

As the Jungle Monkey Sees Her Distant Relatives

A little monkey baby, on a monkey mother's knee,
Looked out in open wonder at the moony, mushy sea,
And with a monkey finger pointing vaguely into space,
He turned with gaze inquiring to his monkey mother's face,
And in the monkey language, to his monkey mother fond,
He put the monkey question, "Are there monkeys there beyond?"
The monkey mother answered, with a monkey's modest grace,
Looking down in fond affection at her monkey baby's face,
"If you traveled there, my baby, to that far-off distant shore,
You'd see much queerer monkeys than you ever saw before.
You'd see monkeys with the habits of the monkeys in our land
Playing foolish monkey capers you're too young to understand.
Still I fear they have outdone us, as monkey capers go,
For my dear old monkey cousin went, came back, and told me so.
He saw monks with ostrich feathers in a thing they call a hat;
Wearing furs of other creatures—'twasn't monkey skin at that.
He saw them rushing bargains at a place they call a store,
And they acted just like monkeys, nothing less and nothing more.
And he saw the other monkeys rushing pell-mell to and fro,
They were always going somewhere, but they never seemed to go.
They are the papa monkeys, working, hustling everywhere,
To gather in the dollars, and there sure are dollars there.
He saw monkeys climbing ladders into holes they call their flats,
And—lest I should forget it—he saw monkeys wearing spats.
He heard monkeys mocking others—they themselves were quite as
bad—
And saw big monkeys stealing things the smaller monkeys had.
These monkeys stole six days a week and then to church would go
And hear a monkey parson preach of things he didn't know.
He saw the monkey millionaires, who ruled and held the States,
And he saw the monkey Senate adjusting railroad rates.
They are greater, wiser monkeys in a broader, richer land.
And I confess they have some traits I can not understand.
They may have shown improvement since they first were civilized,
And now enjoy conveniences their active brains devised,
But they none the less are monkeys, though without extended spine,
And they hold to monkey manners just the same as yours and mine."

Alfred Williamson.



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Buffalo Cold Storage Company

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Store Your Poultry at Buffalo

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

Reasonable advances at 6 per cent. interest.

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No Matter

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More People

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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 9, 1906

Number 1181

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The Kent County Savings Bank OF GRAND RAPIDS, MICH

Has largest amount of deposits
of any State or Savings Bank in
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contemplating a change in your
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DUPLICATES OF
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SINGLY OR IN QUANTITY
TRADESMAN CO. GRAND RAPIDS, MICH.

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COMMON SENSE.

A great many years ago, when men were vassals, varlets, rogues and slaves confessedly and more or less proudly, the conduct of feuds and fights was controlled by the men who owned the lands and all that they produced or supported. Such a thing as politics was confined, perforce, to those men who were in power. There was no just complaint that those rulers, because of their superior instincts, their dominating culture—such as it was—and their widespread material possessions, held aloof from politics.

To-day and for many years agone the most helplessly hackneyed cry of the American people has been over the habitual foolish surrender by the most highly intellectual, most perfectly cultured and most upright of our fellow citizens to the rag-tag-and-bob-tail element in politics.

And now comes our new Mayor, George E. Ellis, who makes a strong bid for common sense by omitting the cry for a more practical active individual participation in politics purely local on the part of those citizens who pay large taxes, who are fond of appearing—in the public prints chiefly—as intensely interested in the Society for the Precipitation of Pink Snow Flakes or the International Uncles and Aunts of Cosmopolitan Tendencies, or some equally idealistic device for developing ennui and a not too strenuous publicity for themselves.

The fact is—and Mr. Ellis appears to appreciate it—only the idle, lazy, self-conceited people without energy, ambition, patriotism or interest in anything larger than Self are guilty of non-participation in public affairs, and these offenders come from all classes—educated, ignorant, rich, poor, successes and failures.

In public affairs, as in business, it is only the man of rectitude who works, who investigates, finds out, keeps tab on things and produces results that count; so that the game is not worth the candle when we scold

about the aloofness of this, that or the other man in politics or business. Let them fight it out with their own indifference, idleness and vanity, secure in the faith that the material penalty they must pay for such shortcoming as citizens is far greater than any that can come to you from your attitude. In the vernacular, only those who are interested and give of their intellect, their loyalty and patriotism, their resources and their individual moral and physical support in promoting the general welfare are the ones who "cut any ice."

SPIRIT OF THE AGE.

When the work of the Grand Rapids-Muskegon Water Power Electric Co. had progressed so far that its coming into Grand Rapids with its power distribution was assured, the fact was received with sincere satisfaction because the addition of the equivalent to 3,000 horse power daily to our city's industrial facilities meant a competitive basis as to electric power. The well-built dam near Stanwood, creating a lake-like reservoir nearly six miles long, was a pleasant combination to contemplate, and then down at the west end of Wealthy avenue, on the West Side, we saw the new sub-station with its huge transformers getting into shape and were further pleased.

All sizes of motors began to accumulate in the building. It looked like business and right here in Grand Rapids. We learned that the Grand Rapids, Holland & Chicago Interurban was to take its power from the new plant; that our gypsum industries looked with favor on the new resource, and the facts were reassuring. With a maximum of 3,000 horse power daily, the new plant could take care of a large amount of such business. Then came assurances that an additional dam and larger than its earlier companion would be built at Croton. Surely the enterprise was a large one and a good one for Muskegon and Grand Rapids.

But is it?

There are strong indications that it will prove to be merely an enlargement of the resources of the Edison Light Co.; that the quality of competition has been emasculated from the enterprise; that we have secured the power all right, but must cater to the figures of a monopoly, so far as this section of the State is concerned. In other words, if your plant is equipped with the lines of the Edison Light Co. and you desire to use power from the Grand Rapids-Muskegon Water Power Electric Co., notify the latter company and you will get what you desire without new wiring and at the price established by the first named company.

NOT ALWAYS BAD.

Like any business the operation of railways depends largely upon the volume that is handled simultaneously for its variations in selling price, and the greater volume follows as the result of economy and skill in production.

For several years the Michigan Central Railway has had the right to demand a 2½ cent rate for passengers over the Grand River Valley branch of its line between this city and Jackson, because the volume of business on that line was not sufficient, under the State law, to require the 2 cent rate.

About three years ago, largely through the efforts of our Board of Trade, the Michigan Central officials were prevailed upon to put into commission quick through service to New York and Boston from this city. Co-operating with the company the Board of Trade sent thousands of notices of the new service to furniture men in the New England States, New York, New Jersey and Pennsylvania, with the result that the business of the new trains was so good that an additional quick service between this city and Detroit was put on; and last year another quick service train was put on between this city and Toledo. And through it all the Board of Trade was persistent, confident and helpful.

As the result of this enterprise on the part of the company the business of the Michigan Central between Grand Rapids and Jackson has reached the point so that on next Tuesday the 2 cent rate will go into force as officially announced already.

There is a lesson in this which the Tradesman gladly calls to mind: The American railways, wherever they are, are straining every nerve always to increase business. And they do this with the specific hope that such a success will follow as to make the 2 cent rate compulsory. In other words, there is a better profit for the railways in carrying a certain number of passengers at 2 cents a mile than in carrying a smaller number at 3 cents per mile.

And this is done by railway systems which—according to the testimony of thousands of globe trotters who are observing, exacting and impartial—are superior in equipment and all details of service to any railways in the world. In the light of these facts it behooves the people of the country to realize that there is a good, big shining foil pleasant to look upon, in contrast with the present day assault all along the line against the railways of America.

A man's vocabulary is measured by his dictionary; but his message depends on his heart.



Make Use of Side Street Windows—Some New Books.

Some stores that have windows in front and also on a side street are quite apt to give a great deal of attention to the disposition of the former, while the latter receive at the hands of the trimmer little care—far too often none at all.

Illustrative of this state of negligence to exert all the money-bringing power possible in displays I have in my mind's eye a special clothing store in a live Western Michigan town. The man having these matters in charge is a particularly bright young fellow. He has risen from the ranks of clerking to be head man at the window helm, although he still waits on customers during the time exempt from preparation and ordering of trims. He is so interested in this latter that he is going to make a wonderful success at it some day if he keeps on as he gives promise of doing. He even lies awake o' nights inventing new ways of doing things along the line of his specialty. But, would you believe it, this young man, so lavish of niceties in the front part of the store, apparently never gives the side windows a thought. The most he does to them is to drape trousers or suiting cloth in a homely fashion over some wooden cylinders. Why, those two forlorn windows—which are really as large as many a city store boasts altogether—might be made to call so loudly and earnestly that every passer-by would turn perforce to see who was speaking to him.

Now, up the street a little way is a rival clothier whose plate glass front is only a tiny affair, comparatively speaking, and yet whose goods always have such a nice fresh look—such a look of spicanness—that they are extremely fetching. And, too, this one always seizes on the least pretext to bring in a hint of local happenings. If there is an event which the whole town is waked up over—like a big fire, for instance—photographs or relics or both appear along with the suiting swatches, so that when you gaze at the souvenirs you can't help seeing the goods as well. Often, also, this merchant has a tall clear glass vase, standing to one side, containing three or four fine large roses—just a touch of the beautiful for the eye to rest on without its being so prominent as to thrust itself obtrusively on one. Once in a while you see an odd picture in this model window space—the ruins of some ancient temple, or something of that sort. The proprietor aims to make his shop breathe a difference from the common run of stores. Result: Everybody stops a moment, which is the prime motive each window dresser should strive to bring about.

That's just it: MAKE people stop. So excite their enthusiasm or admiration for what you put in the win-

dows that they can't resist to come inside to ask questions. When you have succeeded in doing that it's poor sticks of salesmen if they can't "do the rest." If they can't—but a salesman shouldn't understand the meaning of that word. Too many of them, however, know how to spell Fail frontwards and backwards—"and then some," as the slang of the day says.

* * *

Don't put forth worthless effort in your windows. So many dealers strive at effect; they want to do something, but the trouble is they don't have much of an idea as to what is proper for a window and what not. They wish the unusual and in trying to accomplish it they only succeed in showing themselves up as silly. Get up original trims, present new ideas in decoration, but "Don't be foolishness," as Hans puts it.

The other day I noticed two good-sized wooden boxes set up in opposite corners of a shoe window. The floor was carpeted with crinkly paper and the boxes had the same covering. The paper was fixed very neatly, but the boxes looked so lugged-in, so useless, that the whole trim seemed insignificant, lacking in good judgment.

* * *

Foster, Stevens & Co. the latter part of last week were tempting lovers of the sport piscatorial with all sorts of tackle with which to allure the finny tribe. Scenery painted with woods and a fisherman's camp was in the background. A small wheel on the front of a miniature mill turned by electricity and rushed the water around in a channel in a flat galvanized iron tank, the center being filled with sod. If the whole window floor had been covered with the grass instead of part green bunched cheesecloth the appearance would have been much more pleasing than now. Little frogs and a small 'gator gave realism to the scene.

This week these people are showing enamel-lined refrigerators, ice boxes, gas and gasoline stoves, a water filter, water tanks and ice cream freezers. Then there's such a love of a leather-lined willow lunch picnic hamper, about 15 inches wide by 28 inches long. A stout steel rod runs through two staples to fasten the hinged lid securely. Inside are picnic dishes for half a dozen people—six of everything needed for a quick lunch: shining knives and forks and spoons held by compartmented leather tape, enameled plates, three glass tumblers at each end near the rim, resting in straps, and then there's a long tin box fastened to the bottom. Paper napkins are in a pocket below the tumblers at one end and there's ample space for a tablecloth and all the good eatables one—six, rather—could wish to fill the inner man. Such a convenience should prove a boon for a day's outing 'mid Nature's woodland beauties.

* * *

The Millard Palmer Co.'s windows are always interesting. Late-ly they displayed some of the new "Post Card Albums," composed of

blank slitted leaves of stiff paper, in which the souvenir cards may be slipped.

A novel idea was carried out in the west window by the placing side by side, on the floor, of several dozen of the pictured paper covers of Anna Katharine Green's "The Woman in the Alcove," the illustrations of which are by Arthur I. Keller. Fifteen pink-tinted posters, enlarged duplicates of the paper covers, were hung and stood around, a good example of the effect to be secured by numbers. Other popular novels were Frances Hodgson Burnett's "The Dawn of a To-morrow," illustrated in colors by F. C. Yohn, and Octave Thanet's "The Man of the Hour," pictures by L. W. Hitchcock, a large framed girl poster from one of the illustrations of the book hanging on the wall at the right. There was a placard reading "Out To-day," referring to "Lady Baltimore," by Owen Wister, author of "The Virginian," gotten out by The Macmillan Co., the book being profusely illustrated.

Giving Him a Chance.

One of the unfortunate facts of life is that the world in general regards business principles as something entirely different from the code of morals which govern the other relations of human beings—a code into which love and charity freely enter. It took a ragged little newspaper boy to prove, the other day, that certain old-fashioned Biblical precepts are not out of place in the practical, working world. A newspaper tells the story:

A gentleman, hurrying down town, stopped for a paper.

"Can't let you have one," said the boy.

"Why not? I heard you crying them."

"Yes, but that was down the other block where I hollered."

"What does that matter? Come, I'm in a hurry. No fooling."

"Couldn't sell you a paper on this block, mister, 'cause it belongs to Limpy. He's up to the furthest end just now. You'll meet him."

"Who's Limpy? And why does he have this block?"

"'Cause us other kids said we'd let him have it. You see, it's a good run 'count of the offices all along, and the poor chap is that lame he can't git round like the rest of us, so we agreed the first one caught selling on his beat should be thrashed. See?"

"Yes, I see. You have a sort of brotherhood among yourselves?"

"Well, we're going to look out for a little chap what's lame, anyhow. There comes Limpy now."

The gentleman bought two papers of him and went on his way down town, wondering how many men in business would refuse to sell their wares in order to give a weak, halting brother a chance in the field.

Educating Customers to Buy in Round Lots.

"I am soon going to begin a campaign among my customers," said a leading Topeka retail grocer this week, "for the purpose of showing them how much they will save by

buying groceries and supplies in larger lots. Most consumers don't buy canned goods in any but very small quantities—just a week's or a day's requirements.

"It is an expensive way for both the buyer and seller. I am going to take time to show my customers that it will save them money to buy tomatoes by the dozen, corn the same way. I will urge assorted dozens of California fruit. Several months' supply of breakfast foods in the fall is the cheaper way to buy such a staple. In the meat department I am going to urge people to buy entire hams and sides. Sugar by the sack should be bought just like flour. I tell you it's just a habit people have gotten into of buying in dribblets. It is against all economy and I am going to show by price lists what a saving there is in buying in reasonably large lots. It will save me a lot of money in the diminished work of delivering. That costs money. Why, if all the customers of this store bought in round lots I could dispense with 30 to 40 per cent. of my keep and wagon equipment. Maybe I can't change people's ways, but I am going to try and if I succeed I may get the credit for starting a much needed reform. Incidentally, I will save myself a whole lot of trouble over petty orders and I hope I'll make more money."—Merchants Journal.

Marriage is a lottery, and some men aren't satisfied with their luck until they have tried it four or five times.

Second Hand Motor Car Bargains

20 H. P. Winton, in fine shape, cost new \$2,500—now \$1,200.

Packard, Model L, 4 cylinders, shaft driver, with top, extra lamps, etc., in fine condition, cost new with extras \$3,300—now \$1,800.

Cadillac, 4 passengers, overhauled and refinished, a bargain at \$475.

Olds Touring Car, 10 H. P., overhauled and very cheap at \$525.

Olds Runabout, overhauled and refinished, at \$300, and 15 other bargains.

Write us or call.

Adams & Hart

Grand Rapids

47-49 North Division St.

LIFE-STRENGTH.

It Carries Us Over the Sea of Life.

Apart from our animate existence we possess an inner power of living called the strength of life. This life-strength is a distinct force; it carries our craft over the sea of life, enabling it to brave the varied storms and their attendant hardships. It is as wind and sail to the bark of our being, the life principle itself being comparable to the vessel's buoyancy. Those who possess life-strength in all its fullness are strong, and, like the sturdy bark, they are able to weather the tempests of existence; those in whom it is weak live feebly, exposed to manifold risks and possibly premature death.

Life-strength is not a gift or endowment, for its generation and storage are largely dependent upon ourselves. The work of accumulating a reserve of this force may be accomplished by an effort of will; yet it is best when, like the performance of our natural functions, it goes on without the conscious aid of the mind.

Everybody ought to be in possession of a large reserve of this life-strength, an abundant stock available in every kind of emergency. As invested capital provides both an income for present necessity and a friend to fall back upon in case of need, so should our storage of life-strength serve a similar dual purpose. Not only in sickness from exhausting disease, or suffering consequent upon severe accident, do we stand in especial need of such a reserve of

force, but possession of this kind of capital—this provident fund of energy—will enhance our happiness in health and in a large measure extend the duration of our lives.

The strength of life is derivable from several sources. Some men live by mind-force, some by nerve-force, others by muscular energy, and not a few exclusively by the gratification of their animal appetites. Life is capable of being expressed in forms or trains of actions apparently widely differing in character. Hence we speak of the forms and orders of life as composing a successive series of grades, rising from the lowest conceivable spark of vitality to the full blaze of intellectual genius. Life in man energizes the whole of his compound being, whether expressed in simple growth by nutrition or glowing in the living thought of poet or statesman. The problem of individual life when the task of living becomes difficult is to discover in what particular direction lies the source of vital power most readily accessible and productive, and so to live that the supply of life-strength through that channel is adequate to the needs of the whole body.

Unconsciously we may have established a habit of living by a certain single form of vitality, and that habit is not easily changed. But if anything hampers the accustomed supply from that single source, or if the channel through which it flows is obstructed, the stream of vitality may be cut off and existence cease.

The most obvious as well as the

most perfect exhibition of life-strength is in that life of the brain which we call mind. The brainworker's life depends upon the energy of his intellect. He can not surmount the difficulties of mental discomfort or feebleness, because by his mind he lives. That is the source from which he draws strength of life.

When an individual lives on his mental strength he is peculiarly liable to fall ill if the exercise of his intellectual faculties becomes to any serious extent curtailed or checked. His mind, making the departments of his organism its tools, will never wear out the body, but, on the contrary, will keep it vigorous by active work. It is a beautiful ordinance of nature which makes nutrition complementary to action, and activity contributory to health; and the same ordinance ensues that orderly brain work never shall kill the human being. When a man actively intellectual comes to a mental standstill there is a block on the main line, and traffic throughout the entire intellectual system inevitably stops. The supply of life-strength is cut off because of obstruction in the channel through which he has been accustomed to draw his supplies.

Nerve-force is quite different from mind-force, for obviously a man may be nervous without in the least degree being intellectual. A man of nerves lives by the energy of his favorite pursuits. Cut him off from these, whatever may be their character, and he will soon languish and even despair. The acts he performs are of

life giving or health preserving in themselves, but they have become to him sources of happiness and objects of enterprise. Fashion praises field sports and the chase as healthful, but they can be so only to the extent in which they are sources of life-strength to their devotees. The same occupations would cause the death of some persons who do not regard them as life-giving or for whom they really are not a source of life-strength. There is no better form of life insurance than that represented by the policy of accumulative life-strength issued by the benevolent corporation of Mind, Muscle and Nerve.

F. Cater.

Credit.

Every man is a creditor to some other man. No one can be absolutely free from debt. Even the modern Croesus owes the people for his millions. This is the age of credit. The borrower is the lender and the lender is the borrower. To lend is just and dignified and honorable, and to borrow is just and dignified and honorable—provided only that both are done fairly and honestly. The banker who helps the business man by lending him money at just rates is a philanthropist. The business man who helps others by extending to them a just credit is a philanthropist. But the most helpful philanthropist of them all is the man who helps another to make a happy, comfortable and attractive home by giving to him an honest credit.

Good Storekeeping

When you hand out Royal Baking Powder to a customer

You know that customer will be satisfied with his or her purchase;

You know that your reputation for selling reliable goods is maintained; and

You know that customer will come again to buy Royal Baking Powder and make other purchases.

It is good storekeeping to sell only goods which you know to be reliable and to keep only such goods on your shelves.



Movements of Merchants.

Alanson—Geo. Rotter has opened a grocery store.

Allen—A new grocery has been opened here by Robert Harris.

Springport—O. J. Perry succeeds N. G. Dean in the dry goods business.

Charlotte—W. L. Clise, of St. Johns, will soon open a new bazaar store here.

Mackinaw City—L. J. Willetts is succeeded in the drug business by Guy C. Parkis.

Concord—Calvin F. Dixon has added a line of groceries to his stock of bazaar goods.

Charlotte—Ben Sisco has purchased the interest of his partner, Geo. Groak, in the cigar business.

Marquette—Nels Fournette succeeds H. L. Vandenoorn in the grocery and confectionery business.

Houghton—M. Levine has installed a furniture and house furnishings department in his department store.

Springport—C. G. Walker has sold his hardware stock to E. M. Champin, who will continue the business.

Plainwell—A new general merchandise firm will soon begin business here under the style of Beigh & Son.

Levering—The Petoskey Grocery Co. has taken possession of the general stock of the Levering Mercantile Co.

Kalamazoo—J. J. Knight has sold his interest in the Reynolds Wagon Co. to Earl Shepherd, of LaGrange, Ind.

Battle Creek—D. M. Waite will run a grocery at Park Beidler, Goguc, having leased a building of P. S. Evans.

Springport—Arthur C. Haite is succeeded in the furniture and undertaking business by Walter Finn, of Albion.

Cadillac—R. MacPhail has sold his stock of 5 and 10 cent goods to A. C. Hayes, of Flint, who will continue the business.

Springport—S. J. Hammond has sold his clothing and shoe stock to Frank Scherer, of Francisco, who has taken possession.

Reed City—Gideon and Emanuel Gingrich have purchased the grocery stock of E. H. Marvin and taken possession of same.

Springport—C. S. Cruger, of Horton, has purchased the grocery stock of C. E. Van Black and will conduct the business in future.

Detroit—The Detroit Grocery Co. has been incorporated with \$2,200 cash capital by Charles Field, George Kidel and Alexander Munro.

Hillsdale—Marvin E. Hall, the veteran clothing man in this city, has retired from business, selling his interest in the Hall-Perry Clothing Co. to Perry Bros.

Macatawa—F. K. Colby will be succeeded in the grocery business by Wm. Weyhe, who has conducted the grocery department of the Colby store for several years.

Howell—L. D. Brokaw has purchased the interest of his partner in

the furniture business formerly conducted by Brokaw & Wilkinson. Mr. Wilkinson intends to go West.

Alpena—John R. McDonald will continue the buggy and harness business formerly conducted by Mawhinney & McDonald, Mr. Mawhinney having retired from the partnership.

East Jordan—A. E. Cross, of Charlevoix, for several years past identified with the D. M. Ferry Seed Co., has accepted a position as manager of the new seed warehouse of the Everett B. Clark Co.

Reed City—C. J. Fleischaur has sold his stock of groceries to Samuel Johnson, who will continue the business. Mr. Fleischaur has been engaged in trade here for the past twenty-eight years.

Muskegon—W. H. Edwards has sold his interest in the Muskegon Carving & Novelty Co. to F. G. Seydewitz and accepted a position in the office of Mann, Watson & Co., wholesale lumbermen.

Holland—Boot & Kramer, who have conducted a grocery business for twenty-seven years, have dissolved partnership. Mr. Kramer retiring from the business on account of ill health. Mr. Boot will continue the business.

Gaylord—The Kramer & Crego Co. has been incorporated to conduct a lumber business. The company's authorized capital stock is \$50,000, of which amount \$30,000 has been subscribed and \$5,000 paid in in cash.

Detroit—A corporation has been formed under the style of the M. F. McGrath Co. to deal in building material. The company has an authorized capital stock of 10,000, of which amount \$7,520 has been subscribed and \$1,000 paid in in cash.

Detroit—A corporation has been formed under the style of the Detroit Grocery Co. to conduct a general grocery business. The new company has an authorized capital stock of \$2,200, all of which has been subscribed and paid in in cash.

Detroit—A corporation has been formed to deal in general merchandise and pictures under the style of the Hughes & Lyday Co. The company has an authorized capital stock of \$20,000, of which amount \$12,200 has been subscribed and paid in in cash.

Hamtramck—A corporation has been formed under the style of the Star Varnish Works which will deal in paints and oils. The company has an authorized capital stock of \$30,000 common and \$20,000 preferred, of which amount \$31,000 has been subscribed, \$1,218.24 being paid in in cash and \$29,781.76 in property.

Detroit—Wright, Kay & Co., who conduct a jewelry business, have merged their business into a stock company under the same style, with an authorized capital stock of \$240,000 common and \$135,000 preferred, of which amount \$300,000 has been subscribed, \$96,000 being paid in in cash and \$204,000 in property.

Alpena—Judah K. Cohen, clothier, is in financial difficulties and his store has been closed by Deputy United States Marshal Tobias, of Bay City. Adolph Fixel has been appointed temporary receiver. Claims against Cohen amount to \$4,000. The

preliminary hearing will take place before Judge Swan in Bay City next month.

Scofield—A corporation has been formed to deal in quarry and market stone under the style of the Smith-Thacher Quarry Co. The authorized capital stock of the company is \$100,000, all of which has been subscribed and paid in in property. The operations of the company are to be carried on in Monroe and Livingston counties.

Manufacturing Matters.

Detroit—The Detroit Steel Casting Co. has increased its capital stock from \$200,000 to \$600,000.

Detroit—The Peerless Heater & Valve Co. has increased its capital stock from \$40,000 to \$50,000.

Tawas—The Ottawa hardwood mill has started for the season. It has several million feet of logs to convert into lumber.

Lake Odessa—A new firm will soon engage in the manufacture of cutlery under the style of the Lake Odessa Cutlery Co.

Detroit—The Western Robe Co., which conducts a manufacturing business, has changed its name to the Hugh Wallace Co.

Detroit—The capital stock of the Rouech-Bowden Co., which manufactures burnt leather goods and art specialties, has been increased from \$16,000 to \$32,000.

South Boardman—S. A. Wellman & Co. have begun operations in their new factory, which is now complete, the old factory having recently been destroyed by fire.

Munising—The Superior Cedar & Lumber Co. will operate its mills all season and will turn out a full cut of cedar ties, cedar shingles and hemlock and pine lumber.

Grand Marais—The Marais Lumber Company's sawmill has been cutting hardwood about two weeks and will start on pine, having a full stock for the season. The mill will run day and night a little later.

Beaverton—Ross Bros. have their sawmill and shingle mills in operation and their drives nearly down. The stock of this plant is shipped out by rail and it will amount to about 12,000,000 feet this season.

Detroit—The Star Varnish works has been incorporated for \$50,000, to manufacture paints and varnishes in Hamtramck. The incorporators are Florenz J. Jageman, Joseph E. Lorange and Frank C. Golden.

Millersburg—A. P. Bradley and Charles Lindell are moving mill machinery from this place to Long Lake, in Northern Wisconsin, which will be put into a mill as soon as possible and the manufacture of lumber begun.

Munising—The Cleveland-Cliffs Iron Company, of Negaunee, has purchased the Burtis mill site and docks on the west shore of the bay at this place. Mr. Burtis still owns the bay frontage in front of his residence for a distance of 200 feet.

Detroit—A corporation has been formed under the style of the Automatic Rural Mail Box Co. for the purpose of manufacturing rural mail boxes. The new company has an authorized capital stock of \$250,000,

of which amount \$147,500 has been subscribed and paid in in property.

Chatham—Hale & Nevins, lumber and shingle manufacturers, have started up their saw and shingle mill, erected at that place last fall. The mill is cutting pine, and owners expect to operate it on a steady run throughout the season.

Hancock—The sawmill which was built at Toivola, on the Copper Range Railroad, will start operations this week, a force of twenty-five men having been engaged. The mill is owned by Suksi & Co., of this place, and will cut 20,000 feet daily.

Au Sable—The H. M. Loud's Sons Company is operating its two mills and is getting down three trains loaded with logs every day over the logging road owned and operated by the house. The company has begun shipping lumber out by lake.

Muskegon—The Concrete Construction Co. has been incorporated to conduct general construction work. The corporation has an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Rex Spike Co. has been incorporated to manufacture railroad spikes. The authorized capital stock of the company is \$20,000, of which amount \$10,000 has been subscribed, \$1,000 being paid in in cash and \$9,000 in property.

Kalamazoo—The National Gas Light Co. has been incorporated for the purpose of manufacturing gas fixtures. The authorized capital stock of the company is \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Ionia—A corporation has been formed under the style of the Marvel Washing Machine Co., which will manufacture washing machines. The new company has an authorized capital stock of \$15,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—A corporation has been formed under the style of the McCreery Engineering Co., which will manufacture iron and copper. The new company has an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Saginaw—Arthur Hill & Co. and Charles H. Davis have merged their timber holdings into a copartnership association, under the name of the Hill-Davis Company, Limited, with an authorized capital of \$3,000,000, all of which has been subscribed and \$300,000 has been paid in in cash.

Cheboygan—Lombard & Rittenhouse, extensive cedar dealers at this place, have started a cedar yard at Alpena. The yard is being stocked with cedar brought in by rail. The firm is operating heavily here in cedar and lumber and is operating a shingle mill at Sable Lake, near Grand Marais.

Detroit—The manufacture of collars and cuffs formerly conducted by the Norris Co. has been merged into a stock company under the style of the Norris Collar Co., with an authorized capital stock of \$80,000, all of which has been subscribed, \$5,000 being paid in in cash and \$75,000 in property.



Come with me to the food show,
Where demonstrators shout;
Come with me to the food show,
Ere samples all run out;
We'll try the toothsome flapjack
And swallow cups of soup,
And feast upon the cereals
Until we get the croup;
We'll charge upon the pickles,
Absorb the chewing gum,
And put the chaps with catsup
And jellies on the bum;
We'll clean the show of samples,
We're tired of common fare,
And that is why the food show
This town can never spare.

The Grocery Market.

Sugar—Refined sugar has advanced to points since the last report, thus making good the decline which occurred shortly before that. As stated, the enormous quantity of available sugar seems destined to keep the market weak, in spite of the occasional flurries which for the time cause slight advances. The market will probably be dull for the next few weeks, unless a warm spell hastens the fruit season.

Coffee—Actual Rios and Santos coffee shows no quotable change. The trade is pursuing a waiting policy, largely by reason of an intimation from influential sources that the coming crop will be larger than the present one. This, coupled with the fact that the decrease for April in the world's visible supply was smaller than was expected, means that the movement in Rio and Santos for some time will be cautious. Mild coffees are firm and unchanged. Java coffee is steady and Mocha is gradually hardening in value.

Tea—The market is without special feature. Some jobbers report very satisfactory business but there are not likely to be any new developments until the 1906 crop makes its appearance.

Canned Goods—Corn is holding quite steady. Present indications are that stocks of peas are very short in first hands and are pretty well cleaned up in jobbers' hands. Stocks of canned goods, both east and west, will be more generally cleaned up for this year than for several years past. It is quite apparent that stocks of tomatoes outside of the syndicate are about exhausted and it is thought by those who are best informed that the situation will rest entirely with the syndicate, the supply being limited and controlled by these few interests. It looks very much as if prices would be higher very shortly and it is fair to presume that such will be the case. There is a general disposition in the trade to hold the syndicate responsible for these conditions, but it is likely that the natural laws of supply and demand would have brought about similar conditions, regardless of the syndicate's action in the matter. Stocks of peaches and apricots are so small that the sale is somewhat naturally

confined, although there is a continued good demand. The movement in canned vegetables is on a fairly liberal scale although jobbers show a disposition to restrict their purchases to the filling in of stock when necessary. The market is very strong on California canned fruit. The full effect of the California disaster has not yet made itself felt in the market on Alaska salmon but it is thought that it will ultimately bring about higher prices especially on the red fish. No varieties of Alaska salmon are in large supply and it is in very strong position. No opening prices on the 1906 pack have yet been named. Stocks of coast fruits are confined wholly to the holdings of jobbers and it is impossible to secure a considerable line of any variety. The stocks besides being small are badly broken.

Dried Fruits—Raisins are very dull and unchanged. Apples are firm and fairly active. Apricots are wanted and stocks are becoming rapidly depleted. Prunes are unchanged on last week's basis. Nothing new is doing from the coast as regards prunes. There are some offerings of future Oregons at 2 3/4c bag basis, which is the same as last year's opening. The California growers will probably begin to talk futures soon. Peaches are unchanged, very high and slow. Currants are in good condition at unchanged prices. Spot currants are not overplenty.

Rice—Those in the trade who are best informed are still looking for an advance in the near future. The market continues very strong and the stock is being steadily diminished under a steady demand.

Syrups and Molasses—There is a continued firm market for New Orleans molasses. Supplies of black strap are light, with a continued strong demand. The feeling on nearly all grades of molasses is firm. Corn syrup is holding steady at the recent advance.

Fish—Mackerel is in light demand at unchanged prices. Sardines are unchanged, though holders are still talking advance. The demand at this writing is very light. No further change has occurred in salmon. Red Alaska is steady at \$1.10 for Horse-shoe and \$1.05 for other brands. Some business has been done in future Columbia River salmon. Cod, hake and haddock are dull and unchanged.

The Tradesman need offer no apology for publishing the portrait of Mr. Wm. Judson in this week's issue. Mr. Judson is one of the men who does things and does them well. He is very generally regarded as one of the leading exponents of harmonious organization in the wholesale grocery trade and to his efforts is largely due the splendid working organization of the wholesale grocers in the United States we now have.

Wm. Diemer has opened a blacksmith shop at Oakland. The Sherwood Hall Co., Ltd., furnished the stock.

Nick Borst has succeeded Ara Hoet in the blacksmith business on Burton avenue.

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. Receipts are not quite as liberal. The demand continues large. The weather is having much to do with the steady demand.

Butter—Creamery grades are weak and lower. Local dealers quote 21c for extras and 20c for No. 1; dairy commands 17c for No. 1 and 12c for packing stock; renovated has advanced to 18c. Eastern butter markets are weak, probably owing to good sized stocks of storage butter, which will be carried over. The storage butter in this market is being very well cleaned up and the weak feeling prevailing in the East is not apparent here. Receipts of dairy butter are heavy, but a large portion of it is going into packing stock.

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. Florida commands \$1.

Cocoanuts—\$3.50 per bag of about 90.

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

Eggs—Grand Rapids dealers have reduced their paying prices to 14 1/2c. There is a weak tone in the egg market, although the demand for storage purposes is holding prices fairly steady. Compared with last week's report, candled eggs show a decline of a half cent a dozen and case counts 5c a case. There have been comparatively few April eggs placed in storage, as prices have been too high to be attractive to speculators. Further declines are not improbable when the storage demand for April eggs is over, as it will be in a few days.

Green Onions—Evergreens, 15c; Silver Skins, 20c.

Green Peas—\$1.25 per box.

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

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

Lemons—Californias and Messinas fetch \$3.75@4.

Lettuce—10c per lb. for hot house. Onions—Spanish, \$1 per crate; Texas Bermudas, \$1.65 per crate for Yellows and \$2 for Silver Skins.

Oranges—California navels fetch \$3.50@3.75; Mediterranean Sweets, \$3.25@3.50. Vinkemulder has received a carload of oranges in cartons—dozen in a carton—with 8, 12, 16 or 18 cartons to the box. This is the first carton oranges ever marketed here.

Parsley—30c per doz. bunches.

Parsnips—\$2 per bbl.

Pieplant—Home grown fetches 75c per 40 lb. box.

Pineapples—Cubans command \$3.10 for 42s, \$3.35 for 36s, \$3.50 for 30s and \$3.65 for 24s.

Pop Corn—90c per bu. for rice on cob and 3 1/2c per lb. shelled.

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

Poultry—There is very little doing at present. Receipts are very light and the demand amounts to very little. There is no dressed poultry coming in and dealers are drawing to a considerable extent upon storage stock, some of which is far superior to the live stock being shipped in. Large fat hens show an advance of a half cent a pound.

Radishes—25@30c per doz.

Strawberries—Louisiana stock commands \$2.50 per 24 qt. case. Mississippi stock is 50c lower. Pints fetch \$1.15 for 24 pints.

Sweet Potatoes—\$1 per hamper for kiln dried Illinois Jerseys.

Tomatoes—\$3.50 for 6 basket crate.

Wax Beans—\$4 per hamper.

The Drug Market.

Opium—Is dull and prices are firm.

Quinine—Has declined 1c per ounce. At the bark sale at Amsterdam last Thursday the price of quinine in the bark advanced about 3 per cent. In spite of this the German manufacturers reduced the price.

Morphine—Is unchanged.

Citric Acid—Is in a very strong position and another advance is looked for shortly.

Alcohol—Has been advanced 2c per gallon on account of higher prices for corn.

California Wines—Have all been advanced from 7 1/2@10c per gallon on account of loss of stocks by earthquake in and about San Francisco.

Cubeb Berries—Are very firm and advancing.

Oil Peppermint—Is very firm and on account of good demand for export is likely to again advance.

Oil Pennyroyal—Has again advanced and is tending higher on account of small stock.

Oil Cloves—Has advanced on account of higher price for the spice.

Gum Camphor—Is very firm and another advance is looked for this week.

Buchu Leaves—Are becoming scarce and tending higher.

Jamaica and Afg. Ginger Roots—Are both in a very firm position and steadily advancing.

Those Grand Rapids people who were aware of the fact that Mr. Chas. W. Garfield was very ill this week were very much alarmed over his condition a portion of the time. Mr. Garfield is one of the few men which Grand Rapids can not spare. If any man in Grand Rapids deserves the title of the "most useful citizen", Chas. W. Garfield is that one. His death would be a calamity to the city and State and would create a vacancy which it would be impossible to fill.

Sidnaw—Walter S. Prickett has closed the deal for the purchase of the lands of the Fall River Iron Co. The tract comprises 10,000 acres in Baraga county and the consideration was \$100,000. It is estimated the lands contain hemlock, cedar and hardwood timber aggregating 70,000,000 feet.

The religion of some people comes in the form of spasms.

CATALOGUE HOUSES.

The Local Dealer Must Go Them One Better.

The Judson Grocer Co. has taken advanced ground on the subject of meeting and circumventing the competition of the catalogue houses, having mailed its customers during the past week the following circular letter:

The unfair method of Catalogue House Competition probably interferes more or less with your business. It is our object in this letter to make some suggestions as to how to meet and overcome it successfully and honorably and to offer you our assistance. We invite correspondence, whether you approve or disapprove of our suggestions, as it is only by such means that we can expect to accomplish success. An exchange of ideas can result only in mutual good.

Grumbling produces no good results. We are all too prone to complain instead of looking for a remedy. We must not blame the catalogue houses. They are doing only what you are doing to gain a livelihood and secure a competence. Have you studied their methods and compared them with your own? If not, why not? They give their business their very best thought and that is just what you must do. It is the man who thinks and acts who wins nowadays.

Don't get the idea that they sell better goods for less money than you do, for they do not. There is no secret about their methods—they simply go after the trade, not once nor twice, but all the time.

They "keep everlastingly at it," telling the consumer through their catalogues, and with frequent letters and circulars, what they have to sell, and how good and how cheap it is.

They have a list of every consumer in your territory. Have you?

They spend money constantly in mailing lists and letters. Do you?

They get together from time to time and exchange ideas and devise means to secure more business. Do you?

If you do not, how can you expect to hold your own with those who do, and what ground have you for complaint? If they spend more money and energy than you do in advertising their business, they will naturally get a share of the business that belongs to you.

You must keep yourself constantly before your customers. Tell them what you have to sell, how good and how cheap it is. You must let them know you want their business and will appreciate it, that you are probably better acquainted with their needs than some far-away disinterested party can be, that you are on the spot to make right anything that is not right; in a word, you must advertise. We use the word advertise in its broad sense. It does not necessarily mean that you must put a big advertisement in the newspaper and stop there. That is, of course, all right—good in its way—but it is only one way. You must study your competitors' methods and improve upon them. Have a list of all the consumers in your territory. Convey to them in some way the fact that you can do at least as well by them as anyone else—not once in a while, but all the time. You must be persistent. That is the way the catalogue houses win and that is the only way they have of winning. If they get your trade it is because you permit them to do so; it is because you sit idly by and grumble while they think and work; it is because they go to your customers through the medium of their catalogues and tell them in well-chosen words what they can and will do for them.

Now, we suggest that you have

printed a circular something like the enclosed, with a list of the bargains you offer, and place it in the hands of your customers. Go to your local printer and have him do the work. By doing this you set a good example by patronizing a local dealer. Send out a neat circular, not something cheap. Do what you do well—spend some money to secure business and it will come. If you have no local printer, correspond with the Michigan Tradesman—it will use you right and get up something creditable. Stand up and ask for your own and you will get it. Wear a smile even if you don't always feel like it, for smiles win friends and frowns lose them.

We shall be very glad to hear from you. Let us have your suggestions. We claim no monopoly of good ideas. We hope to be able to assist you.

The circular letter above referred to, headed Local Pride, is as follows:

Do you buy your goods of your home dealer or of some far-away catalogue house which, in nicely worded letters and voluminous catalogues, offers apparently great bargains? Now, when the next catalogue comes from your mail order house, draw up an easy chair and read it carefully and permit us to mention some things they omit. For instance, see if you find any reference in their catalogue to their paying cash or exchanging goods for wheat, oats, corn, beans, butter, eggs and hay. How much do they pay for cattle, sheep and hogs, f. o. b. your depot? How much tax will they pay to support your schools and educate your children? How much for improving your roads and bridges, for supporting the poor of the county, for the general expense of running the business of the township, county and State? On what page do they offer to contribute money to the church? What line of credit will they extend to you when your crops are poor and money gone, or, through illness or misfortune, you are not able to send "cash with order"? Is there any offer to contribute to your entertainment next year? What did they do last year? In fact, will they do anything to provide a market for what you have to sell and thereby keep up the value of your home? Will they do anything whatever for social, church, school or Government support, or do they simply take your dollars out of the community with no returns whatever except the goods you buy? Give this matter your careful, unprejudiced thought, then call on your local dealer, where you can see the goods before you buy and make comparisons of prices and qualities. You will find that you can do as well or better at home and you keep your money at home and you help to build up your local town, and in case anything should, by some means, turn out to be not just exactly what you wanted, your local dealer is there to set things right and make the deal satisfactory with you.

Plants and Men.

M. J. Irons, who has been growing plants with wonderful success under an acetylene light at the Cornell Department of Agriculture, said recently:

"Plants are like men. They adapt themselves to the conditions confronting them. If a plant can't have ten hours of sunshine it contrives to get along somehow on five hours.

"It is like mankind. A man said to his friend one day:

"Do you think two can live as cheap as one?"

"Before my marriage I thought they could," the friend replied.

"And afterward?"

"Afterward I found they had to."

REST ROOMS

A Big Factor in Successful Merchandising.

Written for the Tradesman.

"When I began to run a store, way back in the 70's," remarked a merchant who has achieved local renown and now has a handsome residence in Easy street, "when I went into trade I was bound that I would not die a poor man if wholesale energy, foresight, the strictest integrity, frugality and temperance could accomplish anything in the retail business. You can look around and see if you see any indications that point the way to the Poorhouse."

The dealer knew well enough what mine eye would encounter: A fine brick building, bright stock of goods, neat, pleasant clerks, cleanness on every hand, a crowd of apparently well-satisfied customers. He has caught some of the spirit that animates the big establishments of the Windy City of the West: the store boasts a commodious "rest room" on the first floor for lady patrons, with a cheery maid in attendance. Complete toilet arrangements are provided—plenty of hot water, soap (not the hard rosiny kind, either) and inviting white linen towels. These conveniences are appreciated to the utmost by shoppers, who find here "all the comforts of home." In winter this room is a veritable snuggery of warmth, in summer a breezy spot of delight. Comfortable rocking chairs and padded rattan couches with immaculate soft pillows invite the weary to rest and repose.

"This 'rest room,'" the merchant commented, "was a pet theory of mine long before I got it crystallized into reality. I had seen such rooms in Chicago, although it goes without saying they are much more elaborate than anything I could attempt. I also have duplicate arrangements for the men on the opposite side of the building, and my efforts for them are appreciated as much as one could wish.

"I think this one change, more than anything else, has been responsible for my winning so much trade from my competitors. My wife says that the women like such a place, when shopping, where they can slip away from the public eye and 'make necessary renovations in their complexions.' How they 'renovate complexions' in the retreat is better known to themselves and my better half than to me; but at any rate they emerge therefrom looking decidedly the fresher for the 'renovation!'"

"You're a fine man, Mr. Blanc," they enthusiastically say, 'to fix up such a nice place for your lady patrons.'

"And I must say that strangers who have heard of my 'rest rooms'—people whose faces I've never seen in my store before—make use of these rooms and remain to leave nice little orders which are the starters for considerable future trade.

"You would naturally think that, seeing my example in this direction, the other dealers would fall in line and imitate me, but they seem to lack the necessary funds or get-upativeness or something or other to bring

matters about as I did. However, I am not crying over that.

"Another element in my successful commercial career is the fact that I have been able to secure first-class people for behind the counters, and, what is of more importance, to keep them there. I have two who have been with me since the third year after I started the store. They could not have been more faithful to my interests and they share in the profits of the business at the end of the year. After a clerk has proved his loyalty by such continued service it is no more than justice that the reward be a generous pecuniary one.

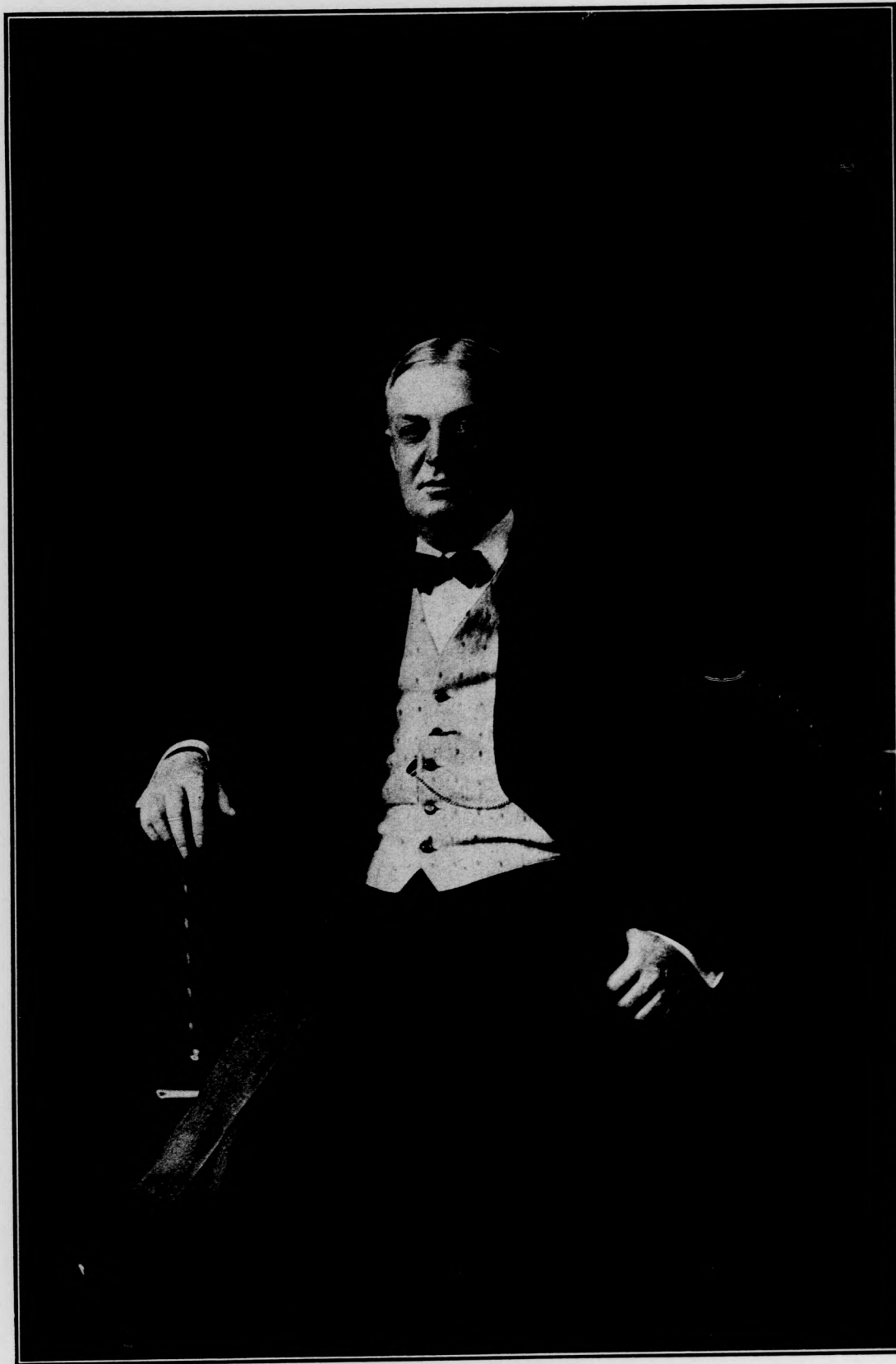
"I never stoop to 'scrapping' with my help before customers—or any one else, for the matter of that. If I have a reprimand to make or a suggestion I wish acted on I don't parade it before others and thus hurt a clerk's or other employee's feelings, destroy his self-respect and anger him against me. Such a course only engenders fierce resentment and bodes nothing but evil in subsequent relations. I am aware that some merchants take a sort of fiendish pleasure in 'calling down an employee good and hard before folks.' They say it 'makes him remember not to commit a particular error a second time.' That probably is true, but at what an expense is that remembrance purchased! Goodwill is measurably lessened with each such insult to manhood and womanhood, and the perpetrator should not bewail when evil results. If I have any complaint registered against those under me I wait until I am sure no other ears will hear and then state my wishes gently—not in a 'hammer and tongs' fashion. I find that lenity works a thousand times better than harshness, so what's the use of any other way? It is my opinion that more rancor may be traced to this one cause—the scolding of underlings before outsiders—than to any other trouble. This useless stirring up of enmity is greatly to be deplored.

"Another habit that has worked in my favor is that of never allowing a customer to leave the store dissatisfied. I rectify every mistake, adjust every difference of opinion. I 'jolly 'em up' and keep 'em good natured. I often allow them to think I am in error when I know that such is not the case; it doesn't hurt me to give in and it tickles them immensely. 'A man who is convinced against his will is of the same opinion still.' Too many dealers lose sight of this fact. The saying is as true to-day as the first time it was ventilated.

"Argument with patrons about politics and religion is strictly tabooed in my store. If they don't belong to my party and church heated discussions are not going to make them over. Everybody has a right to his own political views and religious belief.

"The above embodies, I think, most of the reasons for my business success. I am proud to enroll my name among the small 5 per cent. who have not made a fiasco of merchandising."

N. Niccoli.



Mr. Wm. Judson, President National Wholesale Grocers' Association.



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OF BUSINESS MEN.

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Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, May 9, 1906

THE COMING CONFLICT.

In a republic where the people are charged with the electing of their public officials and law-makers, it has long been conceded that nobody takes any interest in the choosing of these important personages, except those who personally hope to profit by the election.

It is the universal rule in all the cities and states of the Union that all political affairs are specially looked after by political leaders, managers or bosses, who either control nominations and elections for their own personal advancement or dictate such nominations in their own interests. Every such boss controls enough people in his ward, bailiwick or district to carry elections. These voters act under his orders and never fail to make themselves busy in all political affairs in their reach, and they vote as they are ordered.

Of course, these political heelers and strikers could not control the elections if all the people would attend faithfully to their political duties, but this they will not do unless they are violently aroused to it by some great public emergency or extraordinary situation in the political world around them. Such a popular revolution is possible only at intervals of ten or twenty years, and while the political bosses and their gangs are cast out at such moments, they are certain of victory during the remainder of the time.

Of course, the political domination of the bosses and their gangs is not a mere local arrangement. Bossdom is a great system by which the political machinery of an entire state is controlled through a perfect organization which extends to every political subdivision of the country. It all grows out of the fact that the people, except those who personally profit by the administration of public affairs, are so entirely averse to taking any part in political duties that they voluntarily disfranchise themselves, making it impossible for them to vote.

All bad government comes from this neglect or criminal misbehavior of the great body of those who should be the best citizens, but who are the worst, or are not citizens at all. Thus it is that the people do all in their power to secure the worst sort

of government possible, and if by chance they get honest and faithful officials, it is due to no worthy act of the people, but is only the result of accident or is a special dispensation of Divine Providence. When the now famous Governor Folk, of Missouri, first came into office he was elected District Attorney of the city of St. Louis along with a lot of rascals and crooks, and when he was put on the ticket he was supposed to be one of them. His subsequent conduct, in which he turned upon the scoundrels and drove them into disgrace or into exile, as criminals, was wholly unexpected.

The state of affairs which obtains in our own republic is only a repetition of what has happened in every other Government in which all control of public affairs was specially committed to the people. The first republic of which we have any specific record was that of the Israelites. The people had a large voice in the control of their public affairs, but they not only ceased to be proud of their individual responsibility, but they became so intensely tired of its duties that they resolved to have a king, and although the wise men among them told the people that they would find the little finger of a king to be heavier than the entire body of an ordinary man, they paid no attention to this good advice and rested not until they got a king.

The Greek republics, after varied and disorderly careers, came to an end under the overpowering imperial rule of Alexander. The Roman republic, the most celebrated of all, ceased to be republican, except in name, after the civil wars of Marius and Sulla, and was ready for the imperial domination which Julius Caesar inaugurated, and his successors for nearly 500 years maintained. As for the several republican administrations that have appeared and disappeared from time to time in France, they were only spasms.

Speaker Cannon recently voiced this fear in the course of a speech before the Union League Club at Philadelphia, as follows: "In my judgment the danger now to us is not the weakening of the Federal Government, but rather the failure of the forty-five sovereign states to exercise, respectively, their function, their jurisdiction touching all matters not granted to the Federal Government. This danger does not come from the desire of the Federal Government to grasp power not conferred by the Constitution, but rather from the desire of the citizens of the respective states to cast upon the Federal Government the responsibility and duty that they should perform. If the Federal Government continues to centralize, we will soon find that we will have a vast bureaucratic government, which will prove inefficient if not corrupt."

This is simply a repetition of what has been done in every other republic which has become great among nations. It grows out of the desire of the people to abandon all public cares and duties and to devote themselves each to his own private affairs, while all public interests are dumped upon

a central government which grows through the vast increase of power and business forced upon it into a mighty imperialism until it shall finally break down with its own excessive weight and unwieldiness and the utter degeneracy of its people.

Is it to this that the grand American Republic is tending? Doubtless so, since it could not work out its mighty destiny without a strong government and a mighty hand to carry it to universal conquest.

ALCOHOL IN THE ARTS.

Notwithstanding the readiness with which the House of Representatives passed the bill providing for the removal of all tax on denatured alcohol for use in the arts, the Senate seems disposed to hold up the measure, and unless the Upper House receives a good deal of prodding up through expressions of popular sentiment, in the press and otherwise, there is a good chance that the measure will fail to pass at this session.

The only arguments used against the bill are, firstly, that there might be a loophole left open for evading the revenue tax on potable alcohol; and, secondly, the damage that would be done to the wood alcohol industry. The purpose of the tax on potable alcohol is to create revenue, and at the same time restrict its use in the preparation of liquors. That the present law accomplishes both these purposes may safely be conceded. Under the proposed law, before any alcohol could be withdrawn for use in the arts, it would have to be denatured by admixture with some poisonous substance, so as to render it totally unfit as a beverage or for a mixture to be used as the basis of liquors or patent medicines.

While it is proper in every respect to tax alcohol as such, when used in liquors, there is no reason why it should be taxed any more than coal, kerosene or gasoline when used to produce light, heat or develop power. With the tax on it can not be used for any of those purposes, but with the tax removed the Tradesman is assured that it can compete on favorable terms with the other articles just mentioned.

Aside from the advantage of securing another medium of producing light, heat and power economically, the use of alcohol in the arts would possibly give a fresh value to corn, molasses, beets and many other farm products, the value of which might be enhanced by the creation of a wider market hitherto unexploited. That steps would have to be taken to prevent fraud is obvious enough, and the measure now before Congress does not embody the necessary protective features to justify the business public in supporting it. This view of the matter was probably taken into consideration by those members of the Board of Trade who opposed the recommendation of the Legislative Committee, which asked the Board last evening to endorse the measure and request both Michigan Senators to vote for it. Under the circumstances the Tradesman thinks the Board did the proper thing in laying the matter on the table.

THE CALVO DOCTRINE.

It is rather a regrettable coincidence that just when the celebrated "Calvo" doctrine is about to be critically debated in the Pan-American Congress soon to assemble in Rio de Janeiro, the author of the doctrine should pass away. A recent cable from Argentina announced that Paris advices give news of the death there of Carlos Calvo, formerly Argentine Minister in the French capital and one of the most accomplished and widely known authorities on international law and the relations of the South American Republics that has ever lived.

The "Calvo" doctrine, which is sure to live although its author has passed away, was enunciated fully a quarter of a century ago. It holds that there should be neither military nor diplomatic interference of one nation with another to enable private persons or corporations to collect either private or public debts due by either the subjects of another country or by the country itself. This was naturally a very attractive doctrine to the public men of South America and more than one attempt has been made to have the doctrine incorporated in the protocols of the achievements of international gatherings.

It is understood that the "Calvo" doctrine will be brought before the Pan-American Congress to be held shortly in Rio. The delegates from several of the South American countries are expected to urge upon the conference the adoption of the "Calvo" doctrine as the accepted policy of all the American Republics. Such action would, of course, act as notification to the powers of Europe that the custom of collecting debts by force of arms must cease. Unless the American Republics are prepared to back up this stand by force of arms it would be much better never to assume it, as it is notorious that Latin-American republics are extremely derelict in the payment of debts, both public and private, and were not force sometimes resorted to to collect such repudiated debts they would probably never be paid at all.

It is not probable that the United States would assent to the "Calvo" doctrine. The Monroe doctrine is already burden enough to carry without complicating it with the "Calvo" addition. This country has always taken the position that the forcible collection of debts did not transgress the Monroe doctrine and that there existed no bar to the use of force by an European power as long as that power abstained from attempting to acquire territory or political control of any sort over the countries assailed. The use of friendly offices is about as far as this country can afford to go in opposing the forcible collection of debts. It is not very clear how we could take any other position and be consistent as we ourselves have never hesitated to employ force in the collection of foreign claims when it seemed expedient to do so.

By the time a man has reached 40 he has either got rid of his conceit or doubled it.

AGE OF SPECIALISM.

Salesmen Must Be Able To Do One Thing Well.

If all the men who have done great things since the making of history began had run on the "near enough" plan, dodging the necessity for taking pains, civilization would never have poked its head out of the shadows of the Dark Ages. The thing that has given the race of the present its advantages over all preceding generations is organization, which is nothing more nor less than a method of having a great number of people take pains to accomplish the doing of some one thing. Accuracy and thoroughness are the genius of this age.

Do not imagine for a moment that the big skyscrapers of our modern cities, which put it all over anything they had in Babylon or Nineveh, were thrown together in slap-dash fashion by some chap who had in mind only a notion of hustling through his contract in record-breaking time. Every last one of them is a monument to infinite painstaking on the part of an army of individuals. Any little slip in any of the parts would impair the safety of the entire structure. Yet such is the thoroughness of construction in the modern sky-scraper that it stands four square against the winds of heaven and defies the toughest tempest that ever went on a rampage to sway it enough to crack the plaster on its walls.

A slight flaw in a little piece of machinery will turn an ocean steamer with its thousands of passengers into a drifting derelict—as hopeless and forlorn as a yellow cur that has lost its master and does not know where to go. If you could trace the flaw back to its original cause you would find that some careless workman who made the part that gave out did his work on the "near enough" plan. He gave his employer a hit-or-miss style of performance in return for the wages of a painstaker.

It is most often a single flaw in some small part that wrecks a whole performance. The deacon's wonderful one-horse shay that collapsed all at once in every part was purely a product of a humorous poet's imagination. Most breakdowns are caused by a single imperfection in an aggregate of satisfactory conditions, due to some "near enough" careless fellow who had a contempt for taking pains.

Painstaking is a tremendous factor in values. A piece of pig iron that would stand for little more value than a handful of mud becomes a possession to guard jealously in a safety vault when once an expert jeweler has expended pains upon it by making it into watch springs.

The painstakers are the fellows who are forever putting high values into things around us which before were of no account.

They have fished up the marl at the bottom of the lake and put it through a process that makes it into handsome material for city blocks. They have found a way to make the refuse horns and hoofs of cattle into prod-

ucts which we pay good money for. There is hardly any kind of waste material the painstaker can not turn to some account. Even the cast-off clothes which we relegate to the rubbish pile, after passing through the hands of a series of painstakers, come out in the form of fine paper, which is sold at fancy prices. The value of the raw materials out of which that paper was made was very slight. Plus somebody's painstaking that raw material becomes a finished product worth 60 cents a quire.

Thoroughness gets more results than the inspiration of genius. You may happen to stumble on a great notion for a way to accomplish something worth doing, but you can depend upon it that the modus operandi as you first conceived it will need a whole lot of patching up and revising, will have to be experimented with and improved and fixed over before it will turn out to be of any practical value. The only way to get all these things done successfully is by taking pains.

Selling goods is no exception to the general rule. There are salesmen who seem to secure orders without any apparent effort—men who would have been able to persuade bloody-minded old Nero into buying a hand-embroidered copy of the Golden Rule. You think they have natural endowments above those of the average salesman. Well, often they have; but in the majority of cases the difference between them and men who fail is that they have taken pains to qualify for success. They have not only started out right, but have kept up the painstaking process until it has become a second nature, so that they are practically incapable of oversights or blunders.

Because a man gets results without perceptibly straining after them is no argument that he is not taking pains every minute and giving careful attention to every detail of his work. Painstaking is not necessarily a laborious process accompanied by the jar and rattle of cerebral machinery. Some people entertain the idea that it means useless drudgery—going about with one's eyes cast down, idiotically counting the cracks in the floor, stepping gingerly along the paths of life, or fumbling forever with foolish trifles, while other men reach out and grasp the big issues.

This idea is all out of plumb with the truth. The real painstaker is the man with accurate apprehension—with ability to see big possibilities in apparent trifles and to give each particular trifle its due importance in relation to things as a whole. He is the man who insists on accuracy in everything he does, as opposed to the fellow who contents himself with being "near enough."

It is men of this sort that we want in our sales force. We want men who will take pains in studying their product—men who are able to close a big order by showing up the excellence of the product in some technical point which other salesmen might think was purely the factory's business, and no concern of the salesman or his customer. We want salesmen who take pains in locating

customers, in calling on customers, in pleasing them, in learning their wants and satisfying them, in seeing that they receive proper service and that the house is fully informed as to just what service is expected. We want men who take pains in finding the possible order, take pains in following it up, take pains in landing it and take pains in seeing that proper delivery is made.

It is salesmen of this sort that win and merit the confidence of their customers and the confidence of the house. Business is based upon confidence, and confidence goes out only to those who take pains. Painstakers have forty ways of laying the foundations for good business and building upon them the structure of success, while other men are merely surveying for a site.

W. C. Holman.

So Say We All.

Will Jones, who made the Commercial Bulletin, of Minneapolis, the greatest trade journal in the Northwest, has met and embraced his opportunity. After twenty years of hard work and successful effort he found himself face to face with a princely proposition to sell his interest in the paper. This he accepted from the Root Newspaper Association, and on April 21 announced his retirement from "a fruitful field." This removes another of the veterans and leaves only Stowe, of the Michigan Tradesman, and the editor of the American Grocer, both having spent about thirty years in their respective fields. We shall miss Mr. Jones, one of the grand fellows; fair, independent, aggressive, able, successful. Wherever he goes or whatever enterprise he may engage in, we wish him success.—American Grocer.

Willing To Pay the Damages.

The cable dispatches a short time ago told of a religious revival among the Welsh miners, and related many instances of men being so carried away by their religious enthusiasm that they refused to work. Several years ago a revival meeting was being held in a little village in the northern part of the county of Cornwall, England. The leader of the meeting was a prosperous miller, named Samuel Knight. Whenever the miller offered a prayer he invariably gave utterance to some form of speech that would cause his audi-

ence to break out in laughter. On one occasion while exhorting the sinners present to turn from their evil ways he exclaimed:

"O God, come down among us! Come down through the roof and I will pay for the mending of it!"

The laughter that followed broke up the meeting.

Lots of things seem easy until you try to do them, and it's the same with lots of men.

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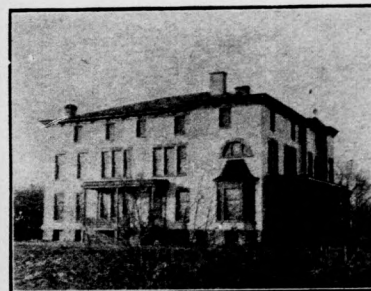
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H. M. REYNOLDS ROOFING CO., Grand Rapids, Mich.
Established 1868



Special Features of the Grocery and Produce Trade.

Special Correspondence.
New York, May 5—The general uneasiness felt in speculative Wall Street had its effect of course in the coffee market, and all the week there was a certain air of depression. Matters on Friday, however, were better, and dealers wore a smile which they hoped would not come off for at least another week. The whole situation, both speculative and spot, closes stronger, and in a number of lines quotations have shown some advance. Rio No. 7 is well sustained at 8c. In store and afloat there are 3,796,923 bags, against 4,195,404 bags at the same time last year. In mild grades there have been some pretty good transactions in Interiors, Padangs, 2,000 mats selling at 15½c. Central Americans show little, if any, change.

Retailers seem to be pretty well stocked with sugar at the moment and the week has presented few, if any, features other than those seen in the usual daily routine. Raws are steady, with no large quantities apparently offering.

In teas country greens are becoming still further reduced and prices are well sustained. A large quantity of almost all sorts of tea is, of course, wanted on the Pacific coast, and this demand seems to increase from day to day. Upon the whole, the market may be said to favor the seller.

A fairly good call for rice has been shown all through the week and holders are very firm in their views. Stocks are only moderate and some advance will occasion no surprise. Choice to fancy head, 4½@5½c.

In spices both ginger and pepper are reported in good request and tending to a higher basis. Stocks are moderate. Other lines move in the usual way and there is little to be found worthy of note.

Molasses is fairly steady, but sales show diminishing volume, as might be expected at this time of year. Good to prime centrifugals, 18@28c. Syrups are without quotable change and are steady.

In canned goods corn is worth about 50c, is in demand and there is no great amount of it to be had. The stuff has been worked off to a great extent through every retail channel and the market is in better shape than at any time since the close of the packing season. The general run of corn is held at 52½@55c. Tomatoes are still held at \$1.15 here by the trust, but the market seems rather easier than at the last report. Still holders are very confident. There is still some time before new goods arrive and the mark of \$1.25 is said to be in sight. Nothing is doing in futures. Peas are practically without change. Red Alaska salmon, on the spot, is held at \$1.05@1.10. A good call exists for California fruits, but

the supply is not large enough to meet requirements.

In the dried fruit market peaches are almost completely sold out and some advance has been established on remaining stocks.

Top grades of butter have been pretty closely sold up and the market is in better condition than last week. Still not over 20c can be safely quoted for best Western creamery. Seconds to firsts, 16@19c; imitation creamery, 15@16c; factory, 13@14c; renovated, 12@16½c.

Old cheese is now pretty much "done for" and works off at about 14½c for best stock. There is a lot of new cheese here and the quality is by no means desirable as regards a large part of it.

Eggs are doing better. Nearby stock is by no means in excessive supply, although not over 19½c can be quoted. Best Western, 18c for storage packed and 16½c for firsts.

The Bread of Ireland.

The poverty—the destitution—of the Irish peasant is a theme which for centuries generations of perfectly disinterested politicians and orators have delighted to enlarge upon. The result is that in America to-day many erroneous ideas are prevalent in regard to the manner in which the inhabitants of the "most distressful country" live.

One of the most popular beliefs is that the Irish peasant supports life on a diet composed mainly of black bread and potatoes. Such is far from being the case. As a matter of fact, the Irish country people are famous throughout the United Kingdom for their excellent wheaten bread, and to the majority of them black bread is a thing of the very nature of which they are entirely ignorant. The English tourist, traveling through Ireland, invariably makes a point of stopping at a farmhouse some evening in order to be regaled with the hospitable owner's justly famed home-made bread with a cup of "tay," in the preparation of which beverage the Irishman owns no rival. As a rule the Irish farmer bakes his own bread, but in the vicinity of the towns the majority of the rural population draw their supplies from the local baker, whose delivery vans cover the surrounding country for from twelve to fifteen miles.

A word about this baker's bread. It is made up in two-pound loaves, called "turnovers" or "household loaves," according to their shape and quality. The "turnover" is of a somewhat finer quality than the "household loaf" and is peculiar to Ireland, the household loaf being general in England and Scotland. The former is of a somewhat whiter color and closer texture than American baker's bread.

Ireland is a poor country. She has no mineral wealth, few manufactures and depends mainly on her agriculture for her prosperity. Nevertheless, the Irish peasant does not subsist on black bread, but produces and consumes an article which can hold its own with any bread in the world.—American Miller.

You Can't See Grand Opera For the Price of Vaudeville

Neither can you get a finished product like Lily White, "the flour the best cooks use," as cheaply as you can buy ordinary flour.

But you are never asked to pay more than it is worth and very often you do pay more for flour of uncertain quality than it is worth because it is not as good as you were led to believe it might be.

Nearly everyone knows what the quality of Lily White is. When you buy it you know just about what you're getting and you are never deceived.

Don't let anyone make you think that flour you can buy cheaper than Lily White is "just as good." The very fact that it can be made and sold cheaper ought to be enough to convince any sensible person that it cannot possibly be as good.

If it is sold cheaper it is made cheaper. Cheaper wheat is used, cheaper men employed, cruder machinery is operated. There are many complicated processes in modern flourmaking and many ways of "cheapening" the product.

It has never been our aim to make a cheap flour. Neither have we desired to make a high priced article. What we have tried to do is to make the very best flour possible at the lowest price such flour could be made for.

We have succeeded handsomely and we thank the discriminating buyers who have so loyally encouraged us by their patronage.

Valley City Milling Company

Grand Rapids, Michigan

Will Absorb Wholesale Grocery House.

Bay City, May 8—Gustin, Cook & Buckley, wholesale grocers, announce that May 15 it will absorb the Meisel & Goeschel wholesale grocery establishment. Herman Meisel, senior partner becomes identified with Gustin, Cook & Buckley.

The boat pattern, knockdown frame and launch building industries of the city are having unprecedented business this spring and none of the several companies is able to keep up with its orders. The Pioneer Boat Co. has just completed a new building 100x50, and another 60x50 feet.

The Michigan Pipe Works, destroyed last week by fire, will be rebuilt at once. The losses on the plant footed up \$35,000, with \$24,000 insurance. The new plant will be larger than the old and thoroughly modern. A comparatively new use to which the product, wooden, moisture proof piping, is being put is in the pumping systems of mines. The pipe is superior to any kind of metal piping, as there is no rust to contend with.

During the past week contracts have been let for an addition to the Hanson-Ward Veneer works, including a glue room, 112-56 feet, two stories and basement, bridge house and elevator.

An investment of \$200,000 in a plant designed for the consumption of hardwood manufacturing refuse in the manufacture of wood alcohol, acetate of lime, charcoal, turpentine, other oils and coal tar products is being held up pending action on the bill for the removal of the Government tax on denatured grain alcohol. Frank Buell succeeded in interesting Eastern and Chicago capital with himself and recently announced his success in financing the project. The first appearance of the agitation to remove the tax on denatured red alcohol brought progress to a dead halt. Should the bill in question pass, it will be a severe blow to the wood alcohol industry, involving the dozen or more by-products which make the manufacture of wood alcohol profitable. Denatured alcohol would be placed on the market at from 38 to 40 cents per gallon, as against a minimum of 60 cents for wood alcohol.

Necessary to Import Willow.

Holland, May 8—For the first time since the Holland Willow works was established in this city it has become necessary to import the raw material used. The company has ordered a carload of willows from Germany and it will probably be necessary for several years to import willows, owing to the shortage of the crop here and the greatly increasing demand for the product. The cost of importing the raw material is not large. A carload of willows contains a surprisingly large number of willow wands, and that quantity will require the steady operation of the local plant for a number of months.

The manufacture of willow ware has grown into an extensive industry here during the past few years, and the Holland Willow works finds itself unable to supply the demand. The company harvested over 125 tons of

willow wands last season, and it is the intention to plant about thirty acres more this year. It is expected this next season's crop will be over 200 tons. The entire output was disposed of to Chicago concerns last year.

The Kinsella Glass Co. has begun operations in its new factory and is rapidly increasing its force of men.

The Guthman, Carpenter & Telling Shoe Co. has instituted a Saturday half holiday for its men and it is expected other factories will soon adopt the plan.

Getting the Good Things of Life.

The best way in which you can make money for yourself out of this business of salesmanship is to make money out of your trade for your employer. Push his interests to the front, and it naturally follows that your own are benefited. There have been salesmen who slighted business engagements; took only a superficial interest in their product; made no effort to increase their own selling ability, and still cherished the notion that they were unappreciated by the firm. They thought they ought to receive more salary on general principles; and amused themselves with picturing what wonders they would perform if they were only inspired to the effort by a "raise." The good things of life never come to men of this sort. Such dreamers go shambling along waiting for the world to wake up and share their own idea of their greatness—until some day, when usually it is too late to make a new beginning, they wake up and share the world's idea of their own littleness and incapacity. No man ever succeeded unless he put more thought on his work than on what its proceeds would mean to him in the way of advancement and gratification.

Bankrupt Sale.

On the 18th day of May, 1906, I will offer all the hardware stock, farm implements, accounts and notes receivable, and all other assets—except the cash on hand and claimed exemptions—of the estate of George O. Letson, bankrupt, for sale, at Walkerville, Michigan, at 1 o'clock in the afternoon of that day.

Bids will be received, but I expressly reserve the right to reject any or all bids.

Purchaser must pay cash at time of sale, but possession will not be given purchaser until after confirmation of sale by the court. This usually requires about six days.

The appraisal of the above was as follows: General stock of hardware, \$1,590.86; fixtures, etc., \$136.75; farming implements and machinery, \$657.05; accounts receivable (invoiced at 10 per cent.), \$167.53; bills receivable (invoiced at 20 per cent.), \$138.34.

Rufus F. Skeels,

Trustee of above estate.

Dated Hart, Michigan, Apr. 28, 1906.

Encouraging Report From St. Johns.

St. Johns, May 8—Three factories are soon to start in this city. Morris Goldberger, of Fort Wayne, Ind., has accepted the contract from the Business Men's Association, and the

shoe heel factory will be operating in this city within thirty days. Mr. Goldberger will employ about 100 men at first and will occupy the buildings recently occupied by the table factory, which moved to Cadillac.

Charles H. Manley will also occupy a portion of the buildings for the manufacture of portable houses, greenhouse and incubators. He will employ about thirty men.

The Parr Lumber Co. will start its new factory department in about two weeks, and will manufacture window sash, doors, casings, etc.

In these intensely practical times it is not strange that the following suggestion was made before the Washington State Bankers' Association: "It is safe to predict from the present strenuous conditions in banking circles that automobiles rigged up with portable safes and manned with receiving and paying tellers will be running about the streets at no distant day gathering up deposits and cashing checks for customers, and thus save the time of hundreds of clerks in journeying to and from banks in the performance of such services. A run on the bank and the bank on the run will then become synonymous terms. The toot, toot, chuck, chuck, swish, swash, will notify patrons of the coming of the People's Bank to serve them with paper rolls, cold coin, long and short notes, drafts and overdrafts."

If you expect your prayers to be answered, you must back them up with a reasonable amount of hustle.

**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

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.

**Money Getters**

Peanut, Popcorn and Combination Machines. Great variety on easy terms. Catalog free.

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

The Pure Food Show

this year is better than ever before. The Retail Grocers' Association and exhibitors have spared no pains or expense to make it a success from every standpoint.

We invite the retailers to inspect our exhibit of

Laurel Flour
and
Quaker Coffee

WORDEN GROCER COMPANY

Grand Rapids, Michigan

NEW LABOR FIELDS.

Introduction of Many New Kinds of Occupations.

While the common occupations are overcrowded and furnish less employment than before they were contracted by the trusts and improved machinery, there are many new kinds of occupation which give additional labor to the people.

The opportunities have not so much deteriorated as changed.

The very improvements in business facilities which throw men out of employment call others into employment, so that workmen have simply to adjust themselves to new conditions. This is one of the chief facts of Sociology, and its adjustment one of the greatest problems of the times.

One of the new departments which thus employs men is electrical machinery. Workmen have here a new trade which they can enter. The applications of electricity are endless; and some constitute great branches of industry in themselves—as the electric roads. These employ countless thousands, not only in manufacturing motors and cars but in building tracks, equipping power plants and operating the lines. In certain sections of the country they employ as many men as the railroads. These have been largely taken from manufactures which, when combined into trusts, no longer needed them.

Automobiles, likewise, employ vast numbers in a variety of ways. The new occupation of chauffeur has been created, like that of motorman; so that, if there are fewer drivers of the old kind, there are still just as many who drive for a living.

Telephones are another product of electricity which employs men by the thousand. Every city has its lines, which must be operated by complicated processes; and, while they have rendered office boys and messengers useless, they have employed others to attend the calls. Telephones do not throw as many out of employment as they call into employment. They demand labor, as well as save labor.

Another new industry giving employment is the elevator business, which was unknown until the era of high buildings. It has now become one of the great industries of the city; and new kinds of machinery and new methods of workmanship are required to install them, as well as new kinds of unskilled labor to run them. The elevator boy is a new product of business, constituting a large class. While the untrained youth of a generation ago had nothing to do when beginning life, such can now earn a livelihood by transporting people perpendicularly.

Others who have recently come into new occupations with the high buildings are engineers, furnace men and janitors—now a numerous class. It takes a small army to care for a modern office building—for the heating, lighting, cleaning and repairing—all of which are on a greater scale and require more skill than before their work was so varied.

Another new business of vast proportions which employs multitudes is the storage business. With its huge

refrigerators gathering up the unused meats, eggs and other provisions, and saving them fresh for times of scarcity, to be then thrown on the market to equalize prices, the storage business creates a demand for many kinds of men. The refrigerator cars alone, by which the business is largely conducted on wheels—delivering the goods where most needed—have produced distinct vocations, which must be learned like any other.

Some of these new kinds of business have found their way into the country. The farmer must raise new products, and the artisan must follow with new industries to utilize them. The introduction of sugar beets, for example, makes not only new work for farm hands, but new employment for city laborers, while our glucose factories engage vast number both in the country and in the city to work up corn products into greater utilities. The canneries take many from the plow, to turn corn, fruit and tomatoes, etc., into more convenient articles of commerce. The over-worked housewife no longer puts up all the preserves and pickles in her kitchen; but the labor is distributed to groups in great factories where more scientific methods enable men to use more, waste less and give employment to greater numbers. The work is taken from one class only to be given to another.

The creameries have made a like change in the dairy business. The farmer, instead of feeding his milk to the pigs and making poor butter, hauls it to the station or cheese factory for a new class to handle. The farm is brought nearer to the city and the farm hand to the urban laborer. While the old occupation of the farmer is partly gone, new ones have come to him, and many both in town and country are employed in this extension of his work.

In the commercial world the change is perhaps greater than in either the industrial or the agricultural. Thousands are newly employed as financiers, looking over the disposition of the world's money. Stock speculation has grown to be a business, if not a profession, as have deals in grain, cotton, lard and other products. Our Chambers of Commerce dot the whole country; and besides those who speculate there are more who are employed as brokers and clerks representing them. Many have no other business and are known as nothing else than "Board of Trade men."

There have also come into existence in recent years great numbers of "agents" of various kinds, which include many of the people who are shut out from other employment—real estate agents, insurance agents, manufacturing agents, etc. Branch houses are established in most cities, also agencies for selling on commission where thousands are engaged in locally representing others.

Another occupation of vast importance, which has recently come into the business world, is advertising. This employs multitudes in all large cities, engaging a variety of talent as solicitors and writers of advertisements. Schools and periodicals are



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

Segment Corn and Bean Planter

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

NETS AND DUSTERS

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

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

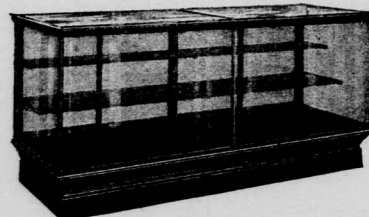
Window Displays of all Designs

and general electrical work.
Armature winding a specialty.

J. B. WITTKOSKI ELECT. MFG. CO.
19 Market Street, Grand Rapids, Mich.
Citizens Phone 3437.

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 are either manufacturers or large jobbers of everything that pertains to the

Glass or Paint Business

Note the following:

We are manufacturers of

Leaded and Ornamental Glass Bent Window and Plate Glass

We are large jobbers of

**Window, Plate, Picture, Skylight and Figured Glass and
Mirrors, Paints, Oils, Varnishes, Brushes
Ladders and Painters' Supplies**

We Carry in Stock a Complete Line of Sash and Doors

Western Michigan Distributors
for products of the

ACME WHITE LEAD & COLOR WORKS

Valley City Glass & Paint Co.

30-32 Ellsworth Ave.

Bent Glass Factory, 81-83 Godfrey Ave., Cor. P. M. R. R.

Grand Rapids, Mich.

founded to instruct in the art, and the capable advertisement writer is regarded as a skilled workman, of whom all branches of business must take account. Some lines of advertising have grown into a business of themselves with their adepts and minute regulations, as the decoration of show windows and billboards. Much of the painting of the country is done for advertisers, and this work has become a special art.

Another new employment is syndicating. Men buy up literary and artistic matter, which they furnish to newspapers and periodicals, conducting great businesses in managing authorship. This occupation, unknown until the era of consolidation, employs great numbers who neither write nor publish, but deal in the productions of both writers and publishers, and who secure the chief profits from them.

Another business which employs a great number is caricaturing. Every prominent daily must now have its artist, as well as its funny man. Much of every issue is pictures, and the making of these has come to be a great part of journalism.

Phonographs and kinetoscopes also give occupation to many. Besides manufacturing and selling these instruments, men conduct phonograph parlors and five-cent theaters in all cities. The amusement business has been greatly extended through the mechanical production of song and action.

Hospitals also have recently grown into great employing concerns. They have come into more general use than formerly, and for different purposes. Until recently they cared for only the poor; now they are places where the wealthy receive skilled attention; and the numbers employed by them are many times multiplied. The treatment of disease is a business for many others besides physicians. A new occupation, now called a profession, is that of the trained nurse. Young women obtain employment here who could not in the old conditions of society. The nurse is virtually a physician, having the care of the patient to a greater extent than the doctor.

In various kinds of sociological work we have new occupations. The care of one class by another is getting to be a business, especially the care of the unfortunate. The poor have now the rich to take care of them, and the millionaires are often the servants of the tramps. Social settlements, with great buildings and wide-reaching lines of operation, employ many who have no other business—teachers, cooks, distributors of alms, etc. The Salvation Army has organized the relief business into system, which employs great numbers

of the poor to help other poor. Collecting funds, visiting the slums, hunting up cases of distress and administering various forms of help—they have made a business of charity which employs a vast army. It is commonly believed to do more for the number employed and for the money spent than the church or any other agency of benevolence.

It will thus be seen that while the old means of employment are becoming contracted, many new ones are springing up which employ the people, so that men can confidently hope to fare as well as in times of greater individuality. They must simply adjust themselves to new conditions. We can not live again as we once lived. While most kinds of business are done with fewer men, through the increase of machinery and the forming of industrial combinations, there are more kinds of business. New work is wanted, as well as new ways of doing old work, and men must simply take to the improvements, and, in some cases, become new men.

Austin Bierbower.

Heat and Chemical Resistances.

Hunt the slipper when the slipper is a heat proof material is the game the engineers are playing. The extreme temperatures necessary in modern industries have developed a new kind of engineering work in the selection of materials that are adapted for containing vessels and utensils by their resistance to both heat and chemical action. M. Auguste Morel, a French engineer, finds carbon in the form of graphite to be especially valuable, as it resists almost all temperatures, but it unites chemically with iron and can not be used in work with that metal. Pure silica is most useful, although it softens in the oxyhydrogen flame and unites with alkalis. More resistant still is alumina, which fails only in the electric furnace, and resists all such corrosive actions as oxide of iron, to which silica yields. Chalk, although subject to chemical action, withstands heat wonderfully. Magnesia, titan acid and iron oxide are other simple natural compounds, but the electric furnace is producing many complex manufactured materials, like carborundum, that are taking their place for practical purposes. In working with great heat the electric furnace offers an enormous advantage, as the intensest heating is internal and substances can be acted upon by temperatures that would destroy the crucible walls if applied from the outside.

The fellow who is afraid to take a chance generally loses on a sure thing.

Ambition is Greed's sister-in-law.

The Headquarters for FINE COFFEES

and

SPICES

The "Quaker" Brand

are at

WORDEN GROCER COMPANY
Grand Rapids, Mich.

QUALITY IS REMEMBERED

Long After Price is Forgotten

We Have Both

Volk Stamp and Stencil Co.

W. J. VOLK. J. P. SOLOMAN.
62-64-66 GRISWOLD ST., DETROIT, MICH.

A trial order for anything in our line will convince you.

Fire and Burglar Proof

Safes

Tradesman Company, Grand Rapids

MILLERS AND SHIPPERS OF

Established 1883

WYKES-SCHROEDER CO.

FEEDS

Write for Prices and Samples
GRAND RAPIDS, MICH.

Fine Feed

Corn Meal

Cracked Corn

STREET CAR FEED

Mill Feeds

Oil Meal

Sugar Beet Feed

MOLASSES FEED

GLUTEN MEAL

COTTON SEED MEAL

KILN DRIED MALT

LOCAL SHIPMENTS

STRAIGHT CARS

MIXED CARS



Weekly Market Review of the Principal Staples.

White Goods—The prices ruling in white goods still continue very firm and the outlook is reported as much brighter. The exceptional feature of this market, especially in the sheer goods, has been the fact that the demand was much in excess of that anticipated by the manufacturers and selling agents, in consequence of which the supply has been all taken up. This season has in many respects been a banner one and it is not altogether improbable that the supply for 1907 may be somewhat short. Deliveries have been better during the past week and it is very probable that it will be easier in the near future to obtain goods in the primary market, but at the present time spot goods demand and receive almost prohibitive prices. The warm weather which seems to be setting in will be of benefit to the market. It will enliven the retail trade, and then the jobbers and then the primary market by the reorders from the jobbers, especially in such goods as lawns and India linens.

Shirtings—The trading being done in shirtings for the fall business exhibits the same quiet tone as is prevalent throughout the cotton goods market. On the better grades of shirtings there is not the same feeling as to the future expressed as there is on the low lines. The high values on both the high and the low lines have made the buying of a conservative and cautious nature. On the better grades the goods will be taken regardless of the high price, as the manufacturer of high class shirts operates on a good margin and can afford the increase, and also he can increase his selling price as the consumers to whom he caters are not stopped by the question of price. It is in the low lines that the enhanced price is a serious problem with the wholesale shirt trade, which makes shirts to retail at 50c. Here the margin of profit to the shirt manufacturer is small, and he is neither able to stand the increased cost without loss nor is the retail trade taking his goods in a position to pay a higher price.

Dress Goods—Are very quiet at the present, as very few duplicate orders have as yet come to hand. It is not expected that these goods should be in the same position as that occupied by the men's wear, as the dress goods always open later than the former. That values are too high to expect other than conservative buying is one opinion that has been expressed of the market situation. There has been a very good business done on dress goods in initial orders, but as yet the reorders are coming in so slowly and of such small volume that it is impossible to tell the extent to which reorders will develop, and along what lines the demand will concentrate itself. As one selling agent expressed it, the season is not yet open. The

changes in the demand come so quickly, literally on the jump, so to speak, that no one cares to make any attempt at prophesying the future. At present, as far as any one can see, it looks as though the cloths which would receive the best business on reorders would be broadcloths and fancy woolens. Whether the high values now ruling are justified by the actual conditions of the market or not, this fact remains true, that the buyer can not at the present time go into the market and purchase marketable goods at a concession below the prevailing figures. There is at the present time a very small accumulation of stock on hand in the primary market, and it is extremely difficult for the buyer to obtain goods on immediate delivery.

Hosiery—Orders for the new spring season are not expected as early as this in great volume. Again, the buyers have recently been slow to place orders and therefore buying of volume on a new season's goods is not expected to progress rapidly. But recently there have been orders received from early buyers in volume sufficient to warrant the assumption that the progress of the season will not be slow when once it gets under way. Price conditions, it is expected, will not come between the manufacturers and the buyers to any great extent. The experiences of the recent past have not been conducive to hesitancy on the part of the buyers. Too many of them, after delaying ordering until a late date, have found when they were in the market for considerable stocks of goods that early buyers had gathered in all of the choicer goods earlier in the season. This next season, then, it is expected will be characterized by the early buying on the part of those operators who have recently been facing more or less of a scarcity of goods, due to their own procrastination. Beyond this also is the fact that where, during past seasons, it has been more or less safe for the buyers to depend upon stock goods for the filling of their late orders, nowadays banking too strongly upon this source of supply is altogether unsafe, for manufacturers are finding ways and means for distributing their goods nearly as soon as they are manufactured and stock goods are not allowed to accumulate as once was the case.

Union Suits—The growth of the business done on union suits for both sexes has been remarkable and their development from ill-fitting garments to comfortable and satisfactory and in a certain measure necessary articles of wearing apparel has been rapid. In many cases the greatest effort has been made by manufacturers to perfect the form-fitting qualities of these goods and at the same time to raise the quality of the goods, and that this effort has met with success is vouched for by the fact that all mills making these goods are very busy and are in many cases being enlarged. The development of lines of underwear for which special claims are made as to the health giving or preserving qualities has been rapid and these, as the above-mentioned lines, are well taken care of. Other

specialties include goods for which special claims are made regarding their wearing qualities or the fact that they are made up of unshrinkable worsted, etc., and in nearly every case the demand for these goods is greater than the supply. The question of securing deliveries of fall goods is one which now confronts the buyer and in which he is taking more interest than was apparent a short time ago. The feeling that late orders would be taken care of without friction, which was held by many, has now almost entirely passed away, and those buyers who were disposed to act upon this assumption are now in many cases in the market for goods. The position of this market in the future looks bright to all manufacturers and sellers and when new

HATS At Wholesale

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

COUPON BOOKS

PERCEDE
BOOK-KEEPING
DISPUTED ACCOUNTS
BAD DEBTS

ACCURACY
PROFIT
CONTENTMENT

We make four grades of books in the different denominations.

CIRCULARS ON INQUIRY
SAMPLES

TRADESMAN COMPANY,
GRAND RAPIDS, MICH.

Brownie Overalls



We have the kind of an overall the boy takes a "shine" to because it is one that fits and can be sold at 25c and 35c per pair.

"Empire Brownies"

like all other "Empire" garments, such as Overalls, Coats, Pants, Mackinaws, etc., are made to give satisfaction to the wearer.

Try them

Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Michigan

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.

orders are sought by the latter there is little likelihood but that in volume they will be entirely satisfactory.

Carpets—A couple of weeks ago carpet manufacturers were talking of the probability of an advance in carpet prices at the opening in May. In many cases the conversation would end in speculation as to the probable attitude of this or that large manufacturer. In the past it has been the custom of carpet manufacturers to follow the lead of one or two of the big mills. If they advanced or reduced prices all others were prepared to do the same. In a measure this was precautionary, as each was intent on preserving his own trade, and if the large mills failed to advance prices, even when conditions seemed to justify an advance, the others would not, through fear of losing a part of their trade. During the past year wool prices have advanced, but the price of yarns did not advance in proportion to the advance in wool. This gave the manufacturers a margin and they were not inclined to believe that yarn prices would advance to a parity with the cost of wool. Consequently many of them were prepared to pursue the old policy of following the leader so long as they could make mill expenses. But wool prices advanced to such a point that it was no longer possible for the spinner to get a new dollar for an old one if he sold at old prices. Manufacturers until two or three weeks ago did not seem to realize that not only was wool high priced, but also that the supply was not considered sufficient, and they continued the policy of buying from hand to mouth. The demand from the men's wear trade for worsted yarns made from better than carpet stock has furnished worsted carpet yarn spinners with plenty of work at paying prices and in a measure made them indifferent to whether they received any orders from carpet manufacturers. Within the past two or three weeks some manufacturers have sought to place fair-sized orders with the spinners and much to their surprise prices were quoted that seem to them prohibitive.

Will Resume Manufacture of School Seats.

Marshall, May 8—The outlook for Marshall industries for the coming year is the best in several years. The Hardyfood building is nearly completed and will be ready for occupancy about July 1. This building will contain one of the largest ovens in the country. The company is over-run with orders and is working night and day to keep up with the demand.

The Marshall School Seat Co., whose factory has been idle for a number of years, will start operations June 1, with a force of twenty-five men. This concern was closed by the trust a number of years ago, but since that was dissolved G. A. Bullard, the owner, has decided to commence operations again.

The Dobbins Furnace Co., which was recently reorganized, is planning to enlarge its business and as soon as plans can be made a large foundry will be erected in Perrinville to do all the casting. Heretofore this has

been done by a Kalamazoo firm, but the new company believes that it can manufacture the castings cheaper.

Both the Page Bros. Buggy Co. and the Borough & Blood Buggy Co. report an unusually good prospect for business, there being many more orders than last year at this time. The Borough & Blood Co. has received an order for 500 sleighs from a large mail order firm to take care of, which will tax the capacity of the factory to its utmost, in addition to the regular business.

Since the organization of the Marshall Business Men's Association there have been several good propositions before it, and although the board of control refuses to divulge any information until there is something definite, it is known that at least two good factories are almost a certainty. The common council is working in harmony with the board and local business men are looking for better times for Marshall.

Cereal Food Business in Full Blast.

Battle Creek, May 8—The deal has been closed by which the American Cereal Co., of Chicago, has come in possession of the Flake-Ota Co.'s buildings in the Eastern part of the city. The present buildings are occupied by the Dr. Perkins Sanitary Refrigerator Co., which will keep possession until its lease expires August 15. Several other cities have tried to induce this company to remove from Battle Creek, but there is no doubt that the business men of this city will offer sufficient inducements to keep the factory here.

The cereal food business in this city is now running full blast. There are seven factories here in successful operation, all working day and night. More men are now employed and more cereal foods manufactured than ever before since that important industry was established in this city.

When the fund was raised here for the purchase of grounds for the location of the new Grand Trunk locomotive works and shops, a balance of \$6,000 was left in the hands of the committee. Circulars are now being sent out by the Business Men's Association to all persons who contributed to this fund asking their consent to use the balance to assist in building up in Battle Creek another manufacturing institution.

The project of the Business Men's Association to give a big banquet in the magnificent new Grand Trunk depot to inaugurate its opening has been abandoned, and instead a public reception will be held during the afternoon and evening, at which the railroad officials will be present. The date for this opening has been officially set for June 15.

An effort is being made to encourage the location of a shoe factory here.

Brown Brothers, who own and operate the creameries in this city and Joppa, have enlarged their business by yesterday buying the creamery at Albion. They now purchase the milk from 140 farms in this vicinity.

Fame is a post mortem of the gods.

Colored Wash Fabrics

Can we interest you in Wash Goods? If you need them we can certainly make the prices right for you. We never had better assortments Everything from the sheerest

Organdies

and DIMITIES

to the staple

Ginghams, Percales and Galateas

Will send you samples if you wish.

White Goods

The demand for White Goods will be big this season. We anticipated this and bought early and heavily. We own our stock right and will share this advantage with you. If our travelers don't call upon you, write us and we will mail you samples and quotations.

The Wm. Barie Dry Goods Co.

Wholesale Dry Goods
Saginaw, Michigan



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.



Gay and Vivid New York Fashions.

Fashion has re-discovered the gay and vivid riot of color and grace of outline of the days of Count d'Orsay and the dandies of the eighteenth century. Not only will the velvet waistcoat and velvet bow be worn again, in all the colors of the palette, but there is a tendency to revive the rich brocades and lively checkerboards in the gayest tones of purple, lavender, green and gold, and to such an extent that Miss Agnes Repplier, the Boston essayist, will no longer have cause to complain of the somberness of men's dress.

One of New York's classy men's shops takes precedence in the introduction of so much gaiety that the thoroughbred club fellow who would be in fashion must include in his wardrobe a velvet waistcoat for the dinner en famille or the club, and he has the choice of any of these colors, brown, purple, emerald, blue, gray, turquoise or wine, in a rich quality of panne velvet, with bow matching. Even the buttons of the waistcoat harmonize, being detachable crystals in a lighter tone than the color of the vest material.

Fifth avenue tailors are making collarless waistcoats in washable, flannel and brocaded stuffs. In the less exclusive shops one sees waistcoats for day dress and evening wear with wide lapels, but the custom maker of repute is not making them so except at the command of his client.

Checks and plaids of all descriptions are prominent among the gorgeous things in fancy vestings. While English influences are being felt more and more every season in American fashions, the outfitters here who cater to the Anglo-Americans have heard of, but not seen, the miniature photo button for fancy waistcoats, which the fashion tattlers of the English lay press are just now fond of chronicling as the latest mode. However, as all things seem to be possible in the attire of the "smart" dresser, perhaps we may look proudly forward to a not very distant day when the sports of Gotham will permit their vest buttons to designate their hobbies—the dog fancier, sporting dog-heads; the horsey man, the horse, and the dashing Don Juan a "photoette" of his innamorata.

The English tubular neckwear, which the upper class shops introduced months ago as their exclusive importations, now appear in all the expensive furnishers' stores, including the men's department in the first-class department stores. It makes a brave showing and is admirable worn with the flannel shirt and soft roll collar, now also seen everywhere, even in the Bowery stores. It is not, however, an article of merchandise to bank on, and even those who have a plentiful showing of them do not put a great deal of

faith in knit neckwear. While this machine crocheted scarf is pre-eminently a rich man's tie, for it sells for from \$2 to \$3, it does not follow for that reason that it is a gentleman's scarf. Undoubtedly it will be worn in large part by gentlemen, but it will not be taken seriously by them. The gentleman who wears it will do so rather as a joke, because its color is brilliant, or because it is novel and attractive, and hardly too popular yet. This, at least, appears to be the opinion of many of those who are handling it.

It is the fashion to have the scarf-pin as large as possible, and it should be of the same or a lighter or darker color than the cravat. The pin, too, should match the cuff links, being in the same design and color, whether in gold, enamel or crystal. In fact, it is decidedly proper to have one's studs and links match the scarfpin, for studs are now in use in the shirt front, whether it is a soft, pleated or stiff front.

A rather jaunty effect is secured by putting the monogram on the cuff of the soft flannel shirt, in which case the cuff, too, should be soft. This new spot for the monogram is on the left corner of the cuff, just inside of the buttonhole, and not on the sleeve above the cuff, as formerly.

The very latest in soft collars is one of silk to be worn with the silk negligee. High-class trade here does not think much of the flannel collar for town wear, and the indications are that it will not be taken up by the critical man except for sporting wear. The best people will wear it in the country, but as the flannel collar has already met with introduction on the Bowery it may soon follow the same road taken by the stock, when put to common use by the man in the street.

According to the Tailor and Cutter, of London, the king has expressed his disapproval of double-breasted garments for evening wear and is having specimens of styles prepared for him by the leading West End firms, with a view of bringing about a change. "Already," the paper says, "we hear blue cloth is being used, while velvet collars have lately become a conspicuous feature in the up-to-date dress coats."—Apparel Gazette.

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.

The Cooper Clothing

is at the front in

Style, Quality and Price

Always satisfactory in

Make, Fit and Value

H. H. Cooper & Co.

Utica, N. Y.

Hermanwile GUARANTEED CLOTHING

does not require much argument; its fame as the most stylish, best fitting, reliable line of clothing for the money—\$7 to \$15—covers the entire country. Its GUARANTEE CERTIFICATE insures the quality—its STYLE and FIT tell their own story.

"The Best Medium price Clothing in the United States"

Our salesmen are out, but they cannot reach every merchant—we would be pleased to send you, on request, sample garments and swatches at our expense, to show you just how good "The Best Medium price Clothing in the United States" really is.

HERMAN WILE & CO.

BUFFALO, N. Y.

New York Chicago Minneapolis
817-819 Broadway Palmer House 512 Boston Block

LION IN THE PATH.

Competition Is a Bogy Man To the Beginner.

No other bogy man appears so distinctly and terrifying in the path of the young man beginning the world as does the bogy of Competition. It is scarecrow enough when the young man is seeking only a salaried position among men, but when the young man considers starting into business for himself this creature Competition assumes giant proportions.

It was Gen. Grant, I think, who confessed to finding his first solid footing in the game of war when it was brought home to him that the enemy was just as much afraid of him as he possibly could be of the enemy. This is a lesson to be learned in peace, also, if the sharp competitions of the business world properly may be styled peace. To the young man entering life it may be said that he will cease to be regarded as a competitor only as he proves himself incapable; and only as he finds himself unfitted as a competitor need he consider competition in its personal aspect.

Not long ago a friend referred to me the case of a young woman graduate from a nurse's training school who was in doubt whether she could accept the offer of a physician in a Western health resort to go out there where he would assure her all his cases calling for nursing, or whether she should risk staying in Chicago, where competition was so keen. The young woman had become a nurse out of her enthusiasm for the work. She was honest, earnest, sympathetic and capable, and with many misgivings she decided to stay where she was. She made an active canvass of the physicians' offices in a certain section of the city, with the result that in the first three months she received calls enough for her services to have kept her busy for a year if she could have accepted them all.

In general there is one form of modern competition which must be reckoned with and surrendered to in most cases. It is when some combination of capital or circumstances leaves a certain field in the hands of others by such a narrow margin of profits or by such a perfected system of administration as to make the individual's efforts to compete impossible. With the young man, however, the question of competition reduces itself ordinarily to that young man's qualifications above the equipment of the average young man. Other things being equal, that young man who is twice as well equipped for his work as is any other man on his horizon virtually has no competition if he has within himself the spirit to overcome the obstacles of mere numbers.

When the crowded city has beckoned to the young man in the country it is safe to say that the greatest lion in the path of that young man's imagination is Competition. But competition is comparative only. If in his home town five men are occupying the field he covets and with room really for only four, the question of metropolitan competition may not be insistent. Yet it is not impossible that right at home under these crowded

conditions that young man may have his greatest field of opportunity.

Perhaps no consumer of any commodity in the world, if questioned closely as to his satisfaction with the product, would fail to admit that he would like to have something better; or if he were by any chance satisfied with the commodity itself, certainly he could be counted upon to wish for it at less cost.

Somewhere between these two possibilities of service lie the opportunities of competition. Unless any proposed competition in any form, entering a new field of demonstration, has one or the other of these incentives to offer the consumer its prospects are poor. It is nothing to say to a man: "I'll give you something just as good as you are getting and at exactly the same price." If you are to get his attention you must say to him that you will supply it in better quality or at less money.

This is no less the position of the young man who is seeking a salaried place in any field. Granting that thousands of positions in thousands of institutions never have paid more than a certain salary and never will pay more, the fact remains that in the purchase of a man's services for such a place the prospective employer may find no possible competition in the numbers which may have been awaiting the place, while his employer may congratulate himself for a week after the position has been assigned. In the certainty of the employer's getting more for his money the employee's competition faded into nothing.

This is a keynote in such a situation. In any such circumstance there is competition of the keenest when out of a dozen applications for a position no one applicant over another shows anything but the dead level average of the group. It does not matter if that average is exceptionally high, the competition is there, and when the place finally is filled the successful one finds himself in poor relief on a detracting background. It is the man who from the first has made competition impossible who enters a work under the best auspices.

Many a young man in formative stage who is preparing to grapple with the bogy of Competition is unconsciously weakening himself for the contest when it shall come. He is allowing himself to study comparisons instead of holding himself to the realities of competition.

Success to-day is based upon one's successfully competing with competition. Just how early a young man may begin to lay that ogre is illustrated in the philosophy of a friend of mine who recruits the ranks of his employees from the bottom. These recruits invariably are college men.

"They all look alike to me—yes," he says, "but I find that in every four or five of them I can get a man who is valuable to me, while from the undisciplined applicants the proportion of stayers is not nearly so great."

The thought has occurred to me for the young man who is to meet the bogy of Competition, might it not be worth while to compete with his fellows in appearing just a little un-

like the average college young man? Certainly my friend who is quoted above is in a mood to observe the result.

John A. Howland.

Cultivate the Sticking Habit.

Just run over the list of those of your acquaintance who have been the greatest successes, and see if they have not been the stickers, the fellows who have stayed with a job until they have worked their way upward into responsible positions. This is why Bill Jones, who was obliged to leave high school and go to work, is at the head of a prosperous business concern almost before his more fortunate companions have had time to graduate from college. It is sticking that tells every time. The world has very little use for erratic genius, especially in business. Nine-tenths of the clever fellows who have made a failure of it have learned the greatness of holding on like a dog to a root. They hang on to a thing for a while until the novelty begins to wear off, and then they go chasing after something else.

Onto His Job.

They had called to solicit the firm's assistance for a local charity.

Greene—Suppose we ask this gentleman that is coming up the aisle.

Gray—No; he's dressed too well, and he has too much the air of enterprise and activity. He is undoubtedly an underling on a small salary. We will tackle that slouchy looking, woebegone little man at the desk. He is sure to be the head of the establishment.

Mica Axle Grease

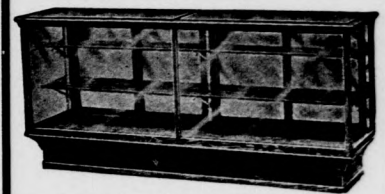
Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gal. cans.

Standard Oil Co.

Grand Rapids, Mich.



A CASE WITH A CONSCIENCE

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

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

This is what we understand as square dealing.

Just write "Show me" on a postal card.

GRAND RAPIDS FIXTURES CO.

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NEW YORK OFFICE, 724 Broadway

BOSTON OFFICE, 125 Summer St.

ST. LOUIS OFFICE, 1019 Locust St.

Every Cake

of FLEISCHMANN'S

YELLOW LABEL COMPRESSED

YEAST you sell not only increases

your profits, but also gives complete

satisfaction to your patrons.

The Fleischmann Co.,

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



DO IT NOW

Investigate the

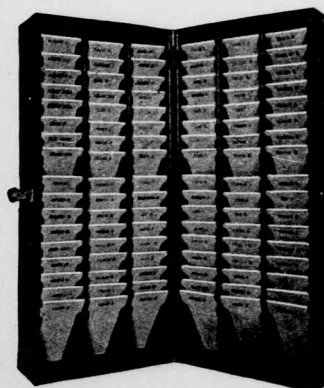
Kirkwood Short Credit System of Accounts

It earns you 25 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. One writing does it all. For full particulars write or call on

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Mich.

Both Phones 87.



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

OPPORTUNITY CAME.

He Had the Good Sense To Grasp It.

The story of how I succeeded in securing the money that paid my way through a medical college has interested many who have heard it, and several have profited by accepting similar opportunities.

I quit school at 15 years because I wanted an education in a different line from that which my father thought best for me, and started out to earn the money for the expense of such schooling as I desired.

I apprenticed myself to a shoemaker for three years' service at \$1 a week and my board. That was not getting money fast for my much desired schooling, but, as journeyman shoemakers got good wages, I figured that I would only have to continue the economical habits—that I of necessity must have to live on the small pay of \$1 a week and in a short time I would have enough money laid by to realize my ambition.

After working two and one-half years at shoemaking I was compelled to quit on account of my health. I then drove a delivery wagon for a grocer for a year, at small wages, and by doing so I lost a year's time, but recovered my health. I still believed that a trade was the best thing to have, so I served four years at carriage painting and then worked one season in Indianapolis.

During the dull season of carriage building I received an invitation to visit a friend in a small town, a di-

vision point on a railroad, and as there was little doing in my line I accepted the invitation. My friend was selling clothing in a general store, and as the railroad had just paid off the men the morning of my arrival, I found him and everybody else about the store busy selling goods. As there were more customers than clerks to wait on them, and having a knowledge of shoes, and having had a little experience as a salesman while delivering groceries, I readily accepted an invitation to assist in the shoe department. At the end of the week the proprietor offered me \$20 a month and board to take charge of the shoe stock.

That was only a little more than half what I had been getting as a carriage painter in Indianapolis, but as the temptation to spend money in a large city was greater than I could resist, together with the fact that I wanted a job where there were no dull seasons in which to use up what is saved in the busy time, it induced me to accept his offer, and I settled down to working fourteen hours a day, with no time to spend what I saved from my wages. I had worked in the store about a year when my opportunity came, and I had the good sense to grasp it.

It never was any trouble for me to save money, excepting while in Indianapolis, and however small my wages I always had a little laid by. I found that a man with only savings is a short winged bird. He will never be able to fly high nor far. To get a claim on much of this

world's goods you must invest your savings. At different times I had tried investments for my savings, and each time I was mistaken in my judgment of what would be a good thing, and so lost my little all.

I now know that had I consulted any successful business man he would have advised against all of my investments and given me good reasons for his opinions, yet they looked good to me then and would attract any young man who was relying on his own immature judgment.

I have found out since that nine out of every ten successful business men feel flattered if a young man of their acquaintance asks their advice about a business venture, and they will give him advice that is positively worthy of careful consideration.

My opportunity came while selling a pair of shoes to a lumber dealer.

After he had paid for the shoes he looked at me steadily and then asked why I did not buy a lot and let him build a house for me. I told him that was out of my reach as I could not pay for it. He then made me this proposition: I must buy a lot and pay for it; then he would build the house and have it ready to rent within three months; when completed I was to pay him \$100, and the balance (secured by mortgage) in payments of \$15 a month, with interest at 8 per cent. until paid. I told him I would think it over and let him know in a few days.

I told several of my acquaintances of the proposition, and as I now recall it the advice of those who since

have been successful in business was to accept it, while those who advised against it are still plodding along with but little more on the tax duplicate than they had at that time.

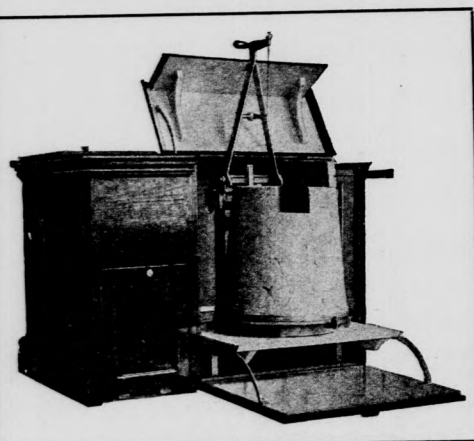
The next day I called on Mr. J. and told him I would accept his proposition and was ready to buy the lot.

I bought a lot and he built the house at a total cost of \$550. By being saving I had my house paid for six months before the last payment was due. I was offered \$600 for my property, but as that was not enough to put me through school I concluded to use that house to help me get two more.

"In building," said he, "you will find it a good rule to have your lot about one-fourth the value of the house you expect to place on it. If you put an \$800 house on a \$100 lot you are pretty sure to have to let it go at a sacrifice when you want to sell it, unless there is a boom in real estate in the neighborhood, while if you go to the other extreme and put an \$800 house on a \$400 lot the rent will not be so good a return on the investment. In your circumstances you will find it well not to invest more than \$500 or \$600 in a piece of property. Such a property in this town will rent for \$8 a month, and that will leave you only \$7 and interest to save out of your wages."

I proposed to Mr. J. that he build me two more houses at the same prices and terms as the first house and he take a mortgage on the three houses as security. He readily

You Can Make More Money on Tub Butter



You can save the loss from over-weight and driblets. You can save time and labor and ice by installing the

Kuttowait Butter Cutter and Refrigerator

Pays for itself in four months and returns 500 per cent. on the investment every year

Puts out a package as neat as prints and pleases customers better. We can supply you with cartons, too. Good live agents wanted everywhere. **Let us show you.**

SEND IN THE COUPON FOR PARTICULARS

Name.....

Street

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

Kuttowait Butter Cutter Co.

68-70 North Jefferson St.

Chicago, Ill.

agreed, and in a few months I was paying \$30 a month, receiving \$24 a month rent from the three houses and saving the balance out of my wages. The difference between the rent and the monthly payment was a dollar less for the three houses, but the debt was double, so the extra interest made me save as much as I did before.

Before I finished paying out on this proposition I accepted an offer of enough money to put me through school, and as that was my ambition I gladly turned my property into an education.

Had I been content without an education I would have paid out on my two new houses and then contracted for four more on the same terms as the others. For the seven houses I would have received \$56 a month rent and would have had to pay \$60 a month and interest, and in a few years I would have had a nice income from my investments and savings. The possibilities in that line are only limited by a man's stick-to-itiveness and the growth of the town he invests in.

Charles S. Stewart.

The Relation of the Salesman to the Store.

If you have in your employ a shoe clerk like the one I am about to describe, you will do well to hang on to him, for he is a daisy; if you have not, and know where you can get one, lose no time in putting him on your pay-roll.

Every merchant knows that on the salesmen depends, to a great extent, the success of his business—probably more so in shoes than in any other class of merchandise,—and all shoe retailers agree that proficient salesmen are very scarce; therefore, if the standard were raised, more successes would be recorded, and more shoemen would prosper. Maybe better salaries would have a tendency to draw more capable men into the profession—for such it is—but we will discuss that later.

To illustrate the inefficiency of some co-called shoe salesmen, the following incident was related by a store manager: "A fellow blew in here the other day and applied for a job; he was six feet, about 25 years of age and put up a good front. 'I am from Nome, Alaska,' said he; 'I took in the Portland Fair; went from there East and visited your large cities, and would like to settle down now and go to work; I have sold shoes for 15 years and don't know anything else.'

"I happened to be short a man and put him on, but in about ten days I put him off, with a feeling of great relief. Why, that fellow couldn't even wrap up a pair of shoes, let alone selling them. He was very sociable with my customers and would sit and talk with them as long as they would permit; but actually he couldn't tell a Velour calf from a Vici kid. During his short stay I found 14 pairs of shoes mismated, and after he was gone, it took me two days to get the stock straightened up. I now have a prejudice against salesmen from Alaska." We do not hold him up as a

sample of the average shoe clerk, but claim that many aspirants are better fitted for a street cleaning gang than for a shoe store. But we will proceed with our description of what a shoe clerk should be.

He should have good, common, horse sense to begin with. If he has read much, and has a fair education, all the better. He is obliged to meet persons in all walks of life, and must be able to approach them in a manner that will command their respect. He must be a good judge of human nature, and adjust himself to conditions. Different tactics must be employed in waiting on trade. With some he must be stern and dignified, while with others it is necessary to indulge in a little levity; some are in a big hurry and expect the second pair shown to be just what they want; others desire to be friendly and visit a while, and still others will want to look at a dozen pairs before deciding. The clerk should be competent to "size up" characters intelligently. He should be between 21 and 35 years of age. The laggard is not wanted in a modern shoe store. If he has but one customer to wait on, the sooner he finishes the job the better for all concerned. Frequently, in a rush, he is required to wait on several at once; if he is rapid and thoughtful he can do it without taxing their patience. Quick action in arranging stock, or doing anything in connection with the store, is appreciated. A local manager, referring to a certain clerk, once said to the writer, "He can make out a sales check and send the basket to the wrapper's desk quicker than any man I ever saw."

He must know the stock thoroughly, not only the location of the different lines, but what sizes he has. Suppose he is showing a woman a

certain shoe; she is trying on a 4 B, likes the shoe all right, but it is a trifle short; he says, "Let's get a 4 1-2 B and see how it fits;" he goes to that line and there is no 4 1-2 or 5; he must switch her to something else, which isn't always an easy thing to do. If he had known beforehand that he was out of those sizes, he could have said, "Now, I have another last here in this same size that is drawn out a little longer which will feel all right." He would not have been forced to admit that he was out of her size. Every time a shoe clerk tells a customer "I haven't got it," he lessens her confidence in the store. Avoid it as much as possible by knowing what you have on hand before you commit yourself. The first-class clerk will show as few shoes as possible. When he approaches a customer, the first thing is to seat her, while passing the time of day, and dexterously remove her shoe, without asking permission; he will glance at the size to prepare himself for any number she may call for. He will not ask her "How much do you want to pay?" for that sounds impertinent. He can get an idea by looking at the old shoe, unless she declares herself voluntarily. After he has looked at the size, he will ask her about what style she wants, and may also ask what size, merely for courtesy, for he knows what size she wants better than she does. He will then get as near the style she desires as he has, bring it to her, and without giving her a chance to take it in her hand, he will put it on her foot, and lace it up. Then he will draw the foot mirror up close, and invite her to have a look. He realizes that a shoe on the foot doesn't always look as it does in the hand. If it doesn't suit her, he can get an idea from her objections and probably satisfy her

with the second pair he shows; but he will show as few pairs as possible, and still please his customer. His patience should be infinite. If he gets hold of a crank who raises objections to every shoe shown he will not lose his temper, but will stay with her until he finally succeeds, or is obliged to call another salesman.

There's a whole lot in knowing when to let go. The best man on earth cannot sell everybody, and it is sometimes necessary to turn a customer over. If he takes up a lot of her time and exhausts her patience the next man will stand a poor chance of pleasing her. Sometimes he can tell, after he has shown three or four pairs, that he isn't making any headway, and that is the time to let some other clerk have her before it is too late.—Shoe Retailer.

Gets the Trade.

"That druggist Gettemwell seems to have nearly all the trade hereabouts," remarked a resident of the neighborhood.

"Yes, and he deserves it. You see, like all druggists, nine-tenths of the people who deal with him want to buy stamps. So he devised a scheme whereby he treats the back of the stamps with a medicated mucilage. If you have dyspepsia you ask for peppinized stamps; if you have a cold, you ask for quininized stamps, and so on. He charges a little bit extra for the stamps, but he holds his trade and manages to overcome the annoyance of handling that profitless line of goods. He is now endeavoring to perfect some scheme to utilize postal cards in the same way."

Never ask a truthful man for his honest opinion unless you are prepared for a shock.

IF A CUSTOMER
asks for
HAND SAPOLIO
and you can not supply it, will he
not consider you behind the times?

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.



An Open Letter To a Bridegroom.

At the request of a young man who has just entered into the holy estate of matrimony I recently made bold to give a few words of counsel to brides. The young benedict who asked for them for his wife did not ask for any advice for himself, but I am a liberal-minded woman and would like to throw in a few suggestions for his benefit by way of variety.

In the first place, brother, I would bespeak your compassion and your forbearance for the young creature whom you have just married. Men are in the way of looking on matrimony as a benefit conferred on woman. They have so long regarded themselves as the prize packages in life that they can not help feeling that a woman who has the luck to draw one ought to sit down and spend the remainder of her life congratulating herself on her good fortune. This is a mistake. Marriage is serious enough for everybody, but for a woman it is the doorway to paradise or perdition. It is an episode in a man's life. It is the whole of a woman's. He has his business to occupy his mind, his career in which he may find atonement for disappointed hopes, his gay friends and diversions on the outside. She has only her husband and her home, and God help her the day she starts out to hunt for comprehension and sympathy and happiness outside of them.

Under the very best of circumstances, and when she marries the best of men, a woman's wedding ring represents a circle of sacrifices that her husband does not even understand. She gives up her home, endeared to her by a thousand tender associations; she gives up her name, of which she is as honorably proud as a man is of his; she gives up her liberty to shape her life and develop her talents; she gives up her family and pledges herself to follow the fortunes of her knight wherever they may lead. In the fortunate cases where the parties live in the same community this does not so much matter, but it is one of the criss-cross accidents of fate that makes us fall in love with strangers. Only those who have been through with it know what a martyrdom of homesickness a bride can suffer who is taken away from her own people and her own home, where she has reigned like a little queen, and dumped down in a strange city where there is not a single soul who ever heard of her before or knew her or who apparently ever wants to hear of her or make her acquaintance.

I am willing to admit that it is hard lines on you, too, brother, to have a wife that is simply sodden and soaked with tears, instead of the smiling and merry companion you expected, and you feel like reminding her that she married you of her own

will and was precious glad to get you; but have a little patience with her now. Sympathize with her and let her go back to see mother and the girls, and she will come back cured. Be good to her now and she will be grateful to you the longest day she lives.

Remember that it takes two people to make a happy home. Custom thrusts that duty on woman and gives her a monopoly of the business, but it is an impossibility for her to run it successfully by herself. All of us have seen her try it. We have seen her get up good dinners for a husband who grumbled and growled. We have seen her sustain one-sided conversations that she in vain tried to make cheerful. We have observed her pitiful efforts to smile on a man who was as cold and unresponsive as an iceberg. Do your part. If you want her to smile, smile some yourself. If you want a happy home bring in some brightness and cheerfulness yourself. Do not think you have done your full duty when you pay the bills. Precious few women in these days have to marry for their board and clothes, and unless you give her the happiness you promised her when you asked her to be your wife, you are cheating her out of her just dues.

Do not acquire the m-m-m-m habit. If women ever get a hand in the lawmaking the m-m-m-m habit will be one of the causes for divorce. Many men have it. I have seen a woman meet her husband at the door upon his return in the evening and give him a kiss of welcome. "How are you?" she would ask, "M-m-m-m-m," he would reply. "Heard any news?" she would ask, with unabated hope and courage. "M-m-m-m-m," he would respond. At dinner it was the same way. Whenever he was asked if he would have a help to any dish he would grunt out "M-m-m-m-m." When she retailed the family news and neighborhood gossip, he made the same eloquent comment, until finally, with a growl, he subsided into the evening paper. Now isn't that a nice, lively prospect for an evening's entertainment for a woman who has been hard at work, shut up in her home all day, and who has a right to expect her husband to give her some companionship, and, at least, as old nurses say to their charges, to answer pretty when spoken to. It is a melancholy truth that in many and many a household a dummy, with an evening paper in its hand, could be substituted for the husband, and the wife would never find out the difference. It would be just as responsive and entertaining. Whenever you see a widow looking mighty resigned and enjoying herself on the insurance money, you may wager your best hat that her departed spouse had the "m-m-m-m-m" habit.

Treat your wife like a rational being—not like a baby. Throw some responsibility on her. Teach her to use money and to save it. Make her feel that she is your business partner and that the success of the firm depends on her good sense and judgment just as much as it does on

yours. We should hear fewer stories of women's extravagance if we heard oftener of men who made confidants of their wives. A man's idea of shielding the woman he loves from any wind that might blow roughly upon her is very poetic, and it might be kind if he had some way of protecting her perpetually; but he has not, and in almost every life the time comes when the storm breaks with all its fury upon her and she is absolutely helpless and defenseless. Unwise love has kept her a baby in experience and knowledge of real life, and she is the most forlorn and pitiful creature in the world. Do not do it, brother. The comrades we love best are those with whom we have fought shoulder to shoulder, and the ideal marriage is not that in which the wife is a pretty toy, to be dressed up and played with when one is in holiday mood. It is the marriage where the man turns to his wife, in joy or sorrow, in prosperity or poverty, secure that in one heart he will find perfect companionship and understanding, and the power that braces him up to fight his battle to the death.

Praise her. Before marriage you said a thousand charming things to her. You noticed every new frock and were ready to write sonnets to her eyebrows. Did you ever think with what a dull, cold thud a woman's spirits must go down when she first realizes that your compliments were merely campaign speeches and that, having won her, you do not propose to waste any more eloquence

Sure to Please QUAKER RICE (PUFFED)

The newest cereal and most unique food in the world. It has caught the public fancy and gained a larger sale in a shorter time than any other product in cereal history. Repeat orders testify to its goodness.

Our advertising is so far-reaching and attractive that every reading man, woman and child in your town will soon know about Quaker Puffed Rice and want to buy it.

Are you prepared to supply them?

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certainly has made a wonderful record. In 26 years of actual experience it has taken care of its contracts promptly at a cost to the members that seems remarkable. Highest cost age 30 per year per \$1,000, \$7.50; age 40, \$10; age 50, \$12.50. For full information phone or write

E. W. NOTHSTINE, 103 Monroe St.
GRAND RAPIDS, MICHIGAN

Facts in a Nutshell

BOUR'S COFFEES MAKE BUSINESS

WHY?

They Are Scientifically
PERFECT

127 Jefferson Avenue
Detroit, Mich.

Main Plant,
Toledo, Ohio

on the subject? I assure you that although you never notice it now, she has the same eyebrows and hair and eyes she had in the courting days, and that she would enjoy a compliment from her husband ten times as much as she did from her lover. You see, you were not the only source of supply then. There were other men who admired her just as much as you do. There may be still and they may not be so chary about telling her. Men do not think of that, but I have often wondered if there would not be fewer silly women hunting for affinities in society if they had more compliments at home. Women are funny creatures, and it is worth remembering that one will let a man mistreat her and starve her and neglect her and still go on thinking she is blessed above all others of her sex, if he will only tell her often enough that he loves her and praise her housekeeping.

Do not marry a girl for one thing and expect her to change into something else. The days of fairy metamorphose, when a cat changed into a beautiful and adorable princess, are past. If you were fool enough to marry a bit of Dresden china when you needed serviceable delft, be man enough to abide by the consequences. Do not take it out on the poor little painted china shepherdess, who is not to blame for what she is and never pretended to be anything else but an ornament. Sometimes I think that that is the cruellest thing on earth. A man falls in love with a little silly, frivolous girl, who has never done an hour's work in her life and has not two ideas in her head, and yet the moment the marriage ceremony is read over them, he expects her to change into a sensible, practical, helpful woman, capable of being his companion. Half the misery of the world comes in right here. Here are the beginnings of all those unhappy lives where the husband is disappointed in his wife, and grows away from her. What right has he to be disappointed in her? Of all the millions of women on earth he picked her out as his choice. Her silliness was there for him to see. Her light, shallow nature was there for him to fathom, and he has no right to punish the poor little butterfly for his error. If you picked out the wrong woman, have the merit at least of not whining. Be a dead game loser. Dorothy Dix.

Woman the Paradox.

"Woman," said the old Codger, during one of his meditative spells, "is a perpetual paradox, a chronic conundrum without an answer, an unknown quantity possessed of unexpected possibilities, a perennial prize package of peculiar potentialities, a conventicle of characteristic contradictions and an amaranthine aggregation of other attributes which are not alliterative.

"She is man's greatest earthly blessing and the cause of most of his misery. She is his chief inspiration to the achievement of all that is good, grand and glorious in this world, and at the same time a labor-saving device to help him make a

fool of himself. She soothes his tired nerves with the coo of her gentle voice, but she always has the last word in every controversy with him—and, incidentally, about 97 per cent. of the preceding conversation. She brings him into the world, and in a few years later talks him to death.

"Most of man's trouble is caused by woman, but so deftly does she pile the load on him that whenever his burden of trouble is lifted he wanders uneasily about hunting for more—otherwise, there would be very few second wives. She will cheerfully go to the stake for the truth's sake, and lie about her age without even being asked. She will grow weary of an indulgent husband, will cleave unto death to the man who beats her regularly. She will break her heart because a man does what she doesn't want him to, and love him all the better for so doing.

"She scorns all advice in the selection of a husband, but takes two other women along to help her pick out a hat. The less actual comfort to be obtained from a thing, the more enjoyment a woman gets out of its possession. At 16 she is a young woman; at 25, if still unmarried, she is a girl. She will face the grim specter of death without a tremor and swoon at the sight of a mouse. The only time she ever does what you expect her to do is when you expect her to do just what you don't expect her to do. The sole reason why she does anything is simply because she doesn't know why she does it. She jumps at conclusions and always lands on them squarely, for the simple reason that when the conclusion skips to one side, thinking to avoid her, it gets exactly in her way. She is the dearest thing in all the world and the most aggravating. She is as she is, and that's all there is to do about it. The only man who ever fully understands a woman is the man who understands that he doesn't understand her, and has got sense enough to let it go at that."

Got Dollars Without Selling Shirt Waists.

That there is no end to the ways of imposing upon the suffering New York public was illustrated by the failure of a small store recently. The newly appointed receiver was surprised by having many women come to his office with credit checks. These checks were for small amounts ranging from \$1 to \$10. At first the receiver couldn't understand it, but upon investigation he learned the details of a pretty system of fleecing.

The firm, it seems, had made a specialty of silk and cotton shirt waists. These were, with few exceptions, shapeless, ill-fitting garments, and when the unfortunate women shoppers got home with their purchases and put them on they were disgusted to find that the bargain-sale waists were baggy and puckery and altogether so poorly fashioned that it would be next to impossible to make them fit even by a complete ripping up and remaking. Such being the conditions they invariably took the goods back and demanded other

waists or their money. It was contrary to the principles of the firm to refund money, and as they seldom had waists more becoming either in style or shape than the ones returned they were driven to the extremity of credit checks.

"We will get in a new supply of waists in a few days," was the suave assurance of the manager and his well-trained assistants. "Your check will be good at any time, and when we replenish our stock you can select a waist that suits you."

But the new stock never arrived, and in spite of the good dollars received from deluded customers without decreasing their capital of waists, the firm became insolvent and then the women began to come with credit checks. So far the receiver has been unable to compensate them for their loss through the swindle which, in its way, was rather neat.—N. Y. Sun.

How To Make Face Powder Stick On.

Written for the Tradesman.

In using face powder, if it won't "stick on," rub the face all over with glycerine (undiluted), then rub it dry with an old piece of soft flannel, after which apply the powder, which entirely remove, or leave only enough on to take off a "shiny" look. Never use vaseline on the face for this purpose, as it is slippery stuff. Never use vaseline on the face anyway, it makes "fuzzers." J. J.

The embarrassment of riches isn't nearly so inconvenient as the embarrassment of poverty.

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**

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

Some people look at their watches and guess at the time---their watches are not reliable. Some use flour with the same uncertainty. Better use

Ceresota

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

Judson Grocer Co.

Wholesale Distributors

Grand Rapids, Mich.



Rules To Observe in Making Poultry Shipments.

There is a constant demand for all kinds of poultry in the large cities. A large portion of the livestock is absorbed by the Jewish trade. The best prices for live poultry are secured at the time of the Jewish holidays. Occasionally the price of live poultry is nearly as high as the dressed stock, and under these conditions it is a waste of time to dress the birds before shipment. This is particularly true if the market is near at hand, as the birds will not shrink much when being shipped but a short distance.

For shipping live poultry to market well constructed crates are particularly desirable. They should be of sufficient size to avoid causing discomfort to the birds, yet small enough to permit easy handling by expressmen and others. Long crates should be equipped with solid partitions to prevent the birds being thrown together at one end when the crate is tipped in handling. Failure to observe this simple precaution often results in the loss of a number of birds in each shipment. All the crates should be thoroughly ventilated, as in crowded express cars they are frequently piled one above another, and many birds are smothered.

Express companies will return empty crates at a cost of 10 cents per crate for each company handling them. Western shippers send large quantities of live birds to the Eastern markets in large, rough board crates, which are never returned, as they are not worth the transportation charges.

All live birds shrink more or less in weight while en route to market. Turkeys and large, soft chickens show the greatest percentage of loss and old fowls the least.

The last thing before shipping the birds should receive plenty of water. They should also be given a liberal amount of feed, preferably some whole grain, as corn and wheat. Should the journey be a long one, some of the additional feed may be placed in the crate.

Live poultry should never be shipped to reach the market later than Friday morning, and Thursday morning would be safer.

Much dressed poultry that would sell at the highest quotations if properly dressed is of necessity sold at unsatisfactory figures because of carelessness or inefficiency on the part of the dresser.

The value of dressed stock is in large measure determined by its appearance. A plump, good colored, well grown bird will depreciate in value if not carefully dressed. Half plucked or badly torn birds are not desired by the trade that pays the high prices.

The easiest way to dress poultry is to scald it. If it is properly done the

feathers can be removed with great rapidity and the skin is seldom torn. Private customers are frequently willing to accept scalded birds, and in some sections, particularly in the smaller markets, these move readily on the open market. Marketmen generally object to handling scalded stock, however, as they consider that such birds do not keep as well as when dry picked and are less attractive in appearance. The skin is usually badly discolored in places, and the birds soon become puffy when exposed for sale. The Boston market in particular insists that stock shall be dry picked, and, although New York will handle a certain amount of scalded stock, the best prices are obtained for that which has been dry picked.

Before packing for shipment every bird should be thoroughly cooled. This takes longer than the uninitiated would believe, but if it is not done thoroughly the stock is likely to spoil in the package. Never let the dressed stock freeze unless it is to be retained for some time and sold as frozen stuff. Thawing injures the quality and decay soon follows. Birds shipped without ice should be entirely dry before packing.

Careful grading of stock for the open market is very important. A few scrawny or badly torn birds will often spoil the appearance of the shipment, which otherwise would be excellent, and a lower price must be accepted. Keep the inferior stock separate from that which is desirable. Each grade will sell to better advantage if kept separate from the rest.

Inspect each bird carefully before packing. Wash the feet, remove the clotted blood from the mouth and wash the head. Sew up any bad tears in the skin, using fine white thread for this purpose. A curved needle is more convenient for the work than a straight one.

Birds which have a dark, dingy appearance can often be greatly brightened by washing in a strong suds made of some good soap or washing powder. Water fowl, in particular, can be much improved by special cleaning. An ordinary hand brush is convenient to use for this purpose.

Packages for dressed poultry vary greatly, but should meet requirements. They must be neat and clean and small enough to permit easy handling. For delivery to retail customers pasteboard boxes of sufficient size to hold a single bird or a pair are desirable. The birds should be wrapped in clean paper, preferably waxed paper, before being placed in the box. Retail egg customers whose supplies are shipped by express may be served with dressed poultry by using an egg case built like the standard case, one end being used for eggs and the other fitted with a metal box in which to place the birds. In warm weather sufficient ice may be included to insure arrival in good condition.

Barrels of various sizes are popular packages, especially when ice must be used. Pack them with alternate layers of ice and birds, the bottom and top layers invariably being ice. Upon the top place a good sized block

SEEDS

We carry full line. All orders filled promptly the day received.

Clover, Timothy, Millets, Seed Corn

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

Redland Navel Oranges

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

THE VINKEMULDER COMPANY

14-16 Ottawa St.

GRAND RAPIDS, MICH

Butter, Eggs, Potatoes and Beans

I am in the market all the time and will give you highest prices and quick returns. Send me all your shipments.

R. HIRT, JR., DETROIT, MICH.

Egg Cases and Egg Case Fillers

Constantly on hand, a large supply of Egg Cases and Fillers, Sawed whitewood and veneer basswood cases. Carload lots, mixed car lots or quantities to suit purchaser. We manufacture every kind of fillers known to the trade, and sell same in mixed cars or lesser quantities to suit purchaser. Also Excelsior, Nails and Flats constantly in stock. Prompt shipment and courteous treatment. Warehouses and factory on Grand River, Eaton Rapids, Michigan. Address

L. J. SMITH & CO., Eaton Rapids, Mich.

Are You Getting Satisfactory Prices

for your

Veal, Hogs, Poultry and Eggs?

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

WESTERN BEEF AND PROVISION CO., Grand Rapids, Mich.
Both Phones 1254 71 Canal St.

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
Tomatoes
Fruits of

Sell

Butter
Eggs
Produce to

C. D. CRITTENDEN, Grand Rapids, Mich.

Both Phones

3 N. Ionia St.

FIELD PEAS

GRASS SEEDS

CLOVER SEEDS

Millet and Hungarian

MOSELEY BROS.

Wholesale Dealers and Shippers

Grand Rapids, Mich.

Office and Warehouse Second Ave. and Railroad

of ice, which will melt and trickle continuously through the layer of birds beneath. Cover the top with a piece of burlap, fastening this by means of a hoop. Cases may be filled with ice and dressed poultry in the same manner, and in some cases are preferable to barrels. The stock can be packed in cases in better shape than in barrels. Burlap tops should be used on cases of iced stock as well as on barrels, as all packages so covered will be kept right side up.

Stock shipped without ice should be packed in clean cases, lined with fresh wrapping paper. Some careful shippers wrap each bird in waxed paper, and such care usually pays, as the stock so packed reaches the market in the best condition. Occasionally birds will soften up so much that blood will run from their mouths, thus soiling much of the contents of the case. To prevent this a piece of paper may be wrapped around the head.

Mark all packages with the name of the shipper, kind and number of birds and the net weight. No shipment should be made to reach the market later than Friday morning, except by special arrangement with the dealer. Ducks and geese and squabs should have white skins; broilers, roasters, etc., are preferred with yellow skins and shanks.

15,000 Chicks at One Hatch.

"Nine, ten, a good fat hen," sitting ten years, or a thousand hens sitting each on their fifteen eggs, would be required to do the work of the new incubator, with a capacity of 15,000 eggs, just completed in Pembroke, N. Y. Partitions divide it into 100 compartments, each accommodating two trays. The trays have wire bottoms and hold seventy-five eggs each. The incubator is heated by means of a coil of eight steam pipes passing over the top of the egg chamber on one side and returning on the other. These pipes are connected at one end with a water tank and heater. The water flowing through the pipes is heated to exactly the right temperature, a thermostat attached to the stove opening and closing the drafts to make this possible. The only attention required by the heater is supplying it with coal night and morning. The thermostat is an expansion tank which stands over the heater. The tank is filled with oil in which is a float. As the heat of the furnace warms the water the water in the jacket surrounding the heater expands and the float rises. This movement actuates a throttle attached to the float arm and shuts the draft of the heater; another lever at the same time opens the cold air draft of the furnace. In this way the temperature is automatically regulated with extremely little variation, the eggs being kept at a temperature of 102 deg. Fahrenheit. A second novel feature is that the heat of the eggs is regulated by raising and lowering them in the egg chamber, which is nearly a foot high inside, burlap separating it from the pipes. The egg trays rest on double frames hinged by galvanized arms. As the chicks develop the trays are lowered on these supports, the first drop being

made in six days, and others at intervals, until on the twenty-first day the trays are resting on the bottom of the chambers.

Solomon in all His Glory.

For over fifteen minutes old Peleg Ryerson had sat on his favorite cracker barrel in Minthorn's store, and it was not until the school teacher discovered that he was holding his copy of The Valley Dispatch upside down that the old man was aroused from his meditations.

"A penny for your thoughts, Peleg," exclaimed the school teacher gayly. Peleg's thoughts were generally worth more, but the school teacher was proverbially close.

"It was Solomon, wa'n't it, that had a thousand wives?" asked Peleg.

"Yes," replied the school teacher. "Why do you ask?"

"Oh, nothin' much, on'y I—" Peleg lapsed into his former silence, but the school teacher was not to be gainsaid.

"Solomon," he announced, "was the forerunner of Brigham Young and of the Rooseveltian antipathy to race suicide. His offspring were as the sands of the sea, and his raiment—"

"There hain't no doubt about Solomon really havin' a thousand wives, be they?" demanded Peleg. He did not seem to be particularly interested in offspring and raiment.

"It is a matter of profane as well as sacred history," replied the school teacher.

"I don't reckon he married 'em all at onct," ventured Peleg.

"No; he acquired them at different times."

"Never bunched 'em?"

"History fails to indicate that such was the case."

"Um. Now, this feller Solomon had a first-class memory, I s'pose."

"He was the wisest man of his time, and a good memory is essential to wisdom."

"I s'pose so. I s'pose so. He must ha' been a wonderful man."

"He was. But why are you so much interested in Solomon, Peleg?"

"Oh, nothin' much, on'y I—" Peleg spat copiously at a knothole in the floor, worked his jaws meditatively for a few moments, and continued: "Well, you see, I've been married thirty-eight years—thirty-eight years las' Tuesday. O' course, Tuesday was the anniversary of our weddin', an' I clean fergot all about it till supper time, an' even then I wouldn't a remembered if my wife hadn't got mad an' druv me outen the house with her all-fired tongue. Said I didn't have no sentiment, an' all sich kind o' talk. Ever since then she keeps a'throwin' it up to me, but I can't help feelin' glad I hain't in Solomon's boots, bein' as I hain't got no memory like his'n must ha' been. Jest think o' havin' a thousand weddin' anniversaries, an' keepin' track of 'em all! My! my! What a wonderful man that was!"

Coming To the Point.

The fellow who has money to burn generally comes to the point where he sieves the ashes.—Philadelphia Record.



This cut shows our

Folding Egg Cases

complete with fillers and folded. For the shipping and storage of eggs, this is the most economical package on the market. Why maintain a box factory at the shipping point when you can buy the folding egg cases that meet the requirements at a merely nominal cost? No loss of profits in breakage, and if you handle your customers right you egg cases cost you nothing. Let us tell how. Also, if you are in the market for 32 quart berry boxes, bushel crates, write us, or enquire of the jobbers everywhere.

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

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

PAPER BOXES

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

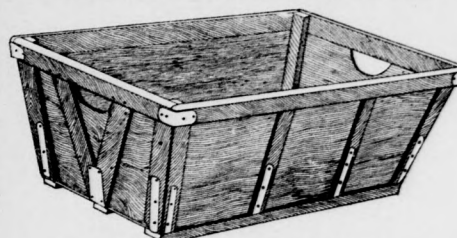
WE MANUFACTURE boxes of this description, both solid and folding, and will be pleased to offer suggestions and figure with you on your requirements.

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.

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.

RETAIL ADVERTISING.

Is It Advancing or Deteriorating in this Country?

In a discussion of this kind one stands between the Bulls and the Bears—between those who boost present-day advertising to the clouds, and those who pull it down and trample it into the mire.

I am neither a booster nor a knocker; neither an optimist nor a pessimist.

In the British Museum there are three lungs.

One is that of an Esquimaux—pure and white.

Another is that of a coal miner—pure black.

The third is that of a resident of a city—and its colors is a sort of a slaty-gray.

I believe with Elbert Hubbard that no man is good or bad, but that all men are good and bad—that most of us are a sort of slaty-gray.

I believe advertising is not good or bad, but good and bad (some good in every piece of advertising)—but that much of it is a neutral slaty-gray color—in other words, colorless.

Colorless advertising has its uses, one of which is to form a background for good advertising.

Genius shines only against a background of commonplace.

Advertising needs background—just as a painting needs background. Few merchants (and few advertisers) realize this. Use white space (as a background) and the merchant will probably say: "You are wasting my money—why don't you print some news in that space." Be conservative in your statements, cautious in the use of large headlines (laying a background for more important news bound to come along sooner or later) and the merchant will ask: "Why don't you whoop it up, like So-and-So across the street?"

But study an orator. Those of us who have heard Ingersoll or Beecher or Blaine or Burke Cochran or Bryan—did they talk at the top of their voice? No—they had their moods, their flights, and cadences. They made background for their climaxes.

Study a novelist—Dickens, Thackeray, Balzac, Victor Hugo—are their books feverish in every line? No! They make background as they go.

I refer to this at the outset because I am going to discuss a few of the evils of present retail store advertising, as well as a few of its good points—and I count one of its greatest evils extremism.

Newspapers are partly responsible for this evil of extremism.

The times are partly responsible. The people are partly responsible. Extremism of the press. Extremism of advertising.

They go hand in hand with the extremism of the times.

And back of the press, back of advertising, back of the times, are the people.

The people get pretty much what they deserve.

Russia still has a despotic government because the people have not

yet shown in deeds that they want another form.

America has a Republican form of government because the people have shown that they want it.

When Commodore Perry was in the harbor of Japan years ago a Jap in the heat of temper struck an officer of one of the ships in the face.

There was danger of international complications. The Japs began to prepare. There was an American boy in Tokio at the time—an interpreter—and the Japs asked him who the official might be that was insulted, and he said that from the description of his uniform he was probably a captain.

"And who is superior to the captain?" they asked, and he replied: "The commodore."

"And who is superior to the commodore?"

"The admiral."

"And who is superior to the admiral?"

"The Secretary of the Navy."

"And who is superior to the Secretary of the Navy?"

"The President of the United States."

"And who is superior to the President of the United States?"

And the boy replied: "The People."

The Japs could not understand this. But it is true to-day—in Japan, in Russia, in Turkey, as well as the United States, if the people once learn their power.

The people are the Court of Last Resort in everything—advertising included.

Now this extremism of the press—this extremism of advertising—this thirsting after sensationalism is one of the great evils of the day.

Anything for a thrill is the cry—for a newspaper a murder, a Berthe Claiche trial, a visit of a miner like Scotty, a money dinner, a Raffles hunt; for advertisers a huge headline, an exaggerated statement of values, trading stamps, the offering of a bait in merchandise.

This extremism—this sensationalism—must not be confused with human interest.

If a store has a splendid legitimate bargain—one that appeals to human interest—it should be given great prominence.

If it has a wonderful exhibition—of pictures, or curios or relics—of something along educational lines that appeals to human interest—it should be heralded far and wide. That is legitimate advertising—good advertising.

Another form of extremism is exaggeration.

Many newspapers—and many advertisers—act on the theory that to impress the public they must overstate—"make it strong."

Two large stores to-day head their advertisement with this statement: "The largest store in the world." One of them at least, must be making an overstatement.

Other stores exaggerate values.

The difficulty here is to determine the standard of value in dry goods.

A gown may be worth \$100 to-day

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.

A GOOD INVESTMENT
THE CITIZENS TELEPHONE COMPANY

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

25,000 TELEPHONES

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

STOCK ON SALE

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

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

Burnham & Morrill Co.

There Is No "Just As Good"

in all the realm of canned goods when it concerns



PARIS SUGAR CORN

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

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

and \$50 to-morrow, and two gowns in two stores are rarely alike.

But the people determine the standard of value—the Court of Last Resort again. The people soon begin to discount the statements of the store that habitually exaggerates in its advertising—and in all advertising gets a black eye.

I read an old proverb the other day—

The test of gold—fire.

The test of woman—gold.

The test of man—woman.

The test of general store advertising is—woman—the confidence of the woman reading public. Back again to the people, you see!

Once advertising loses the confidence of the people it is going down hill.

Is retail store advertising losing this confidence of the people—or is it gaining it?

Is the press losing the confidence of the people?

Once in Philadelphia the gang used to say: "To h—l with the newspapers—we don't need them." Yet the last reform fight was won by the newspapers.

You hear nowadays of people who say: "Oh, that's only advertising."

There is much retail advertising to-day that is extreme in its statements just as there are many newspapers rabid in their utterances. These are the ulcer spots of the business fabric that must be cut out by the public surgeon's knife.

The extremism of the day is again responsible.

The people clamor for big things and the insurance companies pile up huge surpluses and overstate them:—Why? To please the people.

Business of all kinds has taken a somersault in twenty-five years—the pendulum has swung to the extremes—to the danger poles.

Twenty-five years ago most businesses were personal. One man was at the head—and he was known by the people and responsible to the people.

To-day most businesses are impersonal.

First it was the personal head; now it is the corporate head—the impersonal.

It is this loss of personality in store-keeping that has much to do with the evils of retail advertising to-day.

John Smith, dry goods and notions, would not have dared to publish an unfair or exaggerated statement about his goods—when he himself behind the counter was directly responsible.

But John Smith, a corporation, will dare to say almost anything to-day—and who is responsible?

You say all stores make good their statements—yes, when challenged. But how often are they challenged? One store that I know published some years ago a guaranty in its advertising, that its prices were as low or lower than the prices in any other store carrying a similar grade of goods—and the public was invited to bring back the goods and get its money, if this statement was not true.

"How many people have come back for their money in response to this guaranty?", I asked one of the firm.

"Only two in a year," was the reply.

Do you think that that store was undersold only twice—in these days of price cutting?

No! But only two people took the trouble to prove to the store that it was undersold.

People do not parade their betrayals to the world when they buy a gold brick; they merely steer clear of the gold brick seller in the future.

It is the silent withdrawal of trade from the store which exaggerates that hurts.

Along these lines of extremism comes another evil of the retail advertising of to-day—the bargain flavor.

Nine-tenths of the store advertising to-day is of bargains, real or fancied.

Yet if the business of most stores is analyzed, the greater volume will be found to be on regular merchandise selling at regular prices.

There are times of bargains—times between the regular seasons—but in season people want to know about new goods and new fashions.

You may say regular business comes anyway, but it comes in largest volume to that store which carries the most complete lines of regular stocks, and gives the public the best information about them.

Good advertising is giving proper information to the public about the goods that a store has to sell—information that will enable the public to buy intelligently.

Advertising is the voice of the store. It must answer as well as anticipate questions—but its statements must be truthful.

Safety in everything lies in proper balance.

Moderation is strength.

The golden mean is power.

Lest you may think I (a Philadelphian) do not understand the strenuousness of New York, let me read to you the following, clipped from a newspaper. It was probably an extremist newspaper—but I will quote it for what it is worth:

In New York—Every forty seconds an emigrant arrives.

Every three minutes some one is arrested.

Every six minutes a child is born.

Every seven minutes there is a funeral.

Every thirteen minutes a pair get married.

Every forty-two minutes a new business firm starts up.

Every forty-eight minutes a building catches fire.

Every forty-eight minutes a ship leaves the harbor.

Every fifty-one minutes a new building is erected.

Every fifty-two seconds a passenger train arrives from some point outside the city limits.

Every one and three-quarter hours some one is killed by accident.

Every seven hours some one fails in business.

Every eight hours an attempt to kill some one is made.

Every eight and one-half hours some pair is divorced.

Every ten hours some one commits suicide.

Every two days some one is murdered.

I have purposely not touched on patent medicine advertising, on fake mining advertising, and other advertising of the same ilk—but allow me to say this: the blackest retail store advertising ever published is as white as snow alongside of such publicity.

And I am not sure that the advertisers or publishers are wholly to blame for the existence of this breed of pernicious advertising (patent medicines et al.) I think that part of the responsibility falls again on the people.

The people support it. It must pay or it could not endure.

I asked the publisher of a large newspaper the other day how much he would lose were he to cut out all patent medicine, fake and investment advertising, etc.

"\$125,000 a year," he replied.

Think of it! \$125,000 a year in one newspaper.

Why do the advertisers expend such an amount of money in one newspaper?

Because it pays.

Why do the newspapers print such advertising (while admitting all the time it is not desirable copy)?

Because it pays.

Why does it pay?

Because the people support such advertising.

Gillett's D. S. Extracts



Conform to the most
stringent Pure Food Laws
and are
guaranteed in every respect.

If you
do not handle them
write for our
special introductory proposition.

Sherer-Gillett Co.
Chicago

Why Continue to Drift

and take chances in the purchase
of coffee?

Why not tie up to a reliable
house?

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.

W. F. McLaughlin & Co.

Rio De Janeiro

Chicago

Santos

*Who else can do this?

And there you are again back to the people.

Store advertising does not need to be smoked out by a Lawson or a Hughes, nor do many newspapers need the fumigation of a Hapgood or a Jerome—but I will tell you what they do need: they need a keg of gunpowder.

You recall what the Irishman said when his brother was flying through the air in pieces, after a blast: "Well, Pat can now start fresh again in another place."

It is a good thing to blow ourselves up once in a while—before someone else blows us up.

In the Wanamaker store we do this frequently. Tear the advertising all to pieces. Get a new focus on things. Get rid of the evils and start afresh.

If newspapers and advertising should be blown up to-night so that publication would have to cease for a day, we could get rid of the bonds that bind us, of the ties that hold us fast, and start afresh. Then we could wipe out extremism, wipe out sensationalism, wipe out exaggeration, wipe out hypocrisy, wipe out the conspicuous waste of money that all these evils lead to.

The country is suffering from over-reading—not from over-thinking, but from over-reading.

Herndon, Lincoln's law partner, said: "Abe probably read less and thought more than any man in America."

To-day the average American reads more and thinks less than in any stage of America's history.

We turn to books and magazines as a toper turns to his cup.

Look at the people on your way downtown to-morrow—drinking in their newspapers as they would drain a convivial cup—at a gulp—swallowing it whole—lies, scandal, advertising—all in one swallow.

We are printing too much and advertising too much these days. We are overfeeding the public.

Lest you may think I am inconsistent in saying this, coming as I do from Wanamaker's, let me say parenthetically, that in proportion to the business done—in proportion to the business done, mind you—John Wanamaker is the smallest large-store advertiser in Philadelphia.

Less advertising and better advertising is what is needed.

More moderation—and less exaggeration is needed.

The power that swings the pendulum to the extremes is the prosperity of business.

Advertising is riding the wave. Almost every sort of advertising brings some return.

But once we get down to hard-pan—once dull times come—it will be the survival of the fittest; and wasteful advertising, which is only another name for exaggerated, sensational and untruthful advertising, will burst like a bubble.

When the country is prosperous the people wear smoked glasses.

When the country is passing through a financial crisis, the people go shopping with microscope in hand.

And now you probably think I am a pessimist. But I entered a disclaimer when I began to talk.

There is a bright page—a glorious page—being written in retail store advertising to-day—and no man can gainsay it.

That page is open so that every one may read, and there is little benefit in discussing or exploiting the obvious. A man's usefulness is gone when he begins to pat himself on the back, and point back to his record. The thing that most intimately concerns all who contribute to the billion dollars spent annually for advertising is this—what are the evils—where are the ulcerous spots—how are we wasting our money in advertising? And of this waste I have endeavored to speak.

Store advertising is unquestionably growing better. With all its faults it is accomplishing results little dreamed of twenty-five years ago. We need only to point to the great stores of to-day to demonstrate this truth—to the stores that never could have attained such titanic proportions without advertising.

Store advertising is growing better in the imparting of information about goods.

It is growing better in the matter of educating the people.

It is growing better in making the public keener in shopping.

It is growing better in exploiting store principles and methods.

It is teaching people how to live better, without a greater outlay of money.

It is teaching people what to eat, how to dress, how to improve their homes.

It is teaching luxury without extravagance; economy without frugality.

Gladstone said the advertising pages of the American magazines were their most interesting part.

I really believe that the store advertisements in the newspapers are read by more people than any other section of the paper.

I believe store advertising is one of the greatest educational forces of the day.

But I think we should all paste up over our desks this prescription:

Be truthful.

Be moderate in statement.

Avoid extremes.

Joseph H. Appel.

Removing Ink Stains from Fabrics.

In general, there are two methods of procedure. If the ink stains be due to an aniline ink, the spot is treated with chlorinated solution of soda (Javelle water). If, however, the stains are due to an iron ink, they are treated with some dilute acid solution (oxalic or hydrochloric acid), the fabric being then very thoroughly washed to free it from the last traces of the acid. Some iron inks contain also indigotine, in which case the spots are first treated with an acid solution and then with the chlorinated soda solution. Sometimes it is necessary to repeat the applications two or three times. Of course, great care must be exercised to avoid friction as much as possible, so as not to wear out the fabric.

First Annual Food and Industrial Exposition

Held under the auspices of the

Lansing Retail Grocers' Association

At the Auditorium Rink

May 28 to June 2, inclusive

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

CLAUDE E. CADY, Manager, Lansing, Mich.

FIREWORKS

We have in stock a complete new assortment, including

LAWN DISPLAYS TOWN DISPLAYS

Skyrockets, Roman Candles, Balloons,
Flags, Wheels, Batteries, Etc.

All orders will receive prompt attention.

PUTNAM FACTORY, GRAND RAPIDS, MICH.

Leading the World, as Usual

LIPTON'S CEYLON TEAS.



St. Louis Exposition, 1904, Awards

GRAND PRIZE and Gold Medal for Package Teas.

Gold Medal for Coffees.

All Highest Awards Obtainable. Beware of Imitation Brands

Chicago Office, 49 Wabash Ave.

1-lb., ½-lb., ¼-lb. air-tight cans.

S. B. & A. Candies

Take the Lead

Manufactured by

Straub Bros. & Amiotte

Traverse City, Mich.

WHY ALOMZO FAILED.

Actually Too Sharp to Succeed in Business.

Written for the Tradesman.

"I am surprised at Alomzo's failure," said the commercial salesman. "He looked to me like a mighty good business man."

"He was," replied the commission man. "He is too keen to do business in this town. Yes, he is a keen one, and no mistake."

"Do you mean that he is dishonest?"

"Not a bit of it. I would trust him to any amount, provided, of course, that he had the ability to pay."

"Then what was the trouble?"

"He is too sharp."

"Come again, please."

The commission man laughed.

"I guess you never did business with," he said.

"I sold him all his groceries."

"Well? How did he stack up?"

"Clever. Always looking for the last cent. Always cutting the corners. You know very well that it is the buyer who makes a business succeed. Why should Alomzo prove a failure?"

"Well, he is too blasted sharp as I said before. He eyed his customer like a greedy tiger. He carried a manner that declared that one must look out for him. He seemed to be fearful that he would sell something for less than he could get for it."

"Why, all merchants look out for themselves."

"Well, Alomzo didn't. He tried to and failed. There is something about the man that puts people on their guard against him. I presume you have seen such men. He would size up a customer like a man wondering how much he could get out of him. He would walk across the store half a dozen times to get just the exact weight in a pound of sugar. He never forgot to add any little extra that came his way. He would dispute with children over the number of sticks of candy he ought to give for a nickel."

"But there is nothing wrong in that. He wanted to be honest and exact."

"Exactly. When you wait on the grocery trade for a few years as I did you will learn that the man who appears generous and off-hand is the man who secures the confidence of the public. People like to see a merchant dump in goods in weighing until the deal seems all in their favor. They do not want to see a merchant pinch."

"That must be a precious trade secret," laughed the salesman, "for I have never come across it before."

"It is as old as the hills," was the reply. "Suppose you go to a grocer to buy tinned goods, and he selects tins with discolored labels and passes them to you? Suppose you ask for oranges, and he picks them over and seems trying to give you the worst ones in the lot? Suppose you ask for a cigar, and he hands out the ones which look box-worn? Suppose you hand him a \$10 banknote to change, and he peddles out all the Canadian pieces and smooth coins he has, ending by bestowing upon you a lot of mended \$1 banknotes? Now,

you wouldn't like that, would you?"

"Of course not, yet someone must get the dregs of everything, even the money drawer. He has to take in the smooth coins, and he has to get rid of the old oranges and cigars."

"Sure. But there is a way of doing such things. Alomzo seemed to be forever giving out the worst end of the barrel or the box. Then he pinched nickels. He never gave a stick of candy to a child. He made strict business of every transaction. He showed in every look and word that he was behind his counter to protect his interests. In the end people got to dislike him."

"And yet you would get just as much out of a stock as he did. Why didn't the people get sore on you?"

"I didn't carry my greed in my eyes. I didn't allow people to see me put in the discolored labels, the old cigars, the second grade oranges. I did it, but now and then I threw in something for good measure when the goods were not just what they should be for the price. I was not a model merchant, by any means, but I wouldn't think of unloading a lot of bum change on a customer who had passed out a \$10 banknote. It looks cheap. When I got stuck on bad change I went to the bank with it. It is a mighty good thing to give out nice change."

"You are too old at the business for me," said the salesman.

"It is just common sense," laughed the dealer. "Never go at customers in a tin-horn gambler style. Don't let them think that you are trying to give as little value for their money as you can. Give all you can, and let them know it. There are men who are too keen to succeed in business, and Alomzo is one of them; honest, in a way, but too eager to get the last cent in every trade. People don't like such merchants."

"You've got me going," said the salesman, and the dealer grinned.

Alfred B. Tozer.

Common Household Necessity Excellent Rheumatic Remedy.

Written for the Tradesman.

A bad streak of rheumatism may be greatly lessened by the following: Make a brine so strong, with common barrel salt, that there is considerable more salt than will dissolve. Soak pieces of flannel in this, or use sleeves and legs of discarded woolen garments. When Old Rheum begins to assert himself take a piece of the dried salt-saturated flannel and bind on the part affected, or slip into the sleeve or leg according to the place that pains. The flannels must be dipped into the brine three or four times, at each dipping allowing them to dry thoroughly in the sun or by artificial heat, when they will be as stiff as "buckram." These can be worn only at night if preferred, but if also kept on during the daytime the rheumatism will disappear all the quicker. This is an excellent remedy for this trouble, but a still more efficacious one is to bind on the flannels wrung out of hot brine, changing to others as fast as the first get the least bit cold. This last treatment should be

kept up two hours at least. You will be most agreeably surprised at the relief afforded. Few persons have a knowledge of the strength-giving properties of ordinary salt. Used after a bath, before drying off, and well rubbed in, it is a strong tonic. It greatly refreshes, and renders the skin as velvety as a baby's. Even used dry, it is almost as invigorating as an ocean dip.

J. J.

Many an eloquent sermon is preached in silence.

AUTOMOBILES

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

Michigan Automobile Co.
Grand Rapids, Mich.

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

Store and Shop Lighting



600 Candle Power Diamond Headlight Out Door Lamp

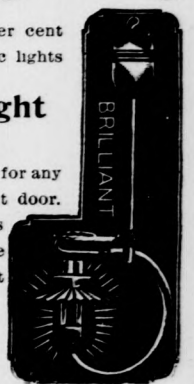
made easy, effective and 50 to 75 per cent cheaper than kerosene, gas or electric lights by using our

Brilliant or Head Light Gasoline Lamps

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

Brilliant Gas Lamp Co.

42 State St., Chicago, Ill.



100 Candle Power

Heystek & Canfield Co.

The Leading Jobbers of

Wall Paper & Paints

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

Buffalo Oil, Paint & Varnish Co.'s Paints

Complete line of

Painters' Supplies

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

THE FRAZER

Always Uniform

Often Imitated

Never Equaled

Known

Everywhere

No Talk Required to Sell It

Good Grease Makes Trade

Cheap Grease Kills Trade



FRAZER Axle Grease

FRAZER Axle Oil

FRAZER Harness Soap

FRAZER Harness Oil

FRAZER Hoof Oil

FRAZER Stock Food

IT WAS JUST THE SAME.

Department Store Like the General Store of the Village.

Written for the Tradesman.

He was well along in life and, although the black suit of a cut of many years ago showed signs of careful brushing and the heavy shoes the trace of blacking, the sign of the country was upon him and his kind old eyes lighted with wonder as he followed the smart young lady of the city into the big Monroe street department store.

"Come, Father," she said, as she motioned for him to follow her down the aisle crowded with the busy shoppers, "don't be afraid; just you stay with me."

"It ain't afeerd I be, Mary; your old daddy ain't afeerd for himself, but he's pow'rful skeerd of hurting some o' these fine ladies with his clumsy feet."

The young woman laughed merrily as she pulled him along behind her towards the rapidly running elevators.

"Don't let that worry you, Father. They will never notice you, even if you tramp all over them. They are so intent on getting bargains today that they have feelings for nothing else. So come along."

For two mortal hours he followed her about the big store from one department to another—up in the elevator, down in the elevator and through innumerable aisles until he thought he would drop.

At last they were safely ensconced on a homeward bound street car and the young woman caught her breath:

"Well, Daddy, what did you think of it?"

He turned a reproachful eye upon her.

"Of it or them?"

"Oh, everything I mean."

"Well, as fur as them woinin be concerned I refuse to express an opinion. Up to the time you left your hum to cum to the city your old daddy was always careful how he spoke before ye and he don't intend to do different now."

"I have my ideas of them woinin folks, but I'll keep it to myself. As fur the big store, it was gran' and I never expect'd t' see anything like it in all my born days. There is more stuff in that store than seems would supply the hull nation, but I seed other stores looked just as gran' from t' outside, so must be I'm mistaken. Still, the idea ain't much different from Jim Taylor's place t' hum, when you comes to think of it."

"Of course that store has stuff what Jim Taylor don't know is made. Jim's is a department store, too."

"Fur instance, that fine looking feller you says is the floorwalker says: 'Cloaks? Second floor to the right,' and Jim would say: 'Cloaks? Just step down t' th' middle of the store and ask Sarry t' show ye sum.'"

"It's th' same all the way through, only as fur as I'm concern'd personally I'd rather trade with Jim, fur if he don't treat me right I can talk back to him, where's I'd never have nerve enough to say anything back to them swell girls who waits on you at big stores."

And the old man shook his head solemnly as the daughter laughed merrily. Jack Francis Cremer.

How Hotel Guests Take Off Their Shoes.

"In a hotel experience of over a quarter of a century, and in the largest hotels I have picked up many points," said a hotel man, "and am competent to express some opinions on the subject of hotels and hotel guests. Without going into the general or large question, I can say that people show the condition of their mind and disposition by the way they take off their shoes on retiring for the night. Now, as a matter of fact, I seldom or ever see any of the guests when they are in the act of taking off their shoes, because such things are generally done after the doors have been closed, but I hear them, and I have made up my mind on what I hear rather than what I see. To start off, ladies make much more noise in taking off their shoes than do men, although the shoes of the ladies are always lighter, as far as weight is concerned. They may not know it, but any man or woman who has had experience in hotel halls, and who is not deaf, can tell whether a man or a woman is the occupant of a room by the noises that issue therefrom, even if there were no other way. The ladies invariably pitch their shoes on the floor after they remove them from their feet, and invariably the heels strike on the floor and make a noise which in time becomes so familiar.

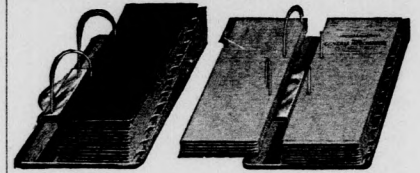
"They use their hands to take off their shoes and rarely lay them on the floor. Now, with male guests, they seldom, if ever, use their hands, removing one shoe with the aid of the other, or foot, and when they do, put them on the floor with their hands quietly, making no noise whatever. Men show the condition of their mind more in their manner of taking off their shoes than do women, who make noise all the time. When things go wrong with some men they tell us of it by the way they unboot themselves, and it is as easily understood as if they told us by expressed word or words. It is slap, bang and bang again when things have not gone exactly as they would have them, and it is slap, bang and bang again when things have gone their way. There is noise both times, but there is such a difference in it that no one can mistake one for the other. Last week there were several marked illustrations as to what I am trying to explain. There were two New York men stopping at the house, both interested in getting a contract from the city. While they were friendly enough on the outside, they were active as business rivals. Well, the day for the decision on the award came, and I had no difficulty in telling by the way these men—they had opposite rooms on the same hall—went to bed which got the contract. The way they handled their shoes on retiring explained the whole business to me, and it was confirmed by what one of them told a clerk down at the office the next morning.

Measuring Nervous Electricity.

The lightning flashes of the human body, the electric currents that flow through the nervous system are being measured by Herr Einthoven of Germany. He has invented an extremely sensitive galvanometer, whereby he has measured the electricity of the human body. The instrument, which can measure the millionth of an ampere, consists of a silvered quartz fiber stretched between the poles of a strong electromagnet. When the faintest current passes through this fiber it moves in the direction of the lines of the magnetic field, and the movement can be detected and directly measured by a microscope, or it can be recorded through photography. The new instrument may be used to study the current of electricity that flows through the human nerves. The action of the heart has already been measured by Lippmann's electro-capillary instrument. It is well known that the muscular contractions in the beating of the heart produce variations in the electric resistance of this organ; this was determined by Waller in 1898. Einthoven claims now to have detected electric waves which correspond to the beating of the heart, and proved that the electric phenomena vary with every beat. The waves are similar in form to those of the cardiograph, invented by the late Prof. Marey, and were detected by the use of photography.

If you're ready to do business do it. Procrastination costs money and also time, which is more money.

The "Ledgerette"



EVERY RETAIL STORE

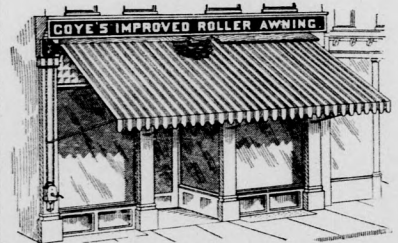
needs this device for keeping in a systematic and convenient order all accounts of a small or transient nature. Easy, simple, labor-saving, indexed. Ledgerette with 500 printed statements punched, perforated, complete, for..... \$2.25
Ledgerette with 1,000 statements..... \$2.75
Send today for sample statements and descriptive circular.

W. R. ADAMS & CO.

45 Congress Street West, Detroit, Mich.

Chas A. Coye

Manufacturer of



Awnings, Tents, Flags and Covers

Send for samples and prices

11 and 9 Pearl St.

Grand Rapids, Michigan

Why You Push
Yeast Foam

Because

It Is the Best

Quality Guaranteed
to You and
Your Customers

THE CORNER CLUB.

Discussion of the Mail Order Business.

Written for the Tradesman.

The club assembled at the corner grocery after the outside display had been carried in and the delivery boy had gone to sleep on a box back of the stove. The chairman took the soap-box seat with becoming modesty and recognized the Mechanic, who flashed a written resolution, as follows:

"Resolved—That the quickest way to bust a town is to bust the population by the mail order route."

"Bust isn't a good word," declared the Teacher. "This club is not a school for slang."

"Bust is an expressive word," declared the chairman, "and relates to a condition of bustedness—which means that one is all in financially. Go ahead, Mr. Mechanic."

"I expect to show," began the Mechanic, "that the mail order house is a delusion and a snare."

"Put in your proof first," observed the Teacher, who had once served as juror in a justice court.

"I have a right to make an opening statement," replied the Mechanic, "but if you want the proof I have it on tap. Three weeks ago my wife read in a paper that she could buy a spring hat which looked like a \$5 banknote for 63 cents. She sent off the money and got a hat that no self-respecting woman would wear to a dog fight."

"Look here," cut in the Teacher, "no self-respecting woman would

want to go to a dog fight. I move to strike the remark from the record."

"Well," continued the Mechanic, "she got a hat that innoculated the cat with fits, and the dog hasn't been home since."

"When they get a hat that will kick collectors off the front porch," said Mr. Steady, "I'll invest in one."

"The remark is irrelevant," decided the chairman, "and will be excluded from the records. The point is this: Do the mail order men bust up towns? Now, get a move on, gentlemen."

"I think there must be bats in the belfry of any lady who expects to get a \$5 hat for 63 cents," declared the Teacher, "no disrespect to Mrs. Mechanic intended."

"After she got this hat," resumed the Mechanic, "she began to make a play for even. The house sent her a list of groceries she could buy for \$1.19, with the guarantee that the same would cost \$6.34 at any local store. I don't think there is any new kind of noises in my wife's cupola; but she levied on me for the \$1.19 and sent it off to the mail order house. The order arrived yesterday and were mostly pepper and tin. The things were all in tin. Put up to stand any climate. We now have pepper enough to last nine years, but my wife says she can utilize it in the bedding, as it will keep the moths away. I don't believe it, but she is going to stuff the comfortables with pepper when she puts 'em away for the summer."

"What else did you get?" asked the

chairman, who has an interest in the grocery where the club meets.

"That pepper," resumed the Mechanic, "is not strong enough to flavor beans if stirred in with a tablespoon. I put the cat's nose in the bag and it didn't even sneeze. Then we got some oleo which has assumed right of way in the house. I put it under the platform at the bottom of the cellar stairs to keep its fragrance in control and it was so strong that it lifted the platform halfway up the stairs and little Mary fell over it and broke her arm."

"The speaker will confine himself to the facts," said the chairman, sternly. "This club is no comic supplement."

"Then she got some coffee," resumed the Mechanic, "and it took half a pound to make one cup. If that coffee should come upon a coffee bush in its travels it would blush with shame for being a counterfeit. I am told by the American Express people and the postoffice authorities that hundreds of dollars are sent away every week to the mail order houses from this town. I don't say that all mail order houses are mere delusions, but I do say that people should take warning by our example and spend their money at home."

"I was wondering," said the Teacher, "whether you ever would get down to the point."

"I haven't a word to say about the quality of the goods sent out by the mail order houses," said Mr. Steady, "but I do not recall any help we have received from them in building our

churches and schools. When we want a new highway we don't go to the mail order men. We tackle our home merchants and they help pay for grading and paving. I know of a fellow who got a mail order wife once, and he was satisfied with the deal. That is, he was satisfied because she didn't remain long. He would have felt better about it if she hadn't taken the sewing machine and the piano, and sold the cow for carfare, but he wouldn't have her return even if she made restitution."

"The discussion is assuming a wide latitude," said the chairman. "You will please speak to the resolution. Is the purchase of supplies by mail the best way to bust up a town? The chair rules that it is one way. Further debate is unnecessary."

The delivery boy rolled off his box back of the stove and kicked over a keg of pickles, and the members of the club sought their homes while the chairman was raising a point of order with the struggling youth.

Alfred B. Tozer.

Trained for a Huckster.

Successful Farmer (whose son has been to college)—What was all that howlin' you was doin' out in th' grove?

Cultured Son—I was merely showing Miss Brighteyes what a college yell is like!

Farmer—Wall, I swan! Colleges is some good after all. I'm goin' in to town to sell some truck to-morrow. You kin go along an' do th' callin'.

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

FEATHER DUSTERS.

Their Manufacture an Interesting Minor Industry.

The making of feather dusters is one of the most interesting occupations among the minor industries of Chicago. There are only three factories of any pretension in the city, and altogether they do not employ more than 125 girls; even then the girls outnumber the men five to one, but, although the factories are small, they keep up with the largest plants in industry, speed and comparative output, and one rarely sees a more interesting aggregation of girls than these young workers who supply the impertinent parlor maid with her fluffy weapon.

In a fury of energy I started out one morning to "do" all of the feather houses in town. The first place on my list was in the factory district on the North Side, in a maze of roaring, throbbing factory buildings. A sign over the door announced the location of the place I sought. Another sign on the wall read, "Feather Duster Co., fourth floor." A narrow passage just the width of the staircase led to a steep stairway. Up I went to the second floor, passed a nondescript factory there, reached the third floor, and was confronted with another sign. Below the light from the second story windows had somewhat penetrated into the hall; here the life and purpose of the third floor factory were screened from the public view by a wooden door, and there was no light except the faint glimmer that filtered up

through the dust from the dusk down stairs.

The stairway, so far as visible, ended on this third floor, and as I gingerly put my foot on the landing I wondered if these workers in feathers had made themselves wings with which to get to their work. Then I bethought me that perhaps there was a hall somewhere in this encircling blackness which would lead me to another stairway at the front of the building, so I literally "groped my way," waving my arm in front of me and kicking my foot around to discover any possible incline, and finally found a stair. Once started, a pale light above beckoned, and I managed to get to the top, where another sign told me bluntly that I would absolutely not be admitted into the factory. Remembering that a certain class of people, which enfolds many in its embrace, rush in where angels fear to tread, I opened the door. A sound of whirring wheels, a strong smell of moth balls, and a cloud of fine down bade me welcome. After wandering around for a while, making a great deal of noise, I attracted the attention of a young man, who informed me that the manager had not yet arrived, but that I might wait for him in his office.

This seemed such a special honor that I availed myself of it without delay, and sat in a little box of a place containing a desk, which, for a man's possession, was a marvel of neatness. For an hour I sat there waiting and picturing to myself the

well-ordered business man who would do such model housekeeping in this funny little office and bring girls up those awful stairs. While I waited the whistle blew in the big factory across the street, answering whistles repeated its cry like boats in a fog, wheels stopped, belts sagged and the factory district ate its sandwiches and hard boiled eggs. Before the wheels began spinning again the superintendent entered. He was a kindly looking man with clear blue eyes and a mysterious, state's secret manner. He told me in a low voice that I had come to the wrong place, that his factory was too small to count for much in an investigation, assured me that his girls were all happy and well paid, and directed me to the larger factories on the West Side. As I left the building I thanked heaven that there was no fire fiend chasing me down those stairs, and wondered what would become of those people if a fire should ever break out there. This I found to be general in all the feather duster factories. The conditions of work are good when once the workroom is reached, but of the three factories two occupy the upper stories of old buildings, one is on the second floor with a foundry beneath it, and all are approached by narrow wooden staircases, so dark that it is almost impossible to see one's way, and in two of them the only outlet to the street is through an ordinary door.

The factory itself is a turkey's mausoleum. A turkey spirit wandering from a cold storage house to a feath-

er duster factory would see great stacks and baskets of the raiment of himself and all his kindred scattered about a room where girls sit at long tables and pull, assort and select these relics of his former life, while they comment on their quality and other things. The feathers are first thrown upon tables for the "sorters" to overhaul them. With a paper bag split open on one side and fastened to her hair with two long quills, one standing up above her head, the other sticking out over her ear, the sorter is a picturesque figure as she separates the larger feathers from the small ones and the down and throws them into a basket at her side. She has the factory girl's hands; they fly as if they were run by steam power, but their work does not call for the strain and tension that the girl at a machine must endure. Her shop dress is covered with the fine barbs of the feathers, but she declares that they do not bother her. I asked several girls if this feather dust did not get into their throats and noses and make them cough, but they all laughed at the idea.

The sorter's work is all hand work and it is simple. She is paid by the pound. She begins at \$4 a week and within a month, if she has any genius for sorting feathers in her makeup, she is doing piece work and can go as high as \$6. One cent a pound for the larger feathers is the rate if the stock is good, and sometimes it runs a little higher. One girl told me that she can "do" 125 pounds a day, and occasionally earns \$8.50 a week; \$7

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

or \$7.50 is her average pay, and her employer said that none of his girls could make more than \$9 a week and seldom earned that much. From the sorters the feathers are carried to the girls at the "sizing machines." The machines are an interesting contrivance. Little tapes are attached to rollers, thus forming an endless belt. The feathers are placed across the tapes and as each feather passes the tape corresponding to its size, it falls into a basket. The girls who do this work make \$5.50 and \$6 a week at piece work.

The man who claims to be the inventor of this machine is foreman of the largest factory. He said: "Twenty-five years ago when I was working at the other factory and put this machine in there, these people were across the street from us. Their girls were sizing feathers by hand at three cents a pound and had hard work to finish twenty-five pounds a day; now a girl thinks nothing of doing 108 pounds a day. The conditions and pay are improving all along the line, too, in the last few years," he continued. "Why, I have known girls to work in a feather duster factory for seventy cents a week, years ago!"

After the feathers are sized they go to the tumbling machine, a large revolving cylinder made of screening, where they are wet and tumbled until they are dry again. This separates the barbs, making the feathers lighter and more pliable and the duster less compact and stiff. One girl attends to this machine and gathers the feathers when they come out. She is a neat Bohemian girl who is paid \$5.50 a week. She likes the work and her associates so well that when she "quit once she had to come back because she couldn't bear to stay away." "We are all like a big family here," she said. "I never heard the girls fuss a bit."

I asked her if she would rather work here than stay at home, to which she replied earnestly that she would, in spite of the fact that she keeps house for her father and does all of her housework after she goes home at night. Her married brother and sister help her a little, but her \$5.50 a week is the chief income of herself and her aged, decrepit father.

From the tumbler the feathers go to the splitting machines, where the shaft is split and a part of it removed. The feather passes over little sharp wheels which cut away the part that is not required for use. A pneumatic tube carries off the dust and filings and deposits them in a shed built for the purpose in the yard.

The girls who do this work are paid \$7 a week. One girl has worked at it for twelve years. She is a bright, good natured, healthy looking girl, who seems to bear the burden of supporting herself and her mother lightly. When she told me her responsibilities I looked at her in wonder. "Do you buy clothes and food and everything for two with \$7 a week?" I gasped. "How do you do it?" "Oh, my brother pays our rent. I can't do that," she answered.

This splitting is the last process in

the preparation, and the feathers are now ready to go to the "bunchers," who arrange them for the makers to handle. They gather the correct number of feathers for one row of a duster, cut off the quill, run a clothespin over the ends, and toss the bunch on to a shelf in front of them. The maker's machine stands back of the buncher's table, and there must be an endless supply upon the shelf for him to use. The bunchers are piece workers and range from \$5.50 to \$7 a week. The makers are all men. The machine used is a little foot power treadle affair, which is too heavy for a girl to manage.

Many of the feather workers are Italians, with sweet, fresh, elfin beauty, and they lend an unaccustomed brightness and cheer to the atmosphere. The giggling and hysterical exuberance of the Northern factory girl may be a forced hilarity to meet the hard conditions of her life, but the gayety of the Italian is wholesome and genuine. Happy as they are under the treatment they are subjected to, what might they not be if they were really given a chance?

In one factory an old Italian woman sorts feathers at the side of her little daughter. Together they earn \$9 a week. Near them is the woman's niece, who earns \$5.50 a week and is the only support of a family of nine.

The supply does not meet the demand for help in this industry. It is difficult to procure girls enough at any time. The work is steady throughout the year, unless there is a scarcity of feathers. The work day is nine hours.

Zelda Ermine Stewart.

Contemptible Tricks of Trade.

My remarks about fake reduction sales of men's clothing that are held in this city have brought results in the shape of information as to how some of the cheap furniture stores stimulate trade and secure customers who would not otherwise be on their books. In one particular case a bedroom set that had cost the dealers \$125 was put in the window marked \$75. Any one could see that it was a bargain. One lady who so viewed it called, purchased it, and paid \$30—the rest to be collected on the installment plan. The bedroom set was not delivered, but instead she received a letter asking her to call at the store. She did so, and was told that an unfortunate mistake had been made—the set had already been sold, but the salesman who had waited on her was ignorant of the fact. However, the money she had paid might be applied on any other purchase. She saw through the scheme and demanded her money back. The firm was reluctant to return it—so reluctant that she had to make several calls, and finally threatened criminal proceedings in order to receive it. Only the proprietor of the place could tell how many deposits were made on this particular bedroom set.

Another trick of this firm is to put a bedroom set in the window with a big placard with an extremely low price leaning against the foot of the bed. The prospective customer, delighted at such a bargain, is shown the bed, then is informed that of

course the price quoted is for the bed alone. "Surely, Madame, you could not expect us to sell the whole set at so low a price!" Half of the time the woman buys this set or some other which the obliging clerk shows her.—San Francisco News-Letter.

Afraid of a Broken Record.

"You have not gone to Europe, then, as you expected?" said Mrs. Fosdick to Mrs. Spriggs.

"No," was the reply. "It is so difficult for Mr. Spriggs to leave his business, and really I couldn't go without him. And, then, I read the other day about a ship that broke her record. Think how dreadful it would be to be on a ship in the middle of the ocean with her record broken!"

There is no anguish quite so keen as that felt by a woman who gets a new dress to wear to a party, and then isn't invited.

Bad men are apt to make themselves scarce. Good men are already scarce.

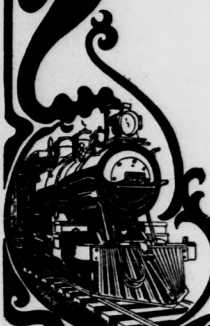
Harness and Buggies

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

Brown & Sehler Co.
Grand Rapids, Mich.

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YOU CAN BANK BY MAIL

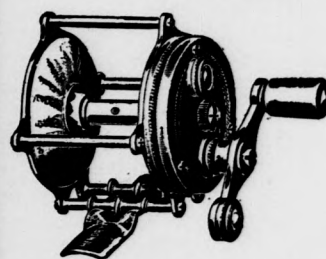


What are you going to do when you are old and have saved nothing? One dollar makes the start then it comes easy—start today in

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

SHOES

Maintaining the Standard and Quality of Shoes.

Time was in the shoe business, and it has not been so very long ago, either, when a manufacturer of shoes would hesitate to let his customers know ever that it was necessary to make a decision as to whether they would pay more money for the stock that they bought or would be called upon to accept a shoe of inferior quality, comparatively speaking, of course. Then the course of procedure was simply to "skin the grade" if an advance was necessary, and say nothing about it to the retail customer at all. And it was this custom which more than anything else established the fixed price for shoes, against which retailer, wholesaler and manufacturer are to-day waging warfare.

But time works changes in business as it does in everything else, and the shoe manufacturer to-day stands ready to treat his customer with the most absolute frankness. No salesman going out on the road to-day with samples of footwear for the coming fall will say to his customers that his line of goods priced the same as they were last year are in all particulars as good as they were at that time. He will show one of two things, either that they have been compelled to make some changes in the character of the shoe, or else here and there will be found an increased charge. It is good business policy, in my opinion, to be absolutely frank, aside from the ethics of the matter, and to-day with the wide knowledge of the entire subject of shoemaking and market conditions that is possessed by the retail trade any other course would be of the most shortsighted character.

So, with the market conditions prevailing at the present time, the most widespread discussion is of the utmost advantage to every man connected with the shoe trade or any of its allied industries, since it of necessity puts every one upon the same footing of knowledge and permits the retail man in particular to know how to treat his own customers with fairness and with intelligence.

So to-day we all, from the manufacturer to the retailer of shoes, are confronted with precisely the same problem in effect although the terms of that problem may be different. Shall we sell shoes at the same price as formerly and give to our customers as good a shoe as that price will permit, or shall we charge a higher price for our shoe and give the customers, as far as value is concerned, the same shoe that they have formerly received? We have admitted that it is impossible to do both, and that fact is so well known at the present time that any one who would venture to say otherwise would render himself liable to a charge of insincerity.

It is an easy problem to propound, but is by no means an easy one to

answer. Its very simplicity at once displays its difficulty of solution, if not its absolute impossibility, by which I mean its solution in every instance by one set rule. In our own list of customers there are those who require a shoe at a given price, and merely ask of us that we give them the best shoe that we can at that figure, and they do this because they know that certain of their customers either will not, or can not, pay more than a certain figure for their shoes, and if the retail man has not the shoes or the selection at that price they will go to other retail people who have.

There are other customers of ours who insist upon the same grade shoe that they have always had, and are willing to pay the small advances that have been made necessary to get this. So, as we have found it in our own individual case it is a fair presumption that the application is general, and there is no rule that can be established that will fit all cases.

But granted that we can not force a solution of the problem either way but must sell goods under both conditions, and sometimes under a compromise, which includes both, that is a raise in price smaller than the maximum, and a lessening of the grade of the shoe but not to the minimum (and I mean by "we" not our own particular house alone, but the shoe trade generally), what course should we urge upon our customers, or if not urge, at least suggest? Shall we advise them to pay the same price as before or get the same value at a higher one? To this I would reply without equivocation whatsoever: Pay the advance.

A certain manufacturer of cutlery has adopted for all of his advertising the phrase, "The recollection of quality remains long after the price is forgotten." It is a keen observation. Nothing is remembered so long to either the credit or discredit of the storekeeper as the satisfaction or dissatisfaction that his goods have given his customer.

We all know that it is possible to make a shoe, always provided it is not in the cheapest grades, that will look pretty nearly as well at anything from fifty to seventy-five cents a pair less than the price asked for them, but in nothing are appearances more deceptive than in that same pair of shoes. A few days' wear is all that is necessary to demonstrate the value is not there, for the shoe will become shapeless and in the course of a very short time will be worn out.

But the retail man will answer: "Suppose I pay an advance price and get the same quality shoe as formerly, and, of course, charge more for it as I will have to, and my competitor buys at the old figure, receiving a poorer shoe. His shoe will look as good as mine. His window display will be attractive, and he will win some of my trade."

It brings the matter back to our hardware man. The recollection of quality remains long after the price is forgotten. The retail man's customer may buy a pair of the cheaper shoes of the other fellow, but he will speedily become disgusted with

REEDER'S

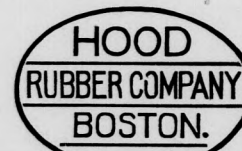
GRAND RAPIDS, MICH.



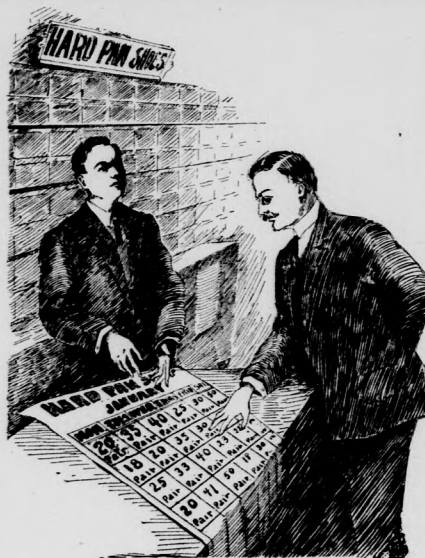
Tennis Shoes Greyhound Brand

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.



Big Every Day Sellers

A dealer writes in and says: "It doesn't seem to make much difference what the season is,

Hard-Pan Shoes

are selling as steady as a clock, 'For Men, Boys and Youths'." How would you like a little of this trade, or a good deal of it, for that matter? Hard-Pan Shoes are the kind that take right hold of the man who starts out to buy a pair of good looking, hard-to-wear-out shoes, and the man who has worn them can't forget when it comes time to buy another pair. He will pick Hard-Pans every time. See that our name is on the strap.

Catalogue for a postal, or our salesman will call.
Did you get a bunch of "chips of the old block?"

The Herold=Bertsch Shoe Co.

Makers of Shoes
Grand Rapids, Michigan

them, and unjustly as it may be, will treasure up against the man who sold them to him all of his displeasure. The next pair of shoes he buys will come from his old dealer, whose customer he becomes more firmly and pronouncedly than before.

To be sure, a market like the present one is bound to result in the shifting of some lines of business. Customers will be lost, without doubt, but they will be compensated for by other customers gained, and with the ordinarily progressive house, the two will, at least, equalize each other.

But while in the foregoing I have taken it for granted that the necessity for an advance in goods was known and admitted, and this is undoubtedly so, still let us for a moment go over some of the causes for this. It is not an arbitrary advance. It is not that we manufacturers or even the leather men who supply us with the largest quantity of raw material have decided that we must make more money. As a matter of fact I believe that never in the history of the shoe business have shoes been made and sold on a smaller margin of profit than at the present time. Not only has the use of modern machinery made it possible for the manufacturer to do a large volume of business, thus making it possible to reduce cost upon the individual pair of shoes, and make up in volume of business for this reduction, but the manufacturer is himself willing to accept a smaller profit on his investment. I do not presume to know the leather situation, but I rather fancy that the same thing is true also in this.

The reason for advanced prices is simply and solely due to the cost of the materials that are used in manufacture. There have from time to time been printed lists of shoe goods with the comparative costs of a few years ago and at the present time. It has been shown that these increases run all the way from 10 and 15 per cent. to over 200 and 300 per cent., and in no single instance, not even when it comes to the tissue paper that is wrapped around a pair of shoes when they are packed in the carton, has there been a reduction.

Naturally, under the circumstances, shoes must either cost more money to produce or they must be generally of poorer stock all the way through if they are to be made for the same figure, which brings us back to where we started from at the beginning of this article.—Boot and Shoe Recorder.

Hard-Worked Society Women.

The ways of woman are full of inconsistency and past finding out. She hires out her plain sewing because it is work and spends her time putting innumerable tiny stitches of embroidery into bits of cloth for fun. The great diversion of the entire sex is shopping, but whether shopping is a labor or a delight depends on whether she is paid to stand behind the counter or pays to stand before it. She sheds barrels of tears over the insufficiently-clad poor and expends oceans of envy over the decollete rich.

Strangest of all her contradictions,

however, is the way in which she amuses herself. Society, in America at least, is organized and dominated by women, and they have elected to turn what should be a recreation and diversion into a labor, at which they work like galley slaves, and which slays the weak and sends even the robust into sanitariums and rest cures.

No other work compares with it in strain on mind and body. A society leader toils harder than a washwoman, while if a day laborer were required to work as many hours at his task as a society girl does at hers, it would precipitate a sympathetic strike of every labor union in the country. It is the fashionable woman who has nothing to do but amuse herself who is the victim of nervous prostration, not the busy housekeeper, who has a thousand endless duties. Every now and then we hear of a working woman breaking down, but investigation generally shows it was one who was trying to combine the society act with business. It was parties that were too much for her, not her daily work.

If, under our present social system, the season is an ordeal that tries even the veteran campaigner, it is worse still on the young girls. A debutante practically has the choice between being a wall-flower and running the risk of killing herself. Our idea of success is never to miss anything, and a girl who is not in evidence on every possible occasion is set down as a failure. So the poor little rosebud is taken fresh from the regular hours and plain living of the school room and plunged into a vortex of gayety. She goes from dinners of many courses to the theater or opera, and from there to a midnight supper and on to a dance. Breakfasts and dinners and receptions and luncheons and teas are crowded in bewildering and dyspeptic confusion into every day. She goes to balls and parties when most people are going to bed and returns, exhausted and nervous, in the small hours of the morning. From the time the season begins until it ends she has scarcely a meal that is not made up of salads and ices and other indigestibles, and when you add to this the fact that fashion demands a dress that most exposes her to cold and pneumonia, the wonder is that any debutante is left alive to tell the tale of her triumphs.

Social intercourse is the highest form of enjoyment of which civilized man is capable, but this does not mean rushing about from house to house until one is ready to faint with fatigue or gorging one's self on half a dozen feeds in different places in a day. Society has lost its holiday character, and has become a mere business. To get back its pleasure we must return to simpler methods. It has been said that we take our pleasures sadly. Perhaps the reason is because we take them so exhaustingly.

Cora Stowell.

The way of the transgressor may be hard, but he has lots of company.

The gas meter can always be depended upon to fill the bill,

Genuine

Hard-Pan



Shoes

The genuine **Hard-Pan** shoes are the kind that wear the longest.

This is because they are solidly constructed of far better leather than ordinary shoes.

We have made the **Hard-Pan** shoe for over twenty years, and during this time the word **Hard-Pan** has come to stand in the minds of the public for shoes that are extra good in every way.

This is why it is so widely imitated.

To protect the public we stamp our trademark on the soles of every pair—a guarantee in every case of shoe satisfaction.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

The Man and His Shoes

How much a man is like old shoes.
For instance, both a soul may lose,
Both have been tanned, both are made tight
By cobblers, both get left and right,
Both need a mate to be complete,
And both are made to go on feet.
They both need heeling, both get sold
And both in time turn all to mould.
With shoes, the last is first; with men,
The first shall be the last; and when
The shoes wear out they're mended new;
When men wear out they're men dead, too.
They both are trod upon and both will tread
On others, nothing loth.
Both have their ties and both incline
When polished in the world to shine.
And both peg out—and would you choose
To be a man, or be his shoes?

H. C. Dodge.

Rouge Rex Shoes

for hard walks in life—made to serve men and boys.

HIRTH, KRAUSE & CO.

GRAND RAPIDS, MICH.

Some Shoe Merchants I Have Dealt With.

He was bald, dressy, stout, and at the time I began buying shoes of him about 40 years of age. There was a great calm upon the spirit of him. "Those high, restless thoughts which corrode the sweets of life" cut no ice with him.

He gripped you like a vice when he shook hands with you. Had a lively sympathy for every sentient being from the jaded and disgruntled ant to the disgruntled and jaded human animal. His talk was good to hear.

The open season was approaching, and I discovered that I was needing to get myself toggled out in a new pair of hunting shoes. He happened to have a pair in his window that struck my fancy, and it was thus I fell in with him.

He showed me a pair of russet half boots of the seamless blucher variety, with big eyelets, and soles unwashed of the tan liquor, and medium weight.

"Here is something," he said, with unaffected simplicity, "that will appeal to your sportsman's heart. (And they did go right to mine for a surety.) In a hunting boot comfort and durability are the chief things to seek. This shoe possesses both. In addition it is gracefully built. Nothing clumsy and unwieldy about it. The tan liquor serves two purposes—it keeps the sole flexible, and it helps to keep out moisture. Not a very pleasant thing tramping through the stubble field of a frosty morning with wet feet. When you come to a soggy place, where you go in the muck ankle-deep, you need something waterproof. These shoes are as near waterproof as leather can be made. You can wade in six inches of running water with these shoes and scarcely feel the moisture.

"When I look at a pair of shoes like those my imagination plays havoc with me. I seem to inhale the odor of ragweed, and to hear the lilt of the meadow lark. I can almost hear the swishing of the weeds, and see the frost flying in the morning sunlight as the dogs range with heads in the air.

"My! What a fine thing it is to be out of doors—away from the clangor and smoke and turmoil! I almost envy the man who is able to go afield whenever the inclination strikes him. Been a long time since I was out. The last time it was down in the broom-sedge country, where the pungent sassafras and the gaudily plumed sumac flourish. That was an outing for sure. I am feeding on the memory of it to this day.

"I love fishing quite as well as shooting. When the leaves of the sycamore are loosening their hold with a little metallic ping, and falling leisurely into the soft, rich water at your side as you wade knee-deep, casting, reeling in and casting again—ah! that's the time to go after the bass. He's on his mettle then. And Nature, too, is in a delightful mood. If there's any bitterness in your craw she'll wheedle it out of you before the day is done.

"I love God's out-of-doors. But for

that matter I love indoors, too. There are compensations. Shoes make congenial companions—and the men who buy shoes. I love to see new faces, to meet men, and to mix in with the current. Wherever I am and whatever I am doing, I try to be contented.

"Do you like these shoes? Couldn't have fit you better if they had been made to order. I think you'll find they are just what you want. Be sure to grease them good when you see they're getting a little dry.

"I hope you may get as much joy of wearing them as I have found in selling them. And remember, always, that my shoes have got to be right; if they are not right I'll make them right. And when you get back drop in and tell me what you did on your shooting trip."

It occurred to me as I was leaving this man's shop that it is a pretty convenient thing after all to be able to extract joy out of the cosmos no matter how we are located. The man who makes a chalice of the world and quaffs contentment therefrom is pretty apt to be a sane fellow and an honest man. And I resolved to go back there another day and hear some more of his discourse—and incidentally buy some more of his shoes.

My economy breaks out in spots. I can spend forty or fifty dollars on a fishing or shooting trip with never a wince but it almost breaks my heart to buy a suit of underclothes, and as for matches—well I regard it as perfectly legitimate to get matches any way you can. My economy even in the matter of staples such as shoes seizes me at unexpected moments. For instance, I may start out in the morning, with no symptoms of poverty and almost before I know it and without any apparent cause the thought is borne in on me that I am desperately near the verge of penury.

When I am poor I hunt for bargains. It makes me blush with shame to confess it, but there are times when I do actually hunt for bargains in shoes.

I once discovered a jewel in the way of a bargain man. When I first became acquainted with him he was in a dingy, cheap-looking little shop on a dingy, cheap-looking street in our town, but in the course of time a degree of prosperity came to him which enabled him to move his shop to a more respectable section of the city. In consequence of its removal the store began to try in a half-hearted and pathetic way to take on an air of decency. Its efforts in this line can not be said to have been overly successful.

In his new quarters my dealer continued the same line that brought in the dollars down by the river front. His stock grew and pari passu, with its growth the shelves expanded. (The shelving of the store was of decidedly domestic origin, and built on the sectional book case plan. It grew over night. The growth of it was edifying.)

He operated in connection with his store a repair shop. The repair shop was located in the back of the store room, and separated from it by a thin

partition. Sometimes my dealer was in the store room, sometimes in the repair shop. When he was in the repair shop you coughed, walked heavily on the floor (and it was innocent of rugs), or made any other convenient signal to call him out.

He never appeared to be in any particular hurry to come out, but when he did, you observed that he was near-sighted, wore glasses and rather inclined to squint. His grizzled, unkempt appearance, the unlauded look of his linen, his baggy trousers, with the smell of beeswax and shoe polish upon them, really were not exactly prepossessing; but he was a good, whole-souled fellow nevertheless. He knew leathers and shoes, and he knew how to buy

shoes so as to sell them at ridiculously low prices.

He carried a line of odds and ends, picked up the Lord and himself knows where. Some of his shoes were a little soiled as to lining, may have had a wobbly stitch, or a slight scar, or a scratch somewhere about them, but the defect was more than made good in the price. In an adjoining city there was a manufacturer who turned out men's shoes in the better grades. This manufacturer's name stood for quality and dependability. His shoes were made to retail at from \$4 to \$6 a pair. My bargain dealer used to distribute a world of this manufacturer's unsalable shoes. In the course of a twelve-month many shoes will collect even in the best of factories. Sometimes

SUMMER SHOES

An extra good line of

White Canvas Shoes

for Men and Boys, Women and Children. Also a complete line of

Champion Tennis Shoes

Write us.

MICHIGAN SHOE CO., Detroit

Oxfords SUMMER Tennis

"Three Words With But a Single Meaning"

Summer is bound to come. It hasn't failed in 6000 years. It may be wet, dry, hot or possibly cold, but it will surely come, and with it the demand for Oxfords and Tennis Shoes.

Low Shoes for summer wear are COMFORTABLE, ECONOMIC and FASHIONABLE, the best three reasons in the world for shoe popularity.

Watch Your Stock and don't let it run out on low shoes. We have a fine line of Oxfords and Tennis Shoes, both leather and rubber sole, all colors, for everyday and Sunday wear, for Yachting, Tennis, Golf, Outing, Etc., and call your attention especially to our "Nox-Rox" Elk Outing Shoes. Give us your sizes, etc., by mail and see what our "Rush Order Service" can do for you. TRY US TODAY—NOW.

Waldron, Alderton & Melze, Saginaw, Mich.

Wholesale Boots, Shoes and Rubbers

131-133-135 No. Franklin St.



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 defect is due to a blemish in the leather that does not appear until it reaches the lasters, more frequently it may be traced to the carelessness of a workman, and finally, a mistake may be made in marking, or a mishap may occur in shipping. There are opportunities galore for a slip to occur to the cup as it passes betwixt the producer and the dealer; and the "returned goods" problem will continue to be a problem until imperfect mortals take on the qualities of perfection—which isn't likely to happen for a few years, at all events.

The first time I found myself in my dealer's cut-rate establishment I was almost tempted to rush out before he came in, but decided to stick it out for once.

He blinked at me in a good-humored fashion when I told him I was in the market for a pair of shoes.

"What kind of shoes?" he asked.

I told him I hardly ever knew what I wanted, but thought perhaps something with patent vamp, either in button or lace, might tickle my fancy.

"Number?" he asked, as he squinted at my pedal extremities.

I told him something in the neighborhood of 7 or 7½, on a D last, would be pretty apt to fill the bill.

"Did you say button?" he asked abstractedly. (He had the habit of forgetting things you said to him almost before they were out of your mouth.)

I again told him that I wasn't overly particular as to that; would take whichever kind he happened to have the most of.

"I'll see what I can find," he observed, and began pulling out cartons of a nondescript character. He piled shoes about me ankle-deep. There were shoes with "freak" toes, shoes with the "swagger" outsole effect, shoes with patent leather lace-stays; there were shoes with black, gray and brown cloth tops; staid, sober, conventional shoes; shoes "up-pish" and "smart;" shoes with marvelous combinations of dull leather and shiny stuff; button shoes, lace shoes; shoes of all kinds; shoes in a veritable shower.

He criticised very little the shoes as he was plying back and forth between me and the shelves, and he continued to make these little journeys, bringing each time an armful of shoes, until I besought him kindly to hold off until I got my breath. He then sat down in front of me and blinked at me. He commented in a matter-of-fact way upon several of the more eligible pairs, helped me on with them, and finally succeeded in fitting me out with just about the kind of shoes that I had hoped to find. They bore the name of the manufacturer in the adjoining town, and with the exception of a slight skuffed place on the vamp of the right shoe, they were as fine a specimen of the shoemaker's craft as one might wish to see in a day's journey. The price was \$2.50. I took the shoes. Didn't feel quite jubilant in the buying of them, but they felt good and wore well. Off and on for several years thereafter, when I felt more than ordinarily poor, I bought

shoes of him; and notwithstanding his habit of blinking, came to regard him as a shoe man of outstanding merit.

It was through a friend that I happened to meet this blithesome creature. Will suddenly decided just as we got opposite the door that he was needing a pair of dress shoes. He went in to do the buying, while I assumed the role of "the friend who looks on and comments." Knowing the requirements of the part, I maliciously determined to do my duty. I must say, though, this wizard of a salesman took the wind out of my sails in a manner that I little dreamed of.

The store was a conspicuous place in a city which is famed for the splendor of its shoe establishments. In its appointments little was left to be desired in the matter of elegance and convenience. On either side of the room, and running the entire length of it, was a seat some twenty-four inches from the floor. This seat was built of quarter sawed oak, and polished like the surface of a piano. All of the interior was of the same material and finish. The floor was of hard wood and abundantly supplied with rugs. There were show cases, settees, and a little touch of greenery here and there. It was a rich and racy place for sure, and I was glad that I happened in.

The rather tall, peaked-faced man, who came forward immediately to attend to Will's wants, was evidently a man of consequence in the house. Will introduced us, and then we were duly seated.

"And now, Will," said the peaked-faced one, "to what extent can I do you to-day?"

Will made known the object of his pursuit.

"Have I got 'em?" Sure, mon cher, I'm your huckleberry!"

He then pranced off with the elasticity of a peace commissioner's secretary.

In almost no time he returned, with an armful of shoes, each one of which was a poem in leather. There was a little variety as to tops, some difference in the width of the toes, but they were all as daintily designed as the heart could have wished.

"Have I got 'em?" he repeated with a chuckle; "well, if I haven't I'll drain the canal and seine the river until I find 'em."

"Look at that batch o' beauties, gentlemen!" (turning to me). "What do you think of 'em, Mr. McKay?" (I was done for, and murmured something to the effect that they would fill the bill—any of them—as far as I was a factor in the fitting.)

"Gentlemen, this is a swell line of stuff, and no discount on that score. Never a troubadour or knight of old was bedecked out in anything half as foxy as these. They doubtless thought they were the cocks of the walk when they had on their russet boots and clanking spurs, but if one of you lads had happened in the ball room with a pair of these shoes on the ladies—bless their dear hearts—would have trampled on each other's trains trying to get close enough to see the reflection of their darling faces

in these mirrored vamps—and maybe to whisper some sweet nonsense in your ears, who knows? You could have had the pick of them without being put to the inconvenience of having to whack somebody's head, although I venture it would have been up to you later on to put in a little sword play by way of defending your title.

"Which pair will you take, Will? They all fit you, if your foot hasn't warped since I took your measure."

Will decided on a dull calf top, medium toe, button shoe.

"All right, William, my son, I'll send 'em up—"

"And now, Mr. McKay, when you need anything in my line drop in. Be glad to show you something good as gold. That r-e-m-i-n-d-s m-e! Just wait a pair of minutes; I want to show you something just out," and in a jiffy he had high-stepped away and back again, bringing in his hand a pair of shoes (and he brought them with the pride of a young mother presenting her first-born to the bachelor friend of the father).

"What do you think of these for knockabout shoes? Good for the office, good for the street, and not too unsubstantial to wear down in the basement the time you descend to punch up the fire."

"Look at the swing of them! Ah, that's a last for you! Look at the stitching on that shoe! Just feel that bit of leather!"

(There is no resisting such a man as this, and I just nibbled at the bait, but the blooming bait was so

delicious a morsel, or dropping the figure, the shoe was such a good looking shoe I was minded to ask if he chanced to have the same thing in a 7 D.)

"Cert!" was his reply, and before you could count forty-five at low breath, he had found it and was back.

"Try it on!"

In a moment he had my old shoe off and the new one on. It felt so good to my foot I told him to send the old ones to my address. He of the peaked face made a pleased customer of me in about ninety seconds, and I'm here to say that's going some.

He sold me shoes with less talk than any other artist in the retailing line I ever knew, and the shoes were all that he claimed for them.—Cid McKay in Boot and Shoe Recorder.

The people who give advice are not so quick to take it back if it's damaged.

**We want competent
Apple and Potato Buyers
to correspond with us.
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GRAND RAPIDS, MICH.**

**MAKE MONEY ON YOUR NEW
POTATOES THIS YEAR**
No need to turn your fingers into "paws" or "potato diggers." Get a **Hocking Hand Scoop**. A mighty neat and quick way of handling peck and ½-peck quantities. It picks up the small potatoes with large ones, and two scoopfuls fills the measure. Price 65c. Order one or more of your jobber or **W. C. HOCKING & CO., 242-248 So. Water St., Chicago.**



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are used to place your business on a cash basis and do away with the details 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 information.



Tradesman Company

Grand Rapids, Mich.

ANDREW CARNEGIE.

Biography of One of the Greatest Living Americans.

One social statistician, not wholly unbiased, has said that the name, "Andrew Carnegie," comes to the visual notice of the world not fewer than 15,000,000,000 times a year. This in itself is Fame. When it sought to discover how this tremendous notoriety was established, the story of the steel godmother and the steel fairies and the steel elves that accomplished it outdoes the combined literatures of Grimm and Hans Christian Andersen. For this story is Fact.

Yet, anomaly that it is, this may not be success. Carnegie says that it isn't. Driving with a close friend on the box of his four-in-hand coach a few years ago, this iron master and steel king, bitterly and with set jaw, said:

"I am 65 years old; but if I could make Faust's bargain, I would give all that I have to live only one-half my life over again!"

Master of circumstance, master of men, master of wealth and of place in this world, one may recall the cynical Thackeray: "Which of us is happy in this world? Which of us has his desire, or, having it, is satisfied?"

Having too much, Carnegie has paid too much for it—which is poverty! Shall one read otherwise between the lines of his life?

Business was this man's sole god—business whose sign manual was the dollar mark. Just once allowing himself to refer to death, he spoke in public of his epitaph which he would have read: "Here lies a man who knew how to get around him a great many men who were much cleverer than himself." Yet the Andrew Carnegie whose powers of organization made possible the hundreds of millions which he would give away finds no pleasure in the company of business men. Gladstone, John Bright, Matthew Arnold, and Joseph Chamberlain have been his friends. William Black was a companion. Of his coveted millions, in earlier years he has been quoted:

"I have often said, and I now repeat, that the day is coming when the man who dies possessed of millions of available wealth which was free in his hands ready to be distributed will die disgraced. I refer to that man who dies possessed of millions of securities which are held simply for the interest they produce that he may add to his hoard of miserable dollars."

But even this radical expression in an age of millionaires shows the concessions of the man to circumstances and condition when one sets beside it an utterance of the steel king made more than twenty years ago:

"I believe socialism to be the grandest theory ever presented and I am sure that one day it will rule the world. That is the state we are drifting into. Then men will be content to work for the general welfare and share their riches with their neighbors. Then we shall have attained the millennium."

Yet on the day of this utterance his men in the Edgar Thomson works were in idleness and the Bessemer steel works at Homestead had posted notices of wage reductions of 10 to 30 per cent. Carnegie's defense of the condition, however, was that the association of steel workers were allowing other plants to run at a lower scale, underselling the Carnegie products.

Contradictory circumstances are necessary in the production of such a man as this. The university, which Carnegie despises, will not produce him and yet leave him with a million friends and admirers.

Carnegie began life in poverty and yet out of his fabulous riches looks upon poverty as the happiest circumstances in the life of any man who out of its depths may see mountain peaks on his horizon. "Abolish poverty?" he cried in a speech little more than six months ago. "Never! Abolish wealth; there is no heritage half so valuable as honest, unashamed poverty."

Yet a heritage of \$100,000,000 is to be the portion of his one child, and already one of the most magnificent mansions in all America is deeded to this one small daughter, whose every whim is gratified for less than the asking.

But it must be said Andrew Carnegie has given away \$150,000,000 of his colossal fortune to the common cause of the world's poverty and is still giving, while as a resident of New York City he is paying double the amount of taxes paid on personal property by Rockefeller, the richest man on the western hemisphere.

In the same spirit, there are those who have criticised Carnegie in the bloody days of the great strike at Homestead when Frick fronted the trouble and stood target for an assassin's bullet, while Carnegie in Scotland was whipping streams for salmon or strove to better his record on the golf links of his great estate at Skibo castle.

But two years ago Andrew Carnegie set aside \$5,000,000 in perpetuity, the interest of which is to be applied to a fund for the recognition and relief of men and women whose demonstrated courage in saving human life shall raise them to the rank of heroes.

And when Thomas Scott years before was assistant secretary of war and had offered the young Carnegie the position of head of the department of military roads and telegraphs in the great civil war Carnegie turned from war to the service of the Pennsylvania railway.

But when the war with Spain was declared and when Dewey's fleet went into fight with the Spanish ships in Manila Bay the mailed sides of the American vessels in that battle were protected by the invulnerable armor supplied from the mills founded by the young telegraph operator who thirty years before had turned his back upon war.

"There is a destiny which shapes our ends."

Andrew Carnegie is 70 years old. Altogether he is an odd figure in a crowd. He is markedly under medium height and by no means of

sturdy build. His hair and beard are snow white, and, as so many people see him, there is a square, grim line of the mouth that suggests hardness—almost defiance. His eyes are pale blue, set wide apart under a broad forehead that is without slant. The nose is blunt and thick and the set of the jaw shows tenacity and strength. With these features a clay like pallor of the skin completes the effect necessary in a portrait of a man marked as one who epitomizes grit in all that the word means for one able to take the path to a definite end and to reach that end in spite of all obstacles.

This is the man evolved from the boy who, at 11 years old, was an emigrant in the steerage of a British steamer and who in ripened manhood returned to his native Scotland and parent Britain with tens of millions of dollars as free gifts for free institutions.

This is the man on whose self-designed coat of arms are an inverted crown and a weaver's shuttle—the shuttle taken from his father's hand by the inroad of machinery, forcing the father from his native Dunfermline to the alien shores of the new America.

And this is the man, laird of Skibo castle and its 40,000 acres of field and moor and stream, who looks on his book, "Triumphant Democracy," as one of his distinct accomplishments in the new world of equality of all men before the law.

When the man Carnegie is weighed in the balances, perhaps it will be found that the strong Scotch accent which he brought with him to Pennsylvania was a key to opportunity. It was this accent which first caught the attention of a homesick Scotchman in Pittsburgh. The result was that Thomas A. Scott, superintendent of a division of the Pennsylvania railroad, invited the former mill "bobbin boy" and the third person in the country to master the Morse alphabet by sound, to come into his office at \$35 a month. It was Scott who spoke kindly of "that little Scotch devil" in his office, and it was Scott who advised that little devil to invest \$500 in ten shares of Adams Express company stock. The boy's mother had mortgaged the little home for much of the sum, but it was young Carnegie himself who, receiving the first dividend from his stock, "hailed myself a capitalist, rich at the receipt of money that I had not earned by toil."

Critics have charged—as his friends have admitted—that in thus speaking of himself and not the mother as the "capitalist," one of the characteristics of the great millionaire finds expression. At the same time no one will allow the whisper of a thought that Carnegie was ever less than the most devoted of sons to that canny, unselfish mother. Years afterward, when the boy's millions were his care, a private secretary was a witness to a pathetic picture of this singleness of devotion.

Carnegie was in his library, busy with his papers and correspondence. The old mother entered the room in a querulous mood. She advanced to

the son's side, reaching over his arm and picking up a paper here and there, looking at it and asking needless questions. Carnegie was disturbed, but his face showed not the least sign of annoyance. He answered her questions with assumed smiles until the old lady herself wearied of the questionings.

"Well, Andrew, I'll go now," she said, rising; "I only came in to bother ye a bit."

"But you didn't do it, did ye, mother?" he said, rising and putting his arm around her as he walked with her to the door.

When the old lady died in 1886, a few months after the death of the brother Tom, and while Andrew Carnegie himself had scarcely recovered from the crisis of typhoid fever, the mother and son were in a cottage in the Alleghanies with mid-winter cold outside.

"Don't let me know when she dies," he said to a close friend who had been watcher for both of them there in the hills.

And when the grim reaper of men entered the night and the spirit of the faithful old mother passed into the infinite, the friend entered the sickroom of the son on tiptoe. The footfall and the glance from one to the other was enough. The millionaire turned his face to the blank wall and the friend stole out again, softly as he had come.

Death is the one horror of this man of many millions. When he was himself again friends could read in his face the shadow of bitterness that never was there before and which never since has cleared away. Agnosticism, which always is the aggressive mark of the man, had no balm for the wound. Yet—

"Death is king, and vivat rex."

Carnegie Brothers & Co., Limited, was the steel master's house of business in 1892, working together with the house of Carnegie, Phipps & Co. The specialties of the first concern were steel rails, armor plate, and bridge and structural steel, with mills in Braddock township; the other house turned out armor plate at Homestead, operated the Keystone Bridge works in Pittsburgh, and stood sponsor for the Hartmen Steel works in Beaver county. And the name "Carnegie" was rolled into every Bessemer rail turned out in these works with their combined capital of \$10,000,000. The steelmaster was master, owning 50 per cent. of the stock in both houses.

Carnegie had been the force in the evolution of the steel industry in America. As the successor to Scott as division superintendent of the Pittsburgh link in the Pennsylvania company his attention had been drawn to the innovation replacing wooden bridges with bridges of cast-iron. Carnegie had seen the possibilities of bridges of Bessemer steel, and it was the Carnegie house which had put the first 300 foot span of steel out over the currents of the Ohio.

Forge worker himself, Carnegie had both brain and hand for the steel venture, which took gigantic form in that year 1892. The Carne-

gie Steel company, limited, with a capital of \$25,000,000 was the venture. Carnegie held 51 per cent. of the stock; for, accurate judge of men that he is, and congratulate himself as he will upon the devoted services of his organization, the Carnegie ventures are Carnegie's in the last analysis. Henry Clay Frick became a member of the corporation with 6 per cent. of the stock.

Frick had been a right hand man to Carnegie long before. He had been considered the daring man of the association. It was Frick who suggested the purchase of the oil lands and the leases of gas territories which were to become such saving features in fuel.

Schwab was in the new concern—the Schwab whom Carnegie had picked up as a ragged mountain lad, who had held out for 50 cents, and got it, for showing the millionaire the way over a tortuous mountain road when the millionaire had thought 25 cents enough for the service. Phipps, Lovejoy, Peacock, and Lauder were stockholders. As showing the profits of the Carnegie Steel company from its organization in 1892, the net profits of that year were \$4,000,000; the same profits for 1899, at the formation of the United States Steel Corporation, were listed at \$21,000,000 for that year.

Frick had been the manager of the corporation in these years. Carnegie's first steel rails had sold for \$174 a ton in 1867; in 1897 the gross cost on rails, loaded at the Braddock mills, was \$12 a ton. It was in January, 1900, that the efforts to oust Frick from the steel corporation brought the Frick charges and the Frick suits, all of which were hushed in a compromise. In 1901 Morgan interests in United States Steel absorbed Carnegie, and he retired to his Skibo castle in the Scottish highlands.

Of the \$150,000,000 given by this many sided millionaire to the cause of almost everything but religion, some of the larger gifts may be recounted. While his libraries have the attention of the people more than any other of his favored institutions and purposes, the sum total for these is inconsiderable by comparison. His gifts to scores of interests might easily suffice the richest fancies in fairy tales. And still his own private fortune is estimated at close to \$300,000,000.

Some of the most notable of his benefactions are:

Libraries in the United States	\$28,000,000
Libraries in Great Britain and Canada	\$9,000,000
Carnegie National University	\$10,000,000
To small colleges	\$17,000,000
Annuities to aged teachers	\$10,000,000
Scotch universities endowments	\$15,000,000
Miscellaneous benefactions in United States	\$19,000,000
Miscellaneous benefactions in Europe	\$10,000,000

Yet the giver of these fabulous sums toward the general good has been charged with having an almost

Hardware Price Current

AMMUNITION.			
Caps.			
G. D., full count, per m.	40		
Hicks' Waterproof, per m.	50		
Musket, per m.	75		
Ely's Waterproof, per m.	60		
Cartridges.			
No. 22 short, per m.	2 50		
No. 22 long, per m.	3 00		
No. 32 short, per m.	5 00		
No. 32 long, per m.	5 75		
Primers.			
No. 2 U. M. C., boxes 250, per m.	1 60		
No. 2 Winchester, boxes 250, per m.	1 60		
Gun Wads.			
Black Edge, Nos. 11 & 12 U. M. C.	60		
Black Edge, Nos. 9 & 10, per m.	70		
Black Edge, No. 7, per m.	80		
Loaded Shells.			
New Rival—For Shotguns.			
No.	Drs. of Powder	oz. of Shot	Size Gauge
120	4	1 1/2	10
120	4	1 1/2	9
128	4	1 1/2	8
126	4	1 1/2	7
135	4 1/2	1 1/2	6
154	4 1/2	1 1/2	5
200	3 1/2	1	10
208	3 1/2	1	12
236	3 1/2	1 1/2	6
265	3 1/2	1 1/2	5
264	3 1/2	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, 1/4 in. 5-1 1/2 in. 3/4 in. 1/2 in.			
BB, 3/4 in. 7/8 in. 1 in. 1 1/8 in. 1 1/4 in.			
BBB, 1 1/8 in. 1 1/2 in. 1 3/4 in. 2 in. 2 1/4 in.			
CROWBARS.			
Cast Steel, per lb.	5		
CHISELS			
Socket Firmer	65		
Socket Framing	65		
Socket Corner	65		
Socket Slicks	65		
ELBOWS.			
Com. 4 piece, 6 in., per doz.	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&10
Dampers, American	50
MOLASSES GATES	
Stebbins' Pattern	60&10
Enterprise, self-measuring	30
PANS	
Fry, Acme	60&10&10
Common, polished	70&10
PATENT PLANISHED IRON	
"A" Wood's pat. plan'd, No. 24-27..	10 80
"B" Wood's pat. plan'd, No. 25-27..	9 80
Broken packages 1/2 c per lb. extra.	
PLANES	
Ohio Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45
NAILS.	
Advance over base, on both Steel & Wire	
Steel nails, base	2 35
Wire nails, base	2 15
20 to 60 advance	Base
10 to 16 advance	5
8 advance	20
6 advance	30
4 advance	45
3 advance	70
2 advance	50
Fine 3 advance	15
Casing 10 advance	25
Casing 8 advance	35
Casing 6 advance	25
Finish 10 advance	35
Finish 8 advance	45
Finish 6 advance	85
Barrel 1/2 advance	
RIVETS.	
Iron and tinned	50
Copper Rivets and Burs	45
ROOFING PLATES.	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x28 IC, Charcoal, Dean	15 00
14x20 IC, Charcoal, Allaway Grade	7 50
14x20 IX, Charcoal, Allaway Grade	9 00
20x28 IC, Charcoal, Allaway Grade	15 00
20x28 IX, Charcoal, Allaway Grade	18 00
ROPES	
Sisal, 1/2 inch and larger	9 1/2
SAND PAPER	
List acct. 19, '86	dis. 50
SASH WEIGHTS	
Solid Eyes, per ton	28 00
SHEET IRON	
Nos. 10 to 14	3 60
Nos. 15 to 17	3 70
Nos. 18 to 21	3 90
Nos. 22 to 24	4 10
Nos. 25 to 26	4 20
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, ball, per doz.....	85
1 gal. fireproof, bail per doz.....	1 16
Jugs	
1/2 gal. per doz.	60
1/4 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2
SEALING WAX	
5 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun	35
No. 1 Sun	38
No. 2 Sun	50
No. 3 Sun	85
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	Per gross 5 00
Quarts	5 25
1/2 gallon	8 00
Caps.	2 25
Fruit Jars packed 1 dozen in box.	
LAMP CHIMNEYS—Seconds.	
Per box of 6 doz.	
Anchor Carton Chimneys	
Each chimney in corrugated tube	
No. 0, Crimp top	1 70
No. 1, Crimp top	1 75
No. 2, Crimp top	2 75
Fine Flint Glass in Cartons	
No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2 Crimp top	4 10
Lead Flint Glass in Cartons	
No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00
Pearl Top in Cartons	
No. 1, wrapped and labeled	4 60
No. 2, wrapped and labeled	5 30
Rochester in Cartons	
No. 2 Fine Flint, 10 in. (85c doz.)	4 60
No. 2, Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2, Lead Flint, 10 in. (95c doz.)	5 50
No. 2, Lead Flint, 12 in. (\$1.65 doz.)	8 75
Electric in Cartons	
No. 2, Lime (75c doz.)	4 20
No. 2, Fine Flint, (85c doz.)	4 60
No. 2, Lead Flint, (95c doz.)	5 50
LaBastie	
No. 1, Sun Plain Top, (\$1 doz.)	5 70
No. 2, Sun Plain Top, (\$1.25 doz.)	6 90
OIL CANS	
1 gal. tin cans with spout, per doz.	1 20
1 gal. galv. iron with spout, per doz.	1 28
2 gal. galv. iron with spout, per doz.	2 10
3 gal. galv. iron with spout, per doz.	3 15
5 gal. galv. iron with spout, per doz.	4 15
3 gal. galv. iron with faucet, per doz.	3 75
5 gal. galv. iron with faucet, per doz.	4 75
5 gal. Tilting cans	7 00
5 gal. galv. iron Nacefas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 65
No. 2 B Tubular	6 40
No. 15 Tubular, dash	6 50
No. 2 Cold Blast Lantern	7 75
No. 12 Tubular, side lamp	12 60
No. 3 Street lamp, each	3 50
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each, bx. 10c	50
No. 0 Tub., cases 2 doz. each, bx. 15c	50
No. 0 Tub., bbls. 5 doz. each, per bbl. 2	00
No. 0 Tub., Bull's eye, cases 1 dz. e. 1	25
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0, 3/4 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

deaf ear to personal charities. He resents the word "philanthropist" as it has been applied to him.

"A philanthropist," he says in definition of the word, "is a man who has more money than brains."

Mr. Carnegie, after the death of his mother, was married in 1887 to Miss Louise Whitfield. Ten years later the "Little Missy" of the household appeared, the joy of her father and mother. She shares with her mother the honors of mistress of Skibo castle and its 40,000 acres of highland beauty, and the great mansion in Fifth avenue, New York, is hers by warranty deed.

Skibo is a paradise, especially as it appears to the visitor and guest. For, with all the iron in the nature of the steelmaster as it developed in his business dealings with men, brooking no opposition and yielding to no force of condition and circumstance, he has a winning personality under guise of a grim expression of mouth and chin. To dozens of his fast friends who knew him in the old days he is still the "Andy" of the Pittsburgh telegraph office. And at Skibo nothing pleases him more than meeting those occasional groups of canny clansmen who address him with the phrase, "Hoot, mon."

But home is his realization and his heaven. It was happily expressed when over the fireplace in his brother's Florida home he caused to be inscribed the sentiment:

"The Hearth Our Altar; Its Flame Our Sacred Fire."

Hollis W. Field.

Wonders of Radium Explained by a Professor.

The close of the nineteenth century was signalized by more than one notable scientific discovery, but not one of these was of more importance or value than that of the radio-activity of certain substances, leading, as these discoveries must, to further analyses of matter itself and new ideas as to its nature.

The work of summing up the discoveries which have been made during the past ten years occupies an entire volume from the pen of Prof. Harry C. Jones of the Johns Hopkins University, just about to appear from the press of the D. Van Nostrand Company. It is a book which will make any one think, and every careful reader must marvel at the novelty of the discoveries which science has brought about within the last decade.

It is the present conclusion of science that all atoms of whatsoever kind are made up of electrons, which are nothing but negative charges of electricity in rapid motion. We must remember, however, that we have over seventy apparently different forms of matter which cannot be decomposed into anything simpler, or into another, by any agent known to man.

When Becquerel found that the salts of uranium produced an impression on a photographic plate wrapped in black paper to cut off ordinary light, and that the radiation given off by the salts of uranium

could pass through thin sheets of metal and still affect the photographic plate, he set the scientific world thinking, for here was a new kind of all-penetrating light. But when it was further found that the radiation given forth by uranium is not diminished in several years—i. e., during the longest period during which observations have been made—the astonishment grew. This property of substances to emit radiations without any external cause is known as radio-activity, and such substances are radio-active. There are a number of such instances.

This discovery, Prof. Jones says in effect, following that of the X-rays, stimulated the work of investigators, and Mme. Curie at last discovered radium itself, with the won-

derful attribute of being self-luminous, the only substance in the world known to be so. Moreover, radium is the only substance known that has the power to charge itself electrically.

The results of experiments with radium are surprising on account of their enormous magnitude. A gram of radium gives out every hour about eighty calories of heat. Since the heat of fusion of ice is eighty calories, or eighty calories of heat are required to melt one gram of ice, it follows that radium gives out enough heat to melt its own weight of ice every hour.

The most remarkable feature of all is the fact that radium continues to give out heat at this rate for apparently an indefinite time. This is

a most surprising result. Indeed it is one of the most startling facts that have ever been discovered in any branch of physical science. Think of the enormous amount of energy that this substance is capable of liberating! There is a rational explanation as to the origin of the enormous amount of energy given out by radium.

Rutherford has suggested that the discovery of the large amount of heat liberated by radium would account for at least a part of the solar heat. If the sun consists of a very small fraction of 1 per cent. of radium this would account for the heat that is given out by it. There is at least some evidence pointing toward the existence of radium there.

The three properties of radium,



Many a Dealer

has gracefully

Descended From His High Horse

in his first attitude towards the

Ben-Hur Cigar

Conservatism has no place in the consideration of stocking this brand, for its score of years of marked success puts it out of the class of untried innovations, and far above every suspicion as to its high merit and splendid selling qualities.

It has been demonstrated to smokers and dealers alike that it has no peer among nickel smokes, and is superior to many a brand that retails at twice as much. The most careful buyers are its most enthusiastic friends.

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

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

then, which are in the highest degree remarkable are, according to Prof. Jones: That it has the power to charge itself electrically; that it has the power to illuminate itself, or is, as we say, self-luminous; that it produces heat-energy spontaneously, or can warm itself.

These are the facts, but it is not the highest aim of science to ascertain facts, save as they help us to reach a theory or generalization which, when sufficiently established, becomes a law. The discovery of isolated facts bears the same relation to science as the making of bricks to architecture. The bricks are absolutely essential in constructing the building, but they are not the end or aim of the architect. In the light of the facts that have been ascertained about radio-activity certain generalizations have been reached. New light has been thrown on the nature of the atom, on the genesis of matter, and on other theories.

Keeping in mind the peculiar properties of radium, especially its wonderful power of heat production, we are forced to the conclusion that the radio-active elements are unstable. The atoms of these substances represent unstable systems which are continually undergoing rearrangement and decomposition. The question that would first arise is this: Are the changes that are going on in the radio-active elements fundamentally different from chemical reactions? New substances with properties different from the original substances are being formed. Energy in the form of heat is liberated, and these changes are characteristic of ordinary chemical transformations. If we study more closely the changes that are taking place in radio-active matter we shall find marked differences between them and chemical reactions.

In the first place, the changes in radio-active matter take place at a definite rate, which is entirely unaffected by conditions. This alone would show that the transformations in radio-active matter are fundamentally different from chemical reactions.

It is calculated that at least thousands of years would pass before radium diminished appreciably in bulk, but that radium is depreciating and undergoing decomposition is certain, and if it were not being produced in some way all of the radium now in existence would eventually disappear. Radium is being continually produced, probably from uranium.

Another marked difference between the transformations that are taking place in radio-active matter and chemical reactions is in the amount of energy set free. If we compare the amount of heat set free when the most vigorous chemical reactions take place with that liberated by salts of radium the former is utterly insignificant. We must, therefore, abandon any attempt to explain the transformation of the radio-active elements on the basis of chemical reaction.

It is only by the electron theory

of J. J. Thomson that we can account rationally for many of the remarkable phenomena of radio-activity. It is the only theory that enables us to deal at all satisfactorily with the unstable atom. Formerly the elements were regarded as stable and unchanging. In the light of recent investigations with the radio-active elements there is evidence that all the elements are radio-active to some extent. If this should be proved to be due to the elements themselves, to be a property inherent in all matter, and not caused by the disposition of some form of radio-active matter, then we must regard matter in general as undergoing change. This change is slow, very slow, but is progressing continuously; the more complex, unstable forms breaking down into simpler forms of electrons.

If it should be shown that all matter is slightly radio-active, as seems not improbable, then we should be forced to the conclusion of the general instability of the chemical elements. Our former conceptions of the nature of the chemical element must be fundamentally modified.

After a long and exhaustive study of the production of radium the general conclusion now accepted is that uranium is the parent of radium, but radium is not formed directly from the former. One or more intermediate products with a slow rate of change must be formed. These, on breaking down, yield radium directly or indirectly.

The greatest sensation in connection with the effects of radium has been created by Burke, who asserted that by the application of radium he could make the radiobe, which was actually a living organism; in other words, that radium was the life-producer. Sir William Ramsay explains the apparent formation of cells by Burke in this way. He says: "When radium bromide powder is sprinkled on the gelatine it naturally sinks a little below the surface. The emanation would act upon the water in the gelatine and decompose it, liberating oxygen and hydrogen. These bubbles of gas become surrounded by sacks, due to the coagulating action of the emanation on the albumen. They would thus appear like cells. The bubbles would at first be very small, probably of ultra-microscopic dimensions. They would gradually increase in size as more and more water was decomposed and would thus appear to grow. The contents of the supposed 'cell' would be gaseous—a mixture of oxygen and hydrogen—and also some of the emanations." So the quietus is put upon the theory of Burke that he has created a cell, or the beginning of organic life, through radium.

Prof. Jones concludes that these investigations mark a new epoch in the development of the physical sciences. Facts have been brought to light which are of a character that is very different from anything hitherto known. The existence of extremely penetrating forms of radiation, the instability of the chemical atom, the formation of one elemen-

tary substance from another, the existence of a form of matter that can charge itself electrically, that can light itself, that can give out an amount of heat that is almost inconceivably great, are some of the facts to which we must now adapt ourselves.

Some men waste all their energy impressing us with the fact that something ought to be done.

The world is full of men whose intentions are good.

A Mine of Wealth

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

1. It furnishes the farmer a constant and profitable market for his milk or cream.
2. It relieves the merchant from the annoyance and loss incident to the purchase and sale of dairy butter.
3. It is a profitable investment for the stockholders.

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

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FINE SERVICE

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Through Car Line

Solid train service with Broiler Parlor Cars and Cafe Coaches running on rapid schedule.

Through sleeping car to New York on the "Wolverine," making the run in nineteen hours and fifty minutes.

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E. W. COVERT, C. P. A., Grand Rapids
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Pure Feed

Our Corn and Oat Feed, Meal, Cracked Corn, etc., are made from the best corn and oats. Send in your orders for grain, feed and flour. Our "Wizard," "The flour of flavor," is made on honor from the best pure Michigan wheat.

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"Warner's Cheese"

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Manufactured and sold by
FRED M. WARNER
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You don't have to explain, apologize, or take back when you sell

Walter Baker & Co.'s
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Grocers will find them in the long run the most profitable to handle.

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

45 Highest Awards in Europe and America

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MAKERS OF PURE VANILLA EXTRACTS
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Highest Grade Extracts.

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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.

Analysis of Sales Management and Organization.

When the Sales Manager is confronted with the necessity of choosing, from a large number of applicants, the men best suited to serve the interests of his house in the field, it is important that he should have a thorough and careful system of judging their capabilities and comparing their strong points. Experience in sizing up men and reading human nature is not the sole essential by any means; method is also necessary in this business of selecting recruits, if the manager desires to save time and effort on his own part, and to feel satisfied that he has chosen, from among many applicants, the most efficient and reliable men.

When you are hiring men, your prospect may meet you anywhere for the preliminary size-up. If he calls on you in your office you gain a sharper impression of him because of the comparative seclusion. If he meets you before a number of competitors for the same position, you have immediately a sample of his working ability under trying conditions. If he meets you in the street or outside of your business you will take care to adjust your ordinary cursory notice of him at first to an immediate, searching scrutiny—scrutiny all bent to answer the question: "Can he sell goods for me?"

Should physical appearance, dress, mannerisms or obvious personal habits bar him, do not turn him down at once, but place him on the emergency list. Later in a second interview you can so state the terms of your proposition to him as to have him turn it down. In this way you leave him friendly to your scheme, and should you ever need him in the future, you have but to lower your requirements in order to get him.

If he stands the first size-up well, and you are not alone with him, take the man into the office with you and question him pointedly according to your preconceived plan of examination. Afterwards state your proposition in general terms and carefully note if he takes to it. If he does, give him the best and most thorough tests known in salesmanship.

The first size-up determines in a few moments, in your own mind, all general and many special characteristics of the man. As you meet him you note at a glance the answer to these and a score of other questions: Is he physically pleasing? Is he suitably dressed? Any marks of

bad habits about him? Any characteristics or mannerisms which mar his approach?

In making the first size-up, guard against one thing: Do not let your man "rush" you. Some men are adepts in forcing a favorable size-up by conducting the interview themselves, instead of giving you a chance to conduct it. They then not only bring out their strongest points, but skillfully cover up their weak ones. Generally, a hearty, interest-compelling greeting and follow-up denotes the skilled and practical approach of the veteran. More rarely does it indicate the man who is long on ego, who has made himself a study to his own detriment and to such an extent that he is unable to sell goods, or in fact do anything else satisfactorily.

At all hazards and under any conditions, conduct the interview yourself. Put every man through the same preliminary size-up, and so develop a systematic method of examination and comparison, that the various qualifications and requirements of the men you meet may be uniformly arranged in your mind.

One of the best tests in judging a salesman's efficiency is to question him thoroughly as to how he has handled the knotty problems of selling in the past. Deftly question him so he avoids personal reminiscences and confines himself to the actual methods of which he is master. Go over the ground of salesmanship from the approach to the close in a systematic order, making the questions general, getting more and more specific as the examination progresses. Your proposition has certain points that present unusual difficulties. It may be in securing an audience with the man to be sold in closing him off or in any intermediate part of the sale. Make your examination on this part as thorough as is possible to make it.

If conditions and the character of the man seem to warrant it, have him give an actual demonstration of how he would make a sale. This, however, usually should be reserved for a class demonstration when you are training the men, not for the means of judging a man's fitness before yourself alone.

You are now ready, if you are determined you want a certain man or number of men, to detail the proposition—which you have earlier sketched in the rough—to them. Now find out upon what terms you can get your men. Make it definitely understood what "salary" or "commission" means. If the man is to work on salary, state to him explicitly what it is to be, when it is to be paid, whether he can "draw ahead" or not, when he can reasonably look for a raise, and whether he can change to a commission basis, and if so, exactly how.

If the salesman is to receive an expense allowance, have every possible contingency covered in defining the word "expense." Old expense records of successful men who have traveled a given territory under the same conditions with which you are concerned furnish a most excellent

basis for such explanation. The little items about which the house and salesmen are wont to disagree should be mentioned and the house policy cleared up on them while the salesman is in the position of looking for a job from you—while he is asking a favor of you. If you wait until he is hired and is actually at work the conditions are reversed, and he will resent such a course as "interference," or "a reflection on his honesty."

In going over this ground with the salesman you have an excellent chance to follow up your determination of the characteristics which he has displayed in his various interviews with you. When he realizes that he actually has a chance of getting a job with you he is liable to be more free and open with you than ever before, and you can confirm your suspicions of his weaknesses and strengthen your previous judgment of where his strength lies.

Investigation of the prospect's record for honesty, sobriety and economy should be the next step in judging the man. Efficiency you have judged. If the proposition be a commission one, in addition to habits of undoubted honesty and sobriety, it is necessary that the applicant has exercised enough economy in the past to have saved at least money enough to start out. If he shows a disposition to draw on the house from the start it is a practical certainty that he will be a dear man. If he has to work on a salary, reasonable habits of economy will point to future correct treatment of the house in the matter of expense.

If the salesman has demonstrated the fact that he is a good salesman you will determine whether or not his record is such as justifies you in putting him in training and giving him a try-out. Every Sales Manager has in mind a certain number of qualifications that experience has shown him are necessary to the man who would make a success of his proposition. Having secured a man who can sell, it is very rare that such a man has a record that shuts him out from employment. Of course, should investigation show that a man is thoroughly efficient, yet disloyal or liable to sell out to a competitor, he should not be considered further. But the live Sales Manager always has and always will rely more on his own live estimate of a man than he will on someone else's idea of him. But he always wants to make sure that if the salesman who is to be hired has a clear record, the man should certainly have the benefit of it. In fairness to him, if he has made his record a good one—has considered it an investment, so to speak—give him full credit for it.—B. C. Bean in Salesmanship.

Why He Wasn't Pleased.

Mr. Bennett was about to leave town for a week's vacation, and his wife was helping him pack his suit case. "Here, George," said she, beaming with the consciousness of a good deed done, "is a nice little linen case that I've made for your cake of soap,

and here are two others, one for your collars and one for your cuffs. This long one with the ribbon bows is for your ties. They'll keep everything so nice and clean."

"Ye-es," agreed George, eying them somewhat doubtfully, "so they will."

"And this," continued thoughtful Mrs. Bennett, "is a nice case for your handkerchiefs with a violet sachet inside; and here are two others lined with oilskin for your wash cloths and bath sponge."

"What's this pillow-case thing?" asked interested George, holding up a large white bag.

"Why, that's to put your starched shirts in, dear. See, it's just the length of your suit case—I measured to get it just right."

"I see," said George thoughtfully. "Any more?"

"Yes, indeed. I've been planning for this trip for weeks. This blue denim case is for your overshoes, and this striped one is for your slippers. This one with the cunning little button and buttonhole is for your whiskbroom, and these others, embroidered with forget-me-nots, are for your comb and your military brushes. This larger case is for your razors, and this little long one is for your toothbrush. I did intend to make a case for your soiled linen, but—"

Just at this moment Mrs. Bennett was called downstairs. When she returned, half an hour later, George was sitting on the side of the bed among his personal belongings and gazing disconsolately at the bulging sides of his suit case.

"Why," exclaimed Mrs. Bennett, looking at the array on the bed, "you haven't packed a single thing!"

"Yes, I have," replied George, mopping his brow. "I succeeded in getting all those cases into that suit case, but there isn't room for any of my clothes."

Traveling Men Say!

After Stopping at:

Hermitage European Hotel

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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

EARLY IN JUNE.

State Meeting of the U. C. T. in Petoskey.

Petoskey, May 7—Petoskey Council, No. 235, U. C. T., extends a most hearty invitation to all brother councilors and their ladies to attend the thirteenth annual session of the Grand Council of Michigan, of the United Commercial Travelers of America, at Petoskey, Friday and Saturday, June 8 and 9, 1906.

The following program has been prepared by the local council:

Thursday

8:00 p. m.—Meeting of the Executive and Finance Committees.

Friday

9:00 a. m.—Meeting of the Grand Council.

1:00 p. m.—Reception for the ladies at the Cushman House.

3:00 p. m.—Hiawatha Indian Play at Wayagamug.

8:00 p. m.—Banquet and Ball at the Opera House.

Saturday

8:30 a. m.—At Recreation Park, Base Ball, 7 inning games Jackson vs. Saginaw, Grand Rapids vs. Marquette.

In the afternoon it will be up to you, as the Mayor has issued the following proclamation:

In behalf of the city which I have the honor to officially represent, I extend to you a most cordial welcome. The city is yours for the time you are with us and I will instruct the marshal and night police to that effect. It is up to you to have a good time and enjoy yourselves.

G. E. Reycraft, Mayor.

The Petoskey News thus refers to the special features provided for the entertainment of the visitors.

Few Petoskey people realize what the U. C. T. boys have in store for the town when they bring their State council here on the 8th and 9th of June. In fact from all that the News can gather they do not intend to tell the people the full extent of the good time the occasion will afford. However, it is known that the local Council is going to great expense to give their brothers the time of their lives when they come here. This is appreciated by the members in the various sections of the State, as is evidenced by the preparations all are making to be present. Detroit has formed a Petoskey club, chartered one of the new D. & C. boats and they are coming 300 strong. They will reach here on Thursday and remain until 5 o'clock Saturday evening, so that the event is not to be pulled off in one day. It has been suggested that the Board of Trade officers take up the matter with the D. & C. people and make an effort to have them give the people of our city a free excursion around the bay on their new palatial steamer while it is lying at the local dock. It will be a grand advertisement for the company and a pleasure for Petoskey people. This might be done on Saturday afternoon just before the Detroit delegation starts for home, and thus not interfere with other program arrangements.

During the convention days and nights there will be great doings in the city. Bands of music will be on

the street all the time, including the celebrated Ladies' Concert Band of Kalkaska. On Friday afternoon "Hiawatha" will be presented at Wayagamug at a great expense to the local Council, and in the evening there will be the big ball and banquet at the opera house. Saturday morning will be the U. C. T. base ball game at Recreation Park — Marquette vs. Grand Rapids. Marquette says they can beat anything in the shape of a U. C. T. nine in the State and Grand Rapids claims to be from Missouri. There will also be a game between Saginaw and Jackson and either of these will furnish more sport than a game in the National League. A special invitation has been extended to Governor Warner, a member of Cadillac Council No. 143, of Detroit, and in all probability he will be present. A prize of \$25 will be given the Council bringing the largest number of members, and another of the same amount to the Council bringing the largest number of ladies. These prizes will be awarded in proportion to the number of members of each Council.

Thus it will be seen that there will be something doing, even if the local committees do not give out all the facts in connection therewith, and every citizen should show their appreciation in all possible ways of the fact that such a body of men are to be our guests.

Gripsack Brigade.

C. W. Konkle is now associated with the Manufacturers' Distributing Co. in the capacity of traveling salesman. He will represent the above house in Southern Michigan and Northern Indiana.

B. Lulofs, who formerly worked the city trade with a line of notions and hosiery for the Leonard Crockery Co., has severed his relations with that house and is now employed by the Manufacturers' Distributing Co. to sell its line of knit goods.

Fred Kerr, one of Detroit's popular traveling grocery salesmen, has acquired a reputation as a sprinter. Kerr bought a dog at South Lyon, paying \$5 for the canine. Then he attempted to lead it away. The dog objected so strenuously that he slipped his chain. It was Kerr and cur for about three blocks. Then the cur eluded Kerr and ran into an alley.

All the traveling men know Del Snider, and like him. He is on deck at the meetings of Cadillac Council whenever he is in the city, and he makes it a point to be in the city whenever he can on council nights. Wherever Del is there is merriment. He has a funny story, an amusing experience or a joke on one of the members, and when the joke is on him he has a grin. When there is work to do he is there, too, and he has done his share for the phenomenal growth of his Council. Mr. Snider has recently signed with McIntosh, Crane & Co., wholesale confectioners, with territory through this State. Previously he covered the same territory with cigars. He has a pleasant home at 129 Montcalm street east. Mrs. Snider is a popular member of the Ladies' Auxiliary.

SUCCESSFUL SALESMEN.

Henry A. Sprik, Treasurer Manufacturers' Distributing Co.

Henry A. Sprik was born at East Paris, June 18, 1875. When he was 8 years of age his parents moved to Grand Rapids, where he attended school until 12 years of age. The family then moved to Moline, where Henry attended school two years longer. His father conducted the flour mill at Moline at this time and for two years Henry worked in the mill as general utility man. He afterwards attended the Ferris Institute, at Big Rapids, for one year, taking a business course. He then returned to Grand Rapids and entered the employ of H. Leonard & Sons as general helper, remaining about eighteen months. He afterwards spent a year



on a farm at East Paris and thereafter taught district school two years in Algoma township. He then returned to H. Leonard & Sons and occupied successively the positions of stock clerk, shipping clerk and house salesman and did general office work. On the organization of the Leonard Crockery Co. he was made a director and elected to the position of Treasurer, which he resigned April 14 to take the positions of Secretary and Treasurer of the Manufacturers' Distributing Co.

Mr. Sprik married Miss Sarah McDougal, of Algoma. They have one child, a son 14 months old. The family reside at 1,004 East Fulton street.

Mr. Sprik is an associate member of the English speaking Christian Reformed church on Lagrave street, and is also a member of Kent Camp, Modern Woodmen. He attributes his success to sticktoitiveness and to a determination to make the best of his opportunities in whatever avenue of business he follows.

Business in Spring Hardware Is Quieter.

While the hardware market has not been as active during the last week as it was in March and April, there is still a steady buying movement in most lines of spring and summer goods, and the fact that purchases are now of more moderate proportions is considered as only a natural result of the remarkably brisk buying for forward delivery which characterized

the trading during the first four months of this year. Manufacturers are pleased to have a slight respite from the abnormal business of the first quarter of the year, and jobbers are more than satisfied with the orders now on their books, upon which they are experiencing no little difficulty in making prompt shipments.

The growing scarcity of wire cloth has induced several jobbers in the West to raise their prices 5 to 10 per cent. on this product, but manufacturers' quotations remain unaltered, although these producers are equally hard pressed in making deliveries on outstanding contracts. The high prices now being asked for screen doors and windows is curtailing the volume of business in these lines slightly, but there is a fair buying movement in these goods. Merchants' stocks are virtually depleted, and heavy shipments continue to be made on old contracts. Poultry netting, which is also bringing high prices, is in moderate demand, and jobbers report many supplementary orders from retailers. Manufacturers of steel goods and tools report that they are unable to catch up with deliveries, and there is no indication of a slackening in the demand. The high cost of raw material is causing manufacturers of black and galvanized sheets to advocate an advance in prices, but as yet no such action has been taken.

The rebuilding of San Francisco is already resulting in a brisk demand for wire and cut nails, and an extensive business in builders' hardware, carpenters and mechanics' tools is expected to follow within a few weeks.

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

Buffalo, May 9—Creamery, fresh, 18@21c; dairy, fresh, 15@18c; poor, 10@12c.

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

Live Poultry — Broilers, 28@30c; fowls, 14@15c; ducks, 16@17c; geese, 12@13c.

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

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

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

Rea & Witzig.

Detroit—The machinery manufacturing business formerly conducted by the Bryant & Bery Co, has been merged into a stock company under the style of the Bryant-Bery Steam Turbine Co., which has an authorized capital stock of \$100,000, of which amount \$52,000 has been subscribed, \$500 being paid in in cash and \$51,500 in property.

Pray for the singing heart and the iron will: the heart to make you gentle and tender and true; the will to make you strong and firm and full of purpose.

C. Barnum is now traveling for the Manufacturers' Distributing Co. He is covering the territory south and east of Grand Rapids.



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 No-
 vember.

Michigan State Pharmaceutical Association.
 President—Prof. J. O. Schlotterbeck,
 Ann Arbor.
 First Vice-President—John L. Wallace,
 Kalamazoo.
 Second Vice-President—G. W. Stevens,
 Detroit.
 Third Vice-President—Frank L. Shiley,
 Reading.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—John D. Muir,
 Grand Rapids; F. N. Maus, Kalamazoo;
 D. A. Hagans, Monroe; L. A. Seltzer, De-
 troit; S. A. Erwin, Battle Creek.
 Trades Interest Committee—H. G. Col-
 man, Kalamazoo; Charles F. Man... De-
 troit; W. A. Hall, Detroit.

Making the Druggist's Bank Account Large.

Did you know? That it is not what we make but what we save that makes our bank account grow slowly larger? Hence this article is to show you how to save a little here and a little there and in the course of a year it amounts to something.

Did you know? The strong twine that comes around drug packages if saved and tied together is far stronger and better than the sea-island twine for tying up heavy goods.

Did you know? The heavy paper that the above packages are wrapped in if saved and smoothed out and cut the proper sizes is stronger and better for heavy packages than the high-priced paper from your scale counter.

Did you know? That the miscellaneous assortment of corks from packing bottles if saved and put in a box by themselves will answer for corking varnish or linseed oil bottles, or those that are not fit to be used again if saved and put in a pan and throw on a small quantity of kerosene and lighted and allowed to burn and triturated with a small quantity of H₂O into a thick paste and put in a two-ounce screw-top ointment box is the burnt cork of commerce. Our waste corks netted us \$8 last year.

Did you know? That when you get a surplus stock of empty No. 1 fluid-extract bottles if you will only wash them clean and dissolve one drachm of soluble blue in one pint of rain water, and fill them with it, and put a tub in your show window filled with water colored a slight blue, cork your bottles tightly, put them in the water, label tub in large blue letters "A Blue Monday" and put a large card on top of tub at back labeled as follows: "A Full Pint of Bluing 10 Cents," you will not have a surplus stock of fluid-extract bottles very long, but will have a few extra dimes in your cash register. Have a nice label and when you make a sale take out a bottle, wipe it off carefully and stick on your label, tell your customer that by returning this bottle empty you will allow her a credit of one cent, so the

next time she needs bluing she sends Johnnie or Susan back with the empty bottle and ten cents for a new one and the children understand they are to have the penny. See?

Did you know? That farmers or stock men prefer their private condition powders put in boxes rather than paper bags or wrapped in paper, as it is handier for them to get at to feed, and that the assortment of packing boxes thrown away around an ordinary drug store answer this purpose admirably.

Did you know? That you can save a few dollars in the course of a year if you will buy your varnish in five-gallon cans and bottle it yourself rather than buy it in half and one pint cans, and the empty tablet bottles, with the large mouth, are the very thing for this.

Did you know? That odds and ends of wall paper where you have two or four rolls of a kind left over from the year previous, if tied together nicely and piled in the center of your store and labeled "Choice 5 cents Double Roll," will sell to beat the band.

Did you know? That a small drug mill is a labor-saving device and is used in a country drug store for mixing stock powders and is far better than a mortar for large quantities of any kind of powder.

Did you know? That you should join your State Pharmaceutical Association and attend its meetings, by so doing you will learn a great many things you never knew before.—Old Ebenezer in Meyer Brothers Drug-gist.

What the Druggist Will Come To.

"In my opinion the tendency of the time is for the small druggist to become smaller and the large druggist to grow larger," said a man who is prominently identified with the retail drug trade of New York a few days ago, in speaking of the newspaper announcements that the American Tobacco Co. is to invade the retail drug business with Standard Oil capital.

"A scheme was put in operation a few years ago to acquire the best cigar stores and ultimately control the retail cigar business; after this is fairly under way another scheme bobs up to put cigar stands in drug stores; now comes an ambitious plan to establish a great chain of drug stores; and to round it out the next step should be to establish drug stands in the cigar stores.

"Whatever this may amount to, I think there is no doubt that the large drug stores are increasing their operations at a rate never equaled in the old days when cut rates were drawing people in crowds, and the druggist who goes to sleep now will soon find himself far in the rear of the procession, if, indeed, he ever finds himself at all."

Whether or not the next few years will see a development of what in England is called "company pharmacy" to an extent comparable with that obtaining there is mere idle speculation. We shall probably not have immediately a rival to Jesse Boot, who operates nearly 500 stores in

England, even with the \$10,000,000 American Tobacco-Standard Oil corporation bruited abroad by the newspapers. None the less our prediction of five years ago that the competition most to be dreaded by druggists in the future was not the tawdry cheapness of department stores but the superior service of large, legitimate drug concerns, seems fairly likely to be realized.

Some combinations of drug stores have been failures, but this seems not to discourage the believers in combination. And if as a matter of fact the people are better or more economically served in the "combination" stores there is but one outcome to expect.

On the other hand the prospect has no specially discouraging features even to those who classify themselves as "small" druggists, since if it comes to an issue there may be more satisfaction and profit in occupying the position of manager of a given store at a good salary than in owning it under former conditions. The man who understands the business, who can "make good," will get along all right, and the other sort probably will find the new way no worse than the present.—New Idea.

Best Way To Dispense Extract Male Fern.

It is usual to dispense extract of male fern by suspending it with mucilage of acacia, a viscous product resulting. That procedure necessitates the use of a pestle and mortar, and causes a certain waste of substance and of time; also in large dispensing establishments, where "a stock" is often kept, there is a certain liability of the extract deteriorating. The following method overcomes the above-mentioned difficulties: For every drachm of extract use 10 minims of tincture of senega, the modus operandi being to measure the tincture, add water up to a volume equal to that of the extract, then pour the latter into the mixture of tincture and water. Next transfer to a bottle and shake well; then make up with water, or other menstruum, to the required quantity.

P. W. Lendower.

Best Method of Making Oiled Paper.

Castor oil is one of the best drying oils; it is almost colorless when cold-pressed, and is soluble in alcohol in all parts—three properties which especially recommend it for the manufacture of transparent paper. The manipulation is very simple. The oil is cut with alcohol, the amount of the latter varying according to the thickness of the paper used—the thicker the latter the thinner the oil should be made. From two to three volumes of alcohol to one volume of oil, however, is sufficient for the thickest paper. The paper is then saturated with the solution, and hung up to dry. The alcohol promptly evaporates, leaving the paper more or less transparent, according to the thoroughness of its solution with oil.

Martin Neuss.

It is never safe to trust the man who carries his virtues on the tip of his tongue.

A Perfume

with a history and a distinctiveness without a peer.

Dorothy Vernon

Acknowledged as the most popular perfume on the American market. Sold by all jobbers or direct.

The
Jennings Perfumery Co.
 Grand Rapids, Mich.

Don't do a thing till you see our new lines

Hammocks, Fishing Tackle, Base Ball Supplies, Fireworks and Celebration Goods, Stationery and School Supplies.

Complete lines at right prices.

The boys will see you soon with full lines of samples.

FRED BRUNDAGE

Wholesale Druggist
 32 and 34 Western Ave., Muskegon, Mich.

We are Headquarters for
**Base Ball Supplies, Croquet, Mar-
 bles and Hammocks**
 See our line before placing your order
Grand Rapids Stationery Co.
 29 N. Ionia St., Grand Rapids, Mich.

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.

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Liquor Arsen et			Rubia Tinctorum	12@	14	Vanilla	9 00@	
Hydrarg Iod	25		Saccharum La's	22@	25	Zinci Sulph	7@	8
Liq Potass Arsinat	10@		Salacin	50@	75			
Magnesia, Sulph.	2@	3	Sanguis Draco's	40@	50		Oils	
Magnesia, Sulph bbl	1%	50	Sapo, W	12@	14	Whale, winter	70@	gal.
Mannia, S F	45@	50	Sapo, M	10@	12	Lard, extra	70@	85
Menthol	3 30@	40	Sapo, G	@	15	Lard, No. 1	60@	65
Morphia, S P & W2	35@	2 60	Seidlitz Mixture	20@	22	Linseed, pure raw	45@	48
Morphia, S N Y Q2	35@	2 60	Sinapis	@	18	Linseed, boiled	46@	49
Morphia, Mal.	2 35@	2 60	Sinapis, opt	@	30	Neat's-foot, w str	65@	70
Moschus Canton	@	40	Snuff, Maccaboy,			Spts. Turpentine	Market	
Myristica, No. 1	25@	30	DeVoes	@	51	Paints	bbl. L.	
Nux Vomica po 15	@	10	Snuff, S'h DeVoe's	@	51	Red Venetian	1%	2 @3
Os Sepia	25@	28	Soda, Boras	9@	11	Ochre, yel Mars	1%	2 @3
Pepsin Saac, H &			Soda, Boras, po	9@	11	Ocre, yel Ber	1%	2 @3
P D Co	@	1 00	Soda et Pot's Tart	25@	28	Putty, commer'l	2%	2 1/2 @3
Picis Liq N N 1/2			Soda, Carb	1 1/2@	2	Putty, strictly pr	2%	2 1/2 @3
gal doz	@	2 00	Soda, Bi-Carb	3@	5	Vermillion, Prime		
Picis Liq qts	@	1 00	Soda, Ash	3 1/2@	4	American	13@	15
Picis Liq. pints.	@	60	Soda, Sulphas	@	2	Vermillion, Eng.	75@	80
Pil Hydrarg po 80	@	50	Soda, Cologne	@	2 60	Green, Paris	14@	18
Piper Nigra po 22	@	18	Spts, Ether Co.	50@	55	Green, Pennsular	13@	16
Piper Alba po 35	@	30	Spts, Myrcia Dom	@	2 00	Lead, red	7 1/4@	7 1/4
Pix Burgum	@	8	Spts, Vini Rect bbl	@	90	Lead, white	7 1/4@	7 1/4
Plumbi Acet	12@	15	Spts, Vini Rect 1/2 b	@	90	Whiting, white S'n	@	90
Pulvis Ip'e et Opil	1 30@	1 50	Spts, Vini R't 10 gl	@	90	Whiting Gilders'	@	95
Pyrethrum, bxs H			Spts, Vini R't 5 gal	@	90	White, Paris Am'r	@	25
& P D Co. doz	@	75	Stychnia, Cryst'l	1 05@	1 25	Whit'g Paris Eng		
Pyrethrum, pv	20@	25	Sulphur Subl	2%	4	cliff	@	1 40
Quassiae	8@	10	Sulphur, Roll	2 1/2@	3 1/2	Universal Prep'd	1 10@	1 20
Quino, S P & W.	20@	30	Tamarinds	8@	10	Varnishes		
Quina, S Ger.	20@	30	Cerebenth Venice	28@	30	No. 1 Turp Coachl	10@	20
Quina, N. Y.	20@	30	Thebromae	45@	50	Extra Turp	1 60@	1 70

Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Index to Markets		Index to Markets	
By Columns		By Columns	
A		B	
AXLE GREASE		BATH BRICK	
1 lb. wood boxes, 4 dz. 3 00		Brooms	
3 1/2 lb. tin boxes, 2 dz. 4 25		Brushes	
10 lb. pails, per doz. 6 00		Butter Color	
15 lb. pails, per doz. 7 20		C	
25 lb. pails, per doz. 12 00		Confections	
BAKED BEANS		Candles	
Columbia Brand		Canned Goods	
1 lb. can, per doz. 90		Carbon Oils	
2 lb. can, per doz. 1 40		Catsup	
3 lb. can, per doz. 1 80		Cheese	
BATH BRICK		Chewing Gum	
American 75		Chicory	
English 85		Chocolate	
BLUING		Clothes Lines	
Arctic Bluing. Doz.		Cocoa	
6 oz ovals 3 doz box. 40		Cocoanut	
16 oz round 2 doz box. 75		Cocoa Shells	
BROOMS		Coffee	
No. 1 Carpet 2 75		Crackers	
No. 2 Carpet 2 35		D	
No. 3 Carpet 2 15		Dried Fruits	
No. 4 Carpet 1 75		F	
Parlor Gem 2 40		Farinaceous Goods	
Common Whisk 85		Fish and Oysters	
Fancy Whisk 1 20		Fishing Tackle	
Warehouse 3 00		Flavoring Extracts	
BRUSHES		Fly Paper	
Scrub		Fresh Meats	
Solid Back 8 in. 75		Fruits	
Solid back, 11 in. 85		G	
Pointed ends 85		Gelatin	
Stove		Grain Bags	
No. 3 75		Grains and Flour	
No. 2 1 10		H	
No. 1 1 75		Herbs	
Shoe		Hides and Pelts	
No. 8 1 00		I	
No. 7 1 30		Indigo	
No. 4 1 70		J	
No. 3 1 90		Jelly	
BUTTER COLOR		L	
W. R. & Co.'s, 15c size. 1 25		Licorice	
W. R. & Co.'s, 25c size. 2 00		Lye	
CANDLES		M	
Electric Light, 8s. 9 1/2		Meat Extracts	
Electric Light, 16s. 10		Molasses	
Paraffine, 6s. 9		Mustard	
Paraffine, 12s. 9 1/2		N	
Wicking 20		Nuts	
CANNED GOODS		O	
Apples		Olives	
3 lb. Standards. 1 00		P	
09 3002 2 00		Pickles	
Blackberries		Playing Cards	
2 lb. 90@1 75		Potash	
Standards gallons. 4 50		Provisions	
Beans		R	
Baked 80@1 30		Rice	
Red Kidney 85@ 95		S	
String 70@1 15		Salad Dressing	
Wax 75@1 25		Saleratus	
Blueberries		Sal Soda	
Standard @1 40		Salt	
Gallon @5 75		Salt Fish	
Brook Trout		Seeds	
2 lb. cans, spiced 1 90		Shoe Blacking	
Clams		Snuff	
Little Neck, 1 lb. 1 00@1 25		Soap	
Little Neck, 2 lb. @1 50		Soda	
Clam Bouillon		Spices	
Burnham's 1/2 pt. 1 90		Star, 1 lb. 3 90	
Burnham's pts. 3 60		Sugar	
Burnham's qts. 7 20		Syrups	
Cherries		T	
Red Standards. 1 30@1 50		Tea	
White 1 50		Tobacco	
Corn		Twine	
Fair 60@75		V	
Good 85@90		Vinegar	
Fancy 1 25		W	
French Peas		Washing Powder	
Sur Extra Fine 22		Wicking	
Extra Fine 19		Woodenware	
Fine 15		Wrapping Paper	
Moyen 11		Y	
Gooseberries		Yeast Cake	
Standard 90			
Hominy			
Standard 85			
Lobster			
Star, 1/2 lb. 2 15			
Star, 1 lb. 3 90			
Picnic Tails			
Columbia, 25 pts. 4 50			
Columbia, 25 1/2 pts. 2 60			
Snider's quarts 2 25			
Snider's pints 2 25			
Snider's 1/2 pints 1 30			
CHEESE			
Acme @12			
Carson City @12			
Peerless @12 1/2			
Elsie @14 1/2			
Emblem @14 1/2			
Gem @15			
Jersey @12			
Ideal @12			
Riverside @12 1/2			
Warner's @13			
Brick @13			

Leiden	@15	Iced Honey Crumpets	10	Hominy	
Limburger	@12	Imperial	8	Flake, 50 lb sack	1 00
Pineapple	40 @60	Jersey Lunch	8	Pearl, 200 lb. sack	3 70
Sap Sago	@19	Jamaica Gingers	10	Pearl, 100 lb sack	1 85
Swiss, domestic	@1 1/2	Kream Klips	20	Maccaroni and Vermicelli	
Swiss, Imported	@20	Lady Fingers	12	Domestic, 10 lb box	60
CHEWING GUM		Lem Yen	11	Imported, 25 lb. box	2 50
American Flag Spruce	50	Lemon Gems	10	Pearl Barley	
Best Pepsin	@90	Lemon Biscuit Sq	8	Common	2 15
Best Pepsin, 5 boxes	2 00	Lemon Wafer	16	Chester	2 25
Black Jack	55	Lemon Cookie	8	Empire	3 25
Largest Gum Made	50	Malaga	11	Peas	
Sen Sen	95	Mary Ann	8	Green, Wisconsin, bu	1 40
Sen Sen Breath Perf	50	Marshmallow Walnuts	16	Green, Scotch, bu	1 45
Sugar Loaf	50	Muskegon Branch, Iced	11	Split, lb	4
Yucatan	50	Molasses Cakes	8	Sago	
CHICORY		Mouthful of Sweetness	14	East India	6 1/2
Bulk	5	Mixed Picnic	11 1/2	German, sacks	6 1/2
Red	7	Mich. Frosted Honey	12	German, broken pkg	
Eagle	4	Newton	12	Tapioca	
Frank's	7	Nu Sugar	8	Flake, 110 lb. sacks	7
Schener's	7	Nic Nacs	8	Pearl, 130 lb. sacks	7
CHOCOLATE		Oatmeal Crackers	8	Pearl, 24 lb. pkgs	7 1/2
Walter Baker & Co's		Okay	10	FLAVORING EXTRACTS	
German Sweet	22	Orange Slices	16	Foot & Jenks	
Premium	28	Orange Gems	8	Coleman's Van. Lem.	
Vanilla	41	Penny Cakes, Asst.	8	2 oz. Panel	1 20 75
Caracas	35	Pineapple Honey	15	3 oz. Taper	2 00 1 50
Eagle	28	Plum Tarts	12	No. 4 Rich, Blake	2 00 1 50
COCOA		Pretzels, Hade Md	8 1/2	Jennings	
Baker's	35	Pretzellettes, Hand Md	8 1/2	Terpeneless Ext. Lemon	
Cleveland	41	Pretzellettes, Mac Md	7 1/2	Doz.	
Colonial, 1/4s	35	Raisin Cookies	8	No. 2 Panel D. C.	75
Colonial, 1/2s	33	Revere, Assorted	14	No. 4 Panel D. C.	1 50
Epps	42	Richwood	8	No. 6 Panel D. C.	2 00
Huyler	45	Rube	10	Taper Panel D. C.	1 50
Van Houten, 1/4s	12	Scotch Cookies	10	1 oz. Full Meas. D. C.	65
Van Houten, 1/2s	20	Snow Creams	16	2 oz. Full Meas. D. C.	1 20
Van Houten, 1s	28	Snowdrop	9	4 oz. Full Meas. D. C.	2 25
Webb	41	Spiced Gingers	9	Jennings	
Wilbur, 1/2s	41	Spiced Gingers, Iced	10	Mexican Extract Vanilla	
Wilbur, 1/4s	42	Spiced Sugar Tops	9	Doz.	
COFFEE		Sultana Fruit	15	No. 2 Panel D. C.	1 20
Rio		Sugar Cakes	8	No. 4 Panel D. C.	2 00
Common	13 1/2	Sugar Squares, large or		No. 6 Panel D. C.	3 00
Fair	14 1/2	small	8	Taper Panel D. C.	2 00
Choice	16 1/2	Superba	8	1 oz. Full Meas. D. C.	85
Fancy	20	Sponge Lady Fingers	25	2 oz. Full Meas. D. C.	1 60
Santos		Urchins	11	4 oz. Full Meas. D. C.	3 00
Common	13 1/2	Vanilla Wafers	16	No. 2 Assorted Flavors	75
Fair	14 1/2	Vienna Crimp	8	GRAIN BAGS	
Choice	16 1/2	Waverly	8	Amoskeag, 100 in bale	19
Fancy	19	Water Crackers (Bent		Keoag, less than bl	19 1/2
Peaberry		& Co.)	16	GRAINS AND FLOUR	
Maracaibo		Zanzibar	9	Wheat	
Fair	16	In-er Seal Goods.		Old Wheat	
Choice	19	Almond Bon Bon	11 50	No. 1 White	81
Choice	16 1/2	Albert Biscuit	1 00	No. 2 Red	83
Fancy	19	Animals	1 00	Winter Wheat Flour	
Guatemala	15	Bremmer's But. Wafers	1 00	Local Brands	
Java	12	Butter Thin Biscuit	1 00	Patents	4 75
African	12	Cheese Sandwich	1 00	Second Patents	4 50
Fancy African	17	Cocoanut Macaroons	2 50	Straight	4 20
O. G.	35	Cocoa Meat	7 00	Second Straight	4 10
P. G.	31	Faust Oyster	1 00	Clear	3 50
Mocha	21	Eig Newtons	1 00	Graham	3 75
Arabian		Five O'clock Tea	1 00	Buckwheat	4 49
Package		Frosted Coffee Cake	1 00	Rye	3 75
New York Basis		Frotana	1 00	Subject to usual cash discount.	
Arbuckle	15 00	Ginger Snaps, N. B. C.	1 00	Flour in barrels, 25c per	
Dilworth	15 00	Graham Crackers	1 00	barrel additional.	
Jersey	15 00	Lemon Snaps	50	Worden Grocer Co's Brand	
Lion	15 00	Marshmallow Dainties	1 00	Quaker, paper	4 00
McLaughlin's XXXX		Oatmeal Crackers	1 00	Quaker, cloth	4 20
McLaughlin's XXXX sold		Oysterettes	50	Wykes-Schroeder Co.	
to retailers only. Mail all		Pretzellettes, H. M.	1 00	Eclipse	4 00
orders direct to W. F.		Roast Toast	1 00	Kansas Hard Wheat Flour	
McLaughlin & Co., Chicago		Saltine	1 00	Judson Grocer Co.	
Extract		Saratoga Flakes	1 50	Fanchon, 1/4s cloth	4 80
Holland, 1/2 gro boxes	95	Seymour Butter	1 00	Spring Wheat Flour	
Felix, 1/2 gross	1 15	Social Tea	1 00	Roy Baker's Brand	
Hummel's flour, 1/2 gro.	85	Soda, N. B. C.	1 00	Golden Horn, family	4 60
Hummel's tin, 1/2 gro.	1 43	Soda, Select	1 00	Golden Horn, bakers	4 50
CRACKERS		Sponge Lady Fingers	1 00	Calumet	4 60
National Biscuit Company		Sultana Fruit Biscuit	1 50	Dearborn	4 60
Brand		Uneeda Biscuit	50	Pure Rye, dark	3 90
Butter		Uneeda Jinjer Wayfer	1 00	Judson Grocer Co's Brand	
Seymour, Round	6	Uneeda Milk Biscuit	50	Ceresota, 1/4s	5 15
New York, Square	6	Vanilla Wafers	1 00	Ceresota, 1/2s	5 03
Family	6	Water Thin	1 00	Ceresota, 1/4s	95
Salted, Hexagon	6	Zu Zu Ginger Snaps	50	Gold Mine, 1/4s cloth	4 90
Soda		Zwieback	1 00	Gold Mine, 1/4s cloth	4 80
N. B. C. Soda	6	CREAM TARTER		Gold Mine, 1/4s paper	4 70
Select Soda	8	Barrels or drums	29	Gold Mine, 1/4s paper	4 70
Saratoga Flakes	13	Boxes	30	Lemon & Wheeler's Brand	
Zephyrettes	13	Square cans	32	Wingold, 1/4s	4 85
Oyster		Fancy caddies	35	Wingold, 1/2s	4 75
N. B. C. Round	6	DRIED FRUITS		Wingold, 1/4s	4 65
N. B. C. Square, Salted	6	Apples		Pillsbury's Brand	
Faust, Shell	7 1/2	Sundried	7 1/2 @ 8	Best, 1/4s cloth	4 60
Sweet Goods		Evaporated	10 @ 11	Best, 1/4s cloth	4 50
Animals	10	California Prunes		Best, 1/4s cloth	4 40
Atlantic, Assorted	10	100-125 25lb boxes		Best, 1/4s paper	4 45
Bagley Gems	8	90-100 25lb. boxes	@ 5 1/2	Best, 1/4s paper	4 45
Belle Isle Picnic	11	80-90 25lb. boxes	@ 5 1/2	Best, wood	4 60
Brittle	11	70-8 25lb boxes	@ 6	Worden Grocer Co's Brand	
Cartwheels, S & M	8	60-70 25lb boxes	@ 6 1/2	Laurel, 1/4s cloth	4 99
Currant Fruit	10	50-60 25lb. boxes	@ 7	Laurel, 1/4s cloth	4 80
Crackles	16	40-50 25lb. boxes	@ 8	Laurel, 1/4s & 1/2s paper	4 70
Coffee Cake, N. B. C.		30-40 25lb boxes	@ 8 1/2	Laurel, 1/2s	4 70
plain or iced	10	1/4c less in 50lb cases.		Wykes-Schroeder Co.	
Cocoanut Taffy	12	Corsican	@ 20	Sleepy Eye, 1/4s cloth	4 70
Cocoa Bar	10	Imp'd 1 lb. pkg.	@ 7 1/2	Sleepy Eye, 1/4s cloth	4 60
Chocolate Drops	16	Imported bulk	@ 7 1/2	Sleepy Eye, 1/4s cloth	4 50
Cocoanut Drops	12	Peel		Sleepy Eye, 1/4s paper	4 50
Cocoanut Honey Cake	12	Lemon American	13	Sleepy Eye, 1/4s paper	4 50
Cocoanut H'y Fingers	12	Orange American	13	Meal	
Cocoanut Macaroons	18	Raisins		Bolted	2 65
Dixie Sugar Cookie	9	London Layers, 3 cr		Golden Granulated	2 75
Fruit Honey Squares	12 1/2	London Layers, 4 cr		St Car Feed screened	20 50
Frosted Cream	8	Cluster, 5 crown		No. 1 Corn and Oats	20 50
Fluted Cocoanut	19	Loose Muscatels, 2 cr	7	Corn, crac d	20 00
Fig Sticks	12	Loose Muscatels, 3 cr	7	Corn Meal, course	20 00
Ginger Gems	8	Loose Muscatels, 4 cr	7 1/2	Oil Meal, old proc	30 00
Graham Crackers	8	L. M. Seeded, 1 lb. 7 1/2	@ 8 1/2	Winter Wheat Bran	20 00
Ginger Snaps, N. B. C.	7	L. M. Seeded, 1/2 lb.	7 1/2	Winter Wheat Mid'g	20 00
Hazelnut	11	Sultanas, bulk		Cow Feed	20 50
Hippodrome	10	Sultanas, package	7 1/2 @ 8	Oats	
Honey Cake, N. B. C.	12	FARINACEOUS GOODS		No. 2 White	35
Honey Fingers As. Ice	12	Beans		No. 3 Michigan	35 1/2
Honey Jumbles	12	Dried Lima	6	Corn	
Household Cookies, As. 8		Med. Hd Pk'd	1 75 @ 1 85	Corn	52 1/2
		Brown Holland	2 25	Hay	
		Farina		No. 1 timothy car lots	10 50
		24 1lb. packages	1 75	No. 1 timothy ton lots	12 50
		Bulk, per 100 lbs.	3 00		

6	7	8	9	10	11
HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 20 JELLY 5 lb. pails, per doz. 1 85 15 lb. pails, per pail. 33 30 lb. pails, per pail. 65 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's, Chicago, 2 oz. 2 75 Liebig's, Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 65 Liebig's Imported, 4 oz. 9 50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 26 Good 22 Half barrels 2c extra. MINCE MEAT Columbia, per case. 2 75 MUSTARD Horse Radish, 1 dz. 1 75 Horse Radish, 2 dz. 3 50 OLIVES Bulk, 1 gal. kegs. 1 65 Bulk, 2 gal. kegs. 1 60 Bulk, 5 gal. kegs. 1 55 Manzanilla, 8 oz. 90 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 1 70 Clay, T. D., full count 65 Cob, No. 3 85 PICKLES Medium Barrels, 1,200 count. 4 75 Half bbls., 600 count. 2 88 Small Barrels, 2,400 count. 7 00 Half bbls., 1,200 count. 4 00 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted. 1 20 No. 20, Rover enameled. 1 60 No. 572, Special. 1 75 No. 98 Golf, satin finish. 2 00 No. 808 Bicycle. 2 00 No. 632 Tourist whist. 2 25 POTASH 48 cans in case 4 00 Penna Salt Co. 3 00 PROVISIONS Barreled Pork Mess Fat Black 16 00 Short Cut 14 00 Short Cut clear 14 25 Bean 13 00 Pig 20 00 Brisket, clear 15 00 Clear Family 13 00 Dry Salt Meats S P Bellies 10 1/2 Bellies 10 1/2 Extra Shorts 8 1/2 Smoked Meats Hams, 12 lb. average. 10 Hams, 14 lb. average. 10 Hams, 16 lb. average. 10 Hame, 18 lb. average. 10 Skinned Hams 10 Ham, dried beef sets. 13 Bacon, clear 11 California Hams 7 1/2 Picnic Boiled Ham 13 Boiled Ham 15 1/2 Berlin Ham, pressed. 8 Mince Ham 9 Lard Compound 6 1/2 Pure 8 1/2 80 lb. tugs. advance 1 1/2 80 lb. tubs. advance 1 1/2 50 lb. tins. advance 1 1/2 20 lb. pails. advance 1 1/2 10 lb. pails. advance 1 1/2 5 lb. pails. advance 1 1/2 3 lb. pails. advance 1 1/2 Sausages Bologna 5 Liver 7 Frankfort 7 Pork 7 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 10 00 Boneless 11 00 Rump, new 10 50 Pig's Feet 1/4 bbls. 1 10 1/4 bbls., 40 lbs. 1 85 1/4 bbls. 1 75 1 bbl. 7 75 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/4 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 28 Beef rounds, set 16 Beef middles, set 45 Sheep, per bundle 7 Uncolored Butterine Solid dairy 10 1/2 Rolls, dairy 10 1/2	Canned Meats Corned beef, 2 2 50 Corned beef, 14 17 50 Roast beef 2 00 @ 2 50 Potted ham, 1/4 45 Potted ham, 1/2 45 Deviled ham, 1/4 45 Deviled ham, 1/2 45 Potted tongue, 1/4 45 RICE Screenings 4 Fair Japan 5 Choice Japan 5 1/2 Imported Japan 6 Fair La. hd. 6 Choice La. hd. 6 1/2 Fancy La. hd. 6 1/2 Carolina, ex. fancy 6 7 1/2 SALAD DRESSING Columbia, 1/2 pint. 2 25 Columbia, 1 pint. 4 00 Durkee's, large, 1 doz. 4 50 Durkee's Small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer. 3 15 Deland's 3 00 Dwight's Cow 3 15 Emblem 2 10 L. P. 3 00 Wyandotte, 100 lbs. 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100lb case. 90 Lump, bbls. 80 Lump, 145lb kegs. 95 SALT Common Grades 2 10 100 3 lb. sacks 2 00 60 5 lb. sacks 2 00 28 10 1/2 lb. sacks 1 90 55 lb. sacks 30 66 lb. sacks 15 Warsaw 55 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 55lb. sacks 20 Common Granulated, fine 80 Medium fine. 85 SALT FISH Large whole 6 1/2 Small whole 6 Strips or bricks. 7 1/2 @ 10 Pellock 3 1/2 Halibut Strips 13 Chunks 13 1/2 Herring Holland 11 50 White Hoop, bbls. 6 00 White Hoop, 1/2 bbls. 6 00 White Hoop, keg. 7 50 White Hoop, mechs. 8 00 Norwegian Round, 100lbs 7 50 Round, 40lbs 7 50 Scaled 13 Trout No. 1, 100lbs 7 50 No. 1, 40lbs 25 No. 1, 10lbs 90 No. 1, 5lbs 75 Mackerel Mess, 100lbs. 13 50 Mess, 40 lbs. 5 90 Mess, 10lbs. 1 65 Mess, 8 lbs. 1 40 No. 1, 100 lbs. 12 50 No. 1, 4 lbs. 5 50 No. 1, 10lbs. 1 55 No. 1, 8 lbs. 1 1/2 Whitefish No. 1 No. 2 Fam 100lb. 9 50 4 50 50lb. 5 00 2 40 10lb. 1 10 60 8lb. 90 50 SEEDS Anise 15 Canary, Smyrna. 6 Caraway 8 Cardamom, Malabar. 1 00 Celery 15 Hemp, Russian 4 Mixed Bird 4 Mustard, white. 8 Poppy 4 1/2 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 Rappie in jars. 43 SOAP Central City Soap Co. Jaxon, 16 oz. 2 40 Snow Boy 4 00 LAUTZ BROS. & CO. Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 1lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gross lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SOUPS Columbia 3 00 Red Letter 90 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyna. 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 45 Nutmegs, 105-10 35 Nutmegs, 115-20 30 Pepper, Singapore, blk. 15 Pepper, Singp. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 48 Cloves, Zanzibar 18 Ginger, African 15 Ginger, Cochila 18 Ginger, Jamaica 25 Mace 65 Mustard 17 Pepper, Singapore, blk. 18 Pepper, Singp. white. 23 Pepper, Cayenne 20 Sage 20 STARCH Common Gloss 4 50 1lb packages 4 50 3lb packages 4 1/2 6lb packages 3 1/2 40 and 60lb. boxes 2 1/2 @ 2 1/2 Common Corn 20lb packages 5 40lb packages 4 1/2 @ 7 SYRUPS Corn Barrels 23 Half Barrels 25 20lb cans 1/4 dz in case 1 70 10lb cans 1/2 dz in case 1 65 5lb cans 2 dz in case 1 75 2 1/2 lb cans 2 dz in case 1 80 Pure Cane Fair 16 Good 20 Choice 25 TEA Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 33 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Fannings 12 @ 14 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hawatha, 5lb pails. 55	Telegram Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hawatha 41 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head 7 oz. 47 Spear Head, 1 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Tody 34 J. T. 33 Piper Heidsick 66 Boot Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 34 Forge 52 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails 40 Cream 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1lb. 22 Flow Boy, 1 1/2 oz. 39 Flow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 35 Air Brake 36 Country Club 30 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz, 8oz 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 22 Cotton, 4 ply 22 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium 20 Wool, 1lb. balls 6 VINEGAR Malt White Wine, 40 gr 8 1/2 Malt White Wine, 80 gr 13 Pure Cider, B & B. 14 Pure Cider, Red Star. 12 Pure Cider, Robinson. 13 1/2 Pure Cider, Silver. 12 1/2 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, 5 gal. 1 10 Bushels, wide band 1 60 Market 40 Splint, large 3 50 Splint, medium 3 25 Splint, small 3 00 Willow, Clothes, large 7 00 Willow Clothes, med m. 6 00 Willow Clothes, small 5 50 Bradley Butter Boxes 2lb size, 24 in case 72 3lb size, 18 in case 68 5lb size, 12 in case 63 10lb size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 40 No. 2 Oval, 250 in crate 45 No. 3 Oval, 250 in crate 50 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal. 2 40 Barrel, 10 gal. 2 55 Barrel, 15 gal. 2 70 Clothes Pins Round head, 5 gross bx 55 Round head, cartons 75 Egg Crates Humpty Dumpty 2 40 No. 1, complete 32 No. 2 complete 18 Faucets Cork lined, 3 in. 65 Cork lined, 9 in. 75 Cork lined, 10 in. 85 Cedar, 3 in. 55 Mop Sticks Trojan spring 90 Eclipse patent spring. 85 No. 1 common 75 No. 2 pat. brush holder 85 12 lb. cotton mop heads 1 40 Ideal No. 7 90 Pails 2-heep Standard 1 60 2-heep Standard 1 75 2-wire, Cable 1 70 2-wire, Cable 1 90 Cedar, all red, brass 1 25 Paper, Eureka 3 25 Perce	Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 4 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 6 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in., Standard, No. 1 1 70 18-in., Standard, No. 2 2 50 16-in., Standard, No. 3 3 50 20-in., Cable, No. 1 7 50 18-in., Cable, No. 2 6 50 16-in., Cable, No. 3 5 50 No. 1 Fibre 10 80 No. 2 Fibre 9 45 No. 3 Fibre 8 55 Wash Boards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 2 50 Single Peerless 2 75 Northern Queen 2 75 Double Duplex 3 00 Good Luck 2 75 Universal 2 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 11 in. Butter 75 13 in. Butter 1 15 15 in. Butter 2 00 17 in. Butter 3 25 19 in. Butter 4 75 Assorted, 13-15-17 2 25 Assorted 15-17-19 3 25 WRAPPING PAPER Common Straw 1 1/2 Fibre Manila, white 2 1/2 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't. 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 1 15 Yeast Foam, 3 doz 1 15 Yeast Cream, 3 doz 1 00 Yeast Foam, 1 1/2 doz 5 1/2 FRESH FISH Per lb. Jumbo Whitefish 13 No. 1 Whitefish 10 1/2 Trout 13 1/2 Halibut 10 Clasoes or Herring. 5 Bluefish 10 1/2 @ 11 Live Lobster 35 Boiled Lobster 35 Cod 10 Haddock 8 Pike 8 Perch, dressed 12 1/2 Smoked White 14 Red Snapper 8 Col. River Salmon 14 Mackerel 15 @ 16 OYSTERS Cans Extra Selects 25 F. H. Counts 38 F. J. D. Selects 30 Selects 30 Perfection Standards 25 Anchors 22 Standards 20 Bulk Oysters Per Gal. F. H. Counts 1 75 Extra Selects 1 75 Selects 1 50 Perfection Standards 1 25 Standards 1 20 Shell Goods Clams, per gal. 1 20 Shell Clams, per 100 1 25 Oysters, per gal. 1 25 Shell Oysters, per 100 1 00 HIDES AND PELTS Hides Green No. 1 11 1/2 Green No. 2 10 1/2 Cured No. 1 12 1/2 Cured No. 2 11 1/2 Calfskins, green No. 1 12 Calfskins, green No. 2 10 1/2 Calfskins, cured No. 1 13 Calfskins, cured No. 2 11 1/2 Steer Hides, 60lb. over 12 1/2 Pelts Old Wool Lambs 60 @ 1 40 Shearlings 40 @ 1 25 Tallow No. 1 4 1/2 No. 2 4 Wool Unwashed, med. 26 @ 28 Unwashed, fine 21 @ 23 CONFECTIONS Stick Candy Pails Standard 7 1/2 Standard H H 7 1/2 Standard Twist 8 Jumbo, 32 lb. 7 1/2 Extra H. H. 9 Boston Cream 10 Old Time Sugar stick 13 90 lb. case	Mixed Candy Grocers 6 Competition 7 Special 7 1/2 Conservé 7 1/2 Royal 8 1/2 Ribbon 10 Broken 8 Cut Leaf 9 Leader 9 1/2 Kindergarten 9 Bon Ton Cream 8 1/2 French Cream 9 Star 11 Hand Made Cream 15 Premio Cream mixed 13 O F Horehound Drop 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 13 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 11 Salted Peanuts 11 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 10 Lozenges, printed 11 Champion Chocolate 11 Eclipse Chocolates 13 Eureka Chocolates 13 Quintette Chocolates 13 Champion Gum Drops 8 1/2 Moss Drops 9 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 20lb pails 11 Molasses Chews, 15lb. cases 12 Molasses Kisses, 10 lb. box 12 box 12 Golden Waffles 12 Old Fashioned Molasses Kisses, 10 lb. box. 1 20 Orange Jellies 50 Fancy-In 5lb. Boxes Lemon Sours 55 Peppermint Drops 60 Chocolate Drops 60 H. M. Choc. Drops 85 H. M. Choc. Lt. and Dark No. 13 1 00 Bitter Sweets, ass'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 55 Lozenges, printed 55 Imperial 60 Mottos 60 Cream Bar 55 G. M. Peanut Bar 55 Hand Made Cr'ms. 80 @ 90 Cream Buttons, Pep. and Wintergreen. 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted, 25 lb. case 2 70 Buster Brown Goodies 30lb. case 3 50 Up-to-Date Assmt, 32 lb. case 3 75 Ten Strike Assortment No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't 18 00 Kalamazoo Specialties Hanselman Candy Co. Chocolate Maize 18 Gold Medal Chocolate Almonds 18 Chocolate Nutgates 18 Quadruple Chocolate 15 Violet Cream Cakes, bx 30 Gold Medal Creams, pails 13 1/2 Pop Corn Dandy Smack, 24s 65 Dandy Smack, 10s 2 75 Pop Corn Fritters, 100s 56 Pop Corn Toast, 100s 56 Cracker Jack 3 00 Checkers, 5c pkg, case 3 00 Pop Corn Balls, 200s 1 25 Cicero Corn Cakes 5 per box 60 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 15 Almonds, Avica 15 Almonds, California sft shell 15 @ 16 Brazil 12 @ 13 Filberts 12 Cal. No. 1 16 Walnuts, soft shelled 16 1/2 Walnuts, marbot. 15 Table nuts, fancy 13 Pecans, Med. 12 Pecans, ex. large. 13 Pecans, Jumbos 14 Hickory Nuts pr bu Ohio new Cocoanuts @ 5 Chestnuts, New York State, per bu Shelled Spanish Peanuts 6 1/2 @ 7 1/2 Pecan Halves 52 Walnut Halves 35 Filbert Meats 25 Alcanta Almonds 33 Jordan Almonds 47 Peanuts Fancy, H. P. Suns 5 1/2 Fancy, H. P. Suns, Roasted 6 1/2 Choice, H. P. Jbo. 6 1/2 Choice, H. P. Jumbo, Roasted 7 1/2	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

JAXON
1/4 lb. cans, 4 doz. case.. 45
1/4 lb. cans, 4 doz. case.. 85
1 lb. cans, 2 doz. case 1 60



Royal

10c size 90
1/4 lb cans 1 35
6oz. cans 1 90
1/4 lb cans 2 50
1/4 lb cans 3 75
1 lb cans 4 80
1/4 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 more32
1,000 or more31
Worden Grocer Co. brand
Ben Hur

Perfection25
Perfection Extras35
Londres25
Londres Grand.25
Standard25
Puritans25
Panatellas, Fines.25
Panatellas, Beek25
Jockey Club.25

COCOANUT

Baker's Brazil Shredded



70 1/4 lb pkg. per case 2 60
35 1/4 lb pkg. per case 2 60
38 1/4 lb pkg. per case 2 60
14 1/4 lb pkg. per case 2 60

FRESH MEATS

Beef
Carcass5 0 7 1/2
Hindquarters6 0 8 1/2
Loins7 0 16
Ribs7 0 13
Rounds5 1/2 6 1/2
Chucks4 0 5
Plates0 3
Livers0 3

Pork.

Loins@ 9
Dressed@ 7
Boston Butts@ 8
Shoulders@ 7 1/2
Leaf Lard@ 8 1/2

Mutton
Carcass8 1/2
Lambs8 1/2

Veal
Carcass7 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute
60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor
50ft.1 10
72ft.1 40
90ft.1 60

Cotton Windsor
50ft.1 30
72ft.1 44
90ft.1 80
120ft.2 00

Cotton Braided
40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire
No. 20, each 100ft. long1 90
No. 19, each 100ft. long2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Sym-
ons Bros. & Co., Saginaw;
Meisel & Goeschel, Bay
City; Godsmark, Durand &
Co., Battle Creek; Fielbach
Co., Toledo.

CONDENSED MILK



4 doz. in case
Gall Borden Eagle6 40
Crown5 90
Champion4 52
Daisy4 70
Magnolia4 00
Challenge4 40
Dime3 25
Peerless Evap'd Cream 4 60

FISHING TACKLE
1/4 to 1 in6
1 1/4 to 2 in7
1 1/2 to 3 in9
1 3/4 to 2 in11
2 in15
3 in20

Cotton Lines
No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large24

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size1 10
Cox's 2 qt. size1 61
Knox's Sparkling, doz 1 20
Knox's Sparkling, gro 14 00
Knox's Acidu'd. doz .1 20
Knox's Acidu'd. gro 14 00
Nelson's1 50
Oxford.75
Plymouth Rock.1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Twenty different sizes on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman Co.'s Brand.

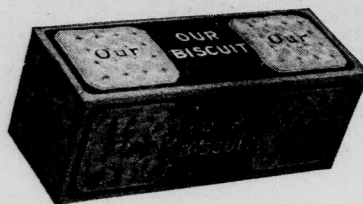


Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

"Quality"



Best 5c package of Soda
Biscuit made

Manufactured by
Aikman Bakery Co.
Port Huron, Mich.

Always Something New

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

Walker, Richards & Thayer
Muskegon, Mich.

"Lest You Forget"

We have been demonstrating
quality 33 years



Jennings'
Mexican

Extract Vanilla

Jennings'
Terpeneless

Extract Lemon

Are the Best on Earth

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

5 and 10 Cent Goods

In Plenty Are Included
in the Notions of
All Lines

Which makes doubly
interesting the big fea-
ture sale of Notions of
All Lines in our May
catalogue.

Compel your public's
attention to a few
things that are really
what they seem—big
worth for little prices.

They'll come — and
it's your fault when
any woman leaves with-
out buying more than
the bargain that
brought her into your
store.

Though the first flow
of spring trade is over,
in our May catalogue
are the goods with
which to stop the ebb
and start another flow.

Shall we send you
our May book—cata-
logue No. J574?

Butler Brothers

Wholesalers of General Merchandise
By Catalogue Only

New York Chicago St. Louis

(And MINNEAPOLIS
after Jan. 1, 1907)

Use
Tradesman
Coupon
Books

Made by

Tradesman Company
Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Wanted—General or grocery stock in exchange for farming lands. Jas. J. Savage, Midland, Mich. 717

Wanted—Information concerning first-class location for drug store in Michigan town of about 1,000 inhabitants. Will buy nice clean stock or put in one if right location is secured. Address No. 716, care Michigan Tradesman. 716

For Sale—At a Bargain—Best paying general store in a good R. R. town of 800. Town is adjacent to one of the best farming communities in Michigan. Last year's sales, \$35,000. More opportunities in the Upper Peninsula of Michigan to make money than any other equal area in U. S. Write for particulars. Chas. D. Symonds, Powers, Menominee County, Mich. 715

For Sale—Grocery and only bazaar stock in hustling town, also new store building. Would consider good real estate or exchange for good farm. Address No. 714, care Michigan Tradesman. 714

For Sale—The finest saw mill proposition in the South to-day, controlling absolutely 500 million feet of the finest long-leaf yellow pine timber, with 300 million feet more available, with a freight rate of 6 cents per 100 pounds to Jacksonville or Fernandina. One 40 M. per day mill now in operation, with contract for 100 M. per day double band saw-mill ready by January 1. The finest railroad proposition in the State in connection with this property. Any one interested in a large timber proposition and a going business, address Box No. 391, Savannah, Ga. 713

For Sale—Drug business, well established in good town of 1,600 population. Two-story brick building, large stone basement, hot water heating plant, finest golden oak fixtures, plate-glass show-cases, good ice house, first-class stock, good prescription trade, fine location. Property invoices at about \$14,500. Will sell entire outfit or stock and fixtures and lease building for a term of years. Good reason for selling, although paying good interest on the investment. If interested, address Box 13, Grafton, N. D. 712

If you want a safe, solid investment, buy our stock. Will earn 50 per cent yearly. Capitalization \$50,000. 500 shares \$100 each. 300 shares for sale, four equal monthly payments. Bank of Montreal, Regina, Saskatchewan, Trustee. We own hundred million feet choice timber. Need capital. Big demand for lumber, prices good. Write us for prospectus. This is a rare opportunity. Small capitalization, big profits. G. A. Hunt Lumber Co., Kitchener, British Columbia. 710

For Sale—Lumber, wood and coal yard. Only coal and wood yard in town. Good business. Address No. 709, care Michigan Tradesman. 709

For Sale—Hardware stock. Owing to loss of health, I am obliged to offer for sale my entire stock of hardware and furniture, also store building. Stock will inventory about \$6,000. This store has always done the leading hardware and furniture business in this part of the State. An excellent opportunity for anyone desiring to engage in this line of business. Frank H. Gibos, Coleman, Mich. 708

For Sale—Good stock notions, invoicing about \$3,000. Wish to sell or exchange at once. Located in town of 2,800, two railroads. Write for particulars to Lock Box 783, Hudson, Mich. 701

For Sale—Bazaar stock of fixtures. No old stock. Invoices about \$3,000. Best of reasons for selling. Address No. 700, care Michigan Tradesman. 700

For Sale—Racket store in a hustling town in Southern Michigan. Cheap rent, fine location, 3,000 population. A snap for someone. Address "M", care Michigan Tradesman. 699

Cash, for your real estate or business, no matter where located. If you desire a quick sale, send us description and price. Northwestern Business Agency, 43 Bank of Commerce Building, Minneapolis, Minn. 698

For Sale—Drug stock, located in one of the best residence sections of the city. Corner store on street car line. Up-to-date stock and fixtures. New 20th Century soda fountain. Will sacrifice. Other business interests. Address A. B. C., 105 Ottawa St., City. 697

For Sale—New stock of dry goods and groceries. One competitor. Northwestern Ohio town of 1,200. Snap for a hustler. Address W. T. Bailey, 11-14th St., Toledo, Ohio. 718

Good opening for flour mill. Special inducement to right party. For particulars, address Box 3, Crystal, N. D. 703

Factory site wanted in small town for manufacturing industry. State inducements offered. Agents need not answer. C. B. Parsons, 82 Griswold, Detroit. 706

Good saw mill with 5 millions of saw timber and good market for same. Also 21,000 acres good farming land, for \$2 per acre. Address W. G. Ogle, Box 111, Las Vegas, New Mexico. 705

Dry goods stock, established 25 years, in best college town of 8,000 people in State. Largely staple, will invoice \$12,000. Can reduce. Will take part in clear productive real estate. Easy terms on balance. Address No. 704, care Michigan Tradesman. 704

For Sale—Stock of drugs and fixtures in first-class town of 2,000 inhabitants. Inventory about \$2,500. Good trade and will bear investigation. Write R. G. F. care Hazeltine & Perkins Drug Co., Grand Rapids, Mich. 702

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), profits 23%. Books are open for inspection. Health reason for selling. Address Compressor, care Michigan Tradesman. 677

For Rent—Double store in east Rockford, Ill., 44x85, 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 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 zebra, 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

Drug stock in good location, Grand Rapids, Mich. Doing fine business. Invoice about \$4,800. Sales last year, \$8,000. Rent, including heat, \$20 per month. Owner has other business out of city, requires his attention, reason for selling. Michigan Store & Office Fixture Co., 519 and 521 No. Ottawa St., City. 693

For Sale—If sold by first of June, a chance to get into an old-established business. Twelve years in one place. Two stores in good location. Rent cheap. New and second-hand goods. Will sell or trade. Stock will invoice about \$1,100. Will sell for less than half of the invoice. Sales from \$15 to \$25 per day. Sickness, cause for selling. Address No. 694, care Michigan Tradesman. 694

For Sale—At once, grocery and crockery stock. Old-established business. Death of proprietor necessitates sale. J. A. Wiseman, Marshall, Mich. 687

Wanted—To sell our hardware stock. Inventories \$11,000. Good clean stock in city of 12,000. Will take 1/2 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

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—To buy for cash, general stock or stock clothing or shoes. Address Lock Box 435, Galesburg, Ill. 682

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—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

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

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—For cash only, \$3,000 stock of shoes, groceries and fixtures, in country 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

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

Planing Mill For Sale—A well equipped plant with good trade and location. Address F. R. Myers, Rochester, Ind. 643

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—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 seeds. Located in the best fruit belt in Michigan. Invoicing \$3,500. 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

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

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

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

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—By experienced lady, position in store or office. Address No. 711, care Michigan Tradesman. 711

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.

Clerk Wanted—Dry goods, cloak and carpet man. Give time with each employer, age and wages wanted. Box 107, Charlotte, Mich. 707

Wanted—Assistant pharmacist. Give references. J. W. Armstrong, Middleville, Mich. 654

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.

PILES

CURED

...without...

**Chloroform,
Knife or Pain**

Dr. Willard M. Burleson

103 Monroe St., Grand Rapids

Booklet free on application

REACHING OUT.

Plans for Merchants' Week Nearly Matured.

At the monthly meeting of the Grand Rapids Board of Trade, held last evening, Frank E. Leonard made the following report as chairman of the Wholesale Dealers' Committee:

The Committee met April 13, when a general discussion was held regarding plans to keep the wholesale interests of Grand Rapids prominently before the merchants in their territory. In order to obtain the general feeling on plans to this end it was decided to invite all the wholesalers to a banquet at the Pantlind Hotel April 26. Messrs. Wm. Logie, Warren Barclay and G. J. Haan were appointed a committee to arrange for said banquet, and Messrs. A. B. Merritt, Jay Seymour and Mark Hall a Committee on Programme to be observed on that occasion.

Mr. Sehler referred to the subject of getting from Grand Rapids into towns along the east shore of Lake Michigan and reported that Superintendent Peace had promised to restore the Pere Marquette northbound trains that were cut out, and this has since been done.

The attention of shippers was called to the matter of the East Lake Shore trade in connection with the river steamers; that is, that the freight may be transhipped at Grand Haven, thereby making all water transportation an existing fact.

The banquet was attended by about sixty representatives of the wholesale firms of the city, who, after the banquet, listened to a report from Mr. Merritt's Committee, suggesting that all dealers unite in inviting the trade to an entertainment and dinner party on a certain day in a week to be called "Merchants' Week," and this plan, after full discussion by nearly all the gentlemen present, was unanimously adopted and referred back to an enlarged Special Committee, with power to act. The Committee appointed was Messrs. A. B. Merritt, Heber A. Knott, John Snitseler, Christian Bertsch, E. A. Stowe and W. K. Plumb. This Committee is now preparing the details for the "Merchants' Week" in connection with the Perpetual Half Fare Trade Excursion Plan and will act on same at once if endorsed by the individual firms.

On motion a Special Committee was appointed to look up the matter of excursions into the city and to consider the comparative excursion rates from northern points to Grand Rapids, Chicago and Detroit. This Committee is composed of Messrs. Wm. Logie, R. J. Prendergast, Lee M. Hutchins, Geo. C. Schroeder and Walter French.

A suggestion that a train be secured to take such Grand Rapids jobbers as would like to join in a trade visiting excursion to east shore towns was referred to a committee consisting of Messrs. A. W. Brown, Heber A. Knott, W. B. Jarvis, M. B. Wheeler and John Sehler.

The plan to be observed during "Merchants' Week" is that Tuesday and Wednesday, June 5 and 6, shall be devoted to the personal entertainment of their customers by individual local jobbers and in whatever manner each jobber may elect. On Thursday, June 7, the entertainment will be general, all jobbers uniting in entertaining all visiting merchants en masse. Any time after dinner on that day the visiting buyers, provided with credentials, will take the street cars at their pleasure for Reed's Lake, and at that resort will have free admission to the various attractions, including the Ramona Theater, where an exceptionally fine programme of

vaudeville features will be presented. At 6:30 p. m. the guests will be given a luncheon and smoker at the Lakeside Club, where welcoming speeches will be made by leading jobbers.

With excellent theatrical and musical attractions at Powers Opera House, the Majestic, Ramona and other theaters, and with the exhibitions of the National Anti-Tuberculosis Convention at the Public Library each evening, there will be abundant means for entertainment available to individual jobbers and their customers at a minimum of expense.

Each wholesale dealer may, upon application at the office of the Board of Trade, obtain as many tickets as he may require for his customers or salesmen for the general entertainment at Reed's Lake on Thursday; may have the name of his firm and the character of his business appear every other week during the coming year in the general advertisement in the Michigan Tradesman of the Perpetual Trade Excursion Plan, and will have his name and the character and location of his business published in the booklet, 10,000 copies of which are to be published immediately by the Wholesale Dealers' Committee.

How To Get Full Railway Fare Refunded.

Visiting merchants may have their entire railway fare refunded at the office of the Grand Rapids Board of Trade on the following conditions:

1. When buying your ticket to Grand Rapids ask for it on account of the Anti-Tuberculosis Convention and, on that account, ask for and obtain from your local railway ticket agent a certificate of the purchase of such a ticket.

2. Present this certificate at the office of the Board of Trade (office of Tradesman Company) together with certificates of purchases given you by the jobbers from whom you have bought goods.

3. Bear in mind that you are not required to buy goods covering the amount necessary to secure the refund of fare from a single wholesale merchant. It is the aggregate amount of purchases made from one or any number of jobbers that gains the refund.

4. For this reason—and no matter how small any single purchase may be—do not neglect to ask for a purchaser's certificate from each merchant patronized.

5. Also bear in mind that only those jobbers who consent to support the Perpetual Trade Excursion Plan—whose names are published in the advertisement in the Michigan Tradesman—issue certificates of purchase which are honored at the Board of Trade office.

Do not neglect, in a single instance, when you make a purchase, to ask for the certificate of purchase, no matter how small it may be. It is the grand total that counts.

The Grain Market.

Wheat prices have been strong the past week, especially for cash grain. May options have advanced to a premium of about 2c over July in Chicago. Cash wheat is selling to 90c per bushel in Detroit. There was a good healthy decrease in the visible supply

for the week of 2,790,000 bushels. There was also a heavy decrease in the world's available supply amounting to 4,075,000 bushels, as compared with 1,858,000 bushels for the same week last year. The report of rains through the Red River Valley and decreased acreage as a result, with only moderate movement of grain from first hands, has brought about a rather bullish sentiment.

Trade in corn has been larger, demand quite active and prices are from $\frac{1}{4}$ @ $\frac{1}{2}$ c stronger. The visible made a decrease of 518,000 bushels. Colder weather throughout the corn belt has been the principal argument for higher prices. Present values are about 53c per bushel for dry yellow delivered Grand Rapids points from the South and West. Reports of damage from heating are coming in quite freely, and probably will continue throughout the month. Corn should be watched very carefully as the general condition of shipments is not good.

Oats have been moving more freely, and prices have dropped back a half. The visible showed a decrease of 1,685,000 bushels the past week. The weather is a little cold for the new crop, but it is early yet, and a few days of warm weather with rain will change the sentiment in that respect very quickly. The acreage is large, and the amount of oats still in first hands and with the elevator men is above the average. Prices appear to be plenty high.

L. Fred Peabody.

Wholesale Grocery Change at Bay City.

Bay City, May 8—The Gustin, Cook & Buckley wholesale grocery company will about May 15 absorb the Meisel & Goeschel wholesale grocery house, the deal being practically arranged for. The Meisel & Goeschel Co. will lose its identity in the deal, the firm remaining as Gustin, Cook & Buckley. Mr. Meisel and his son, however, will be identified with Gustin, Cook & Buckley, the former taking charge of the city retail department and the tea department, and also having an interest in the company. He is one of the most expert tea men in the State and it was partially to secure his services in connection with their immense tea department that Gustin, Cook & Buckley went into the deal now on. Louis Goeschel,

who has been associated with Mr. Meisel so many years, will retire from the wholesale grocery business. Edward Meisel, another son of Mr. Meisel, has for several years been with Gustin, Cook & Buckley. The transaction between the two firms is in effect a consolidation.

"We have an option upon the Meisel & Goeschel Co.," said F. J. Buckley, of Gustin, Cook & Buckley, last night, "and will close it, the firm being willing to dispose of its business to us. We are willing to make the bargain, as the addition of the firm and its good will to our company will increase our purchasing power through increased trade. There is but one thing to do in the wholesale grocery business these days and that is to buy in immense quantities. The bulk of the goods are staple and their prices do not present great differences. The only way to secure goods cheaper is to buy on a big scale. By taking in the Meisel & Goeschel Co. we are in a position to buy in still larger quantities than we have been. Our business is growing rapidly and will now grow more. We are glad to secure Mr. Meisel's services, as he is one of the best tea experts in the business and will be of distinct value in that branch of our trade, to which we have been giving especial attention.

"Our business and business methods will continue exactly as before, only on a larger scale and Mr. Meisel will also supervise the city trade. His long experience in that line will be appreciated by our patrons, we hope."

Lansing—The E Bement Sons' plant will be sold at public auction on May 23 by order of Judge Wiest. The sale is to take place at the plant under the supervision of the Detroit Trust Co., as receiver. The order of the court permits the sale to be conducted by parcels or as a whole, subject to the judgment of the receiver, all sales to be subject to the confirmation of the court. The receiver is empowered with the authority to adjourn the sale for ten days if it is deemed advisable to do so.

BUSINESS CHANCES.

Drug stock in town of 600. Invoice \$2,100. Will discount. J. H. Doak, Springfield, Mich. 719

For Sale—Fine stock general merchandise. Stock in fine condition. Mostly cash trade. Rare chance for someone who means business. Answer quick. Address Geo. Luly, Williamston, Mich. 720

Crescent Wheat Flakes

Sells On Its Merits

No specialty man to take your profits. Sold at 10c makes 50 per cent. profit. Sold at 3 for 25c, 25 per cent. profit. Quality guaranteed. Package full weight. Quality, Quantity and Price.

\$2.50 per case, 36 16-oz. pkgs. \$2.40 in 5-case lots, freight allowed.

Special Deal Good Until June 1

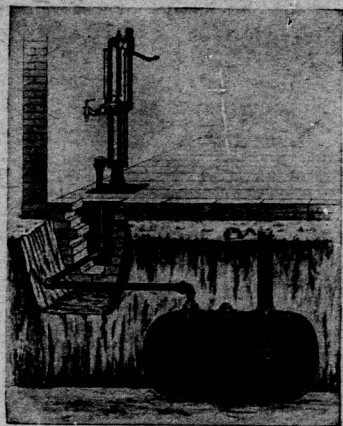
ONE CASE FREE WITH - - - 10 CASES
ONE-HALF CASE FREE WITH - - - 5½ CASES
ONE-FOURTH CASE FREE WITH - - - 2¾ CASES

Freight Allowed

For Sale by all Jobbers. Manufactured by.

Lake Odessa Malted Cereal Co., Ltd.
Lake Odessa, Mich.

GASOLENE ECONOMY



Out No. 42
Tank Buried. Pump in Store
One of Fifty.
Good for Kerosene, too.

Is it economy for you as a dealer in gasolene to handle it in wooden barrels or faulty metal tanks when oil experts say that from **fifteen to fifty per cent.** of all gasolene so stored is **lost** through evaporation, leakage and waste?

Is it economy for you to run the risk of an **expensive fire** which could have been prevented had you taken the precaution here mentioned?

Is it economy for you to consume ten minutes in getting a gallon of gasolene for a customer, when **ten gallons can be drawn in one minute** with a Bowser Gasolene Outfit? It's safe, convenient, economical and clean. The Standard Equipment for gasolene storage. Endorsed by experts.

Send for gasolene catalog M

S. F. BOWSER & CO., INC.

FORT WAYNE, IND.



However it may be with other Cocoas, you can make a fair profit in selling **LOWNEY'S**, and we promise you that we will create a larger and larger demand for **LOWNEY'S** every year by generous and forcible advertising as well as by the superior and delicious quality of our product.

In **LOWNEY'S** dealers have a guarantee against any cause for criticism by Pure Food officials.

The **WALTER M. LOWNEY COMPANY**, 447 Commercial St., Boston, Mass.



Remarks Heard by an Observer

Clerk to Customer—Did you bring your Pass Book?
Proprietor to Clerk—John, did you charge Mrs. Smith with that ham?

John—No, I forgot it. Will charge it now.

Proprietor to Clerk—George, why did you let Jones have **eleven dollars'** worth of goods when I told you not to trust him any more?

George—I forgot.

Customer to Proprietor—You have not given me **credit** for the **five dollars** I paid you on the 14th.

Customer to Proprietor—I wish to settle my account.

Proprietor to Customer—Can't you call tomorrow? My **books** are **not posted up**.

You don't hear such remarks in stores where the **McCaskey Account Register** is in use.

It **compels** the **clerks** to be **accurate** and **careful**.

No **forgetting** with the **McCaskey System**. Every **transaction** is completed at the time it is made.

Every **account** is posted up to the minute.

And **only one writing** required.

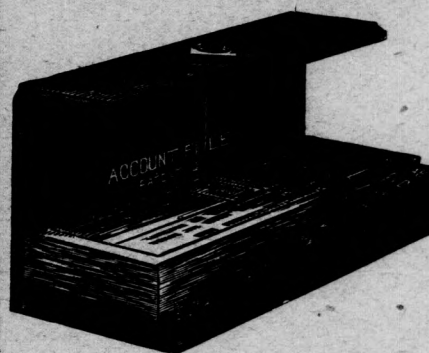
Our **catalog** is worth **money** to you. It's **free**.

The McCaskey Register Co.

Alliance, Ohio

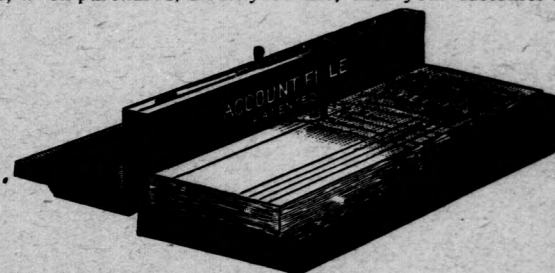
AGENCIES IN ALL PRINCIPAL CITIES

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

You Love a Bargain==Everybody Does

Here is your opportunity to secure **not one but many**. Don't think for a minute that the extraordinary values offered on this page are all the bargains we have to offer you. **Come and see us**, inspect our lines and you will find that our show-rooms are crowded with bargains equally as good or better.



Men's Balbriggan Underwear

Sizes—Shirts, 34 to 40
Drawers, 30 to 38
Solid or Assorted Sizes

No. 1653 Undershirt—Super Egyptian yarn, silk finish. Collarett neck, front faced and silk bound. Three pearl buttons; covered seams; ribbed cuffs, looped on; hemmed tail. Per doz. \$4.00

No. 1653 Drawers to match above. Double seat, outside sateen band, buttoned strap back, suspender tapes, 3 pearl buttons, covered seams, ribbed, looped on ankle. Per doz. \$4.00

No. 1655 Undershirt—Combed Egyptian yarn, silk finish. Very best quality goods. Collarett neck, front faced and silk bound. 3 pearl buttons, covered seams, looped on ribbed cuffs, hemmed tail. Per doz. \$4.30

No. 1655 Drawers to match the above. Double seat, sateen outside band, buttoned strap back, suspender tapes, 3 pearl buttons, covered seams, looped on ribbed ankle. Per doz. \$4.30

"BIGGEST EVER"

Assortment of all silk plain taffeta

Ribbons

We are closing out our entire stock of ribbons at less than cost. The following assortment is one of our many bargains in this line and contains

3—10 yard pieces No. 5

3—10 yard pieces No. 7

2—10 yard pieces No. 9

2—10 yard pieces No. 12

1 piece each of Nos. 22, 40, 60, 80.

A total of 15 10-yard pieces in the following popular shades: **Maize, National blue, Navy, Turquoise, Lilac, Nile Green, Cerise, Violet or Ophalia.**

Regular Price \$10

Closing Out Price \$7

Ladies' Ribbed Vests

(Bleached)

Sizes 4, 5 and 6



No. 1677



No. 1679

No. 1677 Ladies' Vests Without Sleeves—Pure white, ribbed, fancy trimmed neck and arm holes with tape inserted. 1 doz. in box. Per doz. \$0 80

No. 1679 Ladies' Vests With Sleeves—Wing sleeves, pure white and ribbed. Fancy trimmed neck with tape inserted. 1 doz. in box. Per doz. \$0 80

"BEATS ALL" ASSORTMENT DINNER SETS

in the celebrated

Homer Laughlin Porcelain

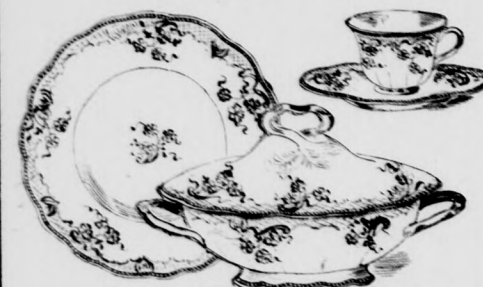
The assortment comprises

SIX 100 PIECE SETS

each one distinctly different and at various popular prices that will insure a splendid profit and a rapid sale. **Sold in assortments only.**



"Angelus" Shape—Plain White



W6S—White and Gold Decorated



No. 1118—Carnation Decoration



No. 35 1/2—Roses and For-get-me-nots



KR5—Pink Roses and Gold



No. 9987C—"Holly" Decoration and Gold

1 only "Angelus" Plain White Set. Selected run of the kiln porcelain; beautiful embossed border design, beaded edges. \$4.48

1 only W6S. Unselected semi-porcelain ornately decorated with bunches of gold flowers. \$5.20

1 only No. 1118. Unselected semi-porcelain, "Angelus" shape, decorated with "carnations" in beautiful natural colors. \$5.85

1 only No. 35 1/2. Selected run of the kiln, daintily colored roses and forget-me-nots, full gold edges on all pieces and gold handles and knobs. \$7.15

1 only KR5. Decorated with bunches of large roses in beautiful natural pink intersected with flower designs in gold. Selected run of the kiln. \$7.80

1 only No. 9987C. Selected run of kiln, decorated with "holly" leaves and berries intersected with large and beautiful scrolls in gold. Decidedly new and very pretty. 9.10

Total for six 100 piece set. \$39.58

Package charged at cost.
Shipped from factory warehouse.

Successors to
H. LEONARD & SONS
Wholesale

Leonard Crockery Co.
GRAND RAPIDS, MICH.

Half your railroad fare refunded under the perpetual excursion plan of the Grand Rapids Board of Trade
Ask for "Purchaser's Certificate" showing amount of your purchase

Crockery, Glassware
and
House-Furnishings