whom he could not thrust aside. Drawing himself up to his full height the politician tapped the offending one on the shoulder, saying as he did so: "Here! Make way there!"

"Who are you, that you should push me round that way?" demanded the native.

"A representative of the people, sir!" exclaimed the politician indignantly.

The man grinned. "Oh, that ain't nothin'," said he. "We folks here air the peepul theirselves!"

Race Suicide Inefficient.

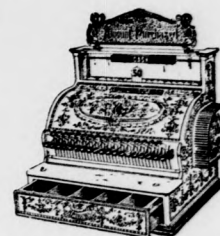
Race suicide has not prevented the human family from making a fair showing, for it now numbers 1,450,000,000 noses. Of Papa Adam's children 250,000,000 go naked, 700,000,000 clothe only the middle part of the body, while 500,000,000 are accustomed to envelop the whole body with some kind of garment; although in summer the women in the last class are somewhat inclined to revert to aboriginal styles of dressing the body from the standpoint of decoration rather than protection from the inclemencies of weather and the observation of man.

A good cook is more to be desired than great riches.

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



The Retail Hardware Dealer As An Advertiser.

Advertising is getting favorably into public notice, whatever the means employed, and then—keeping there. To decide aright how to advertise necessitates a study by the individual retailer of the condition and characteristics of the public he desires to reach, and a study to find the very best and most economical methods of reaching them. To say how much to advertise is to advise simply that he keep at it until he has reached all the people that he cares to reach, or can reach within the bounds of financial wisdom, and then to keep at it in order to keep before them.

It is well to adjust both stock and prices to the wants of the better people among the middle class. This will give a reputation for good goods, and it will soon be found that the poorer people will eventually realize that they get more than double the value from high-class goods than from those that are a third cheaper in price.

Four different advertising mediums may with propriety be used in advertising. These are, in the order of their importance: Personality, Printer's Ink, Window Displays, Personal Canvassing. There should never be any let-up in the first and third mediums, and the second should be in almost every case just as constantly employed.

Personality, or individuality, is as necessary to success as air is to life. It must be of the kind that inspires confidence, friendship and admiration. It is the most valuable element in the stock in trade, more vital to the business than cash, for it brings cash. It is a combination of character and front. Be honest, energetic and progressive, and fasten the fact of being so in the mind of the public. Be agreeable. Get into the limelight as much as possible, and take the business in also wherever possible.

Make the store reflect your personality; your notions of order and system and salesmanship should govern the employes. Carry out this individuality in the advertising. Have a style to the newspaper advertisements and circulars. Personally meet as many customers as possible. Work the personal equation for all it is worth; it is worth a lot.

All printed advertising must be sparkling and live and crisp, and always carry a fresh story. The telling of facts is always interesting, and there is no other retail business under the sun in which so many facts may be dug out to tell.

Newspaper and circular, and in most cases the advertising letters, should correspond with each other in the subject treated, and always should have an accompaniment in the windows. This simultaneous advertising amounts to insistence. Each method reinforces the other, and while one alone may not win direct attention,

the repetition of the story in another form will usually catch the eyes of those who did not see it in the first form and fix the attention of those who did see it in another form but may not have paid particular attention to it. This employment of double and occasionally triple means of telling the same story is more than doubly and triply valuable in its effect as compared with the employment of only one means at a time. It awakens to consciousness the sub-consciousness of the majority who have read or seen the story only once.

In taking up newspaper advertising the retailer must first decide just how many and what papers to employ. For illustration, we will assume a hypothetical case: There are three papers in one town, all weeklies. One is a struggling old sheet, established at some period before the war, still following the antiquated methods prevalent then. Cut it out. Another is a live, up-to-date, red-hot Republican organ in a Republican community, read by three-fourths of the population. Its rates are rather high in comparison with those of the other papers, and its editors refuse to reduce them. That is the kind of a paper to advertise in. Pay the rates cheerfully. The third paper is a comparatively new Democratic organ, enjoying the confidence and subscriptions of most of the adherents of that party, and getting many readers among the other crowd. Take space in that paper also, but in negotiating rates make capital of the fact that the paper needs both advertising and money, and also of the fact that your taking space will increase the appearance of prosperity of the paper and will have some effect in inducing other business men to give it a trial. In this way a substantial reduction from the card rates should be secured, in which case the best thing to do is to get a contract for as long a time as possible, with the privilege of forfeiting it whenever desired.

A few words about circulation. Not only should the publisher be willing to certify to his circulation and show post-office receipts, but he should give actual figures of circulation in the surrounding towns. This information is of importance, as it allows the advertiser to know just who he is getting at through his newspaper advertisements, permitting him to go after the others without loss of energy or material with circulars, letters, etc.

Very often, especially if the merchant wishes to keep hammering at different lines at one and the same time, he will find it more to his advantage to take two smaller advertisements in the same paper than one large space.

To test the drawing power of a paper or to make comparisons of the power of different papers, make some offer of a free sample or of a reduced price, the condition upon which it may be secured being the presentation by the customer of a coupon clipped from the advertisement.

Do not crowd too much into the advertisement. Say things as briefly as possible. Be direct, forceful, hit-

ting right straight at the mark. If the newspaper is a daily, change the advertisement at least as often as every other day. If it is a weekly, change with every issue. If using more than one paper, print the same advertisements in each.

In continuity lies one of the greatest forms of strength in advertising. If it pays to advertise part of the time, it will pay much better to advertise all of the time. Just as logical to close the store in dull seasons as to stop advertising.

Keep the advertisements as fresh as the daily news. Freshness in the advertisements is as of as much importance as freshness in the goods, and freshness in the advertising tends toward freshness in the goods, for obvious reasons.

Insist that the printer use attractive type. Do not exaggerate. Untruth will be found out, and a very few of them will completely spoil the effect of the advertising. When a retailer fools the public it is always at his own expense.

Don't place the advertisement where the people must look for it in order to find it. They won't look for it. Place it where they can't help seeing it, next to reading matter of interest on the editorial or one of the news pages. Space there may cost a little more, but it worth more. Contract for the location of the advertisement as carefully as for the amount of space, and do not pay for any advertisement that is not printed in accordance with the contract.

Better to spend ten thousand in

advertising and make ten thousand net than to spend five thousand and make only nine thousand. If doubling advertising expense will bring extra net profit, then double it.

If the editor is inclined toward puffing, let him go as far as he likes, except that he must not exaggerate and must always seek to give the puff some distinct news value.

Don't be funny in the advertisements, unless it is possible to be real funny. Coin or appropriate some phrase which shall appear in every advertisement and be forever coupled with the store.

A great deal of the strength of the advertisement is in the headline. The headline should be in style at least three times as large as that used for descriptive matter and at least twice as large as the type used in the sub-heads. The shorter and fewer the words used in the headline, the better. Confine headings to three lines or less. When using more than one line none of them should reach clear across the advertisement. Use words easily understood, and make the headline as descriptive as possible, then the one who sees it will likely get the meaning whether he reads the whole advertisement or not. If the advertisement is sensational, then the headline must be also; if dignified, then the headline must be dignified.

The effectiveness of an advertisement depends in large measure upon the size of those surrounding it. Don't place a small advertisement next to several large ones. Arrange

DO IT NOW

Investigate the

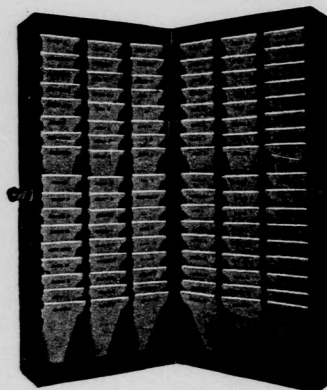
Kirkwood Short Credit System of Accounts

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

A. H. Morrill & Co.

105 Ottawa-St., Grand Rapids, Mich

Both Phones 87.



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

THE FRAZER

Always Uniform

Often Imitated

Never Equaled

Known

Everywhere

No Talk Re-

quired to Sell It

Good Grease

Makes Trade

Cheap Grease

Kills Trade



FRAZER
Axle Grease

FRAZER
Axle Oil

FRAZER
Harness Soap

FRAZER
Harness Oil

FRAZER
Hoof Oil

FRAZER
Stock Food

the border and type so that the advertisement will stand out from the rest. Always carefully read proofs on advertisements, and see to it that they are exactly right as regards not only arrangement, but style of type, punctuation and spelling as well.

DeVenne, which comes in several styles, is the best type to use in headlines and sub-heads. It may be had in compressed, extended, italic, or, in fact, almost any style wished. For general effect, however, lining DeVenne is the best display type and twelve-point pica the best body type. If running an advertisement two or three columns wide, it will be found that eighteen-point lining DeVenne caps make a handsome type for the heading, and also for the name at the bottom. Use twelve-point pica for the body, and any words to be brought out prominently may be set in caps of the same letter, or in bold-face of the same point. If the advertisement is only one column wide, eighteen-point upper and lower case DeVenne will make a good heading. Telephone number and address should be set in a bold face type of a smaller point than the body, preferably ten-point.

Advertisement writing is not hard. Write out the matter to be included and paste on the sheet some other advertisement the style of which you would like to have followed. The printer will work it out.

A good catchy illustration always adds to the power of the advertisement. Half-tones for illustration may be made from photographs, but they do not look well in the paper ordinarily used in newspapers, taking in good shape only on calendered paper. Line drawings and etchings do best in newspaper advertising. One cut will last for a long time, if care is taken not to mark it, and all cuts should be laid away for possible future use.

Window displays are a means of advertising that is more profitable in comparison with the cost than any other form of advertising. Display one article or one line at a time, changing at least as often as once a week. Make the display either catchy by means of some mechanical or other unusual device, lay figure or beauty of ornamentation or drapery, or make it effective by show of a mass of goods, or in both ways. Display prices, using attractive cards, and have a few words explaining the display printed on one or two cards. Strive for harmony in color. Make the displays timely. Have them timed and planned several weeks ahead. Make them correspond with the newspaper advertising.

If getting out circulars, mail them, under seal with stamp. If it is an expensive circular or letter, put a two-cent stamp on it. If it is a cheaper form of circular a one-cent stamp may do. Twenty sealed circulars, however, are read to every one that is sent unsealed. Use the ordinary-sized commercial envelopes, for the large sizes are liable to get into the second-class mails and be broken or damaged. Don't print advertisements on the envelopes. It costs more, does-

n't have the effect of an advertisement at all, and is liable to give the recipient an idea of what is contained without his going to the trouble to open it.

In circular work, paper must harmonize in color and quality with the character of the printing and its purpose. If half-tones are to be used, employ only heavy, calendered paper; the same is true of fine wood engravings. Do not use thin paper, certainly not if it is to be printed on both sides. Strong colors are allowable in circulars and book covers. For booklets and counterslips use only white, cream, straw, or very light tints of other colors. Never use two colors of paper in a booklet unless it is to use a darker color for the cover. If the body paper is white, then any color of cover is permissible so long as it does not itself affront good taste. Roughly-finished, heavy paper makes good covers. Cream and straw-coated paper make fine backgrounds for illustrations.

When in doubt, use black ink. For catalogues and booklets, blue-black for body and bright red or cardinal for marginal notes and headings is a good combination. When inks lighter than black are used they must have a heavier face. Other good color combinations are dark blue on light blue paper, dark orange on light yellow, dark terra cotta on light orange.

Set fliers and handbills in fourteen-point English or Roman. Headings should be in light-face Roman or DeVenne, preferably the former.

Postal cards used for advertising should carry very little matter, as otherwise they are likely to be thrown away unread. Put on just enough to be taken at a glance. Have one strong heading, and print the body in as large type as the space will allow. It is usually better to use the regulation size postal cards. Facsimile handwriting is better for postals than printing. The recipient's name and address are not needed in the greeting. A striking border will make the postal much more effective.

One of the best forms of circulars is the typewritten letter. Of course these letters are not written on the typewriter, but are mimeographed or gotten out by the printer. If the retailer has his own typewriter, it will be much more profitable for him to mimeograph his letters.

Never make these letters long. The fewer the words used to tell the story, the more liable is it to make a good impression. Talk like a salesman in these letters. Give facts, facts, facts!

Personal canvassing is a valuable means of reaching persons whom you may suspect do not read your newspaper advertisements and circulars, or at least who have never been drawn to your store through those mediums. Some people are not susceptible to printed advertising, but they may be got at in a straightforward talk, and they won't forget you then, either. Every person who does not come regularly to the store should be seen at his home or office at least once

every three months. It may seem like a big undertaking, but it means only a few hours on certain days of the week, and the results can not fail to inspire to further and continuous activity in that direction.

How much to spend in advertising is answered in the fact that all advertising that brings returns over its cost pays. But there is such a thing as over-advertising, that is, advertising more than is warranted by the amount of returns one has a reasonable right to expect. But this is a fault that very few merchants have.

Public interest must be sustained, and a method of advertising that has proven a faithful friend should be treated like any other faithful friend. If you do not keep public interest sustained, some other fellow may turn the current away when you are not looking, making you a great deal of trouble to turn it back again. It is never well either to underestimate the part that advertising has played in building up your trade. Keep on pushing!

At the first of each year a general program of advertising for the year should be formulated, after you have first decided how much to spend, and this program should be followed without letting up a particle. The amount to be spent should be arrived at by taking a certain per cent. of the previous year's business. Of course, there are certain conditions and locations where the present trade could be doubled or quadrupled, and in such a case the failure to lay out enough money for advertising to bring this increase would be sheerest folly, even if the amount should seem to be all out of proportion to the annual business the store is accustomed to doing.

Gasoline Mantles

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

NOEL & BACON

345 S. Division St. Grand Rapids, Mich.

YOU CAN BANK BY MAIL

What are you going to do when you are old and have saved nothing? One dollar makes the start then it comes easy—start today in

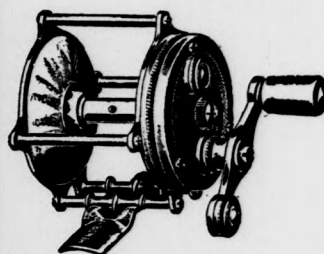
The Old National Bank

50 Years at No. 1 Canal St.

Grand Rapids, Michigan

Assets Over 6 Million Dollars

Fishing Tackle and Fishermen's Supplies



Complete Line
of
Up-to-Date Goods

Guns and Ammunition

Base Ball Goods

FOSTER STEVENS & CO.

Grand Rapids, Michigan



Some Shoe Merchants I Have Dealt With.

Ever since the proud occasion upon which I donned my first pair of long pants with gallowsses attached I have been buying shoes in a limited way for my own use. Inasmuch as I come of a family the male members of which are inclined to shuffle out of knickerbockers at a rather tender age, my experience with shoe dealers has extended over a considerable stretch of time. The experience has been sufficiently varied to be interesting—to myself, at all events—while the information which I have thus acquired, both about shoes and the men who retail shoes, is one of my own valuable assets.

With me the buying of a pair of shoes is not at all a simple thing. It is an event—a process. I put off the day thereof as far as possible. Nothing short of a dangerous proximity to shabbiness in an old pair of shoes induces me to go in search of a new pair. The mere thought of going out to buy a pair of shoes fills me with the greatest disquietude. Sometimes I approach the task with a feeling akin to panicky despair.

It is doubtless due to the circumstance above described that I am able to carry with me through the years such a distinct and vivid mental picture of the men from whom I bought shoes, together with the most incidental transaction connected with the purchase. I have been occupying myself by calling to mind some of the characters who have interested themselves from time to time in the precarious task of fitting me out in shoes.

Precarious? Well, I opine so. I am tricky and wary and exasperatingly hard to please. Not that there is any special difficulty about the fit; for my foot is quite normal. Shoes of the proper size and width in most any last which conforms to the lines of the human foot seem to adjust themselves without the slightest argument to my feet. The trouble lies, not so much with my feet as with my head. A shoe must fit my head. Herein lies the crux of the whole matter: pesky head is never twice the same. I hate to confess it, but it's a fact. I never seem to know what I want, and when everything would seem to indicate that I have before me precisely what I ought to require in the matter of a pair of shoes, I am haunted with the hallucination that the dealer has secreted somewhere in an invisible carton just precisely the pair of shoes I should by all means possess.

This is the philosophy of my discontent—and incidentally, the fruitful cause of the salesman's undoing. These invisible and non-material shoes are constantly changing. Always, however, in spite of modifications which they undergo, they possess these important features: They combine lines of comfort with lines of grace and possess to a remarkable

degree the quality of longevity. Many are the weary, fruitless hours spent by long-suffering shoe dealers in search of these particular shoes. Of course they are never actually found, so that in the end I have to agree to a compromise and go away with the disquieting feeling that while my feet are reasonably well fitted, my head is far from it.

Knowing as I do at the outset of my search for a pair of shoes that the resulting purchase is going to be a compromise on my part, I lay it down as a necessary condition that the man who sells me footgear shall be an artist in his line. No half-baked clerklet for me. Not on your life! Give me a strong man and resourceful. Let him come to his task girded and alert. Let him boost the goods with unction, and 'twere well for him to know his lines, for I have a marvelously retentive memory and can cross-question like a prosecuting attorney. No facetious or obvious remark works with me. An over-confident air, a spirit of hauteur (it's a shame to ask our female novelists for the use of the word), fills me with hot indignation. A single misstep on the part of the salesman spoils everything so far as my trade is concerned. And it all depends upon the initial impression which the salesman makes upon me. During the brief moment in which he is sizing me up I am doing a little sizing up, too. And if he only knew it, I have a kind of sixth sense which enables me to recognize intuitively the "artistic temperament" in my fellow man.

The men from whom I have bought shoes from time to time belong in the category of artists. The mere fact of having sold me shoes would of itself place them there. I am frank to admit that the successful termination of the sale depends far more on the man who shows me the shoes than it does on the shoes themselves. Consequently, while the men about whom I am to tell you in the following paragraphs differ widely in methods and in temperaments, they all possess to a degree the artistic instinct.

The least harrowing of my earliest efforts to provide myself with shoes is associated with one of the quaintest personalities I ever knew. I can see him now as he appeared to me when I first entered his store years ago. Silhouetted against a bemottled background of variegated cartons, imposingly arrayed on mahoganized shelving, stands my merchant friend. To be precise, let me add that the shelving was that of the men's department, and therefore, to the right of the door as you enter—the women's department occupying the wall to the left. At the risk of being tediously minute, I will add that this motley background of picturesque cartons and grandly painted shelving was punctured here and there with open spaces which the ingenuity of my dealer could not fill. The idea of uniformity in cartons had not as yet gotten itself born into the world.

So much (and it is possible entirely too much) for the background. Let us direct our attention to the dealer. Slight, slender, almost diffi-

Reeder's

Have an

Emense
Stock

Boots

OF ALL KINDS

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



BEST GOODS AT BEST PRICES

Geo. H. REEDER & CO., State Agents
GRAND RAPIDS, MICH.

The Shoes We Make

Are Attractive in Quality,
Make, Fit, Workmanship,
Material and Price **\$\$\$**

The man who carries them is making money. He is selling Men's, Women's Shoes Boys', Girls' and that are especially good—the usual kind. The good quality of our goods will help the sale of your tire line.



Our trade mark on the sole guarantees complete shoe satisfaction to the wearer.

RINDGE, KALMBACH, LOGIE & CO., LTD.
GRAND RAPIDS, MICH.

dent, with deep-set black eyes, swarthy skin, black eyebrows, and black mustache—he placidly awaits my approach. It is a matter for comment that the fingers of his right hand are occupied in fondling an enormous fob of curious design. None but an oriental artisan could have wrought out that trinket. Is it a god or a beast? Search me! It has vicious looking claws and a cavernous mouth, hence, might be either one, or both. Perhaps it is supposed to keep off the hoodoos. Anyway it must have come from the Orient. These rugs, too, are oriental in design. Something of the tranquillity and silence of the east seems to be upon this place.

But what sort of a joint-keeper is this two-legged oyster anyhow? And whatever can have happened to the tongue of him? Here stands a verdant and gaping youth; the dealer merely wishes him good morning, and then relapses into silence—silence attentive, courteous and respectful; but the wonder of it is that it is silence. This verdant youth with the smell of unsophistication upon him would seem to be a most alluring object to put questions to; a most inspiring audience for sage discourse—the kind that awes without informing. That crude but sensitive youth seemed to remember that he had been treated in some such fashion by other storekeepers. But here's an exception. This little man has a reserved and leisure manner about him. He doesn't fidget as small people not infrequently do. And there is withal about him a sort of mental equipoise which subdues that youth without tyrannizing him.

Presto! the youth has his tongue. His timidity has mosied. He is making known his needs. The inarticulate has got a voice. He is telling the dark, little man about the shoes of his wanting. Congress "gaiters"—has he them? The dark, little man appears to think that he may have something of that description in stock. At all events, he will look. And in a jiffy, the dark, little man and the shy lad are getting on famously. By a process of occult intuitionism that little man is disengaging the boy's ideas—calling him out; and all the while making that wary youngster feel that he is worth being handled with consideration. To the lad it is a new and enlarging experience. Verily, this dark, little man is a wizard. He knows how to get on with boys. Maybe he himself was once a boy and continues to remember how boys feel about things.

Presently the "gaiters" are forthcoming. They fit snugly, and are quite satisfactory. Upon the whole, the boy is favorably impressed with the man and his manner; with the store and everything about it. He is undoubtedly a difficult lad to deal with—this lad who is now going forth with his "gaiters" under his arm; and just now he is at the time of his age when scepticism and ignorance are contending for the mastery of him; but here is a man who evidently understands the knack of rubbing the fur in the right way—that freakish, cow-licked fur that flourishes on the

cortex or adolescent brain cells. The boy, therefore, is of the opinion that he will come back another day. And he does.

And always our dark little man is the same—quiet, courteous, and considerate. He is ever ready to tell me things about shoes, but prefers that the information take the form of answers to questions. I seem to recollect that some of my questions were naive, but I do not recall a single instance in which he imposed upon my credulity, or doped me with hot air.

The next man who won for himself a lasting place in my list of unforgettable shoe salesmen was an artist of another type. I discovered him by accident one day when the late fall rains had driven me forth in a skirmish for winter shoes. (I always hang on to my summer oxfords until November slush begins to ooze through). It was a rich find; for in a very short while I became prodigiously fond of him. He was a great, big, healthy young fellow—fairly exuded buoyancy—a creature of inexhaustible and irrepressible fun.

I shall never forget his manner of telling an incident which happened in the store a short while before my visit there.

"And so the joke is on the house," he said, as he passed me a 7 D medium toed, heavy soled, glazed calf blucher—"and the house acknowledges the joke." This observation (apropos of nothing in particular, as far as I could see) was made with an air of final resignation to the inevitable. He might have used the same intonation, the same facial expression, in announcing the approaching funeral rites of a near and lamented friend. Of course I demanded to be "put next" with reference to the alleged joke. He proceeded to enlighten me.

"Do you happen to include within the circle of your acquaintance that peg-legged 'nigger' named Sugar Bill?" he inquired. Sugar Bill was unknown to me. "Well, you ought to meet him. Everybody ought to meet Bill. He needs to be cultivated. Sugar Bill honored the house by his odoriferous presence this morning. We always seem to know Sugar Bill is coming before he actually arrives. And we think about him long after he leaves—can't think of anything else. The atmosphere of his presence and the odor of his friendship have a penetrating and clinging quality, which somehow goes to the spot. Men may come and men may go but the emanation of Sugar Bill's personality will abide.

"Sugar Bill is a genius; it takes a level-headed man to think on his feet. Sugar Bill goes 'em one better; he thinks on his foot—his left foot at that. Now, it wouldn't be so wonderful if it was the right foot he had left to think on; but he hasn't; so it's no use to think on that—and besides, he really couldn't think on it now if he wanted to; so he just thinks on the one foot.

"He was thinking on his foot this morning when he got to thinking about his foot; and then it must have occurred to him all at once, that he needed a shoe for the foot that was

"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.



Mayer

MARTHA WASHINGTON

COMFORT SHOES

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

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

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

F. Mayer Boot & Shoe Co
Milwaukee, Wis.



MICHIGAN SHOE CO DETROIT

left. So he came here to get it—everybody comes here now—just sold old Hezekiah Snodgrass a pair, Captain Fenton's coming in this afternoon, so he told me—"

"Did he get his shoe?" "Say, what d'ye reckon that blooming guinea-nigger did for the boss? Got him all twisted up and befuddled in a mess of shoes, and finally went off with two lefts—he really didn't need the rights anyhow."

I think this young fellow would have made a howling success as a monologist. He used to keep up a continuous fire of amusing observations, interpolated now and again with judicious morsels of shoe talk.

These little excursions which he made from time to time into the realm of shoe lore were so adroitly conducted as almost to deceive one into supposing that they were quite aside from the chief business of the moment. Herein, however, art concealed art; he never seemed to forget that the chief merit of salesmanship lies in the ability to sell the goods. And he sold the goods.

I often smile to myself when I recall the superb skill with which he once brought me up to a price rather higher than I had been accustomed to paying for shoes. He did it by a little character delineation of a notorious skinflint about town. Of course he was too prudent a salesman to mention the person's name; but he acted the part, and I knew the character just the same.

This penurious old codger, so my salesman averred, had sent his wife across the street to a neighbor's to borrow a piece of middling to cook with some beans and potatoes. Having thus seasoned the vegetables, he made her return the identical piece—minus the grease, of course—to the neighbor's. On another occasion this same close-fisted old rascal had approached my salesman's boss for a postage stamp. Receiving the stamp he coolly asked the boss to charge it.

After this brace of stunts in the line of character delineations (and I realize that they are not especially killing, as I have thus badly described them), he turned his attention to the high-priced shoes—and I bought them. Wit isn't argument; and nobody supposes for a moment that it is; but it is an indispensable hand-maiden to argument. An appreciation of humor, and the ability to use humorous incidents (within proper limits) is a very important factor to salesmanship; I know for I speak out of the abundance of my own experience. The dope has worked in my case; it will work with others.

In a town of some thirty thousand inhabitants, where I dwelt for a time, there used to be a willowy, black-mustached dealer, who conducted what he was pleased to call "The Sample Shoe Store." The name does sound good, and I have since discovered that there are a good many so-called "Sample" shoe stores throughout the country. In this case the term certainly was apposite. The man had a little of pretty nearly everything in the way of shoes—not in complete lines, to be sure, but in small lots of the more salable sizes.

He seemed to hanker after "ultra" and "smart" lasts, and got in from the four winds shoes built primarily with a view to showiness. There were brilliant designs in patent vamp with stunning top effects in a variety of materials, from dull mat calf to gray-tinted cloth, with blue and pink embossed polka-dots. At the time of which I write the extremely pointed toe was in vogue. The "Sample" house had some creations in that line which would look mighty funny now.

It will be apparent from what I have said of the "Sample" store that it had an individuality about it. This individuality must abide first of all in the proprietor. This proprietor was chockful of it. He was a star, and on doubt about it.

His method with me—although I am not prepared to say that it was the one he generally employed in dealing with other persons—was rather unique and yet extremely simple. It was effective, too. Perhaps I can best explain it by relating the circumstances under which I bought two pairs of shoes, instead of one pair. This achievement alone is enough to place him in the limelight forevermore.

The time of year was mid-winter. The mercury had just taken a record-breaking tumble. A deep, frost-rimmed snow lay upon the ground, and a cold, biting, pitiless wind nipped the nose of every unfortunate pedestrian who ventured abroad. I was driven out by sheer necessity. My fingers fairly ached, and great currents of marrow-filling cold percolated through my worn shoe soles and chased each other up and down my spinal column. Something must be done by way of providing myself with more adequate footwear. The display windows of the "Sample Shoe Store" looked alluring with sprigs of green cozily resting upon a soft, fluffy background of white. In addition to the green and white there was a warming and toning effect produced by the rich red ribbons winding in and out amid the shoes. It somehow made the shoes themselves look snug and warm. It was a misdemeanor to pass that window. I went in.

My dealer met me cordially. Agreed with me that the weather was cold. Seemed pleased to know that I was in the market for a new pair of shoes. He then removed my right shoe, ascertained the size, and proceeded to set out with little or no comment perhaps a dozen pairs, any one of which he thought might fit with more or less precision. Having done this he stood back and proceeded to chew the cud of his own secret cogitation. I looked at the shoes. They struck me as being good ones. They had style and "swagger" enough, assuredly. I really wanted the whole bunch of them. But this was beyond me; so, inasmuch as it seemed to be up to me to sell myself one pair or another of them, I got at the task in earnest. I began by a process of elimination. It finally got down to two pairs, and as I really couldn't decide between them, I did the next best thing and took both of them.

But what a selection I made! How utterly at variance with my actual

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.

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.

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.



Only One Man

Can Lead the Parade

In every town there is one shoe store which is best known. It's the store that does things right. It's the store that gives the most value for the money, that sells the most shoes and makes the most profit. In nine cases out of ten you will find that it is the store that sells

Hard-Pan Shoes

for men, boys and youths—only one first-class dealer in a town can have them. The chance is yours unless they are spoken for—it's well to keep this fact in mind. There is no time to lose, for the time is coming when you'll wake up to what you're missing. Sending for a sample pair won't break you, especially as you can send 'em right back if they aren't as good as we say they are.

Look for **our name** on the strap of every pair.

The Herold-Bertsch Shoe Co., GRAND RAPIDS, MICH.
Makers of Shoes

needs! I marvel at myself as I think of it. Surely this man and his wares have hypnotized me. I seemed to have forgotten the cold and snow without. One pair of those shoes were light tans; the other pair were a very nobby, thin-soled design wrought out of the filmiest kid you ever saw, and all furbelowed with patent leather! The price may have had something to do with the de-rationalizing of me, although I protest to this day I don't understand it.

When I was quite ready to close with the deal I discovered that the proprietor was mechanically dusting a carton, but in reality doubtless still cruising the Vesuvian Bay, or some other placid expanse congenial to his fancy. This did not strike me as being at all unnatural. He was not in different.

Well, he did not appear to be even mildly surprised at my purchase. He wrapped up the shoes. A few days later I cut a figure in them, wading knee-deep in eight inches of snow. It then occurred to me that I ought to have gotten something heavier.

I continued to deal with the sample man, and he continued to set me out a variety to select from. His knack in handling me lay in the selection of the shoes he wanted me to mull over. He knew how to display his wares—to stage them—to make one pair feature another, and the whole bunch of them finally to sell a particular pair of them.—Cid McKay in Boot and Shoe Recorder.

Why He Didn't Get the Job.

"How did I get my first start in life? Why, I think I'd rather tell you to-day," said the genial retired capitalist, "how I got my first setback.

"I had been plugging along at a job faithfully, with strict attention to duty and as hard as I knew how, and I was getting the rewards that never fail to come to that sort of work if you've got the nerve to keep it up. But there was a limit to the possibilities where I was then, and I was looking for a place where I could have more scope, and in due time I heard of a job that was just what I was looking for.

"I applied for that job and was received by an elderly, but at the same time very keen, gentleman, who treated me very kindly and told me finally that if they concluded to engage me they would let me know the next day. I knew that I would never hear from him, and I never did; another man got the job.

"Now, why didn't I get it? I learned why about two years later.

"Then, still working for the same concern, I went one day into the office of a house we did business with, and got through the business all right, as usual, but when I was coming away this man, a good deal older than myself, says to me:

"Young man, the next time you come here I'd be obliged if you'd leave your cigar outside the door."

"And then it came to me all in a heap why I hadn't got that other job. I had walked into that other man's office with a cigar in my fingers, and it wasn't a bad cigar either, but I had gone in to see him carrying a

lighted cigar, which was contrary to good taste and good manners and good business.

"And there was my apparent flaw, and he didn't want to spare the time or take the risk of teaching me. And so I never heard from him.

"But I had learned considerable in that two years' time, or I found I had when I got that jolt from the man who invited me to leave my cigar outside; and I cut out smoking altogether when I was around on business and about a week later I went again to see the man I had been to see two years before, but this time carrying no lighted cigar into his office and carrying no stale smoky odor about my clothes.

"I hadn't lost one single particle of my independence, but I had acquired some sort of sense of the courtesy due to other people, of the respect, in fact, due to them and their establishments. And the keen old gentleman was sitting there just the same and sized me up in a minute, he knew by how much I'd grown, and there was a different touch in his kindness to me now, and—

"But I wasn't going to tell you how I got my first start in life, but how I got my first setback, as I've just done; and if you are looking for a text for aspiring young men, why, you might set down as the one for to-day:

"Never go looking for a job with a cigar in your mouth."—Cleveland Leader.

Now Makes White Calkskin Leather.

Detroit has the honor of being the first manufacturing center to make serviceable white calkskin leather; in fact, such leather is made nowhere else in the world, Carl E. Schmidt & Co. being the discoverers of the process. The white skin keeps its color under all conditions, even when soaked in boiling water, and its general usefulness is unimpaired by the process which it undergoes. It is the first success ever attained in making white leather that is fit for outdoor use.

"Don't waste your money in trying it, my son," said an agent of a firm of celebrated German leather manufacturers to Carl E. Schmidt, some years ago, when told what Mr. Schmidt was attempting. "My firm has had twenty expert men working on the problem for years, and they are no nearer the solution of the problem now than when they first began. Save your money, or, if you will experiment, use it in some other direction."

To a man of Mr. Schmidt's temperament that was simply an incitement rather than a deterrent. For a number of years he and his corps of assistants have been trying and testing many methods of producing white calkskin leather, and now they have succeeded. The leather keeps white under all conditions, can be easily cleaned when it becomes dirty, and remains soft and pliable.

No man is so fond of pets as to welcome the wolf at the door.

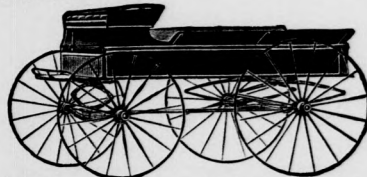
Many a man would trade a family tree for a load of firewood.

Harness and Buggies

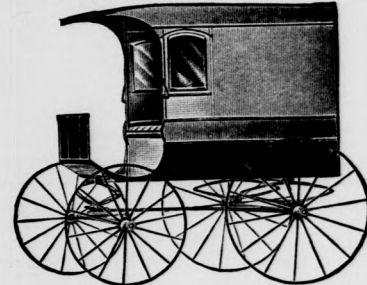
We carry an immense stock. That's why we can make prompt shipments. Ask for catalogs and prices.

Brown & Sehler Co.
Grand Rapids, Mich.
WHOLESALE ONLY

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



No. 818. Top Delivery Wagon. Price complete \$58. Good as sells for \$25 more.

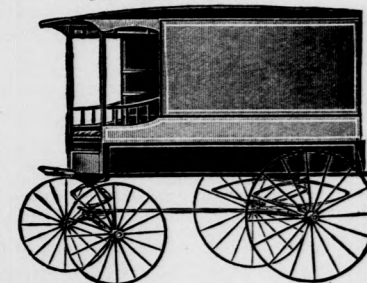


THE RETAIL DEALER

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

Elkhart Carriage & Harness Mfg. Company
Elkhart, Indiana

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



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



PUSH, ETERNAL PUSH



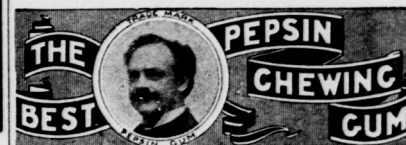
is the price of prosperity. Don't let January be a dull month, but let us put on a "Special Sale" that will bring you substantial returns and will turn the usually dull days of January into busy ones. Goods turned to gold by a man who knows. I will reduce or close out all kinds of merchandise and guarantee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

BURMA.

Ancient City As Seen by a Grand Rapids Traveler.

Written for the Tradesman.

Retracing our steps two days by boat from Java to Singapore, the junction point for all steamship lines of the Orient, we changed from the Dutch line to the British India line. After two days' wait we caught the cargo boat and by so doing had a chance to spend one day in the Federated Malay States, where they are getting out so much tin and where, by about the first example of protective legislation, Great Britain is slowly getting business sense enough to adopt the American. The International Tin Co. were legislated out of the field in favor of Federated smelters; but here, as in British Singapore, Dutch Java and Siam, the Chinese are practically in control of business. The Malays are not workers. To operate the tin mines Chinese coolies had to be imported, one mine employing 3,000 men. As a result the mines, as well as the stores and business places, are largely owned by Chinese, and some of them are millionaires.

The Federated Malay States comprise 3,200 square miles. The population is 168,000, of which 109,000 are Chinese. The tin output last year was 7,420 tons; revenue \$8,500,000; expense, \$6,000,000.

They have a splendid railway, built by the States government, and we rode over it up through the new rubber district to Kula Lumpur, the headquarters for railroad and administrative bureaus.

For thirty miles, on both sides of the road, they have—or are planting—rubber trees. They cut down the jungle, leave it six months to dry out, then fire it to get rid of brush and small trees, then ditch it and plant trees in rows about ten feet apart. The big jungle trees still lying on the ground look something like the cut-over lands of Northern Michigan after a fire has run through them in the spring. After five years they can be tapped, and they do this in the same way that the yellow pine of the South is tapped for turpentine—by scoring or cutting a V on two sides of the tree just through the bark. From this the sap or juice runs into a little bucket. They keep making these V's one above the other until two or three feet on both sides of the tree are thus scarred. The price of crude rubber has been so high during the past few years that plantations that are now producing have been very profitable, with the result that rubber companies are being organized and floated in great numbers. We heard of one company selling stock that had not yet purchased ground—which goes to show that America is not the only sucker pond.

From here, what but a few years ago was a jungle, we took upon our boat to Penang twenty running horses for the races. They were as fine a string as you would see on a Kentucky race course.

We were in Penang on the Chinese New Year—January 25. This is

the home of the Chinese owners of the tin and smelting industry of the Federated Malay States. They were all out riding, and we have not seen such a fine looking lot of Chinese, the men in white English clothes, the children with gold brocaded waists and skirts, with golden crowns, until one could imagine a procession of old Oriental kings. Their turnouts would be magnificent on Riverside Drive; and not only one but hundreds of them. It was an eye-opener as to their financial strength in this part of the world. No wonder the German ships are driving the British ships out of their old strongholds here in the Orient.

Our observation has been that a Britisher should never be placed as a hotel manager, or in any official capacity necessitating coming in contact with the public, or as a retail merchant. In any of these positions, from an American standpoint, they are utter failures. They are of the opinion, from their actions, that it is a very great accommodation to you for them to give you what you have paid for, or are willing to pay for. I think that the only reason men feeling above positions continue to wear their nose is because the English have a reputation of being quite handy with their fists. A case in point: At Penang we went aboard a British ship one mile out in the harbor at 12 o'clock at night. Three launches were at the boat ladder, the incoming passengers trying to get down, the outgoing passengers trying to get on, with not a single official to straighten out the trouble or assist passengers in any way. Why several passengers did not get drowned was owing to good luck that bad management could not overcome. When we finally did get aboard we had to chase all over the ship to find the officers that on any other line boat would have been at their official stations. This is only one of many examples.

In retail stores, in these English colonial towns, the Chinese merchants are much more satisfactory to do business with. They want to serve you—the English clerk wants the customer to please him.

In two and a half days we were, at 8 a. m., at the light ship at the entrance to Rangoon River. On account of the tides sixteen to eighteen foot vessels have to wait for high tide and we did not get up to the city until 4 o'clock. The forty-two miles up the river we had to run very slowly.

The Burma Oil Co. has large refineries on the river. It looked like Bayonne City, New Jersey. Rangoon, the capital of Burma, is a bustling, hustling, business-like place, with a number of teakwood saw mills, where we saw elephants taking slabs away from the circular saw, drawing 40-foot 24-inch logs out of a clay mud pond that a dozen teams of horses could not have moved. The logs were so heavy that, when they came to the sides of the pond and had to be pulled up four or five feet, they stuck and, after giving two or three tugs, the log not moving, the elephants would give a grunt of dis-

gust, drop on their front knees, thus throwing the whole weight into the traces, and the deed was done, the log moved.

As the city is the clearing house for the whole of Burma, there are several large wholesale firms, jute mills, rice mills, etc. But the center of interest to the tourist is the wonderful Shway Dagon pagoda. Located on a knoll in the center of the city, its golden dome is the first thing to be seen on coming into Rangoon from any direction. The dome has thousands of little bells, that tinkle when the wind blows. There are hundreds of small pagodas, each with images of Budha in marble, bronze and stone, and men and women in great numbers burn candles or lay flowers in front of their favorite shrines. One particularly handsome pagoda had an inscription stating that it had been built by some Chinaman in honor of his numerous relatives. One of the principal carved ornaments around the roof was a circus horse with bareback rider holding aloft two gymnasts. We are still in doubt as to the profession of the Chinaman's relatives! We did not have time to go over to Kipling's Moon Mine pagoda, but we heard the temple bells ringing, and purchased a cheroot of the kind the girls were smoking—about eight inches long and one and a half thick. Notwithstanding the large size of the cheroots, when not smoking them, they have such large holes pierced in their ears that they stick the cigar in the lobe until they want to take another whiff at it!

Taking the noon train for Mandalay, we rode all the afternoon through the valley, looking much like our Dakota in the dry season. The harvest was just over and at every station—and they are numerous—there was rice in bags piled up for a quarter of a mile on both sides of the track. It is certainly a wise provision of Providence that no rain falls for some months at harvest time, for they have no barns or storehouses in country districts. We must have seen several million bushels thus piled that rain would have spoiled. We noticed them cleaning the chaff out of the rice. They had three bamboo poles about twenty feet high, swinging in the center of which was a coarse sieve. The rice and chaff were passed up to a man standing on a platform. He poured it through the sieve and as it fell to the ground, some sixteen feet, the wind carried the chaff to one side and the rice, being heavier, fell straight in a pile fairly clear of chaff.

Mandalay, reached in the morning, was the capital of Burma, and only has been in possession of the British for twenty-five years. Its king, Theobald, is a prisoner of war over in some British fort in India. As Murray takes six pages of small type to describe its palaces, monasteries and temples I will not attempt it. In this city, 386 miles inland, they have a municipal bazaar, covering what would be four squares in Grand Rapids, built of brick and sandstone, laid out like a checkerboard, each aisle being lettered. There are small booths

where you can find everything made in that part of the country.

Leaving by boat on the Irawadi, which is navigable for 600 miles, we started down the river. While this is their dry season and the river is at its lowest, it is now from one-half to a mile wide. Our boat was as large as the largest Mississippi River steamer. It stopped at the important towns along the river. The native life was very interesting. The second day we passed through the old Buddhist headquarters. All day long on every hill and knoll as far as the eye could reach, were temples beautiful in their proportions and architecture. To show the size of some of them, the two lions that always guard the entrance were forty feet high and large in proportion. If there was one temple there were ten thousand of them, all testimonials of bygone greatness, very few of them being now in use. We passed the old deserted city of Pagan, built in 1500 on a bend of the river, which protected it on two sides, four miles on one side and six miles on the other. It is literally filled with temples—one alone covers more ground than the Widdicomb plant—all now deserted. Sugar, in bags, like thick black molasses and Indian corn seemed to be the bulk of the shipments at different towns. This is also the center of the oil fields of Burma. It seemed incongruous to see temples built 400 years ago with a modern oil derrick only twenty feet away. The derricks made one think of the Bradford oil field. Most of the drillers and superintendents are from the Pennsylvania oil fields.

The last two hours before reaching Prome, where we left the boat and took the night train for Rangoon, it was dark and we found our way by searchlight. As the light was thrown on the shore, bringing out the native huts and life, it made a panorama not to be forgotten. The climate there during February is quite comfortable—hot enough in Rangoon for white suits, cool enough at Mandalay for overcoats. The railroads are well built. They are owned by the government. You travel with your own bedding, consisting of small mattress, pillow and two steamer rugs. The cars are so arranged that each compartment has room for four to sleep comfortably. Usually two can get a compartment to themselves and thus both have lower berths. There are good eating stations. Trains run about twenty-five miles an hour. We were surprised to see the number of natives traveling. The cars are about half the length of ours and about twenty of them make a train, of which about three are first class, two second and the balance third. Invariably the third class, used by natives, are crowded. One wonders where they can make money to travel with, ordinary labor being worth about 4 to 6 cents per day, our money. The fares are 3 cents per mile first class, 1½ cents per mile second class and ½ cent per mile third class, in our money. Everybody uses a garry, a two-wheeled uncomfortable carriage, costing 20 cents per hour, our money. The money is on a gold bas-

is. Some years ago the silver rupee, like the present Chinese Mexican dollar, fluctuated so violently that the government put it on a fixed basis: 15 rupees to one pound gold and gold bills, 16 annas silver to the rupee, 64 pice copper to the rupee, making a rupee in our money 33 1/3 cents, an anna in our money 2 cents and a pice in our money 1/2 cent. With its rice, teakwood, oil, jute and sugar cane industries, Burma looks prosperous. The natives seem happy and dress neatly in all colors of the rainbow and a few left-overs. One can spend hours on the street enjoying the never-ending panorama of life and color. I fear our eyes will be so filled with color that when we get back the somber garb at home will look like a funeral procession. C. C. Follmer.

How To Judge a Horse.

Never have a horse brought out, or up or down, to you, but go to his stall and investigate for yourself certain details which, once you know them, require no special acumen to decide upon or to be aware of. For instance, is there grain in the manger, and the hour of feeding some time past? He may be a bad feeder, nervous, delicate—well to call the veterinarian's attention to this point. Is the straw under his fore-feet unusually trampled or broken? May be one of these irritable, nervous "weavers" (horses which constantly sway from side to side), who are generally also bad feeders and poor property. Are the stall posts or sides battered or kicked? He may be a kicker (by day or night, spoiling his own rest and that of other horses). Does he tear or eat his blankets? Is he tied in any special way or simply and as other horses are? Is he gentle to approach and to handle—no nipping, kicking or pulling back on the halter? Does he stand square on both forefeet or rest one or both alternately? Does he back quietly from the stall, picking up each hind leg without sudden spasmodic jerking? And when he turns in the gangway does he do so smoothly, or does he flinch (in front) as if the boards were not even, or his feet hurt him more or less? Are his eyes staring and expressionless, his ears always forward—indications of defective vision.

Once out of the stall, notice that he submits quietly to being wiped over, and betrays no resentment, while harnessing, at accepting the bit, bridle, crupper, etc., and decorously permitting all necessary alterations and attentions. Accept no departure from absolute docility of deportment; for be sure that if the animal betrays either excitability, nervousness or vice in the dealer's hands, he will be far worse with you, for you know you don't know, and he will know you don't know—and those combinations spell trouble. In the same way, see him led out and put to the vehicle to which he is to be driven, noting each stage of the process, viewing him always with the icily critical eye of the individual who does not (yet) own him. Excuse nothing and make no allowance for less. If he makes a move you don't like look further—they are plenty of horses.—Outing.

Hardware Price Current

AMMUNITION.			
Caps.			
G. D., full count, per m.	40		
Hicks' Waterproof, per m.	50		
Musket, per m.	75		
Ely's Waterproof, per m.	60		
Cartridges.			
No. 22 short, per m.	2 50		
No. 22 long, per m.	3 00		
No. 32 short, per m.	5 00		
No. 32 long, per m.	5 75		
Primers.			
No. 2 U. M. C., boxes 250, per m.	1 60		
No. 2 Winchester, boxes 250, per m.	1 60		
Gun Wads.			
Black Edge, Nos. 11 & 12 U. M. C.	60		
Black Edge, Nos. 9 & 10, per m.	70		
Black Edge, No. 7, per m.	80		
Loaded Shells.			
New Rival—For Shotguns.			
No.	Drs. of Powder	Shot Size	Per 100
120	4	1 1/2	10
129	4	1 1/2	10
128	4	1 1/2	10
126	4	1 1/2	10
135	4 1/2	1 1/2	10
154	4 1/2	1 1/2	10
200	3	1	10
208	3 1/2	1 1/2	10
236	3 1/2	1 1/2	10
264	3 1/2	1 1/2	10
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, 7/8 in. 5-16 in. 3/4 in. 1/2 in.			
BB, 8/16 in. 7/16 in. 3/8 in. 1/2 in.			
BBB, 8/16 in. 7/16 in. 3/8 in. 1/2 in.			
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	dis. 40 & 10		
HOUSE FURNISHING GOODS.			
Stamped Tinware, new list	70		
Japanese Tinware	50 & 10		

IRON

Bar Iron	2 25 rate
Light Band	3 00 rate
KNOBS—NEW LIST.	
Door, mineral, Jap. trimmings	75
Door, Porcelain, Jap. trimmings	85
LEVELS	
Stanley Rule and Level Co.'s	dis.
METALS—ZINC	
600 pound casks	8
Per pound	8 1/2
MISCELLANEOUS	
Bird Cages	40
Pumps, Cistern	75 & 10
Screws, New List	85
Casters, Bed and Plate	50 & 10
Dampers, American	50
MOLASSES GATES	
Stebbins' Pattern	60 & 10
Enterprise, self-measuring	30
PANS	
Fry, Acme	60 & 10
Common, polished	70 & 10
PATENT PLANISHED IRON	
"A" Wood's pat. plan'd, No. 24-27	10 80
"B" Wood's pat. plan'd, No. 25-27	9 80
Broken packages 1/2 c per lb. extra.	
PLANES	
Ohio Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45
NAILS.	
Advance over base, on both Steel & Wire	
Steel nails, base	2 35
Wire nails, base	2 15
20 to 60 advance	Base
10 to 16 advance	5
8 advance	20
6 advance	30
4 advance	45
3 advance	70
2 advance	50
Fine 3 advance	15
Casing 10 advance	25
Casing 8 advance	35
Casing 6 advance	25
Finish 10 advance	35
Finish 8 advance	45
Finish 6 advance	85
Barrel 7/8 advance	
RIVETS.	
Iron and tinned	50
Copper Rivets and Burs	45
ROOFING PLATES.	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x28 IC, Charcoal, Dean	15 00
14x26, IC, Charcoal, Allaway Grade	7 50
14x20 IX, Charcoal, Allaway Grade	9 00
20x28 IC, Charcoal, Allaway Grade	15 00
20x28 IX, Charcoal, Allaway Grade	18 00
ROPES	
Sisal, 1/2 inch and larger	9 1/2
SAND PAPER	
List acct. 19, '86	dis. 50
SASH WEIGHTS	
Solid Eyes, per ton	28 00
SHEET IRON	
Nos. 10 to 14	3 60
Nos. 15 to 17	3 70
Nos. 18 to 21	3 90
Nos. 22 to 24	4 10
Nos. 25 to 26	4 20
Nos. 27	4 30
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	
SHOVELS AND SPADES	
First Grade, Doz	5 50
Second Grade, Doz	5 00
SOLDER	
1/4 @ 1/2	21
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
SQUARES	
Steel and Iron	60-10-5
TIN—MELYN GRADE	
10x14 IC, Charcoal	10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade, \$1 25	
TIN—ALLAWAY GRADE	
10x14 IC, Charcoal	9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade, \$1.50	
BOILER SIZE TIN PLATE	
14x56 IX, for Nos. 8 & 9 boilers, per lb 13	
TRAPS	
Steel, Game	75
Oneida Community, Newhouse's	40 & 10
Oneida Com'y, Hawley & Norton's	65
Mouse, choker, per doz. holes	1 25
Mouse, delusion, per doz	1 25
WIRE	
Bright Market	60
Annealed Market	60
Coppered Market	50 & 10
Tinned Market	50 & 10
Coppered Spring Steel	40
Barbed Fence, Galvanized	2 75
Barbed Fence, Painted	2 45
WIRE GOODS	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
WRENCHES	
Baxter's Adjustable, Nicked	80
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70-10

Crockery and Glassware

STONEWARE	
Butters	
1/2 gal. per doz.	48
1 to 6 gal. per doz.	6
8 gal. each	56
10 gal. each	70
12 gal. each	84
15 gal. meat tubs, each	1 20
20 gal. meat tubs, each	1 60
25 gal. meat tubs, each	2 25
30 gal. meat tubs, each	2 70
Churns	
2 to 6 gal. per gal.	6 1/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	48
1 gal. flat or round bottom, each	6
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	6
Stewpans	
1/2 gal. fireproof, bail, per doz.	85
1 gal. fireproof, bail per doz.	1 16
Jugs	
1/2 gal. per doz.	60
1 gal. per doz.	45
1 to 5 gal. per gal.	7 1/2
SEALING WAX	
5 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun	35
No. 1 Sun	38
No. 2 Sun	50
No. 3 Sun	85
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	Per gross 5 00
Quarts	5 25
1/2 gallon	8 00
Caps	2 25
Fruit Jars packed 1 dozen in box.	
LAMP CHIMNEYS—Seconds.	
Per box of 6 doz.	
Anchor Carton Chimneys	
Each chimney in corrugated tube	
No. 0, Crimp top	1 70
No. 1, Crimp top	1 75
No. 2, Crimp top	2 75
Fine Flint Glass in Cartons	
No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10
Lead Flint Glass in Cartons	
No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00
Pearl Top in Cartons	
No. 1, wrapped and labeled	4 60
No. 2, wrapped and labeled	5 30
Rochester in Cartons	
No. 2 Fine Flint, 10 in. (85c doz.)	4 60
No. 2, Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2, Lead Flint, 10 in. (95c doz.)	5 50
No. 2, Lead Flint, 12 in. (\$1.65 doz.)	8 75
Electric in Cartons	
No. 2, Lime (75c doz.)	4 20
No. 2, Fine Flint, (85c doz.)	4 60
No. 2, Lead Flint, (95c doz.)	5 50
LaBastie	
No. 1, Sun Plain Top, (\$1 doz.)	5 70
No. 2, Sun Plain Top, (\$1.25 doz.)	6 90
OIL CANS	
1 gal. tin cans with spout, per doz.	1 25
1 gal. galv. iron with spout, per doz.	1 25
2 gal. galv. iron with spout, per doz.	2 10
3 gal. galv. iron with spout, per doz.	3 15
5 gal. galv. iron with spout, per doz.	4 15
3 gal. galv. iron with faucet, per doz.	3 75
5 gal. galv. iron with faucet, per doz.	4 75
5 gal. Tilted 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 00	
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.	4 1/2
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</



Weekly Market Review of the Principal Staples.

Carpets—All-wool ingrain carpets are not in a satisfactory position. The name all-wool is a misnomer as applied to the great bulk of these fabrics, and to the inferior quality of the goods is largely due the unsatisfactory condition of the industry. Manufacturers who turn out goods of a high quality report that on the whole their business has been quite satisfactory for the season. At the present time the industry is quiet. Cotton ingrains have been uncertain during the entire season. The high price of cotton yarn was the most serious obstacle to the development of the business. Only when yarn prices broke were manufacturers able to buy yarn at a price that enabled them to manufacture without recording a loss for every yard made. Now that yarns are tending upward, the production of cotton ingrains will be limited to orders on hand and to such manufacturers as may have a little medium-priced yarn in stock.

Rugs and Art Squares—Made-up rugs of Brussels, Wiltons, velvets and tapestries are experiencing something of a quiet season just at present. This does not mean that the rug looms are idle, but duplicate orders are not being received. It is probable that the rug looms will be kept in operation until nearly the close of the season to fill orders now on the books. Axminsters have been very popular this season and duplicate orders are being received now. These orders are so large that it will be well into the next season before they are all filled. As a rule, art square manufacturers are doing a good business and are receiving a fair number of duplicate orders. The business on large size Smyrna rugs has fallen off to some extent, but on the medium and small sizes it is very good.

Gray Goods—In the gray goods the custom is to contract for four to six months in advance, so that buyers who placed contract orders during October should be, under a normal state of affairs, again in the market. The present prices are keeping many of them out and unless the buyers have had a phenomenal run on these lines, if they are buying at all, it is in small lots. Yet in contradiction to this, white sheetings in some instances have been fairly well sold up. Low-grade bleached goods are reported as firm and fairly active. Goods of wide print cloth construction have stiffened somewhat, but both these lines are not yet on a strong and active basis.

Woven Cloths—Novelties and woven cloths, especially the former, are pretty well sold up. Some houses have, in fact, sold out practically everything in sight. The recent break in muslins noted recently is now a thing of the past. This break was due to some cut in prices to force

a sale. The market has returned to its former normal condition and prices are now reported to be firm at the old figures prevailing previous to the break.

Hosiery—Here orders are being placed in practically every case where it is possible to place an order for goods for delivery, making near-by consumption possible. Manufacturers will in many cases extend the spring goods manufacturing season considerably to allow them to take care of the demands of buyers. Goods of all classes are scarce and of many lines there is a decided paucity. Novelties, because of their being different from regulars, are hard to find, and buyers looking for such goods to fill the demands of the immediate future are disappointed with the market. High-grade staple goods are well taken care of, the production of such goods being limited and the demand growing. Low-priced goods are practically all cleaned up, and buyers in the market for these are finding that their wants have been anticipated by other buyers, and the goods needed are all taken up. Fall goods, however, have not moved in great quantities and conditions are similar to conditions in the underwear market. Buyers are holding off for the same reasons and manufacturers of hosiery feel as confident of the final outcome as do the manufacturers of underwear. It is somewhat of a surprise to one going around the market to have the sellers talk freely of the lack of orders already placed for fall goods. Such a condition is usually so much disliked that to talk of it is not pleasant, but now, "things are not what they seem." Within the week a manufacturer of a well-known line of hosiery, advertised under a trade-mark and always well taken care of, reported to the writer that he had taken absolutely his first orders for fall goods on that day, and that these were not orders of any considerable size. But this condition did not seem to worry him. A line such as this it is not policy to move by unnatural measures. By decreasing the quality and the price of the goods and retaining the trade-mark he could easily sell up his total production, but this would not be a good policy to follow out, because buyers of the goods would note the decreased quality and the future of the goods as high-class stuff would be destroyed.

Loose Leaf Books in Small Houses.

The use of loose leaf books at the present time is largely confined to business houses of considerable magnitude and manufacturing institutions, for the reason that the value of loose leaf books in their business has been more readily understood than among the smaller classes of trade.

While the saving of time and labor in the use of loose leaves is relatively the same, presupposing the saving to be 25 per cent., the gain of this amount by a firm whose accounting department approximates \$10,000 per annum would be much greater in dollars and cents than the saving of a



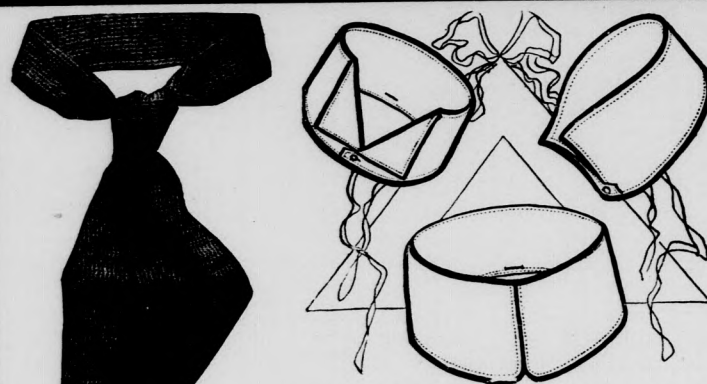
The condition of the fabric market necessitates caution by the retailer in selecting his lines for fall.

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.



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

small firm whose expense in this department amounted to \$1,000.

There was a time when the use of loose leaf books for accounting purposes, and the value of their use, were problematical, and it was only those firms who were willing to take some risk, for the value of the experiment, who adopted them; but this time has passed, and it is now an accepted fact among all first-class houses that there is a distinct saving in time and labor by the use of loose leaf books, and most of them also recognize that, notwithstanding this saving of time and labor, the records of the house are in a much more desirable shape than ever before.

When loose leaf books were first placed upon the market the cost to small firms and the uncertainty connected with their actual working deterred many of them from becoming ready purchasers, but the introduction of smaller sets and cheaper grades has resulted in bringing many of the smaller firms into line, with the consequent improvement in their accounting department.

As a matter of fact, it is fully as important, if not more important, for the small firm, who will have, say from one hundred to five hundred accounts, to put in loose leaf books than it is for the large institutions, with ten thousand to twenty thousand accounts.

I consider it more important particularly for this reason, that the larger firm undoubtedly has a much greater capital and consequently, with their immense business, a larger total profit than many small firms put together. The matter of economy with a large house is not so necessary as it is with the small one, because they are enabled to pay for indulgence in case they desire to do so. This class of firms are, however, the closest purchasers, are the most careful and consistent in their expenditures, watching all the small margins and making everything productive that goes through their "hoper."

The small firm depending upon its success must be equally careful, and in many cases is so, in connection with the purchasing department, the payment of salaries, rentals and the selling expense. But I am sorry to say they fail to consider the importance of the accounting department and in many cases, on account of laxity in this direction, they meet with disaster and failure.

The importance of having the most advantageous system for accounting does not depend in any measure upon the size of the firm. Take the case of the man who does his own book-keeping. His time (at least in his own estimation) is more valuable than would be that of any of his paid employees. This being the case, a system by which he can keep his own books in one-half or two-thirds of the time he would usually employ, and keep them in a much more satisfactory manner, would certainly enable him to use the valuable time which he has saved to the betterment of his business.

It will thus be seen that whether a man is his own book-keeper or whether he employs a book-keeper,

the importance of improvement in this direction is equally imperative.

One of the great advantages which has been observed by those who have used loose leaf books for a number of years is that by keeping the current accounts together it enables a much more ready and rapid examination of them, which frequently results in closer collections. Wherever a house has a sufficient number of accounts "hanging fire" to warrant, one of the best things possible to introduce in connection with a loose leaf ledger outfit is a sectional post binder or a spring back holder, marked "Suspense Accounts." When a customer gets behind in his payments and requires frequent jogging in order to insure collections, nothing is so advantageous for the firm as having these accounts collected in one binder, as by this means they can be frequently examined, and the whole secret of collection of bad accounts is "keeping everlastingly at it." The firm that never lets up always collects a great majority of its bills.

Some small firms have found what is termed the "Statement Ledger" a very excellent and time-saving device. The charges in this ledger are made from the sales tickets day by day, the sheet is double, the statement folding over the ledger sheet. It is provided with a carbon and entries are made with a style pen or hard pencil. At the end of the month, as the entries have been made from day to day, the charges for the last day complete the statement, which is detached and forwarded immediately to the customer. The remaining sheet can then be introduced into the ledger binder and used as a regular ledger sheet, or the total amount can be posted in one posting into the ledger and this sheet filed away as a journal sheet.

It is necessary in using this system to bring forward upon the statement sheet any balance from the previous month and also credit whatever cash may have been paid or whatever goods have been returned ad interim.

Wise man is he who takes advantage of every opportunity to improve his business. It is just as important for a small store to keep its books in the most approved manner as it is to purchase goods of the proper quality and at the lowest prices.

The day will come when every store large enough to keep books at all, or every person who extends credit, will demand the best, and those who recognize this fact first have the advantage of a longer term of prosperity.

Charles A. Sweetland.

A Discovery.

"Farmers," announced the fair visitor from the city, "are just as dishonest as city milkmen."

"How d'ye make that out?" asked her host.

"Why, I saw your hired man this morning water every one of the cows before he milked them."

It's hard for a man to get into heaven who puts his religion in his wife's name.

Are You Fully Stocked In

White Goods and Colored Wash Goods?

Our assortments are yet complete. Send us your fill-in orders. We can ship to you at once.

White Goods

India Linons, Persian Lawns
English Long Cloths
Bedford Cords, Madras Cloths
Poplinettes
Dotted Swiss Mulls, Etc.

Colored Wash Goods

Lawns, Dimities, Organdies
Mouselline de Soie's
Batistes, Madras Cloths
Marceline Silk, Gauze Carreaux
Manchester Cambrics, Etc.

All Grades of
Quality

At Lowest Prices

We Can Save You Money on

Wash Goods

Mail Us Your Orders Now!

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

Lace Curtains

House cleaning time is at hand. Place a nice assortment of lace curtains in your stock and watch the results. We have them at 37½¢, 50¢, 75¢, \$1.00, \$1.12½, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50, \$3.00, \$3.50, etc., per pair. We will be pleased to ship you one or more sample pairs to convince you of the excellent qualities we carry.

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

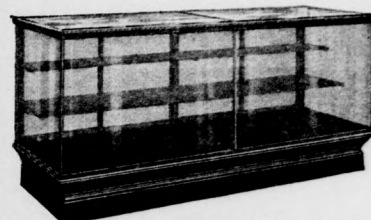
THE BEST IS IN THE END THE CHEAPEST!

Buy None Other

Our fixtures excel in style, construction and finish.

It will pay you to inquire into their good qualities and avail yourself of their very low price before buying.

Send for our catalogues at once.



Our New "Crackerjack" Case No. 42.
Has narrow top rail; elegant lines!

Grand Rapids Show Case Company
Grand Rapids, Mich.

The Largest Show Case Plant in the World

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.



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.

Fads and Superstitions of Commercial Travelers.

The superstitions of traveling salesmen are almost as numerous as the salesmen themselves. Almost every man on the road whom I know has some little pet idea and some of them are very strange.

I have known thousands of travelers during my seventeen years on the road, and often laughed at all superstitions myself, but I wouldn't, for the world, throw away the piece of petrified potato that has brought me good luck for nearly fifteen years.

The oddest superstition that I ever encountered was that of a salesman for a big underwear house. He has a little contrivance inside his hat, a light wire framework with a small cup held firmly in the center, right over the top of his head.

Whenever he strikes town he goes direct to the hotel, fills the cup inside his hat with water, then walks around one block with the hat on his head. If he spills even a drop of water on the top of his head he knows he will be unlucky that day, and often skips the town entirely. He is bald and can feel the slightest bit of water fall. But he has grown so skillful in walking without moving his head that he seldom has bad luck. How he happened to get the idea no one knows.

Another friend of mine who sells corsets and wrappers always pretends that he has a terrible toothache when he goes to see a new customer. I often have wondered if there is not method in his madness, for several times I have seen buyers for houses grow sympathetic, begin to suggest remedies and get interested in the case, telling how they had teeth pulled and how it hurt; also I have seen the wrapper man dose himself with laudanum and rub his gums with all sorts of things when there was nothing at all the matter with the tooth.

There is a whisky drummer who sells whisky through Texas who has a queer little fad. He has one of his trunks filled up with a tea outfit, alcohol lamp and all, and he makes tea for himself. He really is a tea crank, but he uses his alcohol lamp to show customers that his whisky will burn.

Another fellow, in the knit goods line, who makes the big towns of the Central West, has one of the oddest "bugs" I ever met. His superstition takes the form of riding to church every morning. Just as soon as he gets up he orders a cab and drives to church. It makes no dif-

ference to him whether the church is open or not. If it is open, he goes in and lays a small offering down and if it is closed he drops his offering into the poor box at the door. He makes no distinction as to creed or denomination, but goes to any church that is near, then to his work. He confessed to me that he never had attended services for eight years.

"Cold Milk Ed" is known by half the traveling men who make the Gulf States. He is a fiend on milk, and carries a zinc-lined box in one of his sample cases, keeping it filled with bottled milk packed in ice.

There is a fellow named Woods who has been traveling for an oil concern—lubrications and high refined oils—who believes that he cannot sell goods unless he takes off one cuff before starting to see a customer. He told me the story once. When he was a kid on the road he was having tough luck and was about discouraged, when one morning he dressed hurriedly and went out to meet a customer. Half way to the store he discovered that he had forgotten one cuff. He half decided to hurry back to the hotel, but finally went forward and reached the store just as the proprietor was starting out. The proprietor welcomed him, thanked him for coming and told him that he was just getting ready to start to the nearest great city to place an order for oils that he needed. He sold a big bill and made a steady customer, who always had patronized a rival house. So he never has worn but one cuff since when going after business.

As for the things that traveling men carry for luck, they are legion. I know two or three who have horse-shoes nailed in the tops of their sample trunks and dozens who carry luck pieces in their pockets and rabbits' feet are seen every day.

I know a man who changes rings after every trip and another who keeps his vest pocket full of white beans; another gives a pair of suspenders to one small boy in each town before starting to work it, and another will not go in to talk to the head of a house until he has put a small white stone that he always carries into his mouth.

Just why traveling men are more superstitious than others I don't know, but they are, and some of them with the most ludicrous notions are at the top of the business.

If you don't believe it, go to a certain great wholesale clothing house in Chicago and try to get the head of the firm—who was on the road over ten years—to sell you a bill of goods before he has pulled three threads out of some of the coats.—Ben Somers in Sample Case.

One Way To Win Bigger Orders.

It is a difficult problem to decide how to get large orders from the retail dealer—how to induce him to give you his exclusive trade. Nearly all retail dealers feel that they are much safer in dividing their custom among many houses. In some cases, even where they give one salesman 90 per cent. of the business in his line, they withhold 10 per cent. to

give to some other house, fearing that the favored man may possibly take advantage of their liberality and confidence in him. If I were a salesman meeting such conditions the argument that would suggest itself to me would be the protection which I could afford my customer if I felt the responsibility of holding his entire trade. I would show him how much money he might lose by not being prepared for the rise and fall of the market and win his confidence in my ability and willingness to keep him posted when to buy to advantage with regard to change in market conditions.

It would be to a salesman's advantage, if he held a very heavy trade from one concern, to inform its buyer when he could get in on a good consignment of goods just in time to anticipate their rise in value. No salesman, however, could do this or would think of doing it unless it were made worth his while by the permanency and the exclusiveness of his trade with that customer.

I would also try to convince my man that it was not to his advantage to divide his line; that instead of taking advantage of his confidence in giving me his entire trade to squeeze him for the highest prices, etc., I should consider it to my own interest to favor him in every particular to see that he obtained the most desirable goods at level prices.

The grocery salesman will find most profit in selling private brands. When he has secured the man's regular trade on some specialty which his house handles, it is usually easy to get the customer's order for staple goods as well. The customer who has found the specialties satisfactory and has had a good sale on them, usually has confidence in the more general lines which that salesman represents. The goods of private brand are not only profitable in the direct sense, but also indirectly in view of the advertising they give the house which puts them out.

If a salesman wishes to increase the size and number of his orders, let him be sure that he never misrepresents any of the goods he sells. My advice to the young salesman starting out would be to avoid the temptation which sometimes arises to stretch or pervert the truth in his selling talk. An experienced salesman hardly needs to be advised on this. Nearly everyone's experience has shown him the fallacy of getting an order on a misrepresentation of facts, and forfeiting a chance to sell his customer a second time. Always sell the customer what he buys—and you can depend upon him usually to buy what you have to sell.

The salesman who wants to get larger orders has first to feel dissatisfied with getting small ones. There are some men who say: "Well, my business averaged up pretty well to-day. I didn't get many very large orders, but I got enough of small ones to make up for it." That sort of man is not animated with the kind of spirit that is necessary to go out and increase his firm's business. He ought to be glad to have secured so many orders, but discontented that they

were not larger—so discontented that next time he will think of new arguments and new ways to get larger orders from customers, and keep everlastingly, untiringly at it until he gets them.

There is really no advantage to the retailer in dividing his line unless he is dealing with irresponsible houses or with people who would take advantage of him. By keeping them all in competition for his order he has a chance to compare their respective prices and the quality of their goods, and so anticipate any design to "get the best of him." But if he is dealing with a house which founds its success on satisfying its customers, he will find it for many reasons better to let the salesman have larger orders instead of spreading them his welfare identical with its own.—around. If you want to get larger orders and more of them, convince your prospect that your house has his interests at heart and considers Wm. B. Rossman in Salesmanship.

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

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

Fast, Comfortable and Convenient

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

Michigan Central

"The Niagara Falls Route"

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

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

Strong Words from a Strong Man.

Port Huron, April 16—I would like to say a few words in reply to what I know to be a deliberate falsehood and base slander on the commercial traveler, which was recently published in the Port Huron Times over the signature of L. A. S., being part of a letter headed, "In the Great West," and which reads as follows:

"The commercial traveler is cosmopolitan, and therefore not distinguishable by a single specific mark. If you observe a man conning a salesman's order book you know you have located one of the genus. Or if you note one who uses his suit cases and overcoat to hold four seats until he is driven to cover by the demands of other passengers who are bold enough to speak them, you are on a warm trail. Given a man of uncertain age but able to pass himself off as a youth of 40 or under, whose eyes scan the car for unattended young women sufficiently comely to escape ugliness, and who, having located one, seeks by wiles and guiles to establish a speaking acquaintance and secure a seat at her side, he may be set down in nine cases out of ten as one of the class. The smoking room of a railway car is his especial leasehold, and he stares icily and with a 'don't you know you intrude' look at others who invade his domain."

It is presumed that this letter, in which the commercial traveler is branded as a hog, was written by the editor of the Times while riding on a pass or newspaper mileage, which is the same thing, and the salesman was paying for his ride, which is a "single specific mark" by which he can be distinguished from the editor who does not pay. The statement, which is general and would include all or nine-tenths of the fraternity, that the commercial traveler tries to pass himself off as a youth, and whose eyes scan the car for a flirtation with some unattended young woman, I brand as the basest falsehood and unworthy of any sane or respectable man, and if L. A. Sherman takes such a view of the traveling man he does not deserve their respect or the patronage of a single commercial traveler living in Port Huron—and we are quite numerous. I have traveled every month in the year for nearly twenty-three years and can say to L. A. Sherman that I have found the traveling men, with very few exceptions and quite as few as in any other profession, be it editors or not, as honorable as any other body of men; and if L. A. S. will only follow the reports in his own paper he will find records of more misdeeds among any other profession than he will among the traveling fraternity, and in deeds of charity and lending a helping hand as we travel through this vale of tears, the traveling man has L. A. Sherman beaten forty ways. There is scarcely a week passes that we are not called upon to extend a lift to some one in distress, in the towns or on the trains, to strangers, far from home, perhaps sick. I could give many instances, some of which I took a part in, where a purse had been made up on the train for some poor sick or crippled stranger, and

when the hat went down the aisle of the car the regular passengers would put in a nickel or pass it by as though it was a hold-up game, but the boys would cheerfully dig up fifty cents or a dollar. I call to mind a case where over \$22 were raised on one train to bring a lumber jack who had been badly hurt from St. Ignace to his home in the southern part of the State. He was an entire stranger to us all. In conclusion, let me say to L. A. Sherman the commercial traveler is not selfish. He is no hog. He has just as honorable a profession as that of an editor or postmaster with a long pull on the Government purse. His love of home and family is as strong and sacred as yours. We can stand jokes as we give them sometimes, but when statements like these appear in the public press and are taken seriously it is time for us to suggest that the noblest study of man is that of the real man who will speak justly of his fellow man. Frank N. Mosher.

Gripsack Brigade.

W. A. McWilliams has resigned his position as traveling salesman for the Lemon & Wheeler Co.

Camille, the fast trotter owned by Cornelius Crawford (Hazeltine & Perkins Drug Co.) has been entered in the \$10,000 Charter Oak stake for 2:09 trotters, to be held at Hartford.

E. A. Van Dugteren, for the past seven years traveling salesman for the Continental Tobacco Co., has recently taken a position as traveling salesman for W. F. McLaughlin & Co., of Chicago.

C. C. Starkweather, traveling salesman for Lee & Cady (Detroit) rescued a woman from being killed by a train at Durand last Friday night. Mr. Starkweather had left the Ann Arbor train to catch the Grand Trunk for Detroit and with several others had crossed the track. Just behind them he noticed the woman standing in the path of the approaching express, apparently dazed by the glare of the headlight. He reached her just in time to pull her from the track as the locomotive dashed by.

Few traveling men cover their territory with the easy grace of E. E. Davis, of Detroit, representing J. Capps & Sons, Ltd., clothing manufacturers, of Jacksonville, Ill. Sixteen weeks of the year Mr. Davis is on the road, and in that time he covers all the large cities in Michigan and the Middle North. All his customers know him and he doesn't have to do much more than call on a man and say, "Well, Charlie, how many suits and what style this time?" Then he writes down the orders and comes home. The other thirty-six weeks he spends mostly in his office in the Kanter building, where John Scram, C. A. Hempstead, Fred Clarke and such worthies maintain a traveling men's castle. Orders reach him there with agreeable frequency, so that the house is glad to pay his salary the year around. Mr. Davis has been traveling for woolen and clothing houses since 1874, when he was 18 years old. By those facts and a little mathematics it is learned that he is 50 years of age, although he

scarcely looks it. He is a grandson of the late Judge Calvin Davis, and a son of Dr. J. E. Davis, of Macomb county, a brother of former State Senator Davis and a cousin of Postmaster Homer Warren and several other public men, while he can count scores of others as his friends. As for himself, he keeps out of politics, unless drawn into campaign work through friendship. "None of it for me," he says. He has a pleasant home at 963 Fourteenth avenue and is a loyal Mason, one of the oldest members of Palestine Lodge.

New Glove Fad Goes Unsatisfied.

An unexpected and unprecedented demand for long gloves has been caused by the new style short sleeves. Black glaze kids have the greatest vogue, although dealers are showing gloves in white kid and in all shades of silk, beautifully embroidered. There does not seem to be any particular reason why black glaze should be preferred above all others, but they are, and the women turn a deaf ear to the saleswomen who call their attention to the other kinds. They want the black glaze and will have no other—because. And there you are.

It is amusing to visit the glove counters of the department stores and witness the incidents that take place there these days. Women, young and old, rich and poor, call for long black glaze kid gloves. The poor saleswomen have answered the same questions so often that they repeat this to each newcomer, in a sing-song tone:

"We are out of them now, but we have ordered them and they may come in at any time."

"But," remonstrated the customer, "you said that before Christmas."

"We do get a few in now and then, but they go like hot cakes," said the clerk, as the disgruntled customer turned to go.

"Well, I see everybody else wearing them and I've tried for weeks to buy a pair and haven't been able to get them yet, and I don't see where they all come from," said another impatient woman who hovered over the glove counter of one of the largest department stores.

The forewoman of a glove department told a reporter that, instead of abating, the cry for long black glaze gloves was increasing. She said that the reason they were so hard to get was because the manufacturers could not turn them out fast enough to supply anything like the enormous demand.

Some ingenious person has invented a substitute which will shortly be put on the market and which will enable many to display this badge of smartness, at much less cost than the regular kind. It is a long upper which can be easily and snugly attached to the hand of any short glove. An advantage of this invention is that the wearer will only be obliged to remove the hand when eating instead of the whole glove. The thing which is likely to add most to the popularity of the invention is the fact that a pair of the fashionable long gloves may be simulated at a cost of only \$1, while the real ones cost \$3.50.

The kid out of which gloves are made requires six months to season properly. If it is made up "green" it is apt to break and to be thrown back on the hands of the dealer.

And, while there are many lambskin gloves in the market at present, they do not give the satisfaction that the kid ones do. Consequently it is said that some of the most reliable storekeepers are chary of handling them and disappoint their customers rather than sell them lambskin gloves. There are only a few large glove manufacturers in this country. Many of the best gloves are made in Italy and France. In view of this fact and the length of time it takes to season the kid and the unexpected and unforeseen demand for this certain style of gloves it is not hard to understand why the storekeepers are unable to supply all their customers.

What She Ate.

A wealthy American woman with more money than good looks gave \$3 to a London complexion specialist for advice, of which this is the gist:

Eat carrots, drink chocolate, but not too much, and chew the green salads.

Take cool spring water in the morning before breakfast. Hot water is all right for a dyspeptic, but cool spring water is the thing for a woman who is full of life and health.

In the morning eat a Southern breakfast, which consists, always, of hot breads and fruit. Take a cup of chocolate, but only one. In the middle of the morning drink two quarts of water, if possible.

At noon eat a chop and all the greens you want; and, under the head of greens, come the salads, all the fruits and plenty of vegetables. At night eat no meat at all. Meat should be eaten only once a day, and then sparingly.

The best vegetables for a good complexion are carrots, turnips and beets. Asparagus without a cream sauce is good, and spinach is meat and drink, too. Vegetables should be taken hot, and as many warm foods as possible should be eaten.

On this diet the woman's complexion cleared like magic, and she warrants it to transform the most jaundiced skin into a clear rosy pink.

She Was Busy.

"Sir," said the determined woman, entering the sanctum of the down-trodden humorist, "what do you mean by writing so many things about woman's subserviency to fashion, and about her being continually occupied with thoughts of things to wear?"

"Well, I don't know that I mean anything by it, madam," replied the abused humorist. "I merely thought to comment lightly upon a recognized condition of affairs."

"But there is no such condition of affairs, and I can prove it to you."

"Very well. I have an hour to spare."

"I'll be back some other time. I just happened to think that I have an appointment with my modiste to have my new dress fitted. But I'll return and convince you of the falsity of your position, sir."



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.
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 Trades Interest Committee—H. G. Colman, Kalamazoo; Charles F. Mar... Detroit; W. A. Hall, Detroit.

The Drug Market.

Opium—Is dull but unchanged in price.

Morphine—Is steady.

Quinine—Is unchanged.

Citric Acid—Continues very firm and higher prices rule.

Bromide Potash—Ammonia and soda are higher abroad but unchanged here.

Cod Liver Oil, Norwegian—Is tending higher, it having advanced in the primary markets.

Menthol—Is very firm and advancing.

Oil Peppermint—Continues very firm and is advancing.

Oil Spruce—Has advanced.

Gum Camphor—Continues very firm at unchanged price and is very firm and higher in the foreign markets.

Jamaica Ginger Root—Has again advanced and is tending higher on account of short crop.

Pink Root—Is very scarce and has advanced.

Goldenseal Root—Is tending lower. Large consumers have been supplied and the new crop will soon be in.

Paris Green—The opening price will be announced by the manufacturers this week, and will be very much higher than last year on account of higher price for the raw material.

Caraway Seed—Has advanced.

The Secret Nostrum Evil.

Dr. Billings thinks that there is no other country where this menace to the welfare of the people and to the best interest of scientific medicine has developed as it has in the United States. The reason probably can be found in the fact that other countries, with one or two exceptions, protect the people against frauds in foods, medicines, etc., and it is to be hoped that Congress will enact soon a national pure food law which shall include the regulation of the copy-righting and exploitation of proprietary and other medicines. Medicines so prepared that the busy physician can easily dispense them find a certain class of doctors eager to use them. But to the rational physician most of the mixtures, even with the

formulae, are objectionable. Disease is never quite the same in different individuals, nor does the picture remain the same from day to day. The treatment must be modified to meet the varying problems of the morbid process. But if there is an objection to mixtures with fixed and known formulae, what must one say of mixtures of secret or semi-secret composition. And against the use of these patent medicines the physician should fight.—N. Y. Medical Journal.

Anthony Hope's New Story.

Good news for lovers of stirring romance! Anthony Hope has written a new story in the style of "The Prisoner of Zenda," and even surpassing it in interest. It is called "Sophy of Kravonia" and is to appear exclusively in The Sunday Magazine of the Chicago Record-Herald, beginning April 22.

The mysterious country of Kravonia lies in the same romantic region of Southern Europe as Zenda, but the new story has no connection with that of the famous Rudolph Rassendyll. Its central figure is a still more interesting person—a courageous and beautiful heroine, who rises from lowly life to the throne. Sophy de Gruche is her name, and she loves the brave but unfortunate Prince Sergius, as she proves in a series of the most exciting events in modern fiction. Her trials and triumphs are due to the existence of two factions in the court. One is royal to the true heir apparent, Prince Sergius, and the other seeks to place upon the throne the little son of Countess Ellenburg, the King's morganatic wife. The conspiracy leads to many dramatic scenes, one of the most thrilling being that in which the old King discovers the guilt of the Countess and drops dead at a moment when things are in a perilous condition for Sergius and his bride. How Sophy comes out of this turmoil of intrigue, battle, tears and joy, Anthony Hope reveals in his own inimitable style.

The first installment of "Sophy of Kravonia" will appear April 22. On account of the great demand for this fascinating story it will be wise to order your copy of The Sunday Record-Herald well in advance.

Chronic Acetanilid Poisoning.

It is well known that an overdose of acetanilid may produce alarming or even fatal results and that chronic poisoning from acetanilid is not uncommon. In a recent issue of the Journal of the American Association is the report of a case by Drs. Herriek and Irons, in which the absorption of the drug was from an ulcer of the leg, to which the remedy had been applied almost daily for seven years for its analgesic effect. The patient complained of weakness, sweating, hot flashes over the face and body, etc. On stoppage of the acetanilid applications, symptoms of extreme nervousness and excitement bordering on the maniacal developed, so that it was necessary to restore the drug for the time and to restrict the amount gradually.

Trade Evils Tolerated by Men in Trade.

We were looking over a copy of a church paper recently. The Sunday school had been raising funds for a certain purpose and the fact was noted that one class had raised money by selling soap, another chocolate, and if we recollect another item in the grocery line was included. No doubt the church needed the money, and that the neighborhood grocers did not suffer greatly, but the selling of groceries in this manner is a bad thing for the trade nevertheless. The evil will not stop in the case above cited. They will have learned by experience that money can be earned by peddling among their friends, and it will not be long before some of them will be doing it for their own personal benefit.

You can pick up almost any paper intended for women and some religious periodicals also, and find advertisements stating how money can be made by women who have spare time by selling certain articles among their friends. Tea, flavoring extracts, spices and baking powder are included in the lists; in fact, almost any article that is not bulky to handle and that ordinarily pays a good profit to the merchants. This evil will increase when we get a parcels post, which is bound to come sooner or later. The women who engage in this business also get to thinking that the grocery business pays about 100 per cent. because of the profit they make on the particular article they sell.

Right in line with the foregoing is an incident a salesman related to us: He was in a store when a woman called for "Home Sweet Home" soap, one of the Larkin products. By the way, Larkin's chief inducement to the purchaser is a present priced at about the total cost of the order, said present representing the profit that would ordinarily go to the dealer. In other words, the purchaser saves 50 per cent. of the total cost the grocer would have made, which is returned in the form of a present, also obtained at half price. The salesman who heard this woman ask for "Home, Sweet Home" soap expected to hear the grocer tell the woman that he could not supply her with it, but what was his surprise to see the grocer back into his home and bring out the soap and give it to the customer. The grocer explained to the salesman that his wife was a member of one of these soap clubs, and that she had also got a lot of his customers interested and that he, the grocer, was helping her out. Is it any wonder we have trade evils when men as short-sighted as the foregoing are members of the trade, and will turn a grindstone to sharpen a knife to cut their own throats?—Rambler in Grocers' Review.

For Honest Measures.

Ohio merchants are endeavoring to induce the State Legislature to pass a bill requiring all fruits to be sold by measure and provides as follows:

Section 1. The measure used in the selling of or vending berries and all other fruits shall be the standard dry

measure bushel, half bushel, peck, half peck, quart and pint, and any person vending or selling fruits and using a measure other than the standard dry measure bushel, half bushel, peck, half peck, quart or pint shall be fined not less than ten nor more than fifty dollars.

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

WHOLESALE DRUG PRICE CURRENT

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Acidum	60	8	Copaiba	15	25	Scilla Co	50	Manna, S F	45	60	Sapo, M	10	12	Lard, extra	70	80
Aceficum	70	75	Cubebae	1	20	30	Tolutan	50	Menthol	3	30	30	40	Lard, No. 1	60	65
Benzoinum, Ger.	17	Erigeron	1	00	10	Prunus virg	50	Morphia, S P & W	2	35	20	20	22	Linseed, pure raw	45	48
Boric	26	29	Gaultheria	2	25	25		Morphia, S N Y	2	35	20	20	22	Linseed, boiled	46	49
Carbolicum	48	50	Geranium	50	60			Morphia, Mal.	2	35	20	20	22	Neat's-foot, w str	65	70
Citricum	30	5	Gossypil Sem gal	50	60			Moschus Canton.	40				30	Spts. Turpentine	Market	
Hydrochlor	10	12	Hedeoma	1	60	170		Myristica, No. 1	25	30			51	Paints	bbl. L.	
Nitrosum	10	12	Junipera	40	10	20		Nux Vomica po 15	25	28			51	Red Venetian	1 1/2	2
Oxalicum	42	45	Lavendula	90	2	75		Ops Sepia	25	28			51	Ochre, yel Mars	1 1/2	2
Phosphorium, dil.	1 1/2	5	Limonis	1	00	10		Pepsin Saac, H &					11	Ocre, yel Ber	1 1/2	2
Salicylicum	75	85	Mentha Piper	3	25	30		P D Co	1	00			11	Putty, commer'l	2 1/2	2 1/2
Sulphuricum	38	40	Mentha Verid	5	00	50		Picis Liq N N 1/2					11	Putty, strictly pr	2 1/2	2 1/2
Tannicum	15	20	Morruhuac gal	1	25	150		Picis Liq qts	2	00			11	Vermillion, Prime		
Tartaricum	40		Myrica	3	00	35		Picis Liq pints	2	00			11	American	13	15
Ammonia			Olive	75	30	00		Pil Hydrarg po 80					11	Vermillion, Eng.	75	80
Aqua, 18 deg	4	6	Picis Liquida	10	12			Piper Nigra po 22					11	Green, Paris	14	18
Aqua, 20 deg	6	8	Picis Liquida gal	35				Piper Alba po 35					11	Green, Peninsular	13	16
Carbonas	13	15	Ricina	98	1	02		Pix Burgum					11	Lead, red	7 1/2	7 1/2
Chloridum	12	14	Rosmarini	1	00			Plumbi Acet	12	15			11	Lead, white	7 1/2	7 1/2
Aniline			Rosae oz	5	00	00		Pulvis Ip'c et Opil	1	30	150		11	Whiting, white S'n	90	
Black	2	00	Succini	40	45			Pyrethrum, bxs H					11	Whiting, white S'n	90	
Brown	80	100	Sabina	90	1	00		& P D Co. doz	75				11	Whiting, white S'n	90	
Red	45	50	Santal	2	25	40		Pyrethrum, pv	20	25			11	Whiting, white S'n	90	
Yellow	2	50	Sassafras	75	80			Quassia	8	10			11	Whiting, white S'n	90	
Bacca			Sinapis, ess. oz.	1	00	10		Quina, S P & W	20	30			11	Whiting, white S'n	90	
Cubebae	15	18	Tigil	40	50			Quina, S Ger	20	30			11	Whiting, white S'n	90	
Juniperus	7	8	Thyme	40	50			Quina, N. Y.	20	30			11	Whiting, white S'n	90	
Kanthoxylum	30	35	Thyme, opt	41	50			Theobromae	45	50			11	Whiting, white S'n	90	
Balsamum			Theobromas	15	20								11	Whiting, white S'n	90	
Copaiba	45	50	Potassium										11	Whiting, white S'n	90	
Peru	21	50	Bi-Carb	15	18								11	Whiting, white S'n	90	
Terabin, Canada	60	65	Bichromate	13	15								11	Whiting, white S'n	90	
Tolutan	35	40	Bromide	25	30								11	Whiting, white S'n	90	
Cortex			Carb	12	15								11	Whiting, white S'n	90	
Abies, Canadian	18		Chlorate	12	14								11	Whiting, white S'n	90	
Cassia	20		Cyanide	34	38								11	Whiting, white S'n	90	
Cinchona Flava	18		Iodide	60	65								11	Whiting, white S'n	90	
Buonymus atro.	30		Iodine	75	75								11	Whiting, white S'n	90	
Myrica Cerifera	20		Kino	50	50								11	Whiting, white S'n	90	
Prunus Virgin.	15		Lobelia	50	50								11	Whiting, white S'n	90	
Quillala, gr'd	12		Myrrh	50	50								11	Whiting, white S'n	90	
Sassafras	24		Nux Vomica	50	50								11	Whiting, white S'n	90	
Ulmus	25		Opil	75	75								11	Whiting, white S'n	90	
Extractum			Opil, camphorated	50	50								11	Whiting, white S'n	90	
Glycyrrhiza Gla.	24	30	Opil, deodorized	1	50								11	Whiting, white S'n	90	
Glycyrrhiza, po.	23	30	Quassia	50	50								11	Whiting, white S'n	90	
Haematox	11	12	Rhatany	50	50								11	Whiting, white S'n	90	
Haematox, 1s	13	14	Rhei	50	50								11	Whiting, white S'n	90	
Haematox, 1/2s	14	15	Sanguinaria	50	50								11	Whiting, white S'n	90	
Haematox, 1/4s	16	17	Serpentaria	50	50								11	Whiting, white S'n	90	
Ferru			Stromonium	60	60								11	Whiting, white S'n	90	
Carbonate Precip.	15		Tolutan	60	60								11	Whiting, white S'n	90	
Citrate and Quina	2	00	Valerian	50	50								11	Whiting, white S'n	90	
Citrate Soluble	55		Veratrum Verde	50	50								11	Whiting, white S'n	90	
Ferrocyanidum S	40		Zingiber	20	20								11	Whiting, white S'n	90	
Solut. Chloride	15		Miscellaneous										11	Whiting, white S'n	90	
Sulphate, com'l	2		Aether, Spts Nit 3f	30	35								11	Whiting, white S'n	90	
Sulphate, com'l, by	70		Aether, Spts Nit 4f	34	38								11	Whiting, white S'n	90	
Sulphate, pure	7		Alumen, gr'd po 7	3	4								11	Whiting, white S'n	90	
Flora			Annatto	40	50								11	Whiting, white S'n	90	
Arnica	15	18	Antimoni, po	4	5								11	Whiting, white S'n	90	
Anthemis	22	25	Antimoni et po T	40	50								11	Whiting, white S'n	90	
Matricaria	30	35	Antipyrin	25	25								11	Whiting, white S'n	90	
Folia			Antifebrin	20	20								11	Whiting, white S'n	90	
Barosma	25	30	Argent Nitras oz	52	52								11	Whiting, white S'n	90	
Cassia Acutifol.	15	20	Arsenicum	10	12								11	Whiting, white S'n	90	
Cassia, Acutifol.	25	30	Balm Gilead buds	60	65								11	Whiting, white S'n	90	
Salvia officinalis	18	20	Bismuth S N	85	90								11	Whiting, white S'n	90	
Uva Ursi	8	10	Calcium Chlor, 1s	@ 9									11	Whiting, white S'n	90	
Gummi			Calcium Chlor, 1/2s	@ 10									11	Whiting, white S'n	90	
Acacia, 1st pld	@ 65		Calcium Chlor 1/4s	@ 12									11	Whiting, white S'n	90	
Acacia, 2nd pld	@ 45		Cantharides, Rus	@ 17 75									11	Whiting, white S'n	90	
Acacia, 3rd pld	@ 35		Capsici Fruc's af	@ 20									11	Whiting, white S'n	90	
Acacia, sifted sts	@ 28		Capsici Fruc's po	@ 22									11	Whiting, white S'n	90	
Acacia, po	45	65	Cap'i Fruc's B po	@ 15									11	Whiting, white S'n	90	
Aloe Barb	22	25	Carphyllus	18	20								11	Whiting, white S'n	90	
Aloe, Cape	@ 25		Carmine, No. 40	@ 25									11	Whiting, white S'n	90	
Aloe, Socotri	@ 45		Cera Alba	50	55								11	Whiting, white S'n	90	
Ammoniac	55	60	Cera Flava	40	42								11	Whiting, white S'n	90	
Asafoetida	35	40	Crocus	1	75	1 80							11	Whiting, white S'n	90	
Benzoinum	50	55	Cassia Fructus	@ 35									11	Whiting, white S'n	90	
Catechu, 1s	@ 13		Centaria	@ 10									11	Whiting, white S'n	90	
Catechu, 1/2s	@ 14		Catechu	@ 35									11	Whiting, white S'n	90	
Catechu, 1/4s	@ 16		Catechu, 1s	@ 13									11	Whiting, white S'n	90	
Comphorae	1	12	Catechu, 1/2s	@ 14									11	Whiting, white S'n	90	
Euphorbium	@ 40		Catechu, 1/4s	@ 16									11	Whiting, white S'n	90	
Galbanum	@ 100		Chenopodium	25	30								11	Whiting, white S'n	90	
Gamboge	1	35	Dipterix Odorata	80	100								11	Whiting, white S'n	90	
Guaiacum	35	40	Foeniculum	@ 18									11	Whiting, white S'n	90	
Kino	45	50	Foenugreek, po	7	9								11	Whiting, white S'n	90	
Mastic	60	65	Lini	4	6								11	Whiting, white S'n	90	
Myrrh	50	55	Lini, gr'd. bbl. 2%	3	6								11	Whiting, white S'n	90	
Opil	10	15	Lobelia	75	80								11	Whiting, white S'n	90	
Shellac	50	60	Pharlaris Cana'n	9	10								11	Whiting, white S'n	90	
Shellac, bleached	50	60	Rapa	5	6								11	Whiting, white S'n	90	
Tragacanth	70	100	Sinapis Alba	7	9								11	Whiting, white S'n	90	
Herba			Sinapis Nigra	9	10								11	Whiting, white S'n	90	
Absinthium	4	50	Spiritus										11	Whiting, white S'n	90	
Eupatorium oz pk	20		Frumentum W D	2	00	2 50							11	Whiting, white S'n	90	
Lobelia	25		Frumentum	1	25	1 50							11	Whiting, white S'n	90	
Majorum	25		Juniperis Co O T	1	65	2 00							11	Whiting, white S'n	90	
Mentha Pip. oz pk	23		Juniperis Co	1	75	2 00							11	Whiting, white S'n	90	
Mentha Ver. oz pk	25		Saccharum N E	1	90	2 10							11	Whiting, white S'n	90	
Rue	39		Spt Vini Galli	1	75	2 00							11	Whiting, white S'n	90	
Tanacetum	22		Vini Oporto	1	25	2 00							11	Whiting, white S'n	90	
Thymus V. oz pk	25		Vina Alba	1	25	2 00							11	Whiting, white S'n	90	
Magnesia			Sponges										11	Whiting, white S'n	90	
Calcined, Pat	55	60	Florida Sheeps' wool	@ 2	00								11	Whiting, white S'n	90	
Carbonate, Pat	18	20	carriage	3	00	3 50							11	Whiting, white S'n	90	
Carbonate, K-M	18	20	Nassau sheeps' wool	@ 1	25								11	Whiting, white S'n	90	
Carbonate	18	20	carriage	3	50	3 75							11	Whiting, white S'n	90	
Oleum			Velvet extra sheeps' wool	@ 2	00								11	Whiting, white S'n	90	
Absinthium	4	90	carriage	@ 1	25								11	Whiting, white S'n	90	
Amygdalae, Dulc	50	60	Extra yellow sheeps' wool	@ 1	25											

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Index to Markets		Index to Markets	
By Columns		By Columns	
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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. 45 Armour's, 4 oz. 80 Liebig's, Chicago, 2 oz. 2 75 Liebig's, Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 55 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Fancy Open Kettle .. 40 Choice 85 Fair 25 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. 632 Tourist whist. 2 25 POTASH 48 cans in case 4 00 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 Hame, 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 5 1/2 80 lb. tugs. advance 1 1/2 60 lb. tubs. advance 1 1/2 50 lb. tins. advance 1 1/2 20 lb. pails. advance 1 1/2 10 lb. pails. advance 1 1/2 5 lb. pails. advance 1 1/2 3 lb. pails. advance 1 1/2 Sausages Bologna 5 Liver 7 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 1/4 bbls., 40 lbs. 1 85 1/4 bbls. 3 75 1 bbl. 7 75 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/4 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 28 Beef rounds, set 16 Beef middles, set 45 Sheep, per bundle 7 Uncolored Butterine Solid dairy @ 10 Bella, dairy 10 1/2 @ 11 1/2	Canned Meats Corned beef, 2 2 50 Corned beef, 14 17 50 Roast beef 2 00 @ 2 50 Potted ham, 1/4s 85 Deviled ham, 1/4s 45 Deviled ham, 1/4s 85 Potted tongue, 1/4s 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 1/4s 3 00 SAL SODA Granulated, bbls 85 Granulated, 100lb cases. 1 00 Lump, bbls 80 Lump, 145lb 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 56lb. sacks 20 Common Granulated, fine 80 Medium fine. 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks. 7 1/2 @ 10 Pellock @ 3 1/2 Halibut 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 mchs @ 80 Norwegian Round, 100lbs 7 75 Round, 40lbs 1 75 Scaled 13 Trout No. 1, 100lbs 7 50 No. 1, 40lbs 3 25 No. 1, 10lbs 90 No. 1, 5lbs 75 Mackerel Mess, 100lbs. 13 50 Mess, 40 lbs. 5 90 Mess, 10lbs. 1 65 Mess, 8 lbs. 1 40 No. 1, 100 lbs. 12 50 No. 1, 4 lbs. 5 50 No. 1, 10lbs. 1 55 No. 1, 8 lbs. 1 1/2 Whitefish No. 1 No. 2 Fam 100lb. 9 50 4 50 50lb. 5 00 2 40 10lb. 1 10 60 8lb. 90 50 SEEDS Anise 15 Canary, Smyrna. 6 Caraway 6 Cardamom, Malabar. 1 00 Celery 15 Hemp, Russian 5 Mixed Bird 4 Mustard, white. 3 Poppy 3 Rape 4 1/2 Cuttle Bone 25 SHOE BLACKING Handy Box, large, 3 dz. 2 50 Handy Box, small. 1 50 Bixby's Royal Polish. 85 Miller's Crown Polish. 85 SNUFF Scotch, in bladders. 37 Maccaboy, in jars. 35 French Rapple in jars. 43 SOAP Central City Soap Co. Jaxon, 16 oz. 2 85 Boro Naphtha. 3 85 J. S. Kirk & Co. American Family. 4 05 Dusky Diamond, 50 8oz 2 80 Dusky D'nd, 100 6oz. 3 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, 6 oz. 2 85 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 10	LAUTZ BROS. & CO. Acme soap, 100 cakes. 2 85 Naptha, 100 cakes. 4 00 Big Master, 100 bars. 4 00 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 Kirkline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Seap 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, Amboyra. 22 Cloves, Zanzibar. 18 Mace 55 Nutmegs, 75-80 45 Nutmegs, 105-10 35 Nutmegs, 115-20 30 Pepper, Singapore, blk. 15 Pepper, Singa. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 48 Cloves, Zanzibar 18 Ginger, African 15 Ginger, Cochon 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singa. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Common Gloss 1lb packages 4 @ 5 3lb. packages 4 1/2 6lb packages 5 1/2 40 and 50lb. boxes 3 1/2 @ 3 1/2 Barrels 2 1/2 Common Corn 20lb packages 5 40lb packages 4 @ 7 SYRUPS Corn Barrels 23 Half Barrels 25 20lb cans 1/4 dz in case 1 70 10lb cans 1/2 dz in case 1 65 5lb cans 3/4 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 Japan Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 33 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Fannings 12 @ 14 Gunpowder Moynue, medium 30 Moynue, choice 32 Moynue, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 35 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb pails. 55	Telegram 24 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyro 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist. 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Hellsick 66 Boot Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car. 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb 27 I X L, 16 oz. pails. 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried. 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails. 40 Cream 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1lb. 22 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake. 36 Country Club. 30 Forex-XXXX 32-34 Good Indian 25 Self Binder, 16oz, 8oz 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 22 Cotton, 4 ply 22 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium 20 Wool, 1lb. balls 6 VINEGAR Malt White Wine, 40 gr 8 1/2 Malt White Wine, 80 gr 13 Pure Cider, B & B. 14 Pure Cider, Red Star. 12 Pure Cider, Robinson. 13 1/2 Pure Cider, Silver. 13 1/2 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, 1 10 Bushels, wide band. 1 60 Market 40 Splint, large 30 Splint, medium 30 Splint, small 30 Willow, Clothes, large. 7 00 Willow Clothes, med. 6 00 Willow Clothes, small. 5 50 Bradley Butter Boxes 2lb size, 24 in case. 72 3lb size, 16 in case. 68 5lb size, 12 in case. 63 10lb size, 6 in case. 60 Butter Plates No. 1 Oval, 250 in crate 40 No. 2 Oval, 250 in crate 45 No. 3 Oval, 250 in crate 50 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each. 2 40 Barrel, 10 gal., each. 2 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, 3 in. 65 Cork lined, 9 in. 75 Cork lined, 10 in. 85 Cedar, 3 in. 55 Mop Sticks Trojan spring 90 Eclipse patent spring. 95 No. 1 common 75 No. 2 pat. brush holder 85 12 lb. cotton mop heads 1 40 Ideal No. 7 90 Pails 3-heep Standard 1 60 3-heep Standard 1 75 3-wire, Cable 1 70 3-wire, Cable 1 90 Cedar, all red, brass. 1 25 Paper, Buckets 3 25 Toilets 2 75	Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 10 Mouse, tin, 5 holes. 65 Rat, wood 80 Rat, spring 10 Tubs 20-in., Standard, No. 1. 7 00 18-in., Standard, No. 2. 6 00 16-in., Standard, No. 3. 5 00 20-in., Cable, No. 1. 7 50 18-in., Cable, No. 2. 6 50 16-in., Cable, No. 3. 5 50 No. 1 Fibre 10 80 No. 2 Fibre 9 45 No. 3 Fibre 8 55 Wash Boards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 3 50 Single Peerless 2 75 Northern Queen 2 75 Double Duplex 3 00 Good Luck 2 75 Universal 2 65 Window Cleaners 12 in. 1 65 14 in. 1 55 16 in. 3 30 Wood Bowls 11 in. Butter 75 13 in. Butter 1 15 15 in. Butter 2 00 17 in. Butter 3 25 19 in. Butter 4 75 Assorted, 13-15-17 2 25 Assorted 15-17-19 3 25 WRAPPING PAPER Common Straw 1 1/2 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't. 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. 55 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 Pike @ 8 Perch, dressed @ 12 1/2 Smoked White @ 14 Red Snapper @ 8 Col. River Salmon. @ 14 Mackerel 15 @ 16 OYSTERS Cans Extra Selects 28 F. H. Counts 35 F. J. D. Selects 30 Selects 25 Perfection Standards. 25 Anchors 22 Standards 20 Bulk Oysters Per Gal. F. H. Counts 1 75 Extra Selects 1 75 Selects 1 50 Perfection Standards. 1 25 Standards 1 20 Shell Goods Clams, per gal. 1 20 Shell Clams, per 100. 1 25 Oysters, per gal. 1 25 Shell Oysters, per 100. 1 00 HIDES AND 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, 60lb. over 12 1/2 Pelts Old Wool 60 @ 1 40 Lambs 40 @ 1 25 Shearlings 40 @ 1 25 Tallow No. 1 @ 4 1/2 No. 2 @ 3 1/2 Wool Unwashed, med. 26 @ 28 Unwashed, fine 21 @ 23 CONFECTIONS Stick Candy Pails Standard 7 1/2 Standard H H 7 1/2 Standard Twist 3 CASES Jumbo, 32 lb. 7 1/2 Extra H. H. 9 Boston Cream 13 Olde Time Sugar stick 19 1/2 19 lb. 19 1/2	Mixed Candy Grocers 6 Competition. 7 Special 7 1/2 Conserve 7 1/2 Royal 8 1/2 Ribbon 10 Broken 8 Cut Loaf 9 Leader 8 1/2 Kindergarten 9 Bon Ton Cream 8 1/2 French Cream 9 Star 11 Hand Made Cream 15 Premio Cream mixed 13 O F Horehound Drop 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 12 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 11 Salted Peanuts 11 Starlight Kisses. 11 San Blas Goodies 12 Lozenges, plain 10 Lozenges, printed 11 Champion Chocolate. 11 Eclipse Chocolates 13 Eureka Chocolates. 13 Quintette Chocolates. 12 Champion Gum Drops 3 1/2 Moss Drops 9 Lemon Sours 10 Imperial 11 Ital. Cream Opera 17 Ital. Cream Bon Bons 20lb pails 11 Molasses Chews, 15lb. 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 5lb. Boxes Lemon Sours 55 Peppermint Drops 60 Chocolate Drops 60 H. M. Choc. Drops. 28 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 55 G. M. Peanut Bar 55 Hand Made Crms. 80 @ 90 Cream Buttons, per doz. and Wintergreen. 55 String Rock 60 Wintergreen Berries. 60 Old Time Assorted, 25 lb. case 2 75 Buster Brown Goodies 30lb. case 3 50 Up-to-Date Assmt. 32 lb. case 3 75 Ten Strike Assortment No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment. 6 75 Scientific Ass't 13 00 Kalamazoo Specialties Hanselman Candy Co. Chocolate Malze 18 Gold Medal Chocolate Almonds 18 Chocolate Nugatines. 18 Quadruple Chocolate. 15 Violet Cream Cakes, bx 90 Gold Medal Creams, pails 13 1/2 Pop Corn Dandy Smack, 24s 65 Dandy Smack, 100s 2 75 Pop Corn Fritters, 100s 50 Pop Corn Toast, 100s 50 Cracker Jack 3 00 Checkers, 5c pkg, case 3 00 Pop Corn Balls, 200s. 1 20 Cicero Corn Cakes 50 per box 60 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona. 15 Almonds, Avica 15 Almonds, California sft shell 15 @ 16 Brazil 12 @ 12 Filberts 12 Cal. No. 1 16 @ 17 Walnuts, soft shelled 16 1/2 Walnuts, marbot. 15 Table nuts, fancy 13 Pecans, Med. 12 Pecans, ex. large. 13 Pecans, Jumbos 14 Hickory Nuts pr bu Ohio new 5 Cocoanuts @ 5 Chestnuts, New York State, per bu 5 Shelled Spanish Peanuts. 6 1/2 @ 7 1/2 Pecan Halves @ 52 Walnut Halves @ 35 Filbert Meats @ 25 Alicant Almonds @ 33 Jordan Almonds @ 47 Peanuts Fancy, H. P. Suns. 5 1/2 Fancy, H. P. Suns. Roasted 6 1/2 Choice, H. P. Jbo. @ 6 1/2 Choice, H. P. 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
1/4 lb. cans, 4 doz. case .85
1 lb. cans, 2 doz. case 1 60



Royal

10c size 90
1/4 lb cans 1 35
6oz. cans 1 90
1/4 lb cans 2 50
1/4 lb cans 3 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

BLUING



C. P. Bluing

Doz.
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
Puritanes .35
Panatellas, Finas .35
Panatellas, Book .35
Inkay Club .35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb pkg. per case 2 60
35 1/4 lb pkg. per case 2 60
35 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
Ribs .7 @ 12
Rounds .5 1/2 @ 6 1/2
Plates .2 3
Livers .2 3

Pork

Loins @ 9
Dressed @ 7
Boston Butts @ 8
Shoulders @ 7 1/2
Leaf Lard @ 8 1/2

Mutton

Carcass .9 9
Lamb .13

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 50

Jute

60ft. .75
72ft. .90
90ft. .1 05
120ft. .1 50

Cotton Victor

50ft. .1 10
60ft. .1 35
70ft. .1 60

Cotton Windsor

50ft. .1 30
60ft. .1 44
70ft. .1 80
80ft. .2 00

Cotton Braided

40ft. .95
50ft. .1 35
60ft. .1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb
White House, 2 lb
Excelsior, M & J, 1 lb
Excelsior, M & J, 2 lb
Tip Top, M & J, 1 lb
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
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
Crown
Champion
Daisy
Magnolia
Challenge
Dime
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in
1 1/4 to 2 in
1 1/4 to 2 in
1 1/4 to 2 in
2 in
3 in

Cotton Lines

No. 1, 10 feet
No. 2, 15 feet
No. 3, 15 feet
No. 4, 15 feet
No. 5, 15 feet
No. 6, 15 feet
No. 7, 15 feet
No. 8, 15 feet
No. 9, 15 feet

Linen Lines

Small
Medium
Large

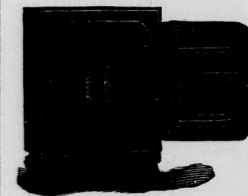
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size
Cox's 2 qt. size
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
Oxford
Plymouth Rock

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
Halford, small

We sell more 5 and 10
Cent Goods Than Any
Other Twenty Whole-
sale Houses in the
Country.

WHY?

Because our houses are the recog-
nized headquarters for these
goods.

Because our prices are the lowest.

Because our service is the best.

Because our goods are always
exactly as we tell you they are.

Because we carry the largest
assortment in this line in the
world.

Because our assortment is always
kept up-to-date and free from
stickers.

Because we aim to make this one
of our chief lines and give to
it our best thought and atten-
tion.

Our current catalogue lists the most com-
plete offerings in this line in the world.
We shall be glad to send it to any merchant
who will ask for it. Send for Catalogue J.

BUTLER BROTHERS

Wholesalers of Everything—By Catalogue Only

New York Chicago St. Louis

The National Cream Separator

It extracts all the cream
from the milk. It runs
lighter and handles more
milk in a given time than
other separators. It will
pay for itself in one year
and will last a lifetime.
Costs almost nothing for
repairs. You will find it
one of the best sellers you
could carry in stock. Write
to us about it to-day.

Hastings Industrial Company

General Sales Agents

Chicago, Ill.



Money Getters

Peanut, Popcorn and Com-
bination Machines. Great
variety on easy terms.
Catalog free.

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106 E. Pearl St., Cincinnati

Coupon Books

are used to place your business on a
cash basis and do away with the de-
tails of bookkeeping. We can refer
you to thousands of merchants who
use coupon books and would never
do business without them again.
We manufacture four kinds of
coupon books, selling them all at
the same price. We will cheerfully
send you samples and full informa-
tion.



Tradesman Company

Grand Rapids, Mich.

Use Tradesman Coupon Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—A fine general merchandise business at Beulah, Crystal Lake, Mich., Benzie Co. Good farming and fine resort business. Good reasons for selling. Write F. L. Orcutt, Beulah, Mich. 638

For Sale—An old-established business in a town of about 1,000 population. Mordens Condensed Milk Companies, condensing and bottling plant located here, with 120 farmers represented here each morning with an average of 50,000 pounds of milk per day. Carriages, wagons, implements, harnesses, windmills, pumps, well drilling, automatic farm water works, air pressure water works, hot water house heating, general repairing and horseshoeing, only place in town, entire business with stock, tools and real estate for sale at a bargain. A quick sale desired. Address W. J. Miller's Sons, Genoa Junction, Wis. 633

For Sale—House furnishing and undertaking business. Growing Michigan town, county seat. Doing fine business. Nearest competitor 18 miles. Old age and ill health forces me to retire. Address A. C., care Tradesman. 635

For Sale—One of the best groceries in Grand Rapids, doing \$30,000 annually. Reasonable rent. Good reason for selling. Address No. 632, care Michigan Tradesman. 632

For Sale Cheap—Dry goods and carpet business. Must be sold quick. Terms, cash. Stock about \$15,000, located Titusville, Pa., city of 12,000. Long lease cheap. No agents or traders entertained. Address S. R. Ullman, Titusville, Pa. 630

For Rent—Three-story modern brick building, including basement. This store has been run as a high-class cafe and confectionery business for 16 years and has an established reputation. Apply to C. A. Connor, Owosso, Mich. 629

Soda fountain new, never used. Will trade for \$20 worth of groceries or any other kind of merchandise. Address Mill Creek Supply Co., Ligonier, Pa. 628

For Sale—A high-class hat and furnishing business. Dunlap and Dr. Jaeger's Agencies; stock in first-class condition; will inventory about \$13,000; wealthiest city of its size in the West; population 30,000, in summer, 50,000; beautiful corner store. Grand chance for someone with money enough to add line of fine clothing. Only one good clothing house in town. Will make low price if taken at once. Reasons for selling, poor health, and insufficient capital. Address B. W. Davis, Colorado Springs, Colo. 634

We collect accounts anywhere in the U. S. on straight commission. Debtors pay direct to you. You pay us after collection is made. Costs you nothing if we fail to collect. Write for particulars. The French Mercantile Agency, Mt. Vernon, Ill. 636

For Sale—A Palmetto counter draught soda fountain, 1 soda, 2 mineral arms, 8 syrups. In first-class condition, \$75. H. C. Kitchen, Muskegon, Mich. 639

If there is a good small town in Michigan where a newspaper is needed, write to Len A. Feighner, Nashville, Mich. He has a good outfit and a good man. 640

For Sale—\$7,000 will buy an old and well-established stove and hardware business at Fond du Lac, Wis. A live town of 20,000; this is a rare opportunity for anyone who wishes to engage in a good paying business. Address Second Floor, 90 S. Main St., Fond du Lac, Wis. 641

Planing Mill For Sale—A well equipped plant with good trade and location. Address F. R. Myers, Rochester, Ind. 643

General merchandise stock located in thriving village of Michigan, 600 population. Permanent location of large and increasing manufacturing interests. Rare opportunity. Address H. L. Nelson, 82 Griswold St., Detroit, Mich. Tel. M. 1036. 645

I have a \$10,000 stock and fruit farm for sale. Only 5 miles northeast of Grand Rapids, city market. Might take stock of goods as first payment, easy terms on balance. John P. Costing, 128 Cass Ave., Grand Rapids, Mich. 646

Wanted—Location for banking business, in town of good prospects, where the business is not represented. Address Lock Box No. 1, Indian River, Mich. 647

An Opportunity—Two-story brick store building (new) centrally located in live up-to-date progressive town in Northern Michigan. First floor now used for cigar and confectionery business. Doing profitable business; second floor for dwelling. Will sell building with or without the business. Address W. A. Loveday, Agt., East Jordan, Mich. 650

For Sale—Hotels, laundry, business and residence rental property, farms and summer resort sites in Northern Michigan. Properties in several towns and two counties. Best in the North. Address W. A. Loveday, East Jordan, Mich. 651

For Sale—Land contract on house and lot in Boyne City, Mich.; contract is for \$875, \$240 paid in, balance \$10 per month at 7 per cent. interest; value guaranteed. Will sell for \$600. Address T. F. Streeter, Boyne City, Mich. 649

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; A1 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

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—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

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 bobsleds; 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

Instantaneous hair dye, best made. Full instructions. Trial sample ten cents. Full size 50 cents. Julian Mfg. Co., Reading, Mass. 613

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

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 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. 595

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 underlain with phosphate rock. Price \$1,000,000. Complete reports of experts furnished on application. 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—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 \$5,000 in town of 2,200. Good location. Cheap rent. Box 64½, Warren, Ill. 611

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

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

For Rent—New up-to-date store room with basement 44x100; fitted for general stock; best room in town, on main business street; population of town, about 4,000; principal market for two counties and only three general stocks. S. Ellsworth, Iowa Falls, Iowa. 563

Wanted—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

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

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

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. 552

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

Position Wanted—Gents' furnishings salesman and department manager. Seven years' standing. Open for engagement May 1st. Familiar with both city and country trade. Address Trixie, care Tradesman. 648

Wanted—Position by young man as clerk in shoe store. Two years' experience in general store. Can speak Swedish. Best of references. Address A. E. S., Box 73, Tustin, Mich. 644

Wanted—Position by young lady, age 25 years, with 3 years' experience in postoffice and general store. Good references. Address Box 224, Muir, Mich. 631

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.

Wanted—Assistant pharmacist. Give references. J. W. Armstrong, Middleville, Mich. 654

Wanted—Good hardware salesman to sell 2 patented specialties of real merit as a side line; ready sale and in daily use. Address C. A. Peck Hdw. & Mfg. Co., Box E, Berlin, Wis. 642

Wanted—Experienced and reliable salesman in dry goods and groceries to drive peddling wagon. J. Patterson, Beaverton, Mich. 637

Wanted—Good hardware clerk; must be good salesman, good stockkeeper, thoroughly understand sewing machines and have some knowledge of window dressing and bookkeeping. State wages wanted. Address Clerk, care Michigan Tradesman. 653

Salesman wanted to carry a line of shoes, men's, boys' and youths', in Welts, McKay and Std. Screw, medium line. Commission basis. Give territory and references. Address Western Shoe Co., Janesville, Wis. 652

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, 324 Dearborn St., Chicago, Ill. 490

Want ads. continued on next page.

THE COUNTER CLUB.

Proposition Decided To the Satisfaction of All.

Written for the Tradesman.

The club met last Saturday night with all members present and seated on the counter at the corner grocery. It was late, the proprietor had gone home and the delivery boy was asleep on a bag of shavings back of the stove.

"I move," said the old-timer, who was prominent in club circles by reason of his knowing everything that was going on around the corners and for several blocks on each side, "that we take up for discussion to-night this proposition:

"Resolved—That it takes more ability to raise a boy than it does to raise hens!"

"In the first place," observed the teacher, "boys are not raised. Horses are raised. Boys are reared."

"I move," cut in the wit of the club, "that the teacher be fined for contempt of court; the coin to be invested in chewing gum."

"This is irrelevant," declared the chairman. "Brother Bach will open the argument in favor of the affirmative."

"I think," said the brother thus referred to, "that it is more trouble to rear a boy than most anything else. I have always believed that boys should be locked up in the coal cellar while between the ages of 5 and 21 years."

"I don't know what you have against me," said the teacher. "Why do you wish me to lose my job?"

"Teach the girls," said Bach.

"I'd rather train wild colts," replied the teacher.

"This is all out of order," said the chairman. "Mr. Steady, what do you think of the proposition before the house?"

"Boys are not reared," said Mr. Steady. "Their parents have too many other things to attend to. The father is too busy making money, and the mother has too much work or too many club duties. The modern boy grows up, like Topsy in Uncle Tom's cabin."

"The modern boy," declared the hardware clerk, "balks at being reared. He is himself the champion rearer. He rears up in the morning and dodges his bath. Then he rears off to school and dodges his lessons. The only things he does not dodge are the meals and the corner assemblages at night."

"Look here," declared the chairman, "the boy must have some show here. It is the boy who will run the Government after a time. It is the boy who will put up the ducats for our support in our old age. I admit that the boy is a wild animal, but so is the mule, yet he has to be broken to harness. Who will speak up for the boy?"

"I think," said the mechanic, "that the boy is getting about as much show here as he gets anywhere. It appears to me that the boy is always in the way. No one has room for him. As Brother Steady says, the father is too busy making money, and the mother is too busy with her

other duties. Some day they wake up and find a great tall, husky lad sitting at their table, and they look at each other and wonder where he came from, and wonder, too, if that is the soft little kid they used to cuddle and pet in the long ago, before they had so many things to attend to."

"You're all right," declared the chairman. "Parents just put the boy on his feet and let others do the training. There is a school in the street for boys which the youngster never runs away from. He learns lessons there which have everything to do in the shaping of his life, yet the parents have nothing to say regarding the teachers in this school of active life."

"That would be a peach of a school to teach in," said the teacher. "A fellow would get his block knocked off the first session."

"It is a school boys ought not to attend," declared the chairman. "The lads who go to this school call their father 'the old man' at 10, and at 12 they are away up in the making of a cigarette. They come to believe that the 'old man' runs a sort of money factory, a place where they can drop in and lug out a handful at any time. They grow up with no knowledge of the value of money, and they look upon work as a thing for horses and factory hands. I guess you will all find, if you try, that it is more work to raise boys than to raise hens."

"It would be if the parents ever undertook to do the real work," said the mechanic, "but parents now pay more attention to the training of their colts than the rearing of their boys. How many fathers know the bent of their boy's mind? How many mothers know what the boy is thinking about as he sits sullen before the fire on stormy nights when he can not get out on the street. In time they will find out what is in the mind of that boy, and they will be sorry that they did not investigate his character earlier in life."

"It is easy to find out what a boy is thinking about," said Mr. Bach. "Just ask him if he wants to be a pirate, or a detective, with a large tin star under the lapel of his coat. He will let you know all about it."

The delivery boy, asleep back of the stove, awoke and listened to what was being said about boys. He was still sleepy and wanted to go home, but he had to see the store closed first.

"Lot they know about it," he mused. "Wonder why I can't show 'em what one boy is thinking about?"

And the urchin went to the back of the store, walking softly so as not to attract attention, and investigated a box in which were stored the remains of an old Fourth of July stock. He connected with a giant cracker and then walked back to the stove, taking a match from his pocket as he moved along.

"I don't know how to raise a boy," he giggled, "but I know how to raise a lot of old duffers who ought to be in bed."

And when the cracker exploded the club adjourned without the formality

of fixing a return date. This boy, you see, was very practical in the discussion of the question before the house.

Alfred B. Tozer.

A Testimonial.

"I sat down to read your book last night," says the friend, "and I didn't let go of it all night."

"Indeed!" exclaims the author, with a tingling glow of pride.

"Yes," the friend continues, with a malevolent gleam in his eye, "when the folks came downstairs to breakfast they found me sleeping peacefully in my big chair, the book tightly clutched in my hand, open at the second page."

Perseverance grows old waiting for the man with the pull to die.

BUSINESS CHANCES.

For Sale—A good clean stock groceries, queensware and bakery, with tools and oven. Modern frame store building. In a growing Indiana town; big country trade; liberal proposition to the right party. Box 21, Denver, Ind. 658

For Sale—Strictly cash business established 2½ years. Sales since April 1, 1905, were \$28,000. Manufacturing town. Double store. Will sell shoes and dry goods in one store, or grocery, or both. Will meet prospective buyer in Detroit any day. No attention paid to speculators. Address No. 657, care Tradesman. 657

For Sale—Our stock of hardware and implements, which is in first-class condition. No dead stock. Will sell hardware alone if desired. Can reduce to suit purchaser. Pearce & Co., Elsie, Mich. 655

For Sale—The oldest established business in a town of about 2,000 inhabitants. A well-selected stock of furniture, undertaking, shoes, millinery, crockery, wall paper and bazaar goods. Stock will invoice at \$5,000 and is in the best and most centrally located building in town. The building, for sale or rent with the stock. The stock might be sold exclusive of one or two lines. Large factory about to locate in the town. Owner wishes to retire from business. For particulars address No. 656, care Michigan Tradesman. 656

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. 610

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—Complete box factory on Pacific coast. Large exclusive territory. Big profits. J. E. Horton, No. 426 Lindelle Block, Spokane, Wash. 460

\$2,480.00

Stock in

Bishop Furniture Co.

Grand Rapids, Mich.

For Sale at Par

Statement for fiscal year ending Feb., '06, shows large NET EARNINGS. Copy of financial report can be had from Sec'y State, Lansing, Mich. For further particulars, address

H. L. YOUNG

Room 1928, 20 Broad St., New York City.



No. 8

Dear Mr. Dealer—

Won't you write us a personal letter, just saying that you have been reading these communications, so that it will be like being acquainted, as if we had done business together.

Speaking about being "acquainted," isn't it about time that we really were acquainted?

We mean "acquainted" by your being on our books, through your jobber, for a good order of

"20 MULE TEAM" BORAX and
"20 MULE TEAM" BORAX SOAP, the brand with the Guarantee—



THE TRADE-MARK OF PURITY.

We are impressing

"20 MULE TEAM" BORAX and
"20 MULE TEAM" BORAX SOAP upon the Household by persistent and pushing advertising.

Advertising that tells in a crisp, convincing way why they should buy

"20 MULE TEAM" BORAX and
"20 MULE TEAM" BORAX SOAP and Buy it of YOU.

Now, you are the dealer we want—we already have hundreds of representative high-class dealers and

WE WANT YOU.

Won't you give us the opportunity?

Yours very truly,

Pacific Coast Borax Co.
New York Chicago San Francisco

Remember, advertising matter goes with each order.





Rain Coats

Made from the Genuine
Priestley Cravenette Treated
Fabrics

The Original and Best
Treatment

Right { Fit
Finish
Fabrics

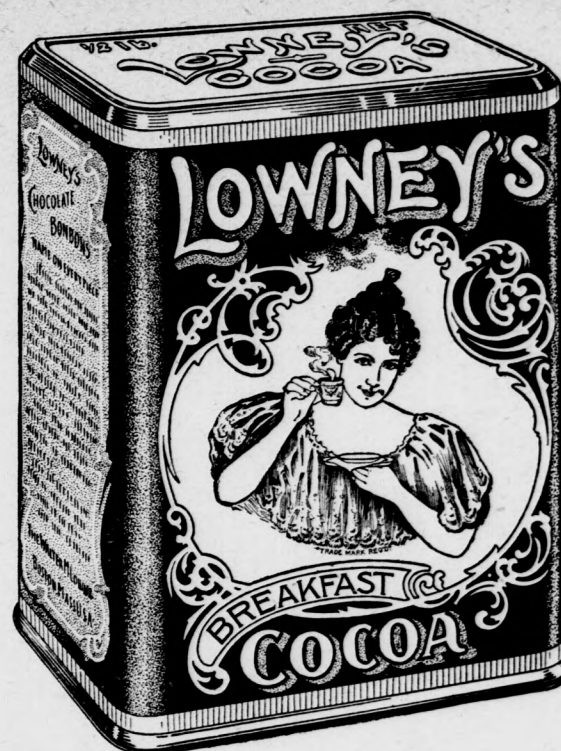
Large and Carefully
Selected Line of Patterns,
Shades and Fabrics

To dealers: May we mail you Sample
Swatches?

Goodyear Rubber Co., Milwaukee

382-384 East Water St.

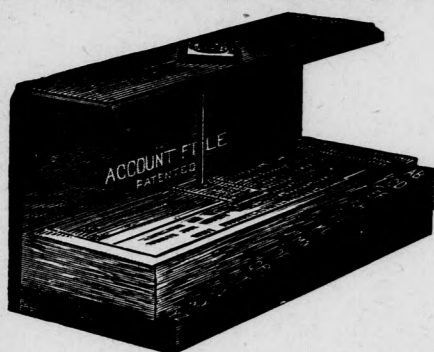
Walter W. Wallis, Manager



LOWNEY'S COCOA is an Amer-
ican triumph in food products. It
is the **BEST** cocoa made **ANY-**
WHERE or at **ANY PRICE**.

The **WALTER M. LOWNEY COMPANY**, 447 Commercial St., Boston, Mass.

Simple Account File

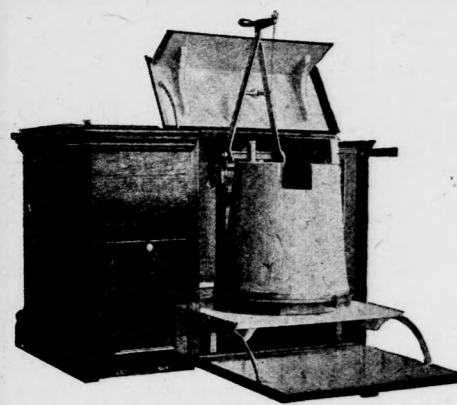


A quick and easy method
of keeping your accounts
Especially handy for keep-
ing account of goods let out
on approval, and for petty
accounts with which one
does not like to encumber
the regular ledger. By using
this file or ledger for charg-
ing accounts, it will save
one-half the time and cost
of keeping 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 in-
dex. This saves
you looking
over several
leaves of a day
book if not
posted, when a customer comes in to pay an account and you are busy
waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids



A Money Maker For You

Stop losing weight
and profit on tub
butter. Give your
customers a package
as neat as prints.

Get every pound
out of a tub, without
loss or driblets, and save ice, time and labor besides by using a

Kuttowait Butter Cutter and Refrigerator

Pays for itself in four months. Machine sold separately
if desired. We sell cartons for putting up attractive packages,
too. **Sell your brand of prints. Let us show you.**

Splendid opportunity for Specialty Agents everywhere.
Fill out the coupon and get particulars.

**Kuttowait
Butter Cutter Co.**

68-70 N. Jefferson St.
Chicago, Ill.

Name

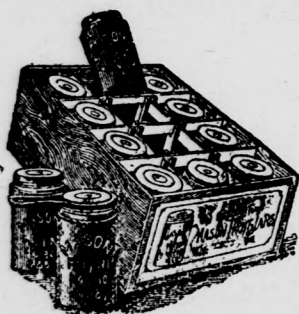
Street

City.....State

Look to Us for Your Bargain Counter Supplies

We offer you every opportunity to increase your trade by offering your customers "Genuine Bargains." Thousands of staple sellers for your 5 and 10 cent bargain counters. Come and see us or send us your orders by mail.

Mason Fruit Jars



Ball Bros. Machine Made Mason Jars. The best made Mason Jar on the market. Ask for quotations.

We also handle the "Atlas" Special Wide Mouth Open Jar. Takes the largest fruit whole and is the most perfect Mason Jar made. Every jar is carefully examined before leaving the factory. **Prices quoted on request.**

Fruit Jar Caps

Boyd's porcelain lined Mason caps and rubbers. Per gross..... \$2 00
"Simplex" all glass caps for Mason fruit jars. Sanitary, durable and convenient. Each cap with rubber in a carton. Six dozen in case. Per gross... 4 50

Fruit Jar Rings

All one dozen in a carton
"Sterling." Regular quality rubber rings. Per gross..... \$0 35
"Perfection." A high grade and extra wide white rubber ring. Per gross... 0 60
"American Beauty." An extra high grade pure red rubber ring. lithographed package. Per gross..... 0 70

Children's Vehicles



The celebrated "Kinley" make. All styles and prices
Ask for catalog and discount

A Most Beautiful Line of Hammocks



Absolutely the Finest on the Market

Our showing for this season eclipses anything ever attempted before both in variety and quality. If you haven't bought your line yet we would urge you to come and see us before placing your order. We will please you and save you money.

We are closing out our entire lines of

Laces, Embroideries, Handkerchiefs, Ribbons, Towels, Hosiery, Underwear, Negligee and Work Shirts, Etc.

and we have priced them at from 20 to 40 per cent. below actual value. They are all good clean stock and seasonable goods.

We have made up three assortments of Laces, consisting of the following items:

Assortment No. 1 Contains:

	Cost doz.	Retail doz.	Cost	Retail
3 doz. Beading.....	\$0 12	\$0 24	\$0 36	\$0 72
3 doz. Val. Lace.....	9	Special 12	27	36
3 doz. Val. Lace.....	14	24	42	72
3 doz. Val. Lace.....	18	30	54	90
6 doz. Val. Lace, 2 Styles.....	25	60	1 50	3 60
3 doz. Val. Lace Insertion.....	15	24	45	72
6 doz. Val. Lace Insertion, 2 Styles.....	25	60	1 50	3 60
Total.....			\$5 04	\$10 62

Assortment No. 2 Contains:

All of Assortment No. 1 and			\$5 04	\$10 62
6 doz. English Torchon, 2 Styles.....	24	60	1 44	3 60
6 doz. English Torchon Insertion, 2 Styles.....	24	60	1 44	3 60
Total.....			\$7 92	\$17 92

Assortment No. 3 Contains:

All of Assortment No. 2 and.....			\$7 92	\$17 92
3 doz. English Torchon.....	45	96	1 35	2 88
3 doz. English Torchon Insertion.....	30	72	90	2 16
Total.....			\$10 17	\$22 86

Don't delay ordering the above as they will move rapidly, and orders are filled in the order in which they are received.

Come and see us if possible or let us make up an assortment for you of the several lines mentioned above. Simply state how much money you wish to invest in each line and we will make you up a splendid assortment on which you can double your money.

Two Interesting Items for Your Bargain Counter



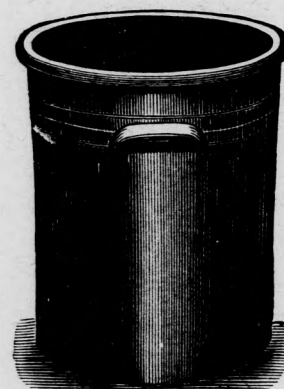
No. 62 Salt and Pepper Shakers. Large size, of blue opalescent glass, richly embossed and with polished nickel tops. Retail price 10c, but you can offer them as a 5c special.
Per dozen.....\$0 38
Per gross (no less)..... 3 90



Engraved Lead Blown Tumblers
Per dozen 48c
No. 9403-100. Thin, pure lead blown glass, etched in "Lily of the Valley" design. Splendid 10c retail value.

Have you bought your Stoneware

for this Spring?
If not write us for quotations at once.



We handle only the very best made "white-glazed" stoneware on the market and are ready to quote rock-bottom prices on

Butter Jars

Meat Tubs

Jugs 1 to 5 Gallons

Milk Pans

Churns and Covers

Preserve Jars

Tomato Jugs, Etc.

"Insurance" Gasoline Stoves



We are State Agents for these best and absolutely **Danger-proof Gasoline Stoves.** We have handled them for several years and never heard a single complaint. Secure the agency for your town. Write us for **catalog and discounts.**

Successors to
H. LEONARD & SONS
Wholesale

Leonard Crockery Co.
Grand Rapids, Mich.

Crockery, Glassware
and
House-Furnishings