

The Calf-Path

SAM WALKER FOSS

One day through the primeval wood,
A calf walkt home, as good calves should;
But made a trail all bent askew,
A crooked trail, as all calves do.
Since then two hundred years have fled,
And, I infer, the calf is dead.
But still he left behind his trail,
And thereby hangs a moral tale.
The trail was taken up next day
By a lone dog that passed that way,
And then the wise bell-wether sheep
Pursued the trail o'er vale and steep
And drew the flock behind him, too,
As good bell-wethers always do.
And from that day, o'er hill and glade,
Through those old woods a path was made,
And many men wound in and out,
And turned and dodged and bent about,
And uttered words of righteous wrath
Because 'twas such a crooked path;
But still they followed—do not laugh—
The first migrations of that calf,
And through this winding woodway stalkt.
Because he wobbled when he walkt,
This forest path became a lane
That bent and turned and turned again;
This crooked lane became a road,
Where many a poor horse, with his load,
Toiled on beneath the burning sun,
And traveled some three miles in one.
And thus a century and a half
They trod the footsteps of that calf.

The years passed on in swift fleet,
The road became a village street,
And this, before men were aware,
A city's crowded thoroughfare.
And soon the central street was this
Of a renowned metropolis.
And men two centuries and a half
Trode in the footsteps of that calf;
Each day a hundred thousand rout
Followed the zigzag calf about,
And o'er this crooked journey went
The traffic of a continent.
A hundred thousand men were led
By a calf nearly three centuries dead;
They followed still his crooked way
And lost one hundred years a day;
For thus such reverence is lent
To well-established precedent.
A moral lesson this might teach
Were I ordained and called to preach,
For men are prone to go it blind
Along the calf-paths of the mind,
And work away from sun to sun
And do what other men have done.
They follow in the beaten track,
And out and in, and forth and back,
And still their devious course pursue,
To keep the path that others do.
But how the wise wood-gods must laugh
Who saw the first primeval calf!
And many things this tale might teach—
But I am not ordained to preach.

Hemlock Bark

Parties having any hemlock bark on hand should communicate with the

Tanners' Supply Co., Ltd.

Widdicomb Bldg.

Grand Rapids, Mich.

Your Best Business Partner

A Telephone at Your Right Hand

Let that Telephone be the One that will Meet

All Your Requirements

both for Local and Long-Distance business. Our copper circuits reach every city, town and village in the State of Michigan, besides connecting with over **25,000 farmers**.

Liberal discount to purchasers of coupons, good until used, over the Long-Distance lines of

The Michigan State Telephone Company

For Information Regarding Rates, Etc.,

Call Contract Department, Main 330, or address

C. E. WILDE, District Manager, Grand Rapids, Mich.

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 30, 1906

Number 1184

Commercial Credit Co., Ltd.

OF MICHIGAN

Credit Advices, and Collections

OFFICES

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

GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2221 Majestic Building, Detroit, Mich

Collection Department

R. G. DUN & CO.

Mich. Trust Building, Grand Rapids

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

We Buy and Sell

Total Issues

of

State, County, City, School District,

Street Railway and Gas

BONDS

Correspondence Solicited

H. W. NOBLE & COMPANY

BANKERS

Union Trust Building, Detroit, Mich.

The Kent County Savings Bank OF GRAND RAPIDS, MICH

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

3 1/2 Per Cent.

Paid on Certificates of Deposit

Banking By Mail

Resources Exceed 3 Million Dollars

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

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JUDICIAL COMMON SENSE.

In view of the narrow and some-
what bigotted action of the Police
and Fire Commissioners of Grand
Rapids in instructing the officers who
have been detailed to apprehend and
arrest automobile drivers who exceed
the speed limit, the recent action of
Judge Hess, in holding that speed is
not the sole criterion and that in
future violations of the law he pro-
poses to take the circumstances into
consideration, is certainly to be com-
mended. Judge Hess' position looks
like good law and has the appear-
ance of being good common sense,
which is a quality some of the Police
Commissioners apparently overlook
in undertaking to deal with this
question.

The crusade conducted by the po-
lice department against automobile
drivers lacks every element of fair-
ness and equity, because of the
wretched manner in which it has been
conducted. The Tradesman holds
that it is beneath the dignity of a
great city like Grand Rapids to de-
tail policemen in plain clothes to hide
in bushes and skulk behind trees for
the purpose of catching some woman
or child who happens to be driving
a minute or two beyond the speed
limit on some street in the suburbs
of the town where the road is clear
and free from obstruction. More-
over, at least one officer detailed to
perform this unpleasant duty has used
his office as a vehicle to vent his
personal spite against a man who had
previously incurred his illwill and has
boasted that he is now in a posi-
tion to pay off old scores to his
heart's content. Furthermore, it is
a matter of common knowledge that
certain automobile owners have com-
plete immunity from arrest, no mat-
ter how fast they may drive, proving
conclusively that the automobile
squad has friends to reward as well
as enemies to punish. These are
serious charges, but the Tradesman
has in its possession positive proof
on both points which it is prepared

to submit to any court of compe-
tent jurisdiction. The proof is not
at the disposal of the Police Com-
missioners, because the recent exper-
ience of certain saloon keepers dis-
closes the fact that the Commis-
sioners are not champions of fair play,
inasmuch as they refuse a hearing to
a man charged with offenses of
which he may not be guilty but of
which he may be accused by a police-
man who may be prejudiced against
him. The Tradesman has nothing in
common with the saloon business
and has scant respect for any man
who is engaged in the liquor traf-
fic, but the recent action of the
Police Commissioners in condemning
men without a hearing and in re-
fusing to permit them to appear in
their own behalf is so manifestly un-
fair and unAmerican as to cause the
blood to boil in the veins of every
liberty loving citizen.

Judge Hess very properly takes the
broad and liberal view that it is the
intent of the law he is elected to en-
force and that splitting hairs is not
a part of his duties. In this posi-
tion he will be applauded and sus-
tained by every right-thinking man
and woman, and the sooner the
Police Commissioners recede from
the untenable position they have as-
sumed and undertaken to maintain,
the better it will be for all con-
cerned. Some of the Commissioners
show their narrowness by refusing to
accept the hospitality of automobile
drivers, tendered with a view to con-
vincing them of the foolishness of
continuing the persecution they have
inaugurated against a respectable
element of the city's population.
While refusing to make themselves
acquainted with the situation, they sit
back in their easy chairs and pre-
sume to direct the crusade against
a practice with which they are not
familiar and with which they refuse
to acquaint themselves. To the aver-
age observer it is somewhat difficult
to determine which spectacle is the
more humiliating—a police depart-
ment which permits an automobile
catcher to give full play to his
vindictiveness in paying off old scores
of a personal character or the Com-
missioners in refusing to acquaint
themselves with the situation and
thus tacitly admitting that they are
dealing with a question with which
they are not familiar and on which they
have no right to pass until they have
fully familiarized themselves.

Auspicious Opening of Food Show.

Lansing, May 29—The first food
show held under the auspices of the
Lansing Retail Grocers' Association
opened its doors last evening under
very favorable circumstances. May-
or Lyons delivered an address, ar-
rangements having been made for

the Council to adjourn at 9 o'clock,
so that the Mayor and Aldermen
might attend the exposition in a body.

The show is an innovation for
Lansing, nothing of its kind having
ever been held here before, but if
the people display as much interest
in the show as they do in other cit-
ies it will prove a great success.

All the booths have been hand-
somerly decorated and the display in
each is arranged very attractively.
The interior of the auditorium is al-
so beautifully decked with flags and
bunting.

A prize of \$10 will be given to the
grocer who disposes of the most
coupons, one of which, together with
ten cents, will admit the bearer to the
show. The general admission with-
out the coupon is fifteen cents.

Prosperous Institution at Sturgis.

Sturgis, May 29—The business of
the Sturgis Machine Co. is outgrow-
ing its present quarters and the
proposition of enlarging the plant is
being considered by Mr. Smith. The
firm has been working on an order
for seven furnaces for the American
Carbolite Co., of Constantine and Du-
luth, and has just received a dupli-
cate order, all to be completed and
delivered within the next three
months. These orders, along with
others which are constantly being re-
ceived, are good evidence of the qual-
ity of work being turned out, and make
the question of additional facilities for
handling their increasing business one
that must be dealt with.

The Boys Behind the Counter.

Kalamazoo—George Godwin, form-
erly with Benson's dry goods store,
has taken a position with C. Ver Cies
& Co., and is now in charge of the
dress and wash goods department.

Ann Arbor—John Tice, of this city,
who has been employed for several
years by the Goodyear Drug Co., has
accepted a position with the Bank
drug store at Chelsea.

Kalamazoo—Orley R. Ashcraft,
who for the past three years has had
charge of the linen, domestic and
wash goods department of J. R.
Jones' Sons & Co.'s store, has re-
signed to become a traveling sales-
man for Marshall Field & Co.

Jackson To Take Hold.

Stanton, May 29—The creditors of
Chas. Holland, who made an assign-
ment two weeks ago, met in this
city recently and decided to continue
the business for a time. They have
placed O. F. Jackson, of Grand Rap-
ids, an experienced hardware man, in
charge of the store. He will be as-
sisted by Peter Hansen, who was
employed as clerk by Mr. Holland.

The highest exercise of charity is
charity toward the uncharitable.—
Buckminster.

NEW YORK MARKET

Special Features of the Grocery and Produce Trade.

Special Correspondence.
New York, May 26—As usual at the end of the month speculators in coffee are unloading, and this liquidation always tends to depress the article in a speculative way. As to spot stocks jobbers report a fair demand and No. 7 closes firm at 7 $\frac{3}{4}$ c. In store and afloat there are 3,672,502 bags, against 3,986,433 bags at the same time last year. Mild coffees are without material change. Orders are generally simply for supplies to keep assortments unbroken and are not large. Good Cucuta, 9 $\frac{1}{2}$ c; washed Bogotas to 11 $\frac{3}{4}$ c; East Indias show no change in any particular.

Pingsuey teas seem to attract most attention, as has been the case for several weeks. No very active trade is ever looked for at this season and present conditions therefore are perhaps not disappointing. Quotations are fairly firm, and this is about the most cheering note to be made about the market.

New business in sugar is reported to be very quiet, about all trading consisting of withdrawals under previous contracts. Arbuckles, however, say they are having considerable new trading and prices are firm. Raw sugars are very firm and refiners seem loath to pay quotations. From now on a more active trade is confidently looked for in the sugar market.

Rice is very firmly held, although the run of orders is not large. Drouth is reported as affecting the growing crop very materially, although there is still time for improvement. Quotations show no change, but the general tone of the market inclines to a higher basis. Choice to fancy head, 4 $\frac{7}{8}$ @5 $\frac{1}{2}$ c.

Jobbers report a good demand for spices of all sorts and are firmly adhering to previous quotations. Cloves, especially, are strong, and with light stocks the tendency would seem to be toward a higher rate.

Molasses is firm. The supply of New Orleans is becoming very limited and it would be hard to pick up any very large lots. Foreign grades are also well sustained and are in rather limited supply.

Small quantities of No. 3 tomatoes are reported as being offered by outside holders at \$1.15; but very little interest seems to be shown for the goods. On Monday it is expected the syndicate will announce an advance over its present rate. Marylands range from \$1.15@1.22 $\frac{1}{2}$. One of the leading Maryland dealers told your correspondent this morning that not over 200 acres of tomatoes had to this date been planted in all of Maryland and Delaware, while usually there are many thousands. He says they have not had a drop of rain for a month, and if matters do not improve within a week there will be some "deep thinking" done. While there is yet

time for a good crop, the season, as may be judged by the above statement, is extremely late. Some large sales of tomatoes have been made by the syndicate to a couple of our leading firms. Futures are naturally strong and not many packers are willing to book orders at 77 $\frac{1}{2}$ c. Peas are stronger upon reports of great damage to growing crops in the South and West. If all the "crop failures" are to "materialize" this year we will have to live on bananas. Corn is in rather light supply so far as Southern stock is concerned. New York State and Maine are rather quiet, but fetch full figures.

Fancy table butter has advanced to 20c and the demand is active. The supply is not overabundant, but best grades of firsts are held at 19 $\frac{1}{2}$ c; imitation creamery, 15@16c; factory, 13@15c; renovated, 13@16c.

There is a satisfactory demand for the better grades of full cream cheese and the market closes firm. The supply is not especially abundant, although there seems to be enough to meet requirements from day to day. Full cream, 10 $\frac{1}{2}$ c. Old stock is about closed out and what small lots remain are being disposed of at 13@13 $\frac{1}{2}$ c.

Eggs are quiet. Of course there is always a fair demand for the very freshest stock, and such are working out at about 21c. Western storage packed top grades, 18 $\frac{1}{2}$ c; seconds, 17c, and from this down to 13@14c, as to quality.

Would Consolidate Detroit and Flint Factories.

Flint, May 29—Detroit men who are operating a brass plant in that city have been negotiating for the purchase of the plant of the Auto Brass & Aluminum Co., of this city. This plant went into the hands of a receiver several weeks ago, and was later turned over to a trustee for the creditors, the bankruptcy proceedings finally culminating in the sale of the plant to C. J. O'Hara, of Detroit. The negotiations between Mr. O'Hara and the Detroit men, however, could not be consummated, for the reason that there is an appeal pending in the United States Court of Appeals at Cincinnati to determine the equity of the creditors in the machinery of the plant of the bankrupt company. Within the past few days, however, arrangements have been made whereby Mr. O'Hara is to buy the equity of the creditors, or give a bond to protect their interests in the event of the sale of the plant.

Mr. O'Hara will submit a proposition for the purchase of the equity of the creditors in the machinery to Referee in Bankruptcy Joslin, of Bay City, in a few days. If it should not be approved, he will then have recourse to the alternative of furnishing a bond to protect the creditors. In case the plant is sold to the Detroit men it is understood that the purchasers will consolidate their Detroit plant with the plant here and carry on the business in this city.

The surest way to fail is to imitate another man's successes.

Two Monroe Institutions Prosperous.

Monroe, May 29—The Monroe Glass Co. is building two new tanks and generally overhauling the plant preparatory to the fall opening on September 1. This was the best season the company has had and William A. Reaper, who just returned from an extensive trip in Eastern territory, reports that the product was readily absorbed by the Eastern jobbers. It is said the company will put on an additional force this fall.

The large high-pressure steam pump recently purchased by the Monroe Stone Co., of this city, has been put in operation. The company is enjoying a very prosperous month and the orders now booked will keep it busy for some time. The output for this month is very nearly twice as large as last year, being over thirty-five cars per day.

Factory To Be Rebuilt.

Hancock, May 29—The plant of the Lake Superior Sand Lime Brick Co., erected at Ripley by the Michigan Sand Lime Brick Co., composed of Detroit, Saginaw and Bad Axe capitalists, which burned last week, will be rebuilt at once. It is expected the factory will be in operation under a temporary structure in about

thirty days. Much of the machinery was ruined, but some can be utilized in the new plant. The entire output of the plant had been spoken for and the company proposed to double the capacity to 40,000 brick a day within a short time. Stamp sand is utilized in the manufacture of brick at this plant.

Two hearts may beat as one, but unfortunately two mouths never eat that way.

Sherwood Hall Co., Ltd.

Jobbers of

Carriage and Wagon Material

will be glad to meet their many friends and patrons during

Merchants' Week

June 5, 6 and 7

Tickets for the banquet at the Lakeside Club and other entertainments will be furnished to our visitors.

24 North Ionia St.
Grand Rapids, Mich.

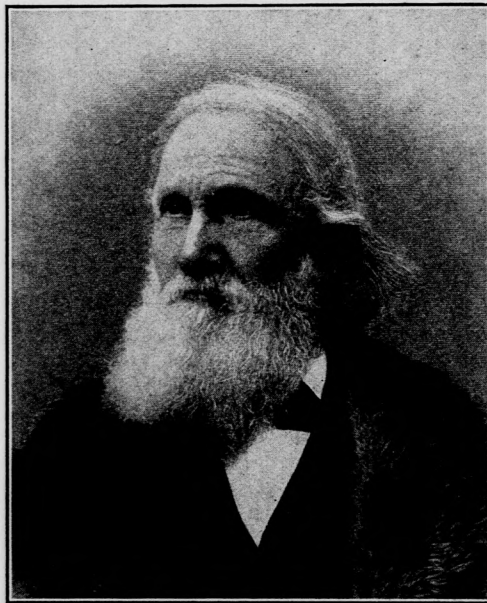


JUDSON GROCER CO., Grand Rapids, Mich.

Wholesale Distributors

Hart Canned Goods

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



John Ball

Try a
John Ball
5c
Cigar

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.

Observations of a Gotham Egg Man.

The movement of eggs to the larger distributing markets discloses the fact that the May excess is now even greater than it was a week ago, showing that receipts have not fallen off so much as they did last year at this time.

It is to be supposed, therefore, that storage accumulations are still going on at a more rapid rate than last year, and that we are gradually overhauling last year's storage figures. In Boston the reports indicate a storage for the week ending May 19 of 32,527 cases, against 15,185 cases for the same week last year, bringing the total storage there up to 112,786 cases—a shortage of 44 per cent. compared with last year. In this market the accumulations to May 21 were in the neighborhood of 320,000 cases—about 20 per cent. less than at the same time last year.

As we get farther into the season of hot weather, and as the current trade demands absorb a larger proportion of the really fine graded Northern eggs, the surplus will naturally consist of ordinary and lower grade eggs. And with the storage outlook for high grades again made dubious by the large quantity stored and their relatively high cost, it may be expected that the storage point for surplus of hot weather eggs will be reduced to a low figure. There has, during the past week, been a gradual weakening in the market for under grade eggs and shippers should anticipate a continuance of this condition. There is little probability of any decline in prices for fancy Northern stock, showing a good proportion of strong bodied, sweet, full eggs; but for goods running largely to weak, more or less shrunken eggs, comparatively low prices must be anticipated; there is likely to be a surplus of such, for which it will be difficult to find a speculative outlet above a range of say 14@16c, according to the extent of the defects.

Now that the State experiment stations are giving more attention to the matter of poultry care, causes affecting egg qualities, etc., we may expect some interesting information. Experiments lately conducted at several stations indicate a considerable effect upon the flavor and quality of eggs by the rations fed to the hens, and a basis of information is being laid upon which egg production may be carried on upon more scientific lines. The difficulty will be, however, that a vast proportion of our egg producers regard the business as a "side line" and the hens are left largely to choose their own rations during the bulk of the year.

We are very glad to report a movement in the right direction by the Nebraska Egg Buyers' Association. The members of this Association, judging by press reports, are putting into practice a system of egg buying which we have advocated and urged upon the trade for years. The essential feature of this reform is to grade the eggs received from farmers or country storekeepers and to pay for them different prices according to quality. It is reported that the Nebraska dealers will make two

grades, the first comprising sound, good sized, full fresh eggs, reasonably clean, and the second grade shrunken, dirty, small, washed and cracked eggs; only these two grades will be paid for, and prices will vary according to the grade. This is fine! And the movement deserves to be followed by egg buyers' associations in all sections.

The Association has also issued a circular to egg producers and country egg buyers, calling attention to the importance of the egg business; to the necessity for improving the breeds of poultry; to the proper care of the poultry in housing and feeding; and to the proper care of the eggs and the necessity of marketing them while fresh.

The farmers are urged to consume at home, as far as their domestic needs will permit, the small and stained or dirty eggs—which are just as good except for sale to the more fastidious buyers; they are also urged not to wash or monkey with the eggs in any way, to market them promptly, and to see that they are brought in contact only with sweet, dry and clean packing.

If all the egg packers' associations will take this matter up and persistently carry out the idea of paying different prices for different grades we shall soon have a vast improvement in the egg business.—N. Y. Produce Review.

Big Jobs in Progress.

Bay City, May 29—The plant of the MacKinnon Manufacturing Co. is a busy place at present, employing a full force of workmen and turning out big orders as fast as possible. The company has just completed the shipment of seven carloads of tanks and structural works to Glendale, Ariz., and several carloads of equipment for the chemical works at Nolan. In addition to this the company is at present working on the following, among other orders: Shipment of patent sawdust grates to Crandall, Fla., and Manistique, Mich.; eight high-pressure tanks, each 11 feet 4 inches in diameter, 8 feet high, for Detroit; one stack, 60 inches in diameter, furnished with wells and evaporators; ten special salt heaters, each 6 feet in diameter, 16 feet 2½ inches long, for a large salt works at St. Clair; one stack, 60 inches in diameter, 125 feet high, and new breechings for a steam plant at Capac. The company is at the present time constructing for its own use an immense punch, 50-inch throat, with a capacity of a 2-inch diameter hole through 1-inch thick steel plate.

Must Have More Room.

Bay City, May 29—Again there is talk of the Grand Trunk Railway Co. moving its round house and repair shops from Williams and South Union streets to property near the United City Coal Co.'s mine, purchased some time ago.

The company secured the property referred to with the intention of moving about a year ago, the house occupied at the present being too small to accommodate the engines here. With another train between here and

Durand, which will be put on in the near future, the move will necessarily be made, and it is said that a good sized building, with a shop for minor repairs, will be erected.

With a sidewalk ordered constructed on the north side of Indiana street, asked for by residents of that locality, it will be necessary for the railway company to lower the tracks running into its round house, and the improvement will also interfere with its turn table at the point, hence it is likely that the long talked of move will take place soon.

His Sore Spot.

The passenger who had come into the street car last found himself regarding with some interest the exceedingly red nose of the man sitting opposite. The owner of the nose also appeared to find it out, for he leaned forward presently and said, with evident irritation:

"I know what you're lookin' at."

"I beg your pardon?"

"I say I know what you're lookin' at, and it ain't what you think it is at all. It's erysipelas. And what's more, it's none of your business, anyhow!"

Those of the Tradesman's readers who handle shoes are respectfully requested to peruse the full page advertisement of the F. Mayer Boot & Shoe Co. in this week's issue, in which particular attention is given to the full vamp feature of the Mayer shoes.

Every wife feels that her husband has cheated her out of a sweetheart.

Saves Oil, Time, Labor, Money
By using a

Bowser Self Measuring Oil Outfit

Full particulars free.
Ask for Catalogue "M"

S. F. Bowser & Co. Ft. Wayne, Ind.



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.**



Money Getters

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

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

Fast, Comfortable and Convenient

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

Michigan Central

"The Niagara Falls Route"

The only road running directly by and in full view of Niagara Falls. All trains passing by day stop five minutes at Falls View Station. Ten days stopover allowed on through tickets. Ask about the Niagara Art Picture.

E. W. Covert, City Pass. Agt. Grand Rapids.
O. W. Ruggles, Gen. Pass. and Ticket Agt. Chicago

We invite the retailers of Michigan to visit Grand Rapids during **MERCHANTS' WEEK, June 5, 6 and 7.**

We believe the visit will do us both good and help to make us all better merchants.

You are also invited to inspect our new plant and make our office your headquarters while here.



WORDEN GROCER COMPANY



Movements of Merchants.

Perry—H. Brown has his flour mill in running order.

Adrian—A. R. Carruth & Co. succeed I. C. Davis in the flour and feed business.

Northport—H. E. Gill, dealer in shoes and drugs, has added a line of groceries.

Cheboygan—A new harness and repair shop has been opened by D. J. Curtin, Jr.

Flint—A. M. Coburn, of Petoskey, will soon open a five and ten cent store here.

Charlotte—Theodore Mill and B. B. Patton have opened a new grocery store.

Holland—Wm. Deur will erect a store building 22x40, which he will occupy as a feed store.

Ishpeming—The A. W. Myers Mercantile Co. has increased its capital stock from \$55,000 to \$66,000.

Holland—The Holland Rusk Co. has purchased property with a view to erecting a new warehouse 30x75 feet.

Elk Rapids—Ulrich Remming has taken charge of the grocery store on the east side lately purchased from Andrew Jordan.

Mancelona—A new lumber yard will soon be started by the Cadillac Lumber Co. here under the management of R. S. Thomas.

Ionia—Broad & Plant have sold their west end market to George Collier and Clarence Greenhoe, who have taken possession.

Cheboygan—Grovesteen & St. Germain, of Big Rapids, have opened a bazaar store here under the style of the Chicago Racket Store.

Jackson—L. S. Anderson, formerly of Wellsville, N. Y., who has leased the plant of the Jackson Pressed Brick Co., has begun operations.

Owosso—A new fruit store will be opened by Wm. Williams and a gentleman from Rochester under the style of the Owosso Fruit Co.

Jeddo—In the case of W. J. Lamb & Co., bankrupts, a second dividend of 16 per cent. has been declared, the first dividend being 20 per cent.

Litchfield—U. J. Ackley, for several years engaged in the hardware business at Central Lake, has re-engaged in the hardware business at this place.

Ithaca—J. V. Dingwall, of Owosso, has removed to this place and will engage in the creamery business with Mr. Doran under the style of Doran & Dingwall.

Marine City—The Edison Electric Co. has obtained an option on the Marine City Roller Mill electric light plant, which is furnishing lights for street and commercial use in this city.

Manistee—On June 1 C. A. Waal will re-engage in the meat business with A. R. Bauman as a partner. Messrs. Bauman and Waal were associated in the meat business about ten years ago.

Cass City—Chas. W. Heller has

merged his flour and feed business into a stock company under the style of the C. W. Heller Co., with an authorized capital stock of \$20,000, all of which has been subscribed and \$10,000 paid in in property.

Hastings—J. D. Vester has purchased the interest of his partner, George Carter, in the City bakery and will continue the business. It is understood that Mr. Carter will study chemistry with a view to better fitting himself for the work he has pursued for the past several years.

Henry—Rensberger & Cushway, general dealers, have completed a two-story frame store building, 24x80 feet in dimensions, with plate glass front, rock faced steel ceiling, asbestos roofing and other modern features. The upper floor will be used as a hall for entertainment purposes.

Berrien Springs—Frank B. Ford, who has conducted a general merchandise business for the past four years, has sold his hardware goods to Wilson & Horan, his meat department to Pennell & Lybrook and his grocery and crockery stock to Edison & Graham. Mr. Ford has not stated definitely in what business he will engage in the future.

Manufacturing Matters.

Kalamazoo—The Reynolds Wagon Co. has increased its capital stock from \$5,000 to \$10,000.

Cadillac—The Cummer Manufacturing Co. has increased its capital stock from \$19,000 to \$25,000.

Hastings—C. B. Randall is erecting a building which he will use as a planing mill, which will be operated by electricity.

West Branch—The Chicago Last & Die Co. has received 150,000 feet of logs from Wolverine and has begun the manufacture of lasts.

Carsonville—The pea mill here is to be converted into an oat meal factory by the Michigan Cereal Co. It will furnish employment for several men.

Richmond—The Parker Plow Co. will remove from its present location in Vassar July 1 to this place, which has agreed to give the firm \$1,000 bonus to make the removal.

Butternut—The Isham-Miller Co. has erected and equipped a new foundry for the manufacture of its expanding iron road culverts. Orders are coming in faster than they can be filled.

Fennville—J. P. Hartel, formerly identified with the Voigt Milling Co., of Grand Rapids, has assumed the management of the Fennville Roller Mills Co., which manufactures White Foam flour.

Saginaw—The Pomeroy Cracker Co. has been incorporated for the purpose of conducting a manufacturing business, with an authorized capital stock of \$45,000, of which \$25,260 is paid in.

Bay City—Emil Hine, for seven years connected with the Hine & Chatfield mills, has purchased the West Bay City Milling Co. plant and will connect the same with the Michigan Central Railroad with a side track.

Holly—The \$10,000 factory bonus, with which this city can secure an old established and well paying man-

ufacturing enterprise, is nearly all subscribed. A number of laboring men in factories are on the list for small amounts.

Battle Creek—The factory of the Compensating Pipe Organ Co., one of the finest in the city, has been sold at bankruptcy sale to Lyon & Healy, of Chicago, who will operate it as a branch factory, continuing the manufacture of pipe organs.

Detroit—A corporation has been formed under the style of the Smith Chandelier Co. for the purpose of manufacturing chandeliers and brass goods, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,750 paid in in cash.

Battle Creek—The Flour & Cereal Machinery Co., Ltd., has been merged into a stock company under the style of the Flour Mill Machinery Co. to manufacture machinery, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and paid in in property.

Detroit—Capitalized at \$12,000, the American Steam & Water Regulator Co. has filed articles of association for the purpose of manufacturing and selling steam and water regulators and various pump and boiler machinery and appurtenances. Thomas G. Rakestraw, Wesley A. Phillips and Hugh C. Morris are the stockholders.

Adrian—The Adrian Wire Fence Co. has doubled its capacity for 1906. A new warehouse, 80x140 feet, with a covered platform 14 feet wide alongside, has also been completed. Everything is car level, bringing the cost of handling the product down to a minimum. The daily output of the plant is about thirty-five miles of wire fence.

Holly—The Cyclone Fence Co. is figuring on consolidating its Cleveland and Holly branches at Cleveland. It is practically assured that the deal will take place within a year. The cost of operating the separate plants is much greater than it would be if they were consolidated. It is now necessary to ship the wire to this place from the mills at Cleveland, then make it into fence and ship it back again in the same direction, thus making two freight rates and considerable additional expense.

The Produce Market.

Asparagus—Home grown fetches 65c per doz.

Bananas—\$1 for small bunches, \$1.25 for large and \$1.75 for Jumbos. The movement continues large with values on a steady basis. The warm weather is increasing the consumption of bananas considerably.

Butter—Factory creamery is strong and about 1c higher than a week ago. Local dealers hold extras at 21c and No. 1 at 20c. Dairy grades are also strong at 15c for No. 1 and 11c for packing stock. Lower prices are looked for by dealers generally.

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

Carrots—1.50 per bbl.

Celery—Florida commands \$1.

Cocoanuts—\$3.50 per bag of about 90.

Cucumbers—65c per doz. for home grown hot house.

Eggs—Local dealers pay 14c f. o. b. shipping point. Receipts are still heavy and show the effects of heat and the setting hen.

Green Onions—Evergreens, 15c; Silver Skins 18c.

Green Peas—\$1.25 per box.

Honey—13@14c per lb. for white clover. There are no new developments worthy of mention and the demand is very light, as is usual at this time of year when fresh fruits and vegetables are so plentiful.

Lemons—Prices compared with those quoted last week show an advance of \$1 a box. There does not seem to be any very clear idea as to the cause of this advance except that the season of large consumption is rapidly approaching and some talk of unfavorable weather in California. Messinas and Californias now fetch \$5@5.50.

Lettuce—10c per lb. for hot house.

Maple Syrup—There is a moderate quantity of goods moving already. The demand is rather light, as is usual at this season of the year. Values are on a steady basis.

Onions—Texas Bermudas, \$1.35 per crate for Yellows and \$1.75 for Silver Skins.

Oranges—California navels have advanced to \$4.75@5; Mediterranean Sweets have moved up to \$4.25. The navels are about used up now and the trade is nearly all on seedlings and sweets, the Valencias not yet having made their appearance in the market.

Parsley—30c per doz. bunches.

Pieplant—Home grown fetches 60c per 40 lb. box.

Pineapples—Cubans command \$2.85 for 42s, \$3 for 36s, \$3.15 for 30s and \$3.25 for 24s.

Plants—60c per box for either tomato or cabbage.

Pop Corn—90c per bu. for rice on cob and 3½c per lb. shelled.

Potatoes—The price of old stock has advanced to 65@70c. The market is much firmer and the large supply, which caused such a sharp break recently, has apparently gone into consumption without appreciably affecting the market. New Texas potatoes in carlots are now arriving and the price of new potatoes has declined to \$1.75 per bushel since last week.

Poultry—The market is quite firm and receipts are not large enough to supply the steady demand. The call all runs to hens, and there are few coming at present, while the young roosters arriving are pretty staggy. Some young broilers of excellent quality are being received and they do not remain in the market long. Business on turkeys, ducks and geese is practically over now.

Radishes—15c per doz.

Strawberries—\$2@2.50 per qt. case for Tennessee and Missouri. Berries are not in quite such plentiful supply, owing to heavy rains and frosts in the South. Berries now arriving are of good quality and they are rapidly picked up.

Tomatoes—\$3.25 per 6 basket crate.

Wax Beans—\$1.75 per bu. box.



The Grocery Market.

Sugar—Indications point to lower prices on European raws, but refined sugar will hardly be lower. In fact, refined would probably have advanced had the raw market remained steady. Even at the declined price the European raw market is about 20 points above the Cuban quotation. The demand for refined sugar is light.

Tea—Aside from cablegrams from Japan reporting an advance over last year of 5 per cent. in the price of Japan teas the market is without new feature. A cable from Hankow states that the first crop of Congou teas is satisfactory, but the leaf is lacking in style. Prices are 12½ per cent. higher and business in first hands is light.

Coffee—Brazilian grades are unchanged. The demand is light, and the market will probably show no development until something more is known concerning the new crop. Mild coffees are steady and unchanged. Java and Mocha are in moderate demand at unchanged prices.

Canned Goods—Cheap corn on the spot is still wanted and jobbers are selling liberally to the retail trade. Opening prices on the 1906 Baltimore pack of peas are expected in a few days. According to advices from reliable sources the damage done to growing tomatoes by the frost was very heavy. The new planting made necessary will set the crop back three to five weeks, which would bring the season of largest production very close to the fall frost period. As a result there has been increased activity in future tomatoes. It is stated by one authority that the tomato syndicate has sold a total of 200,000 cases of spot tomatoes at full prices within the past few days, interior markets having bought more freely. This, however, is not generally given credence in the trade. It was stated by one of the brokers of the syndicate's selling agents that the latter intends to advance the price on standard 3 pound Marylands to \$1.20 f. o. b. on June 1. The demand for spot tomatoes from retail distributors is reported to show some acceleration and according to some jobbers the movement into retail channels is much freer than at any previous time this spring. The stock outside of the syndicate holdings seems to be pretty closely cleaned up, or else most of those who have any quantity are keeping it back for the higher market which many now believe to be in store. The two holders of the bulk of the available supply of spot red Alaska salmon have advanced the price 2½¢, due to an increased demand from the jobbing trade. The Middle West is reported to be looking for stock to replace that belonging to it which was destroyed in San Francisco, and large blocks of red Alaska salmon are said to have been bought in Philadelphia within a few days to go to Chicago.

This is said to be the first time in the history of the trade that the West has come to Eastern markets for supplies of salmon. Chicago jobbers are also reported to be picking up whatever is obtainable from country dealers. Spot salmon is moving more freely on account of the warm weather. Pink salmon is reported to be very firm and in increasing demand from the South. Sockeyes and Columbia River Chinooks on the spot are in fair demand, but business is restricted by the small available supply.

Dried Fruits—Future prunes are in some demand at unchanged price—3c coast basis. Spot peaches are so scarce as to be hardly worth quoting. Future peaches are quiet, but too high-priced to attract many buyers. Currants are unchanged. Spot goods are quiet, but there is some demand for futures. Apricots are about out of the market on spot. The new crop has been badly damaged from various causes, and future prices were therefore withdrawn. During the week one of the largest shippers on the coast came back with a price 2c per pound above the opening. Advices from the coast prophesy not over 20 per cent. of a crop. Nothing is doing in raisins, either spot or futures. The trade contend that prices on futures, although much lower than spot prices, are still too high. Apples are firm and dull.

Syrup and Molasses—Glucose is firm and an advance is expected any day. If it comes compound syrup will probably advance with it. The cause is the high price of corn, coupled with the fact that the explosion in the New York Glucose Co.'s plant will tie it up for two or three months. Compound syrup is in light demand. Sugar syrup is unchanged and dull, except as to the export demand, which is active. Molasses is in fair demand at high prices.

Fish—Cod, hake and haddock are dull and weak. The mackerel market is, perhaps, a little stronger than it was, but the demand is still light. Prices on new shore mackerel are expected any day. Salmon is unchanged and strong. A small independent packer of red Alaska named a price on futures during the week at 5c above last year. The demand for salmon is good. Sardines are unchanged with most packers, although the Seacoast Co. advanced quarter oils 10c per case during the week. The demand for sardines is fair, but not active.

Rice—Supplies continue to diminish steadily under the demand, although the latter is only moderate. The market remains very firm on all grades, with stock at prices profitable to retailers almost impossible to get.

H. Brecher, formerly connected with the local agency of the New York Life Insurance Co., but for the past year in charge of the Turkish Remedy Co., at Portland, has removed to this city and assumed the management of the Kent Medical Institute, which has recently been re-organized. Mr. Brecher is an experienced advertiser and practical systematizer.

MERCHANTS' WEEK.

The Success of the Feature Fully Assured.

Over 100 country merchants have already signified their intention to be present on the occasion of Merchants' Week, as follows:

Gruner & Co., Ann Arbor.
A. M. Alton, Bronson.
Thos. McQuillen, Jackson.
O. B. Wheeler, Mattawan.
E. Pelon, Holland.
J. Mokma, Holland.
Chas. H. Coy, Alden.
M. A. Benson, Saranac.
Mrs. Dora Chite, Sparta.
Jas. Longcar & Son, Elmdale.
A. N. Russell, Sheridan.
E. Breneman & Co., Fowler.
Geo. Conley & Son, Fruitport.
Lichtenstein Bros., Central Lake.
M. A. Levinson & Co., Charlevoix.
Herman Marvin, Grant.
H. C. Peckham, Freeport.
Wilbur H. Pardee, Freeport.
Lou T. Storrer, Ovid.
F. E. Deming, Freeport.
L. S. Wendling, Remus.
Louis Caplan, Baldwin.
C. F. Hosmer & Co., Mattawan.
F. Renssener, Carson City.
A. Jorgensen, Grant.
LaDu & Baldwin, Coral.
C. W. Noret, Hart.
Geo. E. Rector, Edgerton.
Martin Duffy, Lake City.
Van I. Witt, Grand Haven.
L. Harding, Morley.
J. S. Hodges, Fife Lake.
Louis Beauvais, Anchorville.
Otis & Vaughn, Saranac.
Harry L. Andrus, Shelby.
E. C. McCrumb, Eagle.
Mulder & Breuker, Holland.
W. G. Denney, Millbrook.
O. M. McLaughlin, Nashville.
Peter Van Lopik, Grand Haven.
Mechem & Fuller, Fennville.
Leusenkamp Bros., Casnovia.
J. S. Newell, Coral.
Sid. V. Bullock, Howard City.
John Koning, Saugatuck.
Foster & Sherwood, Casnovia.
R. D. McNaughton, Fruitport.
Henry Eoff, Fountain.
M. Struik, Ellsworth.
C. DeYoung, Crystal.
A. McCabe, Crystal.
John Meyering, Noordeloos.
H. C. Hessler, Rockford.
Guy M. Hartley, Dighton.
J. A. Pennington, Cedar.
G. & R. Vander Leest, Hamilton.
L. E. Quivey, Fulton.
Albert Martin, Fowler.
August Hafner, Fowler.
M. D. Crane, Walton.
A. M. Robson, Lansing.
Henry Woordhuis, Holland.
A. A. Aldrich & Son, Hickory Corners.
G. Van Arkel, Muskegon Heights.
E. S. McClellan, Shepherd.
Philip Paas, Alpine.
W. A. Plant, Maple Hill.
C. L. Glasgow, Nashville.
M. R. Morton, Jonesville.
Allen B. Way, Sparta.
J. E. Bancroft, St. Johns.
E. R. Williams, Collins.
Chas. P. Lillie, Coopersville.
C. S. Comstock, Pierson.
A. F. Petrie, Pierson.
H. W. Morley, Grant.
W. A. McLaren, Muir.
J. A. Cummings, Baldwin.
W. H. Smith, Wallin.
August Harnack, Ypsilanti.
James Walker, Wyman.
Geo. H. Nelson & Co., Whitehall.
J. D. Gilieo, Pompeii.
H. A. Huyck, Wakelee.
S. A. Denton, Gregory.
G. A. Estes, Tustin.
J. R. Pixley, West Olive.
S. Schaak, Reed City.
M. V. Walling, Lamont.
E. K. Elliott, Haslet.
Jacob Lokker, Holland.
Fred Beeuwkes, Holland.
G. M. Eldridge, Hesperia.
J. A. Skinner, Cedar Springs.
I. F. Hilsinger, Elwell.
A. R. Wortman, Belding.
C. Vanantwerp, Sunfield.
L. W. Davis, Hoytville.
J. H. Williamson, Rockford.
Thomas Mills, Woodville.
Mr. and Mrs. R. G. Pattison, Remus.
S. T. Horton, Traverse City.
B. J. Robertson, Bredsville.
Chas. Stacy, Grand Junction.
Elmer Fonger, Kent City.
J. W. Godfrey, Freeport.
E. Davis & Son, Alto.
G. Dale Gardner, Petoskey.
M. Stocking & Son, Mackinaw City.
Spencer Van Ostrand, South Haven.
E. E. Hudson, Belding.

The banquet feature on Thursday evening promises to be a fitting finale to a very pleasant affair. The party will sit down at 6 o'clock sharp and it is expected that the discussion of the menu will be completed by 7 o'clock, so that one hour can be given to brief speeches from the following gentlemen, the introduction in each case being made by Mr. Frank E.

Leonard, who will officiate as toastmaster on the occasion:

Common Cause—Geo. G. Whitworth.

Good Merchandising—Samuel M. Lemon.

Good Credits—A. B. Merritt.

The New Era—E. A. Stowe.

Interurban Benefits—Lester J. Rindge.

Mutual Relations—Hon. C. L. Glasgow, Nashville.

Michigan, My Michigan—Hon. Wm. Alden Smith.

Flint—The Genesee Milling Co., of this city, and the Hart Milling Co., of Flushing, each have dams on the Flint River. Robert Hart, of Hart Bros., proprietors of the Flushing mills, and General Manager H. R. Loranger, of the Genesee Milling Co., have formed a company for combining the water power of both companies for the purpose of furnishing electricity with which to run the mills. The water power will be improved so as to have the new plant at Flushing at least 2,000 horse power. The surplus power will be sold to manufacturing enterprises at Flushing and here.

Bay City creditors of the Graves Clothing Co. have applied to the Circuit Court for the removal of Frank P. Graves as trustee and the appointment of Fitzland L. Wilson as his successor, and also for an injunction restraining Frank P. Graves from further proceeding with his duties as trustee and from interfering in any manner with the business of the company, and that F. L. Wilson be permitted to close out the business for the benefit of the creditors.

The plumbing and heating business formerly conducted by B. J. Dolan, at 27 Crescent avenue, has been merged into a stock company, under the style of the B. J. Dolan Plumbing & Heating Co., which conducts its business from its new store at 231 East Bridge street. The corporation has an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$1,500 being paid in in cash and \$500 in property.

Richard Bean, Manager of the Putnam factory, has returned from New York, whither he was called to attend a meeting of the Executive Committee of the National Confectioners' Association. It was decided to hold the annual convention at Manhattan Beach Hotel July 11, 12 and 13. Mr. Bean was accompanied by his wife and spent six pleasant days in and about Gotham.

Plainwell—The Eesley Milling Co., which operates the second largest buckwheat flour mill in the United States, has declared a dividend of 25 per cent. The past year has been a most successful one for the company and this year orders for buckwheat flour are already being received for fall shipment. Stock in the company can not be bought for much under 200 cents on the dollar.

It is not always the preacher who talks the most poetry who is doing most to make life a poem.

HEMLOCK BARK.**Largely Superseded by Other Farming Agents.**

A contract which was recently made by the Tanners' Supply Co. for the delivery of 1,000 tank carloads (140,000 barrels) of chestnut-oak extract to local and other near by tanneries marks the beginning of the end of the heretofore large use of hemlock bark as a tanning agent in the manufacture of leather.

Tanners estimate the results from a barrel of chestnut-oak extract are more than the equivalent of a cord of prime hemlock bark, in view of which fact it will be noted that the contract referred to represents the substitution of chestnut extract for hemlock bark to the extent of 140,000 cords. The period of delivery of the 1,000 tank cars of extract will cover about two years, thus reducing the amount of hemlock bark required fully 70,000 cords annually.

Something more than two years ago the Tanners' Supply Co., acting as purchasing and distributing agents for twenty-six large tanneries in Michigan and Wisconsin, with offices and headquarters in this city, decided that their consumption of chestnut extract was reaching such proportions that the building of extract works to provide for their requirements in this line was warranted. The necessary money was subscribed for the undertaking, and investigations with a view to establishing and operating such a plant were immediately begun.

During such investigations other tanning agents have been found, and the results from the use of Quebracho, Mangrove, Myrabclums, Algarobilla, Gambier, Cutch and chestnut-oak extract, obtained from both the United States and South America, have confirmed claims made by Eastern tanners some three years ago to the effect that hemlock bark was not necessary to the manufacture of good leather. The J. W. & A. P. Howard Co., of Corry, Pa., some two years ago discontinued the use of hemlock bark and has since produced a superior grade of leather by using a pure extract tannage. Many other tanners in the East report having in part or wholly discontinued the use of hemlock bark, extract having been substituted with most satisfactory results.

Local tanners report their annual consumption of hemlock bark being reduced from 40 to 50 per cent., this being almost entirely on account of the increased consumption of the tanning extract made in Kentucky, Virginia and Tennessee from chestnut wood, and from chestnut-oak bark, and from a combination of both, which extract is being substituted for hemlock bark by the tanners, not only of Michigan and Wisconsin, but also throughout the East and South.

In parts of Wisconsin where there are large quantities of hemlock timber still standing, and where several tanneries have been built on account of the large amount of cheap hemlock bark, chestnut extract is also being used, as it is not only cheaper than hemlock bark, but it is more easily

handled and is ready for immediate use.

Hemlock bark requires a very much greater amount of handling before it reaches the stage where it can be used by the tanner than is the case with chestnut extract. Heretofore tanners have had to provide their bark supply to the extent of at least one year in advance of its use. This alone requires the tying up of a large amount of capital, the average tanner formerly having to invest \$50,000 to \$100,000 in bark each year.

Hemlock bark, after being peeled from the tree, is piled out to dry somewhat before being loaded on cars for shipment. When it reaches the tanner it has to be removed from the cars and piled in huge piles for future use, after which it is carefully roofed over to protect it from the elements. This, of course, incurs large expense. Later on, as the bark is needed for use, the piles are opened up and the bark is hauled to the bark mill which is connected with every tannery. There it is ground and next goes through a leaching process in order to extract the tanning properties, and it is only after expensive handling and treatment that it finally becomes ready for use.

On the other hand, chestnut extract is prepared at the extract works and reaches the tanners ready for use. It is shipped in tank cars containing from 60,000 to 70,000 pounds each, the contents of one tank car being equivalent to 140 to 160 cords of hemlock bark. These tank cars, on reaching the tanneries, are placed near vats provided for the purpose of holding the extract, and the average time required for discharging the contents of a tank is about ninety minutes. The extract is immediately ready for use. It would require twelve cars of average size to transport hemlock bark to the equivalent of the contents of one tank car of extract and would require the labor of twelve men for fully one day to unload the twelve cars of bark, while the tank car discharges itself.

The question has many times been asked, "What will the tanner do when the supply of hemlock bark is exhausted?" and up to very recently the question has remained unanswered.

Ask the tanner to-day this question and you are likely to receive the reply that he is using very much less hemlock bark than was the case a year ago, that he is using extracts with most satisfactory results, and that long before the supply of hemlock bark will have become exhausted the ground where now his bark piles stand will have been converted into other uses. He may, if he chooses to do so, inform you that through the cheapness of extract and the economy of using same he is able to produce a better quality of leather, and at a less cost to himself than was the case when his yard was filled with hemlock bark.

Without doubt, hemlock bark is likely to be used by tanners to some extent until the supply will have so far diminished that it will practically have disappeared from the market. The use of hemlock bark in connection with chestnut-oak ex-

tract makes a desirable "union" tannage and the bark, after the tannin is extracted, is always of some value as a cheap fuel, mixed with coal.

Chestnut wood, unlike hemlock bark, reproduces itself in a few years, and as more than 65,000 acres of well-timbered chestnut lands are now owned by members of the Tanners' Supply Co., and further purchases of timber lands are being made, the question of the future hemlock bark supply has already become one of very little importance.

Been a Book-keeper Sixty-Six Years.

This seems to break all records, C. S. Goodhue, of Michigan City, Ind., has been keeping books for sixty-six years, and at the age of 83 he is still at the same kind of work.

He tells of a life of accounting that ought to interest all book-keepers and business men. He says that he commenced handling the day book and ledger when he was but 17 years old, and from the days when business men opened accounts to be commenced at "hog killing time and lasting until the next harvest." In that period all purchases were charged, and settled up with the gathering of the crops.

Mr. Goodhue says that from the earliest days of his book-keeping experience he has stuck to the custom of keeping his books posted so that he could tell a man what he owed up to "last night." He says thousands of dollars have been lost to the merchant because he was busy and could not tell just what amount was coming from a customer who called to pay up. "My books are a little behind," the merchant would say, "come in a few days and we will have your account ready."

The number of men of this class who never come back is much larger than the ordinary business man would think. Only the book-keepers seem to have an accurate idea what this class of losses amount to. The man who calls with his money in his pocket and is allowed to carry it away with him may fail from any of a hundred different causes to reappear, and yet be an honest man.

In all of the time that this octogenarian accountant has been keeping books he has followed the double entry system. He says that in late years the journal has been discarded to a large extent, that the day book or blotter entries are journalized direct to the ledger. He says that few people keep their books on the double entry method. "If you were to start around the block," he ventured, "and were to examine all the books kept by the merchants themselves you would find not more than two who have adopted that plan. Most of them are charging on one side of a ledger page and crediting on the other."

When Mr. Goodhue commenced keeping books there was no such thing as steel pens. He used quills, and was obliged to have a specially sharp knife to keep them in order. Not a sheet of blotting paper could be found in the land, the correspondence and the ledger and day book pages were blotted with sand kept

in a receptacle for that purpose. All the ink was imported.

In a good many particulars there is absolutely no change in the book-keeping of to-day from that of more than a half century ago. The books are about the same as they were then, save the innovations in the matter of loose leaves and other similar features. Books cost about as much now as then.

When Mr. Goodhue had a commercial business of his own he kept his own books. He has been book-keeper for some old and well known mercantile concerns that handled an immense business.

Mr. Goodhue was born at Warren, Ohio, came to Indiana in 1837, and has been here ever since. He uses no adding machine other than his head, and he writes a hand that is as steady and clear as it was forty or fifty years ago. J. L. Graff.

Basket Ballou Will Make Mixers.

Belding, May 28—A deal has been consummated by which W. D. Ballou, Manager of the Ballou Basket Works, becomes sole owner and possessor of the Demorest Cement Mixer, a machine which has already gained an almost national reputation.

Mr. Demorest's mixing machine is one of the marvels of the age. For some time past Mr. Demorest has been trying to cope with the demands for his machine by making them in a shop in the rear of his flats, but the demands for the machines so far outgrew his meager capacity that it was necessary to broaden out. Several tenders have been made him for the manufacture of the machine, one of them offering a \$50,000 corporation at Lansing, but having the best interests of his home town at heart, he has refused all offers from abroad, and has made a deal with Mr. Ballou, by which he receives a substantial royalty on every machine made without having anything to do in the production of the machines.

The Too Fancy Store.

In these days of elaborate store fixtures and plate glass and silver and nickel, there is a tendency at times to make the drug store look like a gilded bar-room. A pretty good principle to adhere to in drug store modeling or remodeling is the one that holds good in any place—avoid the obviously useless. Much in the way of decoration or ornamentation that is desirable in a metropolitan store may even be a detriment in a rural district. In a community where the bulk of the trade is that of the country folk, there is such a thing as making a store look so grand to them that while they will come once to admire, they will never be able to feel enough at home to enjoy coming to trade.—Spatula.

Snail's Sense of Smell.

It is considered certain that snails smell by means of their skin. The mere vicinity of a perfume without contact causes an indentation in the skin of a snail. It is believed, however, that about a foot and a half is the greatest distance at which the animal can smell anything.



Mayer Shoes are made with Full Vamps

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MAYER Custom Made Shoes

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, May 30, 1906

THE BELT LINE SITUATION.

For an hour and a quarter last Saturday the men who direct and manage the affairs of the Grand Trunk Railway in Michigan and elsewhere were in Grand Rapids and "looked over the situation." In an impersonal if not indefinite way they said things as to this city and its relations to the properties they control. What they said and what their opinions and plans really are may be in perfect harmony, but whether they are or not is not of very large concern to the people of Grand Rapids because it is a case of "must" with the railway people. This city originates a large freight and passenger traffic—no thanks to the Grand Trunk—and this production has caused all the railways to sit up and take notice—the alien English and Canadian investors being the last to appreciate the situation.

Grand Rapids is the most important industrial center in Michigan, apart from the State's metropolis, and is so far separated from Detroit that, as an entity relating to the railways of Michigan, it is entirely able to stand upon its own legs. As a city Grand Rapids has "made good," and in doing so, much to its credit, it has always maintained amicable relations with the railways. And now that the Grand Trunk gives evidence of having rid itself to a very large degree of the snobbishness, avarice and imbecility which have so long marked its career; now that the institution appears to have become largely Americanized in its spirit, it will be only fair to match that spirit with equal generosity.

By building about three and a half miles of new track the Grand Trunk will be able to connect at Reed's Lake with the track of the Pere Marquette Railway at that point, and to the great advantage of itself as well as that of our city. Every square foot of land in the southeastern sections of the township of Grand Rapids and in the northern sections of the township of Paris will thus acquire additional value. There are two miles of river front property extending north from the Grand Trunk bridge, along which the railway people desire to extend their tracks. With this done every city lot in the northern part of the city and many acres in

the townships of Walker and Grand Rapids will increase in value.

Factory sites are in demand and it is up to the railway companies, as a matter of self interest, to provide them. It is also up to the city to do all in its power to see that they are provided. First to take a step in this direction is the Michigan Central Railway, which already has acquired rights of way for the extension of its line from a point near the grounds of the Kent County Agricultural Society's fair grounds northward to the corner of Hall and East streets, thereby connecting with the Pere Marquette branch to Reed's Lake. Thus, should the Grand Trunk build its extension to the Lake, Grand Rapids will have a belt line directly reaching about eighteen miles of factory sites, among which no site will be to exceed four miles from the city's business center, while a majority will be from one to two miles away.

There is a gap, however, in this general plan, equally vital to the railways and the city. It is a gap a trifle less than half a mile in length, covering the river's east bank from Bridge street down to the Grand Rapids & Indiana Railway bridge. There are but two arguments in opposition to extending railway tracks along this route. The first is that it will, of necessity, narrow the river for a distance of half a mile, and the second is mere sentiment—a sentiment that the city can not afford to lose so much river front. Neither position is well taken. The east shore of the river, as already improved from the Grand Trunk bridge to the Bridge street terminal, is in an infinitely better condition than it was a year ago so far as the handling of flood stages of water are concerned, and will be a great benefit to the city if similar improvement can be made southward to Pearl street; but under no circumstances should the Grand Trunk Railway be permitted to gain any more foothold in the downtown district. If any favors are granted, they should be extended to roads which have favored Grand Rapids in the past and assisted in its growth and prosperity—not to second-class lines which have given us hog-pen depots, filthy cars and miserable passenger and freight service.

As to the other contention, the city can not afford, as a business proposition, to prevent such improvement and so perfect the much needed belt line which will expedite the handling of freight and reduce the cost thereof.

The world's consumption of aluminum has increased so rapidly that the supply at present falls far short of the demand. Aluminum has come very permanently in use for castings, such as are necessary in electrical work, and an immense impetus has been given to the industry by the adoption of the metal for crank cases and gear boxes in automobiles. It is claimed that where brass can be used, aluminum is, with rare exceptions, equally applicable, and equally economical. Moreover, aluminum has the great advantage of being only about one-third the weight of brass.

TO THOSE WHO GIVE.

There are ways and ways for expressing sincerity, and there is nothing easier than the making of a bluff at it; nothing more completely satisfying than to indulge in the genuine article. There are few men of wealth—men who are able to give and who are hounded to the limit to give—who will not tell you this, and they speak by the card because of experience in each direction.

Not a day passes, not even the Sabbath days, that does not bring its portion of appeals to such men, so that with them the practice of giving becomes a science. And it becomes an exact science because of the human nature in them which reveals to them the real thing that forms the basis of each presentation.

A new building of a public character, a great calamity like the recent one at San Francisco, a local and worthy public event and many other constantly developing opportunities are sent whooping along by pure force of genuine public spirit, sincere interest and heart-deep sympathy. And there are others, such as subscriptions to send warming pans to the heathens living at the equator or ice tongs to the other heathens at the Arctic.

All good causes do not appeal to all good men with equal force, else the Volunteers of America, the Salvation Army and the many evangelistic missions scattered throughout the country would long ago be put far and safely beyond the need of soliciting for aid because of unanimity of opinion. Many good projects drag along painfully, almost hopelessly, because they are new, unknown. And so it comes about that many absolutely sincere workers, with an eye single to the betterment of the conditions of others, are forced to pay a bitter penalty of continued hard work, heart breaking discouragement, almost despair, before they can make a record which shall speak for them and their work. For, singular as it may appear to some, those men and women who give and give generously, when they have assurances that their enthusiasm and benevolence are not misplaced, are absolute in requiring the presence of such evidence.

An example right here a home, and one which is of such merit as commands the attention of all who can give, is furnished by the Michigan Home for Girls. Three years ago Mr. and Mrs. W. H. McKee began the work of establishing this institution. To-day, through the human nature already referred to, the Michigan Home for Girls, incorporated under the laws of the State, occupies a forty acre farm seven miles south of the city and "City Cottage" at 14 Worden street. Upon the farm is a large and well-equipped twenty-one room residence, with adequate barns, stables, live stock and tools. This property is more than half paid for, which payments, besides the running expenses, have been made possible by the generosity of a few and the products of the farm.

The Home has, in three years, made a record as a pleasant, self-helpful

and reassuring resource for unfortunate girls who, without homes of their own, and in many instances without kinfolk or friends, are facing the alternative of caring for themselves as best they may or of yielding to the other hopeless and inevitable method. They receive the comforts of this home without cost to themselves, and the officers and helpers at the Home receive no salaries. Permanent industries are being developed there and pure air, exercise, healthful, cheery surroundings, wholesome food and helpful encouragement are given to all. Upward of thirty homeless, unfortunate girls have been cared for there, two of whom have been honorably married, six are honorably and happily employed, four are missionaries, five have been provided with honorable happy homes; only two have been dismissed as incorrigible, while at present there are eleven still residing and working at the Home.

Such a record in three years, together with letters from those who have been helped and testimonials from prominent citizens who are intimately acquainted with the entire management of the institution, should, it would seem, appeal to those who are able to give and do so purely for the pleasure of assisting in all sincerity.

Reference in print and out of it is frequently made these days to automobilists, their relations to and treatment of people driving horses they meet on the streets and highways. The whiz wagons are becoming so common hereabouts that the equine population must accept the situation and learn that they are more dangerous in appearance than in fact. The chauffeurs can do a great deal to make themselves and their vehicles popular or the reverse. In fact, the greater part of it depends upon them. Sometimes these fellows, when they get close to and immediately opposite a horse that appears to be a little nervous, toot the horn and that puts the finishing touches of fear on the animal. The horse sees the automobile and is just beginning to think it will do him no harm, when a few squawks coming from some place he can not understand set his nerves to tingling and his feet to dancing. It is often said that the way of distinguishing between an experienced chauffeur and a novice is that the latter is continually tooting the horn, which often does as much to frighten a horse as anything else connected with the outfit. When an automobile is coming up behind a carriage and proposes to pass it a blast on the horn is notice to the driver, but when they are meeting face to face both the horse and driver see and know what is coming and there is no call to set the squawker into operation. There are some chauffeurs that are as much in need of common sense as the horses are of courage.

Some people are such confirmed hero worshippers that they actually hate peace.

THE SMALL RETAILER.

Ways by Which He Can Make Money.

Technically the storekeeper and merchant are analogous, but commercially and practically speaking they are different. In trade the wholesaler and great retailer commonly are known as merchants, while the owner or keeper of a retail store of moderate size, located either in the large city, in the small city, or in the country town or village, commonly is known and classified as a storekeeper. Perhaps the best definition of storekeeper is "small retail merchant."

There are few callings more certain than that of the storekeeper. If he understands the fundamental principles of business he is certain of a livelihood and is reasonably exempt from failure, provided he is satisfied with a moderate income and does not overspread in business or in living. Most of the storekeeping failures are due to marked inability, extravagance, carelessness, inattention, or an attempt to do a larger business than the field warrants. Almost any boy of average ability and good habits who is willing to work and is reasonably cautious can become a successful storekeeper.

The boy best fitted to be a good storekeeper shows, even at an early age, a natural trading propensity. The sharp boy is likely to fail. No matter how much dishonesty pays, or seems to pay, in general business, it is essential that the storekeeper be honest. The customer he makes today is the customer he has to-morrow. The bulk of his trade is permanent and not transient. Sharp practice of any kind, although it may pay under certain large city conditions, is sure to be fatal to the success of local storekeeping. The storekeeper comes in direct contact with most of his customers. He knows them socially as well as in a business way. His personality counts as much as does his store. He is part of the goods he sells, and he must keep himself as well as his goods in good condition.

A common school education is essential, and the boy should graduate from a high school if possible. A college education will do no harm. Such a training is likely to do him lasting good, but it hardly can be considered necessary.

The world never forgets the good citizen. The world immediately forgets the man of money only. Go through our "Who's Who in America," and other books of men of mark, and not one-tenth of 1 per cent. of those registered as worthy of having their names printed there are men who are known for their money.

Storekeeping should be encouraged. We need more small stores and fewer big ones. We need more men in business for themselves and masters of themselves. We need fewer salaried men and wage earners, and more men who, although at the head of their business, do a part of the direct work themselves.

I would advise every boy, whether he be of the city or of the country, who does not have a pronounced love

and a recognizable ability for some professional calling, seriously to consider becoming a storekeeper and adding himself to the ranks of common responsibility.

Augustus Bacon, member of the firm of W. & A. Bacon, of Boston, says:

"The storekeeper has before him a larger and broader field than is offered by any other calling. His training from boy to proprietor is a broad education. His acquaintances are in every walk of life, and his influence grows every year. Next to the judge and minister his advice is most sought. He is a real power in the community. The rich man comes to him about investments, the poor woman to ask if the bank is all right or if her interest is correctly calculated; the young man and young woman also consult him. It is easy to understand from this why the storekeeper seldom makes a failure. Statistics show that the fewest failures are among them. The successful storekeeper often becomes the influential man in some large retail establishment, his early training fitting him for just such an exacting position."

Horace Bacon, also of the firm of W. & A. Bacon, of Boston, says:

"Some boys take to trading by instinct. Before they are in their teens they play store, selling in exchange for pins, nails, and the like, little articles of paper, fly boxes, 'snappers,' and the like, which such boys know how to make. This shows a natural aptitude for keeping shop and should be encouraged. Such a boy, when through the high school, if left to his own choice, will undoubtedly prefer a position in a retail establishment to one in a lawyer's office or technical school. Watch this boy; he will work his way up the ladder, advancing by his own efforts until in time he has come to be head clerk and later is given an interest in the business, or starts a business for himself. This is the kind of boy who should be a storekeeper."

Humphrey O'Sullivan, proprietor of the Merrimack Clothing Company, member of the firm of O'Sullivan Bros., Lowell, Mass., says:

"You ask me to designate the traits of character in a young man that would prophesy success for him in the retail business.

"First and foremost, it all depends upon the young man himself. The ideal young man for such a career is one who is born to succeed, who reads and believes that nothing can prevent him from attaining success. His motto is success, not money—that comes of necessity—and is a secondary consideration. Such a man you can not hinder.

"Given an average education, not necessarily an academic one, he will do any kind of menial work, perform it well, and bide his time. He will be patient. Seeing the stream of affairs flowing in the wrong direction, he still will be patient, set his teeth, and say within himself: 'Some day I will change the current of that stream.' When that day comes he needs a big amount of practical in-

formation, a humble spirit, and a level head, because then, for the first time, he begins his difficulty.

"A young man may inherit wealth and education, possibly a business. If I were he, and wished to succeed, I would first get in touch with the smallest details of the business, and work up to the office, if I deserved it; and after I had worked in the office I would wait until the cleverest man in the business was unable to attend on some particular duty. Then I would happen to get beside it, do it so much more satisfactorily to the firm, and do it unostentatiously; then relegate myself to my ordinary seat in the background.

"In the course of time the young man who could thus act in an emergency would be required to do it again. The next time he would perform the duties as satisfactorily as before, or more so, and again he would retire to his place as a subordinate. But when an opportunity of that kind occurred again he would undoubtedly be given an appointment to take charge of the position.

"What shall I do with my boy? First give him an ordinary common school education. Do not deprive him of a high school course, but before he is through with that we can determine of what metal he is made. All that is needed to-day in business is a knowledge of a few things that are taught in the high school and in polite society; an even temper, courteousness under all provocation, a thorough knowledge of commercialism, book-keeping, arithmetic and grammar. History is a good auxiliary; the knowledge of the languages, poetry and music is useful.

"Give me a young man who is a good judge of human nature, with a high school education and a determination to be a leader, and ultimately I will show you the young man who will be a success in the retail, wholesale, manufacturing or professional world. It makes no difference to what field he devotes his energy, except politics, and if you ask me to pass my opinion on politics—I simply do not know anything about it." Nathaniel C. Fowler, Jr.

Her Tribute To Love.

They were three little maids from school riding out on a suburban car, and as they swung their schoolbags they discussed the relative accom-

plishments of their respective parents.

"My mamma has been abroad three times and can speak French just the same as American," boasted one, flipping back her curls.

"My mother can play everything on the piano—marches and all," said the second.

The third looked dreamily across the fields, "I don't know that my mother can do anything," she said slowly, "but, oh, she is such an awfully good mother to me."

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Asphalt
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DREAM OF WEALTH.

Came Out Like Most Dreams of That Kind.

Pomeroy had often dreamed such a thing in his day dreams. It would be a day dream of night—of night in some lonely thoroughfare, which by some odd chance he would be walking. He would—in this day dream, of course—be striding briskly along, when his foot would strike against something soft. He would stoop to investigate and would pick up a bulky pocketbook—very worn and shabby and tied about with a piece of ordinary wrapping twine, but fat to bursting. He would untie the string with trembling fingers, open the pocketbook and find it stuffed with bills to a fabulous amount. Sometimes they would be hundred dollar bills, with a few loose tens and twenties; sometimes they would be twenties, with scattering fives and twos. But there were times when Pomeroy's fervid imagination would fill that pocketbook with nothing less than thousand dollar bills.

At last it actually occurred. The place was not as desolate as the place of his dreams, but there was no one near when his foot struck the pocketbook. He stooped and picked it up and glanced anxiously around. There was a man about a block away, but he was walking toward Pomeroy, and therefore he could not be the owner. Still, Pomeroy did not stop to examine his find then. He slipped it into his pocket and walked briskly home, feeling surprisingly like a criminal. Even when he reached his house he did not take it out at once, but sat down to his dinner gloating over the consciousness of the mysterious bulk that pressed against his hip. Mrs. Pomeroy glanced at him suspiciously two or three times, and he knew that she was looking at him and that she suspected him. He only smiled at the teapot in an absent minded manner. But presently when he shook salt upon his raspberry preserves and poured cream liberally on his beefsteak Mrs. Pomeroy thought it was time that he confided in her, and she told him so.

"I was just wondering whether it would give you any pleasure to go down to-morrow afternoon and pick out the swellest and altogether out and outest hat that money can buy," said Pomeroy.

"Oh, that was it?"

"Yes, or perhaps to-morrow morning would be better, and then you could call at the office for me and we could go out to lunch together, and you could recruit your flagging energies with a nice hot bird and a cold, cold bottle, so as to be fresh for a session with your modiste in the afternoon. Come to think of it, though, that would be too stereotyped. I think we could do better than that. Clams and consomme souveraine, with a filet of sole a la Dieppoise, or something like that, and then a larded tenderloin and some sweetbread patties, with mushrooms and a squab au cresson and"—

"It would be very nice, but I don't think I have any business with my modiste to-morrow. By the way, the man called with the gas bill this

morning. If you don't attend to that we shall have the gas cut off again."

"Remind me to send him a check," said Pomeroy. "I was going to propose that if you have no other engagement for the evening we might go to the theater. I'll telephone for seats right away. I forgot, though. Well, it will hardly be worth while to have a telephone put in now, since our stay here is to be so short. We'll see that we have one in the new house. I had thought of taking a little trip abroad while the house was being built if I found an architect that I thought I could depend upon."

"Where have you been to-day?" demanded Mrs. Pomeroy, sternly. "Look at me straight. Let me see your eyes."

"They're all right, and so am I. It has always been one of my trials that you will never take me seriously."

"It was a more serious matter than I realized when I did take you. I'll admit that," retorted Mrs. Pomeroy.

"I'm afraid it was," said Pomeroy, pensively; "but it was a happy day for me. You have been a good wife to me, a faithful and uncomplaining helpmeet, and at times a rather entertaining companion."

"That sounds something like an epitaph."

"We have had our trials," resumed Pomeroy, with an eloquent gesture. "I have hitherto been unable to surround you with the pomp and luxury your eminent merit so richly deserves. We have, in fact, had our little vicissitudes and you, my wife, have borne them nobly. But to the darkest night succeeds a radiant dawn, and there is, as the poet has observed, a silver lining to every cloud, and now the time has come when"—

"Richard Pomeroy!" exclaimed his wife, with a kindling face, "you don't really mean to tell me that they have increased your salary at last!"

"No, my dear," replied Pomeroy gravely, taking out the pocketbook, "not that, but I have here"—

He undid the worn clasp and opened the pocketbook and pulled out and laid on the table a bundle of bills neatly docketed for collection and a small pack of business cards—nothing else. He drew a long breath.

"Just about what I thought," he said.

Dining Out.

A Philadelphia business man recently had as guest a friend from Toledo, an extremely busy individual, little familiar with the social graces.

For the first evening of his stay a dinner party had been arranged. The hostess had provided a most attractive young woman for the Toledo man; and it was thought that he would take a desperate fancy to her, which, indeed, he did.

When the guests had gathered and were ready to go out, the host, with his politest bow, said:

"Mr. Blank, will you please take Miss Dash out to dinner?"

"Certainly," responded the Toledo man, with alacrity, "but I understood that we were to have dinner here in the house."

Man proposes. And the man with the muck rake exposes.

The Man of Ideas and Tireless Energy.

There is no use to which idleness can be employed to advantage in this world. Idleness is the sepulchre of the living man. "To be dead, and yet to be alive," is about the substance of it. What could be worse? A dead man walking amongst us would not be more out of place than an idler mingling with the industrious. Idle men are common, indeed; they grow without being planted, and their usefulness amongst ten acres of them would never warrant the pay for the raking.

Speaking about raking reminds me of what President Roosevelt said: "The man with the 'muck rake' might be doing something more elevated."

The "muck rake" man is busier now than ever before. He is busier than the man with the lawn mowing machine, even at this busy season of the year. Talk about business, but he is the busy man. Whether there is anything in it or not, he can always find something to "rake up." If he wishes to go into "muck raking," he never need to be idle a single day.

But the "muck rake" man is a very undesirable neighbor. He is an unwelcome caller, because he has about as much "muck stuck" to the heels of his shoes as he generally "rakes up." He is not wanted or welcomed anywhere—in the aldermen's rooms, the legislative hall, the floor of Congress or in the United States Senate.

The man with the "muck rake" would have us believe that the country is going to the "dogs" sure, that the wealth is accumulating in the hands of a few individuals, crowding the masses and pushing the small dealers to the wall, and that it is only a matter of a few years before we will be taken and robbed outright of our belongings. As a rule, the man who lays all things in such a deploring condition is either one or the other himself, and is seeking a victim; a schemer who is making money out of it for himself, or he is the fellow who would "sponge" his living from somebody else if he got a chance. It is in this manner that we hear so much about "intense competition" crushing this man and that man out of business; about the crowded conditions, discouraging to young men seeking employment today.

The chances for young men never were so great. The chances are better for them, because the opportunities are greater than ever before. They are golden opportunities, as compared with the opportunities presented to young men in former years. Let golden, lofty aims and efforts seize them and the highest prizes will reward the aspirants.

Never was there such an opportunity for a man to meet success as there is at present. Never was there so much room for the best as now. The best merchant, the best lawyer, the best doctor, the best artist and the best talker or writer is the one who makes his mark in this world and sets the standard for others. The one who aims high is more likely to find plenty of elbow room, for there

is always room at the top for some more, while the bottom round of the ladder is crowded with those who jostle and trample over each other.

The most useless persons among men are those who expect to succeed without that intense application which circumstances require. They want ease instead of work to be a pathway to success.

Nothing can foretell the possibilities of a human life. Ideas, not money, are elements of success and govern the world. In an age and country where the poorest boy may become the richest, best educated and most influential citizen it is presumptuous to prophesy the fortune that he may control twenty-five years hence. Of course, this does not apply to the limpsy, go-easy, lucky, irresolute fellow who never determines what he will do ten or twenty years from now, and therefore never does or dares to do. But it does apply to that class of men who strike out for themselves, and by pluck and persistent efforts hew their way to success. There is no waiting for the "something to turn up." Such men will proceed to turn things up for themselves always.

The Spirit of Discontent.

"As soon as I have reached a point in the banking world where I have a yearly income of \$10,000 or over," said a young man the other day, who seemed fairly well started toward his goal, "I am going to eat nothing for dinner the year round but buckwheat cakes and patronize nothing but quick-lunch restaurants."

"Why not do it now?" he was asked. "It doesn't take a \$10,000 income to buy a lunch of that description."

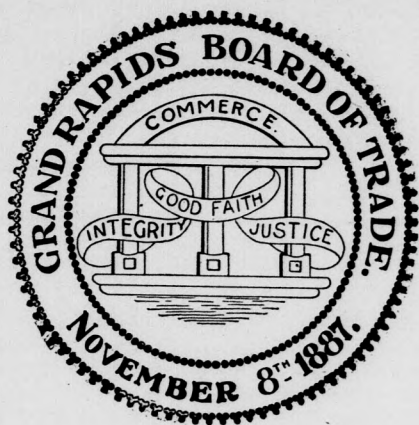
"I can't afford to," sighed this man of peculiar appetite. "People would think I was broke."

Can you imagine a man who is discontented because he is compelled to eat good meals and wear good clothes? But he was. And the spirit of dissatisfaction which he showed is manifested by almost every one for one cause or another.

The man who has no money is envious of the man who has. The man who has money, while he would not under any circumstances willingly part with it, is envious of the freedom from worry which he imagines the man who does not have to wonder how he will "invest that \$100,000" must possess.

The man whose work is indoors envies the salesman who has nothing to do but walk around all day and be nice to people. The salesman envies the man at the desk who is not continually under the strain of trying to keep cranky "prospects" in a good humor. The office boy envies them both and the boss envies the office boy.

I guess it is a case of disposition after all. Some people are happy by nature and if they broke a leg would immediately begin to gloat over the prospect of being fanned by a pretty nurse and watching the boys play marbles through the windows of the hospital.—Sidney Arnold in American Artisan.



Perpetual

Half Fare

Trade Excursions

To Grand Rapids, Mich.

Good Every Day in the Week

The firms and corporations named below, Members of the Grand Rapids Board of Trade, have established permanent Every Day Trade Excursions to Grand Rapids and will reimburse Merchants visiting this city and making purchases aggregating the amount hereinafter stated **one-half** the amount of their railroad fare. All that is necessary for any merchant making purchases of any of the firms named is to request a statement of the amount of his purchases in each place where such purchases are made, and if the total amount of same is as stated below the Secretary of the Grand Rapids Board of Trade, Cor. Ionia and Louis Sts.,

will pay back in cash to such person one-half actual railroad fare.

Amount of Purchases Required

If living within 50 miles purchases made from any member of the following firms aggregate at least.....	\$100 00
If living within 75 miles and over 50, purchases made from any of the following firms aggregate	150 00
If living within 100 miles and over 75, purchases made from any of the following firms aggregate	200 00
If living within 125 miles and over 100, purchases made from any of the following firms aggregate	250 00
If living within 150 miles and over 125, purchases made from any of the following firms aggregate	300 00
If living within 175 miles and over 150, purchases made from any of the following firms aggregate	350 00
If living within 200 miles and over 175, purchases made from any of the following firms aggregate	400 00
If living within 225 miles and over 200, purchases made from any of the following firms aggregate	450 00
If living within 250 miles and over 225, purchases made from any of the following firms aggregate	500 00

Read Carefully the Names as purchases made of any other firms will not count toward the amount of purchases required. Ask for "Purchaser's Certificate" as soon as you are through buying in each place.

ACCOUNTING A. H. Morrill & Co.—Kirkwood Short Credit System. ART GLASS Doring Art Glass Studio. BAKERS Hill Bakery National Biscuit Co. BELTING AND MILL SUPPLIES Studley & Barclay BICYCLES AND SPORTING GOODS W. B. Jarvis Co., Ltd. BILLIARD AND POOL TABLES AND BAR FIXTURES Brunswick-Balke-Collander Co. BLANK BOOKS, LOOSE LEAF SPECIALTIES, OFFICE ACCOUNTING AND FILING SYSTEMS Edwards-Hine Co. BOOKS, STATIONERY AND PAPER Grand Rapids Stationery Co. Grand Rapids Paper Co. Mills Paper Co. BREWERS Grand Rapids Brewing Co. CARPET SWEEPERS Bissel Carpet Sweeper Co. CONFECTIONERS A. E. Brooks & Co. Putnam Factory, Nat'l Candy Co.	CLOTHING AND KNIT GOODS Clapp Clothing Co. COMMISSION—FRUITS, BUTTER, EGGS, ETC. C. D. Crittenden E. E. Hewitt Yuille-Zemurray Co. CEMENT, LIME AND COAL A. Himes A. B. Knowlson S. A. Morman & Co. Wykes-Schroeder Co. CIGAR MANUFACTURERS G. J. Johnson Cigar Co. Geo. H. Seymour & Co. CROCKERY, HOUSE FURNISHINGS Leonard Crockery Co. DRUGS AND DRUG SUPPLIES Hazeltime & Perkins Drug Co. DRY GOODS Grand Rapids Dry Goods Co. P. Steketee & Sons ELECTRIC SUPPLIES M. B. Wheeler Co. FLAVORING EXTRACTS AND PERFUMES Jennings Manufacturing Co. GRAIN, FLOUR AND FEED Valley City Milling Co. Voigt Milling Co. Wykes-Schroeder Co.	GROCERS Judson Grocer Co. Lemon & Wheeler Co. Musselman Grocer Co. Worden Grocer Co. HARDWARE Foster, Stevens & Co. HOT WATER—STEAM AND BATH HEATERS. Rapid Heater Co. MATTRESSES AND SPRINGS H. B. Feather Co. MUSIC AND MUSICAL INSTRUMENTS Julius A. J. Friedrich OILS Standard Oil Co. PAINTS, OILS AND GLASS Goble Bros. V. C. Glass & Paint Co. Walter French Glass Co. Harvey & Seymour Co. Heystek & Canfield Co. Pittsburg Plate Glass Co. PIPE, PUMPS, HEATING AND MILL SUPPLIES Grand Rapids Supply Co. SADDLERY HARDWARE Brown & Sehler Co. Sherwood Hall Co., Ltd. PLUMBING AND HEATING SUPPLIES Ferguson Supply Co. Ltd. READY ROOFING AND ROOFING MATERIAL H. M. Reynolds Roofing Co.	SAFES Tradesman Company SEEDS AND POULTRY SUPPLIES A. J. Brown Seed Co. SHOES, RUBBERS AND FINDINGS Herold-Bertach Shoe Co. Hirth, Krause & Co. Geo. H. Reeder & Co. Rindge, Kalmbach, Logie & Co. Ltd. SHOW CASES AND STORE FIXTURES Grand Rapids Fixture Co. STOVES AND RANGES Wormnest Stove & Range Co. TINNERS' AND ROOFERS' SUPPLIES Wm. Brummeler & Sons W. C. Hopson & Co. UNDERTAKERS' SUPPLIES Duffee Embalming Fluid Co. Powers & Walker Casket Co. WAGON MAKERS Harrison Wagon Co. WALL FINISH Alabastine Co. Anti-Kalsomine Co. WALL PAPER Harvey & Seymour Co. Heystek & Canfield Co. WHOLESALE FRUITS Vinkemulder & Company
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If you leave the city without having secured the rebate on your ticket, mail your certificates to the Grand Rapids Board of Trade and the Secretary will remit the amount if sent to him within ten days from date of certificates.



Packing House Secrets Discovered by a Muck Raker.

Mr. Oldtimer, the retired butcher, was welcomed heartily by Young Proprietor, when he entered his market and seated himself wearily on a chair near the nickel-plated meat-slicing machine.

"Where have you been keeping yourself?" asked the young man, bluntly.

"I am just back from the jungle," he replied. "I have been out to Chicago exploring the fearful packing houses discovered by a certain Upton Sinclair, who is Captain of the Grand Army of Muck Rakers, who sell their muck at so much per column to the magazines that keep muck heaps in their editorial rooms."

"I bought that jungle book," commented Young Proprietor, somewhat bitterly, "thinking it was a story of adventures in Africa, and found it was only a kindergarten story of a trip through some packing houses. Is Mr. Sinclair the original rarebit fiend who has those awful dreams?"

"My friend," replied the old gentleman, "Mr. Sinclair evidently does something worse than create nightmares by indulging in rarebits. Any man who has seen in packing houses all the things he has described would declare he had seen pink elephants in church. His book is so filled with false statements that it belongs to the Arabian Nights series and is good reading for children. I have spent many a day in the jungle—that is, the Chicago jungle—and I know a few things about it. The Grand Army of Muck Rakers has decreed that all public service must undergo an attack, under the pretense of informing the public how they are being imposed upon. When the muck raker is honest and has real facts to work upon he does the country a service, but when he manufactures facts he is a nuisance and should be placed in jail. Let me tell you something about this meat inspection business that Mr. Sinclair has attacked.

"The United States Bureau of Animal Industry, which controls the Federal meat inspection, also has control of inspection of live stock, the control and eradication of contagious diseases among the live stock of the United States, but since the criticisms have been made directly upon the meat inspection branch of the service, I wish to speak directly on this part of the work. The Federal inspection of meats is confined in the abattoirs to the inspection of carcasses at time of slaughter. When carcasses show diseases or conditions causing them to be unfit for food product, they are marked by having attached to them by means of a lead and wire seal a United States condemned meat tag, which for any one other than the proper Government official to remove them is a criminal offense. These condemn-

ed carcasses are kept under direct control of the inspector until they are disposed of according to the regulations of the United States Bureau of Animal Industry, which requires that they be tanked with sufficient quantity of low-grade offal, and sufficient force of steam to effectually render the ultimate product unfit for human food.

"The inspectors engaged on post-mortem inspection are required to take special college course training for this work, and are appointed after regular civil service examination, which is surely a guarantee of efficiency. Inspectors on post-mortem duty don the garb of a butcher, wearing a gown like you have on, and station themselves on the killing floor in the most convenient place to properly view the carcass and visceral organs as the animal is eviscerated; on all hog-slaughtering floors are stationed two employees, which is a sufficient number to detect all naked-eye lesions sufficient to condemn the carcass as food product, and the work in this respect is thorough. The only microscopic inspection carried on by this Bureau is made under a low-power lens for the detection of trichinae.

"Regulations require the temperature of all meat found trichinous raised to a boiling point a sufficient time to thoroughly cook the interior of the pieces; therefore Mr. Sinclair's heralded alarm must be false. That condemned carcasses are thrown into the top of a tank and allowed to pass through an opening in the lower end and carted back to the market is not true. It is the inspector's duty supervising the tanking to know the bottom of the tank is closed and contains the offal in a heated condition before the carcasses are placed therein, and it is very, very seldom, if ever, that an inspector neglects this, his important duty. As to Mr. Sinclair's statement that he was unable after months' efforts to see the tanking done, it is absolutely non-reliable. I do not doubt he was unable to see the carcasses pass through the tank, and was compelled to give as his authority for this a man who confessed to having voted seven times in one election. I would not believe a man of that kind on oath. There are not in any packing houses secret places such as Mr. Sinclair writes about. Every part of the plants is open to the public, and the thousands who have visited the plants know that Mr. Sinclair has made himself absurd by his attack. The Bureau regulations require the departments where food products are prepared, stored and handled to be kept in a sanitary condition, and if the public will take the time to visit the abattoirs they will find this is done. They are always invited to visit the plants, where they will find guides ready to conduct them through and show them any department they may ask to see."

"Why, do you suppose, did Mr. Sinclair write such trash about the packing houses?" asked Young Proprietor.

"I have my opinion as to that," replied Mr. Oldtimer, "but would not like to express it without having Mr.

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.

Order

Cuban
Pineapples
Tomates
Fruits of

Sell

Butter
Eggs
Produce to

C. D. CRITTENDEN, Grand Rapids, Mich.

Both Phones

3 N. Ionia St.

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

SEED CORN, FIELD PEAS MILLET AND HUNGARIAN GRASS SEED, CLOVER SEED MOSELEY BROS.

Wholesale Dealers and Shippers

Grand Rapids, Mich.

Office and Warehouse Second Ave. and Railroad

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

NEW CHEESE

"Warner's Cheese"

BEST BY TEST

Manufactured and sold by

FRED M. WARNER, Farmington, 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.

Sinclair submit to an examination by a doctor expert in at least one branch of his profession."—Butchers' Advocate.

Should Always Take Receipt for Money Paid.

The rule of taking a receipt for every sum of money paid out, which is in vogue in every well regulated business establishment, may well be emulated by individual workers, such as laboring men, mechanics, clerks, domestics, etc., and by professional men (excepting lawyers, who need no further advice on this subject), housekeepers, society women, et al. And in cases where the transaction involves a special feature, such as an "allowance," or "discount," or a "compromise," the person paying the bill should invariably insist that an indorsement of the fact be made on the receipt.

Many people are verdant in this respect, as was the writer not many years ago, and will not "tumble" until they have had the worst of it once or twice. Such folks will usually pay an obligation with a deprecating "O, that's all right; never mind about the receipt;" and as a rule they will not give the matter a second thought unless it be through some subsequent dun for the same item.

By this it is not at all meant to imply that the business man would stoop to such willful double practice, although undoubtedly there are always a few unscrupulous exceptions who would be only too glad to do so if they saw the opening; but it is a fact that mistakes will happen in even the best regulated concerns, and in such cases the benefit of the doubt from the firm's standpoint would be for the firm and not for the customer. For this very reason strictly honorable business men prefer that the customer take a receipt, and in fact it is the rule now for such even to insist that he take it.

In the case of a dispute as to the payment of a certain bill, the receipt would be prima facie evidence, and would be positively conclusive in case of a lawsuit.

To illustrate how annoying this little carelessness of not taking a receipt can become at times the writer will cite an experience of several years back when he was doing considerable business with a large printing house. I was leaving with the firm anywhere from three to a dozen orders a week, ranging from twenty to one hundred dollars, and I had arrived at that stage, too, of my business career when I fully appreciated the value of a receipt; for we all have our little tiffs in that direction long before we really get down to active business—if not with the butcher, baker or grocer, then with the milkman. But one day, being in a hurry

to catch a train, and meeting on the way Mr. B—, the "outside" partner of the printing house, I paid him \$20 on a bill soon to be due, telling him I would stop in on my return and get the receipt. My relations with the firm had always been so pleasant and satisfactory that I had not the remotest idea but that everything would be all right. In fact, I didn't give the matter a second thought.

The next time I had occasion to call on the firm, after my return, I incidentally asked for the receipt for the \$20 paid Mr. B.; but while the cashier admitted there was such an entry, I was told I had better wait and see Mr. B. and get my receipt from him. With that the matter again passed from my mind, and as matters were running along smoothly otherwise, and Mr. B. being busily engaged on the outside and hard to find, I did not ask for the receipt again.

Not long after that, however, there came a time when the inside partner and I had a dispute. The work on the last few jobs and the material had been decidedly inferior and not up to specifications. He finally allowed me a \$20 discount to equalize matters, but still I felt it to my interest to try another firm after that. I paid for the last work, less the discount, and in this case took a receipt, which, as I subsequently noted, only read for the amount I paid, and was neither indorsed "in full" of the particular items it was supposed to cover, nor was any mention made on it of the \$20 allowance.

One day a few months later the inside partner met and accosted me on the street. "By the way, Mr. Romero, I think we've a little balance against you on our books, something like \$20. Step in some time when you're down our way and let's straighten it out," he said.

"But I don't owe you a cent, Mr. S—," I replied. At the same time I mentioned the matter of \$20 I had paid to Mr. B.

"Paid Mr. B. \$20? How long ago was that? It wasn't his business to collect. Well, I'll try and see him about it. He isn't connected with the house any longer."

The next time he met me he said he had mentioned the matter to B., but he didn't remember much about it; but that if the amount had been paid due credit was given, etc., etc.

And for over a year I was bothered about this \$20 item; and, while it was palpably evident to me by that time that it was merely a cheap effort to work me for the discount which had been allowed, coupled, perhaps, with a teasing desire to worry me for having taken my business elsewhere, these considerations did

not lessen the effects of the annoyance, all of which could have been nicely avoided had I taken a receipt from Mr. B. when I paid him the \$20 and had requested Mr. S. to specify the allowance across the face of the receipt I took in liquidation of my final obligations. Had the matter been brought to a lawsuit the verdict undoubtedly would have been against me. In that case, of course, the amount involved was small, but it is not saying that the same thing might not happen in transactions where serious if not disastrous results might be entailed; which would seem to give us the lesson that the

time spent in waiting for a receipt is money well invested, indeed.

C. D. Romero.

A critic is a man who goes in on a free ticket to roast the show.

It's mighty easy to believe in somebody else's luck.

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

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

WE BUY EGGS

same as any other commodity. Buy from those who sell the cheapest—price and quality considered.

If you want to do business with us write or wire price and quantity any time you have a bunch—if we don't accept the first time—don't get discouraged for we do business with a whole lot of people—and the more they offer their stock—the more they sell us.

COMMISSION DEPARTMENT—When you pack an exceptionally nice bunch of eggs—and want a correspondingly nice price—ship them to us on commission—and watch the results.

L. O. Snedecor & Son, Egg Receivers

36 Harrison St.

Established 1865

New York.

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

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

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.

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

IDEAL ADVERTISEMENTS.

Viewed from the Standpoint of the Ordinary Reader.

Written for the Tradesman.

Advertising in order to be effective—in order to produce results—must embody those features which naturally appeal to the ordinary reader. The advertiser should thoroughly understand this point. He should be able to discern the characteristics which draw trade, those which repel and those which are neutral, which, in fact, have no positive effect, and are therefore useless. He must have a good understanding of human nature, and, if he desires to reach a certain class, must understand the peculiarities of that class.

The mechanic who attempts to build without frequent recourse to standards is not likely to produce work which is satisfactory. Only by the use of rule, square, compass, plummet, calipers, level or some one or more instruments can he secure symmetrical, uniform results. Models, patterns, plans and specifications must be constantly referred to. Wares to be satisfactory and marketable; buildings, vehicles, machinery to be safe and efficient must conform to certain standards. That which is designed for ornamentation must present a finished appearance, must approach as nearly as possible to perfection.

And not alone in the mechanical world are standards required. In art, literature, education, morals, religion, in social and business life, there are recognized standards, popularly approved ideals, which it is most desirable to conform unto. There are written and unwritten laws, the compliance with which assures success, and the disregard of which results in failure.

Many a merchant, many a manufacturer, many a business man may be well qualified to conduct his business in all other respects, may understand the need of advertising, may realize its importance, and yet feel his inefficiency to carry on this important work.

In a large establishment may be found some one especially adapted to this line to whom may be entrusted this branch of the business. Again, there may be no such one, or the proprietor has never made investigation to discover, if possible, among his employes some one having a thorough knowledge of the business who might develop into a more efficient advertising man than any outsider, even an advertising specialist.

Again, the man with a small establishment in many cases must of necessity plan his own advertising. He may receive some assistance from the printer, the sign painter, the window trimmer, but as to the advertisement itself he must evolve it according to his own ideas as to what will accomplish the desired result.

In any case, whether one does this work himself or whether he employs some other person, he needs a standard to measure it by. He should know before he submits it to the public whether it is perfect or imper-

fect. He should be able to test its merits without having to wait for final results to prove its effectiveness. By comparison with a standard defects may be noted which were not before apparent. By the application of this test to advertising, which has failed to bring desired results, the true reason of such failure may possibly be discovered. That which was supposed to be complete may be found to be lacking in some important particulars.

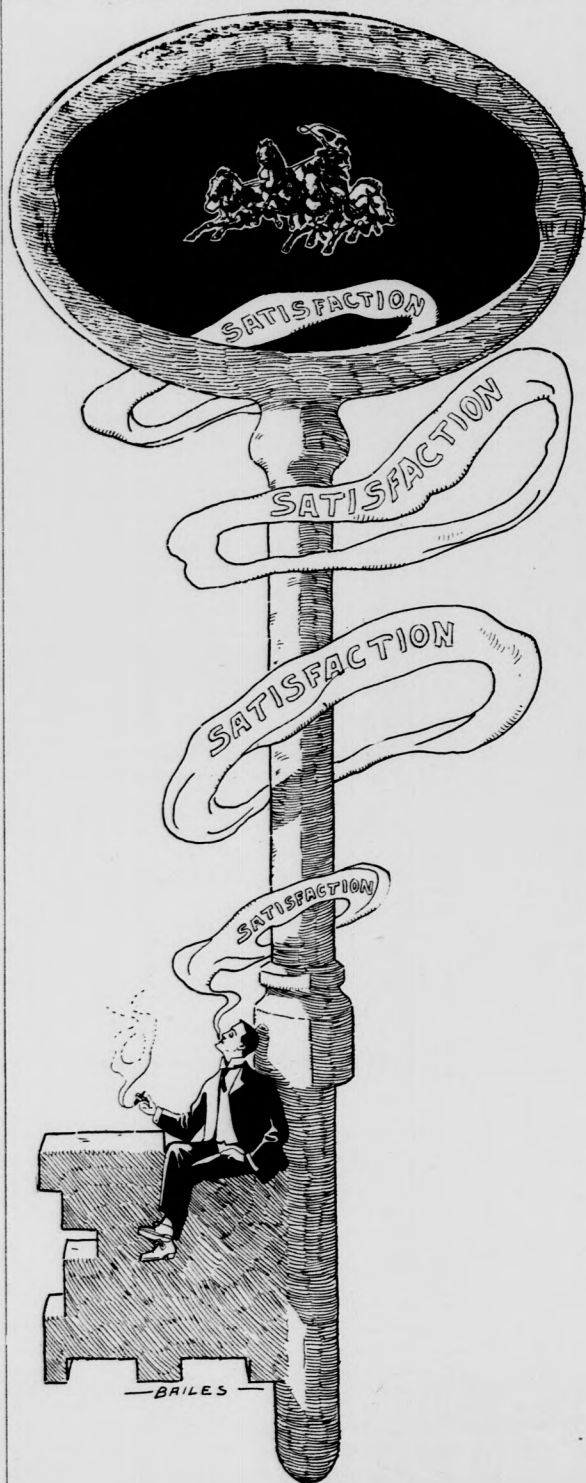
Now, where can such a standard be secured? Can a person go into the market and purchase one suited to his needs, the same as a mechanic purchases his square, level or compass? We do not mean to ask if he can find a "Complete Manual for Advertisers," a "Handbook of Ad-

vertising," or a work entitled, "Every Man His Own Advertiser." We do not mean publications or writings to aid him in the study of advertising. He can gather up a great mass of opinions from various writers about advertising. He can get a whole lot of confusing and contradictory ideas.

There is a whole lot of hot air expended on this important subject, and it would take much time to study, to dissect, to eliminate the valueless, to digest and assimilate the helpful ideas of various writers on advertising. Let him undertake it who may. But a brief symposium on the question of "What is an Ideal Advertisement?" from business men—men who have more or less to do with advertising—would be interesting and helpful. It

would be varied according to the point of view of each person. From it might be deduced the general outline of the ideal advertisement from the standpoint of those who devise, design, plan, write, prepare, print, paint, execute and publish advertisements. And yet this would not be a complete standard. It would be only one side of the matter; a view from the subjective end of advertising—from the point from which advertising is aimed.

Let the man who wants a standard—who wants to produce ideal advertisements, put himself in the place of the ordinary reader—the purchaser—the one whom the advertiser desires to reach—and from his own experience, from a common sense view of advertisements as he



The BEN-HUR Cigar Unlocks the Door Between You and a Satisfactory Trade

and the reason for it is that constant satisfaction is being spelled out with every puff enjoyed.

Instead of going out into the market and buying up trash tobacco so as to enable us to sell the Ben-Hur at a price which would pay the dealer, on the few he sold, a large profit, we constantly endeavor to give to the man who smokes and knows, all the satisfaction for 5c that is contained in a 10c cigar.

And, in striving to please your customers by producing such a high grade quality cigar, we are certain we are laying a real foundation for a paying trade—a business that will stay with you as long as the Ben-Hurs are shown in your case.

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

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

sees them daily, let him decide what are the meritorious points.

Let him consider himself only as a purchaser and note what kind of advertising influences him; what features appeal most strongly to him. Apply this plan in as many ways as possible, and note down conclusions. Thus may be obtained a list of the desirable characteristics of advertising which may form a nucleus for a standard—a standard of one's own selection, adapted to his particular needs.

In saying that there is a whole lot of hot air expended on the subject of advertising, let it by no means be understood that we would belittle the suggestions of those who have made a thorough study of the matter. Let it not be inferred that we advise any one to turn aside from the directions given by the pioneers in advertising and attempt to explore unaided such a vast domain. Those who desire a thorough understanding of this necessary adjunct to successful merchandising can do no better than to gather as much as possible from those of ripe experience in this line, as is advisable in every enterprise, and in the study of any vocation or profession.

In speaking of a standard we had in mind a brief, concise set of rules, a comprehensive list of the important features of the ideal advertisement for the use of those whose thought and energies were so fully occupied with other departments that they could not make an exhaustive study of advertising. And to give just a hint of the form of such a standard we will enumerate some of the distinguishing features.

The first step in advertising is to secure attention. Brass band methods may be suitable in some cases; may be appropriate to certain classes and conditions of society. But people of this day and age have generally outgrown such things. They do not now need to be aroused by thunderclaps. They are studious, thoughtful, discriminating; their tastes are more refined. Sensationalism, exaggeration, bombast, are repellant to the large majority. Rudeness in advertising is as inexcusable as rudeness in society. Attention must be secured by pleasantly attractive means.

Attractiveness, then, is the prime requirement of the standard—the first test to be applied. Whether it is the first meeting with a person in society or business; whether it is the first entrance into a store or business office; whether it is the first paragraph of a book, paper, lecture or sermon; whether it is the first glance at a painting, landscape, exhibition, building or an advertisement, the first and most important thing is attractiveness. Embody it in the advertisement in every way possible. Let this feature control every word and statement; let this decide where you place it and how you place it; let it determine the choice of the medium of publication; let it, in fact, dominate the advertisement in every relation.

Attention having been secured, the reader's interest needs to be

aroused. The person's needs or desires must be appealed to.

Again, it may be necessary to enlighten the people as to the advantage of improved wares, machines or implements; as to the superior value of certain articles over those formerly used. And so some advertisements need to be educative.

Attractive, interesting, educative—these are some of the important characteristics. But we can not dilate at length upon all. The standard would comprise all of the following, and possibly others not mentioned. The ideal advertisement would embrace many of these features, according to its particular object:

Attractive, appropriate, argumentative.

Brief, businesslike.

Courteous, consistent, comprehensive, comparative, candid, convincing.

Definite, dignified, dispassionate.

Energetic, explanatory, educative.

Fresh, forceful.

Independent, interesting.

Judicious.

Logical.

Opportune.

Plain, pointed, personal, persistent, persuasive.

Reasonable, respectful.

Serious, sensible, specific, seasonable.

Tactful, truthful.

Vigorous.

In contrast with a standard of the positive order, as is suggested above, one might be constructed on a negative basis, showing the objectionable features which should never be allowed in an advertisement. Some of these might be mentioned as follows: Ambiguous, absurd, bombastic, deceptive, dull, disconnected, dry, indefinite, incomplete, incorrect, incredible, impertinent, misleading, meaningless, mysterious, ostentatious, prosy, servile, unreasonable, unattractive, ungrammatical, unbelievable, etc. E. E. Whitney.

The man with the open hand is usually the one with the empty purse.

Source of Amber Supply.

The shores of the Baltic Sea are the world's principal source of amber. Here a large number of people earn a precarious livelihood by gathering the precious substance along the shore. At some points along the coast divers search the bottom of the sea for lumps of amber hidden in seaweed or jammed between rocks. The largest piece ever found weighs eighteen pounds, valued at \$30,000. It is now in the Royal Museum in Berlin.

You Can Make Gas

100 Candle Power
Strong at

15c a Month

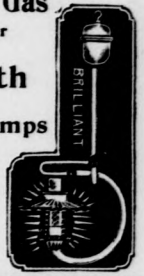
by using our

Brilliant Gas Lamps

We guarantee every lamp

Write for M. T. Catalog. It tells all about them and our gasoline system.

Brilliant Gas Lamp Co.
42 State St., Chicago



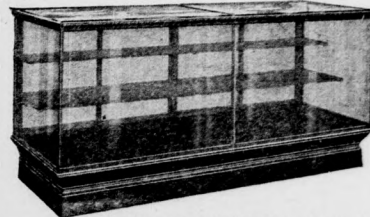
THE BEST IS IN THE END THE CHEAPEST!

Buy None Other

Our fixtures excel in style, construction and finish.

It will pay you to inquire into their good qualities and avail yourself of their very low price before buying.

Send for our catalogues at once.



Our New "Crackerjack" Case No. 42.
Has narrow top rail; elegant lines!

Grand Rapids Show Case Company
Grand Rapids, Mich.

The Largest Show Case Plant in the World

Heystek & Canfield Co.

The Leading Jobbers of

Wall Paper & Paints

Cordially invite your presence at the splendid entertainment of the **Grand Rapids Wholesale Dealers' Association** during

Merchants' Week, June 5, 6 and 7

Come in and shake hands with us; make this store your headquarters and allow us to provide you with tickets for the banquet at the Lakeside club and other entertainments.

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

"Quaker" Brand

Prime Specialties of Ours

WORDEN GROCER COMPANY

GRAND RAPIDS

The Very Fullest Kind of Value

Coffee and Spices

MAGIC SPELL

Which Machines Weave Over Men Operating Them.

"Do machines have a personality? Why, sure," said the old linotype operator. "You do not have to go to Rudyard Kipling to learn that. Take this old 'mill' of mine, for instance. I've been grinding slugs out of it for fifteen years—it was in the first battery of machines brought to Chicago—and I know that I came under the magic of its spell the first hour I worked on it, and the witchery of the thing has never left me.

"I'll not undertake to say whether it is endowed with a spirit of intelligence of its own—or whether it is merely the medium through which flows a current of human thought, or even a more mysterious and subtle energy. But certainly it has life and individuality and a more than hypnotic power over the man who runs it.

"We used to call it the 'impossible' machine. For hundreds of years the dream of a mechanical typesetter was thought to be as much of a dream as perpetual motion or the transmutation of metals. Then Mergenthaler came along and made the machine. There is no particularly new principle in it, but it is perhaps the most intricate lot of cogs and cams and wheels and arms and screws and springs ever assembled. It can do everything but talk, and I've often thought how easy it would be to put a phonograph on it to announce when the line was full or the metal pot empty.

"You see the linotype is a formidable machine, and I think therein lies its fascination. When you first sit down to one it seems as big as a locomotive. It dominates the man who runs it. It looms up like a dragon. It threatens you, and you assail it in a sort of fierce protest of self-defense. We speak of a nervous operator as one who 'fights' his machine.

"Work at the linotype is absorbing. You must manipulate the keyboard as in a typewriter. That is a little thing. But there are a number of peculiar mental processes connected with the work—keeping the copy in mind—watching that your line is full, but not too full—listening for the matrices that may not fall—seeing that the metal pot is full and of the right temperature—'sensing' unusual movements or inharmonious sounds—and all this requires unequalled concentration.

"In consequence the operator is completely wrapped up in his work. He does not heed the flight of time nor the weariness of his muscles. He does not look at the clock. I think I am safe in saying that there is not a lazy operator among the hundreds who work in Chicago. In some of the big job offices they run a 'lobster' shift—from 1 until 7:30 in the morning. The men work without a foreman, and they turn out as much work as though the eye of the boss was upon them. Of what other craft could such a statement be made?"

The linotype is so complicated that it requires the constant care of a

machinist other than the operator, although in some small shops, with but one or two machines, a man who is known as a machinist operator performs both functions.

Frank Follet, who is said to have been the first linotype machinist in Chicago—although it is a matter of dispute—says the way the thing took possession of him was little less than demonic. When his paper put in machines the manager sent him east for a month to learn the mechanism.

"I used to tinker around the machines all day and dream of them half the night," he says. "Before I got accustomed to them they seemed like enemies. They would chase me through the night like wolves. They would spurt flames and hot metal at me, as if they were dragons. They would come to pieces and fall on me. I have even dreamed of swallowing them.

"But after a few months they grew amiable. They treated me as if I was a friend and a brother. But I will never get over the fascination they exert. It seems absurd to say these machines are alive, but there are some peculiar things about them. Each one has its individual whims. You have to understand them and humor them to get good results."

One operator tells a story about his foreman. It seems that one day when the "old man" had an idle moment he sat down at the machine and began to spell out words on the keyboard, using a single finger.

"When he got the line full he timidly sent it in. Then he set up another line and another until his duties called him away. The next day he was back at the machine again and we looked at each other and smiled. The old man did not realize it, but we knew that he was falling under the spell of the machine. As the days went by he would practice whenever he could get a chance. When he was busy at something else he would eye the machine hungrily. It was a pleasant thing to be foreman, of course, but I could see that he envied the rest of us who had nothing to do all day but pound that blessed keyboard.

"Nobody ever hung around a girl as devotedly as the old man hung around the machine. We all knew what would happen. Sure enough, the old man decided that he would rather run a machine than boss the bunch, and he is now one of the 'swifts,' having given up his job for the privilege of work on the machine."

It has been noticed that linotype men are worse than actors to talk shop. When two or three of them are gathered together they do not speak of politics, or religion, or \$1,000 licenses or I. M. O. They talk about the "string" they set the day before, the new "swift" at such a place, or the "dub" at such another place.

But absorbing as undoubtedly his occupation is, the linotype man has his recompense. His work never bores him, and that is much in these mechanical days. If he has too few outside interests, the complete enthrallment of his work prevents ennui. Now and then a new operator

permits the work to get on his nerves, and there are some men who can not stand the strain, but as a rule the operators are healthy and sane. They keep their youth as well as other workmen.

The operators are among the best paid and most intelligent of craftsmen. As an instance of their devotion to the trade it has been pointed out that, although they already had the short workday, they voted almost unanimously for the eight hour movement, and are now paying a 10 per cent. assessment to help their brother printers in the book and job trade to carry on the fight.

Clyde Haines.

His Candidate.

District Attorney Jerome tells of a certain citizen whom he encountered on the last Presidential election day. Conversation was somewhat hampered by the fact that the citizen's vocabulary was limited to about eighty-five words. "Who" and "what" were evidently one to him as yet, but he made himself clear on one point.

"How long have you been in this country?" he was asked.

"Ah bane one month," he answered.

"Are you going to vote?"

"Yah."

"Whom are you going to vote for?"

"Ah bane goin' vote for tan dollars," was the self-satisfied response.

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SCALE DEP'T FOR INFORMATION.

CLERKS' CORNER

Other Openings for Man Who Fails as Salesman.

"What does the average clerk in your establishment look forward to?" was the question that was asked of a department store superintendent.

"Considered as a body, they look forward to matrimony," was the answer. "Eighty per cent. of the clerks in our store are females, and their ambition is to get married. But the men are ambitious in the same way as workers in offices or other establishments are ambitious. They expect to work up."

"Do they do it?"

"About 10 per cent. of the best positions in the store are filled from the ranks of salespeople. The salesman does not develop into an efficient executive."

This must be taken as final and conclusive, for the superintendent knows, and the information conveyed throws interesting light on the salesman's position.

But later came the question: "What head of the store?" to which the answer was: "The general manager began as a cash boy." So it would seem that the salesman has a chance to go to the top, even though the records show that he does not do so except on rare occasions.

Why he does not develop in a manner to bring him to the front is hard to see at the first summary of his work and position. There is no lack of opportunity for him to distinguish himself either in a manner favorable or unfavorable. He is in a position where he represents the establishment to a patron. The patron judges a store by the salesman with whom he or she comes in contact. By his conduct he either drives away or attracts trade. On his ability, at least in some departments, rests the business. There is ample scope for him to show his worth.

The average run of department stores must be said to employ only those of meager business ability. Extremely good salesmen are few and far between; satisfactory ones are hard to find; nonefficient ones must often be employed. As a consequence he who exhibits even a medium amount of business perspicacity is certain to be noted above the great crowd of commonplace ones. The large stores are always in need of more good men than they can obtain, and prefer to get them from among their own people when possible.

The most direct way in which a salesman can attract attention to himself is through his sales. He is put behind a counter to sell goods. The amount that he sells is the criterion of his work. In all departments there is a set percentage which salespeople must make if they are to be considered efficient. This percentage is so graduated that it re-

quires little or no effort to make it, yet many fall below. Each night the salesman foots his sales and turns them in. These daily reports are recapitulated monthly, and a report is made out on the sales of the entire store during the month. Opposite each salesman's name is the total of his sales for the month, together with the percentage required in his department. The superintendent can thus tell in one glance whether a clerk's sales record is good, bad, or indifferent. If a salesman's record is exceptionally good he is marked as a man to be watched for his possibilities. If he shows that in addition to his ability as a salesman he combines a capacity for an executive position, or displays shrewdness that suggests the making of a buyer, he is given in good time a chance to show what he can do.

While the sales report is the great factor in summing up a salesman's record it is not the only thing considered. His disposition in regard to the time of coming to work, his personal habits, his personality, his health, and his loyalty to the firm are all rigorously considered before he is taken from behind the counter and made one of the store's officials. There is never any haste to promote a man. He must be tried and found not wanting before he is "given a chance."

When he is promoted he is usually made a floorwalker, the next step above the clerk's position. This means usually an advance of \$5 in salary, but it means more than this to the salesman. Once he is a floorwalker he is in a position to show his adaptiveness and ability to the utmost. Though cramped as a salesman, he will not be as a floorwalker. In the latter position he will have plenty of opportunities to develop broadly. "The salesman does not develop into an efficient executive," but the floorwalker does. As has been shown in a previous article in this series the work of the modern floorwalker is that of an up to date, aggressive, capable business man. Floorwalkers are legitimate inheritors of buyers, department managers, and other executive positions. They have "good jobs" in the fullest sense of the word.

But it is not only in a direct line that a salesman must rise if he is to rise in a big store. There are a multitude of places which he may fit in, even after it has been demonstrated that he is not qualified for the position of that of floorwalker. An instance which illustrates this fact clearly was recently had in a big Chicago store where a young man had failed miserably at a salesman's position. He began in a rush season, and hung over into the slack time because of a scarcity of good men. It was the intention of the head of his store to keep him on as a salesman, but a few months' trial showed that selling goods was not his forte.

He simply could not make the percentage required of him. Yet he was a bright, willing chap, and the head was loath to let him go. One day as he stood watching him he noticed the care with which the young fellow

arranged the boxes on his counter. The boxes had been piled in a common, square pile, but the clerk changed this arrangement, and soon had his goods arranged in a shape which pleased the eye.

"No good as a salesman," mused the head, "but he may make a window dresser." The young man is now paid \$20 a week.

But in the total these instances are comparatively few. The work of the salesman is not developing. It is depressing to the vitality and deadening to inspiration and ambition. There are many better places for a young man to start in to win his way to the top. H. O. Harper.

Surprised His Wife.

A story is told of a Kalamazoo county farmer who wore his old suit until everyone was tired of it, and his estimable wife was almost ashamed of the hustling man who had been inside it so long. One day he went to town to sell his produce and while there he determined to buy a new suit and, happy thought, surprise Eliza. So he bundled a neat suit into the wagon and drove homeward.

It was after night as he hurried homeward, and at a bridge over a river he stood up on the wagon and "peeled" and threw the despised old suit in the water. Then he reached for his new clothes. They were gone—had jolted out of the wagon. The night was cold and his teeth chattered as he hurried home. He surprised Eliza even more than he anticipated.



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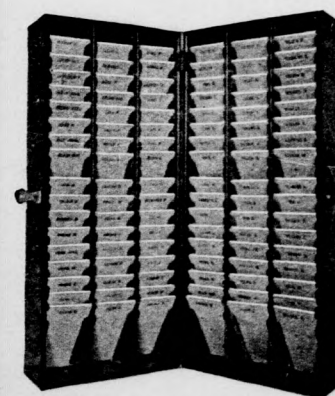
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pat. March 8, 1898, June 14, 1898, March 19, 1901.

HEN OF A LIFE.

The Prosaic Existence of Too Many Grocers.

I do not wonder some of you fellows get stale and damn things. I would, too, if there was as little variety about my life as there is about some of yours.

Every grocer has plenty of spice in his stock, but a whole lot of them do not have a grain of it in their lives.

The other day I was in Norristown, Pa. It is a lively little place within an hour's ride of Philadelphia.

I dropped in the store of a grocer I know up there and found him half dopy and yawning the top of his head off.

"What is the matter with you, old man?" I said, "you do not look happy."

"I ain't happy," he said morosely. "I'm sick of living. There is nothin' in it. Work all day long and sleep all night so you can get up and work all the next day. I'd like to sell out and go West."

Then he gave another yawn.

"How old are you?" I asked.

"Forty-nine."

"Health good?"

"Oh, yes, I suppose it is. I ain't sick, and I don't want to hear any remedies for anything. That ain't what's the matter with me," he said crossly.

"The only thing you need in the way of medicine," I said sweetly, "is a little sugar for your temper. You haven't yet learned to be polite to your betters."

He sat all humped up for the next few minutes, plainly a man to whom life had lost its savor.

"Old man," I said, "I believe I can help you. Give me an outline of your day's programme. What time do you get up in the morning?"

"Six o'clock."

"Stay in the store all day?"

"Of course I do," he replied, "except when I go to the city to buy goods."

"Open at night?" I asked.

"Only two nights a week. On the other nights we close at 6."

"What do you do at night?"

"Stay home, mostly, except when I go down to lodge, which ain't often any more."

"How do you spend the evening?" I persisted, although he was getting a little restive under the questions.

"Oh, I don't know," he said irritably. "I read the paper a little while, but I usually start to doze off about 8 and by 9 I'm in bed."

"Well, you certainly do lead a gay and happy life!" I observed, after contemplating his lack-lustre eyes a moment in silence. "No wonder you are tired of it—anybody would be."

"Don't you ever go out in the evening," I asked, "to play cards or to the theater?"

"Not much," he said, "I'm too tired for that sort of thing."

"Doesn't your wife want to go?" I asked.

He winced a little at that, and from this I gathered that perhaps mamma has at times dropped a lady-like hint on the subject.

"Women would be goin' all the

time if you'd let 'em," he said gruffly, and I did not pursue the enquiry.

"My dear man," I said then, "I know just as well what ails you as if I had you under the X-rays. Your life has not enough variety in it. As a matter of fact, it hasn't any variety in it. It's simply a case of work at the same thing all of every day and doze and sleep all of every night. You'll have paresis if you keep it up!"

"Humph!" he said.

"You can 'humph' all you like, but it is true! Why, I'll bet you have not had a good hearty laugh for three months."

"You think you're so darned smart," he said sarcastically, "maybe you can tell me how I can live better."

"Sure I can," I said. "How long since you went to the theater?"

"Lord knows," he answered, "I don't."

"The only thing you've got to do," I went on, "is to get out of this rut. On the nights when you feel especially dull and flat take your wife down to the city and go to a show. I believe she'd go if you coaxed her. It won't make much difference whether it is a good show or not; it will brace you up anyway. You want to get your mind brushed up—there is nothing in it now but business."

"Humph!" he said again.

"Yes, 'humph' again if it makes you feel better," I answered. "I don't mind, although no gentleman would say that to a man who is trying to save his life."

"Another thing," I continued, "you ought to go to lodge more and drop in on your friends occasionally. It makes no difference whether they want you or not—they probably do not—but drop in anyway. Invite people to your own house to spend an evening; it is a good way to work off stale crackers and cheese that you can not sell."

"What you need, my grumpy friend," I said by way of summing up, "and all you need, is to get your life stirred up. It needs seasoning. I don't want you to get offended, but I'll bet that while your wife may love you just as much you are just about the most uninteresting object she has in the house."

He "humphed" again, and I do not know whether he is still dozing off at 8 o'clock every evening or not. But everything I said was gospel truth, and I gave him the best advice he ever had in his life.

This is what I mean when I say that some grocers lead a hen of a life. As a matter of absolute duty they ought to get just as much fun out of their evenings as they can. There is nothing in the world that can turn your brain over and smooth it out like a good play, and I'll take any of you fellows to see one any time you want to buy the seats.

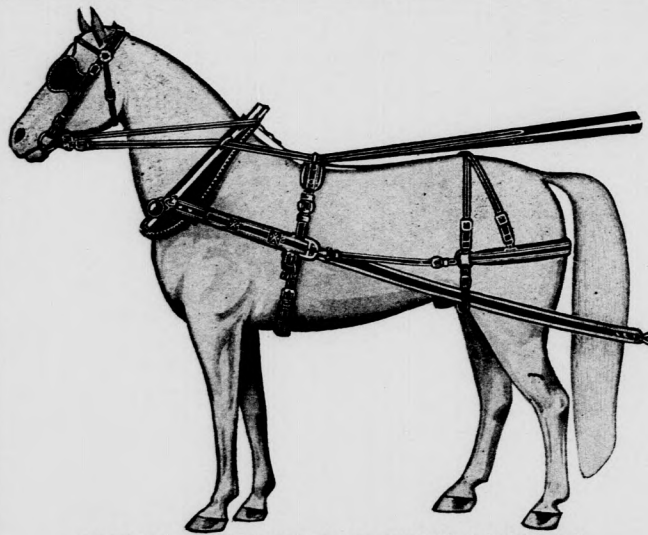
I will furnish the programmes.—Stroller in Grocery World.

Boarding-House Repartee.

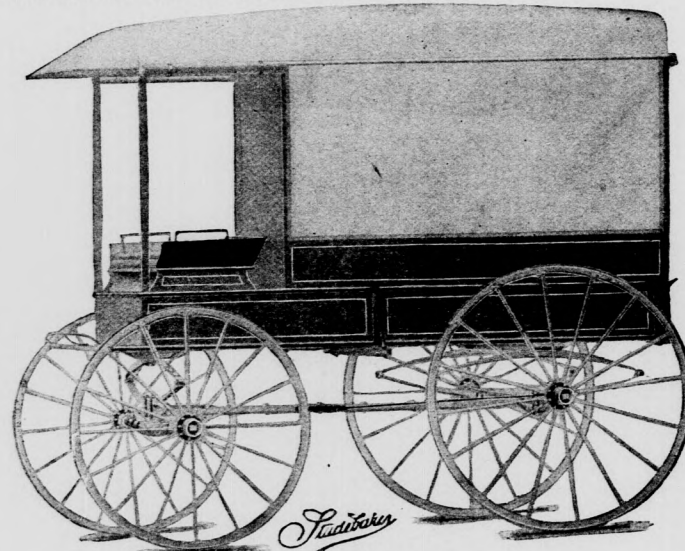
"Are dogs long lived, I wonder?"

"I understand they live to a good old sausage."

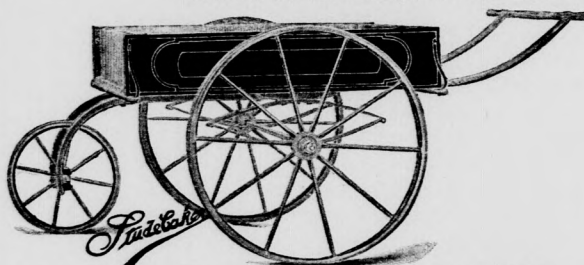
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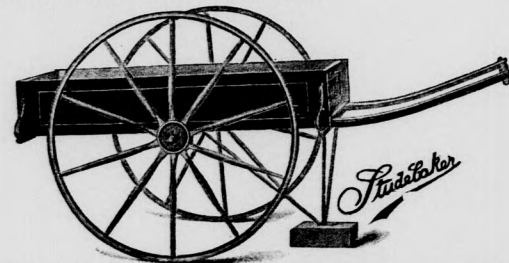
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ARBUCKLE BROS., New York

Some Bad Breaks Made by Business People.

"Do your business habits ever get mixed up with your social habits?" asked the man who for ten years had been a floorwalker in a big department store.

"What do you mean?" returned the handsome young woman who operates a private telephone exchange in an office building.

"I mean this," answered the floorwalker, smiling shamefacedly as the crowd at the dinner table eyed him curiously. "A few days ago I was down at the postoffice buying stamps. I was standing in line with the other unfortunates when two men hurriedly came up as if looking for something. One of them stopped at my side and asked:

"Could you tell me where the money order division is?"

"I was taken off my guard for a moment and stepped out of the line. I thought I was in the store, you know. Taking the man by the arm I waved my hand and said: 'Right over that way, gents, around the corner.' The men looked at me as if I was crazy. Then I suddenly recollected where I was and got red in the face. I felt like a kicked dog. Habit!"

The telephone girl laughed and some of the others snickered.

"I got my habits mixed once, and I felt like a fool for two weeks afterwards," she said. "A nice gentleman came into the office and, taking off his hat, asked me if I would kindly tell him if the law firm of Jones & Jones was on that floor. I told him no, they were on the floor above. Did I know the number of their room? I looked it up for him and he bowed so sweetly that I was perfectly delighted.

"I am awfully much obliged to you, miss," he said. 'I thank you. Good-day.' And he started to go. I was a little confused, he was so nice, and, making what I thought was a pleasant smile—I suppose I looked like an idiot—I replied:

"Hold the wire, please."

"I wanted to say something else, but 'hold the wire' was what I said. He gave me a quick glance, the funniest I ever saw. I don't know what he thought, but he went out looking as if somebody had hit him with a wet rag."

"That's nothing to what I did once," said the commercial traveler, when the laugh had subsided. "Most of my introductions are in a business way, and then I have to tell the other fellow my name. I have to begin by saying 'O'Brien is my name, sir; I represent the Cooked Corn Conserving Co.' You know the trick.

"Well, one day down in Springfield I happened to meet a young woman in an office. I thought she was the prettiest girl I ever laid eyes on. I asked the boss to introduce me. 'Sure,' he said. He took me over and presented me.

"Miss Brown, this is Mr. O'Brien," I was all flustered up.

"How do you do, Mr. O'Brien," I said, taking her hand, and then I felt like the man who swallowed the

poison by mistake and found out there was no hope for him one minute afterwards."

"That certainly was funny," said the young doctor, "but only the other day I made a fool of myself that beats that all hollow. I was in my office talking with a friend when a woman entered who knew my friend's family, but had never met him. I felt glad of this opportunity of making them acquainted, and introduced the woman to my friend. Then what do you think I did? Like the starting idiot I was I reached out, grabbed hold of my friend's hand and shook it heartily. It wasn't exactly getting my business habits mixed with my social habits, but it was a good deal worse, for I had no excuse whatever except plain idiocy."

This was the best story told as yet, but the druggist had a funnier one.

"When I was courting my wife," he said, "I used to do a good deal of it over the counter. She used to buy things at my store—all sorts of things. Half the time, I think, she didn't want the things at all, but used to buy them just so as not to lose her place in the line.

"One day she came in with a little bottle that held about fifty minims—fifty minims equal about a teaspoonful. This she wanted filled with a certain perfume of which she was fond. I took down a quart bottle with a glass stopper about two inches thick across the part that fitted into the bottle, filled the tiny vial of hers and then, like a helpless ass, I went to corking the little vial, which was not as thick as a lead pencil, with that enormous glass stopper. Meanwhile I was talking the purest kind of guff to her. I noticed she was smiling at something, and I smiled, too. Then she laughed out loud.

"What are you laughing at?" I asked.

"Do you really expect to get that glass stopper in that little bottle?" she said. And I won't attempt to tell you how I felt when I caught myself holding the vial in my left hand and trying to fit the enormous stopper into it. That piece of work cost me a pretty penny in presents. It didn't hurt me with her, though."

During the recounting of these droll stories the landlady had been continually smiling, apparently at some reminiscence. When the druggist had finished she spoke up:

"You all know Miss Merchant, don't you? The story isn't on her, but on a young fellow from the country, who came to visit a friend who was stopping here. He was an awkward boy, with big, brown hands, which were always getting in his way. The first evening he was here his friend took him into the parlor. He had seen Miss Merchant at the table, and I think he liked her. Anyway, when his friend introduced them he introduced them wrong. That is, he said, 'Mr. Smith, this is Miss Merchant'—instead of the reverse. Mr. Smith got a little red in the face, made an awkward bow, and, looking at Miss M. with a funny stare, he said:

"Is it?"

"That break cooked his goose with the girl. If he had the slightest chance before that, he did himself up proper. She never got over it. 'Is it?' She would say a hundred times an hour and turn up her nose high."

There was a pause and then the copper fastened idiot of the boarding house spoke:

"The worst break I ever made," he said, "was when I got to talking to the last landlady I lived with and forgot that it was the landlady. I

talked to her about the grub, you know, just like we talk here when Mrs. B. is not around."

Dead silence fell on the table. The landlady got up and walked out, red in the face.

"How does it feel to be a durned fool, Bill?" said the doctor to the idiot.

F. B. Drake.

A Child's Comment.

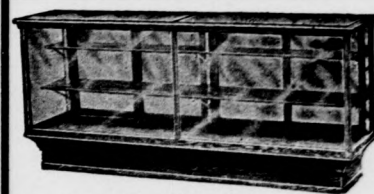
A very little girl was aroused from her sleep a few nights ago to go on a journey. While she was dressing she slipped behind a heavy window curtain to look out at the stars.

"Is it the middle of the night?" she asked.

On being told that it was, she said:

"Then, that's it. When I first looked out the stars were twinkling so I couldn't tell whether they were just coming out or just going away, but now I know. They are just changing from yesterday to to-morrow!"

It is a long way where you're going, usually, but it is farther back.



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Why the Perfect Woman Is Not Yet Discovered.

In common with the remainder of my sex, I yearn for the admiration of man. Oh, you needn't deny it, sister. I know that out in the world we assume a lofty air of indifference to the opinion of our brothers, but this is the confessional, and it is the solemn truth, that from the cradle to the time when she works herself into the grave trying to please him, the main object of every woman's life is to win the applause of man.

Now, not only for my own personal profit, but with a view to being a missionary to my sex, I have been at much trouble to collect a large amount of valuable data on the subject of just what qualities men admire in women, and what attributes go to make up the masculine ideal of the perfect woman. I have found:

1. That a woman must be beautiful. This demand, however, is not so discouraging in reality as it looks on its face, since not one man in a million knows a pretty woman when he sees her, or is any judge of beauty. He can be fooled by a pretty dress, a lively manner, an agreeable talker. Every man is a Paris who sets his own criterion of beauty, and we have all seen him bestow the apple upon some pretty homely Venuses. Nevertheless, beauty is the first item on his list of feminine charms, the one thing he never fails to continually compliment her upon, but nothing disgusts him so much as for her to be vain. Therefore, a woman should be beautiful, but not know it.

2. A woman should always be well-dressed. There never was a man who wasn't a slave to frilly skirts and frou-frou petticoats and high-heeled slippers. No young man will go out with a girl who doesn't make a good appearance and look smart. Few husbands exist whose love can stand curl papers and wrappers. Even on the street cars and in business, men make an insidious distinction between the woman who looks dowdy and the one who is silk-lined. It is the men who make women's clothes the most important thing in the world to her, and yet they never weary for knocking her about thinking so much about dress. A woman, therefore, to come up to the masculine ideal, should always be the glass of fashion, but she shouldn't spend much time or money on doing it.

3. A woman should be intelligent. She should keep up with the times so as to be able to understand when a man expounds the political situation, and tells how he could have settled the coal strike in two minutes, with one hand tied behind him, or how he could run the government without a hitch, but she should never know enough to argue the question with him or have an opinion of her own. In other words, she should know enough, but not too much.

4. A woman should be sympa-

thetic. She should be one of those comprehending creatures to whom it is unalloyed joy to tell the sad, sad story of your life. She should be willing to listen by the hour while a man descants on his achievements, his hopes, his prospects. She should be able to rejoice with him when he rejoices and weep with him when he weeps, but if she should happen to have any hopes or plans or troubles of her own, she should keep them to herself. No living man will sit patiently by and let a woman confide in him, and if she attempts to tell him her troubles, he gets up and flees. A man's definition of sympathy is a quality that is strictly feminine. There's no reciprocity in it so far as she is concerned. Therefore, a sweet, sympathetic woman is one who will let you tell her your troubles and who never comes back with her own.

5. A woman should have a sense of humor. Nothing so bores a man as a woman who doesn't understand a joke, and who never sees the point of his witticisms, but a man loathes and fears the female who has the gift of saying smart things her own self. The reason there are no woman humorists is because every time a woman attempts to tell a funny story she gets sat down upon. A man's idea of a woman with a proper sense of humor is one who will laugh at his old jokes forty-seven times hand-running and never attempt to tell one herself.

6. A woman should be religious. It gives the average man a genuine shock when he hears a woman express a belief in the new thought or the higher criticism, or any of the agnostic fads of the day. His ideal woman always says her prayers before she goes to bed, and prays for him and goes to church, and is as orthodox as the confession of faith, but he is willing for her to monopolize the virtue of piety. Therefore, a woman is a saint as long as she goes off to church by herself and leaves man to the Sunday papers. If she makes him go with her she is a bigot and a fanatic.

7. A woman must be gay and lively, because man wants to be amused and entertained, and in this country women have to make all of the running. They must be able to play a good hand at cards, because it bores men to play with bunglers. They must read the new books that deal with the vital things of society, because men want to discuss them. They must go to see the problem play, because men take them to see it, but man's ideal of femininity is still artless ignorance and unsophistication. Therefore, woman must know her world, but maintain the air of a vestal virgin. She must be able to play professional poker like an amateur. She must drink her cocktails with an expression of imbibing fresh milk.

8. Before she is married, a woman must be a butterfly—all beauty, grace, and airy frivolity, one of the fragile creatures who has done nothing all her life except dance and flit about from flower to flower. As soon as the wedding ceremony is over she

must be metamorphosed into a household grub who knows how to cook and sew and make herself generally useful. Therefore, an ideal woman is one who combines the delicacy and beauty of a china cup with the staying powers of an iron pot.

9. A woman should never, never desire to have any life outside of her own home. Heaven put her by the fireside and she should never move. The woman with the career is man's bete noire. He never pictures the perfect woman as anything but a clinging vine, who is content to hang on a wall and take thankfully whatever is given to her, and ask some man every now and then what she ought to think about things. Still, he expects this flabby creature to know how to get out and hustle when the time comes when she needs to, and when she can't do it, because she has no backbone, he knocks her for it. Therefore, a woman should know how to cling enough to be interesting, and to work enough to be profitable.

10. A woman should be domestic. She must be able to keep a clean hearth and manage her household without ever letting any one hear the rattle of the domestic machinery. She must have everything done on time, without ever discussing the servant girl question. She must be a devoted mother, but she mustn't tell the smart things her babies say, and she must worship her husband without ever bragging of his perfection to other women. Still, for all that, every man likes to talk about his fam-

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 the demand?

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

A "Square Deal" In Life Insurance Protection at Actual Cost The Bankers Life Association

Of Des Moines, Iowa

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

ily. Therefore, a woman should do all the work of the household and let the man take the credit.

11. A woman should be reasonable. A woman's home and children should be sufficient to her, and she ought not to want to have any amusement outside of the nursery and the kitchen. If she does, it shows a very unhealthy moral state. Nobody, however, can expect a man to be like that. He needs something to divert his mind after a hard day in the office or store, and it is nothing but right that he should sit up playing poker, or go on an occasional bat. A dear, loving wife will see it in this way, and when she opens the door for him at 3 a. m. she will wear a glad, sweet smile and spend the next morning applying wet towels to his aching brow. Still, it wouldn't do for her to attempt to break the monotony of her life by straying off any. Therefore, a good wife is one who excuses things in her husband that he wouldn't overlook for a minute in her.

12. A woman should have good common sense. She should be liberal enough to know that you can't tie men down to the same code of morals and manners as women. No girl should investigate a man's past or meddle much with his present, and a married woman should never take her husband's little flirtations seriously. It's a wife's business to make a happy home and take what she can get thankfully. Of course, no man would take this point of view about himself. He demands an absolutely clean bill of lading with the woman he marries, but that's another question, and nothing annoys him more than the foolish suspicions and jealousies of women. Therefore, an ideal woman is the one who realizes early in the game that what is sauce for the goose is not sauce for the gander.

13. A woman should be a wizard with money. She should be able to dress so as to reflect credit on her husband, keep a fine table, entertain, send the children to school, and yet run up no bills, and make no demands for an appropriation. Of course, no man will say that he expects his wife to be able to work miracles and make one dollar do the work of ten, still that is about the size of it. If there were no financial problems in the home, there would be few quarrels. Therefore, the ideal woman is one who can live and make a show on nothing a year.

Summed up, the modest requirements of our brother are that a woman should be:

Beautiful, though ugly.
Intelligent, but humble.
Witty, but dumb.
Domestic, but brilliant.
Clinging, yet helpful.
Gay, but discreet.
Adoring, but not jealous.
Fashionable, but economical.

And that she should be as wise as the serpent and harmless as the dove, and have both eyes so fastened on her own conduct she would have no time to watch his.

No wonder no man has yet discovered a perfect woman!

Dorothy Dix.

Best Known Book in the World.

The Book of Psalms is perhaps the best-known book in the world. No other portion of the Bible speaks to us, as it were, with a more familiar voice. It has an intimate, and almost homely, charm which commends it at once to the affections. Critics and theologians have discussed in endless volumes its origin, its interpretation, or its authority, but neither comment nor controversy much affects the countless multitudes who love the Psalter. Men do not come to it with curious intellects, but with yearning hearts. What they seek in it is not learning or instruction, but comfort, consolation and some confidence of hope. It is to the sorrowful, the afflicted and the despairing that these sublime yet simple hymns make their constant and irresistible appeal. And they do so, they go home so to the heart, because they come so directly from the heart. They have that inspiration which is not less divine because it seems for the most part human, because it seems not so much a message communicated from without as an outflowing from the deepest springs of being, or a revelation of thoughts written on the heart itself by the very "finger of God."

Their words, in fact, touch us so nearly exactly because they are so natural. The writers are subject to human weaknesses; they often exhibit the fierce passions of their age, or form narrow conceptions of Jehovah, or seem to look only for temporal promises; and yet their very failings only bind them to us with a closer bond, and place in clearer relief the wonder of their strength, the perpetual marvel of their faith. For the steadfastness and sureness of their faith is indeed a true marvel. They walk in darkness, but have no doubt, and amid dangers, but are without fear. "They that put their trust in the Lord shall be even as the Mount Sion, which may not be removed, but standeth fast forever"—such is the continual burden of the Psalmists. That Jehovah is merciful, loving and righteous, and that, as "their fathers put their trust in him and were not confounded," even so also it shall be with themselves, is the firm foundation of their simple creed, as it must everywhere and always be the foundation of all creeds, however complex; and it is just, we believe, because of this singleness, this simplicity of thought that the influence of the Psalms is so universal. They make their common appeal to all minds, because they dwell almost wholly on those basic ideals which underlie not one particular belief only, but all religious beliefs that have risen above the stage of superstition.

Uneasiness Sometimes Expensive.

It is not infrequently that we hear merchants complain of their location; they are somewhat uneasy even with a reasonably good business and figure that in a more popular spot where the city's heaviest traffic is going on they would reap a fortune in a short time. This applies particularly to the largest cities. Some have profited by a change to the ideal

location, but others have a sad story to tell of their experience, so it is well to be cautious in this regard.

One merchant who made a sizable fortune in a section somewhat distant from the center of the busiest part of the city, catering to a medium class trade, leased a store where the crowd was thickest and many thousands passed by daily. The rent was very high, the fittings were expensive, a higher grade stock was essential, besides a different class of trade to deal with. In a few years the fortune was about all gone and the merchant turned his attention to the old store, which he had wisely retained.

The dealer who has the means and wishes to branch out should first develop the existing business to its utmost. Make the store the best in the vicinity; secure all the trade available before pining for new fields to conquer. If more stores are desired it may prove profitable to establish a business in a section of the city under conditions as nearly similar to those where success has already been obtained, catering to the same class of trade. Nearly everyone in business aspires to enlarge, and while it is true that with "nothing ventured, nothing gained," merchants should be wary of experiments which may seriously impair the main income, especially when prosperous.—Shoe Retailer.

This world can bear almost any sorrow if it will but kill out our selfishness.

Mr. Retailer

We want your

Old and Doubtful Accounts

for

collection

Just the Difficult Ones

The Bank of Marion

Unincorporated
Marion, Michigan

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.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.
Grand Rapids, Michigan

Why Continue to Drift

and take chances in the purchase of COFFEE?

Why not TIE UP 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?



The Kind of Collars Most in Demand.

These are truly strenuous days for the Trojan army. Orders are pouring in like a flood from all sections of the country. Nimble fingers are so busy that the monster plants are running to their utmost capacity. The collar factories are barely able to keep pace with demands. To all purposes the strike of the starches has dwindled into nothingness. Starting so insignificantly that no really appreciable trouble was anticipated, the movement extended until it reached the point where disorder and violence were of frequent occurrence. There it was, as always, that the trades unions lost sympathy—and lost their struggle. To-day the people who quit work in the belief that by so doing they could bring the manufacturers to their terms are willing enough to return. Many have resumed, a few are holding out hopelessly. But their lot is unenviable and ere long they too will doubtless realize the futility of further opposition. That all of the factories are operating under full headway is evidence a-plenty that practically the strike has petered out.

Still the merger question will not down. It is generally admitted that the concerns which have taken the lead in the agitation in the past few months have come nearer to actual amalgamation than ever before. The movement made distinct progress, even though its consummation is not yet in sight. It seems strange to hear the men in authority discuss the advantages that would accrue from combination of interests and attempt in the next breath to explain the present standstill. They talk of "the undercurrent." In the clubs, at dinner, on the street the moving spirits of Troy get together in hearty accord. When consolidation is broached, and taken up seriously, as it has been, it is a case of every house for itself. That is the business instinct. Moreover, that is what accounts for the extreme valuations which a number of the concerns placed on their property. The financial prospects of the scheme, so 'tis said, have not appealed forcibly to those who have been counted upon for financial support. Then again, certain readjustments would be necessitated which would hardly be pleasant for some now occupying places of emolument.

Said a manufacturer who knows the status of affairs: "Isn't it queer that merges are being effected almost daily where the uniting interests are widely separated and where there is not the close personal relationship here existing, and yet the collar concerns of Troy, producing 87 per cent. of the country's entire supply, can not reach a common basis of agreement? Include the territory within ten miles of Troy and you have the factories that make 99 per cent. of the supply. If any industry

should be unified more readily than any other it is the collar industry."

One who has not held a place in the councils remarked that he supposed if the thing went through he would find himself clinging desperately over the edge of a precipice. This prospect, he it observed, has created no symptoms of insomnia. Viewed from the standpoint of the amount of stock on the shelves, a combination ought to afford material relief. At present it is a toss-up what the end will be.

Wing collars still have a heavy sale, though not so pronounced as heretofore. The tabs this season are conservative in size. The fold collar has come to stay. For the summer months it will probably outstrip all others combined. A recent innovation among the upper class shops is an attached collar with fine stripes corresponding to the color of the shirt pattern. It is a fad likely to be short-lived. The soft collar grows continually in popularity and will figure importantly in the popular-priced trade, a fact which leads some to believe it will be at its best during the approaching summer. For outing wear no other form meets requirements so well, but the tendency is to carry its use to extremes. That, more than any other influence, would sound its deathknell after a season of brisk demand and widespread popularity.—Haberdasher.

How To Secure an Advertising Position.

The advertising man is nothing more or less than a salesman. It ought to be the easiest thing in the world for him to secure a position, for this is simply selling his ability. Yet, strange to say, many capable advertising men are unable to get a right start, or are forced to remain in places where they lack proper scope because they are unable to present their qualifications properly to employers.

The first step in selling ability is to find a possible purchaser. There are several methods of doing this. First, you have your friends and business connections who can help you by keeping an eye out for opportunities. When you finally secure a position, however, it should be your own merit that wins and not the influence of your friends. It is better to stay in an unsatisfactory place than to secure a position for any reason other than your ability to fill it.

One of the organizations of employment experts can often help find an opening. These organizations are of particular assistance to the man at present employed, as they act confidentially and do not endanger his present connections until they have a new position ready. Many advertising men have profited by their service, and believe they offer the quickest, cheapest and surest means of securing a high-grade position.

It ought not to be necessary to advise an advertising man to advertise for what he wants. If you can sell goods on paper you ought to be able in the same way to sell your ability, which is a commodity possessing a certain market value. By means of

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

circular or individual letters stating carefully and concisely your qualifications, you can reach and interest many firms which might use a man of your caliber. Cleverly worded advertisements in the newspapers and trade journals will help achieve the same result. A study of conditions in the advertising world will show in which direction you can most profitably direct your efforts. Employers place much importance upon the manner in which a man sells himself, and if you know how to make your experience and ability appeal to them you have gone a long way towards proving yourself a good advertising man.

Every enquiry which your campaign brings should receive a courteous reply. Firms which have nothing to offer you now may later on prove very desirable connections; and courtesy, which pays large dividends in every business, is especially valuable in advertising work.

The ideal letter of application is in the form of an abstract of a man's qualifications — typewritten, brief snappy and to the point. It states his age, nationality, education, married or single, and gives a clear, concise record of his life and experience up to date. The record of experience is most important, and should include a definite description of all positions held, together with the names of firms, dates, duties, former salaries received and reasons for the change. Gaps in the record are disastrous. If a man does not state what he was doing from June, 1900, to September, 1901, for example, the employer is likely to think he was out of a job or in jail during that period.

Testimonials and references are valuable only to back up your appearances, personality and statements. Too many of them often cause a man's rejection as quickly as too few. Former employers are the strongest references, teachers the next best, and friends, relatives and acquaintances carry the least weight. Letters of recommendation should be brief, one positive statement of what a man has actually done being worth a dozen glittering generalities. One of the best testimonials I ever saw read like this: "Since 1897 we have been paying Mr. John Smith \$6,000 a year to take charge of our advertising, and results show he has earned every cent of it."

Once inside the employer's office you face the most difficult part of the task, and the part on which it is hardest to give advice. In order to impress him with your fitness you must keep cool, think quickly and bring your best judgment into action. You should talk on the subject, not talk too much and not introduce unnecessary personalities. The employer is considering you and will not care to discuss any other subject. What he wants is a frank, concise, conservative statement of what you have done for others and what you think you can do for him.

Careful preparation for the interview is absolutely essential. You should have on tap all possible information concerning the firm and

its methods, so that you can talk intelligently of its advertising. Samples of work which you present should be selected with a view to their bearing on the firm to which you are applying. The man who wins out is the one who has strong ideas and is not afraid to express them, even if they do not coincide with the firm's present policy. The best advertising ideas are transient, and there is little use in hiring a man who has only praise for methods now in use and nothing new to suggest. A well-known employer says, "I like an advertising man who, when he comes to apply for a position, throws bricks at my methods instead of bouquets."

A young man, now advertising manager for one of the largest mercantile concerns in the East, owes his position to carefully priming himself in advance. One Monday morning he answered a want advertisement calling for a competent advertising writer, and an interview was appointed with the head of the firm for 9 o'clock the next day. The following twenty-four hours were strenuous ones for this young man. The afternoon he spent in looking up the firm's advertising matter; the evening in talking with friends about the firm's business and learning all he could about the personality of the man he was to see; the wee small hours in thinking out ideas and catch phrases. He slept not at all, but went to his interview with a good general knowledge of the firm's business, and as a result he landed the position.

It may sound childish to speak of the importance of your personal appearance, but failure to secure a position is often due to neglect of this point. Just as poor type display mars the value of the most strongly worded advertisement, so will careless personal appearance weaken the good impression your ability makes on the employer. A smoothly shaven face, clean nails, neat neckwear, fresh linen, well polished shoes—these are essential and are better than expensive clothing lacking these. An advertising man is a business man, not a "literary commercialist" (as one applicant described himself), and should dress and conduct himself as such. With neatness in your dress, a cheerful face and nothing about you to suggest the "down-and-out" man, you have the way well paved for a fair consideration of your merits.

It is well to have a definite idea as to the value you place on your services and to stick to that figure without, however, being too ready to scorn offers of nominal salaries at the start. The highest salaried and perhaps the most successful advertising manager in Cleveland began work at \$8 a week for the sake of getting experience. No matter how good your record or how great your ability, the employer takes some chance in hiring you, and it is only fair that you should share the risk. A man once secured a good position by saying, "See here, I know I can save money for you on your advertising. To prove it, I am willing to work a month for nothing. All I want is a desk and

the authority to go ahead." This self-confidence impressed the firm. The man landed the job and is still holding it.

Overconfidence often leads a man to say he can fill a position before he knows what it really is. In fact, this is a trap frequently set to catch the unwary applicant. The kind of man employers want is the one who says, "From what I know of the position, I believe I can handle it, but I would not like to say so definitely until I know more about the work." Intelligent enquiries are always more effective than empty boasts.

If you feel competent to fill a place, keep everlastingly at it until you get it. A young advertising man without friends and with limited experience recently went to Pittsburg. He was thrown down hard by every firm to which he applied. But he was not to be discouraged. By a personal canvass of the smaller firms he secured within a few weeks enough clients to keep him busy writing booklets and preparing newspaper copy and to give him a fair living. His work soon attracted the attention of the advertising manager of a large department store, and he was offered his present position of assistant manager. H. J. Hapgood.

Quick Work Might Solve It.

A lady was recently reading to her young son the story of a little fellow whose father was taken ill and died, after which he set himself diligently to work to assist in supporting himself and his mother. When she had finished the story, she said:

"Now, Tommy, if pa were to die, wouldn't you work to keep mamma?"

"Why, no," said the little chap, not relishing the idea of work. "What for? Ain't we got a good house to live in?"

"Oh, yes, my dear," said the mother, "but we can't eat the house, you know."

"Well, ain't we got plenty of things in the pantry?" continued the young hopeful.

"Certainly, dear," replied the mother, "but they wouldn't last long, and what then?"

"Well, ma," said the young incorrigible, after thinking a moment, "ain't there enough to last until you git another husband?"

Ma gave it up.

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.

Grand Rapids, Mich., May 1, 1906.



To the trade:

The dogwood is beginning to blossom and the festive catfish to bite. Spring is here and with the rising of the sap we feel a swelling pride in the success we have had with our overalls. It has taken hard work to persuade a good many dealers to tackle the new prices, but earnest effort and honest goods will always win, and with merchants who have adopted our combination of quality and prices it has worked like a charm.

Because cotton is up is no reason that you should sell overalls for nothing for our combination of quality and prices will not only hold your trade, but give you a legitimate profit. Regular orders from dealers attest the high quality of our product and the popularity of our prices.

A COMBINATION ON BLUE OVERALLS THAT WILL ALWAYS WIN.

99-50 Band	@ \$4 75	to retail @ 50c	your profit	27%
99-B Apron	@ 5 25	" " @ 60c	" " "	37%
100 Band	@ 5 50	" " @ 60c	" " "	31%
103 Apron	@ 6 50	" " @ 75c	" " "	39%

This combination takes care of the clamorous demand for overalls at the old price, makes your profit from 27 to 39% on your investment, and gives your customer full value for his money every time.

If you pay \$5.00 for an overall and sell for 50 cents, you are out your profit, and if you charge 60 cents for a \$5.00 overall you are out your customer. To be truly happy you should put these numbers in stock at once, and then you will awake each morning with a song upon your lips.

Give these numbers a fair show—we do the rest.

We hope for an early and substantial reply.

Yours very truly,

THE IDEAL CLOTHING CO.

CONCERT OF ACTION.

Cogent Reasons Why Merchants Should Work Together.

Practically all the discussion which is heard in grocery trade circles now is related in some way to associations and associated effort. A craze has begun to organize grocers everywhere and under all circumstances into associations, some without any clearly defined purpose, some for good and sufficient reasons. Where the organizers know why they are at work and understand definitely and clearly what can be and what should be done, benefit will result and the movement deserves encouragement. But it is to be regretted that there are some sections of the country where this is not true and where what might be termed more or less fake associations are injuring the legitimate and beneficial organizations by creating unfavorable impressions of associations and the work they are destined to accomplish.

Naturally the first subject which engages the attention of an association is that of the maintaining of prices. Perhaps this is natural, particularly in instances where the individual members have suffered serious losses because of unlimited and misdirected cutting. It is undoubtedly true that this subject is of great, perhaps vital, importance, but it isn't always true that the efforts of the association, whether new or old, should be directed solely at this single abuse, great as it is. There are others which deserve to be taken up and considered and which will do much toward improving the grocers' condition if adopted and rigorously carried out.

It is perhaps not out of place to speak here of one abuse which often creeps into association work, and which always does much harm—that is the frequent attempt of one man or two or three men to manage the association for their own convenience, or, in some instances, profit. It is possible, under some circumstances, to make a profit out of a grocers' association and there are men who have discovered the way. The effect is to cheapen the association and make its work ridiculous. It injures the work because it prevents dealers who are outside from going in. They will generally have no use for an organization which wittingly or unwittingly allows one man or a few men to control its work and dictate its policy. It is a cheap sort of graft which will have its ultimate end in the wrecking of the association work in that immediate vicinity.

It is useless to deny that these things exist and that this one man control is a very real danger. Every man who knows anything about association work knows perfectly well that there is no sort of enterprise which is free from its dangers. Some are more susceptible than others, but there is nothing that escapes the taint of graft in these days, and grocers' associations have suffered along with the rest. Conceived in a spirit of fraternity and in most instances conducted in the same broad, generous sympathy for the

grocer who needs the assistance of his fellows, either materially or morally, there are some associations which are losing members and influence because of this condition. No specific mention is required. Everyone who knows anything about associations knows where they are and probably can name at least one. It is easy, too, to predict what the effect will be when such an association is found. It is easy to understand that there will never be any good accomplished in that community until all suspicion of individual aggrandizement and personal self-seeking is entirely eliminated. Perhaps it will not be easily accomplished, but it must be done, otherwise all influence for good is lost and all power for benefit is absent.

The main thing to be considered in organization is to secure the maximum of benefit for the largest number. Co-operation is the essential feature. Co-operation in its highest form will not be entirely possible until all grocers remember that any act which injures either a customer or a fellow grocer injures themselves equally. This fact must be understood and the basis for all organization work lies just here. In most instances the organizers of these associations understand this full well, but there are here and there organizers who fail to appreciate the vast benefit accruing from getting all grocers of a given district to work together and are disposed more to form an association and then move on to the next stopping place than they are to form an organization which has elements of vitality.

A dead alive association is worse than none at all. An association which formulates plans for working and which compels attention by its progressive aggression will accomplish great good and may, all other things being equal, be the impulse in important reforms. It requires life and activity and these important influences presuppose interest. Without interest it would be impossible to secure the attention of sufficient grocers in any particular locality to bring about changes within the reach of a local association, or which were worth while. It is useless to undertake anything which can not be accomplished. It is worse than useless to undertake things which can not be done and which may not come within the province of a local association. There is good work to be done in all localities and the local association which appreciates this and does its work accordingly will be the one which will vitalize its work and will accomplish something beneficial, even though there may be difficulties unforeseen in doing the work.

Questions arise every day which have important bearing upon the daily work and business of the average grocer. Yet no one man can solve the problems alone. It requires the combined wisdom of as many as may be similarly affected to do anything which shall be lasting and beneficial. The work of one man, no matter how influential and powerful he may be, will come to naught unless he is supported by a coterie of his

fellows bent upon obtaining the same concession or the same reform. It may be unjust railroad rates on freight shipments. It may be unjust discrimination on the part of a manufacturer or wholesaler. It may be something else equally as vital or important. Whatever it is, a combination of a dozen or more can do more good acting together than the same number of men acting singly could possibly do. There are strength and influence in numbers, and the man or the set of men who overlook this obvious fact are the men who appreciate nothing that an association can or will do and who will not exert themselves to undertake anything that benefits others as well as themselves.

Every locality ought to have its association. This organization should meet as often as once each month and should take up such questions of trade or policy as may arise in the course of the daily business. They should remember that there is much to be done and that there is much that can only be accomplished by vigorously attacking such abuses as may be influential in their respective communities. It is a matter which requires profound thought and, after a definite plan is made, vigorous action.—B. H. Allbee in Grocers' Review.

The blatant liar may do more harm than he who speaks truth with bated breath.

Gladness is the only real gold in the world.

Make Me Prove It

I will reduce or close out your stock and guarantee you 100 cents on the dollar over all expense. Write me today—not tomorrow.

E. B. Longwell
53 River St. Chicago

Merchants,
Attention!

Would you like to center the cash trade of your locality at your store?

Would you like to reduce your stock quickly?

Would you like a Special Sale of any kind?

The results I've obtained for merchants in Michigan and Indiana substantiate my efforts to give satisfactory service, with integrity and success in its execution.

B. H. Comstock, Sales Specialist

933 Mich. Trust Bldg.
GRAND RAPIDS, MICHIGAN

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

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.

TRADING STAMPS.

How the War Is Conducted in Philadelphia.

We have been having a sort of civil war in Philadelphia during the past two weeks over these blamed trading stamps.

First, the green stamp concern and the Crown Stamp Co. sued several hundred retail dealers for using stamps they had bought from brokers.

The Crown Stamp Co., they tell me, was organized by Tom Hunter, who runs the Acme grocery stores. Butler, his chief competitor, had put in the green stamps, and Hunter could not get them. So he got up a stamp concern of his own, and I understand it is done real well.

When these several hundred merchants were sued they naturally got very wrothy and began to hold mass meetings. There was some hot talk at these gatherings and it got into the papers. They were going to drive the stamps out of Philadelphia, they said.

The papers took up the fight, and when they said that the merchants had decided to drive the stamps out, they riled up several hundred females to the point of frenzy. Each of these little ladies had a stamp book laid carefully away in the kitchen drawer. Every time they came back from one of the cut stores with a "bargain," like Shoepeg corn at 12 cents a can, they would carefully paste in their books the "twelve extra stamps" which had been given them as an inducement to pay 40 per cent. more for corn than it was worth. The stamps were being saved to get a bed for Sue's room, and the talk of driving the stamps out was an awful shock.

So the women descended like a cloud of locusts upon the stamp stores, books in hand, and begged and implored and threatened to "have my husband talk to you," and so on.

The stamp companies, of course, had money to burn. It is not often a trading stamp concern goes bankrupt. So with a lot of extra clerks they were able to stand the run all right. It caused them a lot of trouble, but it has really been a good thing for them, for it let them work off a lot of stale old back-number premiums that no woman in her right mind would have taken. Going down there half crazy, not expecting to get anything, they took any old thing in great triumph.

Funny things, women!

But it was certainly fierce for a while. I saw the crowds—several times they filled the street and stopped the cars, and the stamp companies finally had to nail planks over their windows.

Some of you older fellows—I am a mere boy beside you—remember the Ku Klux Klan that grew up in the South just after the war. In some of the Southern States the niggers got a little too gay, and for a while the Government was with them. The whites could not do anything and were in great danger. So a secret society was formed called the Ku Klux Klan. When any fellow got

particularly offensive the Ku Klux Klan would go masked to his house some night, and that would be the end of smarty.

We need another Ku Klux Klan. We ought to get one up this week, and after we have tended to old Vampire Rockefeller and a few more choice spirits like him, we ought to hunt for the grave-robber who invented trading stamps and set his hair on fire.

No scheme or plan born in my time has been such an insufferable nuisance, such a prolific father of lies and loss.

I say that trading stamps never brought any merchant any lasting good. It may have brought him a little for a while, but he made up for it afterward by the profit he lost on trade he had before the stamps came.

During the week I have asked four merchants—good representative fellows—all users of one trading stamp or another, whether the scheme had brought them any benefit. I told them all I was not fishing for any knock against the stamps—I wanted the truth. Here are the answers, in their own words as near as I can remember them:

Remember, the question was, "Have trading stamps done you any good?"

No. 1—"They got me a little new transient trade at first, but they do not do me any good now, for all the other stores around here give stamps, too."

No. 2—"They may have gotten me a little business; I have not kept track. But even if they have, it does not begin to make up for the bother they are. My clerks have to stop their work to fool with the blamed stamps, and some of my customers even ask the clerk to paste them in the book for them. What do you know about that?"

No. 3—"Do me good? No! No good at all! Putting them in was the biggest fool thing I ever did. I only did it because my competitor did, and I thought I was going to lose a lot of trade. I do not believe I would have lost a dollar's worth, and I wish I had stuck it out. There never was a worse scheme! I have just put a collar around my neck—that is what I have done—and from now on I will always have to be giving something extra with everything I sell!"

No. 4—"Don't talk trading stamps to me! I am sick of the very sound of them! These fool women can smell a green stamp as far as a rat can cheese, and they care a darn sight more whether they get all their stamps than they do that they get the right weight! We get it in the neck coming and going both. The stamp people used to give out pretty good premiums, but they give out trash now, and we are the people that get the kicks. What can we do about it? No; the stamps have not done me any good, if you want to know. They have not increased my trade one cent, for all the stores near here give them, too. I will tell you

what they have done, though—they have cut into my profits all right!"

I would not care if a dealer said the stamps had done him good; I would still say they were the worst things that ever happened. And that is for this reason: They have taught ten thousand fool women to expect a bonus with every five cents' worth they buy and to dog the poor grocer until he gives it to them.

Get a woman started toward the goal of something for nothing and she becomes a holy terror—I would rather face a drunken elephant myself.—Stroller in Grocery World.

An Expensive Joker.

While on their way to luncheon recently two Philadelphia business men were stopped by a prominent physician, who gravely made certain enquiries touching a nervous indisposition of one of the pair—a patient long under his care.

When the two had resumed their course, the younger made some observation in regard to the extremely pompous and owl-like solemnity of the doctor. "Looks as if he had never thought of anything funny during his whole life," said the business man.

"His sense of humor is rather restricted," returned the other, "although I have found that he has two jokes."

"Only two?"

"Yes. The first one is to tell you to try a different climate. Joke number two is, Cease to think of your ailment. Price of either joke, five dollars."

ALABASTINE

\$100,000 Appropriated for Newspaper and Magazine Advertising for 1906

Dealers who desire to handle an article that is advertised and in demand need not hesitate in stocking with Alabastine.

ALABASTINE COMPANY

Grand Rapids, Mich

New York City

Send Us Your Orders for

Wall Paper

and for

John W. Masury & Son's

Paints, Varnishes and Colors.

Brushes and Painters' Supplies of All Kinds

Harvey & Seymour Co.
Grand Rapids, Michigan

Jobbers of Paint, Varnish and Wall Paper

Sell

Your Customers

YEAST

FOAM

It is a Little Thing,

But Pays You

A Big Profit

HARD WORK.**The Greatest Blessing Bestowed on Humanity.**

Emile Zola, in one of his works, describes a conversation between the work-women of a laundry in Paris about what each would do if she had ten thousand francs a year. They were all of one mind: they would do just nothing at all.

Does the secret of all lie in that old word "drudgery," because we have to go, and go morning after morning, through rain or shine, through toothache, headache, heartache, to the appointed spot, and do the appointed work and only because we have to stick to that work twelve to fourteen hours, long after rest would be sweet, and then to see that the accounts on the ledger must square to a cent, because the goods must tally exactly with the invoice, because good temper must be kept with the children, customers, neighbors, not seven but seventy times seven times, whether this or that, is it because and only because of the rut, plod, humdrum grind in the work that the grocer at last gets these foundations laid—attention, promptness, accuracy, firmness, patience and the rest? Nothing in this world is worth much unless it is earned—nothing is worse for character than attainment without effort. The heir to millions often becomes effeminate, luxurious, idle, an object of contempt to right minded people—a failure, not a success. The only successful life is that which lifts the world higher toward heaven.

A rich merchant in our neighboring town who neglected his own education and culture, and sacrificed every personal comfort and pleasure to leave a fortune to his children made this complaint: "I spared no expense in their training, and they never knew what it was to want money. No one ever had a fairer prospect of becoming honored and respected than my sons, but look at them now, look at the results. One is a physician, but he has no practice; the second is a lawyer without a single client; the third is a merchant, but he is above visiting his place of business. In vain I urge them to be more industrious, more frugal, more energetic. What is the reply? 'There is no use in it father; we shall never want for money; you have enough for us all.'"

The true doctrine is that labor—systematic, effective, congenial labor—is not only a necessity, but is the source of the highest enjoyment.

The ancients were right in declaring that the gods sell all pleasures at the price of toil.

"Work or starve" is Nature's motto—it is written on the stars and the sods alike. The men who work are the men who are not for sale, sound from centre to circumference, true to the heart's core, men whose consciences are as steady as the needle to the pole; men who will stand for the right if the heavens totter and the earth reels, men who can tell the truth and look the world and the devil right in the eye, men that neither brag nor run—men that neither flag nor flinch; men who are not too lazy to work, not too proud to be poor; men who are not afraid to

say "No" with emphasis, and who are not ashamed to say, "I can't afford it."

Work—hard work—is one of the greatest blessings that the great Creator has bestowed upon humanity. Thanks be unto God for this unspeakable gift. Work rarely kills. Worry kills, and as the advance agent of death it prevents the power of concentration in the hour of need.

Some men work as though in a tread-mill, but do not get ahead. They are human stationary engines. Others, with less exhaustion of physical energy, are like delicate complex but magnificent powerful locomotives pulling a vestibuled train that makes sixty miles an hour and gets somewhere. When such men strike the steep upgrade of emergency they have ample reserve power. "Nothing for nothing" is the maxim. If we are idle and shiftless by choice, we shall be nerveless and powerless by necessity.

"What is the secret of success in business?" was asked of the elder Vanderbilt. "Secret; there is no secret about it," replied the commodore. "All you have to do is to attend to your business and go ahead." If you would adopt Vanderbilt's method—know your business, attend to it; keep down expenses until your fortune is safe from business perils. The Creator might have given us our bread ready-made. He might have kept us in luxurious Eden forever, but He had a grander and nobler end in view when He created man, than the mere satisfaction of his animal appetites and passions. There was a divinity within man which the luxuries of Eden could never develop. There was an inestimable blessing in that curse which drove him from the garden, and compelled him forever to earn his bread by the sweat of his brow. Rome was a mighty nation while industry led her people, but when her great conquest of wealth and slaves placed her citizens above the necessity of labor that moment her glory began to fade, vice and corruption, induced by idleness, doomed the proud city to an ignominious history.

Work not for the money there is in it but for the good the money may do. Work because you love your work. Work to make the world better and thus uplift yourself. Work conscientiously. Of all men an eye-servant is the most despicable. Watch the clock and you double the hour and half your work; watch your work and you half the hour and double your work.

Employment, Employment;
Oh, that is enjoyment,
There's nothing like something to do;
Good heart occupation
Is health and salvation,
A secret that's known to but few.
H. W. Fisher.

An Apt Answer.

His Medical Adviser—You won't last long at this rate, young man. You are burning the candle at both ends.

Gayboy—Very well, doctor. When the candle is burnt out I'll light the gas.



LAKE ODESSA MALTED CEREAL CO., LTD., Lake Odessa, Mich.

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. packages

\$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 2½ Cases

Freight Allowed

For Sale by all Jobbers

Manufactured by

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.

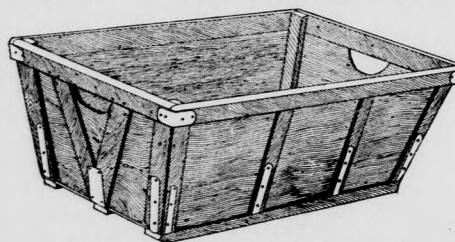
S. B. & A. Candies

Take the Lead

Manufactured by

Straub Bros. & Amiotte

Traverse City, Mich.

Can You Deliver the Goods?

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

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

Be in line and order a dozen or two.

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

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

Why the Young Man Must Make Concessions.

Before any young man begins to try the world for himself as an individual it is a question whether knowledge of himself is the more valuable to him than is a knowledge of world conditions and perspectives. When the tyro in life considers that he has learned himself, that knowledge still is impractical for the reason that he may not know in what environment he is to be tried out. The athlete who is in training for a ten mile cross country run might make an unutterably poor showing in self-defense in a twenty-four foot ring.

As a general proposition that young man who needs to know most of himself and of the world is the child of more or less independent means. It has been money for the most part which has kept him in school almost to maturity, while the lack of money has sent some of his future competitors into business before he was a freshman at school. Considering the two types as having approximately the same native brain capacity, at twenty-five years old it is agreed that the young man who went into the world as a boy will have his place ahead of the other. It is only that the next five or ten years may leave the schooled and lettered one far ahead of the early beginner in life.

Logically, the one who has learned more of the world than of himself will have the early advantages; the one knowing himself, however, will not be so long in taking unto his needs this post-graduate degree of

world conditions. At the same time it is an undisputed fact that thousands of young men out of academic training and beginning the world find themselves needlessly hampered in progress through having taken too much of life for granted.

What if the young man in his school atmosphere attempts to learn his moods, foibles, weaknesses and strengths? He can know them only through comparisons, and these objects of comparison will be—school-boys! He may be quite as well equipped as any other young man on his horizon, yet in the business world he finds himself frequently in competition with that other type of young man who knows little else but the world and the world's way and who for the purposes of the business man in need or assistance immeasurably is the school man's superior for the work in hand.

Bluntly speaking, there is a little too much of the ideal taught and preached and prated oracularly from the platform to leave to the young man who is listening to it a clear idea of the actual world conditions which are outside the church and school and lecture hall. Unless he shall adjust his perspectives for himself in preparation he may find much keen disappointment in many things to threaten his progress in life.

I once knew a young man, strong of frame, positive in temperament, honest in every thought and action, and nerved to the expression of his convictions at any time and in any place. He knew himself, but he

did not know the world as he might have known it. Wherever he had found early opportunity for the expression of his personality he had made that personality felt. But it chanced that in the beginning of his business life this young man's honesty and forcefulness appealed to a business man at the head of a great institution in which graft had found root and flourished. This young man was given a place in which, through the exercise of his rugged honesty and unflinching personal courage, the employer hoped to root out the crookedness which he felt certain existed.

With a little more knowledge of the world and of men of all types, this young adventurer into commercial reform might have accomplished much for himself and more for his employer. But out of his ignorance he drew his rigid lines so inflexibly and so deeply and keenly penetrated into conditions existing in the organization that the organization itself could not stand these probes and strictures! The result was that the young man himself became the victim of his own honest convictions carried out to the full in the supposed best interests of his employers.

This is an example of fact with no purpose to prove that business life is all bad. Rather it is used to indicate just where academic ethics fall short of conditions in a world of sharp competitions. Good and bad are comparative only, and until the lines are adjusted sanely between them,

neither of the terms has much meaning.

Broadly speaking, the child which is not left to the joltings of the child world, and the youth who is kept from the millings and competitions of others of his own age belong to the unfortunates. In the same measure the young man and the young woman who have preached to them only idealized philosophies which should exist in life—and which may not—may be seriously embarrassed or even permanently crippled by reason of false teachings.

The keynote of the whole civilized community life is found in the one word, Concession. The idealist cannot even walk through the business world without obstructing traffic. If ever he is able to do so, the whole mechanism of commerce and industry will have simplified until business acumen will be a lost art. Out of economic conditions the young man should prepare to make his grudging concessions in business life. He should be so fortified as not to be shocked at world conditions. He should be so entrenched in right thinking and the principles of right living as to have his "dead line" drawn sharply short of wrong. But between the lines of active good and even dormant wrong there is such a wide field for business concessions that the business man who fights only in this field may finish in fair favor.

John A. Howland.

Many a preacher measures his power by the noise of his exhaust.

A Day's Business Balanced in Five Minutes

Your present system allows the dollars that represent the profits of your business to slip away. You cannot keep track of all the money handled in your store, except with the most perfect system. You might not miss a half-dollar or dollar a day, but such a leak makes a big hole in your profits.

Our new system tells at any moment how much money you should have. Five hundred thousand retail merchants have used this system. Leaks and losses are reduced to a minimum where our system is used.

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

The
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

PROFESSIONAL SHOPPERS.**They Are Employed by a Detective Agency.**

There are women who shop nearly all day long and never pay for anything they buy, but instead are paid for doing this shopping.

These women are called professional shoppers and are employed by a detective agency and their duty is to spy upon the clerks in a store and make report to the chief executive. The professional shoppers make up one of the most successful detective agencies in the country—an agency regularly employed by certain large stores throughout the United States.

The professional shopper never stays long in one place lest she lose her value by becoming known to the men and women she is employed to keep an eye on. For two weeks, perhaps, a group of these women shoppers will be engaged to make a canvass of a store. They will shop in every department of the store, one day appearing in rich attire and purchasing heavily in expensive materials, the next dressing shabbily and making their purchases from small household goods.

Without appearing to do so they have a sharp eye on the clerk while she makes her calculations and make quick note if they detect anything out of the way in her actions.

One of these professional shoppers went into the hat section of a Monroe street store recently and bought a hat for \$4.98. They usually buy something at an odd price, so they will be sure to get change. The pur-

chaser gave to the clerk a \$5 bill. She noticed that the clerk made out a check for a hat costing \$2.98, sent it with the \$5 to the cash desk and received \$2.02 in change with the returned check. She gave the 2 cents change to the customer, appropriating the \$2 and then managed to get the \$4.98 hat wrapped and delivered to the waiting customer. In some departments she would have found this impossible, as the wrapper would have been wiser than to wrap the \$4.98 hat on the \$2.98 check.

In some cases the saleswoman having worked the same game will protect herself from discovery by correcting the checks. This is a very delicate process.

It is necessary to take the check that has been returned from the cash desk, place it back exactly in its original position in the salesbook so that it will rest with the figures directly over the figures on the duplicate check with the carbon paper between.

Occasionally the saleswomen bungle in attempting to correct checks after the original has been torn from the book. They get the new figures in the wrong place on the carbon copy that the saleswoman is required to keep. This, of course, is apt to arouse suspicion.

During a recent tour of one of the big stores another professional shopper made a purchase in the trunk department, buying a trunk for \$9.75 and giving the salesman a \$10 bill. The shopper noted that the salesman made out his check for a trunk strap,

price 75 cents, and when he got \$9.25 from the cash desk he gave the customer 25 cents in change, pocketing the \$9. The salesman took a big risk when he attempted a theft of this sort, because the purchase was something the customer could not carry away. It had to be delivered and in order to get it out the salesman had to give the delivery department a check showing that a trunk had been sold for \$9.75. This involved the erasure of the word "strap" and the writing of the figure on both the original and the carbon copy. It was a difficult job, but the salesman accomplished it, only to be summoned to the superintendent's office and confronted with the proof of his guilt as soon as he had put through his steal.

However, there are so many checks on the employes of the department stores that often a group of these detective shoppers will trade through a store for two weeks and not detect a single case of dishonesty.

The superintendents of the big stores are unanimous in their declarations that the clerks they employ are almost invariably honest and that their loss from pilfering is comparatively small. There is in every store a system of rewards whereby a person detecting a clerk in any dishonesty is heavily rewarded. Then, too, the clerk has always before her or him the fact that if they should be caught stealing they not only would lose their position with the store in which they are employed, but they would find it impossible to get employment

with any other store in the city. Every employer makes inquiries of the place where a girl formerly worked and if her record is not clear refuses to engage her services. With these checks and the strict system employed in all the stores there is slim opportunity for dishonesty, even where the tendency exists. There is very small possibility of stealing money; the chief temptation is to smuggle goods and even there the chances of discovery are so great that the attempt is not often made. Whenever there is a sale of any valuable stock, like jewelry or laces, there is always a count at the close of the day to see that nothing has disappeared other than what has been sold.

The professional shopper gets well paid for her shopping, to compensate her for never having the pleasure of seeing her purchases come home in fascinating parcels. She gets a regular salary from the head of the detective agency, who is paid a lump sum for two weeks' shopping by his detectives.

The odd cents system is employed by a great many of the stores, not so much for its appeal to the eager bargain hunter, who seizes on a \$1.98 article where she would pass it at \$2, as to keep tally on the clerks. When 59 cents, 38 cents and the like are charged for articles there is almost sure to be a demand for change, necessitating the clerk's sending to the cash desk, where a tally is kept on the clerk, allowing her scant chance to tamper with the money.

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**

Every store of any size and importance has to employ a force of detectives, however, to protect it from shoplifters, who are abroad in the land in plentiful numbers, and will be no doubt, as long as there are shops and women with inordinate love of pretty things. These store detectives go about from counter to counter wearing no sign of their trade anywhere about them. They have a good searching eye and are pretty apt to spy out the wrongdoer if she comes within their line of vision. They are both men and women, these regular store detectives, and they give no thought to the clerks, only to the customers. The clerks, of course, come to recognize and know them. When a detective spies out a shoplifter he never accosts her in the store, but follows her when she leaves the store and halts her on the street. He brings the thief, usually through the back door, into the store again and takes her to the superintendent's office, where she is made to confess and also give up her booty.

There are systematic shoplifters to be reckoned with by every store, women in whose skirts capacious pockets are cleverly concealed, and into which they can stuff such things as lace robes and fur collars without any apparent difference in the hang of their skirts. They go into the business as a profession and are usually as clever at their work as the detective at his. They sometimes ply their trade for years before he finds them, but they invariably try their tricks once too often and come to grief in the end.

Sometimes a store detective is overardent in his task of spying and accuses an innocent woman, who turns on him a sputtering volcano of rage and indignation. Perhaps her umbrella has caught a bit of lace or a pair of stockings in passing a counter and the article has slipped down into its open pockets. The detective, discovering the circumstance, may think the act intentional, when the woman is entirely unconscious of her newly acquired possession. The detective has to have ready some very clever apologies before he is allowed to escape unharmed from the wrath of the accused. When a person is suspected, the floor walker is often notified by the detective and makes it evident to the woman that she is being watched by following her about in her rounds.

Every large store has frequent evidences of penitence on the part of shoplifters in the way of letters containing money that come constantly in their mails. There is usually no explanation with these letters, just a word or two to tell the purpose. "Conscience money" frequently are the only words that accompany them. In some instances stolen articles themselves are sent back to ease pricking consciences.

Degeneration.

"Her father gave her a \$10,000 wedding, I believe."

"Yes. But the family has gone down hill very rapidly during the past two or three years. She was satisfied with a \$150 divorce."

LOOKS DON'T COUNT.

The Little Old Man More of Shopper Than He Seemed.

Written for the Tradesman.

He was little and old and very wizened. His back was so bent that at first I thought he was afflicted by Nature, but at a second glance I came to the conclusion that it was hard work that had brought him to his present physical condition. His hands were knotted and seamed with the deep cracks that come from exposure to all sorts of weather and lack of care; they were not dirty but roughened. His clothes were of the cut of long ago and, while not ragged, showed one of three things: the man was either very poor, rich but economical or stingy, or was of the sort to whom shabby clothes are just the same as new ones, provided they are comfortable.

The man was a study. The lines of his face were not especially pleasant to contemplate, although the eyes partially obliterated this impression.

As he sidled hesitatingly up to the counter I made a mental note, by his whole appearance, that if I made a sale of 50 cents' worth I would do well.

First, he asked to see some children's underwear. I showed him the cheapest I had, thinking that even that would be better than he would buy.

"Young man, hain't ye got sump'n better?" he questioned, peering over his spectacles with a sharp glance.

"Oh, yes," I answered pleasantly, "all descriptions to suit all tastes.

However, I always prefer to show a person the cheapest I have and go from that to better, and possibly best, rather than bring out my most expensive goods and then have to come down off my high horse. Now here's something I call pretty nice," I said, spreading out a much finer grade of garment at quite an advance in price over that of the first.

"Want sump'n better'n these here—I hain't satisfied with 'em," the old man objected.

Thinking to have a trifle of fun with the old fellow I thought I'd trot out something in the neighborhood of the best garment I carried. So I pulled down off of a shelf near the top a box containing an extra quality of children's wear.

"Now that's more what I'm after," the old man observed, in a the-lost-is-found sort of voice. "What number be they?" he questioned next.

I told him.

"Got some like these only a leetle mite smaller?" he asked.

I laid them before him.

"That's the stuff, young feller!" he exclaimed delightedly, and told me to do up three suits apiece of each size.

I inwardly wondered at the old man's extravagance and as to whom the suits were for.

"They're fer my gran'chillun," said the old man, and his face fairly beamed with pride and joy.

"That so?" I discreetly enquired.

"Well, they're certainly nice goods and the little shavers ought to be pleased with them."

"They're fer 'em to wear every

day, too," he explained with satisfaction. "They hain't any too good fer 'em, either," he averred.

"Aren't you afraid the boys will outgrow these before they are worn out?" I asked.

"Nope," breezily responded the old man. "Get 'em some more when these 're gone," he sang out.

I thought he had got through buying, but I tried to put out a feeler along the line of ties. These proved acceptable, and then I mentioned socks and shoes and handkerchiefs.

The little old man took samples of all those for his "gran'chillun" and then I essayed to sell him a suit of clothes apiece for his young relation, thinking I was wasting my breath in the suggestion. But I'll be blessed if he didn't fall in with the idea and fit out each of the youngsters with a brand new suit! Then he got a few things for himself, and I'll be blessed if his bill didn't run up to an even half a hundred!

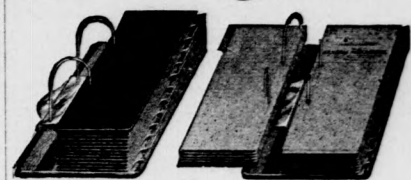
Surprised? No name for it. My boss made me a present of a crisp \$2 bill on that sale, and I pocketed at the same time the lesson I had learned by this transaction: not to go too much by looks.

There's a homely old saying to this effect: "You can't tell by the looks of a frog's legs how far he will jump;" and in this case he jumped a hundred times as far as I estimated.

John Burton.

It is easy for short sighted man to see the hand of the Infinite in a calamity and to lose sight of it in perpetual daily care and comfort.

The "Ledgerette"



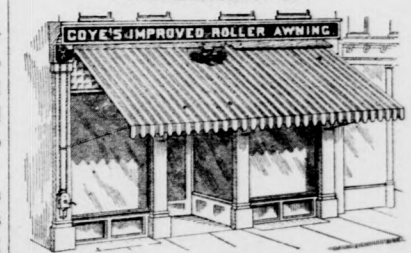
EVERY RETAIL STORE needs this device for keeping in a systematic and convenient order all accounts of a small or transient nature. Easy, simple, labor-saving, indexed. Ledgerette with 500 printed statements punched, perforated, complete, for..... **\$2.25**
Ledgerette with 1,000 statements..... **\$2.75**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

A TRADE MAGNET



Every article a grocer sells is an advertisement for him, either good or bad. If good, it advertises the grocer's entire line. Hence the importance of handling high grade goods.

When a customer buys a can of Paris Corn, and finds it so different from ordinary "canned corn," that customer will come back for more. The result in dollars and cents is easy to figure.

PARIS SUGAR CORN

for more than a quarter of a century has been appropriately termed "the corn aristocrat," being the undisputed leader ever since the first can was placed on the market.

The corn is grown only in Maine, on selected farms, and under our personal supervision; harvested when the kernels are full, tender and creamy; canned immediately by the most perfect and up-to-date process in the world, insuring absolute purity and cleanliness; entirely free from chemicals or adulteration of any sort.

Most jobbers handle Paris Sugar Corn. If yours doesn't, send us his name.

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

HANDLING CUSTOMERS.

The Way Some Fellows Break Into Business.

A comparatively young man, who is a successful shoe retailing merchant to-day, was telling the writer about how he got "broke in" to the shoe business when he first entered the store. "I was in there for over four months before I was 'let loose' on the trade," said he. "I was kept busy at washing windows, cleaning out the store basement, or cellar, and other work, such as putting up stock, marking shoes, etc. I did all this for three or four months before I was allowed, or considered proficient enough, to wait on the customers, and when I was finally permitted to wait on trade I was then kept in the back part of the store for three months longer in order that I might get 'broke in' good and proper. My customers were what we called the 'farmer trade'—plow shoes, cowhide boots and the like. I made more than one blunder and mistake in the back part of the store then, and I often asked myself the question, when looking back to the many errors I made: 'What would I have done if I had been allowed to be in the front part of the store and undertook to handle the customers when I was nothing but a green, inexperienced clerk?' As I worked my way to the front part of the store I was gradually acquiring knowledge that money can not buy concerning selling shoes, and in about a year I was permitted to wait on the 'A' trade, when they came into the store.

"The strangest part of the shoe business," he said, "is that I have seen men of good intelligence and ability sell out another business in which they were making more than a living, and invest the proceeds in a shoe store, which business they knew nothing about. And how such wild ventures can be made successful is more than I can see. In my mind the man who engages in the shoe business without having acquired the necessary experience will find that he has a hard road to Gainsville. This hard road to travel applies to any kind of business, of course," he said, "but more so to shoe retailing business than any other, for that calling comes near being a profession. But," he said further, "the queerest part of it is that some of them don't know that they are making a failure of it until it is too late to get out of it right.

"In some cases they may have a fair run of trade, and probably have quite a bank roll, and in this way they naturally feel elated. They imagine that they are making money, but when they come to buying new stock and figuring up the amount of 'dead stock' on hand, which is not worth fifty cents on a dollar, then they begin to realize that they are up against something. I tell you," he continued, "the man who does not know enough about merchandising to mate and wrap up a pair of shoes is very apt to be inclined to treat this question too lightly. Such a man, as a rule, imagines that all he has to do is to order a few cases of shoes, mark them at a reasonable profit, of-

fer them for sale, and just hand them out right and left. He does not stop to consider that his competitors who have been in the business, perhaps, for years, and who know the shoe business from A to Z, have their regular trade and that they know how to keep them, too. Neither does he take into consideration that he must be informed concerning the byways and hedges of the shoe business—as to leathers, styles, sizes and widths, and how to approach a customer winningly, and to fit him or her properly. If these important things are not considered he will have a hard row to hoe.

"It is no doubt expected by the new and inexperienced shoe man that he can step in and capture his competitor's trade. He may be counting on his neighbor's support, but he will find that friendship ceases if he does not sell them shoes that are stylish; that fit and wear well, and that they want their money's worth always—and they look out for their interest first and foremost.

"When it comes to selling shoes, like everything else, the salesman has to 'size up' his friends as strangers, or they will be no customers of his.

"A young clerk of my acquaintance," he said, "once had a friend who had never been in the store to trade with him. As he considered this man a friend of his, and as he was fairly well off, he naturally supposed that he always wore good shoes, and one day he persuaded him to come in and see him in the hope that he would favor him with his patronage. One day the man came in and he was seated. The clerk went to work and showed him all the \$5 and \$6 shoes in the store, but not a pair would suit him. After looking the shoes over he finally went out without the least prospect of ever being a customer.

"The clerk, of course, knew his styles were right and prices were according to quality, everything seemed reasonable to him, but he could not understand why he missed the sale that time.

"He afterwards, however, found out that his friend was somebody's customer; that he had, for quite a number of years, been in the habit of getting fitted in a certain shoe store, and that, most important of all, he never had been paying more than \$3.50 for his shoes.

"Perhaps if that salesman had been a better all-around judge of the trade and an expert at the shoe business, and he had overlooked the idea that this man was a friend of his, and that he was going to buy a pair of shoes on that strength, he probably would have made the sale and gained a customer. Oftentimes when a customer is seated and takes his shoe off—if he does—if any doubt exists as to the quality that he may want, it is better in most cases to begin by showing him medium priced shoes. Then if a better shoe is desired by him, the next shoe, by contrast, will show up better, or if a cheaper shoe is desired, I contend that it is a sign of poor and incompetent salesman-ship for the clerk to ask a customer 'how much he wishes to pay for a

THE FRAZER

Always Uniform

Often Imitated

Never Equalled

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

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.

Johnston Glass Company Manufacturers of Window Glass

We are prepared to furnish all sizes and qualities of WINDOW GLASS. Hand blown and tank made. Our goods are strictly up to the standard of quality. Packages are well made, neatly and uniformly branded. Excellent shipping facilities. Courteous treatment. Shipments direct from factories. It is worth something to secure uniform quality, boxes and branding. We also operate the most extensive grinding and chipping plant in the United States, furnishing plain D. S. Ground, D. S. Chipped, One and Two Process, Geometric Chipped, Enameled Glass, Lettering and and Sign Work, etc., etc. We can ship an excellent variety of widths and lengths. Want orders of any size from lights to car loads. Cases contain about 100 sq. ft. Boxes contain about 50 sq. ft. WRITE US FOR PRICES.

JOHNSTON GLASS CO.
Hartford City, Ind.

pair of shoes.' I say, if you show him rather a cheap shoe don't forget to say to him: 'May be you want a better shoe than this.'—Shoe and Leather World.

Necessity of Avoiding Egotism in Advertising.

How long shall the advertising world be compelled to endure the existence of the great "I Ams," the genus bombasticus of the fraternity? When did they arrive? What is their excuse for existence?

They came in on the flood tide of the foolish copy furore that ran through the country not long ago, and, like the sand flies, although each individual lives but an hour or so, they have multiplied with sufficient rapidity to almost darken the heavens.

It is pretty generally conceded that the manufacturer who undertakes to advertise his goods by means of superlative claims seldom if ever succeeds, and yet these same ad. writers, claiming to be possessed of all that can be known of mortal man on the subject of advertising, hesitate not to betray their ignorance in an attempt to market the product of their addled brains by the selfsame route. They are a reproach to the advertising business—an absolute proof of the present crudity of the so called "science" of advertising.

That the ridicule which such methods naturally bring forth upon advertising in general has not affected the business to a noticeable degree is, on the other hand, proof, and all sufficient proof (though it is not needed), that despite all the crazy theories and outlandish ideas that have been advanced and are being advanced hourly in that connection, advertising in an essential part of modern commerce.

What would be thought of the lawyer, the doctor or—let us say—the maker of shirts who claimed that he, and he alone of all the world, knew absolutely all and everything that mortal man could know of his profession or business—yet an assertion by any one of these men to that effect would be comparatively mild self praise and glorification as compared to the inspired writings of many of the people who do business under the various names: ad. smith, ad. writer, ad. counselor, advertising expert, ad. specialist, etc.—ad. nauseam.

By no means is it intended to cast any reflection whatsoever upon the business of those who devote their time and talents to the preparation of copy. Copy preparation is really a definite and distinct part of the advertising business, and is a dignified calling, worthy of the employment of the best energies of experienced, brainy and capable men.

That so much nonsense has been written and said upon the subject of copy is no reflection upon the subject or those who devote intelligent application to it. The men who are accomplishing things with copy are seldom heard of as to their personalities. Just as in the profession of law the noisy and noisome broilers of the courts who glory in seeing their names linked in the newspapers

with scandalous cases are looked upon with scorn by the substantial members of the profession (who in the seclusion of their offices are doing the real work of the profession), the men whose copy sells the goods are little heard of.

Fortunately, or unfortunately, according to the end of the horn through which you look, the world is still filled with gullible business men, who know nothing of advertising and look upon it as a wonderful, mystic force, somewhat akin to witchcraft and sorcery. To them comes the ad. bombast, telling in most unblushing fashion of the wonderful genius which he possesses. Filled with self-conceit and overflowing with volubility, he drowns Mr. Plainbusinessman in a sea of nonsense. Seals his bargain, prepares his copy, delivers it with another burst of wild talk, collects his money and makes his "get away" before the business man realizes he has paid a more or less round sum for something which is not advertising, is not literature, and which can hardly claim to be sense.

The business man, then, if he has not waked up, puts money into a printing job which would have done credit to good copy. Thus, if he is a beginner at advertising, acquiring the first of perhaps several experiences, which, if they come close enough together, will eventually inoculate him with adphobia. If he possesses rather a level head he is very likely to perceive his mistake before he has incurred any indebtedness with the printer, and if he be a philosopher he will debit his experience account with the amount of his financial setback. Meanwhile the ad. writer proceeds on his road, with undiminished confidence and with another "success which I have made" upon his list.

There are successful copy men who are demonstrating daily that one's ability can be advertised in dignified, successful and sensible ways. Among these men are all those who are really making good to their customers or clients and to themselves. They see the proposition in its correct perspective and their objects and results are totally dissimilar to those which are part and parcel of the gigantic egotism of the fallow faced self-delusionists who inject their personalities to a most offensive degree into all the copy which they imagine will some day bring a substantial quantity of paying business.

There is no fool or fanatic whose weaknesses are so self-evident as to prevent a tattered horde of followers from joining in the chase, if only he has an unlimited quantity of self-assurance and a strident voice backed with a vast deal of lung power. This has been proven in every age and clime, and is not peculiar to those of that class who are interested in advertising.

Some day we will leave behind the condition of things which permits of these illusions—and oh Lord, let that time be soon.—Ad. Sense.

Self-laudation abounds among the unpolished; but nothing can stamp a man more sharply as ill-bred.—Buxton.

Angora Goat More Nutritious Than Mutton.

Angora wethers will dress out just about 50 per cent. of their gross weight on the average. If they are very fat the shrinkage will be considerably less than 50 per cent. If they are not fat the shrinkage will be something over 50 per cent. Of this shrinkage the green hide will weigh from eight to twelve pounds, according to size of goat and growth of fleece. The American public must realize sooner or later that prime Angora venison is a more nutritious meat than mutton, and not until then will the meat take its proper place in public estimation. Not until then will the public demand it under its true name. Not until then will the packers and butchers compete for Angora wethers at their true valuation in the market. Then, and not until then, will the breeders and growers of Angora venison get what is rightfully due them for their wethers on foot.

W. G. Hughes.

Bryan and Bissell Plows

They sell themselves—try it and be convinced.

Brown & Sehler Co.
Grand Rapids, Mich.

WHOLESALE ONLY

YOU CAN BANK BY MAIL

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

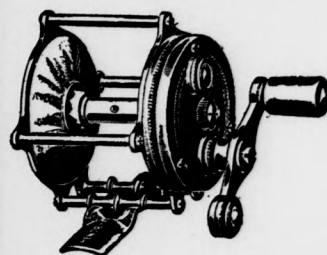
The Old National Bank

50 Years at No. 1 Canal St.

Grand Rapids, Michigan

Assets Over 6 Million Dollars

Fishing Tackle and Fishermen's Supplies



Complete Line
of
Up-to-Date Goods

Guns and Ammunition

Base Ball Goods

FOSTER STEVENS & CO.

Grand Rapids, Michigan



A Tale of an Actor's Footwear.

I was furious with Footlite and could not help letting him see it. At the best of times the man was distasteful to me, but when he came to me with his infamous proposal, I could hardly keep from striking him. Fortunately I have a wonderful command of my temper.

Kesterton, our mutual friend, was justly proud of his footwear. His one point of vanity was his feet, and he shod them in the daintiest and handsomest American footwear procurable. Nothing manufactured in Australia was half good enough for his footsies. We, on the other hand, that is, Footlite and I, were shockingly hard up for shoes. In fact, our foot coverings were disgracefully common and very much worn.

"How dare you?" I cried to Footlite, as soon as I understood from his hints what he wanted. "How dare you make such a cursed suggestion?"

"But I want the engagement," he pleaded, and I saw the tears well up in his foolish eyes. "I must have the engagement, and I can't go in these!" He pointed despairingly at his broken boots and pulled out his handkerchief.

It sickens me to see a man weep. "Bah!" I said, "be a man, my friend—try to be a man!"

The creature had no spirit at all. He wrung his hands and asked me what he was to do.

"Go to him," I said; "go to him yourself like a man and ask him to lend you the boots."

"No, no," he wailed, "it would be useless. Ever since that wretched dispute he has never given me a civil word. The man hates me!"

"Has he ever told you so?"

I saw him wince.

"You heard the fellow threaten me the other night," he muttered, and fell to pulling at one of his frayed heels. I laughed.

That seemed to madden him. He jumped up and strode up and down the room like a lunatic.

"So," he hissed, "you refuse—you absolutely refuse to help me?"

"I do!"

"You won't do—"

"No!" I said. "I won't do it. You have the infernal impudence to ask me to steal—"

He raised a protesting hand. "Not s-t-e-a-l, my dear sir. I didn't ask you to steal the boots. I merely—"

"Enough!" I cried. "Do you think I have no memory? You came to me last night and asked me—as a favor—to obtain the loan of the boots for you. I tried to do so; but as I have already told you, I failed. Kesterton refuses to lend his boots to anyone."

"But," moaned the creature, "he owes me fifteen shillings and he promised me two weeks ago—before the disagreement—that he'd lend me the boots."

"Well," I said testily, "all I know

is that he now objects to doing so."

"But he promised—"

"That my dear fellow, is no concern of mine."

"It is!" he cried. "It is a concern of yours!"

I stared at him.

"What do you mean?" I demanded. "Explain yourself."

He actually shook his fist in my face.

"You owe me money, yourself!" he shouted. "You owe me ten shillings. If I had it I could go out and buy boots."

"My dear fellow," I said, "don't be alarmed. You shall be paid immediately I get an engagement—perhaps to-morrow. I am sorry," I added, "very sorry indeed that I ever borrowed money from you. I can assure you, however, that I will never do so again."

"You won't get the chance," he yelled. "You won't swindle me a second time!"

It was all I could do to keep my hands off him.

"Oh, confound your insolence!" I cried, "anyone would think I was a swindler the way you yell at me. I suppose you think because I owe you a few paltry shillings I'm going to steal the man's boots for you so that you may go and secure the very engagement—"

"It's a lie!" he shouted; "a lie!"

I managed to keep my temper.

"That will do," I said coldly, "I don't wish to hear anything further."

Then I withdrew. I heard him using some most abominable language as I went out.

From what happened the following morning I have only my own clumsiness to blame. I knew, of course, when Kesterton refused to lend me his boots that he had the Theater Royal engagement in view, but as he had owed me half a crown for six months and I having obliged him in a similar matter of hats some time before—a service for which he had not made any return—I felt fully justified in view of his brutal refusal in doing what I did.

I had secured the boots by crawling across the floor and wriggling in under the bed and had just succeeded in putting on the right one, when, turning to pick up the left, I lost my balance and fell with a thud to the floor.

In a second that ungrateful wretch was out of bed grappling with me and shouting for help. I had almost wrenched myself free, when in bounded Footlite and the two of them set on to me like wild beasts. Between them they threw me to the floor and tore the boots from me, and I had the mortification of being hustled out on to the landing attired only in shirt and trousers and with my nose bleeding profusely. The scoundrels had beaten me.

"I regret to say that Kesterton got the engagement."—W. F. Hewett in *Boot and Shoe Recorder*.

Cheerfulness is like money well expended in charity; the more we dispense of it the greater our possessions.—Victor Hugo.

TAN BUCK BAL.

No. 494

\$2.15

Special
Tannage

Soft and pliable and
as tough as
buckskin.

Extra heavy ½ D. S.



This shoe has more days of hard wear than
any shoe made.

HIRTH, KRAUSE & CO.

GRAND RAPIDS, MICH.

REEDER'S

GRAND RAPIDS, MICH.



OXFORDS

The time for oxfords is here. We have them.

Prices 80c to \$2.25

Fine Line White Canvas Oxfords

Dressing for White Shoes 75c Doz.



We are State Agents

GEO. H. REEDER & CO.

Grand Rapids, Mich.

World Must Look to Oak for Tannin.

It is a mistake to think the world is running short of tanning material. Some 200 years ago, when George I. came over from Germany and consented to sit on the throne of England, there was a royal commission appointed to inquire into the best methods of restocking the parks with oaks, so as to provide the tanners with material. The wars of Cromwell had devastated the public and private parks of the kingdom. The discovery of stately pines on the hills of New England had solved the problem of finding material for building ships for all time, it was thought.

Unless the parks could be replanted to oaks and the area of these parks enlarged, England was going to run short of tannin soon. It was a very serious question, and one which was urgent. As the duties of a royal commission are very similar to those performed by a board of trade, nothing came of the movement, though within the next century all the parks had been filled with oaks, and England was producing more oak bark for tanning than could be used with profit, a condition which has prevailed ever since, though the stand of trees has not been reduced in any way.

In spite of hemlock from America and gallnuts from Arabia and iodine preparations from seaweed, and sweetfern from Spain, it seems as if the oak were going to furnish the tannin supply for the future. Because there are oaks standing in new forest that were grown trees when William Rufus went on his fatal hunting expedition, is no sign that the average oak is of slow growth.

If one will make careful measurement of oaks he will find they grow rapidly until they are more than a foot in diameter at the butt. Just how fast oaks grow can be learned without much trouble. An instance comes from Brewer which is beyond question. In the spring of 1879 William C. Stone, of South Brewer, received a small box of sprouting white oak acorns from Wrentham, Mass., by mail. He planted them on the side of a clay ridge overlooking Penobscot river.

The land was hard and not rich—just an ordinary grass field. Three of the acorns survived and developed into trees. About three years ago Mr. Stone cut out the central tree to give room for those on the outside. It was 35 feet tall and 5 1-2 inches in diameter at the butt, so large that he made two ax handles from the butt cut. The remaining trees are now becoming stately, and are gaining at the rate of 10 per cent. a year, which is a good interest on the investment.

The English method of caring for an oak plantation has been reduced to a system. From the time the young trees become 10 feet tall until the last one is cut and stripped of its bark, material for tanning is harvested every year. When the land has been prepared acorns from white oaks are sowed at the rate of 80,000 acorns to the acre, which is something like two acorns to the square foot. The land is kept mulched with leaves for three or four years, by which time the young trees are 8 to 10 feet tall.

Then, one-half of the growth is pulled up by the roots and the straight and thrifty specimens used for setting out new plantations, while the others are peeled and dried and woven into crates or hurdles for retaining sheep and calves when turned out to feed on growing turnips and rape. The amount of bark gained from these saplings is small, though it is very rich in tannin, while the young trees furnish useful material for fencing, and the limbs and twigs are converted into kindlings.

And from then on every new year finds fresh revenues from the oak plantation. When the trees are 40 feet tall and 6 inches in diameter at the butt and average about 4,000 to the acre, men go among them with ladders and peel those which are to be removed while they are still standing. Trunks and limbs are peeled, and the dried bark is put in bags and sold to the tanners. When the trees are dead and seasoned, they are cut out and converted into rollers, roof timbers and fuel.

In this way the work goes on until the growth is about eighty years of age and the trees are from eighteen to twenty inches in diameter at the ground. Then, the growth is thinned to 300 or 350 trees to the acre and permitted to stand as a permanent park, or the wood is thinned out by cutting wide belts through the areas and letting new growth come up from suckers from the stumps.

At some time not far away, no state can have a complete system of forestry without including a provision for supplying tannin. And yet it is impracticable to plant townships to hemlocks, because they are hard to transplant and very tender when young. Though hemlocks grow as rapidly as spruces, they are not so thrifty as pines, while hemlock lumber is never so valuable as pine or spruce. Oak timbers are valuable at all times.

The red oaks of Maine are coarse-grained and hard to work, but white oaks are more valuable than hickory for many purposes, while they are harder and grow more rapidly. In Spain they plant the rocky sides of mountains thinly with choice oaks and then cover the thin soil on the ledges with sweet fern, cutting the latter every other year for tanning material, and replacing the old oaks with young ones as fast as they are removed.—Bangor News.

Didn't Want the Job.

A bookseller in Cleveland advertised for a porter. A big, muscular Irishman walked into the shop and glanced around; finally his eye rested on a big sign over a table with books: "Dickens works all this week for \$4." The Irishman eyed it thoughtfully, then edged toward the front door. The floorwalker asked pleasantly if there was something he wanted; and the applicant remarked with a backward glance toward the sign: "Oi come in t' git th' job, but Oi'll not care f'r it. Dickens kin wurruck all th' week f'r \$4 if he wants to. Oi'll not." And the visitor strode vigorously out.



Whether You Buy Shoes of Us or Not

We hope you will come to Grand Rapids during "Merchants' Week," June 5, 6 and 7, and make our office your headquarters and let us do everything we can to make your visit instructive and pleasant.

We want to know you and want you to know us and more about the goods we make.

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

HARD PAN SHOES
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HONEST WEAR IN EVERY PAIR
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Hard-Pan Shoes

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Our Name on the Strap of Every Pair

Herold-Bertsch Shoe Co.

Makers of Shoes
GRAND RAPIDS, MICH.

The Normative in the Art of Shoe-making.

Is there an authoritative standard with reference to which the shoe-maker must work? There is something like that. There is a model, a type, a gauge, a mold, a norm—call it what you will—that is as unbreakable as the laws of the Medes and Persians are alleged to have been. If you ask me who made this standard, this type or norm, I reply: Nobody made it; it just grew—after the manner of the green apple.

There is an important distinction between the words "natural" and "normal." A club foot may be natural; that is to say it is a defect which dates back of the child's birth; but the club foot is not normal; it is an aberration, an abnormality, a departure from the usual or prevailing shape which obtains among feet. Beauty is conformity (more or less) to the prevailing type. If 999,999 out of every 1,000,000 people had three toes instead of five, the five-toed person would be a monstrosity; the foot beautiful would have to be a three-toed member.

The natural foot—in other words the foot of any given person—usually departs in some particular or other from the typical or ideal foot. It is good merchandising for you to persuade your customer (if you can) that his or her foot is ideal, that it conforms precisely to the lines of the normal foot; but, just between you and me, we know that such is very, very rarely the case. The foot is pretty apt to be a little out of kilter somewhere. I knew a blooming, blushing maiden once with the most kissable lips that ever came down the pike. I am afraid I was just on the point of proposing to that girl when a young fellow of her town—a lad who had grown up with her and with her as a barefooted youngster had forded the creek lengthwise—casually informed me that she was a perfectly lovely girl (which I already knew), but that she was minus a toe (which was a collapsing bit of intelligence to me for sure.) Of course it was all off; I could not afford to marry a girl with one toe in the grave. To see her shapely foot encased in a stylish boot you wouldn't have thought it, either. There are a thousand and one ways in which the real foot departs from the abstract ideal, the pattern foot.

The typical or normative foot is more beautiful than the natural foot. Its lines and curves are lines and curves of symmetry. There are no corns on the normal foot; the arch is just high enough; the instep not too high, not too low; the joints of the toes are not enlarged, nor the ball of it swollen. It is built for strength and for dexterity of movement.

Each nation has its typical or normative foot. There are very appreciable differences between them. For instance, the typical Japanese foot is smaller than the American foot. The Arabian foot is broader and flatter than the typical French foot.

The normal or typical foot of a

given nation does not vary from age to age. It is to all practical purposes the same yesterday, to-day and forever.

The normal foot is obtained by a process of deduction. You don't go out hunting for a particular foot that conforms to your preconceived notion of an ideal foot. You just take feet as you find them—most any old foot will do—and the more of them you measure, photograph and otherwise analyze and compare, the more apt you are to arrive at the real type or norm. When you find what you are hunting for, you haven't found a real foot at all; you have an imaginary foot, an ideal foot. It is your standard or pattern.

The first task of the designer is to locate the normal foot. If he is designing shoes for the German market, to secure an ideal German foot; if for the English trade, an English ideal foot, etc. Having found the pattern foot, he has his base line, so to speak, from which he makes his departures into the realm of invention.

The closer the designer sticks to the real norm which he has accurately pictured to himself, the more staple his creation will be. A fad style is one which departs in some striking particular from the conventional shoe. A fad is, therefore, an extreme style. There are three ways in which a fad or a style may depart from the staple, the conventional shoe; namely, in leather, in ornamentation and finish, and in contour or outline. The first two methods of departure have nothing to do with the norm. You can build a shoe which is normal so far as mold is concerned out of any kind or color of leather, or out of cloth for that matter. The finishing of it may be simple or ornate. The toe, for instance, may be severely plain, or it may be covered with a skived and perforated tip. There may be no end of gimcracks, such as patent leather lace stays, top binding, fancy stitching, etc. But the ornamentation (or lack of it) has nothing whatever to do with the norm upon which it is built. When we come to the third line of departure (contour) we strike a style—or fad-element—which bears immediately upon the typical foot. The toe may run to an extreme point (which is not the case with the typical foot), or the sole of the shoe may swing out to an absurd degree while the toe of the shoe bends in to a plumb with the inner line of the shoe; or the heel of the shoe may be elevated to a point which throws the foot out of its usual position.

The staple shoe is one which does not depart in a conspicuous way from the normal in matter of outline; in finish it is subdued. It may have individuality, it may have beauty, it may have style; but in material, in finish and in contour there is a quality of constraint. It remains a staple because it is conservative.

The precarious fad, the fad that is liable to go out with a vengeance at any moment and leave the producer and the dealer in the lurch, is the fad which departs too radically from the conventional. The fad which

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happens to strike the public fancy is intensely popular—for a while—the notion of popularity is wrapped up in the word; but you can not tell which freak shoe is going to hit the bull's eye, whether this or that, or whether they shall alike miscarry. The only way to be dead sure of bringing down success is to send out your fad-creations in the morning, and in the evening withhold them not. By and by you will hit it—if you don't make an assignment in the meantime. Fads are bad for everybody from maker to wearer. It is a matter for rejoicing that there is a growing disinclination on the part of shoe manufacturers to depart too violently from the usual or conventional type. In looking over a group of recent illustrations—perhaps two hundred in all—of the specials and leaders now being extensively featured by twenty-five or thirty different manufacturers, I find only six shoes that can justly be termed faddish.

Then style is limited? Most assuredly; everything in the heavens above and in the earth beneath is limited—everything but space. The number of the notes is limited, yet we can combine those notes (that is, some of us can) in such a way as to produce a good many melodies. So it is with fashion (i. e. creative possibilities) in footwear. There are certain factors which we may combine in an endless variety of ways in order to produce "style."

Leather; here we find a wide range of possibilities—calf, kid, goat, side leathers, cordovan, colt, etc.

Finish; more possibilities — dull, glazed, enameled and japanned; shades and colors.

Combinations of leather in shoes—an immense range for invention.

Modification of contour—width of toe, sole extension, sole swing effects.

Height of shoe—ranging from oxfords to full length boots.

Bluchers, non-bluchers, button, lace, etc.—more rope still.

Ornamentation and finish—possibilities ad infinitum.

By various combinations of these factors it is easy to be seen that there is an endless variety of possibilities in the way of style-creations, and the man who is lamenting that we have reached (as he supposes) the end of our tether in this regard is pestering himself to no purpose.

Who is the author of fashion? Is he one? Or be they legion? These are questions that have troubled the nogginns of shoe folk from of old. In a sense, we are all in the dark as to the ways of fashion's king; we await with some anxiety his forthcoming decrees. We can not quite master the knowledge of his ways. Now it's "Zip, we're got 'im;" now it's "Zip, we've let 'im go." He is pleased to shroud himself in mystery. Intangible, shy, occult, rigorous, exacting, inexorable—the Spirit of Fashion broods where and when it pleases his fancy, and, having brooded, moves on—and all our piety and wit don't yank him back, either.

Fashion is a sort of compromise between the designer and the buyer (I mean the buyer who buys one

pair of shoes at a time). The designer gets busy working out one of those "full blown ideas that take root in the brain"—result: something absolutely new. Maybe it's a trifle overdone, just a bit too ultra—anyhow it don't quite hit the nail of the consumer's—rather the wearer's—fancy on the head. He passes it up with a "Not for me!" That is the sort of a "leader" that does not lead, a would-be style that never gets to be. Next time the designer's idea strikes the popular fancy—and lo, you have a style. Who made it? It's a joint produce; the designer and the wearer both had a finger in the pie.

Of course the designer's idea has got to be negotiated; that is to say it must first be duly set forth in terms of leather and printer's ink. You must show people nowadays that the new and the nobby are both beautiful and much to be desired; in other words that you (thanks to the activity of your neutral stuff and the skill of your workmen) have a line of clippers. If your notion that certain departures (your contributions to current fashion) be recognized as a part of the prevalent style, meets with a second and carries the house with a hurrah—well, in that case you have negotiated an idea. But not every one that says, "I move you, Mr. Chairman," gets a hearing.

In negotiating an idea it is well enough to ring in a few bellwethers, pace-setters, animated fashion plates. If, for instance, you could persuade Edward VII.—but of course you couldn't. We are such imitative creatures we really don't know what we want to put on until the other fellows put theirs on. And this makes negotiating ideas an uncertain task. We never really know when we are going to come out until we come out; and when we get out once we are never dead sure that we can cut the same caper again. This element of uncertainty makes it interesting as well as expensive.

Perhaps so; but we don't happen to know the law. If we could just discover and state the principles underlying the ever-changing whims of people in regard to their wants in the shoe line—but we can't. When a certain departure is popular it is popular; and we don't seem to make much headway when we come to enquire into the wherefore of its popularity. Having once become popular, this popular departure from the conventional tends to become more and more extreme. Having reached its acutest expression (remember the needle-points), the fad begins to pall. A reaction sets in. The pendulum has swung too far beyond the limits of the normal. The reason fad-notions tend to become more and more faddish is because each of us wants to go the other fellow just one better. If the sole begins to swing out at a certain point, and skive out at another, this out-swinging and skiving-out will keep on until the limit is reached. The pendulum swings, bargain sales are announced, and the innocuous sets in.

When a fad passes it is generally gone for good. It has been urged

that tans were an exception to the rule; but this illustration does not illustrate for the simple reason that tans in themselves are not faddish. There are some very solid reasons why tans should be classed as staples. We can no more tolerate the idea of going back to the toothpick toe than we can of donning a pair of those colossal, sack-legged trousers. The designer of shoes would do well to profit by history. The shoe industry has produced some interesting fad-specimens, now reposing in the limbo of the defunct.

The present indications warrant one in the assumption that we shall not very soon be shod in monstrous and outlandish footgear. New inventions and improvements in the processes of tanning, coloring and finishing leathers have enormously multiplied the possibilities for original designing. Thus in creating the "leader" or "special" it isn't any longer necessary to take such liberties with the outline or contour of the normal foot. Style is taste; and taste has been educated. The norm or standard of dress generally has settled down to a more fixed position. Most civilized nations have outgrown their childish love of paint, feathers and brass buckles; we make some concessions on the score of royalty, but these concessions are the exception which proves the rule.

The safest and most fruitful field for the exercise of ingenuity and creative art would, at the present time, seem to lie in the combination of different kinds of leather.—Cid McKav in Boot and Shoe Recorder.

San Francisco, California, Crowd.

Fifteen thousand people were congregated, to attend the special sale announced by Strauss & Frohman, 105-107-109 Post Street, San Francisco, California. Their stock was arranged, their advertising was composed, set up and distributed, and the entire sale managed, advertised and conducted under my personal supervision and instructions. Take special notice the amount of territory which the crowds cover on Post Street. Covering entire block, while the sale advertised for Strauss & Frohman by the New York and St. Louis Consolidated Salvage Company is located in a building with only a fifty-foot frontage.

Yours very truly,
Adam Goldman, Pres. and Gen'l. Mgr.
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HONEST WORK.

World Offers Many Chances To Win Success.

Success! What a beautiful word it is! Who will deny that it is the most beautiful word in the dictionary? Who would not choose it out of the whole world of words? Perhaps there is no other word so often on the lips of man, and surely there is none other so often in his thoughts or so constantly close to his heart. The boy takes it for his motto. He dreams over it to himself. It is not his own word, but some day it shall be. "Some day," he says, "I shall win success." Not the chiming of all the gold pieces on all the bank counters of the world, not the gentle rustle of all the world's paper money, is so sweet to him as the sound of that word, "success." What a word 't must be to die with! "Thank God, I have won success!" So soon as a man can say that death has lost half its sting, for no little of our fear of death is the fear that we may die before we have succeeded. When our success surely is ours, death means only new worlds for us to conquer. But in that hour we shall need to be sure that it has been true success or fairly won; success which our inmost hearts affirm—not merely exterior success, which one's sincere self knows to be false, or of which it may even be ashamed. Such, it is needless to say, is no true success, for an essential element of success is peace. To any but the meanest soul how humiliating is success we have not deserved! But, actually, such a thing is impossible. We get all we deserve and deserve all we get.

This may seem a hard—or easy—saying; but if pondered I believe it will justify itself, not from the standpoint of cheap optimism, which ignores the stern facts of life, but from that of an experience which fears not to accept them. Of course, the usual margin must be allowed for that element of accident which enters into all human affairs, or occasionally upsets the best laid schemes of mice and men. The swiftest runner in the world may have the bad luck to break his leg, and so lose the race. The race is not invariably to the swift, nor is the battle always to the strong; but it usually is—in fact, so uniformly as to make the few exceptions of no account. To deserve success is to "command" it.

What is success?

Success consists in getting out of yourself all the good there is in you, or out of life all of worth there is in it for you. As to whether or not a man has done this, he, alone, is the ultimate judge. His own soul will truthfully tell him about the matter in the end, even although for many an intervening year he may have stilled the ache of failure with flattering sophistries. Sooner or later—too often later—we tell ourselves the truth about ourselves. If we have failed we know it too bitterly. There is no need to print our names in the gazette. When the time comes to cast up accounts with ourselves there must be no "hedging." If our dream was to be rich and we have ended

poor, it is no use pretending that we are as well off, or that we have "moral compensations" which adjust the balance. Let us face it manfully. We have failed. Better luck next time, maybe; but, meanwhile, we flatly or completely have failed. After all, success is success, and if we have missed it, it is no use pretending that we have found a substitute. There is no substitute. Of course, we may say that we do not mind having failed. Some grapes are sour and grow particularly high.

When one says that to deserve success is to win it, it by no means follows that success easily is won. To deserve success is no light matter. Mere gifts or talents will not suffice. Gifts and talents merely are the raw material out of which your artist in success—for success is an art in itself—creates his masterpiece.

This, no doubt, sufficiently is evident. Yet, like all obvious truths, it continually is being overlooked by the competent failure, the man that, one would say, ought to have succeeded—for he had the capacity. Such failures usually are explained by lack of opportunity, but the kindly fiction deceived no one. If there is one thing the world is full of it is opportunity. The market is overstocked with it. Opportunities no one seems willing to take are as common as girls no man seeks to marry—nice girls, too. No, if one brings the ability, the world will provide the opportunity. Sooner or later, if we go the right way about it, the world gives us a fair rate of exchange for ourselves. But, of course, much depends on how we place our goods on the market.

Gifts in themselves are not enough. We must know how to manage our gifts. More than half of success lies in the proper management of our gifts. The gifts hardly are more important. Of course, there are people who expect success without gifts or work or anything; idle malcontents, who seem to think the world is in debt to them for honoring it with their presence, thriftless camp followers in the battle of life; a strange race of men and women at whom one can look only with curious wonder.

Few processes are so delicate or complicated as those of success. Who would venture to say that he has mastered them—mastered them so thoroughly that he can venture to tell another human being how to make a success of his individual life? Some people who succeed never seek counsel. They have instincts which guide them aright in the most difficult moves of the game. They make mistakes, of course. It is often necessary to make mistakes once, so that one need not make them a second time.

It is, of course, easy to give general advice. We can follow the process here and there, or point out this or that feature of it, but we only can see so far. At a certain point the secret eludes us.

Take, for example, the great business builders, the Wanamakers, the Liptons; when one reads of their methods there seems nothing remark-

able or mysterious, or even novel about them. Many clever and industrious men daily are employing the same methods—as far as we can see—without achieving any such substantial success. Wherein lies the difference? Is it mere luck? No, that explanation will not suffice. Your Wanamakers and Liptons never wait for luck. No doubt they have their share; but, as one reads the stories of their success, he finds no evidence of any special providence or luck attending them. Such "luck" as they have had seems to have come through the capacity for fearlessly taking opportunity on the instant. They are men of rapidly working imaginations, or of great courage; for imagination and courage are qualities which one can safely set down as indispensable to any form of success. The part played by imagination in business is but little recognized; yet a moment's thought will show how important it is. A business man like J. Pierpont Morgan possesses enough imagination to set up a dozen poets. His courage is obvious.

Still, a man may have imagination and courage, and all the other gifts or qualities guaranteed to assure success, and yet miss it. One may marshal all the various components necessary for the mysterious compound, yet it obstinately may refuse to result; just as two men may take materials and tools of the same kind, and the one turn out a product correct to a fraction, and the other make a dismal failure by many places of decimals. There must have been something in the blending, or sleight of hand, some knack of which the successful man probably is as unconscious as the unsuccessful. Of course there must, and alas! it is just that mysterious something or other which makes success.

However, whatever may be the qualities necessary to command success, and whatever may be the secret of their combination, there certainly is one quality that the would-be-successful will do well to cultivate. I might call it an optimistic fatalism. Earlier I said that in a real sense we get all we deserve and deserve all we get. I am sure that the successful man always believes this with his whole heart.

Unsuccessful persons usually are those who are not sure of their own value. The successful man never doubts his for a moment. I do not mean that he arrogantly is sure of himself. He is scientifically sure of himself. If you possess a fine diamond, and know how fine it is, you have no misgivings as to its being remarkable. You may be offered less, indeed, than its worth should you offer it for sale, or there will be those who from ignorance honestly may underestimate its value; but you know well enough what it can bring you, and know that the world will give you honest value for it if you offer it in the right market.

So a man with the jewel of brains knows that it rests with him to get his value for it from the world. He must, of course, use tact and skill in offering his mental goods and not

foul his chances; or, if at first he does not succeed, he laughingly tries, tries, and tries again.

Laughingly, I say, for a light heart under failure is another condition of success which may be written down as an essential. No one should need to be warned against the deleterious effects of blues. Nothing deadens the heart of enterprise or unstrings the nerves of action like a fit of the blues. In one of those beautiful prayers which Robert Louis Stevenson wrote to us in his Samoan household he prayed for courage and gaiety and a quiet mind. A man who backs up his brains with these three gifts has all the odds in his favor. It is next to impossible that he should fail in what he undertakes to accomplish.

Browning has told us of "Rossini patient in his stall" during the triumphs of a rival that for a time obscured him. But it was easy for Rossini to be patient. He knew the value of his music. He could afford to sit still and wait. His time was bound to come. It is not only "foul deeds" that "must rise, though all the earth o'erwhelm them, to men's eyes." True work, no less inexorably, ascends sooner or later into the light of the day.

William Watson, in one of his poems, has spoken of "that stillness on a base of power." There is fine counsel, as well as truth, in the phrase; for true power goes as quickly about its work as gravitation. Failure, on the other hand, usually is a nervous, fidgety creature, perpetually agitating itself as to whether or not it is succeeding; whether or not it is winning acceptance. Success, on the other hand, does its work, does it with all its might, knows for certain that it has done it well, and, come praise or blame, passes quickly on to its next job; or, if it be not always so scientifically sure of itself as this, it practices what I have called an "optimistic fatalism." Good or bad, the work must find its level. The stern assessment laws of human labor are not to be influenced a hairbreadth by any solicitude of ours. If we have adulterated our goods, so much the worse for us in the end. The sham is certain to be exposed. But if our goods be sound throughout, it will be counted to us for righteousness with the same unerring justice.

Richard Le Gallienne.

Kind To the Poor Melican Tramp.

A social observer of humorous sympathies reports a trait of a Chinese servant, employed in a Boston family, which reveals a certain capability for ready assimilation with American methods of dealing with the tramp problem. A hungry tramp called one Monday afternoon at the kitchen door, and was promptly challenged by John. To John the tramp told his tale of woe, ending with a humble petition for something to eat. "Like fish," asked John, in insinuating tones.

"Yes, I like fish," the tramp answered.

"Call Fliday," said John, as he shut the door, with a smile imperturbable.

Insurance Terms Made Plain.

A level premium is a premium which is the same every payment; that is, which becomes no greater as the policy holder grows older.

The reserve is the excess amount charged in the early years of level premium policies to offset the failure to increase the premium during the later years. This reserve is invested by the company, and the proceeds from it make up the deficiencies in the later premium payments.

The word reserve means the excess amount paid in by policy holders above the sum paid out in death claims and in expenses of management plus the interest earned by the reserve above the percentage of the requirement.

Dividends are the portion of the surplus divided among the policy holders.

Deferred dividends are dividends that are not distributed among the policy holders annually, but are held by the company and paid to the policy holders at longer periods, usually twenty years.

A surrender is the act of a policy holder in giving up his policy for a consideration from the company.

The surrender value, or cash surrender value, of a policy is the amount the company agrees to pay if the policy holder surrenders his policy. This is less than the sum that he has paid in premiums.

A participating policy is one entitling the policy holder to share in any dividends that the company may pay.

A nonparticipating policy is one that gives the holder no right to dividends.

An annuity is money paid back annually to a policy holder at stated intervals after a certain date, in consideration of the money that he has paid into the company.

Installment policies return premiums, gold bonds and other similar arrangements are varieties of annuities in combination with life insurance.

A tontine policy is one on which the holder receives nothing if he fails to keep up his premium until he dies.

Term insurance is insurance for a specified number of years. The amount for which the policy holder is insured is paid only in case he dies before the expiration of the agreed term.

Renewable term insurance is term insurance with the additional privilege of renewal of the policy at the end of the first term or succeeding terms of years without further medical examination.

A Matter of Commissions.

"Why does it cost so much less for a woman to support a family than it does for a man?" asked the curious person.

"Because," replied the experienced mother, "the commission she charges for doing the business is so much less than a man asks for doing the same thing."

Call no man generous until you see how he behaves at home.

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No. 2 Winchester, boxes 250, per m.	1 60			
Gun Wads.				
Black Edge, Nos. 11 & 12 U. M. C.	60			
Black Edge, Nos. 9 & 10, per m.	70			
Black Edge, No. 7, per m.	80			
Loaded Shells.				
New Rival—For Shotguns.				
No.	Drs. of Powder	oz. of Shot	Size Gauge	Per 100
120	4	1 1/2	10	\$2 90
129	4	1 1/4	9	2 90
128	4	1 1/4	8	2 90
126	4	1 1/4	6	2 90
135	4 1/4	1 1/4	5	2 95
154	4 1/2	1 1/4	4	3 00
200	3	1	10	2 50
208	3	1	8	2 50
236	3 1/4	1 1/4	6	2 65
265	3 1/2	1 1/4	5	2 70
264	3 1/2	1 1/4	4	2 70
Discount, one-third and five per cent.				
Paper Shells—Not Loaded.				
No. 10, pasteboard boxes 100, per 100.	72			
No. 12, pasteboard boxes 100, per 100.	64			
Gunpowder				
Kegs, 25 lbs., per keg	4 90			
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2 90			
1/4 Kegs, 6 1/4 lbs., per 1/4 keg	1 60			
Shot				
In sacks containing 25 lbs.				
Drop, all sizes smaller than B.	1 85			
AUGURS AND BITS				
Snell's	60			
Jennings' genuine	25			
Jennings' imitation	50			
AXES				
First Quality, S. B. Bronze	6 50			
First Quality, D. B. Bronze	9 00			
First Quality, S. B. S. Steel	7 00			
First Quality, D. B. Steel	10 50			
BARROWS.				
Railroad	15 00			
Garden	33 00			
BOLTS				
Stove	70			
Carriage, new list	70			
Plow	50			
BUCKETS.				
Well, plain	4 50			
BUTTS, CAST.				
Cast Loose, Pin, figured	70			
Wrought, narrow	60			
CHAIN.				
Common, 7/8 in. 5-16 in. 1/2 in. 1/4 in.				
BB, 8 1/4 c. 7 1/4 c. 6 1/4 c. 6 c.				
BBB, 8 1/2 c. 7 1/2 c. 6 1/2 c. 6 1/4 c.				
CROWBARS.				
Cast Steel, per lb.	5			
CHISELS				
Socket Firmer	65			
Socket Framing	65			
Socket Corner	65			
Socket Slicks	65			
ELBOWS.				
Com. 4 piece, 6 in., per doz.	75			
Corrugated, per doz.	25			
Adjustable	40 & 10			
EXPENSIVE BITS				
Clark's small, \$18; large, \$26	40			
Ives' 1, \$18; 2, \$24; 3, \$30	25			
FILES—NEW LIST				
New American	70 & 10			
Nicholson's	70			
Heller's Horse Rasps	70			
GALVANIZED IRON.				
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28				
List 12 13 14 15 16 17				
Discount, 70.				
GAUGES.				
Stanley Rule and Level Co.'s	60 & 10			
GLASS				
Single Strength, by box	dis. 90			
Double Strength, by box	dis. 90			
By the light	dis. 90			
HAMMERS				
Maydole & Co.'s new list	dis. 33 1/4			
Yerkes & Plumb's	dis. 40 & 10			
Mason's Solid Cast Steel	30c list 70			
HINGES.				
Gate, Clark's 1, 2, 3	dis. 60 & 10			
HOLLOW WARE.				
Pots	50 & 10			
Kettles	50 & 10			
Spiders	50 & 10			
HORSE NAILS.				
Au Sable	dis. 40 & 10			
HOUSE FURNISHING GOODS.				
Stamped Tinware, new list	70			
Japanese Tinware	50 & 10			

IRON

Bar Iron	2 25 rate
Light Band	3 00 rate
KNOBS—NEW LIST.	
Door, mineral, Jap. trimmings	75
Door, Porcelain, Jap. trimmings	85
LEVELS	
Stanley Rule and Level Co.'s	dis.
METALS—ZINC	
600 pound casks	8
Per pound	8 1/2
MISCELLANEOUS	
Bird Cages	40
Pumps, Cistern	75 & 10
Screws, New List	85
Castors, Bed and Plate	50 & 10 & 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	6
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	45
Casing 6 advance	45
Finish 10 advance	25
Finish 8 advance	35
Finish 6 advance	45
Barrel 1/2 advance	85
RIVETS.	
Iron and tinned	50
Copper Rivets and Burs	45
ROOFING PLATES.	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x28 IC, Charcoal, Dean	15 00
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
Onelda Community, Newhouse's	40 & 10
Onelda Com'y, Hawley & Norton's	65
Mouse, choker, per doz. holes	1 25
Mouse, delusion, per doz	1 25
WIRE	
Bright Market	60
Annealed Market	60
Coppered Market	50 & 10
Tinned Market	50 & 10
Coppered Spring Steel	40
Barbed Fence, Galvanized	2 75
Barbed Fence, Painted	2 45
WIRE GOODS	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
WRENCHES	
Baxter's Adjustable, Nicked	80
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70-10

Crockery and Glassware

STONEWARE	
Butters	
1/2 gal. per doz.	48
1 to 6 gal. per doz.	6
8 gal. each	56
10 gal. each	70
12 gal. each	84
15 gal. meat tubs, each	1 20
20 gal. meat tubs, each	1 60
25 gal. meat tubs, each	2 25
30 gal. meat tubs, each	2 70
Churns	
2 to 6 gal. per gal.	6 1/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	48
1 gal. flat or round bottom, each	6
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	6
Stewpans	
1/2 gal. fireproof, bail, per doz.	85
1 gal. fireproof, bail per doz.	1 16
Jugs	
1/2 gal. per doz.	60
1/4 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2
SEALING WAX	
5 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun	35
No. 1 Sun	38
No. 2 Sun	50
No. 3 Sun	85
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	Per gross 5 00
Quarts	5 25
1/2 gallon	8 00
Caps	2 25
Fruit Jars packed 1 dozen in box.	
LAMP CHIMNEYS—Seconds.	
Per box of 6 Joz.	
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 60
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. Tilted cans	7 00
5 gal. galv. iron Nacefas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 65
No. 2 B Tubular	6 40
No. 15 Tubular, dash	6 50



Weekly Market Review of the Principal Staples.

Gray Goods—The export situation has naturally had a depressing effect upon these goods. Prices, however, continue firm, and the few domestic buyers are taking goods for their immediate needs at the ruling prices. A good many mills are still running on contracts made last year. One agent reports that some of his mills are sold up to the first of November. Other mills which are running on the last deliveries of last season's orders are said to be seriously considering the advisability of offering concessions to buyers. Their agents, however, are strongly urging them to go slowly in this matter, assuring them that they are in a position where conservatism is advisable. They have just passed through an exceptional season, and can afford to wait until the buyers are convinced by the continued firmness of the cotton market that but a very slight reduction may be expected.

White Goods—A quiet market with prices very firm is the characterization generally given throughout the market to the white goods situation. In wash goods fabrics during the past few days there has been a very good demand. The bulk of the business, it is said, however, has been done by the jobbers. Reports from the West show that the retailers are very chary of entering the market at the present time. They are so actuated by two different reasons, one, the high prices; second, they have an average amount of stock on hand. As regards the fine sheer fabrics, the market is said to be quiet, principally for the reason that goods are unobtainable except for future deliveries. There are few spot goods in the market and immediate delivery stocks are not allowed to accumulate. From now on through the summer fine goods will be even harder to obtain, owing to the labor conditions. This condition will be a factor in the maintenance of prices. There is still a small demand for bleached goods. It is now very difficult to get these goods for delivery before fall. The well-known lines are said to be out of the market as far as any immediate deliveries are concerned. Some small lots were obtainable in the less popular lines during the past week. But very little new business is reported in white goods; indeed, some mills are not looking for any, as they are at present well taken care of—in a few instances a year ahead.

Hosiery—Little business is being conducted in the hosiery market at this time. With buyers inactive, sellers are consequently at leisure, and this quiet season is being improved by the latter in contemplation and in anticipation of the new season. There is so much that is yet to be definitely settled regarding the spring season of 1907 that if not ac-

tually engaged in selling goods the factors in this market have at least enough to keep them mentally active. First and foremost, of course, is the price situation—the all-important question—which must be outlined and finally settled before anything else can be done, although, of course, some orders are being taken now and will continue to be taken at an at-value basis. This question must necessarily be settled after taking into consideration at least two conditions—first, the cost of production, which may include not only the cost of the raw material, the cost of manufacture under usual conditions, but it must also consider costs which are somewhat aside from the usual.

Underwear—Between the condition of business in the hosiery market and that of the underwear market there is little difference so far as the volume of business now being done is concerned. Buyers are few in number in this market either in person or in the volume of their orders, but it is a mistake to suppose that they are not interested in present conditions and in the future. The only thing that has at all delayed matters in the past has been, as is well known, that the buyers have not felt kindly towards the recently advanced prices. They have in the main part placed only such orders as it was absolutely necessary for them to have filled for present and immediate future needs. And even under those conditions the mills have been so busy that many of the goods under orders are being held up.

How Pins, Hooks and Eyes Are Now Made.

The manufacture of pins has become such an industry in the United States that its mills practically supply the world with this much-needed article, and yet the demand is by no means a small one. In 1900 the 75,000,000 people in the United States used 66,000,000 gross of common pins, which is equal to 9,500,000,000 pins, or an average of about 126 pins for every man, woman and child in the country. This is the highest average reached anywhere in the use of pins. Ten years ago we used only about seventy-two pins apiece.

Figures condensed by the American Exporter from the census reports disclose that the total number of pins manufactured in the United States during 1900, the census year, was 68,889,260 gross. There are forty-three factories in all, with 2,358 employees. The business has grown rapidly during the last twenty years, for, although there were forty factories in 1880, they produced only half as much, employed only about half the capital and only 1,077 hands. There has been a considerable increase in the number of women and children employed in pin factories of late years, which is an indication that the machinery is being improved and simplified and that its operation does not require so high an order of mechanical skill.

Hooks and eyes are a by-product of pin-making and are produced at most of the factories from material that will not do for pins. The output

How Do We Know That Globe Union Suits Give Satisfaction?



Each season finds us adding to our line and the orders coming from the same dealers. We think this is good proof that the stuff is right. Do you know you can make money by talking Union Suits? Try it. We have the following grades:

MEN'S SUITS sizes 34 to 44.

Fine jersey ribbed color ecru @ \$9.00 per dozen.
Fine jersey ribbed color blue or flesh @ \$12.00 per dozen.
Fine jersey ribbed color or flesh @ \$18.00 per dozen.
Fine jersey ribbed color blue or flesh mercerized @ \$24.00 per dozen.

LADIES' SUITS sizes 4 to 8.

Ladies' ecru sleeveless @ \$2.25 per dozen.
Ladies' white or ecru long or short sleeves @ \$4.50 per dozen.
Ladies' white or ecru sleeveless @ \$6.00 per dozen.
Ladies' white or ecru sleeveless @ \$12.00 per dozen.

Ask our salesmen or send sample order.

Make this house your headquarters Merchants' Week, June 5, 6 and 7, when visiting this city for the entertainment offered by the Grand Rapids Wholesale Dealers' Association.

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

Wash Goods } Choicest White Goods } Styles for Little Prices

This is just the time when you are looking for something new and choice to brighten up your stocks of Wash Goods, and as we have been preparing for this very occasion, our stock contains just what you need.

You can always depend upon finding here the very newest fabrics in the choicest styles, and our prices are such that you can realize a good profit on your purchases. Send us your "fill in" orders; we will take care of them to your perfect satisfaction.

Order these specials for immediate delivery:

Fancy Colored Lawns,	-	-	7c
Percales, assorted light and dark,	-	-	8¾c
Fancy White Goods,	-	-	4½c
India Linons,	-	-	6½c

THE WM. BARIE DRY GOODS CO.
WHOLESALE DRY GOODS SAGINAW, MICHIGAN

of hooks and eyes in 1900 was 1,131,824 gross.

Pins and hooks and eyes are turned out by automatic machines in such quantities to-day that the cost of manufacture is practically limited to the value of the brass wire from which they are made. A single machine does the whole business. Coils of wire, hung upon reels, are passed into the machines, which cut them into proper lengths, and they drop off into a receptacle and arrange themselves in the line of a slot formed by two bars. When they reach the lower end of the bars they are seized and pressed between two dies, which form the heads, and pass along into the grip of another steel instrument, which points them by pressure. They are then dropped into a solution of sour beer, whirling as they go, to be cleaned, and then into a hot solution of tin, which is also kept revolving. They here receive their bright coat of metal and are pushed along, killing time, until they have had an opportunity to harden, when they are dropped into a revolving barrel of bran and sawdust, which cools and polishes them at the same time. Because of the oscillation of the bran they work gradually down to the bottom of the barrel, which is a metallic plate cut into slits just big enough for the pins, but not big enough for the head to pass through.

Thus they are straightened out into rows again, and, like well-drilled soldiers, pass along toward the edge of the bottom, and slide down an inclined plane, still hanging by their heads, until they reach strips of paper, in which they are introduced by a curious jerk of the machine. The first they know they are all placed in rows, wrapped up and on their way to the big department stores, where they are sold at from 5 to 10 cents a gross. A machine is expected to throw out several thousand gross an hour.

Needles are made by a similar machine. In 1900 there were made 1,397,533 gross of machine needles, 212,689 gross for shoemaking, 324,476 gross for ordinary household sewing machines, 307,426 gross for knitting machines, and the rest for other kinds of sewing and knitting machinery, generally for factory use. We imported \$418,004 worth of ordinary needles, most of them from England.

Hairpins and safety pins and other kinds of pins are manufactured in a similar manner. We made 1,189,104 gross of hairpins in 1890. Both needles and hairpins are manufactured to a greater extent in Europe than plain pins. Safety pins, however, are decidedly American, and of these we make on an average 1,000,000 gross a year.

Too Much to Ask.

A traveler in the Highlands observed, while at a tavern in a small village, a very beautiful collie. At his request the owner was pointed out to him, and he asked the man what he would take for the dog.

"Ye'll be taking him to America?" the Scot asked cautiously.

"Certainly, if you will sell him to me."

"I no coul' part wie Rob," the dog's owner then said, emphatically. "I'm muckle fond like o' him," and liberal offers were no inducement.

To his astonishment the traveler later saw the dog sold to a drover for half what he had offered, and after the drover had disappeared, requested an explanation. "You said that you could not sell him," he remarked.

A twinkle came into the Highlander's eyes.

"No; I didna say I'd no sell him—I said I couldna part wie him," he said. "Rob'll be hame in two or three days fra noo, but I couldna ask him to swim across the ocean. Na, that woul' be too muckle to ask!"

The Professor's Pot.

Not long ago a friend dropped in at the laboratory of a young London professor and found him bending over a spirit lamp on which a small pot bubbled.

"What is it to-night?" asked the visitor.

"Guess," returned the professor, invitingly.

"Micrococci?"

"No."

"Sonococci?"

"No."

"Spirochaeta?"

"No."

The visitor ran the scale of micro-organism as far as he knew it, and then said:

"Well, I give it up! What is in the pot?"

"Sausages," replied the professor, blandly.

We Invite You to make this house your Headquarters

when visiting this city for the
entertainment offered
by the

Grand Rapids Wholesale Dealers' Association

on June 5, 6 and 7

We will consider it a favor to meet you at our place of business and to extend to you the glad hand of fellowship. Tickets for the dinner at the Lakeside Club and other entertainments will be presented to our visiting friends and patrons.



HATS

At
Wholesale

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Window Displays of all Designs

and general electrical work.

Armature winding a specialty.

J. B. WITTKOSKI ELECT. MFG. CO.,

19 Market Street, Grand Rapids, Mich.

Citizens Phone 3437.

A Sheep 100 Feet Long

would be a blessing to those who use sheepskin linings, because its skin would cut without much waste.

Barnet Bison Cloth

is practically sheepskin by the yard and

Is Better than Sheepskin

Barnet Bison Cloth

as a lining in place of sheepskin is

A Square Deal for the Consumer

BECAUSE COATS LINED WITH IT

Cost him less.

They are honest in quality.

Bison cloth is porous, and so allows skin breathing.

It is pliable, adaptable and comfortable.

Bison Cloth

Is the best lining ever put into a coat.

It will outwear the garment.

It is more healthful than any skin or fur can possibly be.

It will keep the wearer strong and well, in addition to warm.

BE SURE your new Duck, Corduroy and Leather coats are lined with BARNET BISON CLOTH. All the leading manufacturers of these goods are using it. For particulars write to

BARNET TEXTILE COMPANY, Troy, New York

Rugs for Spring Trade

We carry a large line of floor rugs in some of the most beautiful patterns shown.

Sizes 26 x 65 inches and 36 x 67 inches.

8 ft. 6 in. x 10 ft. 6 in.

9 ft. x 12 ft.

Write us for information regarding Merchants' Week, June 5, 6, 7. Make our store your headquarters.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, 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

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

STOCK ON SALE

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

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



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.

How to Increase Your Selling Powers.

The foundation stone of true salesmanship as of all lasting business relations is a valuable service honestly rendered, and this is growing more generally true every year. Brilliant temporary success is sometimes won by other methods, but the salesman who is representing a staple article and is planning for permanent growth and achievement in his profession will best serve himself by studying constantly, and in proper measure unselfishly, the interests of those with whom he does business.

Salesmanship without enthusiasm is a dull and dreary drag. Enthusiasm without sincere faith in the proposition presented is shallow and contagious enthusiasm must have its feet planted upon the solid rock of an honest, unfaltering determination to render a real service to your customer. Believe thoroughly in the value of the goods you offer and in the integrity, good faith and ability of the house you represent not only in a general way, but be sure that you make no specific offering of goods which you cannot heartily and squarely recommend as good value and fitted for the purpose for which they are intended.

Sincerity of purpose cannot long be hidden—nor indeed can its lack fail soon to be discovered. When the buyer has felt the contagion of your confidence, when he has learned that your recommendations are honest and founded on a thorough knowledge of the goods and their uses, you have taken a very important step toward establishing the most desirable relations between buyer and seller. Making customers is more difficult and more important than making sales. Adding one more to the list of those who trust your skill and your sincerity, your justice and your judgment, adds to your capital as a merchant, to your clientage as a professional man. No asset is more valuable or safer from the inroads of panic, competition or change. Like a registered bond it is personal to you. No other can negotiate it.

If to your sincerity of purpose is added a growing knowledge of your goods and their uses it is possible for you to establish with your customer the relationship of a professional adviser. If you are not only square with him, but convince him that you are a master of your subject, competent to advise, and expert in your line, another very important

step has been taken in your progress toward a position of commanding influence. The ordinary buyer must know something of many lines. He cannot be thoroughly expert in any, competent to meet on equal terms the salesman who has faithfully and persistently studied a single product. The wise buyer is constantly but covertly looking for a salesman who is at once expert and honest. When he thinks he has found him he tests him by every device at his command,—but once convinced of his skill and probity he sticks to him like a brother and rewards him handsomely.

One of our salesmen recently had a very gratifying experience of this sort with one of the best informed and most incorruptible buyers in the country. The latter, who purchased a number of different lines, prided himself on his experience and indeed he really had more than the usual knowledge of the goods we manufacture. For a long time suggestions of our salesman were received with apparent suspicion and seemed to have but little influence. Again and again the buyer failed to get the best value because he persisted in depending upon his own knowledge and refused to accept at per the suggestions of our representative.

Finally there came a time when a considerable order was placed with another house in spite of our best efforts. Our salesman was convinced that the purchase was not a wise one, but following a rule of our establishment, no criticism of the goods of the other concern was offered. At the proper time we offered at less price goods of better value for the purpose for which they were designed. The result was the booking of a very handsome order by our salesman, who then explained somewhat fully to the customer just why and how the mistake in placing the previous order had been made. By this time the somewhat long acquaintance of the buyer with the salesman had established a confidence which now stood the latter in good stead and subsequent transactions have developed a feeling of mutual trust and esteem which is valuable to all concerned.

The greatest rewards in this world come to those who have rendered mankind a genuine service. Salesmanship is no exception to the rule, and the bright salesman who cannot resist the temptation to take "short cuts" to book an order rather than make a satisfied and permanent customer, or forgets his obligations to the buyer, is more clever than wise and his career is likely to be more brilliant than lasting.

If Moses had given us eleven commandments instead of ten, the eleventh might have read: "Uphold the Selling Price." There is nothing so unprofessional, in salesmanship, except downright dishonesty, as cutting prices for the sake of increasing the volume of orders. There is often a temptation to do this if the salesman is not far-sighted enough to see that the practice demoralizes his trade, discredits his house and his wares, and materially lessens his

own value to his employer. It has been said of old that any fool can give away goods—but there isn't any room for a fool in the business of salesmanship. The practice of cutting prices is rapidly decreasing, and it would be wiped out altogether if all salesmen would learn to have entire confidence in their goods, their employers and their own ability.

The subject of team work is a most practical and interesting one, at least from the manager's point of view, and presumably from the salesman's as well. There are many salesmen who can make a good approach—who can win a hearing which others are denied and make a convincing argument—but who lack ability to close a sale. The feat of closing takes a peculiar knack, the secret of which is in the will power of the salesman. His will must dominate the prospect at the closing point. A sale is often a contest of reasons in the first place, and after the salesman's reasons have silenced his customer's objections it becomes a contest of wills—for satisfying a prospective buyer of the merit of your goods and their advantages to him is one thing, and getting his order is another. The man who has this strength of mind, magnetic power—will, or whatever you prefer to call it—is often more vigorous than suave. He is frequently a man who will at first interview ride rough-shod over the prejudices and opinions of the buyer, antagonizing him, and losing a chance of future interviews. It stands to reason that it will be a very useful and practical thing if the man with diplomacy as his leading qualification and the man of force as his can combine on an important sale. It would seem that this plan would be advantageous in nearly all lines of salesmanship instead of being practiced, as I believe it now is, more particularly by insurance and advertising men. Our sales force is not organized in a manner which has permitted much team work among our salesmen in the past, but I think it is a desirable thing, and expect to use the plan with good results whenever opportunity arises.

As a matter of fact this team work idea is simply a further development of sales organization—a sales force, if it is properly organized, is conducted to some extent on the team principle, each salesman contributing points from his experience for the information of his brother salesmen; all working in harmony for the advancement of their business—sales manager and salesmen pulling together in one boat.

If a firm proposes to put team work into practice it is important that the salesmen selected to work together shall be satisfied as to the division of credit for an order which they have secured. Nothing could be more disastrous to the enterprise than to have any misunderstanding or jealousy on this point. This matter, however, can easily be arranged. If the salesman is loyal to his firm he will be glad to lend his aid to other salesmen with a view to increasing the business in which all are interest-

ed. The man who helps another in closing a sale can depend upon an equal degree of assistance in some later case of his own. There are two important advantages in team work; first, many customers could be sold whom even the best man on the selling force would not be able to land single-handed; second, two men working together in this manner learn each from the other—Jones, who is a good talker, gaining force and ability to close from his comrade Robinson, and Robinson in turn learning finesse and polish from Jones.

Theoretically, the more a salesman knows about the minute details of making the goods he sells the better prepared is he to meet the trade and close hard sales. We have found, however, that it is sometimes a detriment to our salesmen to know much about the factory end of the business unless they know it all. They can learn all that is necessary at first in the sales office and through communication with their sales manager; if they are turned loose in the factory to pick up pointers themselves, they often learn just enough to make mistakes in applying what they know. Having seen a certain thing done in the mill, they are ready to promise a similar service to any customer who asks it, without knowing that circumstances alter cases—that where the accommodation is practical in one instance, it would be extravagant or impossible in another. Of course all salesmen should have a thorough knowledge of their line, but from my experience it seems best that they take the first degrees of their initiation in the sales department.—C. L. Clapp in Salesmanship.

Any married man knows the difference between a reason and an excuse

Talk may be cheap, but the less we give the less we have to take back.

Traveling Men Say!

After Stopping at:

Hermitage European Hotel

in Grand Rapids, Mich.

that it beats them all for elegantly furnished rooms at the rate of 50c, 75c, and \$1.00 per day. Fine cafe in connection. A cozy office on ground floor open all night. Try it the next time you are there.

J. MORAN, Mgr.

All Cars Pass Cor.

E. Bridge and Canal

Livingston Hotel

Grand Rapids, Mich.

In the heart of the city, within a few minutes' walk of all the leading stores, accessible to all car lines. Rooms with bath, \$3.00 to \$4.00 per day, American plan. Rooms with running water, \$2.50 per day. Our table is unsurpassed—the best service. When in Grand Rapids stop at the Livingston.

ERNEST McLEAN, Manager

Gripsack Brigade.

L. W. Moffatt, of Pinconning, has secured a position with the Cheboygan Flour Mills Co. and covers the territory between Pinconning, his home, and Detour.

When there is an entertainment to get up in Cadillac Council United Commercial Travelers; when there is somebody needed to fill in with a funny story to keep the evening from lagging, when they want somebody to make a good speech, telling the guest how glad they are that he came out to the meeting, or when they want some hustling for the good of the order or for the relief of a member in distress, they usually call on A. G. McEachron, because they know he is good for the demand. Similarly when his firm has a particularly important piece of work to be done Mac is the man who is intrusted with it. He has been on the road for the Wilbur Mercantile Agency for some time, and is a valuable man. Before that he was on the road for several different firms, and has also had experience at newspaper work. He has just recovered from a badly sprained knee.

"I had occasion to call one of my customers good and plenty this week," said a well known traveling man on his way home last Friday evening. "I was doing business with a customer in Clare county, when a competitor came in and distracted the attention of my customer for an hour. He did not succeed in selling any goods, but he did succeed in causing me to lose my train, in consequence of which I had to make a long drive, and I am \$7 out of pocket on account of the interruption. Seeing that I was unable to make my train, I made it a point to get the traveling man and the merchant together and call them both good and plenty. Interruptions of that kind are a trick I have never resorted to and never will. I think the merchant was as much to blame as the traveling man, because when he had started in to do business with a salesman he should have stayed by him until the work was completed."

A Sault Ste. Marie correspondent writes as follows: "Al" McGuire left yesterday for his home in Grand Rapids after closing up the work of his last business trip to the Soo. He has made this territory for twenty-two consecutive years and is undoubtedly the best known traveling man that has made this city. He has been traveling for the Hulman Company and leaves the road to accept a position in its home office in New York. His initial trips to the Soo were made from the Straits to this city by stage and he has had ample opportunity to watch the development of the town and surrounding country. He said: "The Soo is the place I hate to say good-bye to most. I think it has more natural attractions than any one city that I ever visited, the rapids especially impressing me as the most beautiful natural scenery that I have ever seen. Your town may be a little quiet now, but a few years will see it back in its place commercially."

Even the wisest travelers miss

trains. Ed. M. Roberts, formerly salesman for Phipps, Penoyer & Co., Saginaw, now representing Berdan & Co., of Toledo, was headed for Durand in the cafe car of an Ann Arbor train with his fare paid and anticipating the generous supper he had ordered the faithful John to prepare. He alighted from the train at Owosso Junction to shake hands with a friend who stood up with him when he was married. Chancing to turn around he saw his train and supper vanishing down the track. The Grand Trunk train for Durand happened to be standing at the coal dock and Ed. made a sprint at a ten-second clip through baggage wagons, dogs, men, women and children, leaving destruction and prostrate forms in his wake. He caught that train by hurdling a load of wood and a cow, and then commenced a wild ride to overtake his grips and overcoat. Needless to say, the catch was made, and poor Ed., after paying double fare, found John waiting for him with the bill for a ruined supper he didn't get. Roberts has traveled a hundred years or less, and there are few coaches in Michigan that do not bear his beautifully carved initials.

"As a collector I am no longer any good," remarked a traveling man the other evening on his way home on a train. "As a young man I could realize as large a proportion of the amounts outstanding as any of the boys on the road, but since misfortune overtook me I have no longer the heart to press a man who tells me a hard-luck story. Within the past half dozen years I have faced two deaths in my family and a period of almost continual sickness on the part of my wife and children. I have paid an average of \$5 a week for doctors' bills and nurses' bills. I have known what it was to stand a man off because I could not pay him what I owed him. In this condition I am not in shape to crowd a creditor who tells me a hard-luck story and insist upon his getting out and borrowing the money of a neighbor if he does not happen to have the requisite amount on hand. If I was going to hire a man for a collector I would take a young man who had never met defeat and whom misfortune had never overtaken. Then I would be pretty sure to get a man who had so little human sympathy that he could make a man cough up, whether he had the money or not."

Chairman Wm. Holden called a meeting of the Railroad Committee of Grand Rapids Council, U. C. T., at the Morton House Sunday and met E. W. Covert, City Passenger Agent of the G. R. & I., and completed arrangements for the trip to Petoskey to the State convention which is to be held on June 8 and 9. The Grand Rapids commercial travelers will travel like millionaires, leaving Grand Rapids at 8 o'clock on the morning of June 8 with the latest equipped train of the G. R. & I., known as the Northland, with dining car attached, and leaving Petoskey on return trip Sunday morning at 9:30. Judging by present indications there will be a large attendance and nothing will be left undone by the G.

R. & I. and the Petoskey Council to give the boys the time of their lives. The round trip fare for this trip will be \$4.77. It is expected that the Kalamazoo and Battle Creek Councils will join the local Council here Friday morning. The Detroit Council has chartered a vessel, leaving Detroit and going to Petoskey, and the members will live on the boat during their stay in Petoskey, as well as during the journey up and back. The boat is practically new and it is understood that an inspection of same would reveal the fact that the Detroit members will enjoy as many comforts going and coming as their Grand Rapids brothers. Petoskey has raised over \$1,000 for the entertainment of the Grand Council of the U. C. T. Every member of this order should certainly avail himself of the opportunity to attend the meeting or he will regret it the rest of his life.

Jackson K. of G. Up and Doing.

Jackson, May 28—Post B, Michigan Knights of the Grip, held a meeting Saturday evening, at which officers were elected and matters of general interest discussed. Each one present manifested much enthusiasm and a strong desire for the future growth and prosperity of the organization.

F. L. Day was endorsed for reelection as State Secretary, the Post thoroughly believing that he is working assiduously to make the best possible showing in his office. W. B. Burris was re-elected Chairman of the Post, a position that he takes much pride in filling, and a new scheme of his for the increase of membership will be launched in an energetic manner at once.

Secretary Day reported the organization as in a good condition under the management of the new officers, and he seemed to have an idea in his head that "it pays to advertise." A little printer's ink in two or three colors, judiciously used, might help to herald the advantages of holding a membership in this organization, which in his enthusiasm he claims to be many. Post B unanimously agreed he was thinking along practical lines, and it is not unreasonable to expect that substantial work will be done.

It was also made known at this meeting that Port Huron has the matter of entertaining the annual meeting this summer well under way and is going to secure a large attendance.

Ours is a good organization, representing much that has been done for the traveling man, and equipped for effective work in the future.

Frank S. Ganiard, Sec'y.

White Pigeon To Secure More Chimneys.

White Pigeon, May 29—A permanent Business Men's Association has been effected at this place and a movement started to get factories located here. The organization will start right and commence to boom the town. A cut of White Pigeon, the Indian chief, will adorn the stationery of every business man in the village. They will also distribute 1,000 buttons with the same design on.

A Question of Honesty.

Traverse City, May 28—I have read in the May 23d issue of the Michigan Tradesman Violet T.'s article on "The Store's Mistake," which ends with, "Reader, what is your think?"

Allow me to relate a little experience I had in Boyne Falls four or five years ago. I had an invoice of gloves and mittens from a Chicago house and among them was one lot at \$4.50 per dozen and another lot at \$9 per dozen. Before I had time to mark them a customer came in and, seeing the gloves on the counter, began to look them over, at the same time asking the price. I hurriedly looked at the invoice and, seeing the price, 2 dozen, at \$4.50 per dozen, and also seeing in the total column \$9 opposite both lots, I replied, 50 cents per pair. He said, "I will take these," and handed me 50 cents. When I came to mark the goods I discovered I only had one dozen at \$9 per dozen of the kind he purchased, so I got 50 cents for a pair of gloves that cost me 75 cents in Chicago and for which I should have received \$1. I afterward called his attention to it and explained how the mistake occurred. He simply laughed and said, "I am 50 cents ahead, am I not?" and kept the gloves at 50 cents.

Did he do as he would like to be done by? Was he honest? I would like to hear from the readers of the Tradesman on this point.

C. H. Johnson.

The Grain Market.

Wheat prices have been strong throughout the week, cash making an advance of about 1½¢ per bushel, with July and September futures practically holding steady at ½¢ higher. The movement has been light, with a sharp demand both for storage, milling and shipment. The visible supply showed a decrease for the week of 1,650,000 bushels. Reports of the growing crop from the Southwest have been more favorable, the crop now being practically made, and general rains throughout the winter wheat belt make a more easy feeling among traders.

Cash corn has dropped back 1¢, but the May option is strong and higher. Cash corn is quoted to-day at about 53¢ for good dry yellow for shipment from the West. The visible supply showed a decrease for the week of 455,000 bushels. The movement has been light from first hands, but as seeding is now about over we look for an increase in receipts.

Oats have been strong and higher, cash selling in Detroit at 37¾¢ per bushel, which makes carlots practically that price on track here. The oat stocks decreased 250,000 bushels for the week.

Millfeeds are strong and higher, an advance of \$1 per ton being quoted this week. L. Fred Peabody.

No Surprise To Her Friends.

"Mr. Masham kissed me last night, in the dark! I was awfully surprised!"

"Were you, dear? Now, I should have been surprised had he kissed you when it was light."



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. Schlatterbeck,
 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. Mar... De-
 troit; W. A. Hall, Detroit.

Some Methods of Attracting Trade.

Something for nothing is always attractive. Advertise every tenth or twentieth glass of soda free. Many would come your way in hopes of being the fortunate deadhead.

A Boston firm last year had an interesting exhibit in their window for Memorial Day. Empty boxes were arranged in pyramidal form and covered with an American flag. On the steps of the pyramid were arranged a unique collection of Confederate arms, rifles, carbines, revolvers, swords, etc., each placarded with some interesting item regarding its history or its owner. A crowd surrounded the window all day long studying the display.

This appropriate display, suitable for any patriotic occasion, was seen in the window of another large store in Boston on the occasion of a Grand Army parade. A triumphal arch was formed of cigar boxes, with a huge gold eagle on top. On one side was a placard reading: "The American nation honors the sacred memory of the Boys in Blue, whose blood and valor preserved the nation." On the other side another placard announced: "Our years of experience as buyers of fine cigars, with fair treatment and good values, have won for us the confidence of particular smokers."

A Chicago firm, who make a specialty of their "Imported Olive Oil," have published a striking eight-page pamphlet, in which they tell why it is better to buy their oil than that sold at the grocers'. The booklet contains some convincing reasons and will doubtless benefit many druggists besides themselves. This trade is one which we believe druggists could monopolize if they went after it in the right way.

In displaying a special make of digestive tablets a New York druggist also exhibited specimens of the ingredients. Each one was identified by a printed card giving the English name, Latin title and information regarding its source, together with the recognized medicinal virtues. Peppermint leaves, nux vomica and ipecac root were shown separately in small glass cases. Several large

pieces of rhubarb root and a good specimen of Socotrine aloes rested on the floor. A bottle of pepsin further back completed the set of samples. Cards holding a dozen boxes of the tablets occupied the remaining space in the back part of the window. It is evident from these displays that the recent agitation for open formulas has had some effect. For some of the druggists are showing those used in their own preparations.

A Philadelphia druggist evolved a rather clever idea apropos of lime water some time ago. It happened that he had a large sale for it, and people were continually running in to his store with bottles of different sizes asking for five cents' worth of the stuff. He finally got a ro-gallon crock or earthenware jar with a faucet at the bottom, filled it with the lime water and set it on a table somewhere in the center of his store, and put over it a placard: "Lime Water—Help Yourself." This proved a very good advertising scheme, and the demand for lime water was very great! Many people that never used it before took advantage of the opportunity to get it for nothing. As for the expense, he was only put to the necessity of pouring in distilled water from time to time, there being considerable of the lime in the bottom of the container. Of course there was a rubber or other tube fastened to the faucet and extending up into the supernatant liquid, so that the latter was drawn off in a clear solution.

Process for Coating Pills with Keratin.

Keratin coating has been recommended for pills which are not to be acted upon in the stomach, but which are to be dissolved in the intestinal fluids. All pills intended to be coated with keratin must be made with some fatty excipient and contain no appreciable moisture; the mass is best made with cacao-butter and oil of sweet almond, or a mixture of purified mutton tallow or cacao-butter 10 parts, and white or yellow wax 1 part. After the pills have been rounded they should be dipped in melted cacao-butter, which is allowed to harden; they are then dipped in a porcelain dish, the keratin solution added (about 30 or 40 drops for 100 pills of medium size) and rotated until the pills have become thoroughly moistened, after which they are dried on parchment paper, to which they will not adhere. The application of keratin solution must be repeated three or four times and allowed to dry each time.

To avoid the tediousness of coating with keratin salol coating has been recommended, which is best applied by melting salol in a dish and dipping the pills, fixed on needles, into it, afterward closing the small needle-holes separately. Salol, like keratin, is insoluble in the gastric juice, but the coating has not been found so satisfactory.

Joseph Lingley.

A good many people think that being conscientious means being utterly uncomfortable.

Preserving Fruit Juice by Sterilization.

To preserve the juices of fruit by sterilization put the juice into the bottles in which it is to be kept, filling them very nearly full; place the bottles, unstoppered, in a kettle filled with cold water, so arranging them on a wooden perforated "false bottom" or other like contrivance as to prevent their immediate contact with the metal, this preventing unequal heating and possible fracture. Now heat the water, gradually raising the temperature to the boiling point, and maintain at that until the juice attains a boiling temperature; then close the bottles with perfectly fitting corks, which have been kept immersed in boiling water for a short time before use.

The corks should not be fastened in any way, as if the sterilization is not complete, fermentation and consequent explosion of the bottle might occur, unless the cork should be forced out.

The addition of sugar is not necessary to secure the success of the operation; in fact, a small proportion would have no antiseptic effect.

If the juice is to be used for syrup as for use at the soda fountain, the best method is to make a concentrated syrup at once, using about 2 pounds of refined sugar to 1 pint of juice, dissolving by a gentle heat. The syrup may be made by simple agitation without heat and a finer flavor thus results, but its keeping quality would be uncertain.

M. Billere.

The Drug Market.

Opium—Is firm but unchanged.
 Morphine—Is steady.
 Quinine—Is unchanged.
 Citric Acid—Is very firm but unchanged.
 Antimony and Its Preparations—Continue to advance.
 Bromides Ammonium, Potassium and Sodium—Are very firm and an advance is looked for.
 Guarana—Has been advanced 20c per pound this week and is tending higher.
 Lycopodium—Is very firm and advancing.
 Oil Anise and Cassia—Are advancing.
 Oil Cloves—Is very firm at the advance noted last week.

Oil Pennyroyal—Is about out of the market.

Oil Peppermint—Is advancing.

American Saffron—New crop is coming in and the price has declined.

Pink Root—Has doubled in value in the last few days and there is very little to be had.

Cloves—Are steadily advancing.

Common sense is merely genius at a low temperature.

For
Books Commencement Exercises
 Grand Rapids Stationery Co.
 29 N. Ionia St., Grand Rapids, Mich.

June being the month of Roses

Why not push the sale?

Sweet Alsatian Roses

Its attractiveness makes customers.

Retails universally 50 cents the ounce.

Direct or of your jobber.

The
Jennings Perfumery Co.
 Grand Rapids, Mich.

PILES CURED
 ...without...
 Chloroform, Knife or Pain
 Dr. Willard M. Burleson
 103 Monroe St., Grand Rapids

Booklet free on application



Fireworks

Fire Crackers, Flags, Torpedoes Salutes, Cannon Crackers

Most complete line carried anywhere—over 400 items. **Balloons, Lanterns, Festooning, Pistols, Cannon, Paper Caps, Blank Cartridges, Bomb Cans and Ammunition. All the New Fireworks Novelties.** Exhibition Displays Our Specialty. Muslin and Bunting Flags for

Memorial Day. All orders filled complete from our own warehouse.

Prompt Shipments—Liberal Terms—Prices Right. Send for quotations and order blank.

Fred Brundage, Muskegon, Mich.

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Liquor Arsen et		Rubia Tinctorum	12	14	Vanilla	9	00	8
Hydrarg Iod ..	25	Saccharum La's.	22	25	Zinci Sulph	7		
Liq Potass Arsanit	10	Salacin	50	4				
Magnesia, Sulph.	2	Sanguis Drac's.	40	50	Oils			
Magnesia, Sulph bbl	1	Sapo, W	12	14	Whale, winter	7	0	gal.
Mannia, S F	45	Sapo, M	10	12	Lard, extra	7	0	85
Menthol	3	Sapo, G	10	15	Lard, No. 1	6	0	85
Morphia, S P & W2	35	Seidlitz Mixture	20	22	Linseed, pure raw	45	0	48
Morphia, S N Y Q2	35	Sinapis		18	Linseed, boiled	46	0	49
Morphia, Mal.	2	Sinapis, opt		30	Neat's-foot, w str	65	0	70
Moschus Canton.	4	Snuff, Maccaboy,			Spts. Turpentine			Market
Myristica, No. 1	25	DeVoes		51	Paints			bbl. l.
Nux Vomica po 15		Snuff, S'h DeVoe's		51	Red Venetian	1	3	2
Oss Sepia	25	Soda, Boras	9	11	Ochre, yel Mars	1	3	2
Pepsin Saac, H &		Soda, Boras, po	9	11	Ocre, yel Ber	1	3	2
P D Co		Soda et Pot's Tart	25	28	Putty, commer'l	2	3	2
Picis Liq N N 1/2		Soda, Carb	1	2	Putty, strictly pr	2	3	2
gal doz	2	Soda, Bi-Carb	3	5	Vermillion, Prime			
Picis Liq qts	1	Soda, Ash	3	4	American	13	0	15
Picis Liq. pinta	6	Soda, Sulphas		2	Vermillion, Eng.	75	0	80
Pil Hydrarg po 80	50	Spts, Cologne		60	Green, Paris	14	0	18
Piper Nigra po 22	18	Spts, Ether Co.	50	55	Green, Peninsular	13	0	16
Piper Alba po 35	30	Spts, Myrcia Dom		00	Lead, red	7	4	7
Pix Burgum	8	Spts, Vini Rect bbl			Lead, white	7	4	7
Plumbi Acet	12	Spts, V1'l Rect 1/2 b			Whiting, white S'n			90
Pulvis Ip'e et Opil 1	30	Spts, V1'l R't 10 gl			Whiting Gilders'			95
Pyrethrum, bxs H	1	Spts, V1'l R't 5 gal			White, Paris Am'r	1	25	
& P D Co. doz	75	Strychnia, Cryst'l	1	05	Whit'g Paris Eng			
Pyrethrum, pv	20	Sulphur Subl	2	4	cliff			1
Quassia	8	Sulphur, Roll	2	3	Universal Prep'd	1	10	1
Quino, S P & W.	20	Tamarinds	8	10	Varnishes			
Quina, S Ger.	20	Cerebri Venice	28	30	No. 1 Turp Coachl	10	2	1
Quina, N. Y.	20	Theobromae	45	50	Extra Turp	1	60	1

Make this house your headquarters "Merchants' Week," June 5, 6 and 7, when visiting this city for the entertainments offered by the Grand Rapids Wholesale Dealers' Association.

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	
Col		Col	
A		1	
Axle Grease		ARCTIC AMMONIA	
B		Doz.	
Bath Brick		AXLE GREASE	
C		12 oz. ovals 2 doz. box...	
Confections		Frazer's	
D		11lb. wood boxes, 4 dz. 3 00	
Dried Fruits		11lb. tin boxes, 3 doz. 2 35	
E		3 1/2 lb. tin boxes, 2 doz. 4 25	
Farinaceous Goods		10lb. pails, per doz. 6 00	
F		15lb. pails, per doz. 7 20	
Fish and Oysters		25lb. pails, per doz. 12 00	
G		BAKED BEANS	
Grain Bags		Columbia Brand	
H		11lb. can, per doz. 90	
Hides and Pelts		21lb. can, per doz. 1 40	
I		31lb. can, per doz. 1 80	
Indigo		BATH BRICK	
J		American	
Jelly		English	
K		BLUING	
Licorice		Arctic Bluing	
L		Doz.	
Lye		6 oz. ovals 3 doz. box...	
M		BROOMS	
Meat Extracts		No. 1 Carpet	
N		No. 2 Carpet	
Molasses		No. 3 Carpet	
O		No. 4 Carpet	
Mustard		Parlor Gem	
P		Common Whisk	
Nuts		Fancy Whisk	
Q		Warehouse	
Olives		BRUSHES	
R		Scrub	
Pipes		Solid Back 8 in.	
S		Solid Back, 11 in.	
Pickles		Pointed Ends	
T		No. 3	
Playing Cards		No. 2	
U		No. 1	
Potash		Shoe	
V		No. 8	
Provisions		No. 7	
W		No. 6	
Rice		No. 5	
X		No. 4	
Salad Dressing		No. 3	
Y		No. 2	
Saleratus		No. 1	
Z		No. 8	
Sal Soda		No. 7	
AA		No. 6	
Salt		No. 5	
AB		No. 4	
Salt Fish		No. 3	
AC		No. 2	
Seeds		No. 1	
AD		No. 8	
Shoe Blacking		No. 7	
AE		No. 6	
Snuff		No. 5	
AF		No. 4	
Soap		No. 3	
AG		No. 2	
Soda		No. 1	
AH		No. 8	
Spices		No. 7	
AI		No. 6	
Starch		No. 5	
AJ		No. 4	
Sugar		No. 3	
AK		No. 2	
Syrups		No. 1	
AL		No. 8	
AM		No. 7	
AN		No. 6	
AO		No. 5	
AP		No. 4	
AQ		No. 3	
AR		No. 2	
AS		No. 1	
AT		No. 8	
AU		No. 7	
AV		No. 6	
AW		No. 5	
AX		No. 4	
AY		No. 3	
AZ		No. 2	
BA		No. 1	
BB		No. 8	
BC		No. 7	
BD		No. 6	
BE		No. 5	
BF		No. 4	
BG		No. 3	
BH		No. 2	
BI		No. 1	
BJ		No. 8	
BK		No. 7	
BL		No. 6	
BM		No. 5	
BN		No. 4	
BO		No. 3	
BP		No. 2	
BQ		No. 1	
BR		No. 8	
BS		No. 7	
BT		No. 6	
BU		No. 5	
BV		No. 4	
BW		No. 3	
BX		No. 2	
BY		No. 1	
BZ		No. 8	
CA		No. 7	
CB		No. 6	
CC		No. 5	
CD		No. 4	
CE		No. 3	
CF		No. 2	
CG		No. 1	
CH		No. 8	
CI		No. 7	
CJ		No. 6	
CK		No. 5	
CL		No. 4	
CM		No. 3	
CN		No. 2	
CO		No. 1	
CP		No. 8	
CQ		No. 7	
CR		No. 6	
CS		No. 5	
CT		No. 4	
CU		No. 3	
CV		No. 2	
CW		No. 1	
CX		No. 8	
CY		No. 7	
CZ		No. 6	
DA		No. 5	
DB		No. 4	
DC		No. 3	
DD		No. 2	
DE		No. 1	
DF		No. 8	
DG		No. 7	
DH		No. 6	
DI		No. 5	
DJ		No. 4	
DK		No. 3	
DL		No. 2	
DM		No. 1	
DN		No. 8	
DO		No. 7	
DP		No. 6	
DQ		No. 5	
DR		No. 4	
DS		No. 3	
DT		No. 2	
DU		No. 1	
DV		No. 8	
DW		No. 7	
DX		No. 6	
DY		No. 5	
DZ		No. 4	
EA		No. 3	
EB		No. 2	
EC		No. 1	
ED		No. 8	
EE		No. 7	
EF		No. 6	
EG		No. 5	
EH		No. 4	
EI		No. 3	
EJ		No. 2	
EK		No. 1	
EL		No. 8	
EM		No. 7	
EN		No. 6	
EO		No. 5	
EP		No. 4	
EQ		No. 3	
ER		No. 2	
ES		No. 1	
ET		No. 8	
EU		No. 7	
EV		No. 6	
EW		No. 5	
EX		No. 4	
EY		No. 3	
EZ		No. 2	
FA		No. 1	
FB		No. 8	
FC		No. 7	
FD		No. 6	
FE		No. 5	
FF		No. 4	
FG		No. 3	
FH		No. 2	
FI		No. 1	
FJ		No. 8	
FK		No. 7	
FL		No. 6	
FM		No. 5	
FN		No. 4	
FO		No. 3	
FP		No. 2	
FQ		No. 1	
FR		No. 8	
FS		No. 7	
FT		No. 6	
FU		No. 5	
FV		No. 4	
FW		No. 3	
FX		No. 2	
FY		No. 1	
FZ		No. 8	
GA		No. 7	
GB		No. 6	
GC		No. 5	
GD		No. 4	
GE		No. 3	
GF		No. 2	
GG		No. 1	
GH		No. 8	
GI		No. 7	
GJ		No. 6	
GK		No. 5	
GL		No. 4	
GM		No. 3	
GN		No. 2	
GO		No. 1	
GP		No. 8	
GQ		No. 7	
GR		No. 6	
GS		No. 5	
GT		No. 4	
GU		No. 3	
GV		No. 2	
GW		No. 1	
GX		No. 8	
GY		No. 7	
GZ		No. 6	
HA		No. 5	
HB		No. 4	
HC		No. 3	
HD		No. 2	
HE		No. 1	
HF		No. 8	
HG		No. 7	
HH		No. 6	
HI		No. 5	
HJ		No. 4	
HK		No. 3	
HL		No. 2	
HM		No. 1	
HN		No. 8	
HO		No. 7	
HP		No. 6	
HQ		No. 5	
HR		No. 4	
HS		No. 3	
HT		No. 2	
HU		No. 1	
HV		No. 8	
HW		No. 7	
HX		No. 6	
HY		No. 5	
HZ		No. 4	
IA		No. 3	
IB		No. 2	
IC		No. 1	
ID		No. 8	
IE		No. 7	
IF		No. 6	
IG		No. 5	
IH		No. 4	
II		No. 3	
IJ		No. 2	
IK		No. 1	
IL		No. 8	
IM		No. 7	
IN		No. 6	
IO		No. 5	
IP		No. 4	
IQ		No. 3	
IR		No. 2	
IS		No. 1	
IT		No. 8	
IU		No. 7	
IV		No. 6	
IW		No. 5	
IX		No. 4	
IY		No. 3	
IZ		No. 2	
JA		No. 1	
JB		No. 8	
JC		No. 7	
JD		No. 6	
JE		No. 5	
JF		No. 4	
JG		No. 3	
JH		No. 2	
JI		No. 1	
JJ		No. 8	
JK		No. 7	
JL		No. 6	
JM		No. 5	
JN		No. 4	
JO		No. 3	
JP		No. 2	
JQ		No. 1	
JR		No. 8	
JS		No. 7	
JT		No. 6	
JU		No. 5	
JV		No. 4	
JW		No. 3	
JX		No. 2	
JY		No. 1	
JZ		No. 8	
KA		No. 7	
KB		No. 6	
KC		No. 5	
KD		No. 4	
KE		No. 3	
KF		No. 2	
KG		No. 1	
KH		No. 8	
KI		No. 7	
KJ		No. 6	
KL		No. 5	
KM		No. 4	
KN		No. 3	
KO		No. 2	
KP		No. 1	
KQ		No. 8	
KR		No. 7	
KS		No. 6	
KT		No. 5	
KU		No. 4	
KV		No. 3	
KW		No. 2	
KX		No. 1	
KY		No. 8	
KZ		No. 7	
LA		No. 6	
LB		No. 5	
LC		No. 4	
LD		No. 3	
LE		No. 2	
LF		No. 1	
LG		No. 8	
LH		No. 7	
LI		No. 6	
LJ		No. 5	
LK		No. 4	
LL		No. 3	
LM		No. 2	
LN		No. 1	
LO		No. 8	
LP		No. 7	
LQ		No. 6	
LR		No. 5	
LS		No. 4	
LT		No. 3	
LU		No. 2	
LV		No. 1	
LU		No. 8	
LV		No. 7	
LU		No. 6	
LV		No. 5	
LU		No. 4	
LV		No. 3	
LU		No. 2	
LV		No. 1	
LU		No. 8	
LV		No. 7	
LU		No. 6	
LV		No. 5	
LU		No. 4	
LV		No. 3	
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LV		No. 1	
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LV		No. 7	
LU		No. 6	
LV		No. 5	
LU		No. 4	
LV		No. 3	
LU		No. 2	
LV		No. 1	
LU		No. 8	
LV		No. 7	
LU		No. 6	
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LV		No. 3	
LU		No. 2	
LV		No. 1	
LU		No. 8	
LV		No. 7	
LU		No. 6	
LV		No. 5	
LU		No. 4	
LV		No. 3	
LU		No. 2	
LV		No. 1	
LU		No. 8	
LV		No. 7	
LU		No. 6	
LV		No. 5	
LU		No. 4	
LV		No. 3	
LU		No. 2	
LV		No. 1	
LU		No. 8	
LV		No. 7	
LU		No. 6	
LV		No. 5	
LU		No. 4	
LV		No. 3	

6

Meal

Bolted	2 65
Golden Granulated	2 75
St Car Feed screened	20 50
No. 1 Corn and Oats	20 50
Corn, cracked	20 00
Corn Meal, coarse	20 00
Oil Meal, old proc.	30 00
Winter Wheat Bran	20 00
Winter Wheat Mid'g	21 00
Cow Feed	20 50

Oats

No. 2 White	36
No. 3 Michigan	35 1/2

Corn

Corn	52 1/2
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Hay

No. 1 timothy car lots	10 50
No. 1 timothy ton lots	12 50

HERBS

Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

JELLY

5 lb. pails, per doz.	1 85
15 lb. pails, per pail	38
30 lb. pails, per pail	65

LICORICE

Pure	30
Calabria	23
Sicily	14
Root	11

MEAT EXTRACTS

Armour's, 4 oz.	4 45
Armour's, 2 oz.	8 20
Liebig's Chicago, 2 oz.	2 75
Liebig's Chicago, 4 oz.	5 50
Liebig's Imported, 2 oz.	4 50
Liebig's Imported, 4 oz.	8 50

MOLASSES

New Orleans	40
Fancy Open Kettle	35
Choice	26
Fair	22
Good	26
Half barrels 2c extra.	

MINCE MEAT

Columbia, per case	2 75
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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 Tourn't whist	2 25

POTASH

48 cans in case	4 00
Babbitt's	4 00
Penna Salt Co.'s	3 00

PROVISIONS

Barreled Pork	
Mess	
Fat Black	16 00
Short Cut	14 00
Short Cut clear	14 25
Bean	13 00
Pig	20 00
Brisket, clear	15 00
Clear Family	13 00

Dry Salt Meats

S P Bellies	10 1/4
Bellies	10 1/4
Extra Shorts	8 1/2

Smoked Meats

Hams, 12 lb. average	10
Hams, 14 lb. average	10
Hams, 16 lb. average	10
Hams, 18 lb. average	10
Skinned Hams	10
Ham, dried beef sets	13
Bacon, clear	11
California Hams	7 1/2
Picnic Boiled Ham	13
Boiled Ham	15 1/2
Berlin Ham, pressed	8
Mince Ham	9

Lard

Compound	6 1/4
Pure	8 1/2
80 lb. tubs, advance	7 1/2
60 lb. tubs, advance	7 1/2
50 lb. tins, advance	7 1/2
20 lb. pails, advance	7 1/2
10 lb. pails, advance	7 1/2
5 lb. pails, advance	7 1/2
3 lb. pails, advance	7 1/2

Sausages

Bologna	5
Liver	6 1/2
Frankfort	7
Pork	7
Veal	7
Tongue	7
Headcheese	7

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Beef

Extra Mess	10 00
Boneless	11 00
Rump, new	10 50

Pig's Feet

1/4 bbls.	1 10
1/2 bbls., 40 lbs.	1 85
3/4 bbls.	3 75
1 bbl.	7 75

Tripe

Kits, 15 lbs.	70
1/4 bbls., 40 lbs.	1 50
1/2 bbls., 80 lbs.	3 00

Casings

Hogs, per lb.	28
Beef, rounds, set	16
Beef middles, set	45
Sheep, per bundle	70

Uncolored Butterine

Solid dairy	@10
Rolls, dairy	@11 1/2

Canned Meats

Corned beef, 2	2 50
Corned beef, 14	17 50
Roast beef	2 00 @ 2 50
Potted ham, 1/4s	45
Potted ham, 1/2s	85
Deviled ham, 1/4s	45
Deviled ham, 1/2s	85
Potted tongue, 1/4s	45
Potted tongue, 1/2s	85

RICE

Screenings	@4
Fair Japan	@5
Choice Japan	@5 1/2
Imported Japan	@6
Fair La. hd.	@6 1/2
Choice La. hd.	@6 1/2
Fancy La. hd.	@6 1/2
Carolina, ex. fancy	@7 1/2

SALAD DRESSING

Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's, large, 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 25
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.	2 10
Wyandotte, 100 3/4s	3 00

SAL SODA

Granulated, bbls.	85
Granulated, 100lb. cs.	1 00
Lump, bbls.	80
Lump, 145lb. kegs	95

SALT

Common Grades	
100 3/4 lb. sacks	2 10
60 5 lb. sacks	2 00
28 10 1/2 lb. sacks	1 90
56 lb. sacks	30
28 lb. sacks	15

Warsaw

56 lb. dairy in drill bags	40
28 lb. dairy in drill bags	20

Solar Rock

56lb. sacks	20
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Common

Granulated, fine	80
Medium, fine	85

SALT FISH

Cod	
Large whole	@ 6 1/2
Small whole	@ 6
Strips or bricks	7 1/2 @ 10
Pellock	@ 3 1/4

Halibut

Strips	13
Chunks	13 1/2

Herring

White Hoop, bbls.	11 50
White Hoop, 1/2 bbls.	6 00
White Hoop, keg.	75
White Hoop mchs.	80
Norwegian	
Round, 100lbs.	3 75
Round, 40lbs.	1 75
Scaled	13

Trout

No. 1, 100lbs.	7 50
No. 1, 40lbs.	3 25
No. 1, 10lbs.	90
No. 1, 8lbs.	75

Mackerel

Mess, 100lbs.	13 50
Mess, 40lbs.	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, 10 lbs.	1 55
No. 1, 8 lbs.	1 28

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	10
Canary, Smyrna	5 1/2
Caraway	9
Cardamom, Malabar	1 00
Celery	15
Hemp, Russian	4 1/2
Mixed Bird	4
Mustard, white	8
Poppy	9
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

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SNUFF

Scotch, in bladders	37
Maccaboy, in jars	35
French Rappie in jars	43

SOAP

Central City Soap Co.	
Jaxon	2 85
Boro Naphtha	3 85

J. S. Kirk & Co.

American Family	4 05
Dusky Diamond, 50 8 oz	2 80
Dusky D'nd, 100 6 oz.	3 80
Jap Rose, 50 bars	3 75
Savon Imperial	3 10
White Russian	3 10
Dome, oval bars	2 85
Satinet, oval	2 15
Snowberry, 100 cakes	4 00

Proctor & Gamble Co.

Lenox	2 85
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 10

LAUTZ BROS. & CO.

Acme soap, 100 cakes	2 85
Naptha, 100 cakes	4 00
Big Master, 100 bars	4 00
Marseilles White soap	0 00

A. B. Whisley

Good Cheer	4 00
Old Country	3 40

Soap Powders

Central City Soap Co.	
Jaxon, 16 oz.	2 40

Snow Boy

Snow Boy	4 00
Gold Dust, 24 large	4 50
Gold Dust, 100-5c	4 00
Kirkoline, 24 4lb.	3 80
Pearline	3 75
Soapine	4 10
Babbitt's 1776	3 75
Roseine	3 50
Armour's	3 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 1/4

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	22
Cloves, Amboyina	55
Cloves, Zanzibar	16
Mace	55
Nutmegs, 75-80	45
Nutmegs, 105-10	35
Nutmegs, 115-20	30
Pepper, Singapore, blk.	15
Pepper, Singap. white	25
Pepper, shot	17

Pure Ground in Bulk

Allspice	16
Cassia, Batavia	28
Cassia, Saigon	18
Cloves, Zanzibar	18
Ginger, African	15
Ginger, Cochon	18
Ginger, Jamaica	25
Mace	65
Mustard	18
Pepper, Singapore, blk.	18
Pepper, Singap. white	27
Pepper, Cayenne	20
Sage	20

STARCH

Common Gloss	
1lb. packages	4 @ 5
3lb. packages	@ 4 1/2
6lb. packages	@ 5 1/2
40 and 50lb. boxes	2 1/2 @ 3 1/2
Barrels	@ 2 1/2

Common Corn

20lb. packages	5
40lb. packages	4 @ 7

SYRUPS

Corn	
Barrels	23
Half Barrels	25
20lb. cans 1/2 dz. in case	70
10lb. cans 1/2 dz. in case	1 65
5lb. cans 1/2 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

Japan	
Sundried, medium	24
Sundried, choice	32
Sundried, fancy	36
Regular, medium	24
Regular, choice	32
Regular, fancy	36
Basket-fired, medium	31
Basket-fired, choice	38
Nibs	22 @ 24
Siftings	9 @ 11
Fannings	12 @ 14

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon...55 6 00

BAKING POWDER

JAXON
1/4 lb. cans, 4 doz. case...45
1/2 lb. cans, 4 doz. case...85
1 lb. cans, 2 doz. case...1 60

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz. box...40
Large size, 1 doz. box...75

CIGARS

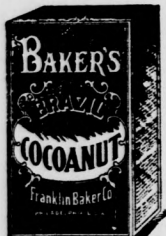


G J Johnson Cigar Co.'s bd.
Less than 500...33
500 or more...32
1,000 or more...31
Worden Grocer Co. brand
Ben Hur

Perfection...35
Perfection Extras...35
Londres...35
Londres Grand...35
Standard...35
Puritans...35
Panatellas, Finas...35
Panatellas, Bock...35
Jockey Club...35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
16 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass...6 1/2 @ 8
Hindquarters...7 1/2 @ 9 1/2
Loins...10 @ 14
Ribs...9 @ 13
Rounds...7 @ 8
Chucks...5 @ 6
Plates...4 @ 4
Livers...3 @ 3

Pork

Loins...@11 1/2
Dressed...@ 7 1/2
Boston Butts...@ 9 3/4
Shoulders...@ 9
Leaf Lard...@ 9

Mutton
Carcass...@ 9
Lambs...@ 13

Veal
Carcass...7 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra...1 00
72ft. 3 thread, extra...1 40
90ft. 3 thread, extra...1 70
60ft. 6 thread, extra...1 29
72ft. 6 thread, extra...

Jute

60ft. ...75
72ft. ...90
90ft. ...1 05
120ft. ...1 60

Cotton Victor

50ft. ...1 10
60ft. ...1 35
70ft. ...1 60

Cotton Windsor

50ft. ...1 30
60ft. ...1 44
70ft. ...1 80
80ft. ...2 00

Cotton Braided

40ft. ...95
50ft. ...1 35
60ft. ...1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 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;
Brown, Davis & Warner,
Jackson; Godsmark, Du-
rand & Co., Battle Creek;
Fielbach Co., Toledo.

CONDENSED MILK



4 doz. in case

Gail Borden Eagle...6 40
Crown...5 90
Champion...4 52
Daisy...4 70
Magnolia...4 00
Challenge...4 40
Dime...3 85
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet...5
No. 2, 15 feet...7
No. 3, 15 feet...9
No. 4, 15 feet...11
No. 5, 15 feet...12
No. 6, 15 feet...15
No. 7, 15 feet...18
No. 8, 15 feet...18
No. 9, 15 feet...20

Linen Lines

Small...20
Medium...26
Large...34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size...1 10
Cox's 2 qt. size...1 61
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Knox's Acidu'd. doz. 1 20
Knox's Acidu'd. gro. 14 00
Nelson's...1 50
Oxford...75
Plymouth Rock...1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Twenty differ-
ent sizes on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size...6 50
50 cakes, large size...3 25
100 cakes, small size...3 85
50 cakes, small size...1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large...3 75
Halford, small...2 25

We sell more 5 and 10
Cent Goods Than Any
Other Twenty Whole-
sale Houses in the
Country.

WHY?

Because our houses are the recog-
nized headquarters for these
goods.

Because our prices are the lowest.
Because our service is the best.

Because our goods are always
exactly as we tell you they are.

Because we carry the largest
assortment in this line in the
world.

Because our assortment is always
kept up-to-date and free from
stickers.

Because we aim to make this one
of our chief lines and give to
it our best thought and atten-
tion.

Our current catalogue lists the most com-
plete offerings in this line in the world.
We shall be glad to send it to any merchant
who will ask for it Send for Catalogue J.

BUTLER BROTHERS

Wholesalers of Everything—By Catalogue Only
New York Chicago St. Louis

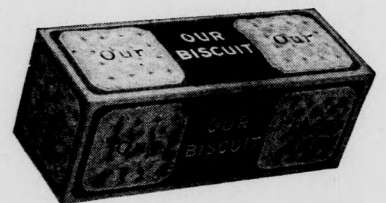
Always

Something New

When our custom-
ers want some-
thing fine they
place their order
with us. The best
line of chocolates
in the state.

Walker, Richards & Thayer
Muskegon, Mich.

"Quality"



Best 5c package of Soda
Biscuit made

Manufactured by

Aikman Bakery Co.
Port Huron, Mich.

Coupon Books

are used to place your business on a
cash basis and do away with the de-
tails of bookkeeping. We can refer
you to thousands of merchants who
use coupon books and would never
do business without them again.

We manufacture four kinds of
coupon books, selling them all at
the same price. We will cheerfully
send you samples and full informa-
tion.



Tradesman Company

Grand Rapids, Mich.

Use
Tradesman
Coupon
Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Half or whole interest in sawmill. Well located. Failing health of one owner, the reason for selling. Address Geo. G. Strong Cora, Idaho. 780

For Rent—Basement, 25x100 feet with track facilities. Door and stairway, independent. Jennings Mfg. Co., Grand Rapids, Mich. 781

For Sale At Once—Grocery and crockery stock. Old-established business of J. Wiseman, deceased. Address M. Wiseman, Marshall, Mich. 782

Let us be your factory. Hardware specialties manufactured under contract; models developed. We are specialists in patent articles of first-class workmanship; prompt service; reasonable prices. Address No. 783, care Michigan Tradesman. 783

For Sale—10,000 acres fine tall, clear and sound bodied, long leaf pine. Will cut 10 M. per acre. For prices and terms, address A. H. H., care Ed. A. Dalton, 64 Madison, Memphis, Tenn. 784

For Sale—A fine opportunity for one wishing to go into business. A general store of about \$2,000. Good terms. Fine farming and fruit country. Write F. L. Orcutt, Beulah, Benzie Co., Mich. 785

Wanted—Experienced man to take stock in established upholstering and furniture manufacturing plant. One who can manage a good business. Address J. C. Grannan, Burlington, Ia. 786

Sawmill—13,000,000 feet of timber for sale at \$2 per thousand, by party without experience in sawmilling and too busy with other business. Will throw in new mill, new tram road, locomotive and general equipment gratis. Address W. J. Willingham, Tifton Ga. 787

For Sale—A 25 year old established clothing and gents' furnishing goods stock. Location, opposite two leading hotels. \$25,000 stock, has been reduced by a closing out sale since the first of May to \$15,000 and can be reduced still lower. Rent including heat, \$135. Selling reasons, senior partner wishes to retire. Address at once, P. O. Box 894, Helena, Mont. 788

1780 acres big timber, mostly white oak; 3 miles to R. R. Central Arkansas; fine soil, smooth land; two tracts 620 and 1160 acres. Price, either tract, \$15. M. A. Knappenberger, Ricksecker Bldg., Kansas City, Mo. 789

For Sale—New stock of dry goods and groceries, a little over one year old, will invoice about \$3,500 dry goods and \$1,000 groceries, dry goods over 75 per cent. domestics and staples; good paying business for a hustler; best and oldest location; too much other business, reason for selling. M. M. Hyman, Montpelier, O. 790

For Sale—Paw Paw Lake, Mich., 24 room hotel, furnished complete, doing excellent business; fine bathing beach; private boat landing. Good reason for selling. Address James Irvine, Watervliet, Mich. 791

For Sale—Pile driver at Paw Paw Lake, Mich. (only one on the Lake) Everything in good running order. Sixteen horse power engine. Address Alfred Martin, Watervliet, Mich. 792

For Sale—Drug store in resort and lumbering town, inventorying about \$1,800. Only store in town. Operate soda fountain, 10c for soda water or ice cream. Carry a nice line of summer goods and have no opposition whatever. Have about 800 tourists here in the summer. Wish to engage in banking business and must be sold inside of two weeks. F. E. Holden, Indian River, Mich. 793

For Sale—Hardware stock and building. This is a clean, up-to-date about five thousand dollar stock, counting tinners' tools, safe, etc. Building 22 ft. by 140 ft.; good living rooms above. Price of building two thousand dollars. Located at Livemore, Humboldt county, Iowa, and doing a good business. Might sell half interest if party was a tinner or hardware man. This is a good farming country, nice town, good graded school, five churches, brick and tile factory, two railroads, about twenty business houses, two hotels, two lumber yards, three elevators, plenty of timber and a pretty place one-fourth mile from the Des Moines river. Honorable competition, and a good place to live, bring up your children and make money. Prices not all cut to pieces. Land trade not considered. Part time on building and lot if wanted. Will give a bargain if taken soon. Business established by me for twenty years. Rheumatism and poor health, reason for selling. Write or call on J. W. Leighton, Livemore, Iowa. 794

For Rent—Dry goods and grocery stores; old-established trade, 9,300 feet floor space; best corner in town of 5,000; receipts \$115,000 to \$125,000; vacant Aug. 1. A. D. Smith, Morris, Ill. 807

For Sale—Only employment and railroad ticket agency in city of 30,000 inhabitants. Suitable for man and wife or two ladies. Experience unnecessary. Write for particulars. Steinbrecher, Aurora, Ill. 795

For Rent—Large store near Q. depot; suitable for any business. 30,000 inhabitants. Steinbrecher, Aurora, Ill. 796

For Sale—First-class drug stock. Stock and fixtures inventory about \$3,000. Rent and insurance cheap. Ill health cause for selling. H. S. Phillips, Crystal, Mich. 797

For Sale—Modern canning plant at Ganges, Mich. Eight miles north of South Haven. Fully equipped for fruit and tomatoes. New machinery and buildings, original cost, \$11,000, price \$5,500, half cash. Full particulars on request. E. H. Guertin, 26 State St., Chicago, Ill. 798

An exceptional location is offered for establishing a department store. For particulars enquire of George Lutz, Jamestown, N. D. 799

An ideal farm of 922 acres in Chehalis county; all good land for stock, grain and dairying; prices and terms on application; with or without stock and tools; will sell all or part. I have other lands. J. E. Calder, Montesano, Wash. 800

For Sale—A clothing store in the capital city of Nebraska; business increasing each year; no finer location in the city; good reason for selling. No trade wanted. No commission will be paid. Address B. L. Paine, Lincoln, Neb. 801

For Sale or Exchange—Drug store; invoicing \$3,300; snap at \$2,800. In good Missouri town 3,000; 80 miles from St. Louis. Moore Realty & Investment Co., Montgomery City, Mo. 802

For Sale—All or part interest in new \$50,000 chair factory. Located in southern hardwoods on three trunk lines. Running on contract orders that will keep factory busy for 12 months. Experienced man with some capital needed. Address No. 803, care Michigan Tradesman. 803

Oil Stock—For the next 30 days, I will sell from 1,000 to 6,000 shares of stock in the Swiftcurrent Oil Land & Power Co., for 10c a share. The stock is quoted at 20c. Company is operating in Northwestern Montana. Has one well. Write C. E. Matson, Swiftcurrent, Teton County, Mont. 804

1,200 shares of stock in a well-equipped property of merit. You can get this on the easiest kind of easy payments and a bonus of 800 shares free. Send \$2 a month for 6 months and the stock is yours. \$24 cash buys 4,500 shares. Our literature will interest you. Address J. D. Johnston, Secretary, Box 161, Newport, R. I. 773

Start a mail-order business; we furnish everything necessary; only a few dollars required; new plan, success certain; costs nothing to investigate. Milburn Hicks, 358 Dearborn St., Chicago, Ill. 768

Wanted—Agents to sell stock in a Gold Mining Company, that is run on strictly honest principles; will bear closest scrutiny. Fair commission. Address Jos. B. Papenbrock, Bradford Block, Cincinnati, Ohio. 767

For Sale—General merchandise stock of the Bonner Mercantile Co. Well assorted stock, doing business of \$100,000 to \$125,000 per year. Excellent established business, brick store and warehouse. Best opportunity in the Northwest. Address W. C. Spottswood, Deer Lodge, Mont. 765

For Sale—Steam heated hotel, newly furnished; property of heirs; must be sold. Lock Box 23, Scottville, Mich. 763

For Sale—Clean stock merchandise, consisting of dry goods, shoes and groceries; invoice \$6,500; can be reduced; counter sales \$21,000; also big poultry and produce business; pretty village of 800; best of schools and churches; public hall and library, by Carnegie; no saloons; good German and English trade; cash trade. Money-maker for someone. Address Hartzler & Son, Topeka, Ind. 762

For Sale—Splendid grocery business in one of the best cities of 14,000 inhabitants, in State; good reasons for selling. Box 252, Pontiac, Mich. 761

For Sale—National cash register, used only two weeks. Machine cost \$375, will sell for \$340. All the latest improvements and labor saving devices. L. H. Wood, Fulton, Mich. 760

Haight's perfect egg tester. A great money-saver. Price \$1.50. Address Haight Egg Tester Co., Oswego, Ill. 759

For Sale—Dray line, \$700 cash. Pays \$3,000 per year. Up-to-date grocery stock, at sacrifice. Ill health. New bazaar stock. Will sell or trade for farm. Kinne Bros., Owosso, Mich. 758

For Sale—General stock of merchandise, invoicing \$5,000. Eleven miles from county seat on Wabash R. R. Doing good business. Lock Box E, Hamilton, Ind. 757

For Sale—Drug store doing good business in hustling Indiana town. Reason for selling, have other business. Address Lock Box 198, Hamilton, Ind. 756

Wanted To Buy—I will pay cash for a stock of general merchandise or clothing or shoes. Send full particulars. Address Martin, care Michigan Tradesman. 755

For Sale—My business block and stock of goods, on corner opposite bank. Also soda fountain and supplies. Phone 78. Mail address, M. H. Barnes, Lake City, Mich. 772

For Sale—Restaurant and ice cream plant, both doing good business; good reason for selling. Address C. & S., Charlotte, Mich. 734

Wanted—To correspond with all kinds of saw mill, planing mill, box factory, sash and door, shingle, lath and woods men, who could take some stock in one of the finest lumber manufacturing concerns on the Pacific coast, where every man employed has money invested in proposition. Address Lock Box, 189, Portland, Ore. 740

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—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 sawmill 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—Meat market, slaughter house, dwelling, barn, 12 acres land, two teams horses, 70 head cattle, 50 hogs. Will sell all or part. Box 177, Knox, Ind. 724

For Sale or Exchange—Forty barrel mill in good order, five blocks from depot on main street; gasoline power; nearest mill 18 miles; best wheat country; all wheat at the mill door. A good chance for the right party. Good reason for selling. Address Pernt Bros., Artesian, S. D. 725

Wanted—A reliable and experienced man to purchase a half interest in a wholesale and retail liquor business. About \$2,500 is required; purchaser to take full charge of the business. A splendid opportunity. Address Box 815, El Reno, O. T. 726

For Sale—Best flouring mill in Shiawassee County, 3 stories and basement, brick and stone. Complete sifter system. Capacity 100 barrels. Snap if taken quick. Part cash, balance on time. Write for particulars or come and see B. H. Chadwick, Vernon, Mich. 747

We collect accounts anywhere in 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. 721

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—Hearse and embalming outfit. Cheap. Address No. 750, care Tradesman. 750

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

Good opening for flour mill. Special inducement to right party. For particulars, address Box 3, Crystal, N. D. 703

Wanted—Partner in well established hardware business. A first-class mechanic desired. Address No. 733, care Michigan Tradesman. 733

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

Planing Mill For Sale—A well equipped plant with good trade and location. Address F. R. Myers, Rochester, Ind. 643

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 \$3,600. If taken before April 1st., will sell at rare bargain. Must sell on account of other business. Geo. Tucker, Fennville, Mich. 538

We want to buy for spot cash, shoe stocks, clothing stocks, stores and stocks of every description. Write us to-day and our representative will call, ready to do business. Paul L. Feyreisen & Co., 12 State St., Chicago, Ill. 548

For Sale—Stock of general merchandise in Howard City. Apply to W. S. King, Howard City, or W. H. Bradley, Trustee, Greenville. 625

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

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—Situation by expert bookkeeper. 15 years' factory accounting. Highest references. For personal interview address I. G., care Michigan Tradesman. 805

Wanted—A position as manager of a general store. Six years' experience. Would accept position as bookkeeper. Best of references furnished. Address No. 754, care Michigan Tradesman. 754

HELP WANTED.

Wanted—A good retail shoe clerk, between 25 and 30 years old. Single. A clerk that is willing to show what he can do and who can sell shoes. No other need apply. Salary according to ability. Address J. F. Muffley, Kalamazoo, Mich. 806

Wanted—Experienced man, not over 35 years of age, to take charge of dry goods and shoe departments in general store. He must be sober and used to dealing with country trade. Steady job to right parties. State wages expected and where last employed. Address No. 771, care Michigan Tradesman. 771

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.

IMPENDING REVOLUTION.

The American people are notorious throughout the world for two particular characteristics.

One of these is their extraordinary disregard of law, and the other is their insatiable desire to be constantly enacting new laws which are not to be enforced and which nobody proposes to obey.

Every year for months at a time the Federal Congress is engaged in fabricating laws to supplement or back up those already in existence, but which have failed of their purpose because they have never been enforced.

Every year, or at other brief intervals, the legislatures of forty-five great States of the Union spend months in making laws which are supposed to be intended to correct the mistakes of or to make more efficient existing laws, all of which have failed for lack of enforcement.

Every week or month in the year the legislative bodies of cities in every part of this country employ themselves in making laws, most of which are mere formalities and dead letters on the books, except when some personal benefit is to inure to the enactors.

Thus it is that legislative enactments are heaped up on the statute books in immense numbers and inextricable confusion, professedly to supplement and cure the defects of previous enactments, but really to appease a popular outcry against the prevailing lawlessness, and to furnish some excuse for self-praise on the part of the legislators themselves who will be able to point to the laws and ordinances which they have succeeded in having placed upon record.

It is scarcely necessary to say that ours above all others is the land of murders and homicides, and that not one in a hundred of the perpetrators is ever adequately punished, if punished at all. But this most lamentable state of affairs is not the result of any lack of laws. There are enough of enactments to hang every man-slayer in the country, but there are also enough to set most of them free. When a murder case gets into the courts, if it be so that either money or fame is to be got by preventing punishment, there is no end of the expedients that are at hand to postpone final judgment, and this can be kept up until all the witnesses die or are done away with and until all public interest in the matter has passed away.

There have been cases of this sort in every State in the Union in which men who have been more than once convicted by juries and sentenced to death by courts for murder were able to defy every instrumentality of justice to punish them and finally walked out of prison free men.

That this should be so in a country where murders are so rarely punished casts a most frightful reflection upon the value and efficiency of our machinery of justice to protect society and maintain public order.

But it is not alone that perpetrators of felonies are shielded or excused

by our administration of justice. The same sort of policy prevails as to crimes of lesser note in the legal scale of wickedness, but nevertheless of extreme seriousness in regard to their evil effects on society. In many of these matters the offenders are not only never punished, but they are never called in question, and they go on from day to day and from year to year carrying on their lawless proceedings with a high hand in sight of the officials and the tribunals that were created expressly to bring them to justice. An interesting and most instructive example is seen in the uproar that has been created in the Federal Congress and throughout the country over the movement which has finally resulted in the enactment of what is called the Railroad Rate Bill.

Many years ago Congress created the Interstate Commerce Commission and armed it with a body of laws and set it in operation to proceed against and correct the abuses that were being practiced by the railroads of the country against the people for whom they do business. Among the things prohibited, and against which the Interstate Commerce Commission was specially arrayed was the discrimination by the railroads in favor of some shippers and some towns and cities and against others. Combinations by competing roads to abolish such competition to the serious damage of the persons and places who were entitled to get the benefit of it were also prohibited, as were also combinations by shippers with the railroads to secure special advantages over all other shippers of the same class of articles.

Such were some of the functions of the Commerce Commission as established by the law which created it, and it was further fortified by the provisions of the Sherman law, which prohibited and denounced punishment against any and all parties and persons who should combine to obstruct and to restrain the free legal course of commerce. But notwithstanding the existence of these laws for so many years, they were never enforced.

Some of the great Government lawyers declared that they were impracticable and could not be enforced. Some of the United States courts gave judgment in cases that appear to have disheartened the Commission, and the result was that all sorts of forbidden rebates and other forbidden discriminations by the railroads went on unmolested. Prohibited combinations were made by competing roads, each with the other, and equally forbidden arrangements were entered into between the railroads and such shippers as the Beef Combination and the Standard Oil Company, and these unlawful operations were conducted openly and in defiance of law, and there was nobody to say them nay.

It is plain to everybody that such lawless proceedings would have gone on forever if there had not arisen a popular clamor that threatened a revolution against the railroads, and which has resulted in the enactment

of a very radical and revolutionary law against them. This popular excitement startled and aroused the law officers of the Government, and they at once went to work on the unlawful combinations. They suddenly found that the supposedly defunct laws had some life in them and could be enforced.

Let it be understood that the recent active proceedings against the railroads, against the beef combines, against the Standard Oil Company and others were taken under the old laws that had been so long considered lifeless and worthless, a fact which has proved that there was no need of the new act that has set the entire country in a ferment, since it is not yet a law, and all that has been done lately was accomplished under existing laws that have been so often defied with impunity, and so long entirely disregarded.

This fact, with all the other existing conditions of lawlessness, and the perpetual wild outcry for more laws proves conclusively that all the crimes and disorders which infest our country and which threaten to destroy its foundations are the result of our universal disregard of existing laws and of our most flagrant failure to enforce them.

This outcry for more and stringent legislation on all subjects is a most frightful evidence of the decay of the free institutions and the democratic principles of our American liberty and of neglect on the part of citizens of their duty to their country and its public affairs. If citizens were alert and active in choosing their officials and lawmakers and were zealous and faithful in holding them to their duty, there would not be a flood of lawlessness deluging the country.

But if the criminal negligence of citizens is to go on as it has done they will one day be brought by a rude awakening to realize that a revolution is upon them. In fact, such a revolution is already near at hand, and the enactment of the Railroad Rate Bill is the opening scene in what may prove a tremendous national, social and political drama.

Souvenir of an Old Merchant.

Jackson, May 29—A reminder of the halcyon days of Gen. Wm. Jackson, the picturesque and long-to-be-remembered gentle character who for so many years sold Edam cheese and other choice groceries in the famous old "glass front," where Grinnell Bros.' music store is now located, came to light yesterday. While upholstering an old easy chair Anton Straub found a little old copper penny, of the character so freely issued by merchants during the great Civil War, along with the shinplaster currency, and upon the obverse side are the words, "Wm. Jackson, Dealer in Groceries, Jackson, Mich." Mr. Straub highly values the coin, which bears date of 1863, as a souvenir of the lamented old General, as well as of the great unholy war.

It will take more than dreams of heaven to make this world a paradise for men.

No Falling Off in Demand.

There is no falling off in the demand for summer and staple hardware. Manufacturers have taken such an enormous volume of business during the last four months that they are now planning, in many instances, to increase their capacities materially. Most of these manufacturers who are expanding their business are interested in specialties, but a few are contemplating the production of staple goods on a larger scale than ever before. Implement makers are especially aggressive in their attempts to enlarge their capacities. These manufacturers are securing a large aggregate of orders for their products for delivery before the end of this year, and are, therefore, anxious to turn out a larger amount of goods next year.

The building trade is placing additional orders for builders' hardware, and most of the mills have their output engaged for several months ahead.

The higher prices asked for tin plates are not curtailing the buying movement in these lines to any noticeable extent, but many of the leading consumers have already covered their requirements for the season. Sheet zinc, which is selling at slightly lower prices, owing to the recent declines in zinc and spelter, is in good request. Warm weather goods are also selling freely, but there appears to be less demand for wire products.

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

Buffalo, May 30—Creamery, fresh, 18@21c; dairy, fresh, 15@17c; poor, 12@14c.

Eggs—Fresh candled, 17½c; at mark, 17c.

Live Poultry — Broilers, 22@25c; fowls, 13@14c; ducks, 14@15c; geese, 11@13c; old cox, 8@9c.

Dressed Poultry—Fowls, iced, 13@14c; turkeys, 16@20c; old cox, 10@10½c.

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

Potatoes—White, 75c per bu.; mixed and red, 65@70c. Rea & Witzig.

BUSINESS CHANCES.

Partner wanted with capital to manufacture standard goods for grocery trade. Good profits. Capital protected. Address No. 809, care Tradesman. 809

For Sale—Two Russian Sharpless separators, one boiler and engine. One steam milk tester. Will sell cheap. Adam Kolbe, R. D. 2, Lorain, Ohio. 808

1,000 Acres Hardwood—1,000 acres hardwoods, on and extending along railroad for mile and quarter, 6,000 feet per acre, white oak, ash and red gum. Price, \$8 per acre. Address Albert Haas, Atlanta, Ga. 779

For Sale—One of the best and largest drug stores in a western city of 50,000 people. Good location, good business. Clean stock, full prices. Good reasons for selling. Address P. O. Box 109, Pueblo, Colo. 778

For Sale—Small stock of general merchandise. Good location for party with small capital to build up large business. Owner wishes to retire. Will discount. Address S. J. Doty, Harrietta, Mich. 777

Brick store building, 2 stories, 30x60, with basement full size. Two rooms on first floor, 8 nice living rooms on second floor. Cold storage building, brick, 18x32 with wing 13x16. Ice-house, 16x24. Barn 20x32, corn crib 20x32, chicken picking house, 18x20. Nice dwelling house 18x32 with wing 16x20. Building all in A1 condition. Are occupied at present by owner who wishes to sell as he is going into a bank. Sold with or without stock. Buildings, \$4,250, about ¾ cost. Hagan & Sharp, Grant, Mich. 776

To Rent—Corner store, 40x60. Best location furniture, hardware or general store. Brown, Constantine, Mich. 775

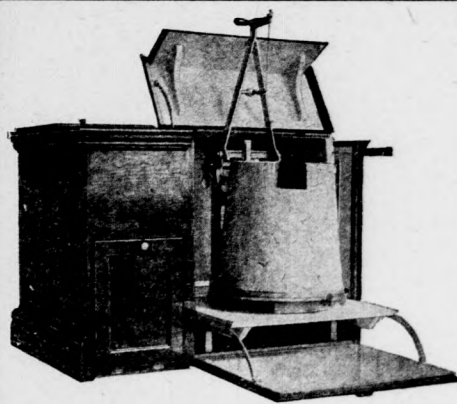


LOWNEY'S COCOA is purely the choicest, highest cost, cocoa beans, ground to flour fineness, and **NOTHING ELSE.**

The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

Kuttowait Butter Cutter

and
Refrigerator
Makes
Money
For the Grocer



Cuts tub butter into prints without an ounce of loss.
Saves time—saves labor—saves butter—saves ice.
Enables you to put out tub butter as tidy as prints.
This combination is a trade builder.

Pays for itself in four months.

Fine opportunity for reliable agents everywhere.

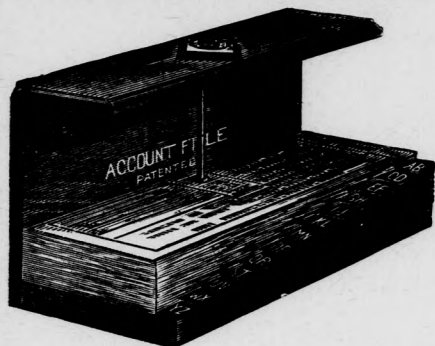
One pound cartons for sale. 100 free with each machine. Let us show you.

CUT OFF, FILL OUT AND MAIL

Kuttowait Butter Cutter Co.
68-70 North Jefferson St.
Chicago, Ill.

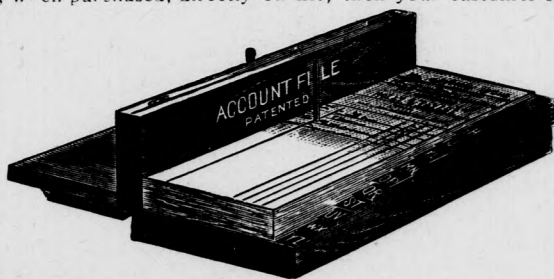
Name
Street
City State

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



Spring Fever!

Say! It's tough, ain't it? **Posting accounts, copying pass books, re-writing miscellaneous charges** and making statements when you can hardly keep your eyes open—when you are completely **tired out**. Still you **must** have your **accounts** in shape for **pay-day**. You don't want to tell your customer that you are **not ready** to take his **money**—Oh, no!

Don't you want to get rid of this **posting, copying and re-writing**? If so, we will make it **easy** for you to do so.

When accounts are kept on a **McCaskey Register** they are **always posted right up to the minute** and it's done with only **one writing**.

Credit sales handled as **quickly** as **cash sales**.

Remember the **McCaskey takes care** of all your **accounts** with **one writing**.

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

The McCaskey Register Co.
Alliance, Ohio

Mfrs. of the Famous Multiplex Duplicating Carbon Back Counter Pads;
Also Single Carbon and Folding Pads.

AGENCIES IN ALL PRINCIPAL CITIES

We Again Remind You That "Merchants' Week" is June 5, 6 and 7

and that you are cordially invited to come and shake hands with us on that occasion. Make this house your "headquarters;" let us enjoy the privilege of being your host while you are in the city. We will do our share in making your visit one of pleasure and profit both. Be sure to ask for a "Merchants' Week" certificate when you buy your railroad ticket. It will entitle you to a one and one-third fare.

"Beats All" Assortment

of

Homer Laughlin Porcelain Dinner Sets



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.**

- 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%. 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 the 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 sets **\$39.58**

Package charged at cost.
Shipped from factory warehouse.

We Are Going to Celebrate Merchants' Week

by offering you an exceptionally strong list of very special

Bargains

in the following lines:

Ribbons, Embroideries, Laces,
Braids and Bindings,
Handkerchiefs, Hosiery, Buttons,
Men's Fancy Shirts,
Ladies' and Gents' Underwear,
Hose Supporters
Suspenders, Corset Clasps, Etc.

We are closing out our entire line of these goods and have made the prices very attractive.

One of Our Bargains

Procured especially for

Merchants' Week



85c Per Dozen

From now until the end of "Merchants' Week," June 7, we offer 500 dozen of the above heavy IC tin 10-quart flaring pails at this price. They hold fully 9½ quarts and are guaranteed not to leak as all seams and the bottom are thoroughly soldered. Have wire bale and black enameled handle.

"Junior Cabinet Gasoline Stoves

At Bargain Prices

Steel Cabinet frames, stationary tanks, individual burners. Nicely japanned and ornamented.

Sell for retail at

\$3.00 and \$4.00



- 2 Burners, low **\$1.85**
- 3 Burners, low **2.85**

Junior Gasoline Stoves

Skeleton Frame

- 2 Burners, low **\$1.75**
- 3 Burners, low **2.75**

"Wickless Blue Flame" Oil Stoves

- No. 2—2 Burners, low **\$2.50**
- No. 3—3 Burners, low **3.50**

"Brightest and Best" Lamp Oil Stoves

4-inch burners, ½ dozen in case.

- No. 01—One Burner. Per case **\$1.85**
- No. 02—Two Burners. Per case **3.70**

Polished Steel Ovens

For Oil, Gas and Gasoline Stoves

- No. 15—For one flame. Size 13¾ x 14½ x 19½ inches **\$1.20**
- No. 45—For two flames, end door. Size 13¾ x 21 x 18½ inches **\$1.50**
- No. 65—Same as above except with side door **\$1.50**

White Granite Handled Teas

Large size, St. Denis shape, best quality white granite. Per dozen, cups and saucers **65c**

Galvanized Iron Tubs

Note Our Large Sizes

No.	Size inches	Per doz.
1	20½ x 10½	\$4.30
2	22 x 11	4.80
3	24 x 11	5.60

"Money's Worth" Toilet Paper

A splendid quality paper, 800 sheets, size 4¾ x 5 inches, on rolls. **\$3.15**
Per case of 100 rolls.

Galvanized Iron Pails

For Bargain Day Special

8 quart.	Per doz.....	\$1.18
10 quart.	Per doz.....	1.38
12 quart.	Per doz.....	1.65
14 quart.	Per doz.....	1.85

Braided Cotton Clothes Lines

"Manhattan." A close and compactly braided cotton clothes line, 1 dozen in package.
50 feet. Per dozen **87c**
60 feet. Per dozen **98c**

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