

The Newspaper Man's Creed

I BELIEVE in the work I am doing and in my ability to get results. I believe an honest newspaper is the greatest influence for good in modern life and I shall, therefore, always be proud that I am a newspaper man. I believe in working not waiting, in laughing not weeping, in boosting not knocking, and in the pleasure of doing my work for its own sake. I believe the only way to get a thing is to go and get it and that one order to-day is worth a thousand promises for to-morrow. I believe there is business somewhere for every man who is willing to dig it out. I believe in the Square Deal. I will see things without prejudice and write things as I see them. I will never violate a confidence or use the news columns of my paper to vent a personal spite. I will try to get the news, get all the news and get it first.



Rates Moderate. Write us.

Buffalo Cold Storage Company

Buffalo, N. Y.

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.

Don't Stand in Your Own Light

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

No Matter

where your interests are centered, you need our

Service. Why?

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

More People

than you could possibly be by any other means.

Try It.

Michigan State Telephone Company
C. E. WILDE, District Manager, Grand Rapids, Mich.



Hart Canned Goods

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

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

Pure Apple Cider Vinegar

Absolutely Pure
Made From Apples
Not Artificially Colored

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

Sold through the Wholesale Grocery Trade

Williams Bros. Co., Manufacturers

Detroit, Michigan

Makes Clothes Whiter—Work Easier—Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, MAY 2, 1906

Number 1180

Commercial Credit Co., Ltd.

OF MICHIGAN

Credit Advances, and Collections

OFFICES

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

GRAND RAPIDS

FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich

Collection Department

R. G. DUN & CO.

Mich. Trust Building, Grand Rapids

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

We Buy and Sell

Total Issues

of

State, County, City, School District,

Street Railway and Gas

BONDS

Correspondence Solicited

H. W. NOBLE & COMPANY

BANKERS

Union Trust Building, Detroit, Mich.

The Kent County Savings Bank

OF GRAND RAPIDS, MICH

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

3 1/2 Per Cent.

Paid on Certificates of Deposit

Banking By Mail

Resources Exceed 3 Million Dollars

ELECTROTYPES

DUPLICATES OF

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

THE ELECTRIC METAL.

Copper, in point of utility, has come to be next to iron the most important metal in the world. Fifty years ago this was not the case. Copper was used chiefly to be melted with other metals to make brass and bronze. Mixed with zinc, which is a very soft, white metal, brass is the result, while, when melted with tin, bronze, a much stronger compound, used for cannon and bells, is produced. Up to the date mentioned copper occupied a comparatively low place in the utilitarian world, but to-day it is absolutely indispensable. The civilization of the present day would be impossible without it, because copper is the great electric metal. There is nothing except silver and gold that could take its place in every variety of electrical apparatus, and of course the precious metals, on account of their price and scarcity, are out of the question in any such consideration.

Copper is one of the few metals that is found in its proper metallic state without having to be extracted from ores. But the free copper is limited in quantity, while the supply got from the ores is practically without limit. The Greeks and Romans were acquainted with copper long before they knew iron and steel, and their earliest swords were made of the red metal. This was because they found it in the metallic form and were able to work it under the hammer, when iron, which had to be smelted from the ores, was for a long period out of their reach. The prehistoric inhabitants of America also used it, while they were ignorant of iron, and they knew how to harden copper so that it would cut the hardest stone like steel. The hardening of copper is one of the lost arts.

Forty-one years ago an ancient pit was discovered on the Keweenaw Peninsula in Michigan. Among a lot of rubbish in the pit were chunks of copper that suggested to the prospector that this had been an old Indian mine. He went deeper, and uncovered the great Calumet lode, that has since enabled one company (the Calumet and Hecla) to declare over \$87,000,000 in dividends, and which, before exhaustion, promises to yield a total value of copper to be figured only in billions of dollars.

But for the great store of copper in the Lake Superior district, with the greater quantity found later in Montana, and the almost equally rich field in Arizona—but for these great finds of copper our trolley railways which now intermesh the whole continent would be yet a thing of the future—impossible because of the lack of copper to make the needed wires, motors and dynamos.

The vast production of these States

is the one thing that has enabled electrical transmission in this country to attain its present marvelous development. At the close of the Civil War half of the world's copper came from Chili, the production from that slim country being about 50,000 tons a year, which is more than it exports to-day. Copper was then worth 32 to 34 cents a pound, or about double the present price.

Recently much has appeared in the public press about "Amalgamated Copper" and "Frenzied Finance." Some time after the uncovering of the Calumet lode in Michigan the Butte copper region in Montana came to light, being the territory now mainly controlled by the Amalgamated Copper Company, popularly called the Copper Trust, which produces from its mines one-fourth of the total copper yield of the United States. These mines were long the subject of litigation in the Federal courts, and the Copper Trust itself was bitterly fought over by speculators in Wall Street, vast amounts of money having been lost and won in those notorious contests.

The United States production is about eight times what it was twenty-one years ago, being about 413,000 tons in 1905, as against 54,000 in 1884. Mexico now produces over 50,000 tons a year, and Spain, Germany, Chili and Russia each produce somewhere between 25,000 and 50,000 tons annually. Japan is a coming producer, and, with Mexico, may figure somewhat in the near future.

There are already indications that although the copper now mined is taken into consumption as fast as it is produced, the demand is going to be enormously increased. Trunk line railways are beginning to use electricity in place of steam, and it paralyzes the statistician to calculate how much copper they will require in the next ten years in the process of overturning methods of long-distance railway haulage. Foreign countries also call for more copper than they can mine. They have purchased of us regularly for years, taking nearly half of our copper, until last year the home demand cut down the exports materially, with the single exception of China, which kept on buying regardless of the increased cost. If China is to have electric railways and electric light and power, and is relying on us for copper, here is another demand that will be hard to supply. The condition will perhaps stimulate the copper mines of Japan, which are promising, although the insular demand for the metal also increases rapidly.

Since Africa has launched a series of railway projects that bid fair to equal our own long lines in a generation hence, and since these lines, in

the very nature of modern progress, must be largely electrical, it follows that the demand for the gleaming metal will be world wide.

Doubtless other sources of supply will be found. When it was supposed that the world's gold mines would soon be exhausted new deposits were found and cheaper processes of extraction were discovered, so that ore formerly thrown away became valuable and productive. So in all probability it will be with such an indispensable material as copper.

One of the brightest and most original stories in the May magazines is "Burglar Dick, Literary Critic," by Alfred B. Tozer, for years a valued contributor to the columns of the Tradesman. The story is printed in the Bohemian Magazine, a publication fast forging to the front rank, and is profusely illustrated by Henry S. Watson, whose work in the best magazines has attracted much attention. The place of honor is given to "Burglar Dick," and it seems to deserve the position, for it is new in plot and entertainingly written. Mr. Tozer's sketches in the Tradesman have been widely copied in the trade publications of New York, Chicago, San Francisco and, in fact, all the large cities, and have received much favorable comment. He is at present employed in a literary capacity on the Detroit Free Press.

Those persons who are given to scribbling often find themselves unaccountably taking cold, in the winter, when writing on a pad of paper. They notice an uncomfortable chill to the hand in contact with the block of paper, but they never think to ascribe their sneezing to that very thing. Lay the pad on the radiator a few minutes before you are ready to use it, or against the register or near a fire, and the writing will not be an unconscious source of discomfort. This sounds "old-womany," but it is only saving yourself annoyance.

Give the railroads credit. Although they may inflict exorbitant and discriminating rates and rebates in their regular course of operations they have behaved very handsomely in connection with the California disaster. They have carried thousands of suffering without any charge and have transported trainloads of provisions and supplies entirely free. The service they have rendered and will continue to render as long as need exists would cost millions were it to be paid for in the usual way.

Some people claim that heaven is their home, and then move every time the rent comes due.

Good advice is the kind that is never given until it is asked for.

GONE BEYOND.

Death of T. Frank Ireland, of Belding.

Frank T. Ireland, the veteran Belding hardware dealer, died at his home in Belding last Saturday morning. The funeral was held on Monday afternoon and was largely attended, business in the town being practically suspended during the hour of service.

T. Frank Ireland was born on a farm near the village of Sublette, Ill., Sept. 18, 1857, his father having been a West Virginian of Dutch ancestry. His mother was of Scotch origin, having been descended in a direct line from John Knox. Mr. Ireland spent his boyhood on a farm, attending the district school, the high school at Sublette and taking a three years' course at the Northwestern College at Naperville, Ill. He then taught school two years near his home, when he went to Glenwood, Ia., and engaged in the grocery business under the style of Hibbs & Ireland. Eighteen months later he sold out to his partner and went to Amboy, Ill., where he took a clerkship in the hardware store of Geo. R. Keeling. Two years later he purchased the hardware and implement stock of F. A. Thompson, at Sublette, subsequently forming a copartnership with Lauer Bros. under the style of Ireland & Lauer Bros. This copartnership continued five years, when he sold his interest in the business to I. M. Crawford, when he removed to Belding and purchased the hardware and grocery stock of H. J. Leonard. In the spring of 1899 he closed out the grocery stock to Spencer Bros., taking in exchange their stock of paints. He carried on business one year in the old Leonard store, moving into a larger store in 1890, and in 1893 he built the store building he lately occupied, that is 40x80 feet in dimensions, three stories and basement. The building is equipped with an electric elevator and all other modern improvements. During the time Mr. Ireland resided in Belding he saw the town grow from 1,500 to 4,000 people and increased his business from \$8,000 the first year to \$55,000 last year.

Mr. Ireland was married March 18, 1880, to Miss Nellie M. Wilder, of Sublette. They had three children, two boys and one girl. The oldest child, a son, acquired the rudiments of the hardware business in his father's store and has been in charge of the business for some months. Mr. Ireland was Treasurer of the Spencer Electric Light & Power Co. and a director in the Belding Building & Loan Association. He was a charter member of the Michigan Retail Hardware Dealers' Association when it was organized in 1895 and at the Detroit convention he was elected President for the ensuing year. He was also President of the Washington Club, an organization of pioneers limited in membership to 100. He had been alderman of Belding two years and a member of the School Board for six years. He was an attendant at the Baptist church,

in which organization his wife is an active worker.

Mr. Ireland attributed his success to advertising and push. He learned early that business does not come of its own accord, that it has to be invited, and much of his success was undoubtedly due to his skill and boldness as an original and extensive advertiser. He also attributed his success in part to the fact that he was located in a good town, surrounded by a growing farming country.

Observations of a Gotham Egg Man.

We have received the following letter from a Philadelphia patron who is well versed in the requirements of successful egg packing:

In most instances the egg packer sells his eggs on track, makes his sight draft, and then is satisfied, for the loss or damage does not fall on him. The transportation companies are taking up the matter of claims on eggs, and the time will come when they will say, "No, we will not pay any claims for broken eggs."

From my observation and experience I think a great deal of damage would be avoided if packers will use a No. 1 filler on the top layer of each case of eggs, and use their medium filler in the eight lower layers. I have tried this plan and find it satisfactory in every way. No. 1 fillers should not be made of anything higher than No. 70 board, and medium fillers of No. 80 board, and egg packers should not buy any fillers made of a higher number of board.

I would suggest that all packers notify the filler factories that here-

a firm stand and insist on using nothing in the shape of fillers that is made from board above No. 80 and insist on 10 flats to every 10 frames to comprise a standard set of fillers.

Jacob F. Miller.

The Egg Man can vouch for the necessity of this advice and feels that it can not be emphasized too strongly. When inferior fillers are used it is probably safe to say that the loss from breakage is usually equal to the entire cost of good fillers. It is no economy whatever to save a few cents a case in the cost of packing by the use of a flimsy filler when the breakage is so likely to take far more from the value of the eggs. But we should go still farther than Mr. Miller suggests, and demand 12 flats for every set of 10 frames so that flats may be used over tops as well as under bottoms.

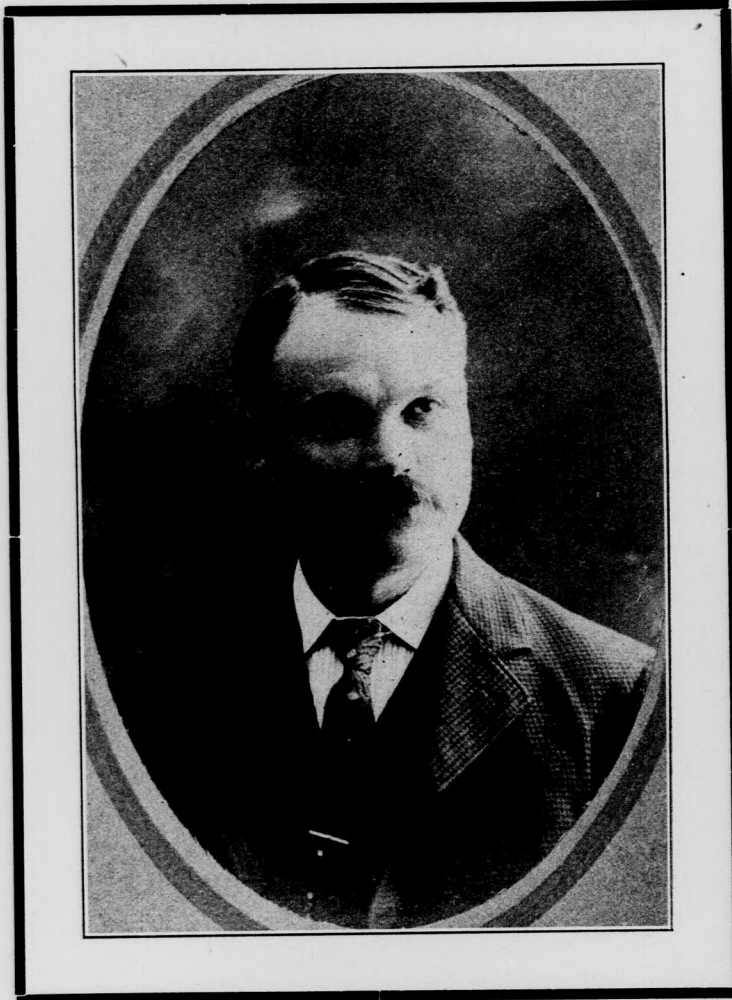
As we approach the first of May it becomes certain that the quantity of April eggs secured for storage was very small in comparison with previous recent years. Last year on May 1 New York, Chicago, Boston and Philadelphia had accumulated in cold storage a stock estimated at 872,500 cases, against 552,000 cases at the same date in 1904, 550,000 in 1903 and 690,000 in 1902.

This year there was practically nothing on hand April 15 and it is hardly possible that the accumulations in the above markets by the close of the month can exceed 200,000 cases—they will probably not quite reach that amount.

The insistence on the part of many dealers to have at least a few April eggs has started the storage buying at a very high level. Western packers accepted a few early orders at prices ranging from 16c upward (very few at that price, but quite a number at 17@18c) and up to the close of last week many were using most of their current collections in filling these orders; but although receipts in the interior were heavy it was impossible to make any new contracts below 18½@19c delivered at seaboard points and those prices were established for fancy storage packed in most of the Eastern markets with an equivalent price ruling in Chicago. These prices have been paid for some of the stock previously contracted by Eastern merchants on a somewhat lower basis, and also for some fresh packings offered by Western packers.

Advices now indicate very heavy collections in the West and it is a matter of uncertainty whether the demand will be sufficient to absorb the quantity packed for storage at the high values now current. A good many dealers are inclined to hold off in the hope of getting later packings on a lower basis and already the distributing markets are becoming somewhat overloaded with ordinary qualities of ungraded eggs which are selling at rather more than the usual discount from prices for storage stock.

Last year the May storage accumulations in Chicago, New York, Boston and Philadelphia were 702,500 cases, with aggregate receipts of 1,281,242 cases, and in 1904 they were 551,000 cases under aggregate receipts of 1,184,072 cases.



The Late T. Frank Ireland

Philadelphia, April 27—Is it not high time for all egg packers to get together and unite on the one point, positively to refuse to buy any No. 2 fillers for any purpose? As long as the egg packers will encourage the making and sale of these flimsy fillers, so long will the filler factory make them, and often use a very light weight strawboard in order to cut prices of fillers. The egg packer saves from \$3 to \$4 on a car of 400 cases of eggs, by using the No. 2 filler, and the damage to a car of eggs packed in such fillers is often from \$20 to \$100 simply in breakage, which would not be so great if a heavier filler was used in packing eggs.

We all know that the patent coupler on the cars will not allow cars to come together as easy as they used to do under the old plan of coupling. Concealed damage has been enormous these past few years and a great deal can be avoided by the use of better fillers.

after they will not buy any fillers that are made of board above No. 80.

I also suggest that the egg packers at all points who have supplied themselves with No. 2 or medium fillers use a No. 1 filler for their two top layers of eggs in all shipments they make.

It will not amount to much difference in cost on a case of eggs, and the result will be of great benefit to all concerned, while losses and damages will be materially less in the future. I am sure that the filler factories are willing not to make any No. 2 fillers if the egg men will not buy them.

Very few egg packers are familiar with the caliber and quality of strawboard, especially when it is cut up into fillers. Some fillers are made out of boards from Nos. 100 to 110 and palmed off on egg packers for a No. 2 filler. As the Western filler factories have formed a trust or combine, why not the egg packers take

EXTENSION TO JUNE 1, 1906

— of —

Great Concentration Plan Offer

EGG-O-SEE

“Square Deal”

We Pay the Freight

Until June 1, 1906, we will make drop shipments to retailers for jobbers' account, we prepaying the freight, or permit jobbers to make delivery from their own stock, charging back the freight to us, as well as the free goods delivered for our account, and on all such shipments we will make the following

Special Free Offer:

With 10 Cases of EGG-O-SEE - - 1 Case Free

With 5½ Cases of EGG-O-SEE - - ½ Case Free

Owing to the numerous requests we are receiving from wholesale and retail grocers from all over the country, asking us, on account of the unusually cold weather which prevailed during March and the impassable condition of the country roads, to extend our Great Concentration Plan Offer through the month of May, 1906, we hereby notify you of the extension until June 1st and ask you to instruct your salesmen accordingly.

Thousands of retail grocers and general merchants all over the country are taking advantage of this great opportunity to increase their profits and eliminate premium competition.

REMEMBER, Egg-O-See is the IDEAL SUMMER FOOD, and for the next six months the consumers' demand for Egg-O-See will be greatly increased and your sales will be over 200 per cent. more than they have been for the past few months.

Egg-O-See, purchased by your retail customers while this offer is in effect, will give them a profit of over 40 per cent. or \$1.10 per case. This makes Egg-O-See, the Highest Grade of Cereal Food in the world, the MOST PROFITABLE ONE. The Wholesale Grocers, who have instructed their salesmen in regard to this great opportunity to increase their sales and profits, are reaping the benefits, and we would suggest that, if you wish to secure your share of the business during the life of this offer, you instruct your salesmen promptly, as to the wonderful opportunities for both Wholesaler and Retailer.

REMEMBER, WE MOVE THE GOODS! EGG-O-SEE is sold on its merits. Its popularity is built upon a solid foundation of intrinsic value and judicious advertising. Its sale has never been dependent upon schemes, such as giving crockery-ware, cheap jewelry, hardware, furniture, etc.

The Full Value is in the Food

REMEMBER, WE MOVE YOUR STOCK. EGG-O-SEE is now advertised in over forty thousand street cars, which daily carry over forty million consumers of EGG-O-SEE. We are using large space in all the popular magazines, such as Ladies' Home Journal, Munsey's, Everybody's, McClure's, Saturday Evening Post, Collier's, Harper's, The Delineator, The Designer and the New Idea. We have just paid \$5,000.00 for full back cover pages in the Butterick Trio and have contracted for full back cover pages in other magazines, the campaign to extend through the entire season. The combined circulation of these magazines is over seven million copies per month and fully thirty-five million consumers will read the EGG-O-SEE ads. each month.

Our newspaper campaign will be the most complete ever attempted by any cereal company and there will be a liberal use of bill-boards and out-door advertising of every description.

Do not hesitate to buy EGG-O-SEE now. We create the demand. We move the goods. We GUARANTEE EGG-O-SEE to remain sound and salable and to MEET ALL THE REQUIREMENTS OF THE PURE FOOD LAWS OF EVERY STATE.

Egg-O-See Cereal Co.

Quincy, Illinois



Movements of Merchants.

Ann Arbor—E. W. Bordine will soon open a meat market.

Benzonia—H. B. Woodward has purchased an interest in the Case Mercantile Co.

Detroit—Fred Oldenburg has sold his grocery stock to John C. Rieck and J. C. Ritter.

St. Louis—Henry J. Tuger has added a line of grocers to his stock of dry goods and clothing.

Stanton—A new five and ten cent store will be opened about May 5, by T. A. Hodge, formerly of Holland.

Sebewaing—Adam Zimmer has erected a factory here for the manufacture of tile and building blocks.

Saranac—Mrs. A. A. Wellings, of Ionia, will soon open a confectionery store and dress making parlors here.

Ludington—Koudelka & Cota, grocers and meat dealers, have recently added a line of dry goods to their stock.

Cheboygan—J. H. Hamill has discontinued the meat business but will probably re-open his market about June 1.

Olivet—Irving Farlin, proprietor of the Battle Creek Tent & Awning Works, has opened up a place of business here.

Saranac—H. Holmes has sold his stock of bazaar goods to Geo. Bloomer, of Ionia, who will conduct the business in future.

Lansing—Norman F. Cole has purchased the stock of cigars and tobacco of S. H. Wall and will continue the business.

Zeeland—Peter VerLee has purchased an interest in the Bareman Furniture Co. and is devoting all his time to the business.

Marshall—The Murdison Dry Goods Co., with headquarters at Buffalo, will shortly open a branch dry goods store at this place.

Lowell—A. M. and W. Gibbs have sold their interest in the Lowell Roofing Co., the new owners of the business being Byron Frost and J. A. Bruen.

Manistee—Jacob Aarons, general merchandise dealer for over a quarter of a century, has announced his intention of retiring from business next September.

Lake Odessa—Geo. E. Kart has purchased the interest of his brother, John N. Kart, in the flour mill business formerly conducted under the style of Kart Bros.

Lowell—The hardware business formerly conducted by Scott & Winegar will be continued in future under the name of the Scott Hardware Co., with Jas. A. Scott as manager.

Traverse City—Marguerite and Elizabeth Ferris, of Cadillac, have opened a new bazaar store here under the style of the New York Racket store. The firm is known as M. Ferris & Co.

Lansing—Arthur Haite, for nine years past engaged in the undertaking business at Springport, has purchased an interest in the undertaking firm of

A. A. Wilbur & Co. and will remove to Lansing.

Hastings—Herman Bessmer has purchased the interest of his partner William Andrews in the meat market business formerly conducted under the style of Andrews and Bessmer and will continue the business.

Tecumseh—H. R. Brewer, who has been identified with the Lilley State Bank for three years, has resigned his position as assistant cashier and will accept a position as purchasing agent for the Anthony Fence Co.

Saranac—Geo. W. Potter, formerly engaged in farming, has purchased a half interest in the hardware business of J. P. Anderson & Co. and the business will be conducted in future under the style of Anderson & Potter.

Benton Harbor—E. C. Weaver has retired from the firm of Puterbaugh, Weaver, Downing & Co., having sold his interest to his partners. Mr. Weaver will engage in agricultural pursuits, having purchased a farm near Eau Claire.

Bancroft—The banking business formerly conducted by R. Sherman & Son under the style of the Exchange Bank has been merged into a stock company under the name of the State Exchange Bank, with an authorized capital stock of \$20,000.

Lansing—George W. Boyd has succeeded Smith G. Young as manager of the Lansing Cold Storage Co. The latter resigned because he desired to give more attention to his various other interests. Mr. Boyd has been with the company since its establishment.

Belding—Forest Fish has purchased the interest of his partner, S. S. Smith, in the Model meat market and has sold a half interest in the same to Philip Young, who was formerly a partner in business with him. The new firm will be known as Fish & Young.

Ann Arbor—Dean & Co., grocers, have merged their business into a copartnership association, limited, under the style of Dean & Co., Ltd., with an authorized capital stock of \$50,000, all of which has been subscribed and \$10,000 paid in in cash and \$40,000 in property.

Pontiac—A new drug store has been opened here by Earl C. Macy, formerly identified in business with Perry Weed, and W. L. Newton, traveling representative for Nelson, Baker & Co., of Detroit. The business of the new store will be conducted under the style of Macy & Newton.

Lansing—A. L. Harlow has resigned as President and disposed of his interests in the National Supply Co. and has gone to Oregon to manage lumber interests there, in which he and A. A. Wilbur are largely interested. Mr. Harlow's holdings in the National Supply Co. have been taken over by Chicago and Grand Rapids parties. The presidency and management of the business will be assumed by John Broekema, of Chicago, representing these interests. Mr. Broekema was for several years connected with Marshall Field & Co., of Chicago, but has removed here with his family, expecting to make this

city his home.

Portland—M. J. Dehn's general stock was destroyed by fire early Tuesday morning. The loss is \$20,000, with \$16,000 insurance. The fire was discovered by the night watchman. When he returned from turning in an alarm it had spread with such rapidity that the interior of the two two-story brick buildings was aflame. Mr. Dehn is in a Grand Rapids hospital. The loss on the two buildings will be \$5,700; covered by insurance.

Manufacturing Matters.

Cedar Springs—H. A. Brown has purchased a flour mill at Perry.

Hudson—The Farmers' Fence Co., which was recently organized, will soon remove to Bellefontaine, Ohio.

Kenneth—M. D. Murray has purchased an interest in the J. D. Leonard sawmill, which will be operated through the season.

Saginaw—The plant of the Valley Paper Box Co. has been purchased by R. Sandelman and Jacob Stark, who will shortly start a new paper box factory.

Lake Linden—Eddy & Belhumeur are making extensive improvements to their plant and are putting in shingle and lath mills, the machinery for which was ordered some time ago.

Chassell—The Worcester Lumber Co. has repaired its sawmills and will employ day and night crews this season. Sufficient stumpage is tributary to the plant to last fifteen or twenty years.

Harbor Springs—E. Shay & Son have started lumber and log hauling operations on their narrow gauge road. They have built a speedy gasoline car for conveying workmen over the line.

Onaway—Thomas W. Barry has purchased 1,400 acres of cedar and other timber lands in Houghton county and is arranging to lumber same. He will cut cedar principally during the summer.

Hancock—The knitting factory established here a couple of months ago by J. Rockefeller has discontinued business, and the furniture, machinery and stock are being removed to Chicago, where Mr. Rockefeller will resume operations.

Munising—The Superior Veneer & Cooperage Co. will start its plant on the season's run this week. The sawmill has been overhauled and will start later. About 200 men will be employed this summer, besides a force in the logging camps.

Custer—The Custer Manufacturing Co., which manufactures woodenware, is considering a proposition from the Manistee Development Co. relative to moving its plant to Manistee. The Custer Manufacturing Co. has been operating here twenty-four years.

Jackson—A corporation has been formed to manufacture Cuban ointment under the style of the Cuban Ointment Co. The authorized capital stock is \$16,000, of which amount \$12,000 has been subscribed, \$50 being paid in in cash and \$11,950 in property.

Three Rivers—The mills of the Three Rivers Paper Co., which closed its doors the first of the year, are still inactive and it is not known how long they will remain so, or if

they will ever start up again. The plant had an existence for over sixty years, and the present inactivity is caused by the death of the former managers.

Harbor Springs—Thomas Kneal, for twenty-five years a lumberman at this place, has disposed of his sawmill to William Rockwell, who will remove it from its present site and erect a large planing mill. Mr. Kneal's mill yard is adjoining the Harbor Point Association grounds, and it is reported that the Association has an option on the property for \$20,000.

Algonquin—The Peninsular Bark & Lumber Co. started its mill May 1. It has a stock of 15,000,000 feet, the greater portion of which is hemlock, with some pine and hardwood. The company has about fifteen years' stock in sight and is getting some timber from the Canadian side, cut from lands that were deeded before the act of parliament prohibiting the export of logs.

Dollarville—The Danaher Hardwood Lumber Co. has purchased a tract of timber near Eckerman, the product of which will stock its mill six years. The company has still two years' supply on the tract it is now lumbering south of McMillan and none of the timber on the new purchase will be touched until the tract on which it is now cutting is cleaned up. The manufactured lumber is moved to St. Ignace by rail and thence shipped by lake.

Coldwater—The Coldwater creamery, which has been idle for the past six months, was sold recently to Kerr Bros. and L. C. Waite. Mr. Waite is a practical buttermaker and all round creameryman, and was formerly Secretary and Treasurer of the Batavia Creamery Co., afterwards accepting a position with Bross, Fish & Co., of Newark, N. J., as buttermaker and manager of their creamery at Stockbridge, Wis. Since July last he has been employed as buttermaker at the Cedar River creamery at Williamston, owned by Smith & Gilbert.

Output of Factories Sold Ahead.

Jackson, May 1—The aggregate value of the annual output of Jackson's carriage factories—carriages and sleighs—foots up \$2,250,000 and the industry is steadily growing. Approximately \$1,750,000 worth of carriages are made every year, and \$500,000 worth of sleighs.

Eleven hundred men are employed in the carriage, spring and axle factories. All the five concerns now have orders booked for the year's output and are giving employment to every available man.

The industry started in 1888-89, with the Collins Manufacturing Co., during the great run which two-wheeled carts enjoyed. When the carts went out of fashion, the companies began making carriages. The numerous factories brought the Lewis Spring Co., which now employs 200 men in making springs and axles. A cushion spring company has also been established.

Lee M. Hutchins goes to Detroit May 15 to address the monthly meeting of the Detroit Credit Men's Association.



The Produce Market.

Apples—Good fruit commands \$6 per bbl. Stocks are becoming very much depleted.

Asparagus—Home grown fetches 90c per doz.

Bananas—\$1.25 for small bunches, \$1.50 for large and \$2 for Jumbos. The season of the heaviest demand is now with us and receipts are not as large as they were. There are still large quantities of the fruit constantly moving, however, and the feeling is firm.

Butter—Creamery grades are weak. Local dealers continue to quote 22c for extras and 21c for No. 1; dairy commands 17c for No. 1 and 12c for packing stock; renovated has advanced to 19c. A fair proportion of the receipts are making the top grade. Receipts of dairy butter are increasing and much of it is going into packing stock. It is not thought that there will be much carried over in storage, although some of those in the trade expect several million pounds will be on hand in the East. The storage butter in this market is being very nicely cleaned up.

Cabbage—New commands \$2.50 per crate for Florida and \$3 per crate for California.

Carrots—\$1.50 per bbl.

Celery—California fetches 75c for Jumbo.

Cocoanuts—\$3.50 per bag of about 90.

Cucumbers—\$1 per doz. for home grown hot house.

Eggs—Dealers pay 15c for all receipts. The marked firmness which has been shown in the market is due to the efforts of speculators to secure April eggs for storage. There is at present a somewhat easier feeling, due to the falling off of this demand and to the large receipts.

Green Onions—15c per doz.

Green Peppers—Florida stock fetches \$3 for 6 basket crate.

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

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

Lettuce—10c per lb. for hot house.

Onions—Red and yellow command 50c. Spanish are strong at \$1.25 per crate. Texas Bermudas are in ample supply at \$2.50 per crate for either yellow or silverskins.

Oranges—California navels fetch \$3.50@3.75; Mediterranean Sweets, \$3.25@3.50.

Parsley—30c per doz. bunches.

Parsnips—\$2 per bbl.

Pieplant—Home grown fetches \$1 per 40 lb. box.

Pineapples—Cubans command \$3.25 for 42s, \$3.50 for 36s, \$3.75 for 30s and \$4 for 24s.

Pop Corn—90c per bu. for rice on cob and 3/4c per lb. shelled.

Potatoes—Local dealers are holding their quotations at 60@65c. The market is weak.

Poultry—There is little change in the situation on poultry. Receipts are

small and the demand is considerably in excess of the available supply. There is still some dressed poultry coming in, but the greater part of the shipments are live stock.

Radishes—25@30c per doz.

Strawberries—Louisiana stock commands \$2.50 for 24 qt. cases and \$1.50 for 24 pint cases.

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

Tomatoes—\$4.50 for 6 basket crate.

Plain Facts Plainly Stated.

Frank E. Leonard has the happy faculty of stating facts in such a way that he can not be misunderstood. His recent appeal to the wholesale dealers of Grand Rapids to get together and devise means for the common good and the extension and expansion of the jobbing trade of this market is so well worded that the Tradesman takes pleasure in reproducing it herewith:

The Wholesale Dealers' Committee was created two years ago for the purpose of considering any matters of value to the jobbing trade of this city. As one of our wholesalers you are vitally concerned in this Committee, and the Board of Trade is interested in securing the co-operation, in one way or another, of every one of its members. It is hoped that we may accomplish the closer co-operation of all the wholesalers and that, by concert of action, we may extend the jobbing business in our city on a broad, business-getting and power-exerting plane.

The competing markets soliciting trade in our district are alive as never before. Fifty thousand dollars is expended yearly in Chicago in publishing and mailing circulars and books, and supporting officers to attend to the wants of visiting retailers. With a membership of 1,000 contributing business men behind them, they are mailing this spring 114,000 circulars, and have sent out to retail merchants 32,000 of the great advertising book describing Chicago, costing \$20,000 for the printing alone. Merchants of other jobbing cities are co-operating in plans to attract the trade of Western Michigan, and it is vitally necessary that we present a determined front and stand together if we would have the trade of the city grow as we would like to see it.

The auxiliary membership plan, in the few months it has been established and at a very small expense, has secured 1,500 country merchants as such auxiliary members of the Board of Trade, and in the new building there will be provided accommodations for a membership of 5,000 of such merchants, who should receive our circulars with classified addresses of all the wholesalers of this city.

The trade excursion plan shows an increase of about 50 per cent. in effectiveness in its second year over its first year, but instead of having sixty jobbers co-operating we should have 120. The expense of this, \$10 or \$15 per year, should not deter one firm or one individual from joining this or some other plan to advertise our wholesale industries and to attract to the city all the trade in all lines that can be secured.

There are several propositions that need our co-ordinate efforts, of which we will mention only that of recovering our trade along the east shore of Lake Michigan, logically ours, but encroached upon to a large extent by competing cities. To-day we are in a position to win that trade back, there being an almost sure possibility of all water freight rates as the shore line of steamers may be induced to take our freight at Grand Haven.

A whole book may be conveyed by speaking eyes in one look.

The Grocery Market.

Tea—The opening of the market for new Japan teas is on a basis of about 5 per cent. above last year. The reason for the advance seems to be solely an improvement in quality, as the crop prospects are good. For the rest of the line the demand is fair and the market steady. The bill introduced in Congress to tax tea 10c per pound and coffee 2c has aroused scarcely a ripple. It was referred to the Ways and Means Committee, and there seems little or no chance of its passage.

Coffee—While from sensational quarters crop estimates have been received for some time, notwithstanding that past experience has proven such figures to be absolutely wrong nine times out of ten, the only information obtainable from reliable quarters is that the next Santos crop promises to be larger than the present one, and that the next Rio crop is likely to be smaller than the present one. Considering that consumption requires a minimum of 12,500,000 bags Rio and Santos coffees, it will be very difficult for Brazil to raise a crop equal to such figures. The buyers in the interior, both here and in Europe, have been holding back hoping that the May liquidation may bring about a lower market, the same as they have been hoping for lower prices for some time past. If in the face of largely reduced supplies prices have stood still, it affords all the greater safety to present prices when the buying comes from the necessities of consumption instead of coming from speculative quarters.

Canned Goods—American sardines are very firm, but not active. The canning season so far has added very little to the stock, as the fish are reported to be scarce. No opening prices on 1906 Columbia River chinooks or Puget Sound sockeyes have yet been made, although it is expected that prices on the first named will be named shortly. It is not expected that prices on chums will be very high this season, as the pack promises to be much heavier than it was last year, but well-posted authorities say that the prices on the season's pack will undoubtedly be somewhat in excess of the figures named in 1905. Interest in coast fruits has been stimulated by the prospect that nothing more will be coming from the coast until the new pack is ready for distribution. There is an active demand, but stocks are confined solely to the holdings of jobbers, and, besides being small, are badly broken, so that it is impossible to secure any considerable line of any variety. The California asparagus situation is complicated by the uncertainty as to how the canneries were affected by the earthquake. Shipments were about to begin at the time of the disaster and as the goods were practically all ready it is figured that if the canneries which were in the afflicted belt were destroyed the whole pack may be lost. Salmon is firm and higher for red Alaska on the spot as a result of the probable destruction of the total remaining stock of that grade on the coast. Advices from the coast state that, owing to the complete de-

struction of the supply of square cans in the fire, the large canners would have to pack 1-pound, 2 1/2-pounds and 3-pounds in regular fruit cans and tips in 1-pound tall salmon cans. Tomatoes are very quiet. Corn has stiffened up considerably and is in a strong position, with every indication that goods will be held at higher prices. There is a continued heavy demand for all goods of desirable quality. Peas continue very firm, with stocks reported very well cleaned up in first hands. There is a good demand for peaches, apricots, pears and cherries, but stocks are so small that business is necessarily somewhat confined. In canned vegetables the movement through jobbing and retail channels is on a fairly liberal scale, although jobbers themselves are only filling in stock where necessary and no very large orders for any of the principal staples are reaching brokers at present. There is a little demand for wax beans, but the market is said to be virtually bare. String beans are in fair demand in a small way. In California canned fruits the market is very strong.

Dried Fruits—Apricots are firm, unchanged and active. Low grades are nearly 5c per pound higher than the opening. Currants are unchanged and in good demand. Raisins have not been affected by the coast condition. Both loose and seeded are dull at ruling prices. Nothing has been heard from the coast regarding the prune market, but it seems to be reasonable to conclude that nobody out there has any to ship. It is not possible at present to quote a coast price, as nobody out there is either offering or quoting. In the East the market has advanced 1/4@1/2c and the demand is fair. Peaches are very scarce and will likely all be cleaned up. No change has occurred in the market. The demand is fairly active.

Syrup and Molasses—There is no special grocery demand for sugar syrup, which rules unchanged. Molasses is in fair demand and high. Even at the end of the season holders are very firm in their ideas. Glucose remains unchanged. Compound syrup likewise remains unchanged and the demand is fair.

Cereals—The market is steady and there are moderate quantities of goods moving, with no new features to report.

Rice—The market continues very strong and those who are best informed are looking for advances in the near future. There is a steady demand and supplies are being steadily diminished.

Fish—Cod, hake and haddock are dull and lifeless. The destruction of large blocks of red Alaska salmon in San Francisco has advanced the price about 7/8c. Prices for new Columbia River salmon were named during the week on a basis of \$1.50 for tall, \$1.60 for flats, \$1 for 1/2-pound and \$2.20 for ovals, all f. o. b. This is an advance of 5c on tall and 10c on flats over last year. Spot salmon is in fair demand and firm. Mackerel is dull and unchanged. There is no special demand. Sardines are still unchanged, although holders are still talking an advance. Demand light.

MERCHANT'S WEEK.

Movement Inaugurated by the Board of Trade.

At a meeting of the Wholesale Dealers' Committee of the Grand Rapids Board of Trade, held at the Pantlind Hotel last Thursday evening, it was decided to inaugurate a Merchant's Week during the month of May. The meeting was preceded by a Pantlind dinner, which fully sustained the reputation of the host. After the menu had been discussed Mr. F. E. Leonard, Chairman of the Committee, called the meeting to order and spoke as follows:

It is with a deep sense of the honor conferred upon me that I stand here this evening and give you a welcome from the Committee of Wholesalers.

We are all glad, I am sure, to be together on an occasion like this. It is good to touch shoulder to shoulder and meet each other and especially, perhaps, our competitors at a dinner like this. From my own experience I will say that these meetings, and others like them, have extended my acquaintance and friendship and I do not doubt that others have derived pleasure and profit from them. It seems to be the right thing to do—to get together—to learn to know one another and to let the fact sink into our minds that we are all in one boat, so to speak. Trade is a shifty thing. You think you have it and something occurs that reduces it or divides it with others, and when you are alone there is no recourse; but here we stand altogether. We are elbow to elbow, shoulder to shoulder, and when we have reports come that our customers are only stopping here on their way to or from Chicago, we can certainly consider something that will aid us to get them to stop off here first and convince them that this is their true market. We are not helpless, if we act together, but we may well pause a moment in our eager search after more trade and see if we can not aid each other in this very thing. In a letter I received from one of you gentlemen the expression was used, "It is alarming when we think of the extraordinary efforts that are being made by the cities competing for trade in this territory," and I believe it is a matter to cause us to take notice. I know there is scarcely a week that we do not find more or less of our customers on their way to or from Chicago. I know that there are firms represented before me tonight that say it is easier to sell the product of their factory south of us than it is to sell it in Michigan, because our jobbing territory does not take us very seriously. The glamour of a large city is ever before them, especially when that city spends thousands of dollars to our single dollar. I might say, in cultivating and impressing the fact of its bigness and attractiveness upon our country merchants in every conceivable way. Chicago, for example, has 1,000 members in their body which corresponds to ours, while we have sixty or sixty-five. They spend \$50,000 a year in advertising alone. We spend perhaps \$1,000. They have the incomparable aid of the railroads, with unlimited trade excursions of one and one-third fare and week end excursions, with Monday in Chicago, at half fare and often much less.

I do not speak of these things through any fear, but because we might as well notice them in passing and might take the opportunity to consider whether there are not some things—small although they may be—to attract attention to this city—to cause it to be considered.

Mr. Leonard then called upon Geo. G. Whitworth, President of the Grand Rapids Board of Trade, who gave

one of his soul-stirring talks, after which A. B. Merritt presented the plan adopted by the sub-committee, as follows:

About two weeks ago the Wholesalers' Committee of the Board of Trade met at the council rooms in the city hall and the matter of the Perpetual Half Fare Trade Excursions was taken up. The suggestion was made by Mr. Whitworth that this idea might be fostered and developed to a greater state of usefulness by having some certain period set aside, possibly once or twice a year, during which the country merchants should be invited to come to Grand Rapids to do their trading, participating in the benefits of the half fare plan, as usual, and, in addition, being invited to some attractive form of entertainment given by the Wholesalers' Committee.

This idea or suggestion met with immediate favor of the members of the Committee, and the Chairman, Mr. Frank Leonard, was authorized

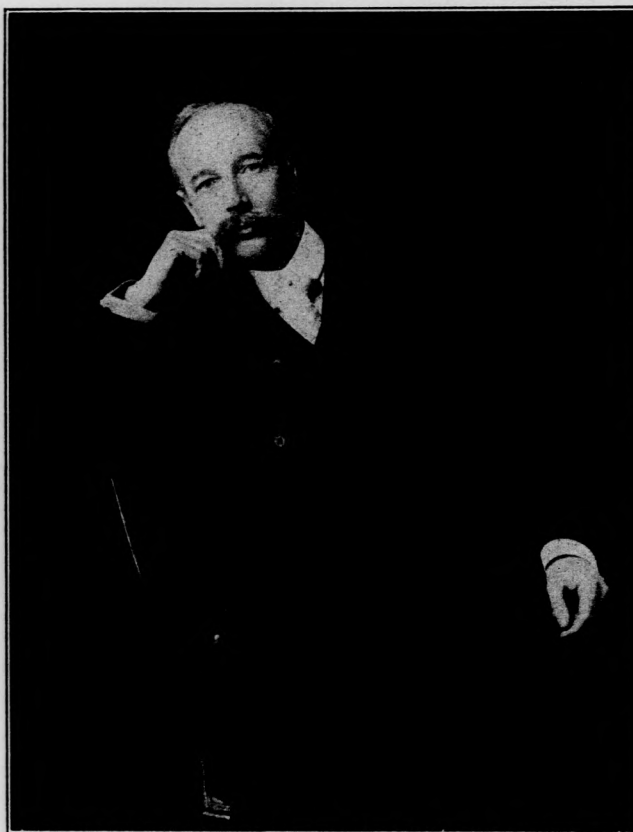
other items of interest as might be expected to add to its pulling power as an advertising proposition. This booklet should also contain the Perpetual Half Fare Trade Excursion Plan in detail, with the names of membership.

That "Merchant's Week" should cover a period of not less than three days, preferably Tuesday, Wednesday and Thursday.

That a theater party and luncheon be given on Thursday evening, to which all wholesale houses—joining this movement will issue free tickets to their customers, the theater party to be held at the Majestic and the luncheon at the Pantlind afterwards with two or three good short talks.

That headquarters for the visitors be established at the Board of Trade rooms (Michigan Tradesman office), where information will be given and tickets issued.

That each manufacturer, jobbing house or wholesaler should offer special inducements during these three days.



Mr. Frank E. Leonard, Chairman Wholesale Dealers' Committee.

to appoint two sub-committees to arrange for the banquet held this evening. One Committee was to arrange the banquet and the other to bring before this meeting of wholesalers a more definite plan for your adoption. It is as Chairman of this last Committee that I have the honor and pleasure of addressing you, my associates on the Committee being Mr. J. P. Seymour and Mr. M. B. Hall.

Your Committee has had two meetings, at which Mr. Leonard and Mr. Van Asmus were present, and after canvassing the situation thoroughly, going over all the different phases of the ideas which presented themselves and were brought out by the different suggestions by members of the Committee, we have unanimously agreed on the following plan:

That an attractive booklet of about twelve pages be printed, containing a general invitation to merchants to come to Grand Rapids during "Merchant's Week" and a terse description of the advantages of this city as a trading center, together with such

That each house should call in their salesmen to help with the waiting on and entertaining of customers or visitors during this period.

That with each booklet there be sent a separate invitation card, which is to be printed as follows:

First Entertainment of Michigan Merchants by the Wholesale Dealers' Committee of the Grand Rapids Board of Trade.

We invite you to attend a theater party and luncheon to be given on May —, 1906, at 8 p. m., at the Majestic Theater and Pantlind Hotel. Cards of admission will be furnished by all wholesale houses whose names appear in the accompanying booklet.

Please reply on the enclosed private mailing card.

Wholesale Dealers' Committee
Grand Rapids Board of Trade,
Grand Rapids, Mich.

That a private mailing card be also enclosed with the booklet, self-addressed to the Grand Rapids Board

of Trade, having printed on the reverse side:

I will—or will not—be present at the first entertainment of the Wholesale Dealers' Committee of the Grand Rapids Board of Trade (date can be inserted if thought best).

Yours respectfully,

Name

Address

This card must be mailed so as to reach us not later than May—in order that arrangements may be made for your entertainment and tickets.

That a circular letter be also enclosed in the booklet calling attention to the more salient points of the booklet and making the invitation to the merchant more informal and relating more in detail the plans for entertainment.

Your Committee has estimated the cost of this plan as follows:

10,000 booklets, about twelve pages, illustrated	\$125 00
Mailing 8,000 with return private mailing card, invitation card and letter	80 00
Printing postal cards and invitation cards	15 00
Printing 10,000 circular letters	20 00
Theater tickets for 200 people	100 00
Luncheon for same	50 00
Incidentals	110 00

Total

\$500 00
All booklets and advertising matter to be mailed direct from the Board of Trade and not by the individual dealers. This is to insure getting them mailed, as it is feared that if left to the dealers there may be more or less neglect, which would seriously interfere with the proper working of the plan. The list addressed by the Board of Trade will cover all merchants in all lines of trade likely to be interested in this project, and it is believed that this is the most practical way of covering the ground thoroughly.

This is a plan to work for the interests of all wholesalers, without favor to any one, and the benefit to be derived from it depends greatly on how these people are treated after we get them here. It is not enough to invite them; it is not enough to give them tickets to the theater. They should be made to feel that we are glad to see them; that we want them to come again; that our latch string is always out and that we will make it profitable for them to come here to do their buying.

It is a well-known fact that men like to go where the crowd is. They like to go in bunches. They like to meet their fellows. They will spend money quicker and take the time more frequently to attend a free entertainment and free feed than they will to go away from home to buy goods. Salesmen are calling on them every day with ample samples. Why should they go away from home and spend time and money unless there is something in it; unless special inducements are offered both in the way of trade and entertainment?

We believe this Merchant's Week idea will solve the problem, and that a thorough trial should be given it by the wholesalers, jobbers and manufacturers of Grand Rapids.

Respectfully submitted,

A. B. Merritt, Chairman,
J. P. Seymour,
M. B. Hall.

Mr. Merritt advocated the adoption of the plan at some length and at the conclusion of his remarks Lee M. Hutchins supported the movement to adopt the plan, supplementing his talk with some extended remarks on the subject of commercialism, which appeared to meet with the hearty approval of all present.

L. J. Rindge discussed the various plans he had seen put into effect and H. D. C. Van Asmus advocated the reclaiming of the trade in the Lake

Shore towns which has been encroached on to some extent by Chicago and Milwaukee jobbers. John Snitseler and H. A. Knott discussed various phases of the subject in an entertaining manner. E. A. Stowe approved the plan presented by the sub-committee and concluded his remarks as follows:

One of the greatest problems the jobbers of every market have to face and undertake to solve is how to best induce the country merchants of the district tributary to their markets to come to town and get acquainted. Thirty years ago, when most of the merchandise distributed in the West came from the East, it was the custom of retail merchants to make semi-annual pilgrimages to New York and spend from one to two weeks each time in making their selections. On these occasions they were usually the guests of the wholesale dealers and later in the season it was not unusual for the jobber from Gotham to visit the Western retailer and be entertained at his home. Such relations are now practically a thing of the past, because it is no longer necessary for the merchants of the West to visit the markets of the East. All of the great textile manufacturers maintain sample rooms in Chicago, while the purchase of staple groceries, staple hardware and staple drugs in New York and other Eastern cities has become almost obsolete. In the trend of the times and the revolution which has occurred in almost every mercantile line, business has become centralized and localized and only a small percentage of the goods now handled by the retail dealer is drawn from far-away markets.

Such being the case, it has been found to be necessary to get in closer touch with the retail dealers contiguous to every jobbing market, and the closer these relations are and the more cordial the feeling between the jobber and retailer, the greater the volume of business and the more profitable the transactions between the two are likely to be. A retailer who does not know his jobber is certainly at a disadvantage and is quite likely to entertain vague ideas concerning him. The jobber who does not know the retailer to whom he is selling goods is also at a disadvantage and is quite likely to say or do something that will offend the retailer unnecessarily. Close acquaintance and intimate relations have never, in my opinion, resulted to the disadvantage of either the jobber or retailer.

In this day and age of the world the jobber is a busy man. As a rule he has other duties outside of his regular employment at the store. He is a bank director and, perhaps, a director in a trust company, and is interested in other mercantile and manufacturing institutions which claim a portion of his time. His office hours are sometimes restricted so that he can not meet all of the merchants from out of town who call at his store. In such cases the visitor does his business with the clerk or the house salesman or the book-keeper and goes back home feeling that his visit has not been entirely successful, because he has been greeted by the head of the house. Grand Rapids is less at fault in this respect than any other market with which I am familiar, because it has always been conceded that Grand Rapids jobbers are more particular to meet their country customers than the jobbers of any other market in the country. I have had retail dealers from distant points tell me that they come to Grand Rapids to trade solely because they can do business with the principals and that they appreciate the fact that they can do quite as well and sometimes a little better than they can in dealing with clerks.

To my mind one of the greatest obstacles we have to face in inducing

merchants to visit Grand Rapids, especially during the purchasing season in the early fall, is the action of the railways in discriminating against Grand Rapids in the matter of trade excursions. A merchant can go from Petoskey or Cheboygan to Grand Rapids for \$5. He can go to Detroit for the same sum. For \$1 additional he can go to Chicago. The distance from Grand Rapids to Detroit is nearly as great as the distance from Petoskey to Grand Rapids, yet the railroads make no difference in the rate and frequently make the conditions on the tickets so arbitrary that the merchant who goes through to Detroit can not stop off at Grand Rapids on his way to the other market. The reason for this discrimination is that Detroit has, apparently, more influence with the railway managers than Grand Rapids has and is thus enabled to secure concessions which are denied the jobbing trade of Grand Rapids.

Other addresses of a similar character were made by several gentlemen present, when Chairman Leonard announced the special committee on Merchant's Week, as follows: A. B. Merritt, J. P. Seymour, M. B. Hall, H. A. Knott, John Snitseler, Christian Bertsch, E. A. Stowe and W. K. Plumb.

At a meeting of the sub-committee, held at the Peninsular Club Monday evening, it was decided to hold Merchant's Week Tuesday, Wednesday and Thursday, June 5, 6 and 7. Tuesday and Wednesday will be observed as visiting days and Thursday will be given over entirely to entertainment features, which will probably include trips to John Ball Park and Reed's Lake, where the various places of amusement will be thrown open to the visitors, including the Ramona Theater and a ride around the lake. The entertainment features will be concluded with a banquet at the Lakeside Club in the evening. Ten thousand pamphlets will be issued at once and distributed to the retail dealers of the State, acquainting them with all the facts concerning Merchant's Week and setting forth the salient features of the occasion.

Garden and Carpenters' Tools Are Very Active.

There is no let-up in the enormous volume of business in spring and summer lines of hardware, and jobbers in all sections of the country are reporting unprecedented activity, not only in these goods, but also in the regular and staple merchandise. The continuance of this active buying movement on the part of the retailers is considered very unusual in view of the fact that the purchasing earlier in the year assumed such large proportions.

The demand for garden tools, including rakes, hoes, spades and similar implements, is especially brisk, and many manufacturers report that they are wholly unable to meet the current requirements of the retailers. Stocks accumulated by the jobbing interests during the first quarter of this year are now practically depleted, and the wholesalers are therefore being compelled to call upon the mills for hurried reorders. The mills, in turn, are so overwhelmed with business that they are unable to make prompt shipments, and the anxiety

of the jobbers to obtain their supplies is greater than ever before in the history of the trade.

The increase in building operations is resulting in an active demand for carpenters' tools, such as augers, hatchets and drills, which are likewise moving in large volume, although by no means as rapidly as the jobbers desire.

An advance of 5 per cent. has been announced by the manufacturers in the prices of ironed double trees, single trees and neck yokes. Prices of all other hardware goods are also being well maintained, and no shading is being indulged in.

May Locate Canning Factory at Flint.

Flint, May 1—O. D. Kittle, of Battle Creek, has been in the city looking over the ground with a view to the establishment of a canning factory here. The contemplated enterprise would involve an investment of approximately \$200,000 per year among the farmers of Genesee county for fruits and vegetables.

Work will shortly be started on an addition to the engine plant of the Buick Motor works which supplies all the motors used in the construction of the Buick automobiles. It had been hoped that the present quarters would be large enough to accommodate the plant until the immense new factory now in process of erection at Oak Park subdivision, should be completed. The demand for motors has grown so rapidly, however, that in spite of the fact that day and night shifts are em-

ployed, it has been found impossible to keep up with orders.

Oak Park subdivision presents a busy appearance these days, with fully 100 mechanics and laborers at work on the construction of the new Buick and Weston-Mott factories. The buildings will cover about twenty acres of ground and are to be completed before next fall.

Would Like to Move to Owosso.

Owosso, May 1—The plant of the Owosso Sugar Co. has been thoroughly cleaned, and a force of machinists is now busy overhauling and repairing the machinery for the 1906 campaign. Less repair work than usual will be required this year.

The Owosso Gas Co. has begun the work of putting in a new gas manufacturing plant. Large coal sheds have been built of cement blocks.

The Dr. Price food factory is so rushed with orders that the plant is being run twenty-four hours per day. The indications are that this plant will have to be kept up indefinitely.

The Advance Machine Co., manufacturer of woodworking machinery, in Toledo, desires to move its plant to Owosso. The Chamber of Commerce is investigating the matter.

New Holland Concern.

Holland, May 1—The DePree Chemical Co., which has for its purpose the manufacture and sale of a disinfecting device, has been organized in this city with a capital stock of \$50,000.

Glass

It is good business for you to have your WINDOW GLASS STOCK well assorted for your spring trade. Order what you need today. We want you to be the dealer who has the goods.

Manufacturers of Leaded and Ornamental Glass

Exclusive and original designs by our own artist. Send in description of room you want fitted up with art glass and we will submit special designs for your approval.

Paint

The purest of ingredients, and most attractive of packages, together with our advertising features make it an advantage to the dealer to sell New Era Paint and Acme Quality Specialties. They enjoy the confidence of the public.

Manufacturers of Bent Glass

We sell everything in Glass, Sash, Doors, Paints, Brushes, Painters' Supplies. Manufacturers of Leaded and Ornamental 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.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

Subscription Price

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, May 2, 1906

LARGELY GUESS WORK.

A great deal has been written, but comparatively little is actually known about earthquakes. The world has been experiencing them from time out of mind, but as yet has not learned a great deal that is definite and scientifically satisfactory. All quarters of the globe are liable to them. There are certain localities where they are more frequent and more disastrous, for example, Japan, California, Central America, the West Indies, Italy and the several sea islands. In some places, Japan and Central America, for instance, earthquakes are of very common occurrence, so much so that they excite no special fear and are looked upon very much as we regard a severe thunder storm. There are a great many more earthquakes than most people suppose. The scientists say that in 1896 there were fifty-five of them in California, eighty in 1897 and twenty-four in 1898; yet so little account was taken of them that most people would say that at the very outside there had not been more than half a dozen in the three years mentioned. They were very slight, of course, but still big enough to be recorded on the delicate scientific instruments specially constructed for that purpose.

There are numerous theories as to the why and wherefore of earthquakes, but even the best informed know comparatively little about them. It is generally accepted that the interior of the earth is still a molten mass. The thickness of the crust is a matter of conjecture. The deepest excavation is in a shaft of the Tamarack copper mine in the Upper Peninsula of Michigan, which last year had gone down 5,066 feet, lacking only a little of a mile. At this depth the heat averages 90 degrees, compelling the use of fans and forced ventilation. No one else has ever dug nearer the center of the earth than that. Volcanoes occur near the seacoast. Mont Pelee and Vesuvius are instances readily recalled. The most serious earthquakes are also near the sea, although plenty of them are felt far in the interior. Some think that water falls into the fissures in the crust, makes steam and thus creates commotion. The molten mass within the earth must, of course, be constantly moving, occasioning the little

tremors which the scientific instruments record. San Francisco went from 1898 until last month without an earthquake. Those who have studied the subject say that instead of being encouraged by this fact the people should have accepted it as a warning that the quake when it came would be a big one. The little ones are safety valves and it is better to have them often, when nearly imperceptible, than to have them all stored up and put into one like that at San Francisco. There is nothing that can be done to prevent them and, after all, what the scientists say is by their own admission little more than guess work.

Luther Burbank, the horticultural wizard of California, anticipates that the American race will ultimately prove the highest type of mankind. "We are," he says, "more crossed than any other nation in the history of the world, and here we meet the same results that are always seen in a much-crossed race of plants: all the worst as well as all the best qualities of each are brought out in their fullest intensities. Right here is where selective environment counts. When all the necessary crossing has been done, then comes the work of elimination, the work of refining, until we shall get an ultimate product that should be the finest race ever known. The characteristics of the many peoples that make up this nation will show in the composite; the finished product will be the race of the future."

The United States Steel Corporation, otherwise the steel trust, threatened early in its career to go to smash, but so great has been the recent demand for steel that the concern is now having great prosperity. Its net earnings for the first three months of 1906 were \$36,000,000, as against \$23,000,000 for the same period in 1905, and \$13,000,000 in 1904. The corporation is about to establish in Northern Indiana, on the shores of Lake Michigan, an immense plant, to cost \$75,000,000. The plans include a model city, to be called Gary, in honor of Judge Gary, chairman of the Board of Directors. The city, it is expected, will within four or five years have a population of at least 100,000, as about 15,000 men are to be employed in the mills.

Dozens of books are already advertised as in course of preparation, containing "the only authentic account" of the San Francisco disaster, and being "handsomely bound" and "beautifully illustrated." Readers of newspapers and magazines will hardly need these publications to gain an accurate idea of what has happened.

Congressman McCall, of Massachusetts, may not be far wrong in saying that instead of inventing means to scatter fortunes too big for the safety of the country it would be better to repeal a few of the laws which enable their accumulation.

A good advertisement helps to make a competitor's store look like a summer resort on a rainy day.

THE NEIGHBORLY SPIRIT.

Not such a great many years ago, when nearly every man, whether he was lawyer, doctor, clergyman, merchant or farmer, was also an artisan skilled in one or more branches of mechanical work, and when all women were housewives and home-makers, raw materials were plentiful and the problem was to convert the wood, flax, iron and what not into tools, utensils, fabrics, furniture and the like.

In those days the blacksmith, the joiner and the shoemaker were prominent as institutions and everybody dickered and bartered, exchanging their own products for the results of the efforts of others, and it was under such conditions that the original "Merchant's Week" was developed. It was dominated by gregarious interest in each other and in everything within a day's walk—indeed throughout one's county. There were no sixty-miles-an-hour facilities and the man with the most powerful voice was the only telephone. The spirit of co-operation was a necessity then, as it is now, the difference between the two periods being that it was recognized and cultivated perforce when neighbors were few and far between, whereas to-day, with a much greater need for united effort, that spirit is not used as widely as it might be.

The fact that we can call up our neighbor a hundred or more miles away on the Long Distance, the added fact that our other neighbor thirty, fifty or eighty miles away can visit us in person after a ride of less than three hours, emphasizes the reality that he is essentially our neighbor; that our interests are mutual and that we should meet, touch elbows, become better acquainted and work together for not only our own good but for the benefit of the general welfare. Miles do not count as they did in the old days and sociability and good fellowship, just as potent for good as ever, are not made to contribute to the general betterment as they should.

We who live in cities are fond of alluding to our breadth of vision and mind and yet just around any of the four corners next door are dozens of hard working, energetic good fellows who are entitled to our friendship and active co-operation whom we do not know by sight even. There are scores of successful men of absolute rectitude and splendid mental equipment in the next block or two whose welfare is absolutely an unknown quantity to us. We are too busy, too much and too selfishly engrossed in our own affairs to be real-for-sure neighbors. And so, when we hear that section lines, township and county boundaries are to be obliterated for a certain time in order to bring together a large crowd of men in various departments of human endeavor; that these men may come together inexpensively, rationally and with perfect good will, to become more closely acquainted, to exchange news and views as to their respective localities, and to go home convinced that there are hundreds of splendid towns, villages and cities within a stone's throw of each other,

so to speak, we prick up our ears at the good omen.

And it is a fine sign when several hundred merchants—proprietors of general stores, hardware stores, drug stores, dry goods stores, grocery stores, stores where boots and shoes, millinery or hats and caps are sold—can assemble in Grand Rapids for two or three days and as the guests of the merchandise jobbers of our city. The very thought of such a possibility inspires new confidence in the business men of Michigan, and when the thought grows into assurance of the actual fact, the Michigan Tradesman is pre-eminently proud that, to the best of its ability, it has striven for years to represent the merchants of Michigan in a journalistic sense.

With thanks and congratulations to the Wholesale Dealers' Committee of the Board of Trade and to the retail merchants from all over Michigan, the Tradesman hails the coming Merchant's Week at Grand Rapids as the dawning of a new era which assures to all benefits that are immeasurable.

POSITION SUSTAINED.

It naturally affords the Tradesman much satisfaction to be able to chronicle the victory it achieved last week in the Kent Circuit Court in the litigation which has been pending for the past two years between this publication and an Ann Arbor customer. The Tradesman has always been broad and liberal in its dealings with its patrons. Whenever an advertiser is overtaken with misfortune, such as fire or inability to obtain raw material, the Tradesman has always been willing to terminate a contract on an equitable basis, providing the overtures are conducted in a business like manner and no attempt is made to secure concessions by bluffing, threatening or allegations of unfairness in securing or interpreting the contract. Dozens of contracts have been readjusted every year since the Tradesman was established, now nearly a quarter of a century ago, and this policy will probably be continued as long as time lasts and the publication endures.

In the case of the Ann Arbor customer, an attempt was made to secure a concession in the amount of space occupied without a readjustment of the old contract and the execution of a new one. Instead of meeting the issue in man fashion, the customer resorted to abuse, allegations of fraud and other questionable tactics which rendered it necessary for the Tradesman to resort to the law for vindication. The decision of Judge Wolcott, which is published elsewhere in this week's paper, clearly sustains the position of the Tradesman on every point in the controversy, sweeps away allegation of fraud as too silly to be considered and accords the Tradesman a judgment for the exact amount due it. The trial of the case was marked by the absence of vituperation and clap trap and after the decision had been handed down, the contestants shook hands over the differences which had come up between them.

CO-OPERATIVE STORES.

One-Seventh of the British People Interested as Buyers.

Manchester, April 20—One avenue of British trade of which it may safely be said that most American merchants and manufacturers are ignorant is found in the co-operative movement. The industrial co-operative societies cover the land with their branch stores and menace the livelihood of the individual storekeeper. It is possible to estimate the importance of their business very closely from the returns which the societies make to the government. In 1902 their sales aggregated \$450,000,000, and in view of the normal rate of expansion their turnover now probably exceeds \$500,000,000. At least one-seventh of our 43,000,000 people buy a large proportion of their necessities from the co-operative stores. More than 2,000,000 people, of whom most are heads of families, are members of the 2,500 separate local societies. The members subscribe the capital on which the business is worked, and this, in shares and loans, exceeds \$200,000,000. They also participate in the allocation of the profits, which are, on an average, some 10 per cent. of the amount of the sales, or about \$50,000,000 per annum at present. Persons outside the membership are customers of the stores, and they receive a bonus on the amount of their purchases, or rather, a lower scale than members.

The volume of transactions is always increasing, indeed, the turnover has multiplied just forty times in forty years, and although the annual increment is now vastly lower than formerly, it is quite regular and progressive.

Books have been written on the growth of the co-operative business since first a few workingmen in Rochdale (Lancashire) determined to be their own storekeepers and to sell food and clothing to each other after the factories were closed. Historically, the interest of the movement is almost romantic, but it is more to the point to indicate how the gigantic business has arisen.

It appeals primarily to human cupidity, the workman sees in the local "coop" a fit repository for his small savings. His wife sees in the bonus, which is payable either yearly or half yearly, a certain means of saving that can not be effected by other means. So the co-operative retail store does not need imperatively to sell more cheaply than the private trader. It does not always offer terms as good, and the attention to customers and the appearance of the shop are not always to be compared favorably with competitive enterprises. These details, however, matter little, since they do not deter the woman with bonus in her mind, or the man with an eye to his annual interest, from taking their custom to the stores. Idealists among the members harbor visions of a day when co-operative bodies shall transact all the business done in Great Britain, and the mere greed of the many is mixed with the philanthropic intentions of the few, without any

detriment to business. Every society has its officials and its boards of directors, who are workingmen, sitting to transact affairs at the payment of a few pence per hour, which is viewed as overtime. The direction has not invariably been skillful, but the total sales of nearly \$9,000,000,000 in forty-five years may speak for themselves.

The goods dealt in by co-operative societies are substantially all articles of household use or consumption. By far the largest are commodities of the grocery class and British co-operators consume huge quantities of American pork, corn and other products. Dry goods are next in order of importance and these comprise all the textiles worn by men, women and children. They are of a sort suited to a working-class trade, although they include a proportion of finery. Beef, boots and coal are items of importance in a trade which includes many more et ceteras than could profitably be mentioned. The store is a place where housewives buy as much as they can and a general effort to offer all they are likely to need results in the keeping of brooms, mouse-traps, paints, pottery, washing machinery and innumerable sundry articles.

Not all, but many, of these various supplies come into the hands of the local societies by way of the great wholesale co-operative concerns. These are the Co-operative Wholesale Society, Ltd., of Manchester, which has a total business of \$100,000,000 a year and a total capital of \$14,500,000; and the Scottish Wholesale Co-operative Society, Ltd., of Glasgow, whose transactions run into \$30,000,000 and whose capital is \$11,500,000 inclusive of certain reserve, insurance and special funds.

In some sense these two may be looked on as parent, or feeding societies, and, while they enjoy no monopoly of that function, it is to them that Americans looking for large orders should apply. For the buying of hog products the Manchester Wholesale has already representatives in Chicago and will presently have an agency in Winnipeg for the purchase of its grain. Co-operators like to go to headquarters for their supplies, and to save intermediate profits have acquired their own tea plantation in Ceylon. The large quantities of butter and eggs they import from Denmark are selected by their own representatives in Copenhagen, and for the transport of continental goods they maintain their own fleet of steamers. Large distributors, the wholesale societies are also large manufacturers, who produce in their own factories flour, butter, biscuits, sweets, preserves, pickles, cigarettes, snuff, soap, candles, matches, glycerine, starch, boots, saddlery, woollens, clothing, flannels, shirts, mantles, underclothing, corsets, millinery, hosiery, cottons, furniture and brushes. For these purposes the wholesale society uses the best approved plant and it has at times large orders to place for milling, sewing and other necessary machinery. On a smaller scale the Scottish Wholesale is also a productive society, joining to its

tailoring, confectionery, tobacco and kindred trades a business in building wagons and carts. Nearly the whole of the output of these factories is sold to the local co-operative companies, but in addition to what they make in some lines the wholesale bodies buy from outside producers for resale.

It can hardly be said that the societies are quick to take up novelties put before them. They are more ready to treat offers for goods in established demand, but the buyers are open to conviction and the likelihood is that novelties will receive greater attention as time goes on. Of course cheapness is a strong point in favor of goods that are for the ultimate use of persons with severely limited means, and durability is rarely lost on the appreciation of the British public. Manufacturers fortunate enough to hit the tastes of co-operators have some assurance of orders for good quantities from organizations which have a large and virtually a guaranteed custom. It is due to add that the credit of the societies is generally excellent and that their settlements are prompt. The retail stores return bonuses on sales as high as 15 or 20 per cent. in some cases, but the wholesale concerns are worked necessarily at much lower margin of profit. Taking the published accounts of the Manchester Wholesale for 1903 it appears that a net profit was earned of 28 per cent. upon its share capital of \$5,216,655. On its share capital of \$1,549,590 the Scottish Society earned a net profit of 77 per cent. These results would be eminently satisfactory to any private firm in the same business, but our co-operators can hardly be likened to competitive ventures. They are more in the nature of public institutions, and the wholesale ones, at least, are conspicuously well-managed concerns.

Spring Window Displays.

Artificial cherry and apple blossoms fastened to branches and placed around the rear and sides and reaching to the ceiling of the window make neat and very attractive window trims. Add a white background of cheese cloth or paint the woodwork in the window a heavy white enamel and the shoes show up beautifully.

The windows of one store were trimmed in this manner and the en-

tire front of the two story building it occupied was decorated with branches and a string of small four and eight candle power incandescent lights were hung around the front of the store.

This gave the store a spring appearance and also gave the spring shoes that were neatly displayed in the window a boost.

It is poverty that teaches us to appreciate what is genuine in life.

BONDS

For Investment

Heald-Stevens Co.

HENRY T. HEALD CLAUDE HAMILTON
President Vice-President

FORRIS D. STEVENS
Secy. & Treas.

Directors:

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

We Invite Correspondence

OFFICES:

101 MICHIGAN TRUST BLDG.
GRAND RAPIDS, MICHIGAN

CHILD, HULSWIT & CO. BANKERS

Gas Securities

Specialists in the
Bonds and Stocks of

Mattoon Gas Light Co.

Laporte Gas Light Co.

Cadillac Gas Light Co.

Cheboygan Gas Light Co.

Information and Prices on
Application

Citizens 1999. Bell 424

MICHIGAN TRUST BLDG.

Residence Covered with Our Prepared Roofing



More Durable than Metal or Shingles

H. M. R.

Asphalt Granite

Roofing

All Ready to Lay

H. M. REYNOLDS ROOFING CO., Grand Rapids, Mich.
Established 1868

LEGAL VICTORY.

Position of Tradesman Company Fully Sustained.

Inasmuch as the controversy between the Tradesman Company and the Superior Manufacturing Co., of Ann Arbor, has become somewhat familiar to the mercantile public, the Tradesman deems it only fair to acquaint its readers with the outcome of the litigation, which ended with the decision of Judge Wolcott, of the Kent Circuit Court, last Wednesday evening, after the case had been on trial for two days.

On Jan. 2, 1903, the Superior Manufacturing Co. wrote the Tradesman Company a letter, enquiring as to the price of space in the paper and stating that in no case would less than a half page space be occupied, while in many cases a full page would be used. The Tradesman thereupon dispatched a representative to Ann Arbor and on Jan. 5 he made a contract with the Superior Manufacturing Co. for fifty-two consecutive insertions of a half page advertisement to be run on the second cover page. After seventeen insertions had been given the advertiser refused to go ahead with the order on the ground that the agent had promised the advertiser that it could reduce its space to a quarter page whenever it desired to do so. It is due the Tradesman to state in this connection that the advertiser was thereupon given the privilege of discontinuing the advertisement providing it reimbursed the Tradesman Company for that portion of the expense of securing the order which was represented by the unexpired portion of the contract and made a new contract for one quarter page space.

No copy was furnished by the advertiser during the remainder of the year and the Tradesman Company was thereupon compelled to occupy the space with other advertisements. Eighteen months after the contract was entered into the Tradesman began suit against the Superior Manufacturing Co. by summons for non-fulfillment of contract. The case was tried on its merits on Tuesday and Wednesday of last week, the Tradesman Company being represented by ex-Judge Hatch and the defendant being represented by Assistant Prosecuting Attorney Ward, of Grand Rapids, and Murray & Storms, of Ann Arbor. The defense claimed that the contract was obtained by fraud because the agent had promised that the defendant could reduce the space any time it desired; also that the advertisement would run at the top of the page continuously and that proofs of each copy furnished would be submitted previous to publication. Judge Wolcott held that the claims of fraud and false representation were not sustained, because the contract stated conclusively that half page spaces were to be used for fifty-two consecutive weeks and that, inasmuch as the defendant made no protest against the advertisement being printed elsewhere than at the top of the page and over the failure to submit proofs in advance of publication until after

the suit was started, it was estopped from making any claims at this time. As the opinion of Judge Wolcott embodies several law points which have never been passed upon by a court of competent jurisdiction in this State, the Tradesman deems it wise to reproduce the decision entire, as follows:

During the course of the trial the Court has already ruled upon some of the claims made by the defendant here in the notice. It appears that after four months' publication the defendant saw fit to order the plaintiff to discontinue and to cease publishing their advertisements any longer.

The Court has already disposed of the question of whether or not there was any such fraudulent statement on the part of the agent as would justify the defendant in rescinding the contract and refusing to go on with it, and the Court has held that what was sought to be shown there would be an attempt to vary, by showing a parol agreement, the terms of the written agreement which was entered into. It would follow that the contract was broken by the defendant, and I will notice a little more particularly some of the matters that are now urged in defense.

The Court did permit evidence to be given that the agent had agreed that this advertisement should be placed at the top of the page. There is an allegation to that effect in the notice.

Now, I think perhaps a few things might be said about that. In the first place, I think it is very clear that the defendant waived that right, if it had a right to have it published at the top of the page. The agreement that it would be published at the top of the page was not a false representation of fact; it was a promise that the advertisement should appear in a certain place on the page.

If the plaintiff failed to place it there the defendant had a duty to perform, and that was to call the plaintiff's attention to the fact that the agreement was not being carried out; and, in such case, if the plaintiff had refused, it might have justified the defendant in refusing to further go on with the contract. But, so far as appears here in the case, this publication continued for four months and it does not appear that any complaint was ever made. It does appear that the fact of the alteration from the top to the bottom of the page was known to the defendant, and it does not appear that any objection was made or any request of the plaintiff or any fault found. I think it must be clearly held that that was waived.

I might further say that the notice, it seems to me, would be insufficient to permit proof of that in any event. There is simply an assertion that it was agreed that it should be placed at the top of the page. There is no claim in the notice that it was not placed at the top of the page or that any damages resulted therefrom. Nor is there any proof here in the case as to the difference in value, if there is any, between a place at the top of the page and one at the bottom. It would be nothing that the Court, in any event, could form any estimate of what damage, if any, accrued to the defendant by reason of that. I think, however, it was clearly waived by the defendant.

There is a further claim made here that there was a mistake in some of the figures in one or two of the issues containing this advertisement. The Court has already suggested that the notice here is insufficient on that point. I hardly think the Court should permit at this time any attempt to amend that. The only allusion to it in the notice is the agreement that the plaintiff would furnish proof to the defendant for correction of all advertising done by him. The notice does not say that that was not done,

nor does the notice intimate in any place that the plaintiff failed to publish these advertisements absolutely correct in every instance, nor whether any damage resulted to defendant by reason of failure of plaintiff to do that. There is nothing in the notice that the Court could permit any claim of damages on that account. I think one witness did testify that the advertisement as it was published was of no value.

I think, independent of that, the Court could hardly say, the proof having been submitted and being here before the Court, that the mistake was the fault of the plaintiff. The copy is not at all clear. It might well be mistaken for a "2;" it looks, perhaps, as much like that as it does like a "5." It does not appear clearly when this was sent in. The plaintiff testified to the effect that, as he recalled it, or as he thought it was, that there was not time to have forwarded a proof before the day of publication. I do not know that that appears clearly, because the date does not appear here when this was sent in; but it was the proof from which the plaintiff was expected to set up and publish this advertisement, and it seems to the Court that the fault is fully as much chargeable to the defendant for the illegible copy that was sent as to the plaintiff.

Now, it is also urged here that it is not reasonable to suppose that this advertisement could be inserted and that the price to be obtained for it could be entirely profit. That is simply an argument here. There is no evidence before the Court, excepting the evidence of the plaintiff, and that is to the effect that, at the time this advertisement was taken, under the circumstances at that time, with the amount of advertising he was carrying, that every additional advertisement was a profit.

It may be urged that that argument might apply, and has been urged, to other advertisements. It may be that that is faulty—that course of reasoning; but it is the only evidence there is here before the Court, absolutely the only evidence on that point that this was a profit and would have been a profit if it had been paid on the full contract price. The Court can not very well disregard the only proof in the case on that point and speculate as to what the expenses might have been, possibly, of the mechanical work or putting that in type and publishing it.

So, independent of the one other question, which is the question of the filling of this space—independent of that, the Court would be obliged to

say that the plaintiff has made out a case here for the amount claimed, \$488.40.

There comes the question, however, of this space that has been sold to the defendant, which the defendant had refused to fill. I think that the rule of law makes it the duty of the plaintiff in that case, where the defendant has refused to go on with the contract, to use reasonable effort to reduce the amount of damages to himself, and the amount that he would be entitled to recover against the defendant. It does not mean that he should use unreasonable effort, and probably does not mean that he should use every possible effort, but that he should use every reasonable effort to do that.

Now, he has testified here that he did use a good deal of effort, and was unable to fill this space. But it appears further that the only effort that was made, and the only attempt that was made practically, was to secure another contract, yearly contract, at the same price, 55 cents, and that he was unable to do that.

It is urged here by his counsel that he was not required to offer that space at any less price than the regular advertising rates for that position in the paper, and it is urged by counsel that that would be bad business policy; but there is no evidence to that effect. The only evidence is that the rates were fixed, uniform rates for every one alike.

Now, that may be true, and yet I can see that it is the duty, as I said, of the plaintiff in a case of this kind to minimize the damage as much as possible; if he is unable to secure some one else to take the place, to take another contract, that will obviate the damage entirely. It is his duty to reduce the damage as much as may be.

I presume it would happen in most cases where one party fails to perform a contract that the other party to the contract would be unable for the unexpired term, perhaps, to secure as favorable rates and to save all possible expense or damage. I do not believe that if a tenant should vacate a house where he had a lease for a year at a certain stipulated rental, that the landlord would be justified in saying that he had offered it for the same rental price for a year and made no other offer or no other attempt. I think it would clearly be his duty in that case, if he could not get the entire contract price of the old contract, to rent it for such terms as he could secure reasonably, and thus reduce the damage. That leaves the matter in a little difficult situation for



Fair Exchange

See the point? We take your money and you get your money's worth. Know a good thing when you see it—and seeing, keep your eye on it. We mean the

S. C. W.

5c Cigar

which is our favorite and which has no equal for general excellence among 5 cent cigars.

Try One Now

G. J. JOHNSON CIGAR CO., Makers
Grand Rapids, Michigan

the Court to determine here under the evidence in this case.

The plaintiff has testified that he got no offers for this space. The Court has no question but what he did use reasonable effort, and perhaps a good deal of effort, as he has testified, in endeavoring to secure advertisers; not only advertising generally, but advertising for this particular page; but it does appear that it was all made on that basis of a yearly contract at the same price, and with the further provision that the party taking it might be required to take a place somewhere else in the paper.

I think it is clear that that would stand in the way, probably, of securing an advertiser for that place. I know that the plaintiff said, in answer to one question, that he probably, as I recall the testimony it was to the effect that he probably could have secured some advertising for this space, or perhaps for all of it, at a lower rate or for a lesser time, something to that effect, that he probably could have done that. I think it would be reasonable, from all the evidence, to believe that he might have secured for that page or for a portion of it, at least, advertising at 40 cents or at some price, or 50 cents, or whatever he was getting for other places in the paper, because it was a more advantageous position.

In view of the efforts that the plaintiff shows that he has made here in this case, the Court does not feel warranted in saying that from all the evidence that he could have filled this space and obtained as much money out of it for the balance of the year as he could if the defendant had not canceled their contract.

It appears that a portion of the space was occupied by other advertisements removed from other places in the paper, where they would have continued and would have paid the same rate if the defendant had continued with their advertisements. It seems to me it is reasonable to say, from the evidence of the plaintiff as to what he could have done, that he ought to have offered this space at somewhat less price, at the best price he could get. I take it that is the rule of law, to use reasonable effort to sell it for the best price obtainable, which would save him as much loss as it is possible to save. I understand that that is a rule of law, and that that was not done in this case; but, as I say, I think the evidence shows that he might at least have filled the space that was filled with these transferred advertisements at a somewhat less price than 55 cents, perhaps at the price that advertisements in other portions of the paper were getting. The evidence is not in such a satisfactory shape that the Court can feel certain of reaching a mathematically accurate result here, but it does seem to the Court that under all the evidence it is fair to say that if the plaintiff, instead of pursuing the course which he did, had pursued the course which I understand the law imposed on him, he might have obtained advertisements to fill this space to the extent that it was filled by other parties and have received the amount that he had received, \$326.26. If he could have done that, it was his duty to do it and save himself that much expense and save that much to the defendant.

The Court does not feel warranted in saying that in making the effort that he did in filling the space and inserting his own advertising matter, which was not charged for in any event, but was apparently put in to fill up the space, that he should be held accountable for that, or that the defendant under the circumstances would be entitled to receive the benefit of plaintiff's own advertising put in in that place as it was.

It would be the judgment of the Court, then, that the plaintiff ought to recover in this case the difference between \$488.40 and this sum of \$326.26, which would be \$162.14. He

should be entitled to interest on that at the legal rate from the—perhaps not until the end of the year, because the amount that the claim would be reduced could not be ascertained until that time.

Mr. Hatch. The end of the year would be satisfactory.

The Court. There will be judgment for the plaintiff for \$162.14, with interest at 5 per cent. from January 1, 1904, to date. You can compute that, so that the judgment will include the whole amount.

Search Yourself.

Are you to blame for the loss of any of your trade to the Chicago retail cataloguers?

Stop and take a thorough inventory of yourself. Have you practiced any deceit on your trade? Have you had the poor judgment to charge two prices to different customers?

Have you overcharged? Have you kept your promises to your trade and been courteous and obliging all the time—not part of the time?

Have you been fair in your dealings in produce, or have you tried to make a profit both ways on the produce and on the goods, after the manner of the olden-time retailer?

If you have not been at fault in any of these matters you should not have lost much trade to the cataloguers.

Have you been attending closely to your business or leaving it in the care of others? Have you made a practice of knowing your trade and getting out into the country, keeping in touch? Have you pushed your collections wisely and with a determination to have a settlement when

agreed, that you might make the most of your capital? Have you advertised prices? Have you taken full advantage of discounts and bought sparingly, knowing that you could get goods from your jobbers in a few days?

When you go home to-night search yourself and find if possible wherein you have failed.

Come down to your establishment the next day determined to enter the ranks of earnest trade fighters and to get right and stay right.

The battle is sure to be a hard one before the retail catalogue business adjusts itself or is beaten by retail merchants, jobbers, manufacturers and bankers working hand in hand.—Minneapolis Commercial Bulletin.



To Scoop Your Competitor's Trade Stock the Ben-Hur Cigar

Haven't you observed that men who smoke cigars for the satisfaction and comfort they get from them are always ready and anxious to try a better cigar if they really can get hold of a better one?

Men who are BEN-HUR users do not have to be shifters from one brand to another, or change their trade from one store to another in a search for pinnacle five cent quality.

BEN-HUR is always the BETTER CIGAR, and we needn't tell you that it pays to sell this kind of goods, pays just as long as this brand is shown in your case, for just that long will the footsteps of particular smokers turn towards the store that bears the Ben-Hur sign—the sign of 10c quality for 5c.

See to it, Mr. Dealer, that your case holds the cigar that holds the trade.

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

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



Killing the Sale of Ready-Made Garments.

If a clerk will get hold of the right end of things and take the sort of interest in the work that any clerk ought to take in any part of the work assigned to or expected of him, I do not think there is any stock of goods in a store that can be sold with greater satisfaction and, on the whole, with greater ease, than the ready-made goods—the garments that are ready for the customer to put on and wear. Much of the difficulty encountered in the selling of these goods is that which comes from the strange and usually wrong ideas of clerks regarding the ways in which customers may be handled in selling ready-made stuff.

The clerks who go at a customer who enquires for ready-made garments of any sort with a shyness that shows unfamiliarity with the goods and an expectant fear that the customer won't buy is bound not to sell excepting as the customer sees something she is determined to buy and does the selling to herself. If it is feared the customer is not going to make a purchase or not going to be favorably impressed with the goods shown, the customer knows it as well as a horse knows a man who is afraid of him and the customer acts accordingly.

To begin with, the clerk who wants to sell ready-made stuff must have faith in the stuff he or she offers for sale. If you hold the goods in contempt for any reason, those goods can not be sold by you with either ease, speed or satisfaction. If you make a sale the chances are that the customer will be dissatisfied and will be sorry that the purchase was made. If the class of goods kept by the store where you are employed is not the class of goods you like to handle, it is up to you, in justice to both yourself and the store, to get on a level with the goods or find another place to work. Clerks that are too particular have no business making a bluff on themselves they are unable to carry through.

And what is the difference to you what you are selling? It is the customer who is to be pleased and not the clerk who is hired and paid for selling the goods rather than setting a particular level of merchandise which the trade of the store shall buy. If a woman wants a 75 cent print dress instead of a \$7 skirt, it is an affair of her own and she is entitled to the same sort of consideration as though she was ready to spend ten times the amount of money with you that she intends to spend. The woman who buys a dollar's worth to-day may buy twenty tomorrow, and she is far more liable to spend that amount if she is treated right to-day.

Judging the customer by her appearance or her purchases is something that is both impudent and dan-

gerous to business. I have in mind a customer we once had whose husband was a plain wood worker in a factory. She came to the store and made her necessary and small purchases and was satisfied. The husband began to take contracts for work and rapidly made money. In three years they had comparative luxury in spending money and the woman began buying more and better clothes for herself.

She had a small shoulder cape of ancient date but bought of us when those things first began to appear. It had done service too long and she wanted another. She came to buy the new one—or something in the shape of a wrap. The clerk who attempted to wait upon her was new to our customers, although we considered her an excellent saleswoman. She falsely judged the customer by the garments she wore and attempted to sell something out of whack with the customer's ideas. The customer would not be pleased with what was shown and the clerk rose up in her might and thought to smite the customer into submission.

The customer was of fearful build and hard to fit, which the clerk seemed to think was the fault of the customer. Three wraps failed to fit and the clerk foolishly blurted out, "Can't you draw in your stomach a little? I can't fit you with ready-made goods." The customer quietly replied that the garment she wore was ready-made and that although it was seedy in appearance she bought it at our store. I had overheard the remark and feared the trouble had been made. I saw the customer's eyes begin to glow and knew she had been offended.

Knowing her personally, I walked along and attempted to divert her attention by remarks entirely out of line with the thing in her mind, but

it wouldn't work. She answered me in a quiet way, gathered up her gloves and umbrella and said she wouldn't buy to-day, anyway. She thanked the clerk for showing her and went out. I don't think she ever bought twenty dollars' worth of goods in the store after that and I never had nerve enough to attempt to persuade her to resume the trade, so long as the clerk who had really insulted her was an employee.

I haven't the least doubt but that the clerk was ashamed of her conduct, nor do I doubt that she thought what she was doing when she spoke that way to the customer. Something had irritated her; something had probably gone wrong; and the customer was made the innocent point of vengeance. Had that customer been richly dressed the clerk would not have dared to make such a remark nor would she have dared to do anything to oppose the customer. Altogether it was a case of foolishly mistaken identity and falsely aimed purpose.

Dozens of you are in a way to do equally wrong with ready-made customers. You tackle the goods and the customers as though you were about to fit garments to the perfectly made models that grace the show windows and the floors of big show rooms, and you do not take into consideration that although nature may have intended perfection of figure there has been a sad miscarriage of purpose somewhere. Your garment and the customer won't hitch together either in fit or in choice and you whang away at the customer in words and manners something as you might take scissors or a knife and whittle down things that didn't work well together and would not fit as you liked.

Use a little common sense in your handling of ready-made garment cus-

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.

Mr. Merchant! Consider a Special Sale

With the keen competition in business these days, the service rendered by a capable Sales Specialist takes on a new importance.

It may be you are overstocked. Possibly your expectations as to selling your goods have not been realized. Or you may wish to push your business with a Business Building Sale.

These conditions frequently exist. It matters little why you want a sale. I can help you and the service will be profitable.

Ample experience in handling all lines of merchandise. High grade references. Why not stir things up now? Nothing like doing things. Write me today. Special attention given to closing out sales.

B. H. Comstock, Sales Specialist
933 Mich. Trust Bldg.
GRAND RAPIDS, MICHIGAN

Window Displays of all Designs

and general electrical work.

Armature winding a specialty.

J. B. WITTKOSKI ELECT. MFG. CO.,
19 Market Street, Grand Rapids, Mich.
Citizens Phone 2427.



MAKE MONEY ON YOUR NEW POTATOES THIS YEAR

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

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

HAND SAPOLIO

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

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

tomers and you will make some fast friends for the store, especially those who are hard to fit as well as hard to please. I remember one garment manufacturer, who offered to us some goods made in odd sizes. He was trying an experiment in such manufacture with the hope of working up a great business of the kind. He made, along with regular sizes, the sizes halfway between and also made garments short and long waisted. As an experiment we bought a half-dozen, and bought them all in black, feeling that to be the safest thing to try.

A couple of days after the garments—jackets—came in a woman we knew to be a shopper came in to try on jackets. By her manner I thought she was dead in earnest, so I also got dead in earnest to make a sale. She explained that she had been to every other store in town and could find nothing to fit. Everything she had tried wrinkled or pulled. She didn't know what she was going to do, for she must have the jacket for the next day, and couldn't either send out of town or go.

One of those odd sizes—a short-waisted 39—looked to me to be the article wanted. She liked the goods but had just tried on so many of that kind she didn't believe it was any use. She put it on, and it fitted her like the bark on a tree. She was so surprised she didn't want to believe it. Her shopping instincts would not allow her to buy it too quickly, but she finally bought it and paid for it with a sort of glee at having finally found the desired article. True, luck was somewhat with me, but instead of blindly passing out a lot of goods without using judgment as to what might answer I had carefully estimated what she ought to have and had pleased her beyond argument. Had I tried her with trying others before trying that, I am sure my chances of selling her would not have been so good.

People nowadays like ready-made goods provided they can get them in a way that pleases them. A woman who is ready to wear a garment is willing to buy that garment all ready to wear, provided she can be pleased with it. Nor is it always the garment. When she looks at ready-made goods she wants time to deliberate and settle in her mind whether or not she is pleased. She can not be hurried, and she won't be hurried and buy satisfactorily to herself and to the store. You must give her time to look over the goods and time to make up her mind. It may be that sometimes sales have to be made quickly or are liable to be lost. Possibly your employer won't agree with me, but I think that a customer who is sold with too much speed and finds

herself dissatisfied after she has taken time to consider her purchase at home, might better have not been sold. A small profit has been made, possibly, but when the customer wants another ready-made garment she is going to fight shy of your store because of the unsatisfactory sale made to her.

When a customer buys a piece of goods that does not thoroughly please for the purpose intended, she can make it do for something, but not so with ready-made goods, and it is therefore the best policy to be sure of pleasing. Nor is it at all difficult, if you will get down to business and take an interest in the goods you show and then take an interest in what the customer wants instead of sending your wits wool gathering or working because you have to rather than because you like to.

Ready-made garment selling is good business in all ways and the clerk who makes a mastery of it is sure of a good place so long as there are people to buy goods of any sort.—Drygoodsman.

Getting Rich from the Savings.

It is a fact that within the past few years vast fortunes have been made out of what used to be thrown away. Everybody who has read anything knows of course of the savings that have been made in the packing industry. It used to be that more than half of the bulk of the cattle and hogs was wasted, but at present nothing is lost but the squeal and probably within a year or two some enterprising and ingenious individual will figure out some use for that.

Formerly when the rust had eaten a hole or two in an old tin pan the vessel was thrown away and that was the last of it, but now the tin coat that covers the thin sheet of iron is taken off by a chemical process and used over again. In the making of the tin pan in the first place the iron plate has to be thoroughly cleaned of rust and other substances with acids. All this used to be wasted, but lately the iron rust is made into rouge that is used to paint the cheeks of ladies and give them a counterfeit hue of youth.

In the old days the candle makers had trouble with glycerin. It was a nuisance and spoiled the candles. The candle makers went to a good deal of trouble and expense trying to get the glycerin out of the substance out of which they made their candles and after they got it out it was all wasted. Glycerin used to bother the soap makers, too, but in the past few years they have found out that they can make more money out of the glycerin than they can out of the soap.

There used to be great heaps of useless sawdust back of the sawmills of the country. The owners of the mills were glad to let anybody come and haul the stuff away. There have been fortunes made within the past few years from the sawdust heaps. There is acetic acid, wood alcohol, naphtha, wood tar, to say nothing of sugar. No longer is the old wool suit thrown out in the alley when it has been worn out, neither is it ground up into shoddy as it used to be years ago. It is now sent to the mills, the strands of wool are picked apart and re woven. Possibly your old wool pants may come back in the form of a fashionable tailor made garment.

Still we haven't reached the limit. There is still a good deal of waste in the world that might be utilized. There are thousands of tons of orange and lemon peelings thrown away every day which cause many a pedestrian to slip and swear, which might be gathered up and from them extracted essential oil. Some man is going to get rich some day from the orange and lemon peels of the country and then the rest of the people will stand around and wonder why they didn't think of that.—Merchants Journal.

She Understood.

He—Do you understand the language of flowers, dear?

She—Oh, yes, a little.

"Do you know what those dozen roses I sent you last night mean, love?"

"Why, yes; about \$2.75, dear."

We want competent
Apple and Potato Buyers
to correspond with us.

H. ELMER MOSELEY & CO.
504, 506, 508 Wm. Alden Smith Bldg.
GRAND RAPIDS, MICH.

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.

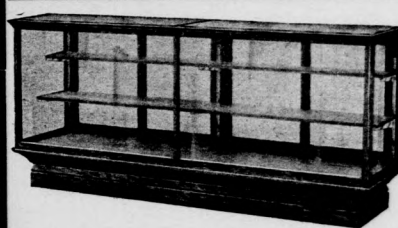
AT IT 33 YEARS

Demonstrating Quality

JENNINGS'
FLAVORING
EXTRACTS
TERPENELESS
LEMON

MEXICAN VANILLA

JENNINGS FLAVORING EXTRACT CO., GRAND RAPIDS



**Wolverine Show Case
& Fixture Co.**

Grand Rapids, Michigan

Bank, Office, Store and
Special Fixtures.

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

MILLERS AND SHIPPERS OF

Established 1893

WYKES-SCHROEDER CO.

FEEDS

Write for Prices and Samples

GRAND RAPIDS, MICH.

Fine Feed

Corn Meal

Cracked Corn

STREET CAR FEED

Mill Feeds

Oil Meal

Sugar Beet Feed

MOLASSES FEED

GLUTEN MEAL

COTTON SEED MEAL

KILN DRIED MALT

LOCAL SHIPMENTS

STRAIGHT CARS

MIXED CARS



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 28—For one reason and another the monetary situation here has been one of some interest, if not anxiety; and when this is the case the general markets, of course, felt the effect. This week there have been liberal unloadings of coffee in the speculative market and a break in quotations was the result, although only about 5 to 10 points was recorded. Slight as it was, this has caused some "worriment" and the coming week will be awaited with a good deal of interest. In the spot market jobbers tell of simply a moderate movement and the general undertone is steady. At the close Rio No. 7 is quotable at 8 1-16@8 1/4c. In store and afloat there are 3,811,057 bags, against 4,208,704 bags at the same time last year. For mild coffees there has been a fairly steady call, but there is room for improvement. Quotations of East Indias are practically without change.

Raw sugars are quite active, as compared with some previous weeks, and there is a strong undertone. On Friday some 45,000 bags were taken by the Federal Company. There is a decided improvement in the market for refined and not only have withdrawals under previous contract been free, but considerable new business is to be recorded as well. The near approach of warm weather will stimulate this trade and, doubtless, a pretty good quantity will have to be sent to the Pacific coast.

There is a fair distributive trade in teas and Pingsueys and Congous especially are firm. Invoice trading is comparatively light. Holders are confidently looking for a good run of business later in the season.

There is a better feeling in rice and the strength is added to daily. While quotations are not visibly higher, there is an improving demand and orders have come from many points.

The same old story in spices—average sort of trade, with more strength in pepper than any other article on the list. Stocks are not large, but there is no scarcity in any line. It is, of course, the season for quietude in the spice trade.

There is some scarcity of New Orleans molasses and, as a result, the undertone is stronger than for some time past. Blackstrap and low grades are especially hard to pick up in any amount and it would seem as if some advance, if made, could easily be sustained. Foreign grades are steady and firm. Good to prime centrifugal molasses, 18@28c. Syrups are steady within the range of 15@20c for fair to good.

In canned goods there is nothing particularly startling to be recorded. Spot tomatoes, having risen to \$1.15, appear for the time being to be at about the limit, although holders are confident we shall see a \$1.25 market before new goods come, if, indeed,

\$1.30 be not touched. But rates just now seem to be at a point where buyers are not taking larger supplies than are necessary to meet current requirements. Corn and peas of good quality are both in good demand and quotations are well sustained. Salmon is firm and tending upward. New pack Columbia River flats, \$1.50; talls, \$1.60; half-pounds, \$1.

The week shows improvement in the butter trade, so far as demand is concerned, for very top grades, although no special advance is to be noted. For very choice Western creamery 21 1/2c is about correct. Seconds to firsts, 17@20c; held stock, from 15@19c; imitation creamery, 16@17c; Western factory, 13 1/2@15 1/2c; renovated, 15@17c.

Old cheese has been in satisfactory movement all the week and is, of course, closely sold up. Arrivals of new are becoming more liberal and the market is in a chaotic condition. Quality is lacking—that is, decent quality—and there seems to be no established rate. Not over 10c is obtainable for top grades, and even this is not to be taken as well established.

Arrivals of eggs continue to be more than ample. This applies to the better grades, as well as to stock that will not grade to highest standard. Quotations have declined so that not over 17 1/2c can be named for best Western stock, while a large part of the arrivals work out at 16@17 1/2c and the general tendency is still downward.

Overpersuasion in Dealing With the Young.

Written for the Tradesman.

I am very careful how I urge a young girl to purchase dress goods, trimmings or the folderols that go to make up her attire. It very often happens that she has been enjoined by her mother to put only a stated sum into a certain purchase, and I may be causing the girl much trouble by my importunities. Of course, I understand that the object I am hired for is to exert my utmost powers to dispose of the merchandise on the counters and on the shelves behind them, and I do my best endeavors to live up to that requirement insofar as adults are concerned. But a young miss does not have the judgment of her elders and frequently yields to the clerk's pressure to sell, which even with grown folks sometimes reaches the point of hypnotism and leaves the customer little volition to resist.

I remember how it was in my own childhood. In sheer unknowingness of schemes of some dealers I was a number of times exhorted into buying things that I knew we did not need and that I had not been commissioned to get. When I would go home with these I would have to take the reproof of my mother, who recognized our circumstances so much better than I, and knew the enforced articles were far beyond our requirements and not for us.

On such occasions I was covered with contrition and would promise to try and not allow myself to yield to a clerk's cajolements to buy goods I was not told to. (I was too young a child to know the word cajolements,

but by explanation my mother made clear to me the idea behind the letters.) After that, sometimes I was proof against the blandishments of an employe, sometimes not, and in these latter cases the former scenes would have to be gone over again and the reglements would have to be rehearsed.

After a while I "got wise" as to the clerks' adroit methods and was able to withstand their beggary to buy.

Having undergone these unpleasant experiences, in propria persona, I am extremely cautious how I try to persuade children or young persons to go beyond the limits they set at the beginning of a trade. It is not fair to them and really puts our methods in a bad light to their parents. Better

make up for any possible loss in this direction by more strenuousness with the grown-ups. A. Clerque.

Spoiled Half His Pleasure.

An Irishman was called to the bedside of his dying wife, who spoke to him thus: "Sure, Patrick, I'm going, but before I go I have one favor to ask of you, Pat, and will you do it for me?"

"Sure and I will, if I can," replied Pat.

"Well," continued the good woman, "whin you are going to the cemetery I want you to ride in the carriage with my mother."

"I will, I will," answered Pat, muchly overcome, "but, Nora, you are spoiling half the pleasure of the day for me."

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.

Fire and Burqlar Proof

Safes

Tradesman Company, Grand Rapids

PRESERVED EGGS.

Proposes a New Industry for the Canneries.

Written for the Tradesman.

"I'm going to buy a section of land," said the grocer.

The customer, who had just been making a kick on the quality of the eggs delivered at his residence, looked amused.

"You'd make a fine farmer," he said.

"I'm also going to start a cannery," continued the grocer.

"Now you're talking," remarked the customer. "There's all kinds of money in preserving fruits and vegetables for future use."

"I'm not going to preserve fruits and vegetables," replied the grocer. "I have an idea of my own to carry out."

"What are you going to can, then?"

"Eggs," replied the grocer, gravely.

"That is original."

"And butter," soberly.

"I think I'd like to have a block of the stock," grinned the customer. "When is this new industry to open up?"

"Just as soon as I can get the price. I can't understand why the thing has never been thought of before."

"It is strange," said the customer, waiting for the development of the idea.

"You buy canned corn and corn will keep. You buy canned beans, and beans will keep. You even buy canned ham, and ham will keep, under proper conditions, but you can't buy canned eggs or canned butter, and they will not keep," continued the merchant. "Fried eggs, boiled eggs, scrambled eggs, warranted fresh as the day they were put up. How would that read in a magazine advertisement?"

"Looks good to me," said the customer, encouragingly.

"And butter! There's where the profit would come in! Butter right from the dairy. Put up in tin, with a picture of the cow on the label! Yellow butter, red butter, white butter! Warranted to stand any climate. Full weight, with the name of the cannery blown in the side of the can. I can see my yacht sailing over the blue waters of the Pacific right now."

"Don't forget the refrigerator car, with ice charges and rebate for the return journey. I suppose you would have to ship the products of your cannery on ice?"

"Not on your life insurance! I'm going to raise my own hens and milk my own cows. I'm going to fry the eggs in butter and color the butter with eggs. Each industry will then be useful to the other. The eggs will all be of extra size, and I'm going to feed the cows sugar so the butter will be sweet."

"You're a genius, all right," said the customer.

"Then when you come in here and say that the eggs I've sent over are all bad, and the butter you've been buying is strong enough to put down the coal strike, I'll point with pride to the label on the cans and give you nineteen reasons why you don't know what you are talking about."

The brand on the tins will be a guarantee of the excellence of the goods, whether they are fit to eat or not. See the point?"

"Not yet."

"Why, when we buy tinned goods we hear all sorts of talk about the brand and the perfect manner in which the cannery is operated. To hear the agent talk you would think it a life sentence to turn out anything except prime goods. Grocers are innocent men, and they buy on the word of the agent."

"Then along comes the consumer, announcing that the tinned stuff he has been buying was never intended for consumption. Grocers are confiding creatures, and they take the word of the customer. There's a hitch somewhere, but the grocer only knows that he is up against something hard. Now, with my egg and butter cannery it will be entirely different. Eggs won't ferment, will they? I should say not. Butter won't bust open a quart can and shoot a hole through the store ceiling, will it? Not according to the farm papers edited by men who have never seen a farm."

"You take a dozen fried eggs and put them in a can. You take a pound of butter and put that in a can. You ship them out to a jobber. There you are, and no breakage and no onions mingling their fragrant breath with the butter in the cellar. If you kick on the tinned eggs, you bring 'em back. If you kick on the canned butter, you bring that back. Then I take the rejected articles and pass 'em over to the restaurant chef. I make a profit going and coming."

"And the customer! You buy cooked eggs. That saves fuel. You buy butter that has never been down the line in South Water street, Chicago, and that saves the digestion. Perhaps I can get a brand of hens that will give milk as well as lay eggs, and that will increase the profit. Why hasn't some one started an egg cannery before?"

"Why," replied the customer, making for the door, "when people get ready to invest in such enterprises their heirs secure the appointment of a guardian, or put them away in a nice quiet room at Kalamazoo."

"Yes, yes, I see," mused the grocer, getting ready to throw a can of corn at the customer. "That would naturally delay the investment. Anyhow, there's money in tinned butter and eggs if handled on the lines now insisted upon by the fruit and vegetable cannery men. And think how convenient. I'm going to look the matter up. In the meantime—"

The customer dodged the can of corn and shot out of the door, while the grocer made for the alley, where the cub clerk was shoveling rejected cans of fruit and vegetables on a dray.

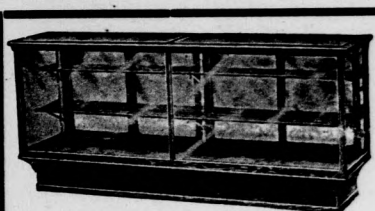
Alfred B. Tozer.

Not Looking For It.

"There is trouble brewing for you, my reckless young friend."

"Perhaps so, but I'm not looking for the brewery."

A woman trusts all the men she loves; a man loves all the women he trusts.



A CASE WITH A CONSCIENCE

is the way our cases are described by the thousands of merchants now using them. Our policy is to tell the truth about our fixtures and then guarantee every statement we make.

This is what we understand as square dealing. Just write "Show me" on a postal card.

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

Delivery Wagons

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

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

New Cheese

"Warner's Cheese"

BEST BY TEST

Manufactured and sold by
FRED M. WARNER
Farmington, Mich.

Fast, Comfortable and Convenient

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

Michigan Central

"The Niagara Falls Route"

The only road running directly by and in full view of Niagara Falls. All trains 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.



No. 9

Dear Mr. Dealer—

This is our 9th appeal—no, we won't say appeal, but friendly communication, regarding getting

YOUR ORDER FOR "20 MULE TEAM" BORAX

and

"20 MULE TEAM" BORAX SOAP.

They say there is luck in odd numbers, and if there is anything in that

No. 9 (that's this) should land that order. Don't you think we deserve an order for our persistence?

Honestly, don't you admire a business that just won't take "no" for an answer, but keeps firing away, serene in the faith that the

MERITS OF "20 MULE TEAM" BORAX

and

"20 MULE TEAM" BORAX SOAP must sooner or later secure an order—and it has merit, too, sound, absolute, genuine merit, viz.:

PURITY, PRICE, PROFIT and QUALITY

quickly and easily sold—with entire satisfaction to your customers, so that

THEY COME BACK FOR MORE

What **more** can we offer? Does anybody offer you more, and if they do,

DO THEY MAKE GOOD?

They **can't**, because **"20 MULE TEAM" BORAX and SOAP** are the best of their class—

None other can touch them.

May we not get an order through your jobber?

Waitingly,

Pacific Coast Borax Co.

New York Chicago San Francisco





Newest Things in Shirts, Neckwear and Hats.

The new haberdashery for men has a scope in bright colors that has never been equaled before, or at least not since the days of be-ribboned cavaliers. Patterns of the most radical type, which a few seasons ago might have attracted attention on the stage in a comic opera, are now considered the very essence of good form. Whatever is responsible for this sudden change is not clearly known, but as for its correctness there can be no question. A revolution it may be, but endorsed, as it is, by fashion experts, and supported by even the most conservative, it is surely the verdict of the well-dressed world.

The most noticeable feature among the new and garish spring styles is the shirts, and the colors that have suddenly come into popularity in connection with these. Bright lavender, tans, blues, grays and fancy-colored shirts, with plain or plaited bosoms, form the real foundation of the spring display. The negligee is undoubtedly the most popular form of shirt on account of the comfort it affords the wearer, although stiff bosoms are still preferred by many, and are claimed to be slightly more dressy. The materials employed are madras, cheviot, Oxford and linen, and the coat shirt cut, with attached cuffs, is the only form endorsed by those who keep up with the styles.

There have been several innovations in the general shape and make-up of the shirt, appearing from time to time, but these have been mostly of such a minor nature as to be hardly noticeable. The gauntlet or turn-back cuff is confined almost wholly to the soft flannel outing shirt. French or inlaid bosoms are perhaps a little too fancy in effect to come into general use, although they are being shown by some of the leading haberdashers. Stripes form the principal demand among spring patterns, but fine line barred effects are gaining in popularity as the season advances. Figured effects are but little seen. The flannel shirt with soft attached collar is responsible for one of the most "freaky" novelties in the way of gold safety pins, which are passed through holes in the two points of the collar and keep it from sagging in front. Many liberties have been taken with the long-suffering Tuxedo suit in the past few years, but the latest indignity remained to be offered when the colored shirt was recommended for use in this connection. Few men, however, will take such an innovation seriously, and it will undoubtedly be relegated to the class of monogram shirts and hosiery.

Neckwear has undergone some few changes in the past few months, and has resulted in a tendency toward narrower shapes and deeper colors, so that the contrast between tie and

shirt will be one of the noticeable features. The bat-wing style of tie is now worn with wider ends, and although tied in a large, full bow, there is no effect of loose ends that was so popular a season ago. Wash ties will be a strong feature this spring and summer, and in this style of tie alone will be found the lighter color effects. The newest model of fold collar has a somewhat wider opening in front, to better accommodate a large ascot or four-in-hand, and the wing collar, but little changed, is now worn more extensively than ever. Stripes and dots predominate in the spring neckwear, but the effects are all rich rather than gaudy. Persian effects, somewhat suggestive of the old fashioned cashmere shawls, have been recently introduced and have become a legitimate addition to the neckwear approved by fashion. The leading haberdashers are making an attempt to introduce plaids also, and, from all indications, will be successful before the season is much advanced.

So numerous and varied is the display of fancy waistcoats for spring that it is somewhat bewildering to separate those that have any claim on the prevailing styles. The task is made even harder by the sudden way in which this article of apparel changes its form many times in a season. Flannel waistcoats are the thing at present, but this only settles the question of material; in form the style seems to be most elastic, and includes both double and single breasted, made up with the greatest variety of trimmings. High-class tailors are showing wide barred effects and also stripes as the most proper patterns. These are tailored with a high neck opening without lapels, and a sweeping cutaway at the bottom. Some of the more pronounced in styles are finished with all sorts of fancy pocket flaps and trimmed with braid; but the more modest, and those that are more likely to be selected by well-dressed men, have but little ornamentation, and are bound around the edges with fine silk cord.

Aside from the derby and the tall silk, the soft hat is the proper headgear for spring. This year has been most generous in the number of new shapes in this line, and one in particular has enjoyed an almost unprecedented popularity. The "telescope" soft hat, with bright colored band, has been unanimously endorsed for spring wear. The latest shape has a wider brim than formerly, and is much more youthful in appearance. These will be worn extensively until the time arrives to discard them for the straw hat of summer. The derby hat is always in good form, and with slight changes of shape passes on from season to season as an indispensable factor in the styles. The newest derby has a higher and flat effect crown, and a considerable roll to the brim. The difference from last season's style is only just enough to be noticeable. Black is the favorite, as the limits of the brown derby are somewhat confined.

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SHOULD SPREAD OUT.

Future Cities Will Be Built on Wiser Plans.

Written for the Tradesman.

"Here is a fine location for a business structure," said the real estate dealer, who was showing his offerings to a prospective customer.

"I don't agree with you," replied the other. "It would not answer my purpose, anyway. I want to get right in the thick of the business center."

"They all do," said the dealer, "and there is where many mistakes are made. I believe that the man who takes his retail business off the crowded streets will make more money than the man who gets into the crowd."

"That is not history," laughed the customer. "The merchants who have the big trade are the ones with the fine locations."

"Well, what do you mean by a fine location?"

"To my mind a fine location is a point where people swarm—where the crowd is."

"It is a popular notion," said the dealer, "that all people who pass a store stop and make purchases, or at least observe the window displays. This is not true. It is the stock, the advertising, the general treatment of buyers, that brings the crowds to a store. Few people just 'happen in.' Business centers are crowded for the reason that people have to go there to buy under present conditions. But I believe that all this will be changed in the cities of the future."

"Why, you can't get people to buy in residence neighborhoods," said the customer. "What I mean is that they purchase only the small things there. When they have a large sum of money to spend they go to the business center."

"What is the business center? A place where all kinds of business are carried on, where buyers have large stocks to choose from, and where they can get what they want without traveling long distances from store to store. Is that a good definition?"

"It seems to be."

"Well, the modern department store knocks the business center idea all to pieces, doesn't it? You can buy anything you want at a modern department store. You can deposit your money in a bank there, you can pay your gas bills there, you can get your luncheon there, you can buy anything from a threshing machine to a stick of candy. You can buy every need of life there, and if you want a wife there are some mighty pretty girls behind the counters. I guess they would provide the preacher, too, if a customer should request it."

"But I don't see why the department store should not seek a fine location, for all that," said the customer. "I notice that they all manage to get where the crowds are."

"You've got the cart before the horse. The crowd manages to get where the stores are, you should say. Keep the goods, and the buyers will find you. When the big Siegel-Cooper department store went up to State and Congress streets, in Chicago,

there were numerous predictions of failure. People said that buyers would not go so far out of the current of trade. This might have been true if Siegel-Cooper had not put in a complete stock, but they fixed it so that buyers did not have to shift from store to store to secure what they wanted. Their needs were all supplied under one roof. In time the big Rothschild department store followed the Siegel-Cooper concern. Why? Because they wanted to catch the crowd. There you are. The store brought the crowd."

"But that was in a big city."

"Of course, but the principle holds true everywhere. Look at the Leonard store, here in Grand Rapids. That is in an out-of-the-way place, or was until the store became so well known that crowds flocked there. There will be a business center down there before long. If a firm should establish a complete department store at South Division street and Wealthy avenue the crowd would find it, and it would help that part of the city amazingly. It is not good for a city to be bunched as to business. Look at Chicago. From the river south to Twelfth street, from Michigan avenue west to Franklin street—there you are. North Clark street people have been trying for years to get a few skyscrapers north of the river. If they will make up a stock company and put up a fine department store at North Clark and Division streets they will accomplish something."

"But it takes time to build up a trade in an unknown locality."

"Well, the expense is less and the danger of fire is less and the buyers will come in time. Look at San Francisco. When a conflagration started, following the earthquake, the whole business of the city went up in smoke. Scatter the business houses and the city will be richer and more convenient, and real estate values will not bulge up in spots, as is the case at the present time."

"You have got to it at last," laughed the customer. "Real estate values!"

"Well, if a man who owns a house and lot can increase its value by doing his trading close at home, why shouldn't he do it? If a real estate dealer can sell vacant lots at better advantage with a fine business building flourishing not far away, why should he not be in favor of scattering the retail trade? The prosperity of any section of a city depends on real estate values. People buy where they think they can sell if they ever want to. They build where the car lines are, and where there are schools and retail stores within reach. They buy and build where their property will increase in value. Business causes increase in values, and business goes where there are things to buy. There are merchants who can not catch trade on good business streets, and there are others who draw trade blocks away from the recognized channels of retail buying. It is the stock and the man, and a merchant who will keep the right goods, quantity, quality and variety will find customers anywhere if he lets the people know by judicious advertising what he

has to sell and where he is located."

"Just the same," replied the customer, "I want a store right down town."

"You think it over," said the dealer, "and you may change your mind."

And the proposition is one that is well worth thinking over.

Alfred B. Tozer.

Encouragement to Marry.

A Providence, R. I., furniture firm, to "stimulate trade, promote human happiness and benefit the community," proposes to provide the wedding feast, the minister and a three-day honeymoon trip to all marrying couples who will purchase their household furniture of this particular firm. The bridal couple is to have the choice of the clergyman and the feast will be for ten persons if desired and is to be "dry." No liquors will be provided. All these things go to couples that furnish seven-room houses, while those who furnish six rooms get everything except the trip, and those who furnish five-room houses will get the feast only, while the four-room class will have the parson's bill only paid. But all of the couples receiving the bounty of the house upon marriage will have a silver mug and a high chair for each child born within five years after the marriage and a \$5 gold piece for each child receiving the orthodox baptism. How's that for an advertising scheme?

A woman never feels perfectly sure of going to heaven until she has once had all her hair drop out.

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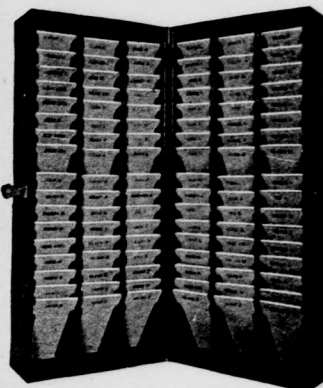
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THE WOMAN WHO WORKS. No Reason Not To Treat Her As a Lady.

There is a story at Going & Co.'s which brings forcibly to mind the question of women. It is the story of Billings, or the story of Curran. It is hard to say just which it should be. Maybe it ought to be the story of Billings. In that case it should be a horrible roast, at least such is the opinion of the general office. Maybe it ought to be the story of Curran. Then it ought to be a roast (of Curran because he didn't fight), and maybe it ought to be just a common, ordinary chronicle of facts as they happened.

Curran was private secretary to the head of the firm. He was some shucks in the office. He wasn't one of the people who run things. He wasn't a boss in his own right. But he was next to the real boss, and even when this means that he was only a buffer between the public and the boss it is something—in the office. Outside, of course, it is a thing to laugh at. Inside it is something for people to talk about with half bated breath.

Billings is assistant to the head of the freight department. As is the case with Curran, his position is not much, considered from high standards. The head of the department is a big man in the office; his assistant merely the shadow of a big man. The head is the captain; the assistant the first sergeant, a man of the ranks and yet above them. But there is a certain amount of authority that goes with the position, and, like Curran Billings was one of the favored ones of the office. Also, like Curran, he was well aware of the fact.

The question that comes up in the story is: Should a man be a gentleman toward women who happen to be employed in his department in a smaller capacity than he? Or should he play the cad when he meets them outside, in company with another man of the same standing as he in the firm?

Going & Co. answer the question negatively so far as the latter position is concerned. But then Going & Co. are officered by old fashioned men, men who were brought up to regard women with a chivalrous eye and with great respect. Maybe they are wrong. The story of Billings and Curran ought to throw some light on the question.

Curran also had old fashioned ideas regarding the way that women should be treated. If a woman—a member of the office staff—is decent to Curran, Curran in turn will be decent to her. It isn't that he has found that it pays to be decent to the women of the office. No. It is simply that he learned to treat women well when he was younger, and never has forgotten it. Billings—but Billings' part in the tale comes later.

Curran is married and loves his wife. Therefore it cannot be said that any desire to charm the female workers of the office led him to invite the Gibson sisters out to lunch-

eon. The Gibson sisters were stenographers in the freight department. Curran came much into contact with the freight department. The Gibson sisters, being of a nature naturally obliging, did many favors for those who came on business bent to the department. Curran, appreciating their efforts, thought it would be a "nice thing to take them out to luncheon some day." It wasn't that he was attracted to the young women in the sense in which the word usually is applied. He had been the recipient of many favors from them; he wanted to show his appreciation.

In order that the party contain the conventional four he went to Billings.

"I am going to luncheon with two young women to-day, and I want you to come along to fill up the party," said he. Billings promptly accepted, never asking who the young ladies were; and Curran did not trouble to tell him. Thus Billings was unaware that the young women whom he was to meet at luncheon were from his own department, in fact, that they were directly under his own supervision. Had he known there might never have been any story, but as it was, things happened.

It happened that Billings was busy at the time set for the appointment. He would be engaged for half an hour. Curran must go and meet the young women, take them to luncheon, and entertain them until the arrival of Billings, who would come directly to their table.

It was a sad meeting that took place when Billings came. Curran thought it would be a pleasant sort of a surprise. Billings was a nice fellow in the office. Apparently there was no reason why he should not be the same outside. But he wasn't. When he saw that the two young women whom he was to meet were the two stenographers to whom he dictated during business hours he clouded up and began to snow. The drop in the temperature was sudden and large. The sun of sociability went down behind the cloud of Billings' stiffness; the warmth of pleasant conversation fled before an awful frost.

Billings gave the young women the cold shoulder. All through the meal he indicated by his conduct that he was outraged at something. He ate like a wolf, taking no part in the conversation, and, excusing himself on the plea of a previous appointment, arose and hurried out long before the others were ready to follow. The luncheon was a fizzle.

Curran went back to the office and wondered just what he should say to Billings when he saw him. He searched his vocabulary for the proper epithet—and then Billings came in to see him, red around the gills and highly angry.

"That was a fine mess you got me into, Curran," he began. "I should think that a business man of your experience would know more than to do anything like that!"

"Why, what's the matter?" queried Curran.

"Matter? Why, everything's the matter. How do you suppose a man is going to maintain discipline in his department if he meets the people under him in a social way, especially the women? What effect do you suppose it would have on the stenographers in my department if I should make a practice of taking them out to luncheon? You made an awful break, old man. I thought you had more good, hard, common sense than to do anything like that. You hadn't better follow it up or you'll see where you get off in a short while."

"Why, —it, Billings, I think it is I who am the aggrieved one," said Curran. "You acted like a cad at luncheon."

"Well, you can't afford to make any plays about being a gentleman in business," replied Billings finally.

Curran bided his time and put the question up to the Head, without mentioning names or circumstances.

"It is poor business, undoubtedly," said the Head, "to make a practice of taking your people out to luncheon. A dinner is different. Still, I fancy you wouldn't find many men in this office who would fail to treat the women under them as equals if they met outside. I doubt if you would find one."

Then Curran told him about Billings.

A few months later Billings was dropped for incompetence. But, as mentioned before, the Head was old

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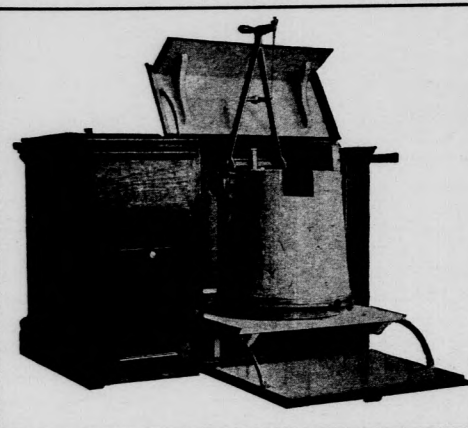
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Cuts tub butter into prints without an ounce of loss.

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Enables you to put out tub butter as tidy as prints.

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fashioned. It may be that Billings represented the modern successful business man. But the question is: Who was the better man, Curran or Billings?
Allen Wilson.

Wise Woman Who Knows Her Own Class.

Everybody who has ever thought about the matter at all must have been thoroughly prepared for the announcement that Lady Warwick's London shop was a financial failure. When a fashionable woman goes into business or adopts a profession or undertakes to run a practical philanthropy, prudent people prepare for the worst and try to stand from under.

If the real working women of the world could put up one prayer more fervent than the rest, it should be a petition to be delivered from the amateur working woman. Everywhere she is a pest and a nuisance who discredits feminine labor the world over and makes it a synonym for incompetence and unreliability.

She always starts with a flourish of trumpets and an amount of free newspaper advertising that would make her fortune if the goods on her shelves were any account. In effect she says to the world: If a woman with nothing in her favor but brains and training for the work can succeed, what a howling triumph you may expect when a genuine society leader tackles the job!

Then she launches her little scheme. Sometimes it is bonnets, and we read in the paper with bated breath that Mrs. Van Tootem has opened a millinery shop. She has no qualifications for the business, but she has a pedigree that is supposed to make good for all deficiencies, and her prices are as altitudinous as her social position. Mrs. Van Tootem's dear 500 friends go once to see how she looks behind the counter—we really hear these things when they happen to our friends with great fortitude—and then they go no more. There are limits to the sacrifices of affection, and paying two prices for amateur millinery is one of them.

Sometimes it is a teahouse, where the name over the door is so august that it is supposed to atone for poor service and lukewarm slops. Sometimes—alack the day—she has the evil inspiration to start a fashionable boarding house, where she makes up in style what she lacks in food. Sometimes she accepts a position in a business house, where she works when she feels like it, and lays off when she does not, but wherever she is she is an anomaly in the working world who expects to overthrow all the conditions of trade. She moves about in a halo of her own making, relying on the radiance of her position to excuse her for giving short measure and bad service and poor quality.

It is no wonder that she fails, and if she hurt no one but herself it would be a small matter, but, unfortunately, she is always a conspicuous example of woman's incompetence, and other women are judged by her, and she does an infinitude of harm to her sex. It is the society actresses

who are going on the stage to elevate it of whom we hear, not the plodding, hard-working actresses who are trying their best to be worthy of the position on the stage in which they find themselves. It is the fashionable woman who goes into business with the avowed purpose of dignifying labor, and then goes into bankruptcy, of which we hear, not the million of industrious, honest working women who are holding down good positions.

In spite of all that is said to the contrary, class is a good thing, and it is a wise woman who knows her own class, and stays in it.

Cora Stowell.

Never Volunteer To Do a Favor.

Offering to do favors for people is a good habit for the ambitious young business man to get out of. The old heads will tell him of countless promising young fellows who have been retarded in their advancement and in some cases ruined by the facility with which they have promised to do favors.

It isn't only the favors that are done by a man that work against him. Even those that he promises to do have power to harm him. They attack him in two ways. The first is that in trying to do a favor for some one else he has of necessity to withdraw some of his time, energy or money from his own business. The second chance for harm lies in the fact that he may be unable to do the favor that he has promised to do, and that his failure to do is set down against his reputation for truth telling or power of accomplishment.

If he endorses another man's notes or lends another man money, or tries to get him a position, he places the under man under obligations to him, it is true. But at the same time he incurs obligations himself. He stands to lose a definite thing—money, for instance—or in the case of recommending a man for a position or exerting his influence in some way to aid him he is lessening his power of influence. If he uses his influence too often he ceases to have as much as when he began. Ordinarily men grant favors more readily to those who are not asking favors all the time. So the man who to oblige an acquaintance uses his influence in his behalf is in reality shedding some of his own power.

But the favor once done is over and there is nothing more to it. How different is the favor that is promised.

Because A has told B that he will do a certain thing for B he jeopardizes his own interests while that favor goes unperformed. Not only does B take up his time asking him to do the thing, but A himself loses more time in worrying about the favor itself, about the effect its refusal may have upon him and upon other extraneous matters which can not help but which impair his credit and standing.

This must not be taken to mean that a man in business should not do favors for others. Men who suc-

ceed in business are constantly helping others.

Business men know that Ibsen was not wholly right when he declared that the strongest man is he who stands alone. They understand that one man's interests are so closely connected with the interests of others that no one can live entirely for himself.

But the wise men in business differentiate between doing favors for people and promising to do them, or, rather between doing them and volunteering to do them. The volunteer is always held to a stricter account than the man out of whom the promise to do a favor may be said to have been fairly wrung. Men reason that if a man voluntarily agrees to do a thing without solicitation he has both the willingness and power to do it. When, through some unforeseen circumstances, he finds himself unable to redeem his promise he gets scanty thanks for the sincerity and generosity of his offer.

So among successful business men one of the little rules that go to form their policy is that of not volunteering to do favors. They have found that this rule pays, and in following it they can not be said to be selfish. They are really protecting not only their own interests but the best interests also of the man upon whom, under other conditions, they would force their favors.

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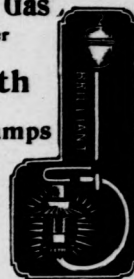
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Our own buyers in the coffee growing countries—our immense stock of every grade of green coffee—enable us to guarantee *UNIFORM QUALITY every time you order—and best value at the price.

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*Who else can do this?



Woman Without Tact Is a Misfit in Creation.

If I were running a girls' school—which, praise be to a merciful Providence, I am not—I should make the cultivation of tact the leading study in the curriculum. It is all well and good for a woman to have all the higher culture in books that she can get. She will need it all, but a knowledge of the differential calculus is not in it in importance with a knowledge of how to manage the different peculiarities of husbands, and an ability to read the stars is a poor thing when compared with an ability to read the moods and tempers of the people with whom one has to live.

I should begin instructing the kindergarten class, for you can not start one's education too early, in the folly of beating and bruising themselves, knocking up against a stone wall that they can never hammer down, when they might just as well walk comfortably around it. I should follow this up with classes on "how to do things without giving offense," and "one hundred different ways of getting there without treading on other people's toes," and no girl would go out of my school with a blue ribbon diploma until she had learned to say "No" without making you feel as if she had thrown a brick at you.

A man who has no tact is a poor, blundering donkey, but a woman without tact is a misfit in creation. She is the person referred to in the Good Book where it says, "When I would do good, evil is present with me." She does harm where she means to do good. She hurts where she wants to soothe. She makes enemies where she desires friends, and with the best intentions in the world she can do more harm in a minute than malice can invent in a week.

All of us know and dread her. We invite her to come to see us, and she invariably picks out a time to arrive, unannounced, when the cook has left and the children are down with the measles. She is the kind of friend who tells you that you carry your age well and that nobody would know you were 45 unless they were told, and remarks how clever it was of you to put that table over the grease spot on the carpet. Let her meet a self-made man and she recalls herself to his memory by telling him she knew his mother when she took in washing. If there is a sore place in your heart she touches it with unerring aim, and in any mixed company you may bet dollars to doughnuts that she will haul every forbidden topic, by the head or the heels, if it doesn't come any other way, into the conversation. She is always and everywhere a social boomerang that is liable to go off at any minute and just as likely to hurt her friends as her foes.

Now, you can not suppress the woman without tact, although she has

wounded us with her blundering we sometimes feel as if she ought to be in jail with other criminals. The only thing you can do for her is to educate her, and there is really no more reason why a person who does not know what to say should be admitted into polite society than there is why one who does not know how to read should not be. In a general way talking is the more important, because we do the more of it.

Think what the possession of tact means for the woman herself. It is the philosopher's stone that enables her to make friends, manage her household, keep her servants and run her little world without friction or trouble. No woman ever yet ruled by force. Every woman may rule by the use of a little diplomacy, and to me there is nothing in the world more pitiful than to see the havoc so many are making of their homes and lives and happiness just because they refuse to recognize this palpable fact.

Perhaps there is not one of us who has not at some time lost a friend. A little coldness crept between us, a trifling misunderstanding occurred, a little estrangement from some cause or other, but the friend was gone, and we were the poorer for the loss. Looking back, how easy it is to see that it was all caused by the lack of a little tact. We might have phrased a reproof more delicately; they might have refused a request less brusquely. It was a little thing, but over the grave of nearly every dead friendship might be graven the inscription, "Killed by Lack of Tact."

Naturally the greatest field for diplomacy is in the home, and it is simply tragical to see how great is the demand for it, and how inadequate the domestic supply. Of course, when you come right down to facts there is no more reason why a woman should exercise tact in trying to get along with her husband and make things pleasant for him than there is why he should be a diplomat in dealing with her peculiarities, but, as George Ade might say, facts cut no ice in domestic affairs. It is the condition and not the theory that we continually confront in the home, and every woman knows that if there is any adjusting and smoothing and adapting of one person to another, she is the one who has to do it.

Many women are either so selfish or so stupid they refuse to do this. Then we are treated to the spectacle of families where there is continual friction and where the daily spat is as certainly a matter of course as the daily dinner. Unless a man is an actual brute, and few American husbands are that, there can be no possible excuse for such a state of affairs. Any woman; not a fool, must learn in time what subjects will precipitate an argument or a row, and she should avoid them as she would the pestilence. If she has a grain of woman's intuition she must also know her husband's little weaknesses and pet vanities, and if she fails to stroke the fur the right way she is neglecting her opportunities. In sober truth, any wife who has an ordinarily good husband, with whom she can not get

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Facts in a Nutshell

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Main Plant,
Toledo, Ohio

on peaceably and harmoniously, is either too big a chump to live or else she quarrels for mere love of the shindy.

Many women look on these domestic disturbances as an inevitable concomitant of daily life. "Oh, my husband and I have our little ups and downs, but we kiss and make up," they say, "and it does not make any difference." Never was a greater mistake. Not long ago a great building had to be taken down, because of the jarring of a single piece of machinery that had gotten out of line. It was such a little thing no one noticed it at first, but by and by it shook the strong walls until they became unsafe, and were trembling to their fall. Love is the greatest thing and the most beautiful thing in the world, but the constant friction will wear even it away. Tact is the oil with which we must lubricate the machinery of daily life if we would have it run smoothly and do perfect work.

Then there is a way of doing things without giving offense. It is not necessary to always agree with every one or else tell them that they are idiots. It is not necessary to slug a person with a refusal every time you can not grant a request. When John asks, in a tone that is like a challenge to fight, why don't you have so-and-so for dinner, why not answer sweetly that you will be glad to if he likes it, instead of flying off into a tantrum and demanding why he does not keep house himself if he does not like the way you manage things? And that reminds me of the way one feminine diplomat cured her husband of a bad habit. He had fallen into the way of criticising things at the table and would take a mouthful of something and say, "You call this a salad?" or, "What is this conundrum meant for?" after he had tasted an entree over which she had racked her brain. She stood it as long as she could, and then she laid for him. She didn't have hysterics and reproach him; on the contrary, one evening when he came home he found her dressed charmingly and bubbling over with gay spirits. They went in to dinner, and when the soup was brought in tied to the handle of the tureen was a big placard, on which was inscribed, "This is soup." Following this was the roast, and sticking up in it was a banner which read, "This is beef." Every single dish was duly labeled as to its contents, but throughout the dinner the woman never made a single reference to the innovation. Neither did the man, but he has never since enquired as to the contents of anything that was set before him.

I often think that there is nothing we overvalue more than the efficacy of blame. After all, not many of us can be driven, but it is so dead easy to lead us. Why should we harp so on each other's faults, and say so little of their virtues? Why should we always say "don't" to a child, instead of "do?" If Jennie has bad manners, instead of forever nagging her about the way she sits, stands and eats, why not seize upon some stray

moment when she did the right thing and remark upon how gracefully she opened the door for Mrs. So-and-So or how charming she behaved at Mrs. Somebody Else's party? Wouldn't it inspire her to always try to do that way? There is such a natural human desire to live up to our blue china and be what people expect us to be.

One of the best informed men I ever knew owed his wide culture to his mother's perception of this principle. As a lad he had no aptitude for books or study, but somehow he got possession of a single historical fact. In a conversation with a distinguished guest this was accidentally brought out and the boy complimented on his intelligence. That started him to reading and his mother adroitly encouraged and stimulated him by saying, "Oh, Tom is our historian. We always have to appeal to him when we want to know things," and Tom, having a reputation to maintain, as he supposed, went to work to learn things, and eventually became a distinguished scholar.

Of course, there will always be people who will scorn to use any weapon but a sledge hammer in dealing with their fellow creatures, and who will go on to the end of time bumping up against all the angles of life, but their number should be firmly discouraged. There is no merit in despising tact. It is merely the practical application of the Golden Rule—doing unto others as we should all like to have others do unto us.

Dorothy Dix.

Clerk Thought She Was Well Off, After All.

Written for the Tradesman.

"The woman out in the aisle, the woman whose commissions many of us on the inside of the counter try the best that is in us to execute, imagines that she is the one in a deal that is always having the hardest of times, whereas we others are just as sure that our store life is not one of unalloyed delight. Often we are so dead tired, what with standing on our feet so many long hours, that we are ready to 'drop in our tracks. And we must stretch so often the muscles around the mouth into a smile and force a bright greeting into the eye that the clerk does not live whose vitality isn't used up at the end of the day.

"And, then, we must be 'always the same.' Yes. Always the pleasant smile, the pleasant manner, the pleasant this-that-and-the-other thing, until we ought to be 'sweeter than the honey dew.'

"But how about the customer?

"She may go her own (more-or-less) calm way. She may be sassy the livelong day, she may be as capricious, as unreasonable as a spoiled child. That is nothing. I just wish she had to hear all the preachments, all the homilies that we are called on to absorb. It's 'Don't do this' and 'Don't do that,' and 'Do this' and 'Do that,' 'from early morn till dewy eve' and rush all the while. I often feel like I want to 'throw up my job,' but I am obliged to earn my living in some way.

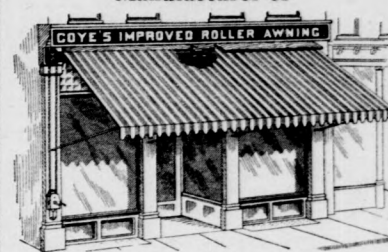
"About the time, however, that I have reached the conclusion that life holds no more joy in a clerkship I begin to 'count my marcies,' as the old ladies say, and I take fresh heart and 'peg away.' I enjoy the confidence of my employers and have a fine list of regular customers and am getting new trade every blessed day. I draw a respectable-sized salary, so what's the use of feeling bad about matters? No use. We can't have everything just to our liking, any way matters may be fixed, and things might be a great deal worse with me. I might lose my hair and have to wear a wig, fall a victim to rheumatism and be obliged to go around with a cane or, worse yet, a crutch, might break my arm or have my fingers cut off. I might not have any home or darling mother in it. Life could be much more dreary for me than it is, I assure you. True, there are the sour, the vinegary ones we have to wait on, but, after all, they are quite interesting as a study in human nature—if one will but look at them in this way. And the pleasant ones are a compensation certainly. The store is a sanitary one where I work, which makes for healthfulness. My fellow employees are all kind to me. Naturally, I see new people all the time and there is something mildly exciting going on all day long.

"So," summed up this young lady over in a Monroe street store, "I guess I'm pretty well off, after all, and I won't complain."

Ph. Warburton.

Chas A. Coye

Manufacturer of



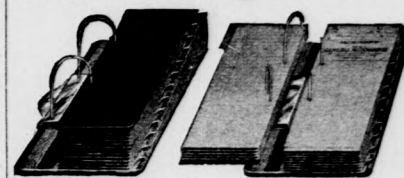
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needs this device for keeping in a systematic and convenient order all accounts of a small or transient nature. Easy, simple, labor-saving, indexed. Ledgerette with 500 printed statements punched, perforated, complete, for..... \$2.25
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Some people look at their watches and guess at the time---their watches are not reliable. Some use flour with the same uncertainty. Better use

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and be sure. The little boy on the sack guarantees its contents.

Judson Grocer Co.

Wholesale Distributors

Grand Rapids, Mich.

THE POULTRY RAISER.

He Can Defy Fate, Trusts and Cold Storage.

When the Secretary of Agriculture admits that the American hen is a potent factor in building up the revenues of American farmers the breeder of poultry has warrant to hold his head high and consider himself as being among the important members of the wealth making class. In a recent report Secretary Wilson calls attention to the fact that the wheat crop of 1905 was worth \$525,000,000, adding that the American hen produced an amount nearly as large, his estimate being \$500,000,000.

There are good reasons for thinking this estimate for the poultry business too low. The census of 1900, which took account of industries as they appeared for 1899, gave poultry credit with having produced poultry and eggs to the value of \$281,078,035 in that year. This poultry was kept on 5,096,252 separate farms. On these farms were 23,598,085 chickens and guinea fowls, 6,599,367 turkeys, 5,676,863 geese and 4,807,358 ducks, a grand total of 250,681,673.

The census enumerators took no account of any poultry kept in any village, town or city, or on any farm of less than five acres. This rule excluded hundreds of thousands of fowls, as almost every village, town and city in this country contains many flocks of chickens, and it is estimated that at least 50,000 fowls are kept within the city limits of Chicago.

It is hard for the untrained mind to comprehend what is meant by the figures representing the number of fowls kept in this country. To the average mind 100,000,000 is an indefinitely large sum, amount or quantity. We read lightly about multimillionaires and billion dollar appropriations, but we rarely stop to consider what these large figures represent.

To illustrate: If the average weight of all the fowls in this country were only four pounds each and they all were loaded on cars, each car containing twenty-five tons, and these cars were made up into trains of fifty each, it would require 400 trains to transport them. Each train would be 1,850 feet long, and if they were run a mile apart it would require nearly 550 miles of trackage to contain the shipment. At 10 cents a pound, this consignment of poultry would be worth more than \$100,000,000.

Owing to our defective system of gathering statistics, we have nothing but isolated attempts to gather poultry statistics by which to be guided in making estimates. I have been making guesses of this kind for more than twenty years, and have become sufficiently familiar with the tendencies of the business to be able to guess closely to the facts. In 1889 this country produced, in round numbers, 820,000,000 dozens of eggs.

In 1899 it produced, in round numbers, 1,294,000,000 dozens. This is an increase of over 40 per cent. There is good reason for believing that since the last census was taken the poultry business has increased at least 60 per cent., for never before in the

history of the country has any industry had such a rapid growth.

Breeding poultry is a small business, if we consider individual breeders, comparatively few breeders making it a specialty to which all their time is devoted; but in the aggregate it is a business which equals the growing of wheat; and as a nation we are proud of our place as providers of bread for the world.

Sheep breeding is one of the aristocratic industries of this country. So important is it considered by Congress that the wishes of sheep breeders are consulted and considered whenever a new tariff law is under way, yet the poultry breeders of this country could buy all the sheep and wool in this country with only a portion of the money they get for eggs alone.

Our national debt is quite a ponderous load, but it is not so large that the poultry money of the country could not pay it within two years.

The immense aggregate revenue of this great little industry is divided among millions of individuals. The average returns from each flock is about \$100 per annum. This money is practically profit, as 90 per cent. of the fowls of this country live on feed which otherwise would be wasted. Hundreds of thousands of flocks are kept on the back end of town lots and fed on the scraps from the tables of their owners, or on the garden truck of the next door neighbor, with trifling expense for feed that has to be paid for. The writer has kept a dozen laying hens in his back yard for six months at an expense of 20 cents for feed other than the scraps from the table and waste vegetables from the kitchen, these hens keeping the family in eggs all the time.

The popularity of the poultry business rests on its adaptability to people in all walks of life. The farmer keeps fowls on his wide fields, and they pick up and turn into money shattered grain, weed seeds, insects which if left alone would injure his crops, and the grass that grows everywhere. The man who raises garden stuff keeps his fowls and feeds them the things of which he can not otherwise dispose, and adds to his income without expense. The shop worker, the clerk, the street car employe and others who follow gainful occupations in towns and cities keep little flocks, which consume the waste products of the family and return fresh eggs that add to the bill of fare, save the purchase of meat, and make living easier. Every flock, no matter where it is kept, improves the condition of its owner and adds to the wealth of the nation.

Pure bred poultry is sought everywhere. The price received for it astonishes those who have never given the subject attention. Last winter at a poultry show in New York a man who had but little of this world's goods brought fourteen chickens to the show. A rich manufacturer, who supports a large poultry farm, asked what would buy these birds. The owner hesitated and finally said he would take \$1,500 for them.

The poultry business may be started

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MOSELEY BROS.

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We carry a full line.

All orders filled promptly.

ALFRED J. BROWN SEED CO., GRAND RAPIDS, 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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I am in the market all the time and will give you highest prices and quick returns. Send me all your shipments.

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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

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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. "GET ACQUAINTED WITH US"

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

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71 Canal St.

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.

Order

Cuban
Pineapples
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Butter
Eggs
Produce to

C. D. CRITTENDEN, Grand Rapids, Mich.

Both Phones

3 N. Ionia St.

by the investment of a small sum, and the man who has a flock on a town lot is as likely to breed prize winners, which will sell for a high price, as the man who has unlimited room. In every large city may be found poultry breeders who raise pure bred fowls, which sell for from ten to a hundred fold more than they would bring in the markets for food. The demand for this kind of fowls is large and keeps growing. The demand for "fancy" poultry is as steady and as insistent as the demand for poultry for food.

The food markets for poultry and eggs are never satisfied, and a careful review of the prices for twenty years shows a gradual rise, which of late years has been marked.

The growers of wheat, corn and oats have almost forgotten the old belief that prices are regulated by supply and demand. Boards of trade, elevator companies and other factors in the trade make prices without much regard to the supply or the demand. Trusts make the prices to suit their interests, and the grain grower must take what is offered to him without regard to lean or fat years.

Breeders of cattle, hogs and sheep are under the domination of the packing trust and are glad to accept what they can get, all the time calling down maledictions on the heads of those who rule them by their trust made power. No trust has ever been able to get control of the poultry business. Even the cold storage proposition has lost out. The profits of the business are used in the homes of poultry men themselves, or in nearby towns. Only the surplus goes to market, and this surplus is always in such demand that it brings fairly good prices. Breeding poultry is eminently the business of little things, so divided among the millions that it can not be reached in effective form. The big packing firms have tried to get control of the market end of the business without success. Some of them have abandoned the field, and those still in it have been compelled to content themselves by taking the legitimate profit and allowing the poultry man his share. They had to choose between this and letting the poultry man do business for himself. Eggs are easily packed and safely shipped almost any distance. Eggs can be shipped from Chicago to New York for 1 cent a dozen.

Breeding poultry is a business which can be made to pay on any scale, from a flock in a back yard to thousands of fowls occupying a whole farm. Egg farms and poultry farms are becoming more numerous every year. The poultry industry is now a \$500,000,000 business. At its present rate of increase it will be a billion dollar business when the next census is taken. Miller Purvis.

After the Defalcation.

"I understand," said the reporter, "that the defaulter's method was very simple."

"Very!" said the bank official, with a sigh. "He just took the money!"

Lies, like chickens, come home to roost.

How He Got a Start.

"May I ask what line of business you were engaged in at that time?" said one of a group, addressing a dapper little gentleman who had just narrated a rather remarkable story of adventure.

"My occupation was never officially classified," replied the little man, smilingly, "but I suppose I might have been termed a professional vandal—an expert defacer of public and private property."

"A what!" exclaimed the questioner in amazement, and in response to a general demand the dapper stranger proceeded to explain himself more fully. "I can best make the matter clear," said he, "by telling you briefly how I came to invent the business. In the summer of '92 I happened to be in a certain large city, out of work and badly in need of money. One of the local merchants was flooding the place at the time with all sorts of advertisements for a new shoe, which was then a trade novelty, and seeing this announcement at every hand I conceived a bright idea:

"In front of a magnificent public library, which was the pride of the city, was a statue of Shakespeare, seated in a chair with his legs crossed. He was supposed to be in an attitude of reflection, but he was also in the attitude of a man trying on a new pair of shoes. 'What will you give me,' I asked the enterprising merchant, 'if I put one of your shoes on Shakespeare's raised foot, another in his hand and a banner on his shoulder proclaiming the merits of the goods?' 'I'll give you \$100,' he whispered, 'but no guarantee against lynching.' I took the contract, and the next morning the whole city was aghast at what the newspapers called 'a fiendish desecration of a noble work of art.' Of course the merchant promptly denied all knowledge of the affair, and the exploit was generally attributed to larking college students; but enormous crowds gathered around the statue, the papers discussed the 'outrage' by the column and, incidentally, the new \$3 shoe received an advertisement of incalculable value. The merchant was decent enough to send me another hundred on the sly, and that incident started me in business."

No Such Boys Alive.

The boy had applied for a job. "We don't like lazy boys around here," said the foreman. "Are you fond of work?"

"No, sir," responded the boy, looking the man straight in the face.

"Oh, you're not, aren't you? Well, we want a boy that is."

"There aren't any," said the boy, doggedly.

"Oh, yes, there are. We have had a half dozen of that kind here this morning to take the place we have."

"How do you know they are?" asked the boy.

"They told me so."

"So could I if I was like them but I'm different. I ain't telling lies."

And the boy said it with such an air of convincing energy that he got the place.

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

(Patent applied for)

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

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

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

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PAPER BOXES

OF THE RIGHT KIND sell and create a greater demand for goods than almost any other agency.

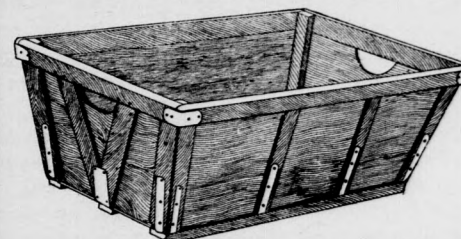
WE MANUFACTURE boxes of this description, both solid and folding, and will be pleased to offer suggestions and figure with you on your requirements.

Prices Reasonable.

Prompt Service.

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

Can You Deliver the Goods?



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

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

Be in line and order a dozen or two.

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

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

STUDY TO BE QUIET.

Eloquent Plea for Saner Business Enthusiasm.

As is made plain by the context, this admonition was not spoken by the Apostle in the interests of inaction, but in the interests of action that is at the same time repose, and is less concerned with modes of life than it is with attitude and temper of mind. An exhortation aiming to restrain men from activity could only with the most extreme inconsistency proceed from the pen of one as distinguished as St. Paul for the solid immensity of his industry. His object is to secure stillness even in the midst of motion, and to bring it about that the liveliest activity shall nevertheless be dominated by a spirit of rest. It is hardly necessary to remark that this verse, like the discourse that we are now going about to build upon it, is, not constructed in the temper of the times in which we are living, but it is never the intention of Scripture to deal with the world at exactly the world's level, and preaching becomes superfluous when it stops with fostering and caressing habit and disposition already existing. It makes out part of the uncomfortableness of a preacher's function that he is obliged so constantly to run counter to human grain, and it is one indication of the grace (possibly) of a congregation that it will consent with such periodic cheerfulness to hear its native disposition antagonized and abraded.

Quietness of mind and unflurriedness of act make out a part of the majesty of God. Nature—which is as truly and trustworthily a volume of divine revelation as the Bible is—in all its parts bears distinct testimony to that feature of the divine character. Nature—which is God at work—does a tremendous amount of work, but nature never hurries; a part of the machinery of nature goes very fast, but there is a lot of difference between going fast and hurrying. Nature, then, never hurries, shows no fret, neither racks its machinery, nor becomes heated at the bearings, nor wears out, nor has to be stopped and taken to the shop for repairs, owing to enforced speed—what might be called nervous speed. The whole thing that we know as the universe has come along with a dignified serenity that is eloquent of the tranquility of its author and administrator. It was a great gain to the cause of religious science when physical science discovered that the work of making the constellations, the sun and moon, the earth, and the animals and flowers, saying nothing of Adam and Eve, was not crammed into one hundred and forty-four hours of sixty minutes each. If we had the wit to discover and the mind to appreciate all that has been done since the morning stars began to sing together, we should undoubtedly be overwhelmed by the vastness of the results achieved, yes, and by the rapidity of their achievement, but rapidity, nevertheless, that was instinct with a spirit of leisureliness, so that although things

went fast, they never strained themselves so as to go faster than they could go easily and comfortably.

That is a picture imaginatively produced, which, if you will look upon it, will help to convey to you that attitude of spirit, unhasting but unresting, full of inspiration but also of quieting, which it is our purpose, and devout purpose, just now to gain—the same sort of mingled inspiration and quieting that you would secure were you, in the budding month of the year, to contemplate the woods and fields teeming with infinite activity and yet an activity maintained in perfect noiselessness and restfulness; or when you in the still night study the movements of the constellations, circling at a speed almost beyond the power of numbers to denote, and yet fulfilling their orbits in a manner as gentle and inaudible, composed and unfatigued, as that with which a bud becomes a blossom, or a drop of dew smiles back at the touch of a sunbeam. All of which becomes not simply interesting, but impressive, because it is portraiture of divine character, and as such sets before us an ideal to look upon and labor toward, stimulating us to industry, but encouraging us to feel—compelling us to feel, in fact—that our industry only then becomes a godly industry—that is, a god-like industry—when our labor is easily commensurate with our strength, when the traffic of our common life is conducted with an account that is not overdrawn, and when our duties, however large and responsible, are discharged in a manner to leave mind unexhausted and spirit unperturbed.

Now while pursuing this line of study let us not screen ourselves behind the covert of the frequent objection, that all such exhortation smacks of the ideal, and that the ideal is impracticable. Calling the ideal hard names does not abate the stress of obligation with which it presses us. Any life that falls short of being a perfect life is an imperfect life, and the amount of that imperfection measures the distance that we have still to travel before compassing the destiny recorded in God's intention, in his original creation of man, and recorded too in the human conscience so far as that conscience is evened up to the level of biblical requirements. We may not become ideal men and women to-day, but if we are not nearer to being ideal men and women to-night than we are this morning it will mean that a day has been lost and that we shall have been living twelve hours that were not worth living.

Recurring now to the matter immediately in hand; the same quality of imperial serenity that reigns in nature and that thus expresses to us a feature of the character of God discloses itself in the life of his Son, Jesus Christ. Indeed, had Christ lived a life that was hurried and nervous and fretted we never could have considered him as being the Son of God in any exceptional sense of the term. And in order to realize

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PARIS SUGAR CORN

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

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

BALLOU BASKETS ARE BEST

A Conundrum For You

Why are Ballou Baskets like hard boiled eggs?

Because they can't be beaten.

STOP GUESSING

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



BAMBOO DISPLAY BASKET

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

BALLOU BASKET WORKS, Belding, Mich.

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THE CITIZENS TELEPHONE COMPANY

Having increased its authorized capital stock to \$3,000,000, compelled to do so because of the REMARKABLE AND CONTINUED GROWTH of its system, which now includes more than

25,000 TELEPHONES

to which more than 4,000 were added during its last fiscal year—of these over 1,000 are in the Grand Rapids Exchange, which now has 7,250 telephones—has placed a block of its new

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This stock has for years earned and received cash dividends of 2 per cent. quarterly (and the taxes are paid by the company.)

For further information call on or address the company at its office in Grand Rapids
E. B. FISHER, SECRETARY

how much the unruffled serenity of Jesus denotes we need to take into account two things: first, the immensity of the work, the redemptive work, requiring to be done by him in the world; and second, the limit-ness of the time in which he knew it was to be allowed him to lay the visible foundations of that work. Upon no shoulders ever rested the burden of responsibility that rested upon his shoulders.

To no mind could the significance of the swiftly rolling months and years have disclosed itself with such pregnant distinctness as to his mind. Every suffering life about him, every toil-worn body, every sin-stained soul, appealed to him with its own separate and individual eloquence, an eloquence made persuasive above all by the keenness of his own appreciation and by the infinite sensitiveness of his heart to human weariness, sickness and sin. And yet this Christ moved through the urgent and tragic days of his short life with a flight as unworried as that of a bird upon the wing; with all the sweet unwearied imperturbableness of a child at its play.

With such an example of equi-poise and inner and outer quietude before us the wearing fidgetitiveness and exhausting tumultuousness of a good deal of our own living are made to look a little queer, not to say just a little silly—at least child-ish. It will be safe to say, in expla-nation, that a good deal of the work that ruffles the worker, that sets him hurrying and therefore wears him out, is generally work that is small work. By that I do not mean work that is petty in its numerical proportions, but work that is not undertaken with a large and high purpose, work which in its perform-ance is not felt to be framed into the solid and permanent structure of things. An immense intention, an intention that is vitalized by a reality so real as to contain in it the possibility and promise of per-sistence, of undyingness; an inten-tion that is felt to enter as an essen-tial factor, never to be rubbed out, in the progress of present events and of all future events—such an inten-tion never frenzies a man; he is sus-tained by the splendor of the burden he carries; he is subdued by the mag-nificence of the purpose to which he is surrendered.

Hence the importance of inter-pretating the small daily things we have to do, in their living relation to the great facts of the world, to the broad movements in which the world's life is being lived and its destiny reached. I believe it is true that while a bridge, so long as it is suspended unused, will sway from side to side at the swinging impulse of the wind, it is never so strong, never so exempt from oscillation as when the heavily laden train is pass-ing over it and crowding all of its joints into solid stability. In a like sense, though a spiritual sense, the Lord was sustained by the experi-enced immensity of the burden he carried, and rescued from all possi-bility of tumultuousness and fren-zied miscellaneousness, and body-

and-mind-wrenching perturbation by the solemn massiveness of the cause to which he was pledged. So in the distracting world that we are living in and that is tempting us all the time to a hustling kind of life and threatening us with physical, men-tal and moral disintegration, if we are going to save ourselves from the wastefulness of its fretting tyranny, we have got to do it as the Lord did it, by letting our purposes splice themselves onto the motives that ac-tuate the great world's life, by "hitching our wagon to a star," and escaping the jerkiness of a small go-cart by yielding ourselves to the pull of the great times and purposes of God. It is not the great things that men do, nor the terrific multi-plicity of the small things that we have to do, that produce what we call "the pace that kills," it is the small way of doing things little or large, doing them, that is to say, un-supported and uncomposed by any sense of the large meaning that there is, or ought to be, in what-ever we put our hands to.

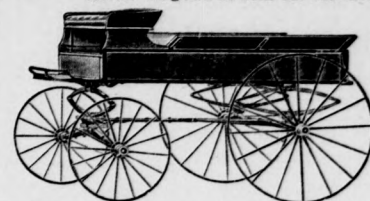
The life-abbreviating distracted-ness, the new delirium that we have come to know as "strenuousness," finds its occasion also in the feeling, and exceedingly honest feeling, that there is a great deal that needs to be done, that we are the one to do it, that no one else can do it as well, that it will be but a little time before our period of service is over, that what remains undone when we are done will have to go without ever being finished, and that therefore what we lack in length of life must be made up in intensity of life; in other words, the feeling that we are somehow indispensable and that things will not go along exactly as well when we are out of the way as they do now. You will certainly recognize that at once as being a form of unfaith. There are many people who have a great deal of faith and yet without having suffi-cient to be able to carry some of it into all the relations in which life places them; so that one may have tremendous confidence in God as re-

gards certain matters and yet be made insanely industrious by the suspicion that the provision God has made for carrying out his schemes is so defective that unless some people do a great deal more than they are mentally and physically in a condition to do some of God's schemes will break down and the end of things come before the millen-nium has time to arrive. Probably no one would exactly realize that that is a fair statement of the case, but we are all of us a good deal of the time actuated by motives of which we are only imperfectly con-scious, if conscious at all.

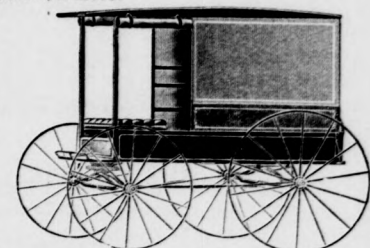
We know that our Lord was spar-ed the nervousness and perturbation incident to all that sort of belief. His confidence was so thorough and comprehensive as to preclude his supposing that he was here to length-en out God's shortcomings and make good God's mistakes, and that those shortcomings were so short and those mistakes so egregious that only by a tyrannical overtaxing of his own powers could they be corrected. He therefore fulfilled in a wonderfully sweet way the words of the prophet, "He that believeth shall not make haste," an expres-sion which, when translated into the common vernacular, means that "hurrying is a form of infidelity."

So far then from proceeding upon the principle that what he did not do prior to his death would have to remain eternally undone and history go unfinished, Christ distinctly an-nounced to his disciples that he was not indispensable, that the world would go along very well after he was gone; in fact, would go along better than it was going then. That the results wrought by Christ in the brief period of his ministry were in-calculably great of course goes with-out saying, but the practical point of interest just now is that he evi-dently never goaded himself to an enforced pace in order to achieve those results. Such a lack of confi-dence in God's sufficiency as would have led him to work himself into a condition of nervous prostra-

No. 810. Delivery Wagon. Price complete \$53.50. As good as sells for \$25 more.



No. 815. Top Delivery Wagon. Price complete, \$56.00. As good as sells for \$25 to \$30 more.

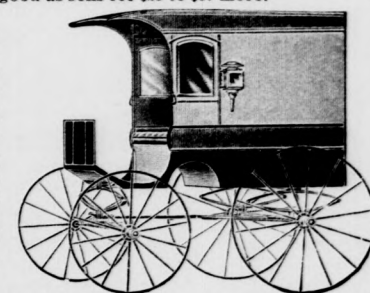


THE RETAIL DEALER

without good delivery wagons is as badly handi-capped as the dealer who endeavors to run his business without good advertising. For a third of a century we have manufactured vehicles and har-ness, 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 ex-amination and approval, guaranteeing safe deliv-ery. 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.

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No. 817. Cut-under Top Delivery Wagon with lamps. Price complete \$63.50. As good as sells for \$25 to \$30 more.

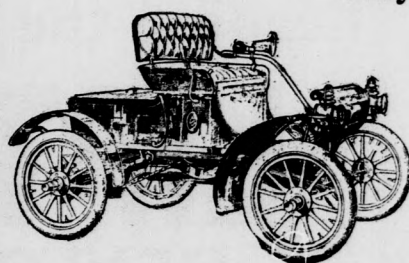


No. 38. Delivery Har-ness. Price com-plete with collar, \$18.00.

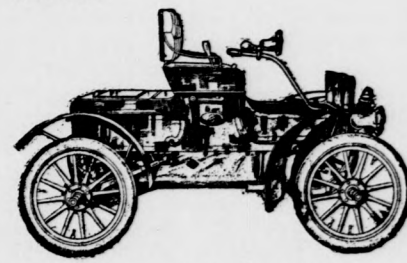


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They go wherever you see them.



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

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tion would have wrecked the Gospel.

Now, while exhausting and health-and-life destroying excess of work done in order to further the interests of mankind and promote the glory of God would have to be treated with a degree of sympathetic indulgence—and there are always eulogies waiting for those who wear themselves out benevolently and affectionately—yet it is in general to no such motive that the hurry, the rush, the hustle, the cyclone of nervous desperation in which we are being whirled about, is due. That God can use this present condition, just as he used the devil in the Garden or the deluge in the days of Noah, in a way to further his own ends and improve the quality of the race is a fact in regard to which no man who believes thoroughly in a governing Providence can entertain a doubt, but I venture to say that in nine cases out of ten it is neither the weal of man nor the glory of God that these maniacal creatures, uncorralled in an asylum, think of or care for. All this noise, and turbulence and scramble and miscellaneous precipitateness, that we baptize with the pretty name of "strenuousness," in order to save it from seeming discreditable, is, in the extreme forms of its output, a volcanic eruption of the lava of human self-seeking and greed that fumes and bubbles hot way below the crater of the human heart.

Fundamentally considered, it is not the peculiar exhilarative quality of American air, it is not some exceptional ingredient in Anglo-Saxon blood, neither any other of the ingenious variety of scapegoats that we keep herded ready to bear our sins off into the wilderness. The nervous, noisy, ear-stunning, eye-blinding frenzy of the times is self-seeking exaggerated to the point of moral lunacy, and is not a thing for Christians, in or out of the pulpit, to endorse by labeling it with apologetic terms of euphemism. It is out and out wicked for men to live in this hysterical sort of way, wearing themselves out, burning themselves up, cremating themselves before the life is sufficiently out of the body to render them proper candidates for the crematory.

The public conception of it is expressed by calling it "the pace that kills." That is only another way of saying that it is a form of suicide, suicide committed in installments. It is essentially as much an act of suicide for a man deliberately to kill himself by inches as it is for him to sever his jugular vein with a single stroke of his razor. And we have no more right to kill ourselves than we have to kill our neighbor. Whether you call it "overworking," or call it "consuming yourself on the altar of your devotion," or call it "burning the candle at both ends," there is no power in phraseology to modify facts. There is a sanctity pertaining to life which it is an act of sacrilege for us to disregard; and the popular mind confesses to that sanctity when with such unanimity it forbids a physician, for the purpose of abbreviating pain, to put a

suffering patient prematurely out of existence. But life so conducted—as it all about among us is being conducted—life so conducted as to be a process of draining the physical and mental supplies faster than they can be replenished, is in its innermost genius suicidal, and whether one does it with a knife, or with a revolver, or by dissipation, or by passionate and maniacal devotion to his business, to his profession or to anything else, the case is unvaryingly the same and the performance is in its essence a matter of self-murder, suicide long drawn out, and not always very long drawn out either.

And in this, as already stated, the criticism of our text is not so much upon work; it is not at all upon work nor upon hard work. The criticism is upon work so done, so devoted to, as to fill the outer world with a continuous tempest, and, what is worse, to create a continuous cyclone in the atmosphere of one's inner spirit. That just named constitutes the supreme mischief of our present situation. If you have ever observed a photographic picture taken of a tree when the wind was blowing you have remarked the blurred appearance of the picture and the indefiniteness of all its lines. If on an extremely warm day you have looked at an object through the medium of an ascending column of hot air, you have observed how the tremor that there was in the air portrayed to you in outlines of fluctuating uncertainty the object beheld. So in our matter. The serious circumstance in it all is that the man's inner world shares in the cyclonic hysteria of the outer world, so that when anything of a serious nature is presented to him, anything pertaining to the great facts of life or of the soul, or anything else that requires to be inspected with a steady vision and through the medium of a quiet interior atmosphere, the quiet interior atmosphere is not there, and truth reveals itself to him—can reveal itself to him—only under forms that are full of tremor and distortion. It is impossible to put a definite impression upon a mind that is full of cyclonic disturbance, and that is the condition of the average mind to-day in this city. You cannot write on shifting sand. You cannot paint a picture on flowing water. A preacher cannot—Gabriel could not—sharply score any one of the great truths of earth or heaven on a mind that is still spinning with the impulse communicated to it by six days of maelstrom.

Now the reply that always comes when a situation and an obligation of this kind are urged is that a man cannot escape his environment, that he is bound to be the victim of the times in which he lives, and that if he is in the current he will be obliged either to keep up with the current or to be very badly left. Now, if there is one thing above all others that Christianity intends to do for a man it is to enable him to stem the current. Of course there are currents that it is all right to go with; but there are currents that

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All Highest Awards Obtainable. Beware of Imitation Brands

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it is all wrong to go with, and this is one of them. And it can be done and is being done. A man of our congregation, a man who is at the head of a line of business that is as mercilessly crowded as any by the tyranny of competition, told me a couple of years ago that when he commenced in his present large establishment, he made up his mind that he was going to prosecute his business in a temperate and composed kind of way: that he was not going to let it shorten his life nor allow it to flurry his spirit, and that he was going to take a day off whenever body or mind showed need of it. That principle he has pursued and is pursuing. To all appearance he is very comfortably fixed as regards this world's goods, although the likelihood is small that he will die a millionaire. And he is a man that it is comfortable to preach to, for he is not so intellectually dizzy and morally topsy-turvy as to prevent his seeing truth right side up and drawn in lines in which is neither blur nor crinkle.

My friends, we are living in a working world. It is well that we have to work and that we have to work hard. Industry is the normal condition of the mind and body. We are living in an unquiet world, but it is neither wisdom nor piety to allow the inquietude that is in the world to intrude and to become an unrest in our own spirits. Such inward unrest, such disquiet in the soul, converts earth into purgatory, puts truth beyond the reach of our appreciation, puts a touch of unreality upon all the great verities of life and of the life eternal.

Chas. H. Parkhurst.

Handsome Men a Mistake.

An aggrieved woman has gone upon record as asserting that the handsome man is a mistake. She has been investigating him in various roles and declares that as a lover he is unsatisfactory, as a husband a failure and as a brother a nuisance. The fiancée of a good-looking man has to pay dearly for her capture of an Adonis. She lives in a state of perpetual siege against a host of fair rivals and has to run the gauntlet of such remarks as: "I wonder what that handsome Mr. Jones can see in that Enid Smith?" and "Isn't it funny how good-looking men always marry such plain wives?"

Her troubles are all augmented when she becomes a young matron. She has to stoically endure her husband's flirtations with other women—who will flatter him if she will not—and to smile amiably when Mrs. Robinson praises Jack and Muriel, "such pretty children; so like their father!" Last, but not least, she must skimp her wardrobe, while her attractive husband spends on his ties and socks what the ugly man would have concentrated cheerfully on his wife's fur coat, says the Philadelphia Inquirer.

As a brother the handsome man is certainly not an unmixed blessing. From the first moment he opens his "beautiful" eyes he is the idol of an adoring mother, who displays to his moral shortcomings a more than

beetlelike obtuseness. As he grows older she palliates his love for pleasure and his disinclination for work by the excuse: "Jack is so good-looking he is sure to marry an heiress if he goes into society."

The sister of the handsome man is only asked to parties where the hostess dare not ask him without her, and she is ordered to be civil to all sorts of persons who detest her but admire "Jack." Then the handsome brother is generally a woman's man, which means that Jack will not bring men friends home to smoke and play ping-pong and fall in love with his sister. If the modern girl could have her choice in such a matter she would plump unreservedly for a plain, good-natured, ordinary brother, who would contentedly accept the back seat allotted by twentieth century women to the "mere man."

Troublesome though the handsome man undoubtedly is, it is probable that, in spite of all her protestations, her royal highness, woman, will continue to admire and marry him. The handsome man of to-day certainly compares favorably with the "pretty" man of fifty years ago. That popular hero was narrow-chested, puny and pink-and-white, while black whiskers inevitably "adorned" his thin cheeks.

To-day the handsome man is stalwart, well set up and muscular, for mere beauty of feature will count for very little. He may not be industrious, but he is wise enough to play football and golf, and is, by the way, almost as conceited of his prowess in these directions as of his classic nose and chin and "beautiful eyes."

Three Attempts to Break the Record.

"Oh, yes," said the grocery drummer as he finished making up his report to the house and sealed up the letter, "I have had some little complaint about goods. For instance, when I made my second trip into a certain town I found that a kick had been registered with one of my customers. A man who had bought a plug of tobacco had brought it back to the store and showed where he had a vacancy in his lower set of teeth on account of that plug of tobacco. He had bit into it and hit a piece of a boot heel that had been stowed away in that plug. I had a good deal of trouble getting the thing squared and in persuading the storekeeper to give me another order for that brand of tobacco, but I did it finally."

"Well," said the drummer who represented a wholesale commission house, "that isn't as bad as the experience our house had with a consignment of butter that had been sent in. The house turned this particular lot of butter over to a retail house and when the people there opened it they found two dead mice in the middle of the firkin."

"Well," said the man who bought and shipped cotton, "you fellows have never had any such experience as I have had. For instance, I bought up a lot of cotton last summer and shipped it to a house in New Orleans. Well, in a few days I got a letter asking if those niggers were in those cot-

ton bales by mistake, or had they been put in to increase the weight. It seems that a small darky or two had been pressed in with the bales by mistake."

"And yet to look at you," said the grocery drummer, as he surveyed the placid countenance of the cotton buyer, "one would never suspect that you were an easy off hand liar."—Topeka Merchants' Journal.

He that soweth fun shall reap ridicule.

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

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

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Always Uniform

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No Talk Re-

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Good Grease

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At the Auditorium

For two weeks from May 7 to 19, inclusive

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

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

SHABBY GENTEEL.

Instances of Nerve on the Part of Stylish Beggars.

For cases of superlative gall it is not required that one should seek among professional beggars or swindlers. Rather look for them among the genteel poor or those who are not familiar with the local bureau of charities or individual philanthropists who have reduced charitable work to some sort of a system.

For more than a year I have acted as Secretary to a philanthropist of this city who annually disburses many thousands of dollars among the needy, although her name never appears in the newspapers in connection with any charitable object.

When I came to her in response to an advertisement and was found acceptable she outlined my duties in a businesslike way.

"I have a hobby for assisting poor persons who are outside the path of the regular bureau of charities and similar organizations," she said. "I do not mean those that are destitute, but frequently there are cases where money can be well spent in providing necessary clothing for children or little excursions of recreation for tired mothers. Or a few hundreds of dollars may be applied to the saving of a home. Sometimes a talented child is allowed to grow up without those educational advantages which, turned into a proper channel, would make him and his family independent.

"I believe there are times when a small sum of money loaned or given outright will prevent a suicide." (This was before the promulgation of Dr. Osler's theory that elderly persons could best profit themselves and the community by committing self-murder.) "Some of the cases I investigate myself, but there are times when I fear I have been imposed upon. What I shall require of you to do is to make enquiries so that money I have available for work of this nature will be employed to the best advantage. I understand that it is crime under certain conditions to give aid to people, as it forever afterward destroys their sense of independence and their courage to battle with adverse conditions; and I shall need your services especially in preventing the ill advised giving of assistance in such cases."

I learned early in the work that the way of securing clues to the misery of people was by consulting the personal advertisements in the newspapers.

In looking over the want advertisements one day this caught my eye:

PERSONAL—Small Loan desired by refined woman in deep distress. Good security will be offered. Will be at parlor in Van Dyke Hotel at 3 p. m. Saturday.

The Van Dyke Hotel parlor was scarcely the place wherein to find a "woman in deep distress," but I called there at the appointed hour.

A middle aged woman of refined appearance was there, and upon enquiry I learned that she had inserted the advertisement. She did not appear to be in want. She wore a hat that must have cost \$25, a diamond sunburst, sealskin jacket—

somewhat shabby—and a tailor made costume, nearly new.

"I am commissioned," I said, "to enquire into the nature of your trouble and to see if something can not be devised for your assistance."

"Oh, sir," she said, displaying much emotion, "I do not believe that any one ever had such trouble. My husband is engaged in the drug business, but he is so impractical. He can not provide for me as I have been accustomed. He does not make a salary large enough to enable me to live with any comfort, and I do not know what I shall do. We are in debt and I have not the least idea where the money is coming from that will enable us to meet our obligations."

"Where are you living?" I enquired.

She mentioned the name of an exclusive family hotel in the most fashionable suburb of the city, and added apologetically:

"We are living in a modest way. We only pay \$35 a week for our apartment and board. It is not what I have been used to, I can assure you. I am a Southern woman, sir, and always have been accustomed to living in good style. But even that small sum we are not able to pay. We are some weeks in debt to the hotel and unless we pay we shall be obliged to move."

"Have you no relation to whom you can apply?"

"I fear not. My only daughter is married to a rich New York man. She sent me \$100 last month, but in her letter she said that was all the assistance I could expect from her for some time. It was a cruel, undutiful letter. She said that she had sent me a great deal of money and thought that I should try to economize, that she had bills of her own to pay."

"Could you not move into less expensive quarters? A good flat could be rented for \$35 a month."

"Oh, dear, no," she answered. "I have gone into all that with my daughter. There is something so common about a flat. I should die if I had to live in one. Then, it would be more expensive than our present arrangement. We have no money to buy furniture and I am so helpless when it comes to engaging servants."

I was curious to know how the woman could be assisted and asked her if a small loan would tide her over her difficulties. She brightened up perceptibly.

"My husband," said she, "has invented a cure for the grip. He has formed a stock company, but no one appears to be buying stock. Now if I could get a loan of \$300 or \$400 for a few months it would be a great help."

She took from her handbag a box of the grip tablets and a certificate of stock, which she offered as security. At her insistence I took them and told her that she should hear from me if my employer viewed the proposition favorably.

Naturally I made an unfavorable recommendation in this case. The woman was extravagant, and it would have been an excellent thing for her and her husband—over-worked and

discouraged as he was, no doubt—if she was forced to live within her means.

Not long afterward I received a letter from a friend of my employer stating that she could be of great assistance to a washerwoman living in Southport avenue who, he had learned, had said she could be made independent for life if she could obtain \$200.

I went to the washerwoman's. She lived in small, mean quarters in a rear flat. She was washing in the kitchen. Her house was in great disorder. Soiled clothes were on the floor. Three dirty, unkempt children were playing with a frowsy brindle cat.

I found that the woman had invested all the proceeds of her arduous labor in Western mining stock of no value. She was so sanguine over ultimate relief from want if she could invest \$200 in a Colorado mine near Cripple Creek that appeared especially good that it seemed a pity to deceive her, but I conceived it my duty. I took two hours to partially convince the woman that profitable mines were not advertising their stock in Chicago at 10 cents a share.

The woman is now running a delicatessen store as a result of my employer's bounty and buys no more wildcat mining stock.

Some of the other odd requests for assistance that have been made to my employer are as follows:

To supply the trousseau of a girl employed in a candy store. (Not granted.)

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

Send Us Your Orders for

Wall Paper

and for

**John W. Masury
& Son's**

**Paints, Varnishes
and Colors.**

**Brushes and Painters'
Supplies of All Kinds**

Harvey & Seymour Co.
Grand Rapids, Michigan

**Jobbers of Paint, Varnish and
Wall Paper**

Why You Push Yeast Foam

Because

It Is the Best

Quality Guaranteed
to You and
Your Customers

To buy patent medicine for a rheumatic. (Denied, but a physician engaged.)

Funds to enable one newsboy to drive out of business a struggling competitor. (Denied.)

Assuming the burden of a law suit involving the rights of a party who complained of a "spite fence" erected by a neighbor and shutting off his view. (Refused.)

Innumerable requests to pay the fines of dogs imprisoned in the pound. (Turned down.)

Endowment to a hospital for sick cats. (My employer is not interested in cats, but largely supports a children's hospital.)

To enable the young son of a fruit peddler to take lessons in clog dancing.

And dozens of others. In the last year my employer has furnished funds, as a result of my investigations, to five men and children for artificial legs. As soon as I read in the newspapers of an accident resulting in the loss of a leg I investigate, and if there is no way of fixing the responsibility on a corporation or employer I order for the victim the best aluminium leg that money can buy. My employer, unless in exceptional cases, does not furnish funds for artificial arms.

D. Livingstone Scott.

Too Talkative.

Willie—Just one more question, pa. Our Sunday school teacher says I'm made of dust. Am I?

Pa—I guess not. If you were you'd dry up once in a while.

Thistledown Imported for Use Instead of Silk Fibre.

A crowd of youngsters were passing over a broad, open field in Fairmount Park the other day, evidently making their way toward one of the swimming resorts not far from Belmont Mansion. One of the lads, with the exclamation, "I wonder if my mother wants me," stooped and plucked a thistle—one of the common kind, with a small, white silky ball on a rubber-like stem. His action was imitated by the other members of the crowd, and soon all were blowing the cottonlike fibre from the stem.

Some succeeded in ridding the stem completely, but others, including the aforementioned youngster, being deficient in lung power, or owing to the tenacity of the fibre in their particular stems, were not so successful. The ringleader, for so he seemed to be, with the semblance of a frown upon his brow, exclaimed, as he continued upon his way, "She does, but I'm not going." The youngsters whose mothers did not want them, according to the prophecy of the thistle, were evidently much relieved by the knowledge that had come to them, while the others for a moment knew not whether to turn back or keep on their way. The temptation of a plunge into the cool flowing waters was evidently too much for them, as they all ran down the hill in the direction of the pool. All seemed thoroughly to believe what the prophecy of the thistle told them.

Nearly everybody at one time or

another in passing through meadows or fields has had his or her attention drawn to this thistle, but very few persons know what it is and the purposes to which it is put. It is a weed, but like many other small and seemingly insignificant things, it emphasizes the saying that "there is some valuable use for everything that grows." The real name of this weed is said to be "kapok." Its original home is in the Eastern countries, particularly Asia. There fences are built in the open fields where the thistle grows wild, so that the wind can blow the cottony or silky-like fibre against them, from which it is gathered and sent to market. In this country it is curious to note there is a law in some states against the cultivation of this thistle. Authorities on the subject say that if this were not the case, and if any one started to cultivate it to any extent, the time would soon arrive when farmers would be compelled to take active measures to get rid of it. The wind carries the seeds for miles, depositing them on the way, and within a comparatively short time they take root and spring up, spreading over whole fields. The spread of the weed, unless watched, is said to be so rapid as to baffle all attempts to rid the ground of it. It is of a hardy family of weeds, and smotherers to death weaker and perhaps more valuable plants growing near it.

Some of the uses of the silky material secured from this source, and which is now coming into this country from the Eastern countries,

through European ports, are hid, or, rather, kept a secret by manufacturers. It is known, however, that much of it is used in mixing in silk goods. It makes a very strong yarn when rolled. It is also used as a stuffing for pillows, cushions, etc. A considerable quantity is imported into the United States annually in tight, iron-bound bales of from 250 to 300 pounds. Its competition with cotton is now being felt by the Southern growers. Most of it comes in duty free or under a very small tax.

Another thistle of the hemp and flax family which is coming into close competition with cotton is known as "ramie," called also reha, reha grass, China grass and grass cloth plant. Hundreds of tons are now imported annually, most of it under light duties. Its competition with flax is said to be becoming almost as serious as with cotton. Its home is in China and the East Indies. It is a perennial shrubby of the nettle family, having numerous rodlike stems from four to six feet high. It has large heart-shaped leaves of silvery white beneath. It is now being cultivated quite extensively in the West Indies, and even in some parts of the southern section of the United States. The fibre yielded by the stem of the plant is coming into use for almost every purpose heretofore served by cotton.

—Philadelphia Ledger.

You can't tell how generous a man is at home from the way he treats a crowd in a bar-room.

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

STORE OPENING.

How It Was Successfully Advertised in Gotham.

Those who are not acquainted with the methods employed in operating a large retail establishment, or the modern department store, are likely to consider the subject in astonishment when confronted with a few facts and figures.

The outsider who does not know of the many cogs in this great manipulation of business machinery would at first glance consider the subject too complicated to grasp without getting in close touch with the practical workings of each and every department.

There are many employees in large department stores who do not see and understand the exact workings of such an establishment beyond their own immediate work or department.

The one great essential in a business of this kind is system. It is closely followed and practiced by the big department stores throughout the country. The proprietor or proprietors are usually kept informed daily by the managers and superintendents as to what is going on in each department, as to goods being bought, sales made and many other details of the day's business.

The superintendent is generally looked to for all the help, and is expected to keep the salary list down to its proper limit and in accordance with the limitations and possibilities of the business.

The credit manager holds an important position, and is responsible

for credits given and refused. This position requires a man with much tact, as well as knowledge of people.

The manager of the delivery department, with many teams, men and boys under his control, must have a world of information ready to give out daily as to routes, distances, localities, express companies, railroads, depots and many other things.

The treasurer or head cashier has an important position to fill and many assistants to look after. The manager at the complaint desk must be a person versed in diplomacy. The head floorwalker has much to do from the hour he begins his activity at the store until he quits at night.

Then there are a number of managers of departments who are also called buyers, for the reason that they buy the merchandise sold in their departments. These managers usually have an assistant or several assistants, stock clerks, whose duties are to keep strict account on their stocks of merchandise in the various receiving rooms where the goods are first taken in, inspected and marked, and then taken to their respective sale departments.

As for the advertising manager, I could say much more than I am expected to in the very brief space allotted me for this very important position, which, to my way of looking at it, is the key-note to the successful operating of the entire establishment.

Broadly speaking, the ideal department store is not to be judged, or at least should not be classed with the

vast majority of department stores which by their advertising are commonly called bargain shops.

This sort of advertising savors too much of the deception to be safe, and the sooner some department stores "cut it out" the sooner will the fame and stability of the store be made to grow and trade expand in the right way.

In planning the advertising for a new department store in New York, some six years ago, I was confined to less than six days in which, to use the exact expression of the proprietors, they would anticipate not only a successful opening of the new store, but would look for such advertising as might be termed, to use the street vernacular, "the talk of the town."

After some discussion as to the expenditure, the first essential was an agreement on the appropriation—which was not to exceed \$10,000. Being a firm believer in newspaper advertising, I proceeded to select the papers I considered most valuable for the proposition, and used the New York Herald and Times for the morning papers, the World and Journal for the afternoon papers, and the Brooklyn Eagle. Fully one-half of the appropriation was expended in these papers, the other half in a booklet.

I proceeded to plan my advertisements weeks in advance of the opening. I called in heads of departments and secured such information regarding their merchandise, etc., as would be valuable and interesting in the general advertising talk. I wrote

a dozen or more advertisements and threw them away. I went over the store from the basement to the roof, again visited the various departments and had interviews with department managers, and then turned out copy that was successfully used for the opening advertisements.

No prices and no mention of special items of merchandise were used in these advertisements; the story from day to day was about the new store, the new goods, the methods of conducting the business, the advantages of buying at this particular store. The public was told that no goods would be sold on the opening day, all were cordially invited to come and see, while special mention was made as to the excellence of the merchandise that would be displayed at the opening—that only dependable goods would be placed on sale at the very lowest possible prices consistent with a legitimate profit, and that the new store would begin selling Monday morning immediately following the Saturday opening.

The doors were wide open the day and evening of the opening, and a constant stream of humanity from the opening hour until 10 p. m. was the result—in fact, the crush became so great in the evening that the manager was obliged to telephone to police headquarters for an extra detail of police to help keep the crowds on the move in the twenty-eight different departments of the new store. The newspaper men who visited the store that evening to secure information for notices were obliged to gain

The New Trade Paper for Grocers, Butchers and Marketmen

Modern Methods

for the Retailer

is the name of a new publication about to be issued.

The first number is now on the press and will be mailed during May to every Grocer and Butcher in the United States.

It contains **practical** information of value, including suggestions for attractive display of goods, a full page talk on Profitable Advertising for the Retailer, and interesting details of the manufacture, utility and economy of Computing Scales.

Publication contains 8 pages, the size of Saturday Evening Post, and is handsomely printed and illustrated in three colors. Every retailer should be sure to get a copy of this new paper.

If you do not receive a copy by May 15th, write for one. They are free and well worth writing for. A postal will do.

Address MODERN METHODS, 47 State Street, Chicago

admission to the advertising man's office by the rear entrance, and the complimentary notices given the opening of the store were a marked feature of the campaign, and reflected no little credit upon the advertising department, while the business for the following week was more than satisfactory to the new firm and all departments in the new store.

Byron W. Orr.

Why Americans Do Not Insist on Their Rights.

Self-defense is a lost art in the United States. That good natured tolerance of any and, in some cases, of all evils and abuses which is the characteristic of the American people is the source of more crime, more graft, more intrusion upon the personal liberties of the people than anything else. We have carried the belief in liberty of others to a point where it has become license.

In plain English, we Americans permit intrusion upon our personal liberty that no man of any other nationality—except, perhaps, the excessively polite French—would tolerate. Practically all the grosser and the vast majority of the lesser evils of life in an American city come from our easy going tolerance. We fail to squelch bores, we fail to suppress nuisances, we fail to rebuke evil doers because "it is none of our business," or because we are willing to "let it go at that."

The fact is that if Americans stood upon their rights as individuals, insisted upon all others respecting their rights, and fought for their rights with one-half the insistence of an Englishman, the United States would be a near Utopia. We have "kickers" enough and to spare, but they "kick" in the wrong direction. We, as a nation, stand upon our rights, jealously guard our interests, stand ready to repulse any power that encroaches even to the least degree upon us, yet as private citizens we permit almost any intrusion upon our rights.

Most of our oppression by corporations arises from our good nature—and the attitude commonly taken by our citizens that "it is not our business."

"What is everybody's business is no man's business," so the corporations or individuals take advantage of this nonresistant condition of the communities and do as they will. No German or English city would permit any street railway corporation, for instance, to construct a line whither it pleases. They would not permit any corporation to build a line so that some tract of land owned by the corporation might be raised in value. They would take the broad ground that the urban transit system is for the benefit of the people and compel the corporation to build the line where it would do the most good to the greatest number of persons.

The question of duty and what constitutes duty is a hazy one in the United States but clear in England. We hear a man boastfully tell of some "graft," or "rakeoff," or "legitimate profit" made out of politics, out of municipal, county, state, or national contracts, and we laugh, shrug our

shoulders, and "let it go at that." Not one in ten thousand citizens of the United States considers it his duty to inform against these men and assist in bringing them to justice. Because of this lenient view we practically make ourselves accessories after the fact. In Great Britain every good citizen considers it his imperative duty to inform against any such person and to sacrifice himself financially or otherwise to assist the Government in punishing the offender.

We permit persons to trespass against us without making a fight; the Englishman never. We permit the neighbor to annoy us, to throw slops in the back yard, to let his poultry or dogs run over our premises, to obstruct our light and air, to impair our peace of mind or body, and then we say: "There is no use quarreling with a neighbor over a little thing."

No Englishman would submit to any of these intrusions upon his rights. He would fight—either in the courts or with his fists. Therefore, because every one knows he will fight, no one intrudes, unless he is looking for a fight. An Englishman will fight as hard when he is wrong as when he is right—but he always will fight.

The remarkable fact confronts us that while the British are conceded to be the most litigious people on earth, the number of common law cases in England, Scotland and Wales in a year is less than one-third the number filed in the United States. This would seem to be a paradox, but it is not. The British have learned to respect the law and each other. They are much readier to go to law than is the American, but they have less occasion for it. If the American went to law every time he should the dockets might be vastly overcrowded for a generation, but by that time the people would learn to respect each other's rights and the number of lawsuits would dwindle almost to nothingness.

The "cranks" of to-day are but the forerunner of a national reform. The man who arises in a street car and publicly rebukes some nuisance who has spat upon a woman's skirt may be a crank, but if every one did that there would be no such offenses. The man who refuses to "move forward, there" in a crowded street car when the conductor is trying to shove ten more persons into an already crowded street car is the forerunner of good street car service. The man who reports a policeman for loafing on his beat is paving the way for a perfect police system. The man who declines to sign a petition for the release of some notorious criminal who happens to have a political pull is taking a stand for purity of government. The man who denounces his political party managers when, in secret conclave, they decide upon some nasty political trick represents a force that some day will reform the nation.

It is commercialism that makes us parties to civil and private abuses. We sign a petition placing a notorious ward heeler on an election ticket, we sign petitions for the release of criminals when a "friend" appeals to us

to "use our drag" to help out a "good fellow." We do it because we hate to offend.

These are things we must learn to do as an Englishman does: refuse to aid an unworthy cause; insist upon respect of our rights, and accept it as our duty to expose evil doers. Until we do these things abuses will continue. Americans have not yet learned that each individual is practically a part of the law machinery of the nation, bound to assist in every way possible. Until Americans learn this they must expect corporations and aggressive individuals to trample upon their rights. When Americans have learned the lesson well, when every American learns to insist upon his rights and rebuke aggression, then, and not until then, will the virtuous majority cease to be ruled and over-ridden by the vicious minority.

John A. Howland.

If a lizard were a secret, by the time three women had passed it along it would be an alligator.

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

YOU CAN BANK BY MAIL

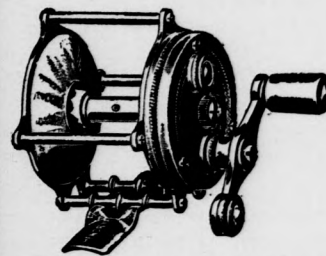


What are you going to do when you are old and have saved nothing? One dollar makes the start then it comes easy—start today in

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



Why Quality in Shoes Must Be Maintained.

Shoes used to cost more than they do to-day, but the merchant and the consumer are getting a far better product than they were wont to in yesteryears. Shoes cost more to manufacture to-day than they did during the time I speak of, yet the manufacturer is not getting the profit he did during those times. At present he faces stiff advances in the leather market, and increases the cost of his shoes in order that he may maintain the quality, but he is not necessarily adding one iota to his profit.

The one hopeful sign in the present situation rests in the fact that after this advance and price skirmishing are over, the public may have become educated to the higher-priced shoe, and the manufacturer thereby be in a position to get his rightful profits. At any rate, the only method whereby the quality and standard of shoes may be maintained is the increasing of the cost in proportion to the advancing leather market.

Never was there such a demand for quality in shoes. The shoe wearing public is asking for shoes that wear, for shoes that will stand up, for shoes that entail better workmanship and more real, genuine satisfactory service for the money. The dealer can get his price for a good shoe, no matter where the leather market may go. People may decide to get along with a lesser number of pairs per year, but such a condition is not at all likely as long as the present prosperous times continue. The live retailer is afraid of the manufacturer who advertises shoes at "old prices." Such a thing is impossible.

I refer to the shoe where the quality has been maintained, mind you. Every bit of material that goes into a shoe has increased in cost, the findings cost more, the leather costs more. There has always been a small profit in shoes, so where does the manufacturer get off when he claims that his shoes are as good as ever, and that the price is the same? The merchant who pins his faith to such claims usually and rightfully gets off with some skinned cases of skinned shoes. His trade purchase them and become dissatisfied. The dealer loses some of his old-established trade. Such a result is to be expected always. The present prosperous condition of our country has a bearing. This is most emphatically an age of good merchandise.

The people of this country have the money requisite for the acquiring of quality, and they have no pang of conscience in throwing it into a dealer who tries to make a fortune off a pair of shoes that were not made to stand it. Good shoes and satisfaction go hand in hand. The dealer who does not purchase the quality-sort of shoe, the shoe that will not bear up its reputation, is doomed to failure.

The time may come when the consumer will have the same protection from adulterated shoes as he now has in regard to the food question. Until that time comes the shoe manufacturers of the country should unite in order that the shoe industry of the country be placed on a strong, safe and profitable basis. I believe that the retailer should have protection as regards that storekeeper who sells a shoe under false pretenses, and that the manufacturer should have the same protection as regards that manufacturer who does the same thing.

The shoe manufacturers would be doing a good turn for the entire industry in getting together and using those means which would free them from the clutches of that monopoly which would control every bit of leather that goes into a shoe. In this manner the leading manufacturers of the country would be in a position to cause the enactment of such laws as would give them the opportunity to purchase good leathers where they desired, and not be in the present position of being compelled to pay any price for any sort of leather.

The shoe manufacturers of this country lead the world. We do not fear the shoes made in any country. American-made shoes would to-day be sold in greater quantities in all foreign countries where they wear shoes did we have the opportunity given us of competing with the shoes made outside our boundaries. At present we are not only lawfully compelled to purchase our materials from a certain monopoly, but we are lawfully forbidden to purchase elsewhere. Our shoes are better than those made elsewhere, yet we are handicapped at the outset should we desire to enlarge our field. It stands to reason that, should the present concerns in control of the leather situation decide not to add more to the cost, leather would necessarily continue to advance even to them. The supply of beef cattle killed each year is growing less and less.

Cattle are not killed for their hides but for meat. The manufacturer will soon be up against not only the problem of paying whatever a concern may ask in order to satisfy its profit account, but will be forced to stand the increasing cost of the market contingent on the supply and demand. The demand for shoes will increase. Our country is increasing at the rate of 1,000,000 per year. At the same time the supply whereby our leather is obtained is lessening.

Here is still another cause of the shortening of the supply. The remedy, the cure, rests in the hands of the manufacturers and retailers themselves. United action requisite to the correcting of certain evils in tariff laws, and enactment of legislation which will be dangerous to those violating those laws affecting our present clause regarding the "restraint of trade," are absolutely necessary. The sooner the manufacturers get together, the better for the industry as a whole. Prices on shoes will continue to advance and the shoe wearing public will continue to pay the price for a good shoe. They will even de-

REEDER'S

GRAND RAPIDS, MICH.



Tennis Shoes Greyhound Brand

Best on Earth for the Money

	Bals	Oxfords
Men's White, Brown or Black.....	\$0.60	\$0.50
Boys' White, Brown or Black.....	.55	.45
Youths' White, Brown or Black.....	.50	.40
Women's White, Brown or Black.....	.55	.45
Misses' White, Brown or Black.....	.50	.40
Child's White, Brown or Black.....	.45	.35



We are State Agents
GEO. H. REEDER & CO.
Grand Rapids, Mich.

When it Comes Right Down to Business

It's profitable results you are looking for. You want shoes that have the right material in them, made right and that will sell at a profit. That's exactly our proposition.



Hard-Pan Shoes

"For Men, Boys and Youths"

wear like iron. They are made over foot-easy lasts—one pair sold will sell another. A good dealer wanted in every town to sell Hard-Pans.

Shoes will be shipped same day order is received.

Samples for inspection by prepaid express. See that **our name** is on the strap.

Hard-Pan shoes are made only by the

The Herold-Bertsch Shoe Co., Makers of Shoes

Grand Rapids, Mich.

mand a better shoe and will pay the price for that shoe, also.

Leather will continue to advance for some time to come and the manufacturer will continue to pay the price, for no manufacturer is justified in purchasing inferior leathers when the demand for poor shoes is so scant. And no manufacturer, deserving the name, will purchase an inferior leather and then tack on to the shoe the advance requisite for a good leather in order to obtain his profit.

The advance in prices, and the question of the manufacturers' rightful profits are inseparately linked. It is true that the shoe manufacturer is getting a larger price, but he has only added the increased cost of that shoe. He is not getting any more profit. Competition is so keen that the manufacturer will not increase his profit of ante-price-advance days. Verily should the shoe manufacturers get together.

The manufacturer of shoes must maintain his quality. His standard must be held as high as ever and even higher. He can only accomplish this end by adding to the cost of his shoes the increases in the cost of the manufacture, whatever they may be.

E. F. Carpenter.

Incidents Peculiar To House Cleaning Time.

Written for the Tradesman.

They had been cleaning house.

The Model Husband on Brook street sat on the very edge of the stove hearth and balanced a quarter section of custard pie in his good right hand.

"Some men are most unreasonable," he remarked to his wife. "Now, you can take my Uncle Bill, for example. He always gets mad in house cleaning time and swears around at every little thing. I'm thankful I ain't built that way. I make allowances."

Then the Model Husband bit a large circle out of his pie and began to munch it. Suddenly he grabbed his jaw.

"Judas Priest!" he ejaculated. "What's that?"

From the interstices of his back teeth he extracted two carpet tacks and a lath nail.

"Explain this, woman!" he commanded, as he glared fiercely at his terrified wife.

"Oh, my!" said she, "that's the baby's work. I remember now that I let her have the dish of tacks to play with while I was rolling out the pie crust. She must have dropped some of them into the filling. Here, try one of my fried cakes."

"It's lucky for you that I hain't like Uncle Bill," admonished the Model with a scowl. "You'd never hear the last of it if I was."

The wife sighed and the Model attacked the doughnut. Presently a distressed look crossed his face.

"What the Dick—"

"Why, what's the matter?" queried his wife solicitously.

"Coal oil," was the laconic response.

"Coal oil?" enquired the wife.

"Yes, coal oil," he replied sarcastically. "What d'ye want to put kerosene in the fried cakes for? D'ye

think I'm a stockholder in the Standard Oil Co.?"

"Oh, oh, oh!" exclaimed the poor woman as a wave of recollection swept through her tired brain. "I remember now that I let the baby have the kerosene can to play with while I was stirring up the batter for the fried cakes. She must have poured some in the pan while I was putting wood in the stove. I'm awfully sorry, dear," she added in a tone that was intended to be conciliatory.

The Model jumped from his perch on the stove hearth with the intention of seizing the pan of doughnuts and throwing it through the window; but the violence of his movements was too much for the stability of the hastily set up stove and the already loosened stovepipe, jarred from its frail lodgment in the chimney, tipped down sufficiently to pour a stream of loose soot into the space between the Model's collar and the back of his neck.

* * *

At 2 o'clock the following morning the Model with the help of Officer Dawson found his way back to the house and the trembling fingers of his faithful spouse undid the fastenings of the front door.

"I'm back a'ready, m' dear," said he somewhat thickly, "an' if ye won't (hic) lay it to zhe baby (hic) all will be forgotten. I have (hic) drowned m' shorrows (hic) in zhe flowing bowl, but it'sh lucky fer you (hic) zhat I hain't like m' Uncle Bill."

Geo. L. Thurston.

Soles of Shoes Made Water-Proof.

There are a number of preparations for this purpose sold under various fancy names. They are largely composed of a quick drying copal varnish which should be applied to the sole several times until the pores are filled and the surface shines like polished mahogany. Care should be used to see that the sole is first thoroughly dried to facilitate rapid absorption and that the customer is directed to keep the preparation in a cool place to prevent evaporation. It is applied on a sponge secured by a cork with wire, the same as ladies' shoe-dressing.

An animal oil is considered the best application to the uppers, cod-liver oil ranking first.

J. Morley.

Qualifications of the Perfect Typewriter Girl.

It is possible for a typewriter to win business confidence from her employer, and to become almost indispensable to the house she works for, and she ought to aim at this. Accuracy and common sense in her work must be supplemented by another quality, however, or she will never succeed. The other quality is absolute silence about what she knows as a confidential employee. The gossip about business matters is inexcusable—in fact, a breach of trust. Too many girls forget this fact.—Success.

A Resemblance.

"Isn't our grocer somewhat eccentric?" said Mr. Snaggs to his wife.

"Yes, and even his breakfast wheat is cracked," replied Mrs. Snaggs.

"ROUGE REX" COLT SKIN 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.

Our Oil Grain Cruiser



OIL GRAIN CRUISER

This shoe is fourteen inches high, made from the best Oil Grain, is light, comfortable and very strong.

Exceedingly practical for lumbermen, farmers and all others who work outdoors in wet weather.

Like all shoes bearing our trade mark it's a good seller, a profit bringer and a business builder.

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

LOOKING BACKWARD.

Sketch of Noted Plymouth Pulpit Divine.

Written for the Tradesman.

No doubt most of the readers of the Tradesman are familiar with the beauty of that delightful promenade in New York Harbor known as Brooklyn Heights, the elevation of which is more than 200 feet above the lower half of New York City. At the time of which I write it commanded an unobstructed view of the East River for a stretch of two miles, the Jersey shore for a long distance, the whole reach of Staten Island in the bay, Governor's Island and its fortifications, the far-famed Battery with its Castle Garden and that little bit of verdure known as Bedloe Island, the secluded spot upon which was erected a permanent gallows, from which the hangman's rope was always swinging, with the forest of masts and flags of all nations floating from them, together with the ever-changing panorama of passing vessels on the river two hundred feet below. All these attractions made Brooklyn Heights a favorite playground for youth and a charming promenade for all lovers of the beautiful. The writer of this sketch boarded for a year with a family whose back parlor windows opened upon this ever-varying scene.

On Mulberry street, within a stone's throw of all I have described, the early descendants of the Pilgrim Fathers erected their place of worship and called it Plymouth church, in memory of the everlasting rock upon which their forefathers landed. The building was of old-fashioned hand-made brick. It extended across the block between Mulberry and Prospect streets, and was evidently built before the streets were permanently laid out as the entrance by the two doors on Mulberry street was so close to the sidewalk that the doors opened directly into the vestibule by a single step up. Everything was at right angles. The great square windows were glazed with 8x10 glass. The pews were high backed and uncushioned. The pulpit was elevated to a level with the gallery, which extended across one end and on both sides. Not a curved line to be seen in all this vast auditorium, which could seat 4,000 persons. It was in this church, packed to its utmost capacity, that the writer listened for the first time to that unrivaled pulpit orator, Henry Ward Beecher. Although but 37 years old, his fame as an earnest advocate of reform, especially the cause of temperance and the abolition of slavery, had spread from Indianapolis, Indiana, where he had been preaching, to Brooklyn, Long Island, and that fame was caught up by the wealthy and influential worshippers of Plymouth church and he became regarded as the one man for whom they had been looking to occupy their pulpit. The result was that a very flattering call, from a pecuniary standpoint, was offered him, accepted and he was duly installed pastor of Plymouth church. Thrilling as were his utterances in the cause of temperance or when pleading that of the black man in

bondage, his preaching was far more electrifying. Language fails to describe true eloquence. It must be heard and felt to be appreciated. His enunciation was rapid, his speech clear. His ideas seemed to flow from an exhaustless source, his logic was deep and convincing, all clothed in language so plain and simple that a child could understand it. If ever love existed between pastor and flock it was in Plymouth church. It was a pleasing sight, that warm handshaking that followed every service as his audience by hundreds gathered around the chancel to receive his kindly greeting.

A little incident that occurred every Sabbath morning particularly interested me: At the Mulberry street entrance there would drive up, with liveried coachman, an old-fashioned thorough-braced carriage, in which were seated an aged couple habited in the garments of colonial days, the gentleman in short breeches and long stockings, with silver buckles at the knees and in his shoes, a long-waisted jacket and gilt-laced coat, the madam gowned in rich silk, cut very short in the waist, over which was pinned a small shawl or shoulder blanket, surmounted by the whitest of lace caps and a poke bonnet. Arm in arm they used to march down the aisle to the front. There they were always met by Mr. Beecher with the heartiest greeting, and the close of the services found them always waiting for Mr. Beecher's parting handshake.

As a popular lecturer he held the field without a peer. The cause of temperance and the bondage of his colored brother brought out his strongest points. I have heard him upon the slave question when it seemed to me every slave owner in the South must have felt his ears tingle. He seemed to have sworn uncompromising hostility to every form of tyranny that oppressed mankind, whether it came from King Alcohol or Southern slavery. He was the Daniel Webster of the American pulpit. When shall we look upon his like again!

W. S. H. Welton.

Owosso, April 27.

Few People Know Anything About Their Daily Drink.

"After being on the road selling coffees for nine years I know no more about the business than I did when I first started out," was the apologetic confession of Robert B. Seligman, of Springfield, Ill., to a number of coffee drinkers. "There probably is no other business in the world so little known and understood as that of coffee. Practical housewives who know anything about the quality of the coffee they purchase are precious few indeed. The same holds good of the average merchant. I call on coffee dealers whom I do not show a sample the year round. They know they do not know anything about the coffee bean and rely upon the jobber to give them the best value for their money. Such customers inform me how much they are willing to pay for their coffee and we ship them the best to be had at that price.

"Just to show you how little the average woman knows about coffee I will relate an experience I had recently in one of Milwaukee's most exclusive coffee stores. A well-dressed woman came into the store and demanded five pounds of coffee. The dealer had five barrels of coffee standing in front of his counter, all of the same quality, but priced differently. With the complacency of a connoisseur this woman approached one of the barrels and tasted a few of the beans, made a face and sampled the next, which was marked two cents higher. This also seemed not to satisfy her taste. She tried a sample from the barrel marked almost double that of the first sample. After some time she remarked: 'This is considerably better than any of the others I tried, but the price is too high even for Mocha.' She compromised on the kind in the fourth barrel. The dealer said nothing, but did up the package and charged it to her account. As a matter of fact, all the coffee was common Rio.

"It is not all velvet in the coffee business, by any means, as might be supposed, considering the large number of coffee stores which have sprung into existence the last few years. If one considers the heavy expense these people are under he will soon come to the conclusion that no more than a legitimate profit can be made by the retailer. The giving away of premiums is overdone. One firm is putting out a 100-piece dinner set with every 100 pounds of coffee bought by a customer. Once started, a housewife will continue to buy the coffee in order to get her premium.

"The coffee habit is growing in this country, notwithstanding that many coffee substitutes have been flooding the market. These can not hold the people long. They are too

flat and do not stimulate and invigorate. Nothing is more valued as a tonic to a hard working man than a cup of good coffee. As to adulterated coffee, that cry is much overdone. In all my experience I have yet to come across an artificial coffee bean. It is true some irresponsible roasters allow twigs to remain in their coffee, while people, especially among the Germans, use chicory, but these can not be called adulterations or even artificial coffee."—Milwaukee Sentinel.

A man who is thoroughly in earnest in his work will always find something to say about it. It has been told of Tennyson that he constantly bored his friends by reading his poetry to them. Tennyson was all right. He was a poet all the way through. He was in love with his work. He lived in it and for it. He dressed up to his part in life. No matter what styles grew around him, Alfred dressed like a poet, or according to his own ideas of what a poet should wear. He advertised himself continually. He was in earnest. He concentrated his efforts.

A Western editor recently received the following unique letter: "Send me a few copies of the paper which had the obituary and verses in about the death of my child a week or two ago. You will publish the enclosed clipping about my niece's marriage. And I wish you would mention in your local columns, if it don't cost me anything, that I am going to have a few extra calves to sell. Send me a couple of extra copies of the paper this week, but as my time is out you can stop my paper, as times are too hard to waste money on a newspaper."

They who marry for money must want it even more than a miser does.

MICHIGAN SHOE CO DETROIT

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.

ART IN BUSINESS.

The Story of One Young Woman's Success.

Written for the Tradesman.

I am going to tell you the story of the success of a woman—a young woman and one to whom success came because she earned it and not because of any particularly bright beam of chance falling upon her.

Her name was Nellie—what difference does her other name make? She will probably change it anyhow, so you couldn't identify her.

Now, Nellie was just a plain everyday girl. In school she was just like the other girls—played their games, had her young love affairs and grew up like the rest.

The fact that she was born neither rich nor handsome sent her to a clerkship in the leading dry goods store of her home city when she finished the high school.

Now here is where Nellie showed her difference from the other girls: Instead of doing just as much work as the floorwalker compelled her to and spending the dull hours in discussing with Gertie the latest novel or what Willie said when they waltzed to "Home, Sweet Home," she put in her spare moments in beautifying her department. By the way, it was the ribbon department.

Early in her mercantile career she began to appreciate what good color sense could do towards beautifying a display. She planned color schemes that served to show off the wares for which she was responsible in a way they had never been shown before and succeeded in selling dead shades because of the pretty effects she accomplished by blending them with more popular colors.

This finally led her to planning schemes for the windows and she timidly made suggestions to Gus, the window trimmer.

Now at this point is really the only time the goddess of good luck seems to have aided her at all.

Gus was a lovable soul and did not have the swell-head, which is different from some window trimmers. He harkened to her ideas and it was only a short time when the windows of that store began to be town talk. This encouraged Nellie and she and Gus planned out a number of creations that would have been a credit to any window in the country, taking into consideration the amount expended and the quality of the goods shown.

Then Gus left. The fame, earned by Nellie, spread to the big city and when Gus got an offer to go there he jumped at the chance. Gus possessed considerably more than ordinary sense. One particular point in which he showed it was by arranging with Nellie to send him ideas from time to time.

The manager of the store was thoroughly familiar with the Gus-Nellie episode and, as he was more than a lap ahead of the times anyhow, he made Nellie a proposition to become window trimmer at a salary considerably in excess of twice as much as she had been receiving as a saleslady.

From this time her success went forward by leaps and bounds, so to

speak. Given full sway she evolved windows that never failed to attract passersby and she grew in the respect of the manager accordingly.

But the change had to come and it wasn't long on the way. The "road boys" spread her fame far and wide. One day a neat appearing young man stopped before the store and carefully looked over the windows. He had the air of an expert and a few minutes' inspection evidently satisfied him, for he walked inside and enquired for Nellie.

Then the secret was out. The young man was the head trimmer of a metropolitan store and he was there to make Nellie a proposition. In substance he informed her that she might command her own figure if she would come to the big city and do nothing but design windows which would attract a few more millions yearly to the coffers of the store which the young man represented. She need never go near the windows but should have a neat little office of her own where she could sit all day and make plans which bright young men would follow out.

Nellie demurred. She did not like to leave the old town, not even when she could fix her own salary; but she consented to ask the advice of the manager.

There was where he proved himself an honest man, as he candidly advised her to go, knowing when he did so that he was losing a valuable acquisition.

So Nellie went. That was three years ago. Now she edits the window-trimming department of a big trade journal at a salary a man might be proud to earn, and at the same time "syndicates" out her plans and ideas to a number of stores throughout the country for prices which would serve to keep the whole wolf tribe from her door.

But there are rumors that she is even going to quit this. The young man who came from the city to engage her is said to be carefully looking over the lists of flats advertised in the daily papers and he and Nellie were seen recently going into a furniture store together.

Putting these facts together it does not need a Sherlock Holmes to deduct the fact that, in the words of George Ade, "There is something doing."

J. F. Cremer.

Faulty System.

"My dear," said the trusting wife, "I don't think your rules of economy are any good."

"You don't?" asked the fond husband.

"No," she replied, bending anew over the column of figures in her beautifully bound expense book. "You told me the way to save money was not to buy things—that thus we would save the amount the goods would have cost us. So I have been careful to set down the exact price of everything I have wanted to buy, but felt I could not afford. I find, in adding it up, it amounts to \$456.88, but I only have \$2.35 in cash on hand. There must be something wrong with your theory."

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.

Seed Oats

We can ship immediately in any quantity Choice Recleaned Michigan White Oats.

Feed Flour

Send us your orders for Feed, Cracked Corn, Meal and Grain. We are particular about quality. Buy from us and you get the best. Include with your order an assortment for a few barrels of Wizard, "The flour of flavor."

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

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

HATS At Wholesale

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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



An Auto? No!

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

KINGERY MFG. CO.

106 E. Pearl St., Cincinnati

COUPON BOOKS

EXPERIENCE BOOK-KEEPING DISPUTED ACCOUNTS BAD DEBTS

ACCURACY ASSURE PROFIT CONTENTMENT

We make four grades of book in the different denominations.

CIRCULARS ON INQUIRY TRADESMAN COMPANY. GRAND RAPIDS, MICH.



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.

SUMMER RESORT BUSINESS

Should Be Catered To By Nearest Merchant.

Written for the Tradesman.

Spring is near at hand and following it, in the natural course of events, will come summer, and with summer will come the tide of summer resort business and the chance for the merchants in the small towns on the lakes that abound in Michigan to take advantage of an opportunity that it seems has been let go by year after year. This opportunity is the catering to the trade of summer resort people. Ask any man who has the summer resort habit what is the greatest drawback to summer resort life and he will tell you it is the difficulty in getting what he wants and what he has been used to in the city in the way of the small necessities and the minor luxuries of life. Why the merchants have not awakened to the possibilities of the summer resorter before is hard to explain. One merchant gave as the reason, when asked about it, that he did not wish to load up with a lot of stock that he could not sell to his home trade and have it left on his hands at the end of the season. Of course, this is the objection to the thing; but it is one that can be done away with by careful buying. A man who has kept a store near a summer resort should know, after a season or two, just what the people who form the colony want and how much they want of it. The next move is to buy accordingly. An experiment will prove that the catering to summer resort trade is one of the best ways a merchant can spend his summer season.

I helped a man who was preparing to go out in the country for a month get his traps together once and among other things he purchased a box of cigars of a popular brand; at least they were popular in the city. "Why do you buy a box of cigars to take out to the country and dry up?" I asked. "I have to do it if I have them at all," was the reply. "I never smoke anything else and I can't get them in the country. Some country merchant was losing money on that deal. There was no reason why he should. A little investigation would have resulted in his finding out what were the popular brands of smokes in the city and he could just as well as not have kept them in stock. The reason why people load themselves down with a lot of unnecessary stuff when they go into the country or to the lakes is because they can not get things where they are going. They would willingly forego bothering with hand luggage of various kinds if they could purchase the same thing when they reached their destination. But they can not and, warned by previous experiences, they leave a part of their vacation money in the city when it rightfully belongs to the country merchants; and, what makes the matter more deplorable, it is the fault of the merchants themselves.

This catering to the summer people applies to all classes of trade. The man who runs a grocery store should never fail to have a supply of the finer imported relishes—such as olives

and other little luxuries—things which, although he may have but little call for as a usual thing, will be in demand for picnic lunches when the summer resorter comes. There are dozens of things in the canned and bottled goods line that the hungry picnicker will buy if he knows he can get them and, as he is used to paying a good price for them, he will not demur at paying the same price in the country, thereby giving the country merchant a larger margin of profit than he makes on most of his goods, as he is getting city prices for things which he can sell without the large expense attendant upon running a business in town.

The country druggist has the greatest opportunity for advancement. If he be near a summer resort hotel his fortune is made if he manipulates his business properly. The soda fountain is a great source of revenue. But, strangely enough, this branch of his business is often represented by a miserable old fountain that has knocked about the country from one second hand dealer to another until it looks more like a relic from a junk-heap than a fount of drinks that cool but not inebriate. The country soda dispenser, as a rule, is not up on all the latest soda fountain drinks. Sufficient care is not given to this department and the quality of goods served is not of the best, so the summer guests forego the pleasure of the "bubble water" until they get back home. How many druggists make a study of the popular candies by watching the advertising pages of the best magazines to see what is being advertised the most and is, therefore, most likely to be asked for? "Not many," would be a safe wager. And yet when the summer girl comes she will bring along her liking for favorite brands of candy, just as much as the summer young man will his liking for a certain brand of cigars. If the average country merchant is going to handle them at all, why not make some money off them in the summer? The summer fellow will have them anyway and the country merchant who does not get the money for them is only turning it over to his city brother when it might as well be left in the country. Among other things that the country druggist who has a chance at the summer resorter can carry are fancy toilet soaps, powder and other toilet things that the wily summer girl uses to disguise the effects of the sun and water when she goes to those charming informal little hops in the evening.

The man who handles sporting goods has a miniature gold mine if he plays his game properly. Half the sporting truck that is carried out of the city each summer would never be taken away if it could be purchased in the country. But the right quality is seldom found. The usual country sporting goods dealer does not buy close enough and as a consequence he usually has a lot of unattractive shopworn goods on hand. When a man has had a bad day's fishing if he sees some attractive flies of a recognized variety in a window he will probably get some for the next

day, hoping to better his luck. If he does not see them he will probably borrow or send to the city after them. An unlucky day with golf balls will result in some business for the country merchant and if he has not a supply the city man will be called on to replace the balls that have been lost in playing. Broken sporting apparatus of all kinds is sure to result from a summer's outing and if he has the goods the country store man can replace broken rods and reels and golf sticks with new so that there may be no break in the season's sport. All down the line from the \$25 fishing rod to the 5 cent ball bat of the small boy there is a chance to make up for the dull months of the past winter. In every line there is a chance and with a careful study of the close buying a new field will be opened up to the tradesman who is near a place where toilworn city dwellers come to forget that there is such a place as an office.

Glenn A. Sovacool.

Two Good Trade Attractions.

A retail shoe dealer over in Ohio recently started two good plans for attracting attention to his store and increasing the volume of his business. His first plan was to sell one pair of shoes a minute for three hours, or 180 shoes in 180 minutes.

To accomplish this feat he inserted several strong advertisements in the daily newspapers in his city, calling attention to the fact that in order to sell the number of shoes he had planned to do he would give the first 180 purchasers the benefit of a lot of men's patent colt shoes, that regularly bring \$3.50, for \$2.29.

He was able to offer the shoes at a great reduction—because they were a lot of countermands that he had secured from a responsible manufacturer. A certain Saturday evening was specified as the time when the shoes would be placed on sale, and in the window a display was made of a number of shoes to be sold at the reduced price.

His second plan, and a much more interesting and valuable one, is designed to interest the little children in his store. Two bicycles, one a boy's and the other a girl's wheel, will be given to some hustling boy and girl June 1.

In his advertisements the plan is explained by stating that he will give the wheels for "just a little spare work" to the boy and girl who will return to him between April 1 and June 1 his cash register tickets, representing the greatest amounts of sales which were issued during this time. The scheme is to get the boys and girls to ask their friends to buy shoes at his place and give them the cash register tickets.

An Optimist.

The Angel—Don't you think it's a shame for me to go to church alone every Sunday?

The Brute—Oh, I don't know. You might be doing something worse.

The most bitter feature of defeat is the sympathy that goes with it.

No man is so blind as he who deliberately shuts his eyes.

LIMITED PRICES.

Opinion of One Manufacturer on the Subject.

Well, I see that another big manufacturer has soured on limited prices and thrown up the game—Knox, the gelatine man.

I read his warm little statement in the last issue with a great deal of interest.

What Knox said amounts to this: In the beginning he decided to hold up the jobbing price on his goods because the jobbers wanted him to, and now he decides he won't do it any more because it takes too much of his time hunting down jobbers who won't keep their word.

Pleasant situation, isn't it?

This whole limited price scheme strikes me as being the most inconsistent and unnatural thing I ever heard of. I don't wonder the manufacturers are getting tired of it—what is there in it for them?

Not a darned thing but work and fight—fight—fight from morning until night with the very people they are trying to benefit.

You see, the manufacturer's only reason for fixing a jobbing price on his goods is to benefit the jobber. If he didn't fix the price the cash cutters would sell it below what the credit jobbers could afford to, and the latter would lose their profit. The chance is, though, that they'd sell just about as much as they did when they made a profit, so the manufacturer would not lose anything.

You see in this day the jobber's got so he does not push much of anything in the proprietary line—he only sells what he has orders for—and the chance is he'd have as many or more orders at a cut price than he had at a higher price.

The point I'm struggling to make is that the manufacturer would do as much business, or more, if the jobbing price was cut as he did when it was not cut.

If that is so, he has nothing to gain by limited prices except the friendship of the jobber.

And what is the jobber's friendship worth if the author of it is all the time betraying it?

Not long ago I sat by the desk of a certain big manufacturer who limits his jobbing price—the jobber is told what price he can sell at, and if he cuts below it he's fined and cut off.

The manufacturer had just finished reading a letter from a certain Philadelphia jobber complaining that a retailer in a Jersey town had been buying the manufacturer's goods below the list price.

"Consarn it!" he said irritably, "I wish I'd never been fool enough to start in this contract price business! Now, here's this letter—the jobber who writes it does not lift a finger to push my goods. What orders his salesmen get without effort on their part he fills, but he does me no good. I don't regard such a man as of any value to my business. And yet he sits down and calmly writes me this letter and I've got to go to the trouble and expense of sending a man out to run this thing down. What

for—so that I'll be benefited in any way? No, so that this jobber will be protected in the enjoyment of the profit he does not earn!"

And then he wearily turned to his stenographer and said: "Send this to — (his agent in Philadelphia) and tell him to look it up."

"Do you suppose that jobber knows the name of the house that cut the goods?"

"I have no doubt he does," was the answer.

"Will he tell you?" I asked.

"No on your life he won't!" he almost shouted. "He expects me to spend my good money to find that out! Of course he won't tell me—they never do!"

"So you don't think the limited price plan is a success?" I asked.

"I should say not!" replied the manufacturer. "In most cases it does not do anybody any good. It is a nuisance to the manufacturer, for it costs him time and bother and money, and gets him no business. Not only that, but he never makes good; these fellows do not want to be protected—they say they do, but they do not! A lot of them simply use a contract price as a shield that they can hide behind when they cut. And the scheme does not help the jobber, except the one who has no conscience and cuts a price even when he has signed a contract not to. It gives him protection all right. The honest jobber is really hurt by it, because the competition that he might meet if it were open and above board is secret under a limited price plan and he can not meet it!"

This manufacturer sized the thing up so cleverly that I have repeated his exact words as near as I can. I think he is right—with one or two exceptions there has never been a limited price scheme that was not a failure to the jobber and an expensive nuisance to the manufacturer.

Look at the Sugar Trust—why did they throw it down after working it five years?—Stroller in Grocery World.

Now It Is Motor Boots.

Did winged Mercury wear motor boots? Parisians were recently startled by seeing a big booted man whizzing along the Avenue des Champs Elysees, and thence to the Bois de Boulogne at the rate of twenty-five miles an hour. It was M. Constantini, inventor of motor boots, displaying his new footwear. The boots resemble tiny automobiles, fifteen inches long, fixed on high boots. Each has four rubber tired wheels, eight inches in diameter. Accumulators are carried in a belt. The transit by wires is one and one-fourth horse power to each motor. This motor can be run at a speed ranging from six to thirty miles an hour. Each boot weighs sixteen pounds, but as the feet are not lifted the weight does not matter. Constantini claims to have traveled several hundred miles with them. He intends to travel from Paris to St. Petersburg on his fairy motor cars.

Lot's wife probably turned around to gurgle at the sinful baby that lived next door.

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. Powder	oz. of Shot	Size Gauge
120	4	1 1/2	10
124	4	1 1/4	9
128	4	1 1/8	8
126	4	1 1/2	6
135	4 1/4	1 1/8	5
154	4 1/2	1 1/4	4
200	3	1	10
208	3	1	8
236	3 1/4	1 1/8	6
265	3 1/2	1 1/4	5
264	3 3/4	1 1/2	4
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 c.	6 c.	6 c.	4 c.
BB, 8 c.	7 c.	6 c.	6 c.
BBB, 8 c.	7 c.	6 c.	6 c.
CROWBARS.			
Cast Steel, per lb.	5		
CHISELS			
Socket Firmer	65		
Socket Framing	65		
Socket Corner	65		
Socket Slicks	65		
ELBOWS.			
Com. 4 piece, 6 in., per doz.	net. 75		
Corrugated, per doz.	1 25		
Adjustable	dis. 40 & 10		
EXPENSIVE BITS			
Clark's small, \$18; large, \$26	40		
Ives' 1, \$18; 2, \$24; 3, \$30	25		
FILES—NEW LIST			
New American	70 & 10		
Nicholson's	70		
Heller's Horse Rasps	70		
GALVANIZED IRON.			
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28			
List	12 13 14 15 16 17		
Discount, 70.			
GAUGES.			
Stanley Rule and Level Co.'s	60 & 10		
GLASS			
Single Strength, by box	dis. 90		
Double Strength, by box	dis. 90		
By the light	dis. 90		
HAMMERS			
Maydole & Co.'s new list	dis. 33 1/2		
Yerkes & Plumb's	dis. 40 & 10		
Mason's Solid Cast Steel	30c list 70		
HINGES.			
Gate, Clark's 1, 2, 3.	dis. 60 & 10		
HOLLOW WARE.			
Pots	50 & 10		
Kettles	50 & 10		
Spiders	50 & 10		
HORSE NAILS.			
Au Sable	dis. 40 & 10		
HOUSE FURNISHING GOODS.			
Stamped Tinware, new list	70		
Japanese Tinware	50 & 10		

IRON

Bar Iron	2 25 rate
Light Band	3 00 rate
KNOBS—NEW LIST.	
Door, mineral, Jap. trimmings	75
Door, Porcelain, Jap. trimmings	85
LEVELS	
Stanley Rule and Level Co.'s	dis.
METALS—ZINC	
600 pound casks	8
Per pound	8 1/2
MISCELLANEOUS	
Bird Cages	40
Pumps, Cistern	75 & 10
Screws, New List	85
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
Scioto 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	85
Casing 6 advance	25
Finish 10 advance	25
Finish 8 advance	35
Finish 6 advance	45
Barrel 1/2 advance	85
RIVETS.	
Iron and tinned	50
Copper Rivets and Burs	45
ROOFING PLATES.	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
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
No. 27	4 30
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	
SHOVELS AND SPADES	
First Grade, Doz	5 50
Second Grade, Doz	5 00
SOLDER	
1/4 @ 1/2	21
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
SQUARES	
Steel and Iron	60-10-5
TIN—MELYN GRADE	
10x14 IC, Charcoal	10 50
14x20 IC, charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade, \$1 25	
TIN—ALLAWAY GRADE	
10x14 IC, Charcoal	9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade, \$1 50	
BOILER SIZE TIN PLATE	
14x56 IX, for Nos. 8 & 9 boilers, per lb	13
TRAPS	
Steel, Game	75
Oneida Community, Newhouse's	40 & 10
Oneida Com'y, Hawley & Norton's	65
Mouse, choker, per doz. holes	1 25
Mouse, delusion, per doz	1 25
WIRE	
Bright Market	60
Annealed Market	60
Coppered Market	50 & 10
Tinned Market	50 & 10
Coppered Spring Steel	40
Barbed Fence, Galvanized	2 75
Barbed Fence, Painted	2 45
WIRE GOODS	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
WRENCHES	
Baxter's Adjustable, Nicked	80
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70-10

Crockery and Glassware

STONEWARE

Butters

1/2 gal. per doz.	48
1 to 6 gal. per doz.	6
8 gal. each	56
10 gal. each	70
12 gal. each	84
15 gal. meat tubs, each	1 20
20 gal. meat tubs, each	1 60
25 gal. meat tubs, each	2 25
30 gal. meat tubs, each	2 70

Churns

2 to 6 gal. per gal.	6 1/2
Churn Dashers, per doz.	84

Milkpans

1/2 gal. flat or round bottom, per doz.	48
1 gal. flat or round bottom, each..	6

Fine Glazed Milkpans

1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each...	6

Stewpans

1/2 gal. fireproof, bail, per doz.	85
1 gal. fireproof, bail per doz.	1 16

Jugs

1/2 gal. per doz.	60
1/4 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2

SEALING WAX

5 lbs. in package, per lb.	2
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LAMP BURNERS

No. 0 Sun	35
No. 1 Sun	38
No. 2 Sun	50
No. 3 Sun	85
Tubular	50
Nutmeg	50

MASON FRUIT JARS

With Porcelain Lined Caps

	Per gross
Pints	5 00
Quarts	5 25
1/2 gallon	8 00
Caps	2 25

Fruit Jars packed 1 dozen in box.

LAMP CHIMNEYS—Seconds.

Per box of 6 doz.

Anchor Carton Chimneys

Each chimney in corrugated tube

No. 0, Crimp top	1 70
No. 1, Crimp top	1 75
No. 2, Crimp top	2 75

Fine Flint Glass in Cartons

No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10

Lead Flint Glass in Cartons

No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00

Pearl Top in Cartons

No. 1, wrapped and labeled	4 60
No. 2, wrapped and labeled	5 30

Rochester in Cartons

No. 2 Fine Flint, 10 in. (85c doz.)	4 60
No. 2 Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2 Lead Flint, 10 in. (95c doz.)	5 75
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 75
No. 2, Sun Plain Top, (\$1.25 doz.)	6 90

OIL CANS

1 gal. tin cans with spout, per doz.	1 26
1 gal. galv. iron with spout, per doz.	1 28
2 gal. galv. iron with spout, per doz.	2 10
3 gal. galv. iron with spout, per doz.	3 15
5 gal. galv. iron with spout, per doz.	4 15
3 gal. galv. iron with faucet, per doz.	4 75
5 gal. galv. iron with faucet, per doz.	4 75
5 gal. Tilting cans	7 00
5 gal. galv. iron Nacefas	9 00

LANTERNS

No. 0 Tubular, side lift	4 65
No. 2 B Tubular	6 40
No. 15 Tubular, dash	6 50
No. 2 Cold Blast Lantern	7 75
No. 12 Tubular, slide 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.	45
No. 3, 1 1/2 in. wide, per gross or roll.	85

COUPON BOOKS

50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00

Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.

COUPON PASS BOOKS

Can be made to represent any denomination from \$10 down.

50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00

CREDIT CHECKS

500, any one denomination	2 00
1000, any one denomination	3 00
2000, any one denomination	5 00

Steel punch

70

CATALOGUE HOUSES.

How Their Competition Can Best Be Combated.

This article is not gotten up with the object of attracting the dealer or retail merchant, nor is it gotten up to promote, defend nor condemn the business of the catalogue house. Its sole object is to show how and why it is possible for a rank outsider to come into any locality and abstract the trade and cash from the friends whom we have known personally for years.

There are retail merchants in business everywhere, who seldom get out of their home town; their business interests keep them home almost 365 days a year. These merchants seldom have opportunity to talk with any great number of other merchants in other localities. As a result of this isolation, the greater number are unable to figure out the catalogue house correctly. After trying awhile, some conclude to blame the manufacturer, on the grounds that wholesale prices are so high no retail merchant can successfully compete against the catalogue house. Still other merchants after fruitless efforts to solve the matter, give up the case as hopeless.

There are men whose business interests require them to visit a great many towns and cities during the year. These towns and cities are in some instances thousands of miles apart. With these men the catalogue house question comes up daily and is discussed by them in all its phases, with all classes of merchants. Men who travel widely and meet a vast number of merchants, and who are observing, get to inquiring and finding out the ins and outs of the catalogue business, the method employed to get business and the results. They also ascertain the methods employed by the merchants whom they call on, to get and hold business, and the results. It is but fair to compare notes, and this is what the writer aims to do. The result of his investigation along these lines is given but with one object in view, not to condemn the catalogue house, not to condemn the retail dealer, but simply to help him overcome the catalogue proposition.

What must the merchant do to keep the catalogue house from getting his trade? Some merchants have studied this question very exhaustively. They know all about it. They do not complain, for they have nothing to complain about. The catalogue house does not worry them in the least.

If the catalogue house worries you, possibly you may know of some successful merchant in your locality who tells you he doesn't worry about the catalogue house. Ask him how he keeps this kind of competition down. Study his methods and then compare your methods of doing business with his.

The writer has met a great number of these successful merchants who do not complain to catalogue houses. Strange to say their methods in the main are identical. The suggestions herein as to how to prevent the cata-

logue or mail order house from doing an extensive business in any locality are inspired by the sayings of these successful merchants.

To begin with, the catalogue house is a corporation, composed of men; (perhaps some of them are in the retail business), who combine a certain amount of money in order to reap profit. It is safe to say that the men who conduct the catalogue business meet every so often, and devise ways and means to corral business. It is very evident that these meetings bring out one idea paramount to all others, that is, advertising.

Now the word "Advertising" does not mean an expenditure of money in inserting cuts and other notices in newspapers. The word "Advertising," in its broader sense, simply means a way to reach the consumer so as to sell him wares. The catalogue house, from its name, believes the best way to reach the consumer is by and through catalogues. Therefore, it is safe to assume that every catalogue house appropriates so much money each year for the getting up of and distributing of catalogues. This item of expense must certainly be charged up on the books as advertising.

After the catalogue is gotten up, it must be sent somewhere. So a list of your customers is secured and a catalogue is sent to each. Now this is why the catalogue house is enabled to do business. They believe in and adopt modern ways of securing trade, and this is the whole secret of the success of the catalogue house being able to sell to your friends, for the catalogue house has what you have failed to get, that is, a list of the buyers in your neighborhood. Have you such a list? If not, are you really entitled to a big volume of business when you don't care to spend, in your vicinity, the same amount of time and money to get it, that the catalogue house does? Can you expect to get something valuable for nothing? The catalogue house does not believe so, for they spend every spare minute of the day writing to your customers. Now, if you don't believe in spending your spare time in trying to get trade, why should you condemn those who do believe in working hard, and who as a result of this hard work secure trade? It is the catalogue that is sent out that does the harm, for if the catalogue was not sent out, how could the consumer ever know what the catalogue house had for sale, and if they didn't know what was for sale, how could they ever buy? Now is it reasonable to complain of the catalogue house? Just stop to figure it out for yourself. The catalogue fellow is doing exactly what you do. He has to buy his goods. So do you. He wants to sell them at a profit; so do you. He doesn't care whom he sells them to; neither do you. The difference is, he spends more money for advertising right in your own neighborhood than you do. If you don't believe this, just figure it out and then ask yourself, do you spend as much money for advertising, in proportion to your sales, as the

catalogue houses do in proportion to theirs?

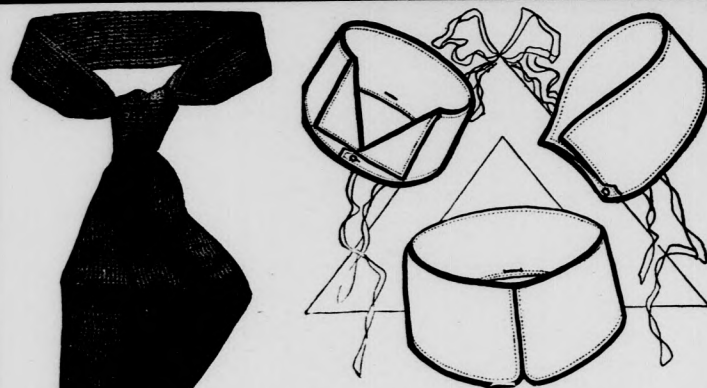
As a good business man, can you expect to do more business at a less percentage of expense than any other good business men? If you do it and can keep it up, what is the use of complaining of the catalogue house at all? If you do complain of the catalogue house getting your business away from you, the cause of the complaint is because you are trying to do a big and profitable business at a small expense, which can not be done in these days of competition. The chances are that if some other good business man were to open up a store in your town and advertise his wares more than you do yours, he would likewise get your trade away from you.

Some merchants who complain about the catalogue house and who have read the foregoing up to this point, will keep repeating, "Price, price, they undersell us." Well, let us say to these merchants that a few years back, and before the catalogue house came so prominently in evidence, a certain St. Louis manufacturer, who knew what rustle and hard work meant in profit, sent car loads of ranges right to your depot. He also beforehand got a list of your best customers, and went right to them, and sold your best friends \$70 ranges, which were not as good as the ones you ask \$45 and \$50 for. Now, suppose this St. Louis manufacturer, still possessing the same desire to sell your friends his great non-breakable, hit-me-with-a-hatchet, Jesse James range, had failed to get

a list of your customers, or had failed to send men to see your customers, how many of his \$70 ranges would he have sold in your locality? Likewise, if the cataloguer of to-day had failed to get a list of your customers and had failed to send his salesman, the catalogue, to your customers, how many of his cheap or cut-in-three-part \$70 ranges would he sell? Just a few years ago it was the complaint that a rank outsider sold your trade for twice the money you ask for your goods. Now it is the complaint that a rank outsider sells your trade for half the money you ask. Yet the whole secret of how he got the big price, and of how he now gets the small price, remains to a great number of merchants unsolved. The lesson of getting what we work for is not looked into at all. Yet here is the whole secret solved. It is not price, but simply good business practice that sells the cataloguers' goods.

One of two facts must be true: Either the manufacturer who sells the retail merchant is securing an enormous profit from the high price he asks, or he makes a better grade of goods, and must necessarily get a bigger price for his goods, which better grade must bring a larger retail price than those sold by a catalogue house. We will leave this subject entirely to the dealer's judgment, for he knows that he buys a better grade of goods.

Advertising is the keynote of success. First, get a list of all the householders in your town and vicinity; then send them circulars, send



Neckwear and Collars

Perhaps you need some new things in this line. We advise you to get you 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

them letters, send them prices, invite them to your store, advertise in the newspapers, keep your name before the public, sell good goods and get good prices. You can do it, but you can not do it without advertising.

F. P. McCarty.

Mail Order Competition, Its Cause and Cure.

It is a well-known law of nature that not a thing is as it is without a sufficient reason for being. The reason for the success of the mail order house is that it not alone caters to the immediate necessities and wants of the people, but by interesting stories and clever pictures creates a desire among the country folk and dwellers in hamlet, village and town for articles of merchandise which had always seemed to them to be luxuries beyond their reach, and shows them how easy it is for them to secure these various articles.

The cross-roads store, with its motley array of dry goods, hardware, groceries, etc., is directly responsible for the success of the mail order house. Few country merchants grasp the opportunity that was and is today theirs for the effort. They never show new articles of merchandise in an attractive way nor cater to the wants of the young women and men, to say nothing of catering to the wants of the children in his community.

With the coming of the rural mail delivery came the magazine and the weekly paper, with fashion plates and columns on what to wear and what to eat and how to furnish the home, and with interesting advertising pages, followed by the mail order catalogue, opening up to the rural people a new and unexplored paradise, where the father and mother of the family, as well as the children, from the child just learning to read to the grown up sons and daughters, were at liberty to examine at their leisure all the newest and best in wearing apparel, household furnishings, machinery, implements, etc.; all the goods were arranged in an artistic way and explained clearly and interestingly. This is the reason why the mail order houses have grown by leaps and bounds until to-day they threaten the very existence of the merchants who by their narrow views and unbusinesslike merchandising, are primarily responsible for the success of the mail order house.

Not a word of complaint ever comes from the merchant who is awake to his opportunities and who keeps abreast of the time by carrying the new styles of merchandise and showing his goods attractively in a neat and well-arranged and well-appointed store. Human nature is alike whether on the farm or on the boulevard, and there is the same craving for the latest, the newest and the best. The woman of the farm wants to dress as well (or to think that she is as well dressed) as her city sister. She wants all the labor-saving household devices, the gas or gasoline stove, the sewing machine, the kitchen cabinet and articles of household adornment and luxury, the piano and the piano player, the

sofa pillow, pictures, books, etc. The man of the family wants his buggy or bicycle, he wants the latest labor-saving machinery and implements, and so it goes throughout the family.

Even although many a merchant is himself to blame for his plight, there is yet a chance for him to retrieve his loss and re-establish himself in his rightful position as the distributor of the means of his community. He must awake from his sleep and show a willingness to cater to the wants of his neighbors, whose custom must support him and make him more or less prosperous. He must have a modern store building and conduct his business in a modern way. He will, if he is bright, bring to his assistance the millions of dollars spent in publicity by the manufacturers who advertise their wares in magazines, in newspaper and on bill-boards. All the combined expenditure of every manufacturer who advertises his product can be turned to the benefit of the retailer. The makers of clothing, furniture, shoes, feather pillows, things to eat and things for show, are spending annually millions of dollars more than all the mail order houses combined.

The manufacturers' advertising creates a desire in the minds of the purchasing public for their product. Their advertising always mentions the fact that their product can be had only of home dealers. The country merchant should make it a point to carry all the best and most widely advertised articles of merchandise; he should let the people in his community know that he is distributing depot for all manner of advertised goods; he should mention this fact in his own advertising in his local papers and in his circulars; he should show the advertised goods in his window and distribute the advertising leaflets printed with his name and address, which are supplied free of charge by all manufacturers who advertise. He will in this manner have working for him millions of dollars of capital and millions spent in advertising.

Not one of the well-advertised articles of merchandise can be had of strictly mail order houses. Look through their books, as you may, you can find no mention made of advertised lines of furniture, pillows, beds, bookcases, clothing, shoes, hosiery, silks, etc. What does this mean? It means that the consumer who desires any of these articles must secure them from the retail dealer. Be then, one of the retailers to handle advertised goods; carry as many different lines as you can—the more the better. The more dealers in a town to handle advertised goods the better for each individual dealer. The people get to know that the goods they want can be seen and examined at their door, and there is then no incentive to order from the distant mail order houses. The dealer who will take hold of this matter in the right way and who will co-operate with the manufacturers who advertise their product will again easily come into his own, the trade of his home people.—One Who Knows in Furniture Journal.

Get Ready for the Hot Summer Days



Cool Wrappers, Sun Bonnets and Beach Hats

are a necessity during the warm summer days.

WRAPPERS—From our immense stock of **Women's Percale Wrappers** we can fill your orders promptly. Assorted light and dark colors. Nice full sizes, well made and trimmed with fancy braids and full ruffle. All sizes from 32 to 46.

Send us sample order. Will make up a nice assortment for you.

SUN BONNETS—In Black and Fancy Colors, 50 dozen to close out at a Special Price.

BEACH HATS—Entirely new this season. Everybody is buying them. They're made of **Percales, Gingham, Muslins** and other washable fabrics, in white and assorted colors.

Send us trial order

The Wm. Barie Dry Goods Co.

Wholesale Dry Goods

Saginaw, Mich.

Floor Coverings

We carry a complete line of

Matting

Floor Oil Cloth

Linoleum

Matting at 10½c per yard and better. Floor Oil Cloth at 17c per yard and better. Linoleum at 35c per yard and better. Our goods are new and the patterns are neat and desirable.

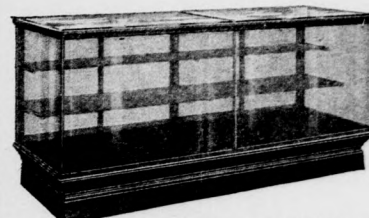
P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

THE BEST IS IN THE END THE CHEAPEST!

Buy None Other



Our New "Crackerjack" Case No. 42. Has narrow top rail; elegant lines!

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.

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.

TRAVELING SALESMEN.

Their Life Is Rough on Both Mind and Body.

Selling has become an art. Its practice is universal. It is one of the two fundamental elements of business. It may be said with absolute truth that there is not a wholesale, or a retail, or a manufacturing house of any kind without a greater or less number of selling representatives. The tradesman may know what he wants, and he doubtless is aware that he can not do the maximum of business without the proper goods, and yet for some reason which has not yet been fully explained, the chances are that he will seldom order these goods by mail, or go after them, but wait until some traveling salesman has called upon him and solicited his trade.

It would appear to be an unnatural condition of trade that makes it necessary for the buyer to be told what he should buy; but whether it be unnatural or not it remains a fact. The selling of practically everything except a part of the goods sold over the counter is the direct result of solicitation, or of what is known as drumming; and this occupation of solicitor or drummer is one of the foundation stones of commercialism.

The salesman is one who sells, whether he be a proprietor or a wage-earner. It is he who represents the firm in presenting the goods, and he is virtually the go-between. The salesman is a solicitor of trade, whether he sells goods on the road or from behind a counter, and his remuneration depends upon the perfection of this solicitation.

The traveling salesman, or drummer as he is commonly called, is one who solicits outside of the office or store. He usually earns a higher salary than is paid the counter man, who handles the trade which comes to his store or office; and while to be successful the latter must possess the abilities of the solicitor, yet it is not necessary that he be so alert and aggressive as the drummer who goes from place to place for orders. The real difference between the outside and inside salesman is this: The outside salesman takes the initiative, while the customer, to some extent, makes the first move when buying goods from the inside salesman.

Probably 75 per cent. of the successful merchants and storekeepers began as salesmen, and nearly every prominent wholesaler at one time was a drummer. It is certainly common sense to assume that no man can successfully direct the movements of

others unless he has actually done what his employes are called upon to do. True, a man may be an expert at selling and not make a good manager of salesmen or a good merchant, for some men's selling ability needs the direction of a broader and greater mind. It is also true that some sales managers have little actual selling capacity, and can not successfully meet a customer.

Ability, without the assistance of an encouraging environment, will hinder the boy's advancement sometimes; however, not so much as will less ability with a good opportunity. It is extremely important, therefore, that the boy should start right; that is to say, that he should connect himself with some business which he will not outgrow. For the first few years the boy will be learning, and really accomplishing very little. This is his apprenticeship, and during these initial years he can not hope to receive more than a few dollars a week. When he becomes a salesman, then he begins to rise, and if he has the right kind of stuff in him and the conditions are right, his rise may be rapid.

The rank and file of country store salesmen—that is, inside men—do not receive on the average more than \$10 or \$12 a week, even after they have become thoroughly experienced, and the maximum pay probably has never exceeded \$25 a week. Department store salesmen in large cities draw salaries of from \$8 to \$30 a week, the average paid to a good salesman of experience being from \$18 to \$20. The average salesman in small city stores, and even in those located in large cities, receive anywhere from \$8 to \$20 a week, comparatively few drawing the latter salary.

Resident salesmen of experience in wholesale houses command salaries as high as \$3,000 a year, and a few enjoy incomes of \$10,000 a year; but the average annual salary paid to the first class resident salesman is probably not more than \$1,200.

The traveling salesman usually begins at \$10 a week, and the average salary of a good salesman is not less than \$1,500 a year.

First class traveling salesmen seldom receive less than \$2,000 a year. Those of long experience and exceptional proficiency may enjoy annual incomes of as much as \$5,000.

The salesman on commission is really in business for himself, and his income almost always exceeds what he would receive on salary. Some salesmen have a dual arrangement with their employers by which they sell upon both salary and commission—that is to say, they are guaranteed a certain amount every year whether or not their commissions reach it. But it is obvious that no concern will continue to pay a stated sum if the amount that it would pay on commissions long continues to be below such sum.

The store salesman is confined to narrower limits, and unless he possesses aggressive or other exceptional ability, or is employed in a small store, he stands little chance of rising above the position of head of his

department. The traveling salesman has a much better opportunity for advancement. If he is particularly successful and has built up a large clientele it occasionally happens that he is given an opportunity to enter the firm, or he may form a business partnership with other salesmen of his capacity.

The traveling salesman is without a home; he lives on trains and in sleepers and at hotels. He is obliged to put up with every kind of accommodation, and is exposed to sickness and to accident. Every form of temptation is presented. But there is temptation everywhere, and the boy of well-formed character, who is conscientious and faithful, can safely take to the road. Traveling may facilitate the distribution of the bad, but the bad is sure to come out, whether one remains at home or travels. The boy of loose habits, who has little stability, who is easily influenced, and who can not be trusted, will immediately yield to temptation, and will sacrifice his morals and undermine his health. But if this boy is so weak in character that the road will ruin him, is it not logical to assume that he might just as well be ruined rapidly on the road as to stay at home and undergo a similar but slower process?

At the very start the boy, in deciding to become a drummer, should not allow himself to be governed by the thought of the pleasures of travel, or by any thought save that he has his place to make in the world, and that this furnishes a means of making it. The road to him should be a means to an end, something disagreeable, something to be endured, but something which he must not allow to master him.

The salesman should be impressed with this one great fact—that the amount of remuneration one receives during the first few years, whether indoors or on the road, is of little consequence so long as it is sufficient for his actual needs. What the position will lead to is of most consequence.

I am aware that the country store does not offer great opportunities for success. Neither does the city store. Competition is greater to-day than ever before and greatly lessens the chance to rise of other than the most proficient. The probability is that the average salesman, whether in the country or in the city, will not rise high in his calling, nor is the member of any other business or profession likely to. There must always be more soldiers than officers. I believe that if one is satisfied with an ordinary degree of financial success, and cares more about himself, his family, his neighbors and his citizenship than he does about his actual money income, then he is far better off in the country than in the city.

Not one inside salesman in a hundred is a good salesman, and most inside salesmen possess little real selling ability, consequently it must be assumed that one can earn a living behind the counter even if he can not develop more than the rudiments of salesmanship. The ordinary salesman seldom shows any marked char-

acteristics while a boy. He is simply an ordinary boy, traveling along as ordinary boys do, and he will go in the direction that his parents point or his playmates happen to suggest. But the first class salesman develops from the boy who has himself perfectly in hand, who understands men and things, and who is a leader of boys, who generally has his own way, not by force but by persuasion, and who governs his playmates simply because he knows how to handle them.

N. C. Fowler, Jr.

Got Beach Wood Sure Enough.

The story is related of one of Ludington's close figuring business men who recently contracted for several loads of dry beech wood at one dollar a cord. He chuckled to himself long and loud over the clever bargain he had made. The contractor, a seedy looking fellow, hauled the wood to the man's house and then came to the office for his pay. The coin was promptly handed over and the two men parted mutually satisfied and each thinking he had cooked the other to a turn. But when our business man went home that night the good wife met him at the door exclaiming, "What on earth do you want of all that stuff in the back yard?" "Oh," replied the other calmly and rubbing his hands the while, "that is our supply of winter wood, dear; I got it at a bargain." "He that provideth all things" then went out to view his purchase and was nearly paralyzed to find that his back yard was literally strewn with dry "beach" wood of fevery conceivable shape and size. And the next day it rained.—Ludington Record.

Getting at the Facts.

Jags—Waggs told me the other day that I was full of dry wit.

Naggs—Waggs was evidently kidding you. I never saw you full of anything that wasn't wet.

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

SUCCESSFUL SALESMEN.

J. J. Berg, President Manufacturers' Distributing Co.

Jacob John Berg was born in Groningen, Holland, April 24, 1873, and arrived in Grand Rapids with his parents April 24, 1886. The following day he went to work for H. Leonard & Sons in the capacity of utility boy. At this time he could not speak a word of English and his knowledge of the customs of the country was necessarily very meager. Eighteen months later he left the Leonard house to take the position of errand boy in the Goebel wall paper store at 3 South Division street. He remained in this position one year when he entered the employ of Morse & Co., then located at 42 Monroe street, as salesman in the shoe and furnishing goods department. Four years later he went back



to H. Leonard & Sons as stock clerk, where he remained a year. He then embarked in the retail crockery business on his own account at the corner of West Leonard and Pine streets, selling out eighteen months later to Ira Hoogendorp and returning to the Leonard house as stock clerk. He was subsequently promoted to the position of floor salesman and seven years ago became traveling salesman, being assigned as territory Holland and the Holland colony, Muskegon, the Lake Shore and the Grand River Valley division of the Michigan Central. Feeling that the opportunity for advancement would, perhaps, be greater in another field, Mr. Berg recently retired from his position and entered into a partnership with H. H. Sprik and Dan Lyzen under the style of the Manufacturers' Distributing Co., which will act as factory agent for a number of china, glass, crockery and enameled ware institutions. The new house will be located in the Hawkins block, at the corner of South Ionia and Fulton streets.

Mr. Berg is a member of the Grace Dutch Reformed church on Caulfield avenue, being Assistant Secretary of the Sunday school. He was married Oct. 6, 1892, to Miss Nettie Denhouwer, of Grand Rapids, and is the father of three children—a boy of 12 and two girls, aged 10 and 8 respectively.

The family reside in their own home at 494 Caulfield avenue.

Mr. Berg attributes his success to push and honest dealing, which mean much in this world when coupled with other qualities which tend to round out the successful business man's career.

Rights of Pullman Travelers Defined.

In these days in which pretty much everybody travels some and many people travel a great deal, a case recently decided by the Appellate Division of the New York Supreme Court, in the first department of that State, is of interest. A man named Applington in March, 1901, bought at the railroad office in San Antonio, Texas, a through ticket to New York and at the same time purchased a ticket from the Pullman Company entitling him to a "double lower berth" from that point to Jersey City. In very fine print on the Pullman ticket was a statement to the effect that the agent will not say whether it was for an upper or a lower berth. He took the train and had a lower berth as far as New Orleans, and there had to change cars, but was refused a lower berth farther than Montgomery. While trying to assert his rights the only remaining lower berth was sold by the conductor. There was an upper berth which the plaintiff refused to accept because he is a somnambulist and feared that he might be injured. Accordingly he was obliged to ride in a common coach day and night until he reached Jersey City.

At his earliest convenience Mr. Applington brought suit against the Pullman Company for damages. The latter defended on the ground that his ticket bore in fine type the conditions referred to above, which they contended relieved them from all obligations, inasmuch as the passenger had refused to take an upper berth. The Appellate Court held that the plaintiff was not chargeable with notice of a provision in fine print on a ticket which prevented an agent from designating the berth as upper or lower, if his attention was not particularly drawn to it by a representative of the defendant. It also held that whether or no he was negligent in failing to discover that condition was a question for the jury to determine. The trial judge held that the verdict for damages must be limited by the cost of the ticket. This the Appellate Court says was error and reverses, holding that a recovery can be had both for breach of contract to furnish a lower berth and for the injury and inconvenience suffered in being obliged to ride in the common cars. The trial court refused evidence to show that the plaintiff would have endangered his life by riding in an upper berth, owing to the habit of sleep walking. The decision is an important one to travelers. Presumably it will be taken to the Court of Appeals and if there the judgment of the Appellate division is affirmed Pullman passengers will have made a very important point for their protection.

Gripsack Brigade.

George McManus is known from one end of the State to the other as "McManus, the suspender man." He has traveled Michigan for Dibble & Warner, East Hampton, Mass., for the past eight years, selling nothing but suspenders. Mr. McManus formerly lived in Port Huron, but recently moved with his family to Detroit, locating at 1027 Townsend avenue. He expects soon to open an office in the "drummers' castle" in the Kanter building, where the country is saved from ruin every Saturday.

A Ludington correspondent writes: P. E. Kannowski has succeeded D. R. Stevens as traveling representative in this territory for Cudahy Bros. Co., of Milwaukee. Mr. Kannowski has for several years been employed in the U. S. service, making his home at Alpena. He was brought up in the meat business and is a most competent and agreeable gentleman to represent the interests of the Cudahy Co. among local meat dealers. His territory covers Ludington, Manistee, Clare, Cadillac and intermediate towns. Mr. Stevens has taken the Grand Rapids territory for his company.

Merchants Journal: "I haven't time just now; come around about 10 o'clock, when I close up the store." How often the traveling man hears this from the retail merchant to whom he offers to sell goods. And so the traveling man sits around all day, misses train connections which he had expected to make, and puts in half the night selling goods when he ought to be getting rested for the next day's work. The retailer reasons that it is the traveling man's business to accommodate him; that he is doing the traveling man a favor to buy from him at all, and that the less time he can put in looking at what the traveling man has to sell the better off he is. It is possible that some merchants magnify the selling end of the business at the expense of the buying end. It is certain that unless a merchant buys his goods from the traveling man, he will have nothing to sell. The buying end of the business is of great importance, and it should not be treated as a dead waste of time. It is even possible for the merchant to gain some valuable points by accommodating himself to the desires of the traveling man. Traveling men say that the general trouble with retail merchants is that they imagine that they have to personally wait on trade. "The retailer," said one commercial drummer, "is in the majority of cases not possessed of enough broad executive ability to leave the selling details to his clerks. He tries to be the whole thing himself, instead of making his clerks responsible for results. Consequently we run up against many merchants who refuse to buy goods during business hours because they are afraid to leave their stores." It is frequently possible for the traveling man to be of much assistance to the retail merchant, either by putting him "next" to special bargains and discounts, or by offering valuable business suggestions. The merchant who tries to

accommodate the traveling man will be the one who will be accommodated in return.

Detroit Traveler Slugged at St. Louis.

Detroit, May 1—F. B. Stevens, President of the Stevens Foundry Supply Co., has received a letter from his traveling salesman, James Brand, of Chicago, who was sandbagged and robbed in St. Louis, Mo., last Saturday. The letter is written on police stationery at 11 o'clock at night and reads in part:

"I am at the police station, as you will note, trying to make out a list of the goods stolen from me in a hold-up. I went out to dinner and then had an engagement with Medart, of the Medart Patent Pulley Co., at 9 o'clock. Upon my return I was rapped on the back of the head and my scalp was badly cut. My order book and two small books were stolen, also \$5 and my watch. I was kicked all to pieces, my glasses broken and my sample case stolen."

Brand is unmarried. He lives in Chicago, making his headquarters there, and visiting Detroit only occasionally. He is about 28 years old and has been in the employ of the Stevens company about three months.

Dispatches from St. Louis say Brand was slugged by three highwaymen, two of whom blocked his path on Fourth street, near the Belcher Hotel. The third sneaked up behind with a sandbag. Brand's wounds are not serious, but Acting Chief of Police Gillespy is making every effort to find the hold-up men.

The Grain Market.

The past week has been a sort of whipsaw in prices of wheat. The May option in Chicago has lost about 1½¢ in price and the July option ¼¢ @ ½¢ per bushel, while cash wheat has been firm and, in fact, is selling for a little more money. This, to a certain extent, places the miller in rather a tight place, as flour prices are dragging heavily, being practically unchanged. Millfeeds, however, are still in good demand and bringing from \$21@22 per ton at the mill door, and the supply is hardly equal to the demand at that.

Corn continues in good demand, while receipts are light and prices are up from ¼¢@½¢ on cash corn, present quotations running from 52½¢@53¢ in carlots delivered Michigan points from Chicago and Indiana points. Feed trade is improving somewhat, but great care should be taken against damp and the poor grades of corn as considerable trouble will result from feed and grain heating during the next few weeks.

Oats are holding steady at 32¢@33¢ per bushel at country points in carlots. The movement is light and probably will be for the next week as farmers are busy with oat seeding.

L. Fred Peabody.

There will never be universal peace. It is an idle dream. People will always get married.

Charity begins at home, but it is apt to be out when anybody calls.



Michigan Board of Pharmacy.
 President—Harry Heim, Saginaw.
 Secretary—Arthur H. Webber, Cadillac.
 Treasurer—Sid. A. Erwin, Battle Creek.
 J. D. Muir, Grand Rapids.
 W. E. Collins, Owosso.
 Meetings during 1906—Third Tuesday of
 January, March, June, August and November.

Michigan State Pharmaceutical Association.

President—Prof. J. O. Schlotterbeck, Ann Arbor.
 First Vice-President—John L. Wallace, Kalamazoo.
 Second Vice-President—G. W. Stevens, Detroit.
 Third Vice-President—Frank L. Shiley, Reading.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—John D. Muir, Grand Rapids; F. N. Maus, Kalamazoo; D. A. Hagans, Monroe; L. A. Seltzer, Detroit; S. A. Erwin, Battle Creek.
 Trades Interest Committee—H. G. Coleman, Kalamazoo; Charles F. Mar... Detroit; W. A. Hall, Detroit.

Drug Store Experience at a Discount.

The New York College of Pharmacy, one of the oldest in the country, recently became a department of Columbia University. At the time, some changes were made in its requirements for matriculation and graduation in order to conform with the University surroundings. Last month the trustees adopted a resolution which dispensed with the former requirement of four years' practical experience and a minimum age of 21 before graduation. This was done in order to enable more students to enter who seek pharmacy through a college training rather than through drug store experience. It has been the practice in the New York College, as well as that of many other colleges, to place in the graduating class students who were under age and students who lacked the full four years' practical experience, withholding their diplomas until they became of age and gave satisfactory evidence of the four years' drug store experience. This condition will no longer exist in the New York College. Henceforth, all who appear in the graduating class will at once become possessors of diplomas. The diplomas will no longer entitle the graduates to registration in Missouri and some other states without examination. These conditions, however, may not long exist, for pharmacy laws are frequently revised, and Board of Pharmacy rulings are ever changing.

The dispensing with drug store experience as a prerequisite for graduation is gradually progressing and the time, no doubt, will come when colleges of pharmacy will cease to enquire into this part of the matriculant's personal history.

Schedule Prices on Iodine.

The manufacturers of iodine of the world, with the exception of Japan, have an understanding whereby they endeavor to maintain the schedule of prices. Japan has three large manufacturers who refuse to enter the combination. The crude iodine comes from burnt sea weed, gathered by the Japanese fishermen. When

the price is low they make their living as fishermen. When the price of iodine advances they catch less fish and gather more sea weed. The Japanese manufacturers of iodine are content to purchase the European goods when the price is lowered in order to freeze them out. When the price advances they are prepared to furnish their share of the product. Thus it is that iodine manufacturers have a more difficult problem to contend with than has the N. A. R. D. in its efforts to maintain the retail price on patent medicines.

The Drug Market.

Opium—Is quite firm and advancing.

Morphine—Is unchanged.

Quinine—Is steady.

Citric Acid—Is as yet unchanged but prices are very firm.

Bromides; Potassium, Ammonia, Sodium—Are very firm and an advance is looked for.

Lycopodium—Is very firm and has advanced in the primary market.

Menthol—Has advanced and is tending higher.

Balsam of Copaiba—Is in large demand and higher prices are ruling.

Cubeb Berries—Are in light supply and advancing.

Juniper Berries—Are scarce and higher.

Oil Peppermint—Continues in a very firm condition. Higher prices must rule after the new crop.

Oil Pennyroyal—Is very scarce and has advanced.

Oil of Cloves—Is higher on account of the advance in the price of the spice.

Buchu Leaves—Reports from the primary market indicate a very small crop and higher prices later on.

Toxic Effect of Winslow's Soothing Syrup.

An Ohio physician reports the case of a 3½ months old child suffering from cholera infantum, who had been given two one-half teaspoonful doses each of Winslow's Soothing Syrup, one-half hour apart. On examination he found the pupils contracted to the size of a pinhead, pulse very slow and respiration four a minute. He diagnosed opium poisoning, and after four hours' work succeeded in bringing the patient around all right. He has no doubt that this was a case of opium poisoning from the morphine contained in the soothing syrup.—Journal American Medical Association.

Druggists' Label Paste.

Macerate in a small quantity of water 120 grams of gum arabic, and in another vessel, with a similar quantity of water, 30 grams of tragacanth. When the latter is thoroughly swollen rub it up until it makes a homogeneous magma, and to this add the gum arabic. Force the mass through a linen strainer, and to the mixture add 120 c. c. of glycerin and 250 c. c. of oil of thyme, and bring the volume up to 1 liter by adding distilled water and thoroughly incorporating the whole. This preparation should be preserved in well-stoppered bottles,

Paste That Will Adhere To Anything.

Prof. Alex. Winchell is credited with the invention of a cement that will stick to anything. Take two ounces of clear gum arabic, one and one-half ounces of fine starch and one-half ounce of white sugar. Pulverize the gum arabic, dissolve it in as much water as the laundress would use for the quantity of starch indicated. Dissolve the starch and sugar in the gum solution. Then cook the mixture in a vessel suspended in boiling water until the starch becomes clear. The cement should be as thick as tar, and kept so. It can be kept from spoiling by dropping in a lump of gum camphor, or a little oil of cloves or sassafras. This cement is very strong indeed, and will stick perfectly to glazed surfaces, and is good to repair broken rocks, minerals or fossils. The addition of a small amount of sulphate of aluminum will increase the effectiveness of the paste, besides helping to prevent decomposition.

In Trouble with Postoffice.

Dr. George A. Soden, of Newark, was recently arrested on a charge of sending threatening postal cards to agents who handled a brand of pills he put up under the name of the Hudson Medical Co. If the agents did not pay up or return the pills, they would receive a postal containing some very strong language and threatening legal proceedings. According to the inspectors, the prisoner has been in the proprietary medicine business in Newark and New York under several names for a number of years.

Adulterated Linseed Oil.

The Ohio Dairy and Food Department reports that it has succeeded in running down the chief distributor of adulterated linseed oil in Ohio. Being an Ohio firm, when found, legal penalty was inflicted for the sale of both adulterated linseed oil and turpentine, and upon the threat of ouster proceedings, a faithful pledge was secured from them that all their product hereafter would comply with the statutes, and that reparation would be made for all outstanding products put out by them.

Sunday Rest for Drug Stores.

The National Board of Public Health of the Republic of Argentina has issued some new regulations respecting Sunday rest. Among them is one which requires the pharmacies to close on Sunday, one in each precinct remaining open, while the others are closed. Each pharmacy takes its turn in remaining open and the Board has issued a list of the various pharmacies with the date of their open Sunday, the police being instructed to enforce the decree.

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.

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



A high class
 American
 Perfume
 having the
 largest demand

Dorothy Vernon

in

**Flower Perfume
 Toilet Water
 and
 Sachet Powder**

Vernon Violet

in

**Flower Extract
 Toilet water
 And Sachet Powder**

The Jennings Perfumery Co.
 Grand Rapids, Mich.

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

Sold only in bottles bearing our address

FOOTE & JENKS'
JAXON
 Highest Grade Extracts.

Foote & Jenks
 JACKSON, MICH.

COLEMAN'S
 HIGH FOOTE & JENKS CLASS
 EXTRACTS

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Liquor Arsen et		Rubia Tinctorum	12@ 14	Vanilla9 00@	
Hydrarg Iod ..	25	Saccharum La's.	22@ 25	Zinci Sulph7@	8
Liq Potass Arsinat	10@ 12	Salacin	50@ 4 75			
Magnesia, Sulph.	2@ 3	Sanguis Drac's.	40@ 50			
Magnesia, Sulph bbl	1@ 1 50	Sapo, W	12@ 14	Oils		
Manna, S F	45@ 50	Sapo, M	10@ 12	Whale, winter	.. 70@ 70	gal.
Menthol	3 30@ 3 40	Sapo, G	10@ 15	Lard, extra 70@ 85	
Morphia, S P & W2	35@ 2 60	Seidlitz Mixture	20@ 22	Lard, No. 1 60@ 65	
Morphia, S N Y Q2	35@ 2 60	Sinapis	18	Linseed, pure raw	45@ 48	
Morphia, Mal.	2 35@ 2 60	Sinapis, opt	@ 30	Linseed, boiled	.. 46@ 49	
Moschus Canton.	40	Snuff, Maccaboy,		Neat's-foot, w str	65@ 70	
Myristica, No. 1	26@ 30	DeVoes	@ 51	Spts. Turpentine	..Market	
Nux Vomica po 15	@ 10	Suff, S'h DeVoe's	@ 51	Paints	bbl. L.	
Os Sepia	25@ 28	Soda, Boras	9@ 11	Red Venetian	..13@ 2	@ 3
Pepsin Saac, H &		Soda, Boras, po	9@ 11	Ochre, yel Mars	13@ 2	@ 4
P D Co	@ 1 00	Soda et Pot's Tart	25@ 28	Ocre, yel Ber	13@ 2	@ 4
Picis Liq N N 1/2		Soda, Carb	11@ 2	Putty, comm'r'l	21@ 24	@ 3
gal doz	@ 2 00	Soda, Bi-Carb	3@ 5	Putty, strictly pr	21@ 24	@ 3
Picis Liq qts	@ 1 00	Soda, Ash	3 1/2@ 4	Vermillion, Prime		
Picis Liq pints.	@ 60	Soda, Sulphas	@ 2	American 13@ 15	
Pil Hydrarg po 80	@ 50	Spts, Cologne	@ 2 60	Vermillion, Eng.	75@ 80	
Piper Nigra po 22	@ 18	Spts, Ether Co.	50@ 55	Green, Paris 14@ 18	
Piper Alba po 35	@ 30	Spts, Myrcia Dom	@ 2 00	Green, Peninsular	13@ 16	
Pix Burgum	@ 8	Spts, Vini Rect bbl	@	Lead, red 7 1/2@ 7 1/2	
Plumbi Acet	12@ 15	Spts, Vini Rect 1/2 b	@	Lead, white 7 1/2@ 7 1/2	
Pulvis Ip'c et Opil	1 30@ 1 50	Spts, Vini R't 10 gal	@	Whiting, white S'n	@ 90	
Fyethrum, bxs H		Spts, Vini R't 5 gal	@ 2 1/2	Whiting Gilders'	.. @ 95	
& P D Co. doz	@ 75	Stychnia, Cryst'l	1 05@ 1 25	White, Paris Am'r	@ 1 25	
Fyethrum, pv	20@ 25	Sulphur Subl	2 1/2@ 4	Whit'g Paris Eng		
Quassiae	8@ 10	Sulphur, Roll	2 1/2@ 3 1/2	cliff @ 1 40	
Quino, S P & W.	20@ 30	Tamarinds	8@ 10	Universal Prep'd	1 10@ 1 20	
Quina, S Ger.	20@ 30	Terebinth Venice	28@ 30	Varnishes		
Quina, N. Y.	20@ 30	Theobromae	45@ 50	No. 1 Turp Coachl	10@ 1 20	
				Extra Turp	1 60@ 1 70	

Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
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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.	75
Liebig's, Chicago, 4 oz.	50
Liebig's Imported, 2 oz.	45
Liebig's Imported, 4 oz.	60

MOLASSES

New Orleans	40
Fancy Open Kettle	40
Choice	35
Fair	25
Good	22

Half barrels 2c extra.

Mince Meat	2 75
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	4 75
Barrels, 1,200 count.	2 88
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 00
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	16 00
Mess	16 00
Fat Black	14 00
Short Cut	14 25
Bean	13 00
Pig	20 00
Brisket, clear	15 00
Clear Family	13 00

Dry Salt Meats

S P Bellies	10%
Bellies	10%
Extra Shorts	8%

Smoked Meats

Hams, 12 lb. average.	10
Hams, 14 lb. average.	10
Hams, 16 lb. average.	10
Hams, 18 lb. average.	10
Skinned Hams	10
Ham, dried beef sets.	13
Bacon, clear	11
California Hams	7 1/2
Picnic Boiled Ham	13
Boiled Ham, pressed.	15 1/2
Berlin Ham, pressed.	9
Mince Ham	9

Lard

Compound	6 1/2
Pure	8 1/2
80 lb. tugs, advance	1 1/2
60 lb. tubs, advance	1 1/2
50 lb. tins, advance	1 1/2
20 lb. pails, advance	1 1/2
10 lb. pails, advance	1 1/2
5 lb. pails, advance	1 1/2
3 lb. pails, advance	1 1/2

Sausages

Bologna	5
Liver	5
Frankfort	7
Pork	7
Veal	7
Tongue	7
Headcheese	7

Beef

Extra Mess	10 00
Boneless	11 00
Rump, new	10 50

Pig's Feet

1/4 bbls.	1 10
1/2 bbls., 40 lbs.	1 85
3/4 bbls.	3 75
1 bbl.	7 75

Tripe

Kits, 15 lbs.	70
1/4 bbls., 40 lbs.	1 50
1/2 bbls., 80 lbs.	3 00

Casings

Hogs, per lb.	28
Beef rounds, set	16
Beef middles, set	45
Sheep, per bundle	7

Uncolored Butterine

Solid dairy	19
Eols, dairy	19 1/2

7

Canned Meats

Corned beef, 2	2 50
Corned beef, 14	17 50
Roast beef	2 00 @ 2 50
Potted ham, 1/4s	45
Potted ham, 1/2s	85
Deviled ham, 1/4s	45
Deviled ham, 1/2s	85
Potted tongue, 1/4s	45
Potted tongue, 1/2s	85

RICE

Screenings	@ 4
Fair Japan	@ 5
Choice Japan	@ 5 1/2
Imported Japan	@ 6
Fair La. hd.	@ 6 1/2
Choice La. hd.	@ 6 1/2
Fancy La. hd.	@ 6 1/2
Carolina, ex. fancy	@ 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.	3 15
Arm and Hammer	3 00
Deland's	3 15
Dwight's Cow	3 15
Emblem	3 10
L. P.	3 00
Wyandotte, 100 1/2s	3 00

SAL SODA

Granulated, bbls	85
Granulated, 100 lb cases	60
Lump, bbls	80
Lump, 145 lb kegs	95

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	2 30
28 lb. sacks	1 5

WARSAW

56 lb. dairy in drill bags	40
28 lb. dairy in drill bags	20
Solar Rock	20
Common	80
Granulated, fine	85
Medium fine	85

SALT FISH

Cod	6 1/2
Large whole	@ 6
Small whole	@ 6
Strips or bricks.	7 1/2 @ 10
Pellock	@ 3 1/4

Halibut

Strips	13
Chunks	13 1/2

Herring

White Hoop, bbls	11 50
White Hoop, 1/2 bbls	6 00
White Hoop, keg	@ 75
White Hoop mchs	@ 80
Norwegian	@
Round, 100 lbs	3 75
Round, 40 lbs	1 75
Scaled	13

Trout

No. 1, 100 lbs	7 50
No. 1, 40 lbs	3 25
No. 1, 10 lbs	90
No. 1, 5 lbs	75

Mackerel

Mess, 100 lbs.	13 50
Mess, 40 lbs.	5 90
Mess, 10 lbs.	1 65
Mess, 5 lbs.	1 40
No. 1, 100 lbs.	12 50
No. 1, 40 lbs.	5 50
No. 1, 10 lbs.	1 55
No. 1, 5 lbs.	1 25

Whitefish

No. 1 No. 2 Fam	3 50 4 50
100 lb.	5 00 2 40
50 lb.	1 10 60
10 lb.	90 50

SEEDS

Anise	15
Canary, Smyrna	6
Caraway	8
Cardamom, Malabar.	1 00
Celery	15
Hemp, Russian	5
Mixed Bird	4
Mustard, white	8
Poppy	8
Rape	4 1/2
Cuttle Bone	25

SHOE BLACKING

Handy Box, large, 3 dz.	2 50
Handy Box, small	1 25
Bixby's Royal Polish	85
Miller's Crown Polish	85

SNUFF

Scotch, in bladders.	37
Maccaboy, in jars.	35
French Rapple in jars.	43

SOAP

Central City Soap Co.	
Jaxon	2 85
Boro Naphtha	3 85
J. S. Kirk & Co.	
American Family	4 05
Dusky Diamond, 50 8oz	2 80
Dusky D'nd, 100 6oz.	3 80
Jap Rose, 50 bars.	3 75
Savon Imperial	3 10
White Russian	3 10
Dome, oval bars.	2 85
Satinet, oval	2 15
Snowberry, 100 cakes.	4 00

Proctor & Gamble Co.

Lenox	2 85
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 10

8

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
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Gold Dust, 24 large	4 50
Gold Dust, 100-5c	4 00
Kirkoline, 24 4lb.	2 80
Pearline	2 75
Soapline	4 10
Babbitt's 1776	2 75
Roseine	2 50
Armour's	3 70
Wisdom	2 80

Soap Compounds

Johnson's Fine	5 10
Johnson's XXX	4 25
Nine O'clock	2 35
Rub-No-More	3 75

Scouring

Enoch Morgan's Sons.	
Sapallo, gross lots	9 00
Sapallo, half gross lots	4 50
Sapallo, single boxes	2 25
Scourin, 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

Allspice	12
Cassia, China in mats.	12
Cassia, Canton	16
Cassia, Batavia, bund.	28
Cassia, Saigon, broken.	40
Cassia, Saigon, in rolls.	55
Cloves, Amboyne.	22
Cloves, Zanzibar	15
Mace	65
Nutmegs, 75-80	45
Nutmegs, 105-110	35
Nutmegs, 115-120	30
Pepper, Singapore, blk.	15
Pepper, Singap. white.	25
Pepper, shot	17

Pure Ground in Bulk

Allspice	16
Cassia, Batavia	28
Cassia, Saigon	48
Cloves, Zanzibar	18
Ginger, African	15
Ginger, Ceehin	18
Ginger, Jamaica	25
Mace	65
Mustard	18
Pepper, Singapore, blk.	17
Pepper, Singap. white	28
Pepper, Cayenne	20
Sage	20

STARCH

Common Glass	
1lb packages	4 05
3lb packages	4 1/2
6lb packages	5 1/2
40 and 50 lb. boxes	2 1/2 @ 3 1/2
Barrels	2 1/2

Common Corn

20lb packages	5
40lb packages	4 1/2 @ 7

SYRUPS

Barrels	23
Half Barrels	25
20lb cans 1/2 dz in case	1 70
10lb cans 1/2 dz in case	1 65
5lb cans 2 dz in case	1 75
2 1/2 lb cans 2 dz in case	1 80

Pure Cane

Fair	16
Good	20
Choice	25

TEA

Sundried, medium	24
Sundried, choice	32
Sundried, fancy	36
Regular, medium	24
Regular, choice	32
Regular, fancy	36
Basket-fired, medium	31
Basket-fired, choice	33
Basket-fired, fancy	33
Nibs	22 @ 24
Siftings	9 @ 11
Fannings	12 @ 14

Gunpowder

Moyune, medium	30
Moyune, choice	32
Moyune, fancy	40
Pinguey, medium	30
Pinguey, choice	30
Pinguey, fancy	40

Young Hyson

Choice	30
Fancy	36

Oolong

Formosa, fancy	42
Amoy, medium	35
Amoy, choice	32
English Breakfast	20
Choice	30
Fancy	40

India

Ceylon choice	32
Fancy	42

TOBACCO

Cadillac	54
Sweet Loma	54
Hiawatha, 5lb pails	55

9

Telegram

Pay Car	33
Prairie Rose	4

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
8 lb cans 13 00
5 lb cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz box....40
Large size 1 doz box....75

CIGARS



G. J. Johnson Cigar Co.'s bd
Less than 500. 33
500 or more 32
1,000 or more 31
Worden Grocer Co. brand
Ben Hur

Perfection 35
Perfection Extras 35
Londres 35
Londres Grand. 35
Standard 35
Puritans 35
Panatellas, Finas. 35
Panatellas, Beck 35
Jockey 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
16 1/4 lb pkg. per case 2 60

FRESH MEATS

Beef

Carcass 5 @ 7 1/2
Hindquarters 6 @ 8 1/2
Loins 7 @ 15
Ribs 7 @ 13
Rounds 5 1/2 @ 6 1/2
Chucks 4 @ 5
Plates 4 @ 3
Livers 4 @ 3

Pork.

Loins @ 9
Dressed @ 7
Boston Butts @ 8
Shoulders @ 7 1/2
Leaf Lard @ 8 1/2

Mutton
Carcass 8 1/2
Lamb 8 1/2

Veal
Carcass 7 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra.. 1 00
72ft. 3 thread, extra.. 1 40
90ft. 3 thread, extra.. 1 70
60ft. 6 thread, extra.. 1 29
72ft. 6 thread, extra.. 1 29

Jute

60ft. 75
72ft. 1 05
90ft. 1 50
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 15
70ft. 1 20
80ft. 1 25

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

40ft. 95
50ft. 1 35
60ft. 1 65

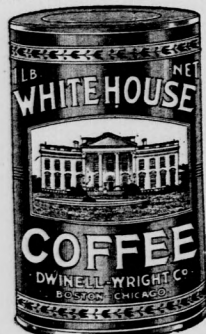
Galvanized Wire

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
Gail Borden Eagle 6 40
Crown 5 90
Champion 4 52
Daisy 4 70
Magnolia 4 00
Challenge 4 40
Dime 3 85
Peerless Evap'd Cream 4 90

FISHING TACKLE

1/4 to 1 in 6
1 1/4 to 2 in 7
1 1/4 to 3 in 11
1 1/4 to 4 in 15
2 in 15
3 in 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

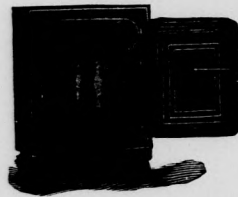
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size 1 10
Cox's 2 qt. size 1 61
Knox's Sparkling, doz 1 20
Knox's Sparkling, gro 14 00
Knox's Acidu'd. doz .. 1 20
Knox's Acidu'd. gro 14 00
Nelson's 1 50
Oxford. 75
Plymouth Rock. 1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Twenty differ-
ent sizes on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size.. 6 50
50 cakes, large size.. 3 25
100 cakes, small size.. 3 85
50 cakes, small size.. 1 95

Tradesman Co.'s Brand.



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Use

Tradesman
Coupon
Books

Made by

Tradesman Company

Grand Rapids, Mich.

We sell more 5 and 10
Cent Goods Than Any
Other Twenty Whole-
sale Houses in the
Country.

WHY?

Because our houses are the recog-
nized headquarters for these
goods.

Because our prices are the lowest.

Because our service is the best.

Because our goods are always
exactly as we tell you they are.

Because we carry the largest
assortment in this line in the
world.

Because our assortment is always
kept up-to-date and free from
stickers.

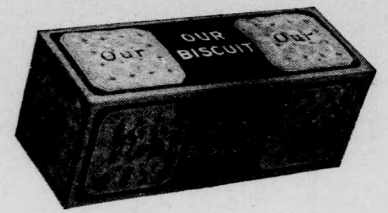
Because we aim to make this one
of our chief lines and give to
it our best thought and atten-
tion.

Our current catalogue lists the most com-
plete offerings in this line in the world.
We shall be glad to send it to any merchant
who will ask for it. Send for Catalogue J.

BUTLER BROTHERS

Wholesalers of Everything—By Catalogue Only
New York Chicago St. Louis

"Quality"



Best 5c package of Soda
Biscuit made

Manufactured by

Aikman Bakery Co.
Port Huron, Mich.

Always

Something New

When our custom-
ers want some-
thing fine they
place their order
with us. The best
line of chocolates
in the state.

Walker, Richards & Thayer
Muskegon, Mich.

Coupon Books

are used to place your business on a
cash basis and do away with the de-
tails of bookkeeping. We can refer
you to thousands of merchants who
use coupon books and would never
do business without them again.

We manufacture four kinds of
coupon books, selling them all at
the same price. We will cheerfully
send you samples and full informa-
tion.



Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Fine residence property, store and grocery stock located five blocks from center of business district in rapidly growing manufacturing city. Also barn lot beautifully shaded and paved street. Business established twenty years and a success in every particular. Splendid chance for an investment which will pay steady livelihood. City prosperous and growing. Splendid opportunity for a father to put a son in a good paying business. A special inducement to cash purchaser. Will retire to engage in manufacturing. Reference, E. A. Stowe, Address No. 678, care Michigan Tradesman. 678

For Sale—At \$8,200, best carpet cleaning and fluff rug works in best growing city in Northern Ohio. Receipts weekly in rug department, \$150; in cleaning department, \$250. Both wheel and air (portable plant), prints 23%. Books are open for inspection. Health reason for selling. Address Compressor, care Michigan Tradesman. 677

For Rent—Double store in east Rockford, Ill., 4x8s, the very best location. Has been occupied for a dry goods business for fifty years; immediate possession can be given; an excellent chance for opening up a new business for any reliable party desiring it. Correspond with, or see Geo. H. Dennett, Rockford, Ill. 692

For Sale—No. 12 Enterprise coffee mill, 1 Dayton computing scale, 1 small computing scale, 1 cheese safe, 1 cracker case. A bargain to the party taking the lot. Address No. 691, care Tradesman. 691

For Sale—Cash or time, the 18 year established watch and optical school of W. F. A. Woodcock, Winona, Minn. 690

For Sale At Bargain—A swing or, in other words, merry-go-round. This machine is practically new, used but little. Cost \$2,000. In No. 1 condition. Music furnished by German pipe organ. Has 16 horses, four zebras, four deer and four double seats. All hand-carved. Gasoline or horse power. On account of other business just purchased, will take \$850. Must be cash. No deal. For particulars address L. B. L., Box 693, Carson City, Mich. 689

\$1,500—Fine 10-acre, 7-year-old fruit and truck farm at Fruithurst, N. Ala., southern railroad; neat 6-room cottage; 5 acres in fruits and grapes; all in first-class condition; churches, schools, finest climate on earth; 3,000 ft. altitude. I sell and exchange real estate. B. F. Eborn, Birmingham, Ala. 688

For Sale—At once, grocery and crockery stock. Old-established business. Death of proprietor necessitates sale. J. A. Wiseman, Marshall, Mich. 687

Bids and offers on wheat, send for particulars of our "Successful System" of trading in same. S. M. Adams & Co., 556, 265 La Salle St., Chicago, Ill. 683

Wanted—To sell our hardware stock. Inventories \$11,000. Good clean stock in city of 12,000. Will take ½ cash, balance real estate in Grand Rapids. Reason for selling, other business. Address No. 680, care Michigan Tradesman. 680

For Sale—New stock of dry goods located at Lovington, Ill. Will invoice about \$3,000. An elegant opportunity to start in business. Will sell for \$2,500 cash. A bargain. Address Box 85, Tuscola, Ill. 686

Have you \$100 or more for a safe 12 per cent investment? It pays 2 per cent. every sixty days, or 12 per cent. per year. Business established over 20 years. National Bank references. For full particulars address Mr. C. H. Neely, 619 Fourteenth St., N. W., Washington, D. C. 679

Wanted—To buy for cash, general stock or stock clothing or shoes. Address Lock Box 435, Galesburg, Ill. 682

Stock of hardware for sale in good lively town in Central Michigan. Population 2,000. Fine store, building and fixtures. Stock will inventory about \$15,000, and can be bought at liberal discount. Clare Hardware Co., Clare, Mich. 684

Wanted—Tinner, steady work summer and winter. Good wages. Chandler & Lee, Coldwater, Mich. 685

Wanted—To exchange new brick store, valued at \$5,000, rented to good tenant who pays 10% on investment. In good location, for stock general merchandise. Will pay cash for balance if any. This is a snap that brings in easy money. Address No. 671, care Michigan Tradesman. 671

Want To Purchase—A clothing and shoe business, or either, in a town of 10,000 to 50,000 inhabitants, if stock not exceeding \$10,000; or will rent store room suitable for above lines in good location. Send full particulars to Union Clothing Co., Lima, Ohio. 661

For Sale—General stock inventorying about \$2,500, located in growing agriculture town. Surrounded by fine farms. Annual sales, about \$8,000, mostly cash. Good bargain. C. I. Taylor, Clarksville, Mich. 659

For sale cheap for cash, if taken at once, the best meat market in the city. Doing a fine cash business. Address Louis Nelp, Beru, Ind. 660

For Sale—Drug stock and building. Stock and fixtures, \$2,000, time on building. Sales last year, \$7,002. Address No. 621, care Tradesman. 621

For Sale—Drug stock complete. Good location. Good business. Easy terms to responsible party. Nice store in fruit belt. Address No. 672, care Tradesman. 672

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—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

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

Creamery For Sale—The Tustin Elgin Creamery, in Tustin, Mich., a thriving little village, surrounded by a good farming country, is offered for sale very cheap. For particulars write to the secretary of the company. A. A. Lovene, Secretary. 669

Drug Store For Sale—On account of other business, the undersigned will sell one of the best drug stocks in one of the best towns in Southeastern Michigan. Stock inventories between \$3,500 and \$4,000. Will sell or rent brick building and fixtures, living apartments on second floor. Water on both floors. One of the best locations in town. Building has lowest insurance rate in town. One sideline alone will pay rent. Good fountain trade. Only one other drug store. Full prices. Will bear closest investigation. Ask any traveling man in any line, making the territory, about Armada. Address E. F. Phillips, Armada, Mich. 664

For Sale—Stock of groceries and fixtures at a bargain. Invoice \$1,000. No trades. Address Lock Box 138, Charlevoix, Mich. 663

Wanted—Lady partner. Must understand keeping accounts, with some business experience. Between the age of 35 and 40 years. Address H., care Michigan Tradesman. 662

For Sale—An equipment for grocery, showcases, coffee grinder, oil tanks with pumps, Dayton computing scale, two small scales, a cracker and cheese showcase; office desk, lot of labeled tin cans, etc. Will sell together or separate. D. S. Woolman, Millington, Mich. 676

Drug stock for sale in thriving town of 600; fine location. John H. Doak, Springfield, Mich. 674

Instantaneous hair dye, best made. Full instructions. Trial sample ten cents. Full size 50 cents. Julian Mfg. Co., Reading, Mass. 613

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

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

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—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

Fine clothing stock, cheap. Will invoice about \$8,000 in town of 2,200. Good location. Cheap rent. Box 64½, Warren, Ill. 611

For Rent—Brick store building, living rooms above. Fine location for general store. Address F. H. Bacon, Sunfield, Mich. 510

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

Planing Mill For Sale—A well equipped plant with good trade and location. Address F. R. Myers, Rochester, Ind. 643

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

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

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—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

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

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

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

For Sale—Stock of groceries, boots, shoes, rubber goods, notions and garden sleds. 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

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—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

Wanted—Position as shoe clerk or manager. Fifteen years' experience. Address No. 681, care Michigan Tradesman. 681

Wanted—Position as buyer or manager of crockery or bazaar department. Ten years' experience in wholesale and retail crockery business. Address No. 675, care Michigan Tradesman. 675

HELP WANTED.

Wanted—Assistant pharmacist. Give references. J. W. Armstrong, Middleville, Mich. 654

Wanted—Good hardware salesmen 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

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.

TRADESMAN ITEMIZED LEDGERS

SIZE—8 1/2 x 14.
THREE COLUMNS.

2 Quires, 160 pages...	\$2 00
3 Quires, 240 pages.....	2 50
4 Quires, 320 pages.....	3 00
5 Quires, 400 pages.....	3 50
6 Quires, 480 pages.....	4 00

INVOICE RECORD OR BILL BOOK

So double pages, registers 2,880
invoices \$2 00

Tradesman Company
Grand Rapids, Mich.

Simple Account File

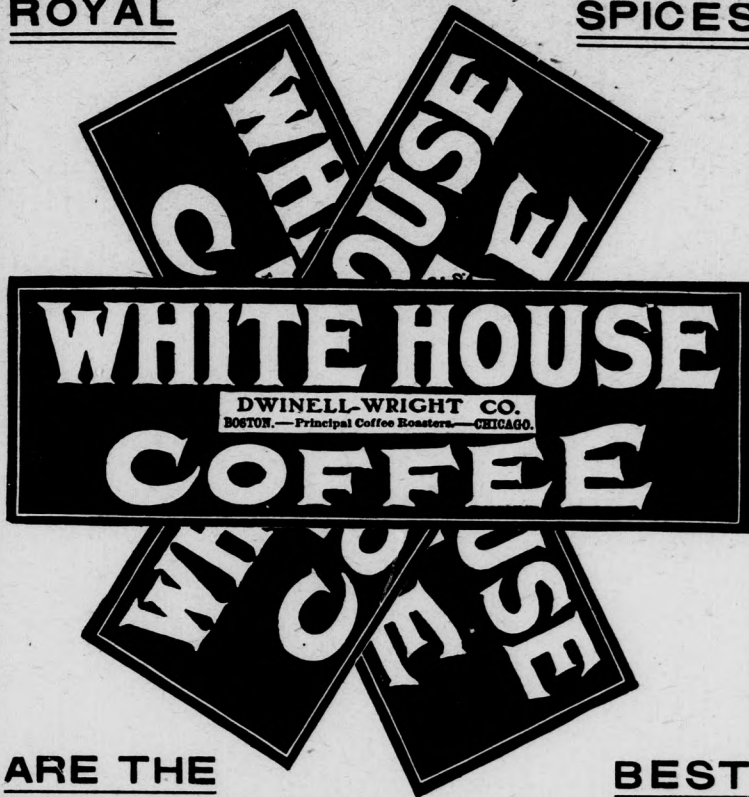
**Simplest and
Most Economical
Method of Keeping
Petit Accounts**

File and 1,000 printed blank bill heads.....	\$2 75
File and 1,000 specially printed bill heads.....	3 00
Printed blank bill heads, per thousand.....	1 25
Specially printed bill heads, per thousand.....	1 50

Tradesman Company,
Grand Rapids.

ROYAL

SPICES



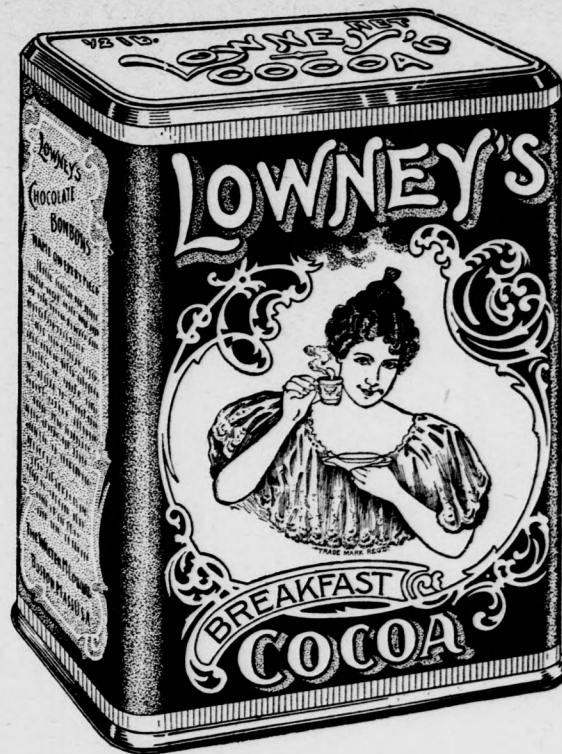
DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.

ARE THE

BEST

THE KINDS THAT SUIT

JUDSON GROCER CO.
GRAND RAPIDS, MICHIGAN
WHOLESALE DISTRIBUTOR



LOWNEY'S COCOA is purely the choicest, highest cost, cocoa beans, ground to flour fineness, and **NOTHING ELSE.**

The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.



A Broken Wheel

Would **you** allow a valuable load of glass or china to be delivered in a wagon which had a wheel that had several **broken spokes** in it?

The merchant who does not have a **complete system** in his store is in the same position as the man with a broken wheel and is liable to tip the whole business overboard.

There are **no loose spokes** in the **McCaskey System**.

No forgetting to charge goods going out of your store.

No forgetting to credit payments.

No disputes with your **customers.**

Every transaction is **completed** at the time it is made.

Get into the McCaskey band wagon and hold the lines and **know every detail** of your business. **It's system.**

Our catalogue is **free** for the asking.

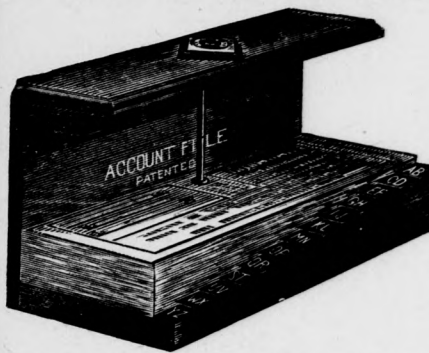
The McCaskey Register Co.

Alliance, Ohio

Mfrs. of the Celebrated Multiplex Duplicating Sales Pads.

AGENCIES IN ALL PRINCIPAL CITIES

Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

