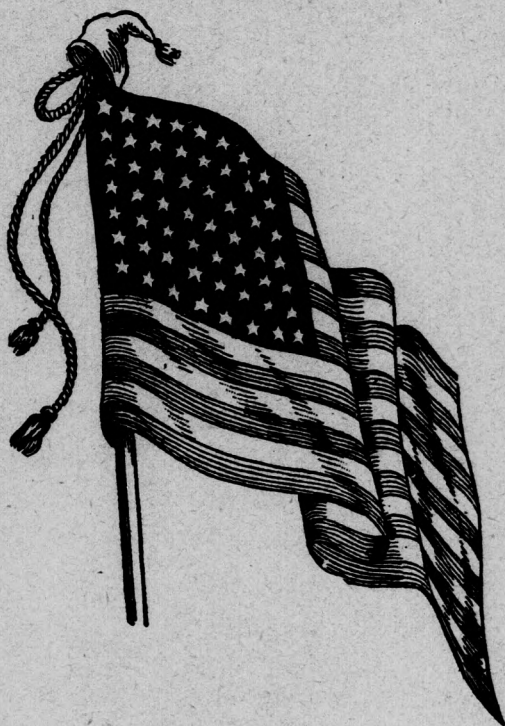




Two Views of the Fourth of July

The glorious Fourth's a-comin' and the patriotic boy
Is looking forward eagerly to hours of unmixed joy.
He's saving up his money, and each day his store
augments—

Already he has gathered in a dollar 'n' thirteen cents.
He'll buy a horn, of course; a lot of firecrackers, too;
Some pinwheels and some rockets, as his father used
to do;

Perhaps he'll have a pistol—blank cartridges, of course—
Without a thought at any time of possible remorse.

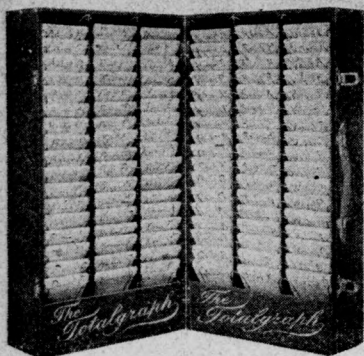
Meanwhile the small boy's mother isn't sleeping much
at night.

She anticipates with terror what he thinks of with
delight.

She's just as patriotic as any of the boys,
But she doesn't like the way they go to work to make
a noise.

She's pretty sure of trouble before the day is done.
She's confident some accident will happen to her son.
And really you could fill her heart with comfort and
with joy

If you could prove that on the fifth she'll have her
darling boy.



Special Price of

\$5

**Will be Made
To the First Grocer
Or Dealer In a Town**

who orders a **Totalgraph** holding 100 accounts (regular price \$7.50.) We find that the first **Totalgraph** in use in a town or city gets us other orders - it is, we find, the best and quickest way to get orders. The books cost \$4.00 for 100 or \$7.00 for 200, with your business card printed on them. A price of \$7.50 will be made on a 150-size **Totalgraph** to the first merchant ordering from any town.

The **Totalgraph** system provides a duplicating book for every customer; every customer's account is posted and added up-to-the-minute. The best system - the satisfactory system. Order today. **Be the first.**
W. R. ADAMS & CO., 45 W. Congress St., Detroit, 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, JULY 4, 1906

Number 1189

GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich

Collection Department

R. G. DUN & CO.

Mich. Trust Building, Grand Rapids

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

We Buy and Sell

Total Issues

or

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

Commercial Credit Co., Ltd.

OF MICHIGAN

Credit Advances, and Collections

OFFICES

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

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

IMPORTANT FEATURES.

Page.	
2.	New York Market.
4.	Around the State.
5.	Grand Rapids Gossip.
6.	Window Trimming.
8.	Editorial.
9.	Romance in Business.
10.	Golf and Falsehood.
12.	Long Way Off.
14.	Dry Goods.
16.	Clothing.
18.	A Backward Glance.
20.	Woman's World.
22.	Thirty Years.
24.	The Human Voice.
26.	Adulterated Butter.
28.	Needed Lesson.
30.	In Vacation Time
32.	Shoes.
36.	Not All Successful.
40.	Commercial Travelers.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

JUSTIFIABLE KILLING.

The first account of the Thaw affair was highly unfavorable to the slayer. He was represented to be an idle spendthrift who had never done one moment's honest work, but spent his time in dissipating, in profligacy and debauchery, a large fortune which he had inherited, while his victim was supposed to be a citizen of the highest social and professional character and accomplishments, an architect who had done honor to his calling and had made a name in the annals of art. He was declared to be a man past middle age, the head of a family and a person of probity and uprightness of life. The woman in the case had been on the stage, rather as a show girl than an actress, with no other qualifications for stage distinction than her physical beauty.

Under these circumstances public opinion was strongly against the slayer. It was held that he, above all others, should have known the lack of moral and social safeguards in stage life and in marrying a show girl, whose beauty is so often her own undoing where there are so many idle rich men ready to make a prey of it if possible, he took great risk.

Under such conditions the husband's claim that in killing a man to whom he gave no warning and no opportunity for defense he was vindicating his family honor and avenging the most grievous wrongs won but little sympathy or even pity. He was even charged with having made an insolent attempt to bolster up a tainted family reputation by murdering in a public place one of the most respectable and reputable of citizens.

Later facts are coming to light, however, which are showing the real situation in vastly changed colors. It now comes out that the dead architect was during his life one of the most lecherous, depraved and hypocritical of men. However fair he may have stood in the opinion of those who knew him only by sight or hearsay, he was a spendthrift who lavished all the money he could bor-

row or otherwise lay hands on in debauching young girls and destroying them morally and socially. The stories that have come out of the reckless and degrading orgies in which this arch hypocrite had been organizer and chief actor are declared to be beyond question and stamp him as a most infamous corruptor of innocence and a menace to social purity wherever he came.

With all this moral rottenness brought to light, it now comes out that he wrote to the young wife, who had once been an actress, letters in which he taunted her with passages of her past life which he claimed to know and scoffed at her attempts in the future to lead an honest and virtuous life.

There is no human creature who needs more sympathy and pity and tender upholding than does the woman who has once erred and is determined to lead a new life, and only a heartless and fiendishly corrupt creature would malignantly seek to drag her back to the ruin and despair into which he had first plunged her. It now comes out that it was to avenge such atrocious assaults as this that young Thaw killed the infamous debauchee who had done him and his family such unspeakable wrongs.

As these facts are being brought into the light of day and truth, it is coming about that public opinion is changing in favor of the slayer and against the slain, who seems to have been so degraded and depraved in morals and so malignantly desirous to destroy purity and innocence wherever it fell within his leperous touch that in default of any statute that could legally and justly deal with such a monster of immorality it is difficult not to applaud the blow which struck him down and rid the human society of so fiendish an incubus.

NEWSPAPER AND PUBLIC.

Whoever follows the cartoons in the weekly and daily papers can thereby get a pretty good idea of what is going on in this country, and as well as to the reforms that are needed and ought to be instituted. When Boss Tweed was looting the New York treasury Harper's Weekly, whose cartoonist at the time was Nast, pursued him mercilessly with full page and half page pictures. He was portrayed in anything but enviable lights and attitudes and this was one of the powerful influences that eventually brought him to book and deposed him. Tweed is quoted as saying that he cared less about the arguments published against him in the papers than he did about the pictures, because a good many of the people he relied on for political support could not read, but they could all

look at the pictures and get ideas therefrom. The cartoonists are often cruel, but, as a rule, they are in the right and they are a powerful agency for good in this country. The Philadelphia Press the other day had a very suggestive cartoon on its first page, representing the stately figure of Justice blindfolded and being led by a youth labeled "Publicity" and bearing aloft the torch in whose flame could be read the words, "A Free Press." By the wayside were several cripples labeled "The Beef Trust," "Standard Oil" and "Railroads," while fleeing before them were the heels of a rapidly retreating figure labeled "Graft."

To those who have followed the political situation in Philadelphia and Pennsylvania this picture is especially interesting. One of the leading dailies of the city of brotherly love is the Press, which for many years every morning has been preaching good Republican doctrine to its patrons in Philadelphia and all over the State. In the course of the revelations of greed and graft, followed by prosecutions under the direction of Mayor Weaver and others, the Philadelphia Press has put patriotism before partisanship and been refreshingly independent. It has dealt sledge hammer blows to those who sought to deprive the taxpayers illegally of their money and who had grown rich and powerful through grafting in big sums. As Pennsylvania is Republican, it best suited the purpose of the grafters to be Republicans. This fact did not prevent the Philadelphia Press from exposing and denouncing them. Nor does it hesitate to say that the boss ruled and machine made Republican state ticket is a disappointment to that very large number of Pennsylvanians who hoped for better things. It now and then pleases some who are hit, and who, like the wounded bird, do more or less fluttering, to say that the newspapers are unduly influenced either by partisanship or the corporations. That may be true in a few cases, but in the great majority of instances it is false. The independent, fearless newspapers, whose number is annually increasing, are unquestionably the greatest influence for reform in this country today. As portrayed in the Philadelphia Press picture, newspaper publicity is the youth that leads Justice and aids in exposing the wrong and supporting the right. The grafters and the corrupt politicians fear it, because thereby the people are informed, awakened and aroused, and when once the people come to an appreciating and realizing sense of the situation they can be invariably depended upon to remedy it and bring the offenders to justice.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, June 30—We are having the most "distressful" weather we have ever experienced in June, and it takes all one's courage to keep a going. If deliveries of goods are delayed it will be because it has been almost impossible for men and horses to get to points of shipment on time.

There is a firmer coffee market both in a speculative way and for spot stock. Jobbers report a pretty good demand, and in general the trade looks for a steady business after July 1. In store and afloat there are 3,312,442 bags, against 3,685,957 bags at the same time last year. Rio No. 7 is well sustained at the official figure of 77½c, being ½c higher than a year ago. Receipts of coffee at Rio and Santos from July 1, 1905, to June 30, 1906, aggregate 10,203,000 bags, against 9,944,000 bags at the same time last year. In sympathy with the better feeling in Brazil the market for mild sorts has also shown improvement and quotations for Central American grades are well sustained. East Indias are steady at former rates.

The sugar market is firm and active, with daily increasing strength. Business both in the way of withdrawals under previous contracts and new orders has been sufficiently active to keep all hands extremely busy, and this activity is almost certain to prevail for the next three months. Quotations seem to be steadily advancing, and probably 470c, regular list, will soon be the prevailing figure.

New crop Japan teas are unchanged and meeting with pretty good demand. Congous are firm, as supplies are said to be comparatively light. As a whole the tea market is in better condition than six months ago, and holders are quite generally satisfied with the season's business.

Advices regarding rice from the South are all strong, and the outlook seems to be decidedly in favor of the seller. The demand here has been quite active during the week and rates are well sustained.

Spices generally are well held, and while individual orders are for small quantities the aggregate is quite satisfactory for this time of year.

Of course the demand for molasses is of moderate proportions, but there is something doing all the time and grocery grades of New Orleans are very well sustained within the range of 18@28c for good to prime. Open kettle, 30@38c. Syrups are in good demand and without change.

Tomatoes have occupied the center of the stage in the canned goods district this week, and the most interesting occurrence has been the appointment of a committee of five by the bankers and warehousemen who have been backing up the tomato syndicate for the purpose of fixing

a price at which the holding should be sold. This quotation is 95c Baltimore, and Willard G. Rouse has been appointed selling agent. Mr. Rouse is well and most favorably known here and, in fact, at all big centers, and he will doubtless make the very best showing possible. The holdings of the syndicate are guessed at from 750,000 to 1,000,000 cases. This price of 95c is not so "juicy" as \$1.17½@120, at which tomatoes were held only a short time ago, and to a layman it would seem as though the syndicate had "bitten off more than they could chew," and whether this cornering experiment will be tried again or not is problematical. From all sections come reports of probably a pack of corn much below that of last year, and it is not likely any harm will be done if this really be the case.—A generally full pack of peas is looked for, and some buyers think the present quotations will be reduced later on; but at the moment the market is strong. California fruits are firm and the opening quotations, to be made possibly next week, will be awaited with considerable interest.

The butter market is generally unchanged, and officially 20½c is the rate for extra creamery, although 21c is named for some lots. Imitation creamery, 17@18½c; factory, firsts, 16½c; seconds, 15@15½c; renovated, 16½@18½c.

The cheese market is in a rather unsatisfactory state, and while the demand has been fairly active it has not kept the market well cleaned up, and considerable stock has been stored. Full cream, large size, 11c for fancy, and small sizes 10½c.

The supply of eggs shows a falling off and so does the demand. There is really little, if any, change in the range of prices from those prevailing last week. Western extra firsts are worth 18@18½c; firsts, 17c.

Those Toledo ice dealers who pleaded guilty to forming a combination in restraint of trade thought to escape with light fines which they could easily pay. When the court instead imposed upon them fines of \$5,000 and imprisonment for one year each, they were dumbfounded. They never dreamed of going to jail as they actually did. Dozens of lawyers were summoned to their aid. As they had pleaded guilty there was no appeal from the judgment of the court. The only thing to work on was the judge's promise, to modify the sentence in case the ice dealer made restitution to their customers. As these number thousands, it is difficult to arrange a plan of settlement. Meantime the ice dealers remain prisoners and the whole city of Toledo is laughing at their predicament. The price of ice has fallen from 30 to 40 per cent, since these proceedings, and, every man in any way connected with the ice business looks humble. The Toledo ice trust is probably dead beyond resurrection.

The higher education often demonstrates that the more we know the less we believe.

We Test Flour for You

There is no real reason why YOU should spend time and money trying the various brands of flour on the market. We do that for you. We do it so that our customers may always be sure that in buying Lily White they are positively getting the very best flour it is possible to make.

Our head miller repeatedly tests the various brands of flour on the market, and there is no expert chemist or food analyst capable of doing a better or more thorough job of it. Many brands of flour have come and gone, made their bid for public favor and disappeared as absolutely as if Mother Earth had swallowed them, but

Lily White

"The Flour the Best Cooks Use"

pursues the even tenor of its way, increases the popularity every year because it lives up to every claim we make for it, and really is, as it always has been, the best all-around flour for family use ANY MILL ANYWHERE has ever been able to make.

Don't suppose for a moment we would allow the prestige it enjoys to be eclipsed by any other brand. We simply couldn't think of it. It would hurt our pride and our business—and we're a little bit sensitive about each of these things, especially our business.

Valley City Milling Co.

Grand Rapids, Mich.

New Enterprises at Kalamazoo.

Kalamazoo, July 3—A company is being formed here for the purpose of manufacturing cigar boxes. It is proposed to have the factory take the place of a factory at Coldwater and two factories in this city. The capital stock is being rapidly subscribed and it is believed that the organization can be perfected in a few days. The factory will be built in this city and it is proposed to have it the second largest in the country.

The Henderson-Ames Co. has the plans prepared for a new furniture factory in this city, to be known as the Henderson-Ames Factory No. 2. The other factory is located at Columbus, Ohio. The building of the new factory hinges altogether on the action of the city council in granting the right to the company to build a switch from the Lake Shore tracks to the place where the factory is proposed to be located. The company proposes to manufacture lodge furniture and will employ about 200 men.

A deal was closed this week whereby two manufacturing companies are being formed from one company. The old company was the Kalamazoo Paper Box & Card Co. The two corporations springing from it are the Kalamazoo Playing Card Co. and the Kalamazoo Paper Box Co. The cause of this change is a big and increasing business. It has been impossible for one company to handle both lines advantageously. In order that the company might give all its attention to the playing card business the box part of the business

was disposed of. The Playing Card Co. remains in the old place. The officers of the new paper box company are: E. H. Distin, of Grand Rapids, Vice-President and General Manager; D. C. Gifford, of Omaha, President, and Lambert Stabler, of Ann Arbor, Secretary and Treasurer. This company is incorporated with a capital stock of \$35,000.

Growth of One Saginaw Industry.

Saginaw, July 3—The story of the Herzog Art Furniture Co. is perhaps unique in the history of Michigan manufacturing concerns. The business was established March 1, 1899, with a capital of \$3,000, employing two men and a boy. On May 1, 1900, the capital was increased to \$8,000. On June 12, 1901, the company was incorporated with a capital of \$20,000. On June 1, 1902, the capital was increased to \$50,000. On August 12, 1903, an allied company, the Herzog Table Co., was incorporated with a capital of \$25,000. On June 1, 1904, this capitalization was increased to \$50,000. On January 1, 1905, the two companies were consolidated and the capital increased to \$200,000. On January 1, 1906, this capital was further increased to \$300,000. The company now employs 365 men in its two large plants and sends its goods to all civilized countries on the globe. In the short space of seven years it has increased its capital from \$3,000 to \$300,000 and its working force from two men and a boy to 365 men. The success of this factory has had most to do with building up a handsome residential section

in this city, west side, an acreage that had laid idle or been used for farm and garden purposes. One who saw this part of Saginaw seven years ago would not recognize it, with its block after block of neat cottage homes, surrounded by flowers, its pretty little parks and general air of thrift.

Sign of Umbrella Theft.

The man who kept a "general repair" shop listened gravely while a customer explained that he wanted a new handle put on his umbrella.

"The present handle is all right enough," he explained, "but I prefer one with a crook, so I can hang it up."

The "general repair" man opened the umbrella and looked at it critically. It was a handsome heavy silk, of expensive make. The handle was studded with pearl.

"Want a perfectly plain handle, I suppose?" he asked.

The customer, who had appeared a little uneasy, nodded eagerly.

"All right, give it to you to-morrow," said the repair man.

As the customer went out the repairer turned to the friend who had dropped in for a visit:

"That's the third stolen umbrella that has come in here to-day," he said. "How do I know? Well, why under the canopy does a person want a handsome, expensive handle replaced by an ordinary cheap one if it isn't because he is afraid that somebody will recognize the original handle? There's hardly a day passes but what

I'm asked to replace a good handle by a cheap one.

"Sometimes a smart man will break the handle before he enters the shop; but when the umbrella is a heavy silk I always have my suspicions. And that's the reason why stolen umbrellas are never found. People who lose them always keep an eye out, thinking they may spot them some day in the hands of some one else, but they don't realize that a person who 'borrows' an umbrella takes no chances with the handle. They almost invariably have them replaced with a plain, unpretentious handle that no one would look at a second time."

Fish Overcome by Whisky.

Even the fish in Kentucky streams know a good brand of whisky. Thousands became intoxicated from too frequent tipping and the farmers had a busy day of it gathering in the fanned roysterers.

The flakestand at the distillery at Frankfort broke down and, as a result, more than 13,000 gallons of good whisky was lost. It made its way to Benson creek, only a few feet away. Farmers living along the banks of the stream noticed hundreds of fish either floating lazily on the surface or else leaping playfully out of the stream and altogether unafraid of the presence of man. The farmers caught them by the bushel and it was not until the news of the break at the distillery became known that the mystery was solved.

The loss to the distillery will reach \$25,000.

A Good Repeater

A prominent grocer, when recently asked what kind of goods he liked to sell best, replied:—

"Give me a good repeater like Royal Baking Powder; an established article of undisputed merit which housekeepers repeatedly buy and are always satisfied with."

NEW baking powders and new foods, like new fads, come and go but Royal goes on forever. Grocers are always sure of a steady sale of Royal Baking Powder, which never fails to please their customers, and in the end yields to them a larger profit than cheaper and inferior brands.

AROUND THE STATE

Movements of Merchants.

Marquette—M. Casper will soon open a new grocery store.

Traverse City—John Schlegel has opened a meat market at 214 South Union street.

Big Rapids—L. F. Bertrau & Co. succeed the firm of Bertrau & Quirk in the hardware business.

Carson City—Fred R. Skinner will engage in the drug business at St. Charles, having purchased a stock at that place.

Springport—John H. Doak has sold his drug stock to Dr. H. B. Gammon, of Hastings, who will continue the business.

Lansing—L. W. Sekell, formerly identified with M. J. & B. M. Buck, has purchased a stock of furniture at Grand Ledge, and will remove to that place.

Bay City—Arthur V. Church, for several years local manager for the Standard Oil Company, has resigned and will remove to Utica, where he will engage in the elevator and coal business.

Kalamazoo—The Geo. Polasky Co. has been incorporated to deal in scrap iron. The corporation has an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Albion—E. J. Emmons, 65 years of age, and for forty years one of our leading merchants, slipped on a stone Sunday and broke his leg. The fracture is so severe that it may be necessary to amputate the limb.

Kalamazoo—The Frielink Candy Co., John Frielink, proprietor, has been declared bankrupt and on motion of the creditors, Henry C. Briggs, referee in bankruptcy, has appointed John De Visser receiver of the concern.

Standish—The huckleberry crop of this section, which means so much to the poor people who make thousands of dollars from this source through the summer, is badly damaged by the frosts and there will be but half a crop.

Otsego—C. R. Rathbun has purchased the interest of Wm. Plant in the firm of Piper & Plant and hereafter the business will be conducted under the style of Rathbun & Piper. Mr. Rathbun has moved his jewelry business into the same building and will conduct it individually as heretofore.

Holland—The harness shop conducted by John TeRoller has been closed under a chattel mortgage for \$243 held by the Brown & Sehler Co., of Grand Rapids. J. H. Colby, representing the Grand Rapids firm, has taken an inventory of the stock. The stock and fixtures will be sold July 6.

Traverse City—Herbert Montague, who was manager of the Hannah & Lay Mercantile Co. for nearly twenty years until about a fortnight ago, has about decided to embark in the wholesale hardware business at this

place. He will purchase an interest in the retail hardware stock of his brother, Joseph A. Montague, adding a wholesale department thereto.

Boyne City—The Board of Supervisors of this county has granted the Boyne River Power Co. permission to construct a 30 foot dam on Boyne River, three miles up the river from this place, and work on same will be begun at once under the direction of Frederick C. Miller, of Grand Rapids. The dam will enable the company to generate about 500 continuous horse power, which will be brought into Boyne City by a pole line, thus giving the manufacturing interests of this place a strong impetus.

Manufacturing Matters.

Detroit—The Allyn Brass Foundry Co. has increased its capital stock from \$25,000 to \$50,000.

West Branch—The Chicago Last & Die Co. has erected a warehouse for storage of lasts until they have dried out for shipment.

Willow Creek—John Lipsey, of Charlotte, has purchased the Willow Creek Creamery and has employed Roy Snow as buttermaker.

Detroit—The Sanitary Specialty Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and paid in in property. The company will manufacture hardware.

Jackson—A new corporation has been formed to manufacture automobiles under the style of the Whiting Motor Car Co. The authorized capital stock of the new company is \$500,000, all of which has been subscribed and \$50,000 paid in in cash.

Detroit—A corporation has been formed under the style of the Wolverine Rubber Manufacturing Co. The company has an authorized capital stock of \$12,500, of which amount \$8,500 has been subscribed, \$1,000 being paid in in cash and \$2,500 in property.

Hart—E. A. Noret & Co. will move into their new store in about two weeks. E. Comstock will open a second-hand store in part of the building and Chas. Furgeson, now a clerk for E. A. Noret & Co., will engage in the drug business in another portion of the building.

Lansing—A contract has been awarded to the Wolf Manufacturing Co., of Chicago, for the construction of an artificial ice plant in this city to have a capacity of twenty-five tons of ice daily. It is expected the plant will be in operation by September 1, at which date the natural ice product of the year will be nearly exhausted.

Torch Lake—The mill of the Cameron Lumber Co. has finished its cut and the last boatload of shingles has cleared the docks. Forty years ago there were thousands of acres of virgin timber in this section, while today there is nothing left but stumps and a little second growth stuff. Torch Lake was a busy place in its day. Only five years ago the Cameron Lumber Co.'s store was full of general merchandise. To-day the concern has but a few shelves of groceries.

Bay City—Lumbermen in these

days of scarcity of timber are naturally inclined to reach out after every available tree, and the Kneeland, Buell & Bigelow Co. is buying everything that joins them that can be obtained. Since the company bought the Detroit mill of Wylie, Buell & Co. about 60,000,000 feet more timber has been picked up. The company had 175,000,000 feet when the organization was effected and negotiations are going on for more timber. The mill has twenty years' sawing in sight at the rate of 40,000,000 feet annually.

Sugar Beet Crop in Good Condition.

Saginaw, July 3—The sugar beet crop of Saginaw county is shown by inspection trips during the past week to be in first class condition, with prospects for excellent returns to beet growers this year. Farmers generally are well pleased with their stands and the outlook. About 6,000 to 7,000 acres have been planted for the factory of the Saginaw Valley Sugar Co., at Carrollton.

Last year beet thinning began about June 15 to 20. Last night two-thirds of the crop had been thinned and hoed. Last year many fields were planted two to four times. This year what little replanting has been necessary has been on account of wire worms, which have been at work to some extent.

The ground is in better shape this year than ever before, since the growers have more experience and take better care of their beets, realizing that they are one of the surest money crops on the farm. This season the local sugar company will pay out \$300,000 for beets, mostly to Saginaw county farmers, since most of their beet acreage is in this county. This good return is made possible by the improved stone roads.

The average sugar beet acreage this year in the Saginaw section is 3½ acres. The largest beet tracts are 80 acres on the Crapo farm at Swartz Creek, 65 acres on the Savage Brothers' farm in Albee township, 50 acres of the L. Cornwell estate, near Merrill, and 30 acres on the big Oneida farm, near Crow Island.

The seed this year is extra good, showing improved breeding, quick germination and thrifty plants. The recent rains and present warm weather are doing much to push forward the beet crop. In the inspection trips the good results of frequent cultivation were very apparent. The best fields are those that have been cultivated once a week. The frequent cultivation keeps the soil porous, so that the rain is readily absorbed and conserved for the needs of the crop. The frequent cultivation also kills the weeds and reduces the amount of hand work with the hoe.

Ever since the sugar beet industry has become important here it has been necessary to bring in outside labor for the work in the fields. This has mostly been supplied by Russians from the West, but besides these people there are in the fields around this place large numbers of Belgians, Hungarians, English and other nationalities. It will take this season \$50,000 to pay these hands,

and most of the money will be taken away. It is now proposed to interest local labor to a greater extent, if possible. Thus far about 25 local families have been engaged to work in the beet fields, and it is hoped that next year the number will be much larger. This work is pleasant and healthful, and living on the farms during the beet season is inexpensive, so the workers are enabled to save considerable money.

The Colorado Experiment Station has recently issued a progress bulletin on "cultural methods for sugar beets." The station sent out 1,000 letters to the most successful beet growers of that State. About 500 replied, and from these replies the Station management has compiled some very interesting information. Its circular on the subject contains the following:

"It is very evident from the tables given in the bulletin that, as a rule, early planting of the beets is much better both as regards yield and quality than the late seeding. It is also found that there is an advantage in point of yield for the wider spaces in the row than ordinarily given, the average yield being 21.5 tons per acre where the space in rows was from 14 to 16 inches, as compared with 17.1 tons where the space was but 8 to 10 inches.

The average expense of growing sugar beets was found to be \$33.05 per acre; the net profit between \$40 and \$55 per acre. The value of using barnyard manure is clearly demonstrated by a table showing a yield of 17.9 tons per acre for those who fertilized their beet ground as compared with 14.3 tons for those who did not. As beet growing continues the difference of manuring is bound to become more marked.

The Grain Market.

While cash grain has been fairly steady in State and local markets the past week, there has been quite a slump in futures, September wheat in Chicago selling from 83½c a week ago to practically 80c per bushel, December option also losing at the same ratio. The visible supply showed a decrease for the week of about a million bushels, this bringing the present visible down to 25,892,000 bushels, as compared with a supply of 14,274,000 bushels for the same period last year. New wheat is now being offered quite freely in the Southwest and the quality is running very satisfactorily, practically all receipts of soft red thus far running No. 2.

Corn is selling about ½c per bushel less on futures, but cash corn is practically unchanged, selling on spot and to arrive from the West at about 56½@57c per bushel. There was an increase in the visible supply for the week of 1,367,000 bushels.

Oats continue strong for the local market, but outside markets lost about 1c the past day or two. They are pretty high and the new crop is not far away. We would advise light stocks at least for the present.

L. Fred Peabody.

A pretty woman doesn't have to know any politics to make a man vote as she wants him to.



The Grocery Market.

Sugar—There has been no change in refined up to the present writing, but the refiners have sold a lot of sugar on the strength of the strong outlook, and an advance is more likely than not. It is hard to see how higher prices can be avoided, as a matter of fact, by reason of the conditions surrounding the future supply of raws. Cuba has only a few more tons of raws to ship to us, which means that after that small quantity is exhausted we shall have to depend on Java and Europe. The Java crop is at least sixty days off, and the European market is about 15 points above our own. It is not unlikely that refined may advance 20 points; it is practically sure to advance 10 points. The consumptive demand for sugar is good.

Tea—The markets on the other side are on a considerably higher basis than the markets in this country. The market for new Japans opened higher than last year and has gone steadily higher. Congous are 15 to 18 per cent. above the market here. Formosa teas opened about on the basis of last year, but have since advanced 1½c. Ping Sueys have opened 2@3c above last year. These prices refer only to the first new crops, which do not always represent what the situation is going to be during the balance of the season. The firmness in primary markets has had no effect whatever on the spot markets on this side, which are in the buyer's favor.

Fish—Sardines have advanced 10c per case, both on oils and mustards. The new packers' combine is responsible for the advance, which is universal. The name of this new trust has been heard in connection with the anti-trust laws since the advance was made. The demand for sardines is fair. The pack is very much lighter than last year. Cod, hake and had-dock are dull and unchanged. Salmon is strong and unchanged. There is no change in the mackerel situation, which, as to futures, is still strong. New shore fish is still firmly held at unchanged quotations, and the catch is still very disappointing. In Norway there have been some few fish caught, but they have not been of good quality. The demand for mackerel is fairly good.

Canned Goods—Gallon apples continue in demand for prompt delivery and with supplies getting into very small compass the upward tendency of prices has been accentuated within a day or two. The weakness which has been apparent in the market for spot tomatoes for some time has resulted in a pronounced decline in prices. The decided reluctance of jobbers to buy except against their actual wants at the moment, and more or less urgency on the part of holders to widen the outlet for their stock, caused a break of 5c per dozen before the week was hardly more

than half gone. Future tomatoes are firm, but in view of the recent favorable growing weather, buyers, whose early requirements seem to have been pretty well covered, appear to be inclined to hold off for future developments. A prominent feature of the canned goods situation at the moment is the hardening tendency of the market for both spot and future corn, especially Southern Maine style. The strength of the situation is in part due to the closely cleaned up condition of the market in cheap grades of passable quality and partly the result of the recent dry weather, which retarded the growth of the crop and necessitated replanting in some sections. Desirable stock at figures attractive to buyers is not at all plentiful. Peas remain very firm, with offerings of the lower grades very closely absorbed. Spot salmon of all descriptions is beginning to move more freely into consumption. American sardines remain scarce and firm at the recent advance. The trade is still waiting for the large California fruit canners to make prices on their 1906 pack. From present indications peaches will be much higher than was generally expected and cherries may not be much lower than last year, while it seems certain that apricots will be high.

Coffee—Very important news reached this country in a cable from Brazil reporting the new crop to be of small bean, which may change very materially the figure for the next crop. In view of the fact that plantations in Brazil of late years have not been in good condition, compared with what they were ten years ago, it would be very strange indeed if the coming crop should be a large one and at the same time of good quality. The information from the majority of the Brazilian firms regarding the crops possesses no real value. On the contrary, year after year results have been quite opposite to the majority of the reports. During the past two years Brazilian firms have been very bearish, and it is well known that their predictions in the direction of large crops have not been verified, estimating deliberately some 20 per cent. too high, without even retracting their statements at any time notwithstanding the outcome.

Dried Fruits—Apricots are still very high, and in very slow sale. There seems no prospect of any lower prices. Spot raisins are in light demand. There is a little business on future goods at easy prices. Currants are still firm on the other side, and strong but unchanged here. Spot prunes are unchanged and in slow demand. Future prunes are unchanged for early shipment, but a little easier for later shipment. Nothing is doing in spot peaches, and futures are still so high that business is slack in those also. Some coast holders are asking 9c for standards in 50 pound boxes f. o. b. in a large way.

Rice—Supplies continue to diminish steadily under the demand, which is largely of the hand-to-mouth order. Rice which may be had at

prices interesting to the retail trade is in very small supply, and stocks are continually diminishing.

Provisions—Everything in the smoked meat line has advanced from ¼@½c during the past week. Packers claim small stocks and good demand justifies the advance. From some of the large concerns come prophecies of even higher prices, while others profess to believe that present prices are high enough. Dried beef is very dull at unchanged prices. Barrel pork is firm and unchanged. Both pure and compound lard is firm and unchanged. Canned meats are in nominal sale at unchanged prices.

The Produce Market.

Asparagus—Home grown fetches 65c per doz.

Bananas—\$1 for small bunches, \$1.25 for large and \$2.25@2.50 for Jumbos. Large quantities of bananas are moving all the time and receipts continue liberal. Consumption seems larger than is usual in the warm months. Prices have been without change for some time.

Beets—15c per doz.

Butter—Creamery is in strong demand and large supply at 21c for extra and 20c for No. 1. Dairy grades are in moderate demand and ample supply at 17c for No. 1 and 14c for packing stock. Receipts continue heavy, as is usual at this season of the year, and large quantities are going into storage daily. The market is steady, with values firmly maintained.

Cabbage—Home grown fetch 65c per doz. Kentucky stock is in good supply and demand at \$1.75 per crate.

Carrots—15c per doz.

Celery—Home grown commands 20c per bunch.

Cherries—Sweet fetch \$1.35 for 16 qt. case. Sour command \$1.15 for same sized package.

Cocoanuts—\$3.50 per bag of about 90.

Cucumbers—45c per doz. for home grown hot house.

Eggs—Local dealers pay 15c case count delivered for all offerings which bear indications of being fresh. The market is rather quiet, with receipts somewhat lighter. The loss in candling continues heavy, but this is usual at this season. Storage of eggs has practically ceased, and the daily receipts are thus thrown onto the market for immediate consumption, but in spite of this values seem to be well maintained and the consumptive demand is taking care of the supplies in pretty good shape.

Green Onions—Silver Skins, 15c.

Green Peas—90c per bu. for early June and \$1 per bu. for Telephones.

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

Lemons—The market is strong at \$5@5.50 for either Messinas or Californias. This is the season of largest consumption of lemons and the market is in a healthy condition.

Lettuce—60c per bu. box.

Musk Melons—Texas Rockyfords command \$3@3.50 per crate of 45 to 54.

Onions—Texas Bermudas, \$1.50 per

crate for Yellows and \$1.75 for Silver Skins.

Oranges—California navels, \$5@5.25; Mediterranean Sweets, \$4.25@4.50; Late Valencias, \$5@5.25.

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. Floridas fetch \$2.85 for 42s, \$3 for 36s, 30s and 24s.

Potatoes—Old stock is steady at 60@70c. New is in strong demand at 90c. Receipts of old potatoes are quite heavy, and the liberal receipts of new stock from Texas, Oklahoma and Indian Territory have a tendency to curtail the demand for the old tubers. The new potatoes are of very good quality and there is a large crop.

Poultry—Receipts have fallen off again and the feeling is a little firmer, although there is hardly more than enough stock to supply the demand. There are few changes in price, although broilers are cheaper.

Radishes—12c per doz.

Raspberries—Both red and black cap are beginning to come in freely, commanding \$1.75 per 16 qt. case.

Tomatoes—\$1 for 4 basket crate.

Turnips—15c per doz.

Water Melons—20@25c apiece. They are of unusually good quality and are being picked up better by the trade every day. With continued warm weather the demand should increase materially.

Wax Beans—Home grown command \$1.50 per bu.

F. C. Danser, manager of the sales department of the Beech-Nut Packing Co., Canajoharie, N. Y., has been in the State the past few days, visiting B. M. Handy, its State representative. He also met their retail salesmen, F. L. Spring, T. C. Pegnim and C. C. Chevalier. These three salesmen cover Michigan regularly and the word Beech-Nut is becoming a household word. Last week's sales were the largest of any week since the Beech-Nut Packing Co. has been in existence.

The Andre bankruptcy proceedings are rapidly reaching a culminating point in the United States Court. Andre has disappeared, evidently for the purpose of avoiding service. E. M. Briggs, Cashier of the Loan & Deposit Bank of Grand Ledge, has been appointed receiver at the request of Hon. Peter Doran, attorney for many of the creditors. From present appearances the indebtedness will reach \$25,000.

Fred M. Raymond, who has been attorney for the Commercial Credit Co., Ltd., for several years, has formed a partnership relation with Ex-Judge Reuben Hatch, and the new firm will be known as Hatch & Raymond. The relation is an ideal one for both parties.

Sidney F. Stevens (Foster, Stevens & Co.) and wife have taken their usual apartments at the Hotel Ottawa for the season.



Neighboring Towns Show Creditable Displays.

A store's windows bear about the same relationship to the interior as the clothes of people do to their personality. Of course, there may be some occasional reasons which underlie an apparent dissimilarity between a person and the clothing enveloping him—I refer to his inability to dress according to his individual fancy on account of lack of means with which to express himself in his garments; but, his tastes given free rein, there is the opportunity for others to discover much of the individuality of the owner thereof.

So with the windows of a store. They betray to one interested in them the characteristics of the inside of the place, also those of the one responsible for their arrangement.

I was struck with the truth of the above in a ride last Saturday through the towns on the Interurban between here and Macatawa Park. Some of the stores' "eyes," as they have been justly called, were hardly worth looking into, while with others the fleeting glance vouchsafed made one wish the car would stop long enough for him to examine the contents more fully.

One window that flashed on the vision and was gone in a moment had the name "Sprietsma" below the exhibiting space. The display was of shoes and the general impression was of white and gold—gold on a cream-white background. The rear of the window had a partition about the height of a tall man. The top was in the shape of an irregular scroll and the space below was paneled into equal widths. On the left one was the word Oxfords; on the right it said Shoes. The floor was covered with some cream-white stuff and on it were disposed ladies' shoes and a very pretty picture was carried in the mind's eye long after we had slipped past.

* * *

Another store window suggested a good way to get around trouble in the matter of tinware. A framework was made of some kind of bendable rods or tubing. This was fixed in the back of the window like an arch at each side and there were two open squares at regular intervals next the arches, then another arch in the center. About every eight or ten inches apart were attached all sorts of tin cooking utensils, including even such large ones as teapots. The floor in front also had these, besides larger pieces. The tubing framework was entirely wound with green cloth in a medium dark shade.

* * *

Some of the recent local corset windows, with their draped and lace petticoated display forms, their satin ribbon pads, lace trimmed "pushes," and other feminine requirements, are a dream of luxury. If more women would but put their figures in the

hands of a competent corsetiere we would see fewer displays of the defects of Mother Nature.

The following, from an eminent authority on this interesting-to-women subject but substantiates what I have had occasion to say before in this department:

"The evolution of the corset is a most interesting subject, and when one stops to consider the vast strides which have been made in their improvement in the last ten years, it is little wonder that corsetiering is called a science.

"It is not long since a woman would buy a corset, irrespective of her individual requirements, simply because she felt that she must have one, but now, as much, if not more, consideration is given to the correct fitting of the corset than to the gown, recognizing as a well-dressed woman invariably does, that the correct lines and poising of the corseted figure is the foundation upon which to work out the wondrous ideas of Dame Fashion.

"Every city store with any pretensions at all to keeping up with the times has in its corset department fitting rooms, with skilled corsetieres, who fit the figure perfectly and instruct the customer how herself to adjust the corset. This art of corset fitting is not acquired easily, but by long and patient study under a professional corsetiere who thoroughly understands the work. If women would realize the absolute necessity of having a perfect-fitting corset with the tailored and Princess gowns which are in vogue at the present time, even more attention would be paid to the subject.

"These skilled corsetieres know at a glance the style of corset which is best suited to a woman's figure. If she is too stout, the points to be reduced are taken into consideration, and the different models on these lines are fitted until one of perfect proportions for her is found. And in the same way is the slender woman fitted. It is a fact that a woman who has been fitted by a professional corsetiere is hardly recognizable as to figure after leaving the establishment.

"If, in being fitted to a corset, women would leave the choice of selection to the fitter, who has made a thorough study of the matter, the outcome would, in many instances, result in much more satisfaction to both the customer and the fitter. A good corset is always desirable, as the lines are more artistic, and the wear is always more satisfactory.

"The individualizing of figures at present is the absorbing and fascinating study of the corsetiere, and that there is a correct style for every figure is demonstrated many times every day. If the model is unsatisfactory in any particular, a little change here or there produces the most astonishing results.

"An interesting suggestion is conveyed by the remark of one corsetiere, to the effect that 'our customers teach us quite as much as we teach them, as every figure is a different, and consequently an interesting, study.'"

PRACTICAL ADVERTISING.

It Consists in Keeping Public Interest Sustained.

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

Different publics must be handled differently. It is the great middle class that does the bulk of the buying, therefore that is the class for whom the store should be stocked and to whom it should be advertised.

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

Five different advertising mediums may with propriety be used in advertising. These are, in the order of their importance:

- Personality.
- Printer's ink.
- Window displays.
- Samples.
- Personal canvassing.

There should never be any let-up in the first and third mediums, and the second should be in almost every case just as constantly employed.

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

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

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

Newspaper and circular, and in most cases, the advertising letters, should correspond with each other in the subject treated, and always

should have an accompaniment in the windows. This simultaneous advertising amounts to insistence. Each method reinforces the other, and while one alone may not win direct attention, the repetition of the story in another form will usually catch the eyes of those who did not see it in the first form and fix the attention of those who did see it in another form but may not have paid particular attention to it. This employment of double and occasionally triple means of telling the same story at one time is more than doubly or triply valuable in its effect as compared with the employment of only one means at a time. It awakens to consciousness the subconsciousness of the majority who have read or seen the story only once.

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

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

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

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

coupon clipped from the advertisement. Do not crowd too much into the advertisement. Say things as briefly as possible. Be direct, forceful, hitting straight at the mark.

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

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

Keep the advertisements as fresh as the daily news. Freshness in the advertisement is of as much importance as freshness in the goods, and freshness in advertising tends toward freshness in the goods, for obvious reasons. Insist that the printer use attractive type.

Do not exaggerate. Untruths will be found out, and a very few of them will completely spoil the results of advertising. When a retailer fools the public it is always at his own expense.

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

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

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

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

The effectiveness of an advertisement depends in a large measure upon the size of those surrounding it. Don't place a small advertisement next to several large ones. Arrange the border and type so that the advertisement will stand out from the

rest. Always carefully read proofs on advertisements, and see to it that they are exactly right as regards not only arrangement, but style of type, punctuation and spelling as well.

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

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

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

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

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

contained without his going to the trouble to open it.

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

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

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

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

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

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

Personal canvassing is a valuable means of reaching persons who you may suspect do not read your newspaper advertisements and circulars, or at least who have never been drawn to your shop through those mediums. Some people are not susceptible to printed advertising, but they may be reached in a straightforward talk, and they won't forget you then either. Every person who does not regularly visit the shop should be seen at home or office at least once every three months. It may seem like a big undertaking, but it means only a few hours on certain days of the week, and the results can

not fail to inspire to further and continuous activity in that direction.

The question of how much to spend in advertising is answered in the fact that all advertising that brings returns over its cost pays. There is such a thing as over-advertising, that is, advertising more than is warranted by the amount of returns you have a reasonable right to expect. But this is a fault that very few merchants fall into.

Public interest must be sustained, and a method of advertising that has proven a faithful friend should be treated like any other faithful friend. If you do not keep public interest sustained, some other fellow may turn the current away when you are not looking, making you a great deal of trouble or worry to get it back. It is never well, either, to underestimate the part that advertising has played in building up trade or to diminish efforts when business booms.—B. A. Chambeau in *Haberdasher*.

Three of Caro's Prosperous Enterprises.

Caro, July 3—The Caro Vinegar Co. has been quietly developing in the past two years until it is now producing from an almost worthless product of the sugar factory table vinegar of the very finest quality and in quantity twenty-five barrels per day. This is the only factory of its kind in America, and it shows almost limitless possibilities for growth.

The Advance Chemical Co. is making a boiler compound for removing and preventing the formation of scale in steam boilers, which has been adopted by the Michigan Central Railway, and while only in its infancy, scarcely out of the experimental stage, is believed, by those best acquainted with its merits, to be one of the greatest discoveries in its class and sure to require greater facilities for manufacturing.

The Howell & Spaulding Co., manufacturer of the only steel horse collar in the world, although a Caro institution from the start, has always operated its factory in Saginaw until the past year, when it concentrated its business here. It is occupying a portion of the shoe factory, has installed much new machinery and is hard at work with a force of experts in making dies for a much larger line of styles and sizes than has heretofore been made, which will increase its already large output many times. One machine and man will be expected to turn out no less than 30,000 pieces in a single day.

New Automobile Company.

Constantine, July 3—The Hawley Automobile Co. has been organized here and a factory will be erected at once. The officers are as follows: William L. White, President; H. H. Riley, Vice-President; R. B. Hawley, Secretary and General Manager; William H. Barnard, Treasurer. Mr. Hawley has been manufacturing automobiles for over five years, and has perfected several patents which will be used on the Hawley machines.

They that sow the wind certainly ought to be able to reap a breeze.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

Subscription Price

Two dollars per year, payable in advance.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued indefinitely. Orders to discontinue must be accompanied by payment to date.

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, July 4, 1906

THE POT VS. THE KETTLE.

With no desire and certainly with no intention of condoning any wrong doing which the Chicago meat packers or any meat packers have been guilty of, it does seem right and proper to say that, admitting everything to be true which has so far been asserted, there is no particular reason why Europe by countries or as a whole should be so tremendously wrought up about it. Nobody on this side of the sea is trying to defend the insurance companies. The country to a man is rejoicing over the pretty mess which the meat packers have cooked up and the country by and large has exhausted an extensive vocabulary in stating what it thinks about it. More than that, it is doing its level best to right an outrageous wrong, and now that matters are getting fairly under control and the people of the United States are again contemplating a meat diet with composure, it is netting to be told by the people on the other side that, "One thing and one thing only will have any real effect in Europe. When America begins to send its greatest criminals to jail Europe will begin to believe that there is a real standard of morality in the country. The administration of justice in the United States is today the subject of open ridicule and contempt."

It is a generally conceded fact that he who ridicules or contemns another consciously or unconsciously implies that he in his own estimation at least is above criticism in those particular lines. When, then, the American standard of morality is subjected to European ridicule and contempt it is not strange that the United States should remark with lifted eyebrows, "I don't see what you have to complain of. Your doorstep is no cleaner than it ought to be and now, as ever, is it hardly in harmony with the proprieties for the pot to call the kettle black. Mind, I'm not standing up for the boys, and it won't help matters to say that 'you're another;' but I want it distinctly understood that when 'a real standard of morality' is the subject under discussion the least you say about it the better!"

For a good many years after Washington Irving coined the term Eng-

land had a great deal to say about "The Almighty Dollar" and America's devotion to it. There was nothing like unto it under the sun. Purity, goodness and truth were sacrificed to it. The American public were the children of Israel right over again and this same Almighty Dollar was the golden calf they worshipped; but, woe the day! it was found that the worshippers were not confined to this side of the Atlantic, that a Britisher knew what a dollar was and that the American sacrifices to it were as nothing when the subject of his majesty, the King, got down to business. This goes to show that "the real standard of morality" in the two countries does not vary much and leads readily to the belief that "The packers of this country—the United States—are doubtless delighted that London packers are not exempt from the charge of maintaining unclean establishments, the exposures in this country having developed this fact," and strengthened the belief, if it needed strengthening, that the English pot should not call the American kettle black.

That Germany and her friend the enemy, France, should with noses in the air speak with ridicule and contempt of the American standard of morality is simply amusing. Germany showed the extent of her stirring virtue years ago when she barred out American meats because they were "embalmed"—her chemical laboratories said so—but the American chemist is also at home in his workshop and furnished a Rowland for the German Oliver with the fact that, the German embalming fluid was worse, if anything, than the American article; while France—fancy France despising anybody's "standard of morality!"

The fact is crimination and recrimination are easily indulged in, but they accomplish nothing except to strengthen the conviction that we are all a bad lot and, having been found out, we are going to do better. One would suppose that in the matter of cleanliness in food products decency should prevail, but it does not. The writer recalls with repugnance a revolting scene in the market house of one of the finest cities in Europe; but such scenes only show that humanity is the same the world over and that that humanity is naturally dirty. Admitting this it does not help matters to call names, and where the fault is general it is not wise for the national pot to call the national kettle black.

In their efforts to crush out rebellion in the provinces the Russian military authorities are resorting to methods such as have not been employed since the days of the Spanish inquisition. From Riga comes the story of a father being compelled to choose which of his two sons should be executed for disarming a policeman. After one had been executed it was discovered that the other was guilty. He is now being tried by court martial. Such a travesty of justice reminds one of ancient barbarism. The shade of even Peter the Great must shudder at such wanton cruelty.

NOT ALL ALIKE.

Nauseous are the revelations as to the nether existence of the late Stanford White, but the annihilation of his fame as an artist-architect is not the largest injury done to the public welfare by the White-Thaw tragedy. There are thousands of able men who, having wealth and being competent, so far as the making of opportunities is concerned, to duplicate his wretched degeneracy, will be ranked by the bigoted and thoughtless as, perforce, belonging to White's detestable class.

It has long been too well known that not only the aimless, lazy men who are heirs to great wealth are, as a rule, conscienceless adepts in the many cash built processes of vice, but that there are also a considerable number of men who, having accumulated their own wealth, are dazzled and drawn into such practices by their ignorant ambition to become members of the "Smart Set." This is a fact deplorable, but it does not reach high and sure enough to cover every man with its slime simply because he chances to have money. Fortunately genuine manhood is not a lost art. Thousands upon thousands of men who might buy fifty thousand dollar orgies, who are mentally competent to devise and carry out most delicate and intricate problems in all departments of human endeavor, are absolutely unable to descend to the trickeries, dishonesty, secrecies and contemptible crimes of such men as White and his associates.

And so, for the sake of humanity, let us drop the nasty details and forget the contemptible lives of such human excrescences, serene in the thought that the decent men are still in multitudinous majority and that a very large proportion of these men are the possessors of very large bank balances.

MOORE'S GROCERY STORE.

Who wouldn't be a grocer, and a retail grocer at that?

There is much that is ennobling and interesting about the occupation. It is intensely interesting to acquire an intimate acquaintance with the individual members of a community; to note the multitudinous variations as to temperaments, tastes, foibles and ambitions; it is ennobling to study the skill displayed by some persons as buyers, to set those aright who are misinformed or careless; and it is most delightful to receive the gratitude and praise of those who, learning when, how and what to buy, thank one for the teachings they have received.

That the foregoing most meager skeleton suggestion as to the dignity and merit of a grocer's calling is not even boastful, needs no emphasis. Our American history shows no previous record of a President of the United States transferring his private secretaries, his stenographers, his accountants, clerks, ushers and porters from the White House to a wholesale drug store or the premises of a jobbing dry goods merchant, or of a wholesale grocer. No hardware merchant, harnessmaker or

house furnishing dealer has ever been thus honored.

No, indeed. It is a retail grocer—a Corner Grocer, if you please—who has all other mercantile representatives faded for fair in this modern fact in history.

Moore's Grocery is now the headquarters of Theodore Roosevelt, President of the United States, and the perfume of Mocha and Java, the bouquet of kerosene and New Orleans molasses, the glorious odors of smoked halibut, English Breakfast teas and soaps, vegetables and fruits find their way into the offices of the President to mingle with the aroma of the cigarette, the cigar and the chewing gum of the Executive's office staff.

Where is Moore's Grocery? Ancient geographies show that it is on the northeast corner of Main and Water streets, with the postoffice diagonally across Main street and the bank immediately across Water street. The town pump is at the exact center of both streets and half a block away is the Oyster Bay Tavern. But metes and bounds now dictate that Moore's Grocery is the White House at Oyster Bay. If the President feels the need of an all-day-sucker, if the stenographers long for peanuts or candies, if the ushers require a new wisp-broom or if the porters need plug tobacco or cracker jack, it is but a step to the sales room of Moore's Grocery. There, as they correspond with "the member from the stenth district," or as they make minutes of the doings of the chairman of this, that or the other committee, they may swap imaginations with the village marshal or the real estate auctioneer, serene in the security afforded by the fact that, for the time being, Moore's Grocery Store is United States territory and the center thereof is playing with his children up on the green overlooking the Sound.

No doubt it is true that the Czar would like to dissolve the douma, but it is unlikely that he will do so, for the douma although it has accomplished little, has established itself as the organ of the people, and is strongly supported by public sentiment. Even the soldiers are ready to mutiny if ordered to expel the members of the douma. This body created by the Czar must eventually wring from him substantial concessions leading to the improvement of the condition of the masses.

Probably the Fourth of July speech that will attract the most attention will be that to be delivered by William Jennings Bryan at the American celebration in London. The occasion will afford him an excellent opportunity to express his views on public questions that are now being agitated, and will bring his personality into increased prominence.

A Philadelphia inventor announces that he will soon be able to put practical airships on the market at \$1,000 each. The price will have to come down considerably more before many people can afford to have them.

ROMANCE IN BUSINESS.

It Is Running Riot All Over the Country.

"Romance is dead, dead, dead!" wails the poet. "There is nothing left but the almighty dollar. Romance is dead! The first rich men killed it, the thousands who came after dug its grave; and the foolish millionaires who now are frantically chasing wealth have buried it leagues deep under the crass materialism of the day. Romance is dead; there is nothing left but the sordid, groveling, desk bound chase of the dollar."

Possibly true—if romance signifies buskin clothed and sword equipped troubadours, singing beneath the windows of their lady-loves while the soft moon shines over the towers of a bulky castle; or swashbuckling soldiery, consecrated to drink and fight. Such romance is dead. It had to die. It became impossible. The sense of humor in mankind was slow in developing, but when it developed, lo, there was a change. Men began to wear common sense trousers and build offices. The trousers put to shame the old romance, and the offices choked it to death.

But romance is not dead. On the contrary, it is running riot in the country. It is found in the offices that are declared to have put an end to it. It is trying men in ways stranger than jousting tournaments ever tried knights of old. Romance is still alive. It has only altered its dress. It no longer exists solely because of the glance of a woman. The much despised dollar now brings it to the fore.

Two railroad companies, companies whose lines mark half the country, discovered at the same time that a certain range of foothills in the West was rich in copper and other valuable minerals. The range was "new"—undeveloped and unsettled—and it lay off across the bad lands a hundred and twenty miles from the nearest line of railroad. But it was a rich range, and the railroads both decided to build. Obviously, they could not both build. It was a question which could get its line laid out first.

"Hurry up!" growled the President of each road to his engineering department.

"Hurry up!" roared the head of the engineers to his men, when he notified them to come in for orders.

"Hurry up!" cried the surveyors assigned to the job to the transportation department. "There's a line to be shoved over in Wyoming and we've got to get there first. So get out your steam pots and wheelbarrows and roll us up, P. D. Q."

"P. D. Q., eh?" said the trainmaster, grimly. "It's zero here, which means twenty below out through Dakota. There's four inches of snow here, which means four feet in the ravines beyond the Missouri. P. D. Q., eh? All right; we'll give you a ride that'll make your stomachs sink."

"Hurry up!" screamed the locomotive whistles. "The surveyors are on board, and they've got to get into

Wyoming ahead of somebody else. Hurry up! Hurry up! Hurry up!" And the trains of the rival roads averaged forty miles every hour of the way though the blinding blizzard that began soon after pulling out from Chicago until they struck the big drifts that make railroading beyond the Missouri River a problem of uncertainties during the winter. Then they slowed down considerably. The snow was twenty feet deep and the trains were forty miles from their destinations.

"Forty miles is a good day's walk on skis," said the engineers in their respective trains. "Hi, brake; rustle us up some snowshoes."

Three men started in each party. One party reached the point from which the surveys must start. The other did not. One of its members succumbed to the cold and wind after going ten miles, and his companions were forced to choose between a life and a chance to get their line into the new range. They chose to be humane, and the other line now runs into the new mining country.

A packing company needed cheaper cattle. It determined to raise them on its own ranch. The ranch picked out lay in the State of Chihuahua, Mexico. It comprised something like a hundred thousand acres of hill range, plain, and sand and rock. Also several scores of copper colored gentry who believe in a simple life to the extent of limiting their personal apparel to breech clout, a head rag, a Winchester rifle and many cartridges.

A young member of the firm journeyed into Chihuahua to take charge of the big ranch. His cheeks were pink and white, and he danced beautifully. Still he was a good business man.

"Ugh!" said the sunburnt natives when they saw the long horned range cattle begin to dot the sides of the hills and plains, "the white man's heart is good at last. He drives fresh meat to us. Hoh! It is well."

The Winchesters began to crack from behind the sandy rocks, and the big cattle brought from the North to invigorate the smaller breeds of the ranch tumbled headlong into gullies and ravines, and the Indians waxed riotously fat on prime native beef. After a few weeks the cow punchers began to note the disappearance of the "cows." A few days after this discovery they caught the red brother at his long range work. After their manner they argued with them via their own Winchesters. Then for weeks, until the rurals finally came up into the hills and rounded up the belligerent red men, the big ranch was a bloody battle-ground. Occasionally a cow puncher potted an Indian; occasionally an Indian potted a white man. It was "shoot at sight" on both sides.

A thousand cattle, unaware of the hostilities, strayed calmly over in the vicinity of the Indians. The Indians filled their rifles and awaited their coming with unholy glee. The manager of the ranch and his punchers, discovering the cattle's whereabouts, calmly proceeded to drive them out

of the zone of fire. Two punchers were killed and the manager severely wounded before this was accomplished. And all because a certain man in a certain desk filled office in Omaha had decided it was necessary to cut down the cost of the season's output. The manager now wears spectacles and sits at a desk directing a hundred clerks as if he never knew anything in all his life save the dull commonplace of office routine.

Down at the southern end of Lake Michigan lie the factory and offices of a corporation which has much to do with the ore that is mined in the iron ranges of Northern Michigan and Minnesota. In fact, it is upon the iron ore that the company depends for material to feed the red hot iron mouths of its ever hungry mills. Thus, there is an ore fleet, a score of great, long iron hulks, to carry the iron of the Northern hills over the lakes, down to the furnaces farther south.

Romance! Where will you find it in a foundry?

An order came in with a morning's mail one autumn day and a clerk entered it, like hundreds of other orders, on a carbon copy book. It was after the closing of the lake season, the last of the fleet had harbored for the winter, either in the North or at the home port. A foreman took the order when it came to him and went out to inspect his ore pile. He was "short," as he had expected. More ore must come from the North, and in a hurry.

The telegraph wires between the office and the iron range sung for two hours, and a department manager raved and tore his hair when the result of his telegraphing was apparent. There were not enough cars in the North to get the ore to the mills in time to begin on the order. Most of the ore cars were then loaded and on their way South, the box cars were being used to hurry wheat into Chicago; rolling stock was scarcer than hens' teeth.

"Get out a boat, take charge of it, and stay with the cargo until you see the dippers working into it here on the docks," said The Boss to the manager responsible for the arrival of ore. The manager accordingly telegraphed to an old shipmaster, who came with a crew of picked men to Duluth. The captain came be-

cause he loved his old dusty boat, the men because they loved the high pay which obtains after season. The manager was there because it was his business to be there.

The load was well on board within a week and the propellers were twisting before the last carrier had fairly cleared the decks. The first night out from Duluth came the annual big autumn storm. When it storms on Lake Superior in the fall strong men sit close, hold tight and pray hard. The snow is mixed with rain and the wind blows eighty miles an hour. The captain and his men held the boat's nose against the wind while the manager sat in the cabin and fretted because of the delay in getting the ore south.

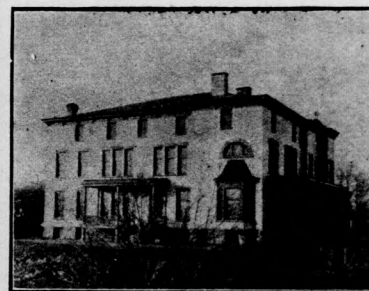
On the third night out the boat blew on the rocks and began to go to pieces, slowly and surely. The ten men aboard spilt themselves into two parties and manned two of the ship's lifeboats. One of the boats reached shore after fighting ice for eight hours. It was the boat in which the manager and captain had gone. They never heard of the other boat. And the ship and its load of ore went down to keep company with the other boats that have gone the way of unlucky vessels in Lake Superior.

Romance to-day? Why, the world is full of it! Norman Harris.

Human Energy Expensive.

Are men more expensive than machines? According to the researches of Fischer the latent calorific energy stored in the food absorbed by the adult man in a day is 3,000 to 3,500 calories of heat. A notable part of the energy is used within the body for determining animal activity, respiration, digestion, elimination, etc. The excess may be expended in mechanical work. A day of eight hours' average and continuous work is equivalent to a work of 127,000 kilogramme-meters or 300 calories, or a little less than one-half horse power. Under these conditions the cost price of 100 horse power may be thus calculated: Man, 250 workmen at 3 francs per day, 750 francs; horse power, ten horse power, all expenses included, 60 francs; engine, steam, 5 francs; engine, gas, 3.50 francs. Human motive force, in France at least, is therefore 100 times dearer than mechanical motive force.

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All Ready to Lay

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

GOLF AND FALSEHOOD.

How They Cost a Clerk His Position.

Claudie Walters had a position in the invoice department of Going & Co. Claudie also had other things, among them a strictly businesslike conscience—which operated and made itself evident only upon demand—and a membership in an out of town golf club. And because of these Claudie eventually got into trouble. He still has the easy going conscience and the golf club membership, but he has lost his position in the invoice department. Strange as it may seem the conscience which was responsible for his good position also was responsible for its loss; and the whole affair sums itself up into one question. When is a lie not a lie? And Going & Co. have answered this question emphatically: When it is business.

Walters came into the invoice department from the freight desk. Usually this is looked upon as a comedown in the big office, for the invoice department is one of the despised parts of the office. But in the case of Walters the fact is that instead of being a comedown the change from the freight to the invoice was a promotion. It came about through the head's discovery that of all the silver tongued young men in his office Walters' was the most silvery; and also he had heard of the easily controlled conscience.

Now they needed just such a person in the invoice department. It is a good position. The clerks of the department call it "the four-flush desk," and it has to do almost exclusively with the placating of angry patrons coming to demand why they had not received their bills in order to take advantage of the discounts offered for a speedy payment, why they were overcharged on this item, and why it is that when they order No. 1 stuff they get No. 2 goods in No. 1 packages.

These are the little things which the position has to deal with. The necessary qualifications for the position are a glib and easy working tongue and a disposition to look upon the truth not as a thing that is sacred but as a thing that should be handled much as any other commodity to suit the convenience and profit of the handler.

If an angry customer declares that he was charged with an advanced price two days before the advance went into effect it is well to have a man who can look him straight in the eye and say that he is mistaken, that the advance of price went into effect four hours before his bill was made out, that all bills of the same date as his are of the same figure, and that the price is right. Also, if a man declares that the quality of goods is falling off it is well to have a man who can apply the soothing salve of misstatement to his soul and put him right in the matter, although by putting him right is meant to put him wrong in a soft way.

There are a hundred little things that can be handled in this manner, little things that look small on the

face of them but which if allowed to run along unhandled would amount to a serious item in the year's business, and so the position, which is that of assistant to the department head, is one of considerable importance and he who fills it draws a good salary. And he earns it, even be his conscience as untroubled as is the conscience of Walters.

Walters did well in the capacity of assistant from the start. It seemed that he was just the man for the place, or perhaps it is better to say that the place was the place for him. He took the sins of the department on his shoulders and carried them about as jauntily as he did the new straw hat he sported on June 1. Nothing feazed or worried Walters. He would just as soon as not have started in to convince an angry customer that black is white. The fact that the customer might look at him as if he strongly suspected him of being a confidence man was nothing to Walters, not any more than the cold blooded fiction he had to hand out every once in awhile. It was all in the day's work, all a part of a business career, and he was paid well to do it. Other men in the other departments of the office did the same thing daily. Even the head of the office did it when occasion required. Nobody said anything against it except when it was clumsily done. Why should Walters worry about it?

As a matter of fact, he never had stopped to look at the ethical side of the matter. It was all a question of efficiency with him, for he was well broken to the ways of business and had considerable ambition. So he prospered in the work, and the head of the firm, noting him and seeing the manner in which he conducted himself and his work, seriously pondered the matter of Walters' value as a confidential man. Walters did not know anything about this. If he had it might have made a difference. But as it was he got into trouble.

The membership in the golf club and the position in the invoice department scarcely jibed. Once a week, on Sundays, Walters was able to get out to the links and enjoy himself. He was not so much a golf enthusiast as a social enthusiast. He was popular with the young women of the coterie that made the club their center, danced admirably, and was useful at any sort of an entertainment. As a consequence he often fretted under the six days a week regime of the office. There were times, plenty of times, when he just had to get away to the club for a luncheon or a game during the week, and on these occasions the easy going conscience came into play in a personal sort of way. Walters would be forced to go out of town for an afternoon in order to attend to some business, was ill, etc. As it always was explained it would have made no difference had it not been for one fatal June day when Walters was called to South Chicago to explain things to a customer.

The nearest Walters got to South Chicago that day was the railroad station where he took the train for the links. There was an important

affair on at the club. He had to be there, so he used a customer in South Chicago to help him out.

Walters was a much surprised and shocked young man when he came merrily bustling up to the club house veranda and saw the Vice-President of his firm comfortably ensconced behind a tall glass with a lime in it. Walters pulled his hat down over his eyes and went past in a hurry.

"He never saw me," he chuckled. "I'll get back to the city as soon as I can, though."

He didn't play that afternoon. He kept well hidden, and on the first train he returned to town.

"The nerve of that fellow to come to our club!" he snorted. "Gee, I'm glad he didn't see me."

Walters got a note from the head of the firm in the morning. He got notes quite often, so he went in without any fear. Then did the head reveal to him the fact that his deception of the day before was known. The Vice-President had seen him after all.

"Now, it isn't so much that we object to your taking a half day off like this," said the head severely. "We have no fault to find with that. If any of our employes is able to keep his work in such shape as to permit him to enjoy the luxury of a half day off once in awhile we certainly should do nothing to stop such enjoyment. But that isn't the point here. You said that you were going to see a customer, Mr. Walters. Instead of that you went to the golf grounds. In that you lied—"

"I simply said that I went to see a customer in order not to stir up any feeling around in the department. If I had said that I was going to play golf there would have been hard feelings among the other fellows," said the smooth Mr. Walters. "It simply was a matter of expediency with me."

The member of the firm shook his head severely. "Expediency should never force any one to tell a lie. There is no excuse for it. It is unpardonable."

"Well," said Walters, "to hold my job I have to lie deliberately about seventy-five times a week. That is because it's expedient to do so. You pay me for doing it. It is necessary to the smooth running of the department. It was necessary, or expedient, to the smooth running of the department that the other men should not know I went to pay golf yesterday. So I said I was going out on business. What is the difference? I'll admit that I didn't do what I said I was going to. But what is the difference between this and the other lies I have to tell to hold my job? I can't see why you—"

"James," said the head, sharply, calling his private secretary, "please show Mr. Walters to the door."

Allan Wilson.

From Skin To Skin.

Making little squares of chamois for complexion beautifiers is one of the industries carried on in Peabody. Into one of the big tanneries dirty, woolly skins are taken. The word is pulled from them, the grease is ex-

tracted and they are washed and tanned by a secret process which makes them resemble the famed and valuable chamois leather. Then these skins are cut into small squares, some as large as a lady's pocket handkerchief and some about the size of a bank bill.

Thousands of these pieces of chamois are cut up in this factory, and they are distributed among the department stores, the beauty parlors and like institutions of the big cities. "My lady fair" buys them. The large sizes are for her toilet table. The smaller ones are for her satchel or purse. They take up and hold toilet powder better than a puff. After an auto ride, a game of golf, or a shopping trip the summer girl may pull one of these chamois cloths and its load of powder from her purse and with a sweep or two over her face freshen her complexion.

These chamois pieces sell at from 10 to 25 cents each. This low price is possible because they are made of common sheepskin. Were they made of genuine chamois skin the manufacturers would have to charge so much for them that everybody but millionaires would use a five cent face rag, or that very convenient complexion beautifier, a piece of flannel shirt sleeve.

At the Veil Counter.

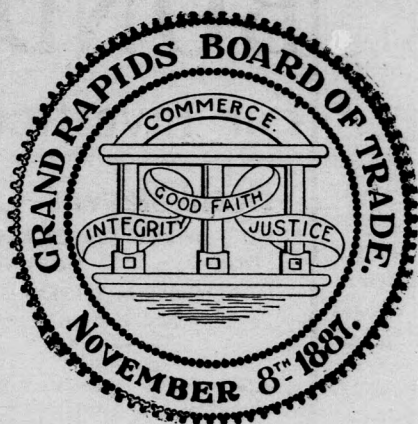
One day not long ago a young woman stopped at the veil counter of a department store. Her black pompadour rolled perilously near her penciled eyebrows, and her feathered hat was tilted over her eyes and perked up behind on a large "diamond" studded comb. Her cheeks and the tip of her chin were beautifully pinked, and altogether she had the air of being completely satisfied with herself. Accompanying her was a youth of about 19, one of the "chappy" type, with a light cane in his hand and a high silk hat on the back of his head.

"I want a veil," the young woman began. "Something rich, but not too expensive."

Sundry veils were produced, and after a moment's hesitation the girl proceeded to try the effect of several on her youthful companion, right over his hat and adoring countenance. Then she placed some over her own purchased complexion, and the boy raised eyes of admiration to his divinity, remarking with labored breath that "she looked just lovely in anything, don't you know?"

The girl evidently did not hear this compliment, for she was engaged in telling the salesgirl that she liked that particular veil "awfully well," but she couldn't think of wearing it if it was as cheap as 49 cents. But on learning that it was reduced from 98 cents, she concluded that it would do. As the couple moved away the youth was heard to repeat that "she would be an angel in any old rag, weally," whereupon the girl responded: "It is awful nice of you to say them sweet things."

God created the first woman, but the devil was hanging around and stole the pattern.



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

you are through buying in each place.

as purchases made of any other firms will not count toward the amount of purchases required. Ask for "Purchaser's Certificate" as soon as

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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
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CEMENT, LIME AND COAL
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Valley City Milling Co.
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GROCERS
Judson Grocer Co.
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The Dettenthaler Market.

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Clark-Rutka-Weaver Co.
HOT WATER—STEAM AND BATH HEATERS.
Rapid Heater Co.

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MATTRESSES AND SPRINGS
H. B. Feather Co.

MEATS AND PROVISIONS.
The Dettenthaler Market.
MUSIC AND MUSICAL INSTRUMENTS
Julius A. J. Friedrich

OILS
Standard Oil Co.

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H. M. Reynolds Roofing Co.
SAFES
Tradesman Company

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Grand Rapids Fixture Co.

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Wormnest Stove & Range Co.

TINNERS' AND ROOFERS' SUPPLIES
Wm. Brummeler & Sons

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WHOLESALE TOBACCO AND CIGARS
The Woodhouse Co.

UNDERTAKERS' SUPPLIES
Durfie Embalming Fluid Co.
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WALL FINISH
Alabastine Co.
Anti-Kalsomine Co.

WALL PAPER
Harvey & Seymour Co.
Heystek & Canfield Co.

WHOLESALE FRUITS
Vinkemulder & Company

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.

LONG WAY OFF.**How the Doctors Will Do Business in Utopia.**

In that extravagant world of which I dream, in which working people will live in delightful cottages and every one will have a chance of being happy—in that impossible world all doctors will be members of one great organization for the public health, with all or most of their income guaranteed to them; I doubt if there will be any private doctors at all.

Heaven forbid I should seem to write a word against doctors as they are. Daily I marvel at the wonders the general practitioner achieves, having regard to the difficulties of his position. But I can not hide from myself, and I do not intend to hide from any one else, my firm persuasion that the services the general practitioner is able to render us are not one-tenth so effectual as they might be if, instead of his being a private adventurer, he were a member of a sanely organized public machine. Consider what his training and equipment are, consider the peculiar difficulties of his work, and then consider for a moment what better conditions might be invented, and perhaps you will not think my estimate of one-tenth an excessive understatement in this matter.

Nearly the whole of our medical profession and most of our apparatus for teaching and training doctors subsist on strictly commercial lines by earning fees. This chief source of revenue is eked out by the wanton charity of rich old women, the conspicuous subscriptions of popularity hunters, and a small but growing contribution (in the salaries of medical officers of health and so forth) from the public funds. But the fact remains that for the great mass of the medical profession there is no living to be got except as a salary for hospital practice or by earning fees in receiving or attending upon private cases.

So long as a doctor is learning or adding to knowledge he earns nothing, and the common unintelligent man does not see why he should earn anything. So that a doctor who has no religious passion for poverty and self-devotion gets through the minimum of training and learning as quickly and cheaply as possible, gets into practice as soon as possible, and does all he can to fill up the rest of his time in passing rapidly from case to case. The busier he keeps the less his leisure for thought and learning, the richer he grows the more he is esteemed. His four or five years of hasty, crowded study are supposed to give him a complete and final knowledge of the treatment of every sort of disease, and he goes on year after year, often without co-operation, working mechanically in the common incidents of practice, births, cases of measles and whooping cough, and so forth, and blundering more or less in whatever else turns up.

There are no public specialists to whom he can refer the difficulties he constantly encounters; only in the case of rich patients is the specialist

available; there are no properly organized information bureaus for him, and no means whatever of keeping him informed upon progress and discovery in medical science. He is not required to set apart a month or so in every two or three years in order to return to lectures and hospitals to refresh his knowledge. Indeed, the income of the average general practitioner would not permit of such a thing, and almost the only means of contact between him and current thought lies in the one or other great medical journals to which he happens to subscribe.

Now, just as I have nothing but praise for the average general practitioner, so I have nothing but praise and admiration for these stalwart looking publications. Without them I can imagine nothing but the most terrible intellectual atrophy among our medical men. But they are private properties run for profit, they have to pay, and half their bulk consists of the brilliantly written advertisements of new drugs and apparatus. They give much knowledge, they do much to ventilate perplexing questions, but a broadly conceived and properly endowed weekly circular could, I believe, do much more. At any rate in my Utopia this duty of feeding up the general practitioners will not be left to private enterprise.

Behind the first line of my medical army will be a second line of able men constantly digesting new research for its practical needs, correcting, explaining, announcing, and in addition a force of public specialists to whom every difficulty in diagnoses will be at once referred. And there will be a properly organized system of reliefs that will allow the general practitioner, and his right hand, the nurse, to come back to the refreshment of study before their knowledge and minds have got rusty

But then my Utopia is a socialistic system. Under our present system of competitive scramble, under any system that reduces medical practice to mere fee hunting, nothing of this sort is possible.

Then in my Utopia, for every medical man who was mainly occupied in practice I would have another who was occupied in or about research. People hear so much about modern research that they do not realize how entirely inadequate it is in amount and equipment. Our general public still is too stupid to understand the need and value of sustained investigations in any branch of knowledge at all. In spite of all the lessons of the last century it still fails to realize how discovery and invention enrich the community and how paying an investment is the public employment of clever people to think and experiment for the benefit of all. It still expects to get a Newton for \$4,000 a year, and requires him to conduct his researches in the margin of time left over when he has got through his annual eighty or ninety lectures. It imagines discoveries are a sort of inspiration that come when professors are running to catch trains.

It seems incapable of imagining how enormous are the untried possibilities of research. Of course, if you will only pay a handful of men salaries at which the cook of any large hotel would turn up his nose, you can not expect to have the master minds of the world at your service; and save for a few independent or devoted men, therefore, it is not reasonable to suppose that such a poor little dribble of medical research as is now going on is in the hands of persons of much more than average mental equipment. How can it be?

H. G. Wells.

BONDS For Investment

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OFFICES,

101 MICHIGAN TRUST BLDG.
GRAND RAPIDS, MICHIGAN

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GAS SECURITIES

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Mattoon Gas Light Co.

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Information and Prices on
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CITIZENS, 1999. BELL, 424.
MICHIGAN TRUST BLDG.

You have had calls for HAND SAPOLIO

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

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

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

Clerks, Don't Urge To the Verge of Umbrage.

Written for the Tradesman.

Clerks, if you value a continuance of your services in your present situation, don't get into the pernicious habit of overpersuading patrons. Don't importune one on the opposite side of the counter so strenuously that you leave her no choice in the matter. She is clearly entitled to the refusal of your employer's goods if she does not desire them, and for you to extol and extol and extol your merchandise to the skies tends more to disgust a woman with what she is looking at than to influence her to purchase.

I know of a special case where a lady did not like the garments shown her, and so stated, and that she wished to look elsewhere before deciding. The clothing did not come up to the grade she wanted. Still, if she could find nothing else she would come back. But the clerk who was waiting on the lady seemed exceedingly loth to let the immediate sale slip through his fingers; he appeared bound to detain her until she should buy. He was so persistent, in spite of her emphatic statements about the goods not suiting, that the lady finally took matters in her own hands and simply had to tear herself away from the store, the clerk actually following her the whole length of the place, keeping up his applause of the garments even out of the door.

This was, perhaps, an exceptional instance of disagreeable perseverance, but it so angered the lady that she has never been back to trade at that store. She says she may be unreasonable in her dislike of the place, and her husband, when she told him about the occurrence, remonstrated with her, stating that possibly that clerk's retention in his position demanded he should make that particular sale, but she was made so nervous by the clerk's refusal to take No for an answer that she never wants to encounter him again.

Some stores have the reputation—and live up to it—of “so hanging on that you can't get away.” The owners believe such tactics the proper way to make sales and instruct their clerks according to this opinion. The clerks in such an establishment are not to blame, they are only carrying out orders of their chief. They would probably be discharged instantly were they to pursue an opposite policy on their own account. So Mrs. Customer should not be too hard on the poor clerk. He may only be doing what he considers his bounden duty when he is making himself so obnoxious to her.

J. Jodelle.

Grocers Should Put Their Cellars in Wholesome Condition.

Written for the Tradesman.

I wonder if some storekeepers ever stop to think how they drive away trade by the noisome odors which well up from their cellars or basements.

The other day, on South Division street, I stopped a moment to look at an attractive trim in a window, which was devoted entirely to the exploitation of a certain appetizing

breakfast food which is a great favorite with me.

I say, “stopped a moment”—yes, it was a moment, and a very fleeting one at that, for as I paused the awful smell assailed my nostrils!

I looked to see what it came from. The grocer's door stood open and I could observe a number of customers inside. I thought to myself: “Can it be possible those patrons in there can stand this dreadful smell? Why, even outdoors here it is enough to knock any one over!”

A fresh whiff disclosed to me whence came the sickening scent: The sidewalk window below the floor of the trimming space was open and was responsible for the escape of the pent-up accumulation of offensiveness. How the dealer or his clerks can ever step foot on those stairs, much less go down in the hold, is a mystery to the writer! And if the cellar door ever stands open the people who trade there must get many a breath of that foulness rolling up from the nether regions. As for myself, I inhaled a lungful of it, and it was a plenty to turn my liking for Mapl-Flake into rank disgust forevermore. I shall never think of that nice food without also a qualmish remembrance of the foulness directly beneath the complicated arch of cartons making up that window display!

Of course, we all understand that all sorts of things have to be kept in a grocer's cellar, also that the average grocer is an extremely busy man; but he certainly should have sufficient concern for sanitation to have a Dinah-cl'arin'-up time when it is necessary and thoroughly disinfect the basement nuisance. T. W.

Western Races Dying Rapidly.

The real yellow peril is European race suicide. The birth rate in the German empire continues on its downward course, being only 33.9 per thousand in 1903, from 35.7 per thousand in 1901. In Great Britain the birth rate has fallen from 30.7 in 1893 to 27.6 in 1904. French statistics show that at present the birth rate is only 22 per thousand. It is interesting speculation to try to foretell what another century may bring forth in the world's politics if the birth rate of western nations continues to decline and that of the orient keeps up as high as it has in the past.

Light rays half a mile long and twenty-four times as powerful as the sort commonly in use are the new oxy-petrol lime lights that have been invented for the motorists. The lamp consists of an oxy-petrol blowpipe flame playing on a piece of specially refractory material. A reservoir of material is to be carried on the car and also a cylinder of compressed oxygen. Presumably a stream of oxygen under pressure is saturated with petrol vapor and burnt in the blowpipe and a small, extremely hot flame is produced, this being caused to impinge on something more refractory than lime.

It's easy to sing “Here I give my all to thee” when you've left your pocketbook at home.

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

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

AUTOMOBILES

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

Michigan Automobile Co.
Grand Rapids, Mich.



An Auto? No!

Peanut and Popcorn Seller.
Catalog show'em \$8.50 to \$350.00. On easy terms.
KINGERY MFG. CO.
106 E. Pearl St., Cincinnati

Always Something New

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

Walker, Richards & Thayer
Muskegon, Mich.

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



This is a photograph of one of the jars in our

Scientific Candy Assortment

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

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

PUTNAM FACTORY, Mrs.
Grand Rapids, Mich.

“Love's Old Sweet Song”

Repeats itself in every box of those celebrated

S. B. & A.

CHOCOLATES

Manufactured by

Straub Bros. & Amiotte

Traverse City, Mich.

We ask for your trade solely upon the merits of our goods.



Weekly Market Review of the Principal Staples.

Gray Goods—Certain buyers have reported that the gray goods have become, during the past week, easier to obtain. This applies principally to the coarser yarn cloths in sheetings and drills. The export situation has, of course, been a factor in bringing about this condition. It is believed, however, that these reductions were made upon some numbers that were accumulating or upon what might be termed odd lots. The mills are, at least some of them, considering the offering of slight concessions in order to secure orders. This, however, is the statement made by one buyer who found that he could get goods much more easily than he did two weeks ago. The fine yarn cloths are reported as still very firm, as one well-known factor remarked that any weakness noted in the coarser yarn cloths was of no material advantage to the buyer in search of fine yarn cloths.

Bleached Goods—There is little more to be said concerning bleached goods than that the revision in prices has reached a climax. Prices are now at as low a figure as the primary market considers possible for them to go. The demand has quickened to a certain extent during the past week, and the business done on future deliveries indicates promise of a very good season to follow during the coming months. The mills are running at as full a capacity as their labor facilities will allow them, and the bleacheries are turning out bleached goods as rapidly as slow deliveries enable them to. The orders now being received are for July deliveries, with a fair amount of September deliveries also coming to hand. The volume of the buying shows that the stock held in retailers' hands throughout the country is not large; neither is the supply in the hands of the jobbers or in the primary market, which means new business for the mills at prices that are satisfactory both to themselves and to the buyers.

Dress Goods—One authority states that the demand for fine woollens and worsteds has this year been heavier than usual. The duplicates now being received are on the whole of very fair volume. The staple lines and fancy grays have both been taken in fair volume on the reorder business that has been done. The opening of the spring lines will take place about the 15th of July. Grays still continue in favor for the fall and winter and will, it is believed, be strong favorites for the spring of 1907. Both plain and fancy grays are being taken on duplicate orders, the fancies following in general the lines of loud effects which were largely taken upon the initial orders. For spring the quieter effects in checks and plaids are, it is believed, to be in vogue. There is a belief in the

market that browns may again return to favor. A rich dark brown is mentioned as one of the season's very probable favorites. Sellers, however, are not disposed to experiment a great deal, although many will show some few lines of browns. Both the foreign and domestic mohairs are reported as receiving a slightly increased amount of duplicate business. In fact, there is a slight improvement to be noted upon all lines of dress goods. Tourists are reported as in a very fair condition. There is such a wide range in them, however, that the individual benefit derived by the sellers is not large. It is said that the tourists are benefiting at the expense of the coverts. These latter are handicapped to a considerable extent by the high prices ruling in the yarn market. The broadcloths continue to show an increasing demand, small, of course, as is the case of all lines of dress goods, but still it is steadily, although slowly, becoming larger in volume. It is believed that they will work into a very satisfactory position both in the duplicate business for fall and winter and also in the business that will develop upon the spring lines. Here and there in the market a few lines of dress goods have been shown, and have done a fair volume of business. Both the seller and the buyer at the present time are operating cautiously and conservatively, being so actuated by prevailing high cost prices in the raw material market and relatively high values in the women's wear market.

Underwear—Now that the whirl of excitement which accompanied the distribution of the product of the manufacturers of men's cheap balbriggans is over, there will be a necessity for many "sharp pencil" sessions in order that they may know where they are coming out. It is one thing to sell goods, but it is quite another to sell them right. Manufacturers of other lines have tried many times to figure out a profit for them, but have in every case abandoned the attempt as an impossibility under the conditions which control the making of any kind of underwear. Not the least factor which militates against economical production is the labor situation. This must be taken into consideration at all times where the cost of manufacture is figured, and a wide margin should be allowed in order to give room for any fluctuation in sentiment on the part of the employees. These changes of sentiment are of frequent occurrence among the more valuable classes of operatives and should be reckoned with accordingly.

Hosiery—The general trend of the hosiery market is much the same as heretofore. There is a big demand for the best class of goods, which is always a good sign. The activity in full-fashioned goods is being displaced by the lower grades of the domestic makes, in many instances now, however, there being a call for 144-needle goods in increasing quantities. This class of goods is fast gaining popularity among the laboring classes and is outstripping its predecessor, the 84-needle goods, in every

We want your orders for Fall Hosiery and Underwear

Prompt Delivery and Best Dating

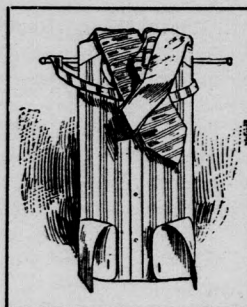
Our travelers are now showing our complete line of Fall Hosiery and Underwear. And in point of quality and value, it's the strongest line we have ever had to offer. If our agents don't call upon you, we will be glad to have them do so if you so wish, or write us and we will submit you lowest quotations on any or all of the undernoted items:

Gloves and Mittens Infants', Misses', Men's and Women's Golf Gloves and Mittens. Men's Canvas Gloves and Mittens. Leather Gloves and Mittens (lined and unlined.) Gauntlet Gloves.

Underwear Men's and Women's Fleece and Wool Underwear. Men's and Women's Union Suits. Boys' and Misses' Fleece. Infants' Wrappers. Ladies' Vests and pants.

Hosiery Men's ½ Hose all grades of quality in plain and fancy colors. Women's Fleece Hose. Women's Wool Hose. Infants' Hose, in plain and fancy colors. Children's Fleece and Wool Hose. Infants' and Misses' Knit Skirts in black and fancy colors. Fascinators in black, white and plain colors and fancy mixtures.

The Wm. Barie Dry Goods Co.
Wholesale Dry Goods Saginaw, Michigan



Men's Soft Shirts

The demand for them is now at its best and we still have some pretty stuff to offer at following prices:

Plain White Satine.....	\$4 50 per dozen
Fancy Pattern Fabric Dark Grounds, Assorted	7 50 per dozen
Plain Colors, Assorted	9 00 per dozen
Plain Ecru or Cream, Solid	12 00 per dozen
Plain or Fancy Tans, Solid.....	13 50 per dozen
Plain Colors, Mercerized, Assorted.....	15 00 per dozen
Mohair in Plain Colors, Assorted.....	15 00 per dozen
Mohair in Tans, Solid.....	15 00 per dozen
Black Satines	\$4 40, \$6.00 and 9 00 per dozen

Work Shirts

We also call your attention to our fine stock of work shirts. It comprises all that is saleable in this line today and range of prices is \$2.25, \$4.00, \$4.25 and \$4.50 per dozen.

Ask our salesmen or call to look us over.

GRAND RAPIDS DRY GOODS CO.
Exclusively Wholesale Grand Rapids, Mich.

branch of its market. The failure to put through the combination in the latter is its greatest handicap. By this means the output could have been controlled more satisfactorily and the prices regulated with greater uniformity. As it stands now, there is a comparatively wide range of prices when the margin of profit is considered. To be sure, if a buyer insists on having 2-pound goods at the minimum figure, he must not expect to get quality, too. If he does his experience will teach him the folly of it.

Carpets—The carpet situation remains unchanged. Orders are coming in, but as a rule they are not for large yardage. Retailers are beginning to show more interest in goods than they have been showing heretofore this season, but as yet no large orders have been received. The orders booked by manufacturers so far this season are only about sufficient to keep the plant running in full. Manufacturers say it is the most peculiar season they ever saw. There is no large stock of carpets available for prompt delivery in the hands of jobbers, retailers have no stocks on hand, and the prices of raw materials are firm, with a decided tendency to advance, yet buyers are proceeding in a leisurely manner to secure their supplies. If the prospects were that prices would decline before fall instead of there being a strong probability of an advance before that time, they could not act in a more leisurely manner. Combing wools are scarce, with no prospects of an increase in the supply, and there is a very strong probability that manufacturers will have to advance the price of worsted goods in order to cover the increased cost of yarns.

Rugs—Weavers of art squares are doing only a moderate volume of business. Smyrna rugs are in fair demand. Brussels, Wilton, tapestry and Axminster rugs in all sizes are in good demand. Distributors report that they are being taken freely. Manufacturers report that the demand for rugs is better than for any other line of floor covering. Rag carpets and rugs are selling well, especially small-sized rugs.

Some Facts About Repudiated Postage Stamps.

The only known instance of the repudiation of obligations by the United States is in the case of postage stamps issued prior to 1860. Stamps of the issues of 1847, 1851 and 1857 are not receivable for postal purposes, and they will not be redeemed by the Government. However, as will be seen, this position of the Government need occasion no apprehension. The postoffice officials would decline to permit the use of a five-cent stamp of the issue of 1847, but a stamp dealer will pay five dollars for a fine, unused copy, with the original gum. A letter bearing a five-cent stamp of the issue of 1851 would be returned to the sender marked "held for postage." A stamp dealer will pay \$50 for a fine, unused copy of this stamp. He would pay \$50 for unused copies of the one-cent stamp of 1851; \$150 for the

twenty-four-cent stamp, and \$200 for the thirty-cent stamp of the same issue, all unused and with original gum. Without the gum the stamps are worth slightly less. These stamps are mentioned merely as illustrations; all the stamps issued prior to 1861 are valuable.

Only a short time ago the redemption division of the Postoffice Department received from a postmaster in the South a part of a sheet of the three-cent stamps of the issue of 1857, and a part of a sheet of two-cent Confederate stamps of the issue of 1863. This postmaster requested that he be credited with the face value of the stamps returned; they had been on hand for many years; nobody would buy them for postage, and there appeared no good reason for keeping them. The stamps were returned to the postmaster with the observation that the United States stamps were not redeemable or receivable for postage.

A stamp collector in Washington learned of the matter and offered to take the stamps at their face value. This proposition was refused, and the collector could not even learn the location of the postmaster who had sent the stamps. He would have paid the postmaster several times the face value gladly. Presumably the Southern postmaster, finding the stamps unavailable for postage and unredeemable, destroyed them. He would, of course, have been permitted to sell them to anybody.

With the outbreak of the Civil War it became necessary in order to prevent the fraudulent use of the quantities of postage stamps in the hands of Southern postmasters to declare the stamps obsolete and unredeemable. This was done in June, 1861, in the form of an order by Postmaster General Blair. This was a preliminary statement, and was to the effect that no postmaster in any of the seceded states had authority to sell stamps or collect postage, and that mail coming from such states would be regarded as unpaid matter. In August, 1861, the department sent the following order to all postmasters in the United States, a new series of stamps of different design and color having been prepared.

"You will immediately give public notice through the newspapers and otherwise that you are prepared to exchange stamps of the new style for an equivalent amount of the old issue during a period of six days from the date of the notice, and that the old stamps will not thereafter be received in payment of postage on letters sent from your office. It being impossible to supply all offices with the new stamps at once you will deliver letters received from Kentucky, Missouri, Illinois, Ohio, Maryland and Pennsylvania prepaid by stamps of the old issue until October 1; those from other loyal states east of the Rocky Mountains until October 15, and those from the States of California and Oregon and the Territories of New Mexico, Utah and Washington until December 1."

During the latter part of the 80's many of the three-cent stamps of the 1857 issue appeared upon letter mail

and were passed by postal clerks. This led to an order by Postmaster General Wanamaker to the effect that all stamps issued prior to 1861 were valueless and cautioning postmasters that all mail bearing such stamps must be "held for postage." On June 30, 1864, Congress passed the following act:

"The words 'obligation or other security of the United States' shall be held to mean all bonds, certificates of indebtedness, national (bank) currency, coupons, United States treasury notes, fractional money drawn by or upon officers of the United States, stamps and other representatives of value, of whatever denomination, which have been or may be issued under any act of Congress."

In the light of this law Mr. Wanamaker's order was apparently illegal, and had the force of it been realized at that time it would have been criticised. The order of Postmaster General Blair was equally arbitrary. In the circumstances then existing loyal people approved it as necessary and proper.

Many a woman wishes she were a man, and many a man wishes she were.

HATS At Wholesale

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

Goods for Fall

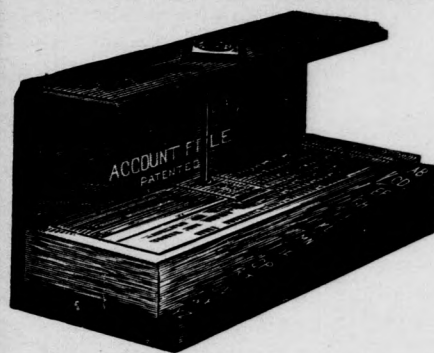
Now that the sale of summer goods is about over, it would be well to look up your stock of Fall and Winter Goods. We have our sample line open and are in a position to take your order for fall delivery. We have a complete line of underwear in Ladies', Gents' and Children's. Our prices are right. Give us your order and we will take care of it to your entire satisfaction.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

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



The Cravat Trade in a Satisfactory Condition.

Makers of cravats have experienced no more satisfactory conditions than those that now obtain. Trade has exceeded normal proportions and the prospect for fall lines is gratifying. It has come to a point where makers need not be concerned so deeply in their appeal for new business as in the attempt to cope with present orders. Indeed, it seems that the public is buying regardless, and on a scale well-nigh unprecedented, requiring only that the goods offered have a dash of newness in weave and pattern. Conservative shapes prevail in the fall offerings. The average width will be 2½ inches. There is no prospect of a return to the clumsy forms which had the preference for a brief period, nor of the adoption of the extreme narrow shapes recently introduced by the smart haberdashers. However, the leaning will be toward narrower shapes than during the past winter.

The popular preference for better quality in purchases should not be overlooked by the retailer who desires to elevate his grade of goods. Attention has been directed to the prevailing method of the textile manufacturers in their attempt to make the price suit the demand, particularly in relation to the loading and dynamiting processes. Evidence is accumulating that this policy will not long continue, and a disposition to effect improvement is noticeable. Admitting that the American consumer obtains the best actual value for his money, yet there is abundant basis for the belief that less exacting demands on the part of the manufacturers and a growing popular appreciation of the higher-priced goods make it not only possible but advisable for the producer to maintain quality unimpaired.

Not so long ago crocheted four-in-hands were submitted to the test by those who are quick to appropriate foreign ideas. The hand-worked imported goods were so cordially received that American manufacturers have lost no time in placing upon the market large assortments of the machine-made for selling at moderate prices. They are moving well in the upper class shops, yet will probably not reach the point of popularity this season which would make them prohibitive to the finer trade. An interesting story is related in connection with the origin of the crocheted cravat. The smart London haberdashers had exhausted their ideas in a constant endeavor to present to their patrons something new in cravat weaves and patterns, so the rumor runs, and were at their wits' ends to know which way to turn. A Piccadilly merchant was among the number of those who became sore perplexed because of their inability to satisfy the desires of their customers. Placing some silk in the hands of a woman weaver he asked her to turn him out

a cravat unlike any he had ever shown. Simply as a test he placed the first product in his window. A client with an eye for the original entered the shop and placed an order for several dozen of the same kind in different shades. From its first display the crocheted cravat was a "go."

The present season promises to develop an exceptional demand for washable cravats. The sale of mercerized stuffs has been brisk as a result of a spell of torridity. Crepes and grenadines are most conspicuous in the showings of the shops of class. The former appear in a wide variety of two-tone effects, the colors mostly favored being tan and old rose, while the grenadine weaves are principally of solid blues, greens and grays.

In fall lines the wine and berry shades are prominent. Myrtle, reseda, prune and ocean will continue to court popular fancy. The prospective vogue of high-cut waistcoats will bring a demand for the bright colors and influence the tendency toward narrow shapes. The attenuated knot is correct in four-in-hands, with slight tapering from the top.

Ties are so greatly in demand as to closely rival four-in-hands for summer, a fact due in some measure to the preference for fold collars with but slight opening in front. The fall shapes are either straight or graduated, measuring 1¾ and 2 inches at the ends. Evening dress ties are of heavy linen, and will be adjusted without pinching at the center.

Many retailers have adopted the policy of ordering cravats in ranges, selecting a pattern which strikes their fancy and taking the entire run of colors in which it is shown. This is greatly helpful in preparing window displays.—Haberdasher.

Wonderful Eyesight of Eagles.

The sharp eyed hawk can spy a lark upon a piece of earth almost exactly the same color at twenty times the distance it is perceptible to man or dog. A kite soaring out of human sight still can distinguish and pounce upon lizards and field mice upon the ground, and the distance at which vultures and eagles can spy their prey is almost incredible. Recent discoveries have inclined naturalists to the belief that birds of prey have not the acute sense of smell or of hearing that has hitherto been accredited them. Their keen sight seems better to account for their action and they appear to be guided by sight alone, as they never sniff at anything, but dart straight after the objects of their desire. Their counterparts in the ocean doubtless smell and see, but are more guided by smell than sight. In both sharks and rays the eyes are good and have a distinct expression, though since they scent their prey from a short distance and swim up to it with greatest rapidity, smell may be called their real eye.

Promise to Harness the Waves.

Who will harness the ocean? Apparatus whereby the waves can be hitched to machines and made to furnish motor power for all human needs is promised shortly to be perfected. The invention consists of one

or more barges launched upon the sea and anchored at such distance from the shore as to be always in deep water, where they will operate uniformly in all weather. Along the bottom of each float runs a metal track upon which are two little cars, one at each end, bearing heavy weights. The cars are connected by a rod and as the boat rocks they roll back and forth along the track, at the same time operating a pair of pistons which compress air, and through a tube furnish pneumatic power operating machinery upon shore. The pumping mechanism also may be adapted to such water from under the boat and pipe it to shore in a steady stream with sufficient force to operate a water motor on the beach. Thus is power had without recourse to coal.

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

CHATTEL MORTGAGE SALE.

By Virtue of a Chattel Mortgage, executed by Anna L. Joyce, of the city of Grand Rapids, to Peter Doran, Trustee, of the city of Grand Rapids, dated at Grand Rapids the 17th day of May A. D. 1906, and filed in the office of the Clerk of the city of Grand Rapids on the 18th day of May in the year aforesaid, and upon which default has been made, I have taken and shall sell the property therein mentioned and described, to-wit: All her stock of ladies' hats; millinery, trimmings and untrimmed; flowers; trimmings; store furniture and fixtures; excepting said mortgagor's legal exemptions, which are reserved by her under the conditions of said mortgage.

At Public Auction, at the store building known as the Emporium, No. 128 Monroe St., in the city of Grand Rapids on the 6th day of July A. D. 1906, at 10 o'clock in the forenoon of said day.

Dated at Grand Rapids
June 25, 1906.

Peter Doran, Trustee.

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.

Window Displays of all Designs

and general electrical work.

Armature winding a specialty.

J. B. WITKOSKI ELECT. MFG. CO.,
19 Market Street, Grand Rapids, Mich.
Citizens Phone 8437.

Hermanwile
GUARANTEED CLOTHING

"The Best Medium price
Clothing in the United States"



A retailer in New
York City told us
the other day:

"There's no use talking about advertising your line for me—I haven't a dollar's worth of 'Hermanwile Guaranteed Clothing' left in my store, and I bought a good big bill for spring, too. I'm loaded up with other lines, and I wish my whole stock had been 'Hermanwile Guaranteed Clothing.'"

And only clothing
with style and fit
will take in New
York.

If you would like
to see samples of
"The Best Medium
Price Clothing in the
United States"—the
line which sells—
write us.

NEW YORK CHICAGO MINNEAPOLIS

HERMAN WILE & CO.
BUFFALO, N. Y.

Summer Short of Stocks Earlier Than Usual.

Manufacturing plants are now well engaged on heavyweights. Suit orders having run unusually large, it became necessary to cut up goods early to facilitate the prompt delivery of merchandise, as dealers have specified their desire to have shipments made on time. The manufacturing season at best is short, but this year it was stretched a little by getting salesmen on the road ahead of the regular time. The early rush of orders made quick work necessary, and affairs at the factories have been materially helped by the completeness with which spring and summer stocks sold up, the cleaning up of lightweights being thorough and earlier than has been previously recorded. In fact, if it were not for the small lots of serges now in work for immediate delivery there wouldn't be a yard of summer stuffs in work, as the worsted lines are exhausted. Yet every day there is more demand for worsteds from retailers who have run short of two-piece suits ahead of time. There are some who declare that there will be a shortage of serges before the summer closes. Some large manufacturers are already sold up on this line. While two-piece suits in merchandisable worsteds are not obtainable anywhere on account of no piece goods being procurable from the mills, where the looms are all engaged on heavyweights, yet almost every maker of summer clothing has some stock of woolens which may be had at a price.

According to the reports of salesmen the large stocks of overcoats carried over by retailers and the doubt of some dealers regarding what were the best styles to buy kept overcoat orders down. Everybody, however, bought some overcoats; even those with big stocks ordered enough of the new lines to sweeten what they have. Manufacturers are of the opinion that there will be a fair duplicate trade on overcoats, as retail salesmen will doubtless show their newest acquisitions to early buyers, who are invariably the purchasers of new styles. These they look forward to going into consumption quickly and creating an immediate duplicate demand. As the old stock may be detrimental to business it behooves the retailer to force it out in short order to make room for later styles.

There need be no hesitancy about what styles of overcoats to buy for fall if the clothier will but estimate the proportion of his sales for spring. If the French-back was his leader, that is the coat for autumn, and it has sold well in the creased seam and pleated side seam back models with deep center vent. The length of the overcoat established for fall by leading houses is 46 inches, and this length should be a safe guide for all trade. While many favor the French-back model for young men and the more conservative model with less pronounced shapeliness for men caring less for style, the two models, together with the regular Chesterfield, fuller in the back than the form-fitting and reaching a little below the knees, make three models which are a

safe assortment and are universally favored for popular and fine trade. Some include a few double-breasteds and regular garments more extreme in lengths for the sake of variety and in the belief that both will sell.

Notwithstanding the strong tendency worstedwards again for fall, cassimeres and velour finished woolens have improved and to a degree that makes some clothing authorities predict that next spring and the following fall woolens will give worsteds a close rub for first place. Retailers to-day accept these fabrics as the most desirable for \$10 to \$18 retailing, and believe that if salesmen will but exercise their influence with customers they will prove eminently more satisfactory than the cotton mixtures that can be sold at these prices.

Everywhere in the clothing field salesmen home from their fall trips and retailers in market are refreshingly enthusiastic over the greater amount of business done on higher priced clothing than was formerly done. Salesmen representing popular and medium priced lines say they have averaged \$2 a suit more on their fall business, and that throughout their territories they found dealers interested most in the best grades. They report that many more retailers than ever before have this season tasted the fruits of trading upward, and are quite determined upon the permanent adoption of a trading up policy. Competition, they say, is growing more keen all the time, even in small towns where only a few clothing stores are located, and that they found it the rule, rather than the exception, that the one merchant in town who is trading up preserves the best standing in the community and commands the best and largest patronage. It is therefore a foregone conclusion that the clothier who fails to grasp the present opportunity to sell more better clothing will lose his trade to one of his competitors. There is not a manufacturing organization in the upper ranks that does not report having opened a larger number of new accounts than for any former fall season. This is a significant indication

of where the trade is going.—Apparel Gazette.

Couldn't See Him.

An Ohio man tells of the sad case of a young fellow, the son of a wealthy Toledo manufacturer, who, against his father's wishes, insisted upon going to Chicago to make his way, whereas the parent desired that the son train himself in the Toledo business house.

At first the lad did very well in the larger city, but it was not very

long before he was making urgent appeals to his father for financial assistance. To these the old gentleman, who had himself been trained in a hard school, turned a deaf ear.

Finally, the desperate boy wired his father in these words: "You won't see me starve, will you?" The old man's reply came in the form of the following telegram: "No, not at this distance."

Then the boy decided to return to Toledo and go to work for the old man.

**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.

Brownie Overalls

The Same Old Reliable Sizes

Age 4 to 15.....\$3.25
Age 8 to 15.....3.50
Age 11 to 15.....3.75
Orders shipped same day received.

THE IDEAL CLOTHING CO.
GRAND RAPIDS, MICH.

Two Factories

A BACKWARD GLANCE

At the Hardships of Michigan's Pioneer Days.

Written for the Tradesman.

It does an old-timer good to hark back to the early days of pioneering in Michigan, especially the one who remembers the times that tried men's souls along the banks of the Muskegon and the Grand, when might made right and the Lord was on the side of the stoutest hearts and strongest muscles; when men of brawn and brain slashed the white pine and dared every hardship to win a competence from the wilderness and build homes among the pine-clad hills of a great State.

Memory lingers fondly amid scenes of that early day when custom was law, and when pioneer dispensers of Blackstone depended more on common every-day horse sense than on the technicalities of law to win them the victory. Those were times well worth remembering, when the leaders of men hewed their way to the heart of the wildwood and builded, through energy and pluck, an empire.

It thrills one to think back to the time when John A. Brooks pushed through the woods from the banks of the Grand, and amid the wildest of the Western woods laid deep the foundations of the now thriving village of Newaygo. His was the first mill that reared its roof on the Upper Muskegon and broke the silence of the woods with the hum of its machinery.

In those strenuous days of old every man was a law unto himself so far as human rights were concerned. Combinations of capital were not then as powerful in some directions as now, although, where several men were banded together with money and credit, those of lesser note were pushed mercilessly to the wall. The roughshod methods of the time, while in the main not to be commended, yet schooled the men of that day to hardness of character and independence of thought and action such as no other training could have done.

The clash of human interests often resulted in open war, yet very few riotous acts occurred, and few were the lives sacrificed. Sometimes there was trouble with the Indians, but more frequently the clash of interests involved white men alone. The up-river interests were in a measure inimical to those at the mouth, and there were raids and counter raids along the stream. Brooks, Merrill and other up-river mill owners were forced in defense of their business interests to protest against the booming of the river near the mouth, in consequence of which many more or less wordy wars and some severe passages at arms came about, resulting at length in securing an open stream, with freedom of navigation from Newaygo to the mouth.

Steamboating came in the fifties. There was trouble when Captain Seth Chapin pulled down the river bridge at Sand Creek, defied the law as openly as any piratical rover and, carrying the affair into the courts, won a victory for his violence in the teeth of the law and the evidence.

Gray and Standish were the leaders

of the bar at that time, and were the rival lawyers in the resultant suit. E. L. Gray, young and enthusiastic, lost his case for the people, J. R. Standish clearing the skirts of Captain Seth Chapin in a handsome manner. These two pioneer attorneys, young and enthusiastic then, grew into prominence later, one to grace the halls of the State capitol as a Senator, the other to win laurels on the tented field, returning at the end of the great Civil War with the eagles of a colonel on his shoulders.

There was, too, the Indian Scare, which shook the chivalry of the Michigan backwoods and made heroes and cowards of every stay-at-home in the valley. The stories of the "Indian War" had a humorous side that produced more laughter than tears. Many of the stories told of that time would bear repeating again and again.

There was also the incident of the hanging of Jeff Davis in effigy at a 4th of July ball; the raid of the up-river mill crews on the Muskegon booms; the great panther scare; the finding of the stolen sugar, the loss of which came near producing an Indian outbreak; the great spring freshet which tore out bridges and piled logs in a mighty jam for miles in length and forty feet high; the big wind of '56 and its stories of miraculous escapes; the feuds of the loggers, in which the more powerful over-ran, crushed and ruined their weaker rivals.

The horse-thief nest at the head of Rogue River stirred the settlers to bitter retaliation and revenge for repeated losses of stock.

There were also terrific forest fires, which were fought with desperation by the settlers. We might also mention the societies, secret and otherwise, among them the far-reaching "Waglers," which had for its object the elimination of profanity among the millmen and loggers, which, although conceived in a spirit of fun, resulted in great and lasting good to its members. There were "Long John" and his famous pole-boat; scenes on the "Big Drive," as when one of the men died the boss said, "We have no time for funerals, just chuck him in the weeds, boys, and go to work."

There were shanty scenes in which whisky and insanity forced a hearing in a dangerous as well as ludicrous manner. The ways of the school inspector were not the ways of the learned official of the present day. The trials of a young girl candidate for her first term were numerous; brought up like some criminal before three august graybeards and catechised in a manner calculated to frighten and intimidate the most hardened wielder of birch and rule.

All this and much more flash out of the past and remind Old Timer that "the world do move," and things are not now what they "uster was" in old Indian days. Old Timer.

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

Judson Grocer Co.

Grand Rapids, Mich.

acts as distributing agent for

WHITE HOUSE
DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.
COFFEE

The cleanest, most honest and genuinely highest grade straight coffee that was ever roasted by living man. There isn't another coffee canned that begins to have the record for uniformity "White House" has, nor anywhere near its exquisite flavor and smooth, slick palatableness. Pin that to your lapel.

GOOD GOODS ARE HALF SOLD



WHOLESALE

RETAILER

CUSTOMER

is always the case with

PARIS SUGAR CORN

How often a new customer is made when supplied with something really pleasing. Puts the GROCER "right" at once—more and better trade follows. It always does when you recommend the products bearing the name of Burnham & Morrill Company.

Write us if your jobber cannot supply you.

Paris Corn will have large space each month, beginning in September, in the LADIES' HOME JOURNAL, SATURDAY EVENING POST, COLLIER'S, MUNSEY'S, EVERYBODY'S, SCRIBNER'S and other magazines. This publicity, backed up with such a superior product, is bound to maintain a consistent and steady demand. Satisfy and please your customers by having Paris Corn in stock. You will have many and repeated calls for it.

BURNHAM & MORRILL CO., Portland, Maine

Some of the Qualifications of a Salesman.

In all selling effort it is necessary to take into consideration a store's character, the character of its merchandise and the character of the people who are its probable customers. If the management of a store is contented with its having a short life and with securing immediate returns from the investment, the selling methods may have as their basis no other consideration than "getting the money," as the expression goes. Or it is possible to force sales through the over persistency of salesmen. But where emphasis is put upon the quality of its merchandise it is necessary for a store to build slower and to establish and hold confidence at every turn.

This can be done best by satisfying customers that their interests are always respected. The basis of this higher form of salesmanship is the thought that the merchandise must add some comfort, some ornament or some other element which will help others to live. In selling our furniture we never try merely to fill a house, but to add to its homelike character.

The remark has frequently been made that a salesman should give people what they want. This is not altogether true; in fact, it is seldom true where one is selling merchandise which is of a high character. This was forcibly impressed upon me by an experience some seven or eight years ago.

At that time I was called upon to serve a woman who had recently built an elegant home. I was somewhat familiar with her needs before she made them better known at the time of this call, so that I started out with the idea that I would follow my custom of selling her what she really ought to have, even though it might not be just what she previously had in mind.

"For three hours I took her through the store, showing with the greatest patience every article of furniture in which I believed she would be interested. I gave her the benefit of my judgment as to what was suitable, at no time biasing that judgment by a thought of the profits, which varied with different articles. Finally, I decided that it was not possible to sell her other than what her heart was set on, and upon that basis closed the sale in fifteen minutes more. As always in such a case, I regretted her attitude, and within a few days two young women who had accompanied her at the time of the sale came into the store and severely censured me for having sold the articles I did. Not long afterwards the customer herself found fault with me, claiming that even though she did want the goods she bought, it was my duty to disregard her wishes.

A salesman should usually lead a customer into his way of thinking, but sometimes, as in the case of articles of high grade goods, it is better not to press a sale too hard. I have found that the best way to establish confidence and bring about that free and easy relation which

should exist between the salesman and his customer is to display goods with great painstaking. In this work he should advance every argument as to their superiority, but leave the customer free to walk out of the store and to make up his mind after looking elsewhere.

Here is a case in point. About five weeks ago a customer wanted an extension table of a certain size and was willing to pay as much as \$50 for it. I could not tell from her attitude that she had given a good deal of thought to the part this article would play in the furnishing of her home, and, after showing her through our stock, decided that it would be better to tell her frankly that we would prefer to have her wait a little while until we could order something exactly suited to her needs. We were led to this conclusion notwithstanding the fact that one of the tables we showed her about that price seemed to satisfy her, although it was a little smaller than she wished. From previous experiences I realized that the question of her being satisfied with the purchase two or three years afterwards was much more to be considered than satisfaction at the moment of the sale. What was the effect? She came back within two weeks and bought the table which we had ordered for her in the meantime, but more than this, on the first day in question she bought two or three articles that I am certain were not in her mind when she entered the store.

In an establishment where articles of quality are sold there is danger at times of salesmen losing sight of what I may call "bread and butter business." It is for this reason that we have put up at each side of our doorway a cloth sign announcing that certain articles are especially seasonable now. This may not be in keeping with our ideas regarding the appearance of the store, but it responds to something in the minds of many desirable customers. When they are attracted to the store we follow our custom and sell them goods that not merely please but satisfy.

To make such methods successful it is necessary, of course, that our sales force be of a superior character, for it is through courtesy, tact and intelligent appreciation of the stock that these results are secured.—Arthur Jacoby in Furniture Journal.

Discovers New Elements.

Sir William Crookes promises some revelations. It is well known that when the light of an incandescent body like the sun is passed through the spectroscope the elements present in the glowing body are shown by lines on the picture, or spectrum, produced. Sir William has recently been examining the phosphorescent glow of some rare earths, the result of which is to convince him that he has found evidence of new elements. This judgment is founded upon the manner in which certain lines are distributed in the phosphorescent spectrum. He opines that he is in possession of good evidence pointing to the existence of two, if not three, new bodies waiting to be isolated by chemical methods.

DO IT NOW

Investigate the

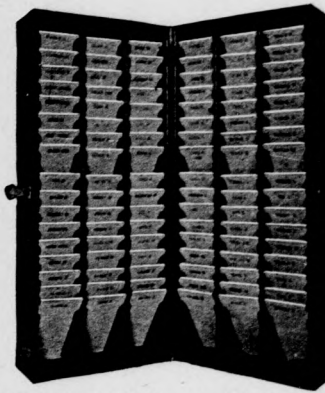
Kirkwood Short Credit System of Accounts

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

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Mich.

Both Phones 87.



Pat. March 8, 1898, June 1, 1898, March 10, 1901.

Every Cake

of FLEISCHMANN'S

YELLOW LABEL COMPRESSED YEAST you sell not only increases your profits, but also gives complete satisfaction to your patrons.

The Fleischmann Co.,

of Michigan

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



Sell

Your Customers

YEAST

FOAM

It is a Little Thing,

But Pays You

A Big Profit



Why Girls Should Avoid Hasty Marriage.

It popularly is supposed that the decision as to the date of her wedding invariably is left to the bride to be; but this, like many another popular supposition, only partly is true. The bride-elect may retard the time of her marriage as much as she likes; she may prolong her engagement for any reason or for none at all; she may refuse to consummate it, and jilt her lover at the church door, if it so pleases her; but no woman, saving a queen, may with propriety assume to "name the happy day" until her lover requests, nay, entreats, her to do so, and even then, however willing she may be, she must at least counterfeit a show of reluctance. Here, as in all affairs of courtship, the man is expected to be eager and ardent, while coyness and a becoming degree of maidenly hesitation to meet the advances of her suitor are incumbent upon the woman, even though she be "head over ears" in love. A woman may have the same desires as a man, but the same right to express them is denied her, and for her or her friends to endeavor to hasten the time of her marriage is decidedly "bad form." Indeed, she must not do so under any circumstances, and her relatives only when some great emergency arises. Even then the proposal should be suggested, rather than insisted, and should be so engineered as to appear to come from the bridegroom.

A woman always is liable to much unpleasant criticism if she or her family attempt to urge on a hasty wedding. However impatient she may feel, it behooves her to wait her partner's lead. Moreover, if he permits the time to drag on with seeming indifference and shows no anxiety to claim her promise, her self-respect should prompt her to meet that indifference with careless unconcern, and should he give her cause to think that he has no real desire to marry her, she, by far, would better let him go his way than make any effort to induce him to take the step unwillingly, or, worse, to force a quarrel which will cause him to break the engagement. To be jilted by a man is among the most ignoble of positions in which a girl can be placed. When a man finds that he has made a mistake, when he tires of his fiancée, or sees another girl whom he prefers, it is a common expedient to prolong the engagement indefinitely and drift, hoping to tire out her patience, if not her affection. Therefore, let any woman who has reason to suspect her fiancé's sincerity give him his freedom before he asks for it.

There are few more vexed questions regarding affairs of the heart than that as to the proper length of an engagement of marriage. In fact, it is one which, as the French say, "depends." The question must be settled in each individual case by the

persons concerned, and is regulated by circumstances of all sorts. There are sometimes reasons for a wedding by telephone, literally and figurately; and sometimes equally cogent cause why two people who truly love each other should wait for long years before becoming man and wife. There is, however, a medium in all things for those who have the wisdom to find it, and an overlong engagement, which wears out hope, and faith, and courage, is only less to be deplored than the hasty marriage which is usually repented in the dust and ashes of the misery of a lifetime.

Considering what a vital change marriage is obliged to bring into the lives of those who undertake its duties and obligations, it would seem but the commonest prudence to think well first; the height of rashness to hurry into it with a person who is a comparative, sometimes an utter stranger. There is often passion at first sight, passion which may or may not ripen into love, but it is much to be doubted whether love of the genuine, permanent kind ever sprang forth, full grown, in an instant. It may well be contended that the mutual attitude of lovers during their engagement is not calculated to enlarge their real knowledge of each other. Certainly not, if the marriage is to take place while they are living in a whirl of emotional rapture, and each looks at the other through the rose colored glasses of admiring devotion. But let an engagement be long enough for their love to settle down into something like a normal state, where their reasoning faculties will be able to work, and there will at least be a chance that they will gain a clearer estimate of their mutual fitness, and possibly they may learn a good deal about each other.

It is often said that no man should ask any woman to marry him until he is in a position to support a wife. This, in the abstract, is undeniably true. But (and this is where the argument for long engagements comes in) it is also more than a little hard. There are times when a man is fully justifiable in telling the woman of his choice that he loves her, even though he is not in an immediate position to marry. If a man is worth having he is worth waiting for. Still, he has no right to speak unless he has some definite prospect in view, nor unless he fully is determined to do his best to make their marriage possible as soon as may be. No woman should be expected to waste her youth and wear out her heart as the promised wife of a man who is not devoting all his energies to the task of making a home for her.

It also must be said that the woman who suffers herself to be "rushed" into a hasty marriage, excepting under the force of circumstances which are beyond her control, makes a grave mistake in that she robs herself of what is usually the period of the most unalloyed pleasure in a woman's life. So true is this that it is not infrequently the case that to be "engaged" is the secret object, the greatest triumph of a young girl's life. "All the world loves a lover," and his lass, especially the

lass. The announcement of a girl's engagement at once renders her an object of attention and interest to her whole circle of acquaintance, a person of importance to all her family and friends. Her past faults are forgotten, her present caprices are excused, she is the recipient of all manner of flattering consideration, and, one may say, is invested with many of the privileges, while she is expected to perform none of the duties of a wife. Her lover is, of course, her cavalier servant, his first duty being to prove to his fiancée that the love which he professes so warmly can be manifested by actions more eloquent than words. The term of his engagement is probably the most unselfish period of a man's life. The opportunities are there if he sees fit to avail himself of them. He has to sacrifice a good deal for uncertain return. He is not yet master of the situation. It is far easier for the lady to dismiss him than for him to break his bonds. He is expected to hold himself in readiness to do her bidding. He must make the best of her friends and relatives. Perhaps, also, he must forego some pleasures which are not becoming to an engaged man; but all these obligations, and many more, will be but trifles to the true lover who is beloved. He will need the exercise of tact and self-restraint; he never must suffer his love to seem to lack respect for its object, neither must he assert his claims in too masterful a fashion.

It is an old saying that "Men are April when they woo, December when

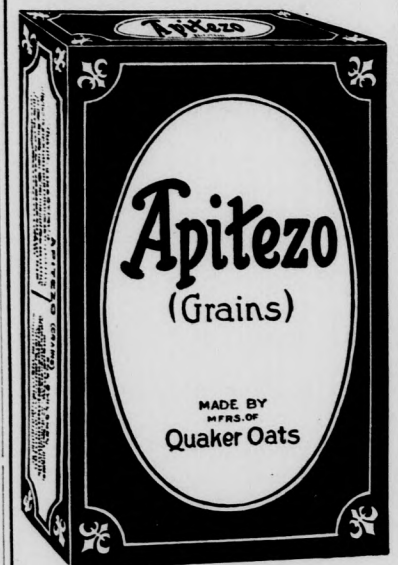
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\$2.50 per case, 36 16-oz. packages
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Freight Allowed

For Sale by all Jobbers

Manufactured by

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they wed." There are those who lure their sweethearts into a state of contented security by their complete submission before marriage, only to exact the full price of their sacrifice when once possessed of marital authority. The man who is capable of such conduct deliberately is mean. It may be that he yields to unreasonable caprices on the part of his fiancée in the first flush of his passion, and that she takes advantage of his love to show herself overbearing. In such case he must assert himself, for the sake of his self-respect and manly dignity. This is an unfortunate, but quite possible, development, and it is well if affairs sort themselves satisfactorily when the trial of strength is over. In any case it is better that the trial should come before marriage rather than after.

Dorothy Dix.

Trifling Incident May Lose Trade of Years.

Written for the Tradesman.

"Twarn't w'at 'e said—'twar th' nawsty way 'e said it."

I was forcibly reminded of the above quotation on last Saturday evening when I stepped into a certain local store to get a button fastened on my oxford. It had flown off when I put the shoe on to come down town in and at the time I had not a moment to spare to sew it on. I also wanted a shoe horn.

I have traded at this particular store for a number of years, but, as it happened, I had not had occasion to buy any shoes for six months or so. However, being an old customer, I felt free to step in for only those two small wants. I also asked for a certain kind of shoe dressing, but they were out of it. To tell the honest truth, I didn't really expect there would be a charge for the one button and the horn (which, by the way, bears the advertisement of the store's business), but I politely asked how much the charge was, in a tone of voice that implied a willingness to pay for the service rendered, and for which I was grateful as it saved me the bother of sewing on a button through leather, which is a mean little job to do.

The clerk said:

"Oh, there is no charge."

He said it pleasantly, too, just as if he meant to be cordial, and I laughed a bit and observed:

"I hope my next purchase will be more profitable for you."

Then the clerk also laughed, and such a short laugh, which was accompanied by the ambiguous rejoinder.

"Let us hope so!"

All the way out of the store, and every once in a while since, that short reply comes back to me—it dings itself in my ears:

"Let us hope so!"

If that clerk, who has waited on me for many a pair of shoes and rubbers, merely meant to echo my remark without sarcastic offense I certainly have "nothin' ag'in 'im," as the old lady said, but if he meant to sneer at me I don't like it at all, for I offered to pay for what I got, and would gladly have handed out any money asked had there been a charge.

The words didn't mean much either way, but it was the tone that cut. Why, I felt as humiliated as though the fellow had said:

"Yes, you are mighty small pumpkins and we don't want your measly old trade!"

That's just exactly what his tone said.

I am more than half inclined never to step foot in that store again. Even when I go past the place I shall feel anew the chagrin I experienced on that occasion—that very painful occasion.

"Twarn't w'at 'e said—'twar th' nawsty way 'e said it."

Janey Wardell.

Be a Better Merchant.

There is no question but what the retail mail order people will continue to do a certain amount of business indefinitely. Unfortunately, they can not be stopped. Unfortunately, too, no plan has yet been devised that will prevent retailers from acting as agents of mail order retailers in buying goods from manufacturers and jobbers who refuse to sell direct.

Some time, and the sooner the better, the retailers of the United States, through their state associations, will get together in earnest and as a unit, and they will put it up to manufacturers straight, and give them the choice—our trade with you on one condition—that you do not sell to Sears, Roebuck & Co. and others who do business as they do.

Some day the jobbers will get hot under the collar and demand of the manufacturers prices much lower than they are now getting; prices much lower than given to the "cat" houses or there will be trouble.

Pending the coming of this time you, Mr. Retailer, and your associates, will have to fight the battle as best you can.

Let it be a stimulus to you to be a better retailer, more aggressive, more up-to-date. Go to market with your eyes open and search for bargains. Keep a hustling for lower prices, buy as close as possible and handle many things, for profit's sake. Visit your customers and repeat.

Take an interest in the "old man" and in "mother" and do not forget the youngest child.

Be willing to lose small amounts for advertising returns. Meet the catalogue prices, whether there is a profit or not. Throw out the old fixtures, brighten up the stores, use better stationery; it might even pay you to put in plate glass windows. The show windows would be more attractive.

Watch your clerks. Give them encouragement and see that they are able to bear the strain of much effort—never let them grow weary in selling or showing goods. Use high grade advertising, with plenty of prices.

Everlastingly hustle and the results will be sure. Try it. Keep on fighting.—Minneapolis Commercial Bulletin.

A little courtesy may go farther than a lot of controversy in establishing religion.

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.

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*Who else can do this?



"The Elephant's Head!"

Tetley's Teas

Are Known the World Over

They were the first India and Ceylon teas introduced into the United States. The purity of these goods, the rich flavor, delightful fragrance and strength created a demand and today they are welcomed as a household friend in thousands of homes.



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Qualities

Always put up in Air-Tight Packages

Refreshing! Fragrant! Exhilarating!

Delicious Either Hot or Iced

Sole distributors
for Western Michigan

JUDSON GROCER CO., Grand Rapids, Mich.



THIRTY YEARS.

Development of the Telephone During That Time.

In the evolution of telephone engineering, which at most has only thirty years of history behind it, the net result of experience in all these years has been surprise.

Surprise. More surprise. Most surprise.

And then some more!

To-day in the field of electrical engineering in Greater New York, for example, the New York Telephone Co. is working its engineering squads of ten year prognosticators until one of these sets of experts is working to-day in anticipation of the year '935! It is dealing with the conditions of the year 1935, taking them as seriously and materially as if the year were arrived and the streets and buildings and millions of population growth were occupying the future city.

But far more than this, the squad for 1935 is looking for more than population and mileage of the streets. In every possible way the social conditions of the city at large, the conditions of sections of the city, the probable change in the telephone as an instrument, the possible character of evolutionized building materials and buildings—even to the possible new methods of installing an instrument in a building—all are under consideration for a generation yet unborn.

The result of this is that there is no engineer in any line of work unless purely electrical who is as certain and careful as is the telephone engineer. Time and again he has made his wide concessions to the future and found them not half wide enough. Not being wide enough, he has entailed alterations that have cost tens of thousands of dollars to the standard telephone companies under the Bell patents and in the last twelve years since the independent companies have been making history, the engineers for the independent people have had hands full and heads full of present and future.

The first principles of the Bell telephone as patented and established in 1876 expired in 1893. In that year there were 250,000 telephones in the United States. This is a figure to be kept in mind in consideration of what the telephone began to be just after the monopoly of an exclusive line of patents had ceased. In 1893 the independent companies entered the field and within the next five years 800,000 telephones were in use by the monopoly and independent companies. To-day there are approximately 4,300,000 telephones in operation in the United States; 12,000 telephone instruments are manufactured every day in the year, while the New York Telephone Co. alone is establishing more telephones every six months than the Bell Company placed in the first seventeen years of its existence.

Shall one wonder that the telephone engineer is kept guessing as to the future? It was in 1879 that some adventurer in the telephone business thought St. Louis ought to have a telephone exchange established on the basis of 100 regular subscribers. St. Louis at the time was the metrop-

olis of the Middle West, with no thought of Chicago's coming supremacy, but friends of the daring innovator declared that he was dreaming. But strangely enough the metropolis finally gave to the venture the measure of the man's dreams. Then for a while the exchange was overtaxed and when it no longer was capable of the demands upon it, the idea for an exchange accommodating 1,000 subscribers was smiled at. But the exchange was built, was overgrown, and in 1900 a switchboard for 100,000 patrons was established at a cost of several hundred thousand dollars. To-day there is figuring upon the next board on a basis of 400,000 patrons.

Cleveland had a similar experience. Five years ago it had one of the largest multiple switchboards in the United States. Since it was established, however, it has been outgrown, has been torn out and another one costing fortunes has been put in place—to be outgrown? Tearing a switchboard out means making mere junk of costly apparatus which has not served a fractional part of its usefulness, save as it has been overgrown.

It is an anomaly of monopolies that the growth of the telephone business dates almost immediately from the expiration of the patents that made a monopoly by the telephone business of the country. To-day more houses in the cities have telephones than have electric lights. In the rural districts there is scarcely a progressive farmer anywhere who is not in telephone touch with his market town and with other farmers for miles in every direction. These are the results of the activities of the independent telephone people everywhere until compared with the Bell Company's telephones the independents number a probable 2,200,000 against the 2,100,000 of the Bell Company.

When the engineer has taken cognizance of the population and its growth and has considered the methods and probable improvements in the establishment of the telephone itself, these formidable figures showing a telephone to every twenty persons in the whole country, with more than half of them in a state of economic evolution, he well may wonder.

The word "monopoly" perhaps carried more incentive to the ranks of the independent telephone workers than did any other one impulse. With 2,000 and more patents upon the Bell instruments still existing and with hundreds more doubtless in process, it was a formidable enemy to attack in the name of independence. But the independents in manufacture, the independent exchange builders, and the progressive small farmers and villagers took up the gauntlet with the result that scarcely a portion of any state in the Union is not to be reached by the telephone. The farmer not only has a telephone at his house but he has one in a distant barn—perhaps a result of the co-operative efforts of himself and a dozen other farmers who have attempted to keep in speaking touch with the village or the crossroads store.

The evolution of the rural tele-

phone has kept pace and no more with the farmer's environments. Bad roads, impossible weather overhead, distance from markets, and even his lack of social contacts have brought the telephone to his notice. When the independently manufactured instruments became within reach of his purse he considered the possibility of a line that would reach his neighbors and give them all touch with the corner grocery at least. Perhaps four farmers on the pike agreed with him; the grocer was more than willing and his daughter agreeable to acting as operator when the party line should become overloaded.

But it requires a good many persons to overload a party line in some of the Western States—as Kansas, for example, where forty telephones have been operated on one party line. The telephone instruments are bought by the farmer at \$10 apiece; the wire and the porcelain insulators used on the supporting trees, posts and fence rails are not a big item, and the farmer's own labor will build the line.

This characteristic formation of the farmer's party line leading to the corner grocery at the crossroads is the beginning of the rural exchange. The farmers along the one road begin to wish for touch with farmers farther away and then the interests of all lead naturally to a central village or town where market facilities are better than at the crossroads. A "mutual" company is formed and the town is touched and the exchange grows.

By this time the line originally es-



Established 1872

The house of

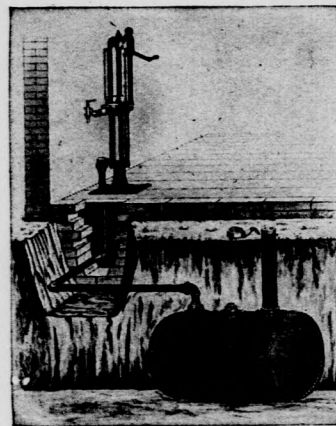
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One of Fifty.
Good for Kerosene, too.

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FORT WAYNE, INDIANA

tablished is showing the wear and tear of the elements. The necessity for rebuilding it becomes apparent and with the talk of rebuilding there is a divergence of opinion. Naturally the line will have to be of better material and perhaps a new style of telephone will be necessary for the future of the system. The mutual company has no engineer for consultation, and while the question is hanging some one seeing something in the situation proposes to buy up the dilapidated old line, renew it, establish an exchange, and operate it, leaving the farmers free of the burden of operation and maintenance.

Just here the fact that the farmer who ever has used a telephone never gives it up becomes of consequence. The investor buys the line, divides it into party branches, the exchange is established, rates are made—and the fight is on.

As indicating how woven into the economic life of the farmer the telephone is becoming, an incident may be cited. A well to do farmer who has a telephone in his house had considerable teaming work to be done, both on the roads and on the farm itself. One of the men who did much of this lived several miles away, and it was customary for the farmer to drive over to see the helper the afternoon before the day the man was to report for work. Half a dozen times when the roads were particularly bad this farmer with the telephone had to drive after his man and he got tired. His ultimatum to the wagoner was that if he didn't get a telephone in his house he would not get any more hauling to do. And the man got the telephone.

Ohio has more independent telephones throughout the country than has any other state in the Union. For second place Indiana, Iowa and Kansas are in close competition. While the states most densely populated should have more telephones than those with less population, at the same time the matters of distance and bad roads and isolation in some of the less populous states lend inducements to the telephone service that are stronger than in the densely populated rural sections. Colorado has few telephones, but those that exist are used to as wide purpose as they can be made to serve. In the great canons, where a town may be snow-bound for two months or more, there is telephone connection everywhere, while in the miners' cabins, still farther removed, there are many telephones. In the irrigating season telephone communication reaches the head gates of the canals and water is turned on or off as needed, almost in a moment.

These telephone connections by tens of thousands hardly have had the consideration of the experienced telephone engineer. But one of these days the active engineer is expecting that they will be brought in one way or another into engineering harmony and completeness of service.

At the present time the engineer's best thought is devoted to the cities as they are and as they will be a quarter of a century ahead. He is studying to determine if the conduits

which he is now laying are large enough to take care of the cables that will need to be strung in them before their usefulness is gone. He is looking to the methods which are now used in approaching and connecting buildings with the telephone service, having an eye to improved ways and means, both as to the telephone instrument and to the construction of the building itself. But more than all, he needs to know what will be the economic best capacity for a telephone exchange in a certain city or city district.

In considering the future of the telephone business almost every possible economic condition touching the territory of an exchange is taken into consideration, if it is possible. It would be worth while even to know, as in New York, whether a possible new section of the city to be added in the next twenty-five years may be peopled with a class which will use the telephone largely in creating the "theater hump" as shown in the ordinary city's diagram of calls. For the pulse of the people, literally, is the pulse of the telephone business falling to its lowest ebb about 3 o'clock in the morning and reaching the flood tide at 10:30 to 11:30 o'clock in the morning and again at 3 o'clock in the afternoon. While at these hours the pressure on the operating force is heavy only a short time, the switchboard must be sufficient for its accommodation.

The limit of a single switchboard of the multiple type varies with its physical construction. Where the connecting "jack" fits into place in a square of one-half inch the limit of operation is about 6,000 telephones. A square of three-eighths of an inch will give 9,000 telephones, and three-tenths of an inch will put 18,000 squares under the hands of the expert operator. But before 18,000 lines are under the one hand the telephone exchange itself will be too unwieldy to handle and will need to split up.

Two derby hats, a string drawn through the crowns, and a button made fast inside constitute a telephone in working embryo. Standard telephones of the independent type may be bought anywhere from any mail order house in the country, and the crudest of mechanical capabilities are sufficient for the installation of the party line in town or country. No one who has used a telephone is satisfied in giving it up, while the fact that a friend is a nonuser of the instrument is a standing pressure upon that friend to get an instrument. There are about 4,000 unexpired patents upon the telephone, Bell and independent, but the patents of the Bell people have little value, because of the niggardly policy the Bell managers pursue in connection with new inventions gotten up by their employees. The result is that any Bell employe who strikes a novel feature invariably takes it over to the independents, because he is then sure of recognition and remuneration, whereas, if he stays in the employ of the Bell people, his patent is taken out in the name of some Bell official and the device is then shelved. In the

name "independent" the outside companies have the leverage which has put the telephone in the maximum number of available places in this country.

Karl N. Goetz.

Science Doubts the Occult.

Will twentieth century knowledge remove the prejudice against the occult? Astronomy and geology and chemistry are permitted to be in the hands of the man of science, but life and mind phenomena are declared to be outside the province of physical science, yet the same was said about astronomy and geology and chemistry not many generations ago. Was not war made upon those who undertook to show that the earth was more than 6,000 years old, and were not the chemists who showed how organic compounds could be formed believed to be enemies of the truth and bent on misleading mankind? Is it not curious to contemplate that those who know least about a given science should be the ones to set its limits, who know what can not be done or hoped for so much better than those who devote their lives and their best endeavors to discover what is true and what seems probable? All the progress of science is a progress from the unknown, that is the hidden or the occult, to the known, which is not hidden but patent. Perhaps the present century will be able effectually to warn everybody of the danger of setting any limits to knowledge.

Some men think that a pugnacious disposition provides them with all the piety they need.

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and are
guaranteed in every respect

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do not handle them
write for our
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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

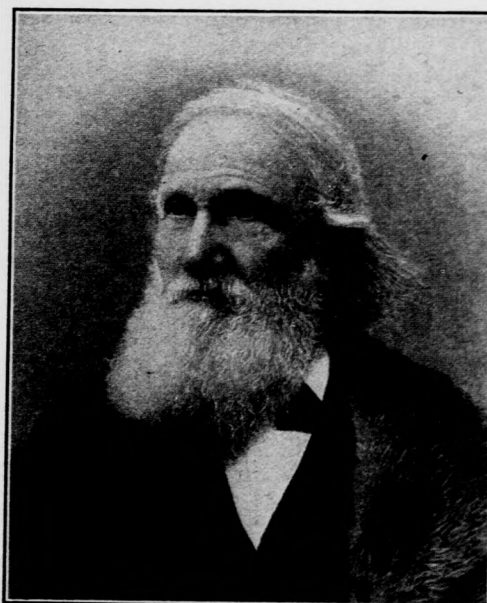
25,000 TELEPHONES

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



Try a
John Ball
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Cigar

G. J. Johnson
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Makers

Grand Rapids, Mich.

John Ball

THE HUMAN VOICE.

How It Adds To Our Happiness or Sorrow.

As I came on my wheel this morning leisurely a door opened and a harsh, sharp voice said, "George, come here quick this minute." I naturally looked to see where George was, and he was throwing ball with two friends on the street ahead of me. George answered, "Yes, that is always the way. I never can have a good time but what I am called off." The tone of his voice was that of a sour, angry boy. Coming on a little farther to the corner of Hall and Jefferson two men in the telephone service were at work, one in the network of wires above and the other, evidently his helper, standing at the foot of the pole. Just as I passed the man above said, "Johnnie, please get the short pliers and send them up by the rope," and the response was, "Aye, aye, sir." The tone of voice in either case was soft, kindly and attractive.

I had an errand that took me off the main street to the rear door of a friend. I surprised him at the wash-tub, assisting his good wife, and he looked up laughingly and said, "Well, Charles G., you have caught me at it this time, but it is a mighty good business well followed," and his wife said, in the same rollicking, good natured voice, "He is a partner worth having and understands that a help in need is a help indeed." Upon arriving at the bank and opening the door, the first thing that greeted me was a loud full musical "Ha! ha! ha!" accompanied by the words, "I sowed my onion seed Saturday afternoon and with such a day as we had yesterday what a cold time they must have had down there in the ground." It wasn't a narrow, sharp "He! he! he," but a generous good natured, hearty laugh that does one's heart good.

All of these instances probably may be duplicated with many of our experiences, but they all emphasize the importance of the human voice in adding to the happiness or sorrow in this world. Unfortunately, we can not know the quality of our own voices. We have no method of passing judgment upon them in and of ourselves. If a hairpin needs adjustment we look in the glass, if a necktie is awry we seek the mirror, and we have something to pass judgment upon. If the mirror is a good one the reflection is perfect, and we really, if we are honest with ourselves, can pass an excellent judgment upon our appearance.

A little girl friend of Mrs. Garfield's the other day was unusually quiet and her mother wondered what she was doing and quietly tiptoed to the door of her room, and she was standing on a stool looking in the mirror and was talking to herself: "Amanda, you are not handsome; you are not even good looking, but you are smart and you can be good. You will have to use your smartness and your goodness and let your looks take care of themselves." There is no way of doing this with the voice. You find some place with an echo, but your voice is distorted by the surface which reflects the sound. You talk in a pho-

nograph and it repeats your words with simply a metallic addition.

In the absence of any method of knowing how your own voice sounds, the importance of a good friend can hardly be realized; one who will tell you the truth if your voice is harsh, if your words are not clear, if there is an unpleasant tang to your expression; in truth, if there is any mending necessary. Each one of us ought to have a friend like this, because it is perfectly possible to change the voice from an unattractive, rasping affair to one that will give pleasure and satisfaction all the day long.

The voice is important as indicating character. A rough man, an ugly man, an unkind man, a selfish man carries these attributes in the expression of his voice. A jolly fellow, one who carries health and strength and joy and happiness wherever he goes, gives expression to it in his voice. In the cultivation of the voice so that it shall have a goodly measure of attraction we are doing something more—we are cultivating the character, which it represents. It is worth the while to develop a voice that shall be influential, a voice that shall carry strength and happiness with it, a voice that shall be a breeder of joy and a softener of anguish. The Indian magicians perform wonders with the human voice. Some of their arts border on the miraculous.

The human voice has a great deal to do in the taming of animals and the controlling of a horse. A scared voice makes a scared horse. A well controlled voice helps in the control of the animal. Animals remember voices for a long time. I saw a little mare the other day on the street that used to be the pet of our farm, and which is now owned by a friend in Grandville, to whom she was given with the understanding that she should never be abused, but should receive the best of care. I had not seen her in several years. I stepped up to her side and she paid no attention to me any more than any one else. I said, "Fanny, do you know me?" and in an instant she responded with a pleasant whinny and her nose reached to touch my hand. It is perfectly marvelous what the human voice will do in controlling a mob of human beings lost to all sense of justice or propriety. When General Garfield, through the wonderful influence of his voice, controlled the riot in New York City at the time of the draft in the Civil War, after the police and the militia had utterly failed, he illustrated the power of a self controlled, forceful, decided voice upon a mass of humanity lost to self control.

A friend of mine spoke of a prayer meeting he attended in Baltimore. It was a very prosy affair. The relation of experience was commonplace, the prayers were machine like, and there seemed to be no influence in any way calculated to carry to any life anything of religious value. When a man arose and simply repeated the Lord's Prayer every soul was thrilled, the presence of God seemed to be in evidence. It was the human voice that did it all; it was the voice of Edwin Booth.

Fans For Warm Weather



Nothing is more appreciated on a hot day than a substantial fan. Especially is this true of country customers who come to town without providing themselves with this necessary adjunct to comfort. We have a large line of these goods in fancy shapes and unique designs, which we furnish printed and handled as follows:

100	\$3.00	400	\$7.00
200	4.50	500	8.00
300	5.75	1,000	15.00

We can fill your order on five hours' notice, if necessary, but don't ask us to fill an order on such short notice if you can avoid it.

Tradesman Company

Grand Rapids, Mich.

The mother's lullaby quiets the restless babe, the teacher's voice gives courage to the hesitating pupil in recitation, the military leader carries courage and hope through his voice to the faltering column and even Death's presence is softened by the sweet intonation of a sympathetic voice. The voice is the index of culture. Among the other things that are worth the while is the perfecting of the voice so that in its modulation, in its carrying power, in its sweet sympathy, in its vital purpose, it shall be the strong support of the intellect and the heart. Chas. W. Garfield.

Worrisome Times for Wholesalers.

All this prosperity which we are now enjoying is very pleasant, of course, but there are two sides to every story, and even this period of big orders has its drawbacks, as is shown by the following interview with a large and well-known Chicago jobber and manufacturer.

"Of course, we are very glad to see our business increase by leaps and bounds as it has the past year, but at the same time there are certain elements about the situation that make us nervous. The abnormally large demand before prices had gone up made us do a lot of hurrying to get stock to make up the shoes at old prices and not lose money. Then the continuance of the demand as prices kept advancing puzzled us considerably, too. We had to pay an advance price for the leather, and we kept trying, although without much success, to increase our stock on the floor.

"Suppose prices should go down, where would we be at? We would have some hundreds of thousands of dollars' worth of shoes on our hands, most of them made up to special order, and when shipped at the prices they had been sold for we would get most of them back, for dealers would know that they could buy the same qualities at lower prices. What's that, you say they would have no right to return them, having ordered them in good faith? Well, I didn't say they would have any right to, I simply said they would. Why, we have had a hundred thousand dollars' worth of goods returned this spring in one month that were all right in every respect, and sold at old prices, too.

"Why were they returned? The only reason that I can assign is that the dealers overbought on every grade of shoes, and then when the goods came in they realized that they couldn't pay for all of them in a year, and returned all those on which the advance was the least, or on which they had overbought to the greatest extent. We didn't complain any, for we were having calls for all the goods we could lay our hands on, both from the factories which we own and from those we buy from, and the returned goods simply helped us out that much. They were shipped out at an advance of from 5 to 15 cents a pair, so we were well paid for handling them again.

"So now, when we get an order for a \$2,000 bill from a man who usually buys about \$500, our joy is not wholly unalloyed. That kind of thing is happening right along, too, and it makes us wonder if the man is not overbuy-

ing to the same extent on other makes also, and, in that case, how he is ever going to pay his bills. And there is also this point to consider: Suppose in the meantime, before we ship those goods, the leather market has a big slump—where, oh where will we be at?"

Commerce of the Swiss.

Few of the trading nations of the globe can exhibit such a wonderful record of foreign commerce as Switzerland. That little republic, which has a population of but 3,314,343 persons—less than that of the city of New York—and which is situated far inland, miles from any large body of water or navigable river, has a foreign trade which amounts to more than \$400,000,000 annually, \$239,333,730 being credited to imports and \$170,055,504 to exports.

The most valuable asset of Switzerland is its position, taken in connection with its curious geographical conformation. Its superb mountains, silver lakes and picturesque cities attract every year thousands of tourists, who leave behind them millions of dollars to be invested in commerce. Switzerland thus becomes a kind of index or thermometer of the prosperity of the outside world. The tourists who go to Switzerland leave behind them in prosperous years as much as \$40,000,000, and these great sums form a tidy capital for industrial and commercial enterprises, of which the thrifty Swiss take advantage to the utmost.

Every bit of arable land is carefully cultivated and made to yield a large return in cereals, vegetables and fruits, with flowers and honey as by-products. In manufactures, too, the Swiss play an important part in the economic progress of Europe—watches, textiles of various kinds, carved woods, chocolates, condensed milk, chemicals and fertilizers being the chief articles manufactured.

The trade of the United States with Switzerland is peculiarly favorable for the latter. In 1904 Switzerland sold this country goods valued at \$20,523,200 and bought merchandise valued at \$10,388,510, totals which have been exceeded proportionately by the figures for the first five months of the present year.

The Man's Share.

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

The second clubman laughed harshly.

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

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.
New York and St. Louis Consolidated Salvage Company.



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Write for free prospectus and complete systems, showing you how to advertise your business; how to increase your cash retail receipts; how to sell your undesirable merchandise; a system scientifically drafted and drawn up to meet conditions embracing a combination of unparalleled methods compiled by the highest authorities for retail merchandising and advertising, assuring your business a steady and healthy increase; a combination of systems that has been endorsed by the most conservative leading wholesalers, trade journals and retail merchants of the United States.

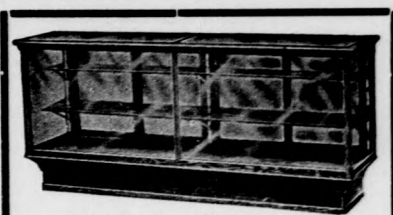
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20 H. P. Winton, in fine shape, cost new \$2,500—now \$1,200.

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ADULTERATED BUTTER.**Internal Revenue Regulations in Regard to Moisture.**

The following letter from the Commissioner of Internal Revenue to an inquirer whose name is not given, is self explanatory:

Your letter of April 24, 1906, was duly received, and reply thereto has been delayed in order that the matters therein referred to might receive careful consideration, with a view of furnishing you with full information relative to the questions propounded by you, it being apparent from the nature of your inquiries that the regulations of this department relating to taxable butter are not clearly understood.

You refer to the nature of your business as that of buying and selling what is commonly denominated "packing stock—that is, butter purchased from merchants which comes in barrels and boxes composed of various churnings of various farmers scattered throughout the country from which such stock is drawn."

You sell this packing stock to the renovated butter factories. You rehandle and rework it, making what is termed by the trade "ladle butter." You state that the butter as purchased from merchants made up from many churnings contains, in many instances, more than 16 per cent. of water; sometimes more, sometimes less. You ask to be informed whether the sale of such butter containing 16 per cent. or more of moisture creates liability as wholesale dealer in adulterated butter when sold in quantities.

You further inquire as to the liability of the merchants who sell you this butter, and also as to the status as regards special and other taxes of the farmers who furnish the merchants butter containing water in excess of the legal limit.

Concisely stated, your questions are: What is the legal status under rulings and regulations of this office of the merchant handling (buying and selling) this class of goods, the farmer making and selling the same, and the manufacturer buying and converting it into ladle butter or selling it as packing stock?

It is presumed that you are and have been in possession of the regulations of this office, approved by the Secretary of the Treasury, known as regulations No. 9, revised December, 1904, and if this is true, your attention has doubtless been particularly attracted to the parts relating to renovated and adulterated butter which contain matters necessarily of vital importance to persons or corporations engaged in the business of handling an article the nature of which may or may not be classed as a taxable product under the Federal laws.

In the regulations mentioned the law describing taxable (Sec. 4, act of May 9, 1902.) is printed in part on page 101, and this is followed by a carefully prepared statement under various heads embracing the views of this office relative to the question as to when or under what conditions ordinary butter of commerce may be-

come liable to the tax imposed on adulterated butter under the act referred to.

It may be noted that the statutory definition of "butter" as set forth in the aforesaid Sec. 4, makes no reference to the degree of moisture that may be contained in such butter, but the question is at once involved in the definition of adulterated butter immediately following, so that butter defined in the oleomargarine act of August 2, 1886, becomes adulterated butter when it is found to have been so treated as to bring it within the definition set forth in the act of May 9, 1902, either by the addition of chemicals, any substance foreign to butter, to cheapen the product, or when manipulated or manufactured by any process or the addition of any material with intent or effect of causing the absorption of abnormal quantities of water, milk or cream.

It is well understood that butter produced on the farm is often loaded with water, but it will be seen by reference to the regulations these small individual lots are not taken into account in connection with the taxing question, but when these lots are gathered up and manufactured or manipulated so that they lose their identity as the farmer's product they enter a sphere where surveillance of the law becomes operative, and some of the more common kinds of resulting new products are referred to under the heads of "ladle butter," "creamery butter," "whey butter," and "sweet butter" with the information as to when such may be classed as taxable.

It is an indisputable proposition that butter containing abnormal moisture is adulterated butter, and is subject to a tax of 10c. per pound which is required by law to be paid by the manufacturer.

Being a taxable product it must be packed, branded, and have tax-paid stamps affixed to the packages when found off the premises of the manufacturer; otherwise it is in an unlawful condition and is forfeitable the same as other taxable articles which may be found on the market untaxed.

It has been the uniform custom of this office ever since this law went into effect to caution creameries, ladlers, and other handlers of butter, either for sale or for storage stock, to see to it that the product sold by them should not infringe on the law by being permitted to contain water in excess of the limit fixed in the regulations.

It has been held that butter in cold storage for sale at future time containing moisture to the extent of 16 per cent. or more is adulterated butter illegally on the market, the tax imposed by law not having been paid and other requirements not having been complied with. Seizures have been made of this class of butter, the same sold or otherwise disposed of, and the manufacturers and dealers charged with special taxes.

Had the regulations been followed, much if not all of this trouble would have been avoided. It is incumbent on handlers of butter to see that the product leaving their hands is such

NEW CHEESE**"Warner's Cheese"****BEST BY TEST**

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Butter, Eggs, Potatoes and Beans

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

R. HIRT, JR., DETROIT, MICH.**Egg Cases and Egg Case Fillers**

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

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Noiseless Tip Matches
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SEEDS

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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

as to bear the scrutiny of officers charged with the collection of all internal revenue taxes imposed by the law.

If the material accumulated and manipulated by them is not right it is important that it be made right before being sent out on the market. They are the judges of the class of materials they will accept, and can refuse that which they find it dangerous to use in producing the article proposed to be marketed. If the moisture content is kept below 16 per cent. it is not in danger from interference on the part of the internal revenue officers unless there are other questions involved than that of the moisture limit.

If, however, the water content is 16 per cent. or above, it is over the line of immunity from tax, and is necessarily likely to fall under the scrutiny of the officers of this bureau.

It may be said in general terms that the law taxing adulterated butter will be enforced. Special taxes incurred by manufacturers and dealers will be exacted and a tax of 10c per pound will be imposed on the product. It is not intended to invoke the special penalties provided by law when no intent to defraud the government is apparent, but may be in cases of persistent continuance of the unlawful practices.

The foregoing, taken in connection with the regulations to which reference has been made, will doubtless afford you the information you seek.

John W. Yerkes,
Commissioner.

Observations of a Gotham Egg Man.

In conversation with a local merchant who does a good deal of business with Chicago, and who is familiar with the egg trade of that city the statement was made to me that the report of Chicago's egg receipts includes a large quantity of stock originally billed to that city, but which is diverted to Eastern markets and therefore appears in the receipts twice. It has been supposed that shipments to Eastern markets from points beyond Chicago, passing through that city, are treated as "through shipments" and not included in the report of Chicago's receipts; and, of course, in presenting statistics of aggregate receipts at the four principal markets, I have, from time to time, called attention to the duplication of receipts when goods received and reported at Chicago are forwarded on purchase or consignment to New York, Boston or Philadelphia. But I have not considered that this amount of duplication would materially reduce the value of the comparisons because it might be supposed to be approximately uniform from season to season; at least the compari-

sons would be injuriously affected only to the extent of the difference in this movement from one year to another and this would be a small percentage of the whole. But my informant is of opinion that a larger quantity of eggs than formerly is being billed to Chicago in order, when reaching that point, to have the alternative of remaining there or of being forwarded east, according to momentary market conditions: If this is so it may account in part for the increase in Chicago's proportion of the total egg receipts at the four leading markets, as reported at that city. It is shown by the reported figures, as compiled and aggregated in this column from time to time, that in the period from March 1 to December 31 Chicago's proportion of the aggregate receipts in 1903 was 26½ per cent., in 1904, 28½ per cent., in 1905, about 30 per cent., and from March 1 to June 16 this year about 35 per cent.

I mention this in order that the statistics of receipts as reported here may be taken at their true value.

The matter of receipt records is of much importance to the trade in estimating the general merits of the egg situation; without such a record the trade would be absolutely at sea as to the conditions prevailing and it behooves the trade organizations which compile these figures to see that they are made as correct as possible. It is, perhaps impossible at present to expect any complete record of the shipments, but it ought to be possible to confine the reports of receipts to such goods as arrive for storage or for actual entry into the trade of the city.

The excess of June receipts is now somewhat greater than it was a week ago, showing that arrivals are still exceeding those of last June. But there are evidences that consumptive demand is better and it is generally believed that storage accumulations are not being added to any more extensively than was the case in June, 1905. We hope to give a comparative statement of storage stocks June 30 in our next issue.

In view of the fact that the storage accumulations in the above markets were reported on June 1 to be about 21 per cent. less than last year, and the probability that they are still materially less than a year ago, the large increase in aggregate receipts as reported since March 1 indicates either a material increase in consumption, or that a much larger quantity of the eggs reported in Chicago's receipts have come forward to the eastern cities, as indicated above. This latter circumstance, however, can not account for all the increase in receipts reported, for the entire increase reported at Chicago is less than the aggregate increase at the four mar-

kets. It is but fair to assume therefore that there has been an actual and considerable increase in consumption since March 1. But in this connection it must be remembered that this year consumptive demand was in full swing at the first of March while last year, by reason of great scarcity, it was very small for the first ten days of March.—N. Y. Produce Review.

Rules for Balloon Passengers.

Never leave the car while in motion—especially when at a considerable altitude. It hurts. Do not stick pins into the envelope, even if the balloon is a stationary one. Should your grappling iron "grapple" a harmless old gentleman and lift him off his feet, do not be too angry with him; let him down gently. Do not throw out empty bottles when passing over densely populated urban

rural districts; they will only get broken. When passing over a friend's estate try and resist the temptation of dropping a sand bag through his conservatory; somebody may be there, and besides, your friend may be a retaliator and a first-class rifle shot.

We want competent
Apple and Potato Buyers
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H. ELMER MOSELEY & CO.
504, 506, 508 Wm. Alden Smith Bldg.
GRAND RAPIDS, MICH.



MAKE MONEY ON YOUR NEW POTATOES THIS YEAR
No need to turn your fingers into "paws" or "potato diggers." Get a **Hocking Hand Scoop**. A mighty neat and quick way of handling peck and ½-peck quantities. It picks up the small potatoes with large ones, and two scoops fills the measure. Price 65c. Order one or more of your jobber or **W. C. HOCKING & CO., 242-248 So. Water St., Chicago.**

NOW IS THE TIME we can handle your small shipments of fancy fresh gathered eggs at good prices for you. We do not have to sell at any old price to clean up. If we are unable to sell for what we value them at, we run them through the Canning Dept. and you get the benefit.
L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York
Established 1865. We honor sight drafts after exchange of references. We try to treat every one honorably and expect the same in return. No kicks—life is too short.

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

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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.

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MILLERS AND SHIPPERS OF

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Fine Feed Corn Meal
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Cracked Corn

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GLUTEN MEAL

COTTON SEED MEAL

KILN DRIED MALT

LOCAL SHIPMENTS

STRAIGHT CARS

MIXED CARS

NEEDED LESSON.

Should Keep An Eye On Delivery Boys.

Written for the Tradesman.

The woman bounced in at the front door of the grocery, brushed past half a dozen customers standing at the counter, and appeared before the proprietor, busy with a traveling salesman in the office.

She was red-faced, erect, muscular, and her arms were bare to the elbows. There was the light of battle in her eyes, and her cheeks flamed beyond the normal hue of health. The grocer looked up in wonder not unmixed with consternation, for he hated a scene, and especially a scene with an angry woman. You can knock the block off a man if he becomes too offensive, but what can you do with a woman who is out of her mind with rage?

"Good morning, Mrs. Hewitt," said the grocer, as the salesman considerably looked the other way.

"I want to pay my account," said the woman, "and I want you to keep your old wagons out of my yard."

"What's up?" asked the merchant.

"Is it that delivery boy again?"

"Yes," was the surly reply. "It's a shame the way he abuses that poor horse. I've told you about it before but you just let it go on. I won't trade with a man who permits such cruelty. It is the talk of the street, and you'll lose more customers before the day is out."

"I'm sorry," said the grocer. "What has Ned been doing to the horse now?"

"He pounded him over the head with the butt of his whip, that's what he did, and when I went out to stop him he turned on me and called me out of my name. And in my own back yard."

"He'll be here in a moment," said the grocer. "Wait, and we'll see what he has to say about it. I'm afraid I'll have to let him out."

"You don't know how he drives that animal," continued the woman. "He gets at the very end of the seat, with that insignificant cap pulled over one eye, and beats the old horse up hill and down. He whirls around corners with the whip going until people have to run for their lives."

"Sometimes he has to hurry," suggested the grocer, winking at the salesman as the woman turned her eyes away.

"I've been sorely disappointed several times," continued the woman, "because I was almost certain he'd be killed, but you can't kill an imp like that. The horse is nothing but skin and bone, and he'll drop dead some fine day, with that imp on the wagon and the whip in full play. If you don't make him stop abusing the horse I'll have you both arrested. There's a law against driving and whipping dumb animals to death."

The grocer was disposed to treat the matter lightly, but the salesman turned from the window and caught the eye of the woman.

"I wish there were more women like you," he said, knowing that he was taking a risk on the order he had expected by siding with the visitor.

"There are too many brutal boys driving delivery wagons."

"What can a man do?" demanded the grocer. "I get the best boys I can, but there seems to be something the matter with them all. When they suit me they don't suit my customers, and when they suit the customers they don't suit me. I think I'll have to get a man to do the delivery work."

"It will pay you in the end," said the salesman. "I have been in the grocery trade myself, and know something about this boy business."

"Well," said the woman, "you can't keep that boy on the wagon and send it into our street without getting arrested. It makes me sick, the way that little devil pounds the horse. And I'm not the only one, either."

"A few days in jail might do the boy good," said the salesman, "but he ought to get a dose of his own medicine first."

At that moment the delivery boy came in through the alley door, whistling and making a great stir with the empty baskets he was carrying. The whistle died on his lips when he comprehended the situation in the office. But the boy was game. He tossed the baskets aside and stepped to the office door.

"Has that woman been knockin'?" he asked.

"She's been telling hard stories about you," said the grocer.

"Huh! That old cat! You can't get anybody to believe what she says. She's always gettin' her nose in other folks' business."

The angry woman did not wait to

say a word in her own defense. She brushed past the grocer and the salesman and caught the delivery boy by the back of the neck. He tried to wiggle away and then tried to kick his captor, but the woman was strong and kept her hold. She pressed him down, down, until his stomach lay flat on a stool.

"Now," she panted, "if you folks will step outside for a minute, I'll show this boy how it feels to be beat up."

The delivery boy shouted, and kicked, and swore, but the woman reached for a piece of board which lay on the floor and proceeded to castigate the youth until it seemed that all future meals must be taken standing.

The grocer and the salesman looked on with amazement, the former angry at the invasion of his office, the latter well pleased at the punishment in progress.

"Take her off!" shouted the boy. "Take her away! She is killing me. Wow! Wow! Oh, I'll get even with the old cat!"

But the more the boy shouted the harder the woman struck, and the end came only when the boy overturned the stool in his frantic struggles and he rolled upon the floor in a shrieking frenzy as the torture was unendurable.

"You'll beat that poor horse, will you?" cried the woman, getting busy with her board once more. "I wish I could make you as sore as that horse looks."

The avenging nemesis stopped only when she was too tired to go on, and

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 _____

then the bruised boy rolled out of the office door and took refuge behind a row of boxes.

"I'll fix you for this!" he howled.

"If you ever give me a cross look for this day's work," said the woman, "I'll give you another lesson and then send you to prison for cruelty to animals."

She shook her heavy fist at the boy and turned to the door.

"You may keep my name on your book, now," she said, "but don't ever send that boy to my house again. Whew! That was worth a year of one's life."

As the woman moved away the grocer took the boy by the collar and lifted him out into the alley.

"You'd better get a job sawing wood," he said, and the salesman applauded as the boy limped away.

Alfred B. Tozer.

Curly-Headed Girls Make the Better Clerks.

Written for the Tradesman.

I have, perhaps, a peculiar theory—but one which works to a charm in my store—that curly-haired clerks of the feminine persuasion are a great help to draw trade. When I have need of a new clerk—I carry a general line, anything from a Noah's ark to a windmill—I always advertise in the county and contiguous territory, and I stipulate that none but curly-headed girls need apply. I get answers a plenty, although one might imagine the sort I advertise for to be scarce as hens' teeth or angels' visits.

Perhaps you wonder at my "very peculiar views," as my private opinions are quite often designated.

Well, I will state my reasons:

In the first place, a girl with a curly pate, I have always noticed, is very apt to be a good-natured individual. Things don't seem to worry her, don't seem to get on her nerves, as they affect the ordinary, straight-haired kind. And that item is a great desideratum in the business world. I have seen the variety I prefer come out unnettled from the most trying of ordeals. They seem to be differently constituted from their opposites.

And then there's another thing to be taken into account: How does the straight-haired girl look on a rainy day? Fright—no name for it! Homely little wisps of wiry hair hang down her neck like bedraggled chicken-feathers, while other wisps, also wiry and unlovely, decorate with ugliness her dissatisfaction-lined forehead, and the sad part of it is that the more she tries to get and keep her hair in curl on a rainy or damp day—with here and there a lock that looks as if it would like to be half-ways decent but somehow doesn't seem able to accomplish its good intention under present difficulties—the more obstreperous it acts.

When the skies are dark how about the head of curls?

Well, that's a positive delight. Tiny tendrils cling lovingly around her face, tenderly framing it. As to the weather, the wetter the better. "What is one man's meat is another's poison." Verily, lowering clouds are this one's "meat."

I've seen, many a time, a kinky-hair-

ed clerk save the day on a sale where a straight-haired one has given up in despair. Oh, the former's a cracker-jack all right and I'll swear by her every time to do—and look—just the thing!

John Burton.

Politics Failed to Pay.

There is a splendid illustration of the way that politics makes a man rich. Twelve years ago this fall a prosperous passenger conductor who ran out of Moberly, Mo., on the Washash was nominated by the Republican State convention for Railroad Commissioner. By his snug position upon the road he had property worth \$7,000 or \$8,000. By an accident he was elected.

He moved to Jefferson City, took his office and held it during the six-year term. He was then nominated for governor against Dockery, and of course, defeated. He then secured a position with the world's fair commission. The fair closed; there was no more political pie to be had. He spent every dollar he had possessed, and as his position was abolished he was forced to throw dignity to the winds and seek some position that would bring bread and meat to his family.

He got a job at about \$75 a month as conductor on a tie train that ran out of one of the Arkansas logging camps. Recently he has been promoted and given a position of yard master. This job hardly reaches \$100 a month. Who is this man? None other than Joe Flory, whom thousands of Missourians but six years ago confidently expected to see governor of that great state. Now to-day he can't even find a place to make a comfortable living in the state that came within 32,000 or 33,000 votes of choosing him as its chief executive.

Speak English in Mexico.

It is not surprising that English should make some headway south over the boundary, so does Spanish penetrate northward, for the matter of that, but the exchange is not equal in amount, as the Mexicans emigrate less and travel less than we. There are over 4,000 resident Americans in the City of Mexico alone, to say nothing about the multitude of tourists.

If the linguistic movement southward continues to be more than the counter movement plainly the line of contact will itself gradually be moved. There is hardly a Mexican urchin selling fruits or papers along the railroads within fifty miles of the Rio Grande who does not know at least some colloquial phrases of English. This becomes less and less true, indeed, as one progresses southward, but one is never surprised to be asked by some russet-faced tatterdemalion, "You want the paper?" "You want some fruit?" and English reappears more prominently than ever at the capital.

Ask a City of Mexico policeman in simple English where some important building is and quite probably he will tell you. Walk into any large shop and ask for what you want and if the clerk does not understand "United States" he will call some one who does.

Succeeded in Making a Hard Sale.

The hardest sale I ever closed was when, after speaking to a man for thirty minutes and trying to interest him, just before I was about to leave one of his customers came in for a light.

I then had the pleasure of seeing him go through the same grilling in getting an order from his friend who wanted the light as I had had in getting my order.

Something told me to wait. The buyer, now turned salesman, was unsuccessful, as I had been. He made no impression on the man, and was being turned off with a joke—a little easier than I had been turned down.

I came to the rescue by inviting the joker to: "Have a cigar with me."

He did.

I said: "My friend, do you know that I have an investment that will make you 25 per cent?"

I then showed him how he could save 25 per cent. by buying the box, and that as he used two boxes a month I really saved him 50 per cent. a month—or 600 per cent. a year on his investment.

He was so astonished at this and was so impressed that he bought the box.

The man behind the counter smilingly wrapped it up, bade his customer a cheerful farewell and gave me the order I was after.

Wm. Hirschhorn.

There is no devotional advantage in a sermon that leads men to pray for its end.

Chas A. Coye

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Toledo

IN VACATION TIME.

Teach Children Not to Shirk Work.

Written for the Tradesman.

"There'll be doings around these corners now," said the druggist.

The book-keeper looked up with an interrogation point in each eye.

"What's the hunch?" he asked.

"Vacation," was the short reply.

"Oh, I see. Kids!"

"Exactly."

"I'll get the hose ready," said the book-keeper. "Some of the youngsters in this precinct are badly in need of a bath."

"It won't do," replied the druggist. "We'd lose some of our best customers if we wet down the ones who need it the worst. We've just got to grin and bear it until the schools open again."

"It's the parents who ought to be wet down," declared the book-keeper. "They permit all kinds of lawlessness on the part of the children and defend them when trouble comes of it. Right now is the time the school children should be taught how to do work about the house."

The merchant grinned.

"They're more likely to be taught how to get out of doing work of any sort," he said.

"Vacation time is the period of the year that tries the souls of the mothers of the world," said the book-keeper, who is an old bachelor and likes to preach, "when it should be a period of rest. The children come in every hour of the day asking mother to do something for them. They get tired of playing and think they are hungry. They miss the excitement and the companionship of the play ground and think there is something wrong with their home. Mother works twice as hard as at any other season, and thinks she is giving the children a good time. But she isn't. She is causing the time to hang heavily on their hands, and she is teaching them to regard home as a dull place—a place to keep away from whenever it is possible to do so."

"Suppose you open a school of instruction for mothers," suggested the druggist with an annoying grin.

"There is a better way than that," said the book-keeper, "and that is to extract a ton of sentiment and insert a little common sense. The mind of the child should be occupied during vacation time. The father should take the boys in charge and the mother should give her time to the girls. Oh, I know it would be a sacrifice of business interests on the part of the father and a sacrifice of precision in the house on the part of the mother, but it would pay in time. At any rate, it would be better than having the children roaming about the city, invading orchards and learning how to get things they want without paying for them."

"Rats!" cried the druggist. "Let the kids have a good time while they may."

"That is what they would have under my plan," replied the book-keeper. "The person employed is happier than the person sitting with folded hands. There are few fathers

who could not interest their sons in something about their place of employment. They ought to keep their sons with them long enough to get acquainted with them at any rate. They ought to know what the lads are thinking about, and what line of work they would be most likely to succeed in."

"There you have the whole thing," cut in the merchant. "When young men and young women are invariably set at the thing which they can do best, we shall have a world worth living in."

"Of course," said the book-keeper, "but that is not the question now. I understand that many a good mechanic has been spoiled in the making of a cheap lawyer or doctor, and I guess it will always be so. What I want to emphasize is the necessity of finding out the things that are in the mind of the child. That will bring about the condition you place so much hope on. During vacation time the mind of the child is free from study, and has freshness about it which catches hold without too much hammering. The girls can learn to cook and care for the house and the boys can learn to do the hundred and one things necessary to the well-ordered home much easier at this time than at any other. Set 'em at it, say I. Keep them off the streets, and when the schools open again they will be healthier in body and cleaner in mind. Keep 'em busy, a part of the time at work, a part of the time at play. Keep 'em busy! The devil backs off when he sees that the brain he would get into has other tenants. It is work to do this, but in the end the parents will think the effort well paid for."

"It is a pretty dream," said the druggist, "but parents will not do as you suggest—not in a thousand years."

"Some of them will," was the reply, "and the boys so cared for will be paying small wages to the others some day. Parents fix up their children to look as well as the neighbors' children. They buy them clothes and all that, but they don't teach them to know as much as the children of their neighbors. You have seen these new strawberry boxes in the market—the high ones, I mean? Yes, of course. They look mighty respectable and honest, don't they? They stand up above the flat ones and look like a quart and a half. Well, you buy one of them. When you pick it up you naturally put your hand to the bottom. Then you find out that the bottom of the box is an inch above the bottom of the material of which the device is built. It is a hollow fraud and doesn't hold as many berries as the flat kind. Well, some of these boys with tailor suits and stiff collars are just like those strawberry boxes. They look all right on the outside, but when you get at the contents you find it shy."

"I know several of that sort," said the other.

"Well, I am getting off the track," continued the book-keeper. "What I started in to say was that vacation time is just the season to begin training children to know things and to do things. A little system during va-

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Grand Rapids, Mich.

cation will save many a career. I can stand the racket the kids will make around these corners. I can laugh with them when they are having fun. But I want to know that the lively youngsters are not spending all their time around the corners. I want to know that the parents are taking an active interest in the lives the youngsters are leading."

"Some of the children work too hard during vacation," said the druggist.

"Of course. The ball sometimes swings too far the other way. Children should not be permitted to work in factories, shops or stores more than half the day during vacation time, but they will be, and that is all there is to it. I believe in vacations, but I want them to be of the right sort."

"We can't reform the world when selfishness—of time, attention and money—is the leading impulse," said the merchant, and the book-keeper went back to his desk with a sigh.

Alfred B. Tozer.

Towns That Pull Together Accomplish Best Results.

Written for the Tradesman.

Kalamazoo is especially noted for an asylum and a disposition on the part of a large percentage of its inhabitants to engage in the culture of celery. At present the insane feature has ceased to be a drawing card and the town is advertised as the "city that made celery famous." There is an eight-story building going up in Kalamazoo now and there are innumerable smaller ones. The town is full of business. One can not go out on the street without falling over a man who is starting an interurban road to run from Kalamazoo to Somewhere-or-other, it doesn't make any difference where so long as Kalamazoo is at one end of it. That is the idea merchants in Kalamazoo never for an instant let anyone who is not deaf and dumb and blind forget—that there is such a place as Kalamazoo and that it is alive and doing business and wants to do more. Business men use stationery advertising the town. When a call for aid was sent out for stricken 'Frisco Kalamazoo was among the first to send aid. The method of sending it was particularly Kalamazooesque: A box car was loaded with clothing and supplies, and whatever other useful articles could be secured, and sent, but before it was sent a large banner was painted and hung on the side of the car. The writer does not remember the exact words, but the idea was there and not easy to forget: It was that the contents of the car was for 'Frisco and that Kalamazoo had sent it. Not in a boasting mood but in a spirit of advertising and business getting Kalamazoo let herself be known to hundreds of people along the line of road who had never read of the Celery City before. One need not visit Kalamazoo to see the effect of all this. It is evident in the newspapers, in the trade papers and in the kind remarks that traveling men make, and they always size up a town correctly. Things are booming in Kalamazoo now—a real life-sized boom that is as healthy as

it is sure and that bears not the slightest resemblance to the inflated booms that are worked up on wind.

Another evidence of what pulling together will do is—or rather was—the business men's picnic at Muskegon, which was an annual affair up to last year. By pulling together the merchants had a gala day when customer met clerk and clerk met employer on a common ground; when everybody ate free celery, drank free coffee, collected free souvenirs and sample breakfast foods enough to last them a year, saw free vaudeville and generally had a good time at very little expense. It advertised the town and stamped the merchants as "live ones" and progressive. This year, however, it is different. A little half-hearted talk is all that has been done toward a picnic. Last year one was started and the committee chosen, but at the last moment public spirit among the merchants began to ooze out and the merchants all along the line needed hot bricks on their pedal extremities. Public spirit was lacking, they did not get together properly.

There is a story that socialist orators tell to illustrate the general condition and spirit of the workingmen who do not get out in a body and vote the socialist ticket. It is something like this:

A party of people were visiting an insane asylum in which were seventy-five inmates and five attendants.

"Are you not afraid?" asked a member of the party of an attendant. "If these lunatics should get together and try to overpower you and your assistants you would be helpless to prevent it."

"Oh, don't worry," said the attendant calmly, "lunatics never get together."

In looking over the many towns of Michigan where there is a chance for a "getting together" spirit to do some good work for the business betterment of the town it appears that not all the lunatics are charging around in padded cells!

It's so easy to have a business men's association. A few "live ones" get together and with a lot of talk and enthusiasm start the association. They whoop it up for a time and then modestly let some one else be an official of the association. That some one in many cases is about as well fitted for the office as a Hindoo would be to conduct a class in parliamentary law. In consequence the thing soon dies a lingering and painful death and the merchants' association gets another raven-winged optic.

The last few years have shown a remarkable improvement in this respect, however, and merchants and business men generally are coming to realize that only by organized effort and public-spirited action in civic matters can a town be helped along to greater mercantile activity and importance and the number of associations throughout the State is increasing yearly. Burton Allen.

The man who pays the ice bills is always sure that money melts.

Many a woman has talked herself out of Paradise.

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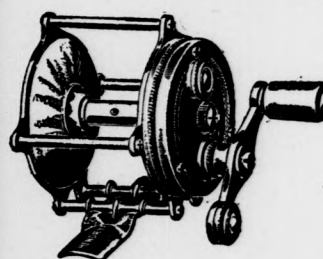
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Pertinent Points on Retail Shoe Salesmanship.

I have gone into a number of stores during the quiet part of the day and walked leisurely to the bootblack stand in the rear, watching the men work up the stock without being spoken to by an employee—from the manager to the bootblack. Of course, this was before the individual profit-sharing basis for salesmen and managers went into effect, but be careful you don't get careless before the first flush of enthusiasm wears off.

If you got a letter from the office showing you how much business you "should have done," just think of the number of customers you could have spoken to when they entered the door, and the number of friends you could have made before they left your store.

If I were manager of a store, and I wanted to build up the trade and make an impression on my customers, I'd establish a military guard duty (two hours on and four hours off) and keep one man at all times within twelve paces of the door. I'd make it impossible for a man, woman or child to enter my store without being greeted or at least spoken to, or recognized in some way by some employee of the store, as soon as they opened the door.

And, by the way, while I'm speaking of greeting customers, I want to tell you that I have seen all kinds of bows—from a deep salaam to a twitch of the neck that looked as if the salesman was trying to get away from an ear-ache.

If I told you to try to bow from the hips, I suppose you'd think I was giving you a little introduction to a series of dancing lessons, but it's really the safest rule that I know of, and more than half of you at the present time do it unconsciously. The next time you see a salesman jerking his head as if he was trying to dodge a blow tell him to try and bow from the hips and he'll work out all right in a day or two. The customer doesn't know whether he is troubled with St. Vitus' dance or is trying to look pleasant.

And I want to tell you right here that a perpetual "Sunny Jim" expression on a salesman is as effective in selling shoes as a "Sunny Jim" poster is on a bill-board fence. Look pleasant if it hurts you! And if you get a tough customer give him so much of your time and attention he'll be ashamed to go out without making a purchase.

There's another thing I want to call your attention to, and that is, that it's false economy to try and make the same shirt last from Monday to Saturday, and as the P. M. system is now in effect, it should not be very difficult for you to save up enough to get a shave when you need it, and a hair cut at least once a season!

When you move around the store show a little sign of life; have a little

spring in your step, steam in your feet—snap in every movement. Don't drag one foot after the other, and when you've lifted the right turn around to see if the left is following.

Just for the sake of an argument we will imagine that you have the customer seated and have done a little preliminary work with the size stick—you are just starting to pick out from your stock the particular shoe that was made for this man's foot. The pair you are after may be an O. & E. When you take this pair of shoes off the shelf look as happy as if you discovered a nugget of gold in the wall—don't pull the carton down in a careless, half-hearted manner and take the lid off as if you had nothing to do the rest of the day; but let every movement you make show some evidence of life.

When you unwrap the tissue paper, do it as deftly and gently—I was going to say as tenderly as a mother would remove the swaddling clothes from a waking infant. When you show the shoe to the customer look pleased, act pleased and talk as if you were interested in your work and really enjoyed waiting on this particular customer.

Keep chuck full of enthusiasm—it's catching—and if the customer doesn't appear tickled to death with the first pair of shoes you show him, if you repeat the operation two or three times he will begin to think there is something constitutionally the matter with him, and will generally take the last pair you show him just to convince himself that he's O. K.

If a customer doesn't take the first pair of shoes you show him, don't let a blank expression creep all over your face and look as if you had lost your last friend; don't let your jaw drop four inches—suggest another shoe; go at it a little harder and keep at it until you land him.

When you're waiting on a man do not talk to "Baldy" or "Shorty" or some other clerk in your store, telling him what you did last night or what you're going to do next week, but look your man in the face and talk to him until he buys.

If you know any little tricks in trying on shoes or presenting findings to make you appear as an expert in the eyes of the customer it will count. For instance, I know a number of clerks who lace up a shoe with one hand in about half the time it takes a new clerk. Any man with two hands, if he has time enough, can pull together a pair of lace shoes, but a smart clerk that does this with one hand creates the admiration of the customer, which leads him to have confidence in the clerk's ability.

When you talk findings to a man don't recite a list of everything you have in stock, as the grocery boy does to a servant girl when he calls in the morning, but present a subtle argument and create the man's curiosity, or show him why he needs a particular article, which you are trying to sell him, and the customer will be sort of pleased with himself when he carries home a big bundle outside of the shoe carton, and will congratulate himself on making a fortunate purchase.

HARD PAN SHOES

FOR MEN, BOYS & YOUTHS
HONEST WEAR IN EVERY PAIR

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MADE BY
THE HEROLD-BERTSCH SHOE CO.

THE SIGN OF GOOD BUSINESS.

The Shoe Dealer

Who Isn't Married

has several things to learn about women buyers. You'll learn that they compare the wear and price with their neighbors, and when a woman customer says, "I want a pair of shoes that will wear better than this pair and Mrs. So-and-So's boys always wear their shoes longer than the shoes I get here," it's your cue to sell her just what she wants:

Hard-Pan Shoes for Boys

She has good reasons for buying carefully—perhaps a half dozen reasons why, all the way from two to ten years old—and it is up to you to keep a better line of boys' shoes than any of your competitors if you want to shoe that family.

The Hard-Pan line is yours for a postal if the other fellow has not got ahead.

Our Name on the Strap of Every Pair

HEROLD-BERTSCH SHOE CO.
Makers of Shoes
GRAND RAPIDS, MICH.



"The Trouble With Your Shoes Is That They Wear Too Long,"

said a merchant to one of our salesmen the other day.

Most dealers, however, do not consider this a vital fault, but keep on buying them in increasing quantities every season. They know, when they sell a pair of shoes that lasts a long time under severe hard wear, that they are pretty certain to have two or more customers for that same article of footwear where they had but one before.

Our line is large and ranges from work shoes to fine Goodyear Welts. Our trade mark on the sole of every pair guarantees shoe satisfaction to the wearer in every case.

We go everywhere for business.

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

To illustrate what I mean—I was in a barber shop the other evening in Chicago and intended to get a 15-cent shave; when I got out of the chair the barber informed me that I owed him just one dollar. He had very cleverly worked in a facial massage, shampoo and two or three other extras that I hadn't ordered, but I stood there and took the medicine, and he understood that silence gave consent, and before I left the shop I had to pay him a dollar and felt perfectly satisfied in giving him a tip.

I know a number of men when they think they have a tough findings customer put a pair of boot trees in the shoes before they show them to the man, or use a boot tree as a measurement stick, or a stretching machine, or a half-dozen other ingenious devices that make effective new ways of showing up the different articles of findings—I don't know but it would be a good scheme to have the inches marked; that would get the customer interested in the particular article you want to sell.

The only time that I'd advise you to work a little slow is when you are ushering a customer toward the door, after you have completed your sale. If his shoes look a little dusty, ask him to have a shine, and take him over to the bootblack department. If he has two or three bundles offer to have them tied together, and when they leave their old shoes to be repaired don't forget to put boot trees in them to stretch them out. Every little act of courtesy counts, and if you have made a satisfactory sale and given a satisfactory fit they will come back with your card in their hand the next time they call at the store.—J. G. Godwin in Salesmanship.

Blame for Too Many Styles and Brands.

When we run across a stock of shoes that is about twice too large for the business done by the store in shoes, or a stock that is made up of about twenty kinds and styles with an incomplete outfit of anything, we are more than liable to lay the fact to the result of bad buying and poor judgment or incapacity on the part of the owner of the store. It may be that such is the case, but it seems to me that there is more or less fault with the clerks that the conditions are such—fault that the clerks could overcome if they would pay attention to their handling and selling of the goods.

That may strike you as a little far-fetched. Just come along with me for a few minutes and I think you will change your mind at least a little on the point and agree that you can better such conditions if you will take the trouble and pains to try. We'll talk a little about the stock that is made up of so many brands and styles—too many for the store to carry. I know there are so many such stocks over the country that a little suggesting ought to help better the conditions.

The natural inclination of anybody selling goods is to sell the thing that is easiest sold, and the new thing is the easiest, almost invariably. When a customer comes for shoes you

clerks will raise your hand and grasp the carton having the newest and best style, because you are practically certain the customer will be the quickest pleased. You have not a particle of thought that it may be you can sell from some other lot, or that selling that pair is going to break the line of sizes possibly unnecessarily, while you might help the completeness of the stock by showing something else.

To study your customer and that customer's inclinations is a part of clerking. I know it won't always do to offer a customer something that is not the newest and best in style or shape, but I also know that dozens of customers that come to your store are not so finicky about style and shape that they will refuse a shoe from the lot purchased three months ago, or even from the lot purchased last season. Outside of the people who are sticklers for correct style and the young people who naturally want the latest thing going, there are hundreds of people who want shoes to fit their feet and will subserve style to comfort, especially if the clerk will trouble himself to offer the shoes to them.

Suppose a man of, say forty, comes in and wants a pair of good shoes. He doesn't want anything in extreme style, and you know it. You are also pretty sure, from former experience, that he will buy readily anything that fairly pleases him. If you go to the newest lot with assortment of sizes complete, you are sure you stand the best chance of selling him without much work. On the other hand, after you have looked at his old shoe, you know, if your knowledge of the goods in stock is what it ought to be, that you have a pair in a broken line that ought to be all right.

You first get the pair from the unbroken assortment and try it on him. It fits all right, as you were sure it would. He takes a fancy to it, but you then go down the line and bring that other pair that ought to be sold. You get it on his foot, but somehow he doesn't like it quite as well as the first. Perhaps he doesn't know why, but he doesn't, and says he thinks he'll take the first pair. You've made your sale and made a profit for the store, but you have not done the store the amount of good you probably might easily have done had you shown the second pair first. You have lowered the assortment in the line that needs it most and allowed a pair to remain in stock that ought to be out, because you didn't think fast enough and didn't put your "best foot forward."

Again, you know how much peculiarity there is about people's feet. You have customers that are hard to fit, often because they are harder to suit than are their feet. Their sizes in stock in some broken line can be brought out as just the thing for their feet, before the newest goods are shown them, and they will take a fancy to the shoes because they are really a little different in style and shape than those now in popular vogue and are seemingly better adapted to their needs. The customer wants a shoe just a little different than those being worn by oth-



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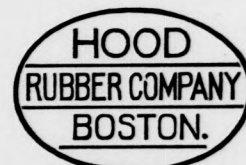
Were Never Excelled at the Price

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White Canvas Oxfords

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Grand Rapids, Mich.

er people just now, and will be really better satisfied than to buy the latest and newest thing, because there is the ingrained belief that his or her feet are just a little different than the feet of other people. You miss some of those sales because you don't study the inclinations or peculiarities of the customer.

Maybe you can sell the customer something from the newest styles and the largest assortment, but you pounce upon those goods first without making an attempt to show anything else. Now, I don't advocate trotting out all the passe stuff to every customer before you attempt to show new stuff. You can't do that with every customer, and you can't do it, perhaps, with the majority of customers, depending on the character of your trade, but you can most certainly do it many more times than you do at present.

Don't foist upon the customer old stuff deceptively. That won't do in any store. The goods you have in a half-dozen broken assortments are not necessarily old stuff, but they are getting old with matchless speed every time you pass them by to sell from the latest lot that has come in. Keep in your mind these goods while they are yet new and don't allow them to get old through your inattentive slighting of them because they are not the last lot in or because the sizes are broken.

You clerks are largely to blame for the numerous styles in stock and the great quantity of brands. You clamor for something different to sell and you make no effort, or at least little effort to clear up the stuff in stock which does not meet with your favor and which, for the sake of keeping the stock in reasonably good shape, should not be allowed to accumulate in three or four sizes and then be given the cold shoulder because of its incompleteness.

Wherein are the clerks to blame for the stock that is twice too large for the business done by the store? Now, I suppose you will say that it is up to the manager of the business to watch out for that part of it, and it certainly is when the manager is a cranky individual who neither seeks nor accepts suggestions from the clerks, but such men are not so numerous as clerks like to think. The clerk who will take deep enough interest in the business to feel concerned when he sees, or thinks he sees, too much stock accumulating in the fixtures and the reserve is the kind of a clerk who is rightly started on the road to something else than clerking. He can't take an interest unless he is actually concerned about the possible result.

If such a clerk studies the business and says to his boss, some day, "I have been watching the selling and the demand for shoes, and it really seems to me that we are accumulating too much reserve and getting too much open stock for the business we can do in this town," the boss will listen and get to thinking about it. It will be good medicine for him, and the time will come when he will appreciate the interest taken in the

business by the clerk, whether or not he takes any immediate direct action as a result of the suggestion.

The great majority of clerks have the notion that there is too little stock in the store for them to sell from. They think they want more, often because some customer has called for something that happens to be out of stock. They think so because they have not really attempted to sell that customer something else. If you get out something and hold it in the ends of your fingers, figuratively speaking, the customer won't enthuse and become one bit more interested than you are. You can't interest somebody else unless you are willing to be that way yourself. You constantly importune the boss for more and larger assortments in order to make your selling the easier. In that you are to blame for loading the store and making the shoe stock unprofitable. Suppose you think on these things!—Drygoodsman.

Ways To Make Your Store the First in Town.

Written for the Tradesman.

The shoe store that stands out a leader among its fellows is the one that is paying the most attention to the small details that go to make up a perfect whole.

No shoe store is complete that does not cater to the smallest whim that may come up among its patrons. The store that is never or seldom short on sizes, the one that always has a shoe horn or a button hook for those who may ask for one or the other, the store that carries a full line of findings, the store that provides particularly for the small children and the baby trade, the store that is alive to the importance of keeping in stock such specialties as weak-ankle shoes, shoes to correct toeing in, and the like, the store that has a pleasant set of assistants whose every thought is how best to serve the patrons, putting self aside at all times, in a nutshell, the store that is quick to the tiniest influence that may work for the good of the establishment—that is the store that is going to stand first in the eyes of the entire community and contiguous territory.

Then there are other items to be considered:

Shoes we can't possibly get along without. We may wear other clothes until they are all out of style and get so worn that they are actually too shabby looking to give to the grass-man, but shoes are things that may not be worn so closely. We can't wear them with holes in. They may be re-soled, and even patched to a small extent, but beyond those rejuvenations it is not safe to go if we wish to be wellshod. Knowing this to be true, the shoeman is not living up to the light of his privileges who does not strive to make his store the most approved of any in his locality. One's shoes are really the most serious part of one's wardrobe, for as he is properly or improperly booted depends his daily bodily comfort. One can be so utterly wretched in mind if his feet are in pain that the man who is responsible for the imperfect fitting

"Josephine Shoes"

A woman's shoe with a reputation. Snappy and up-to-date. Patent, Vici or Dull Leathers. C to EE on all lasts in stock.

Retails at \$2.00 and \$2.25.

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"Three Words With But a Single Meaning"

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

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

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

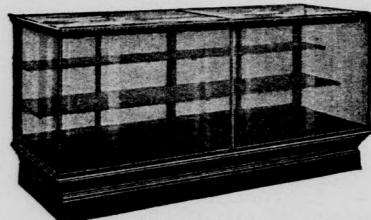
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Wholesale Boots, Shoes and Rubbers

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THE BEST IS IN THE END THE CHEAPEST

Buy None Other



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

Our fixtures excel in style, construction and finish.

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

Send for our catalogues at once.

Grand Rapids Show Case Company
Grand Rapids, Mich.

The Largest Show Case Plant in the World

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Made Up Boxes for Shoes,
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Hardware, Knit Goods, Etc. Etc.

Folding Boxes for Cereal
Foods, Woodenware Specialties,
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Estimates and Samples Cheerfully Furnished.

Prompt Service.

Reasonable Prices.

19-23 E. Fulton St. Cor. Campau,

GRAND RAPIDS, MICH.

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We Have Both

Volk Stamp and Stencil Co.

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EXTRACTS

that causes the misery may be sure he has brought fierce imprecations on his head by his remissness to the customer so afflicted. The dealer who gets up the enviable reputation of personal popularity as a result of always giving an "elegant fit" is the man who, if he carry a first-class stock, can have things coming his way all the time.

The ideal shoe merchant must literally "size up" his customers. I suppose it is from his business that we come by that expression. And he must "size 'em up," also, as to their financial limits. He must remember from time to time—as he becomes more and more familiar with the wants of his trade—about what price they will stand; just how far they will take kindly to new styles and added prices. He must be a man of great discernment, of rare acumen; in a word, he must be "wise in his generation."

The model shoe dealer must tell the truth about his merchandise—not try to palm off on to some unsuspecting and not otherwise individual a last year's style as the "latest thing out." The one he is seeking to deceive will sooner or later find out the cheat and then the foot-wearman shall look out, for Vengeance will camp on his trail.

Don't forget the real old ladies. Keep on hand a supply of souvenirs that will be likely to please their dear souls. Many a shoe merchant's path to commercial peace is paved with these "little remembrances" that, small in themselves and of trifling cost, yet are of incalculable value as trade bringers. The souvenirs need not necessarily be picture cards. Any little convenience will do—not an old "togglement" but something that shall remind them of you as a small benefactor; for instance, one of these patent wooden handles of use in carrying a bundle, a lead pencil or a penholder, with your name stamped thereon, or a pencil sharpener, a neat memorandum book and tiny attached pencil. Any number of such gifts will suggest themselves to you. You are not obliged to hand out these articles to every one who comes in, but use your steel as to where they will do your business the most good.

Have a pleasant smile always on tap—not the smirk that "comes off" so readily but a genuine, hearty one of the sort employed before there was so much sham in the world. Instruct your clerks to be as courteous and cordial as though it were their own store in which they are working—as though they "stood in your shoes."

"Put your best foot foremost" on your window exhibits. Why, a world of ingenuity opens up when we come to the subject of window displays. To be sure, the stock is circumscribed as to variety, but there are endless methods in which to arrange your goods so as to render them interesting to the public. Don't be ashamed to ring in your findings here, either. Trim an entire window with them occasionally. Use the boxes in which they come as a basis, showing them just as they arrive to you. Then group the con-

tents of several about them. An excellent window may be gotten up in this way. You will see that the more you get up nice trims the more you will enjoy the work, and, conversely, the more you enjoy window dressing the better trims you will be able to produce. Don't fall into a rut with them. Put your own self into your displays—your whole heart, not any half-work.

Buy your stock right. Deal with people who treat you right, then stick to 'em; and take your discounts. Keep your place of business immaculately clean—also yourself. Don't go around with a frayed-out dirty old collar on and a dandruffy coat lapel. Have the shoes on your feet literally a "walking advertisement" for your place. Make

friends and, what is of more importance, keep them. Be cheery and agreeable in manner, but don't be a "freshey"—don't get your name up as a "silly old guy." If you are a married man don't forget you are one but comport yourself as such. If your wife comes into your store treat her with the same politeness and consideration you would exact of any other man towards her. It is a selfish view but by elevating her you elevate yourself.

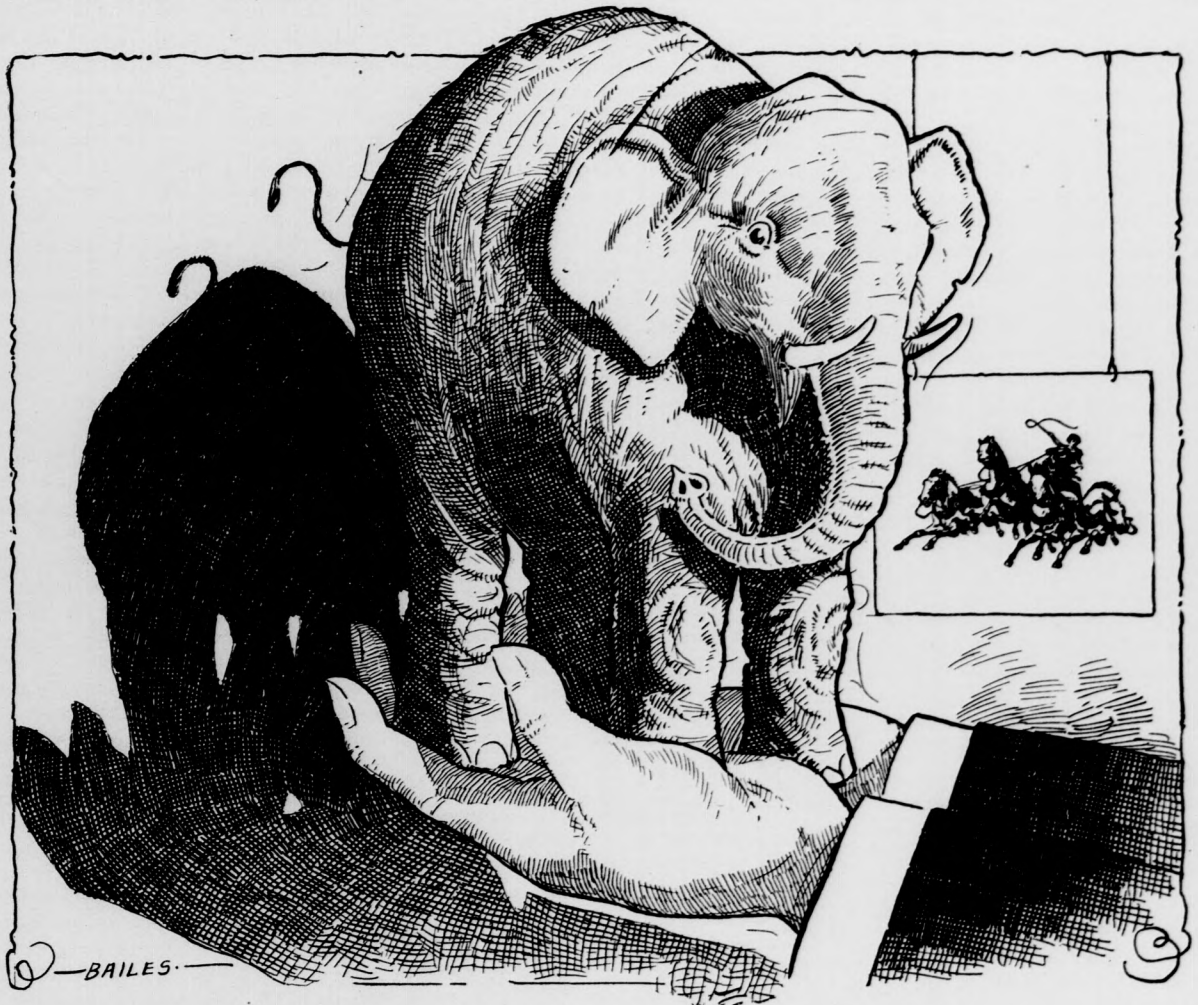
Be cheerful, cheerful, cheerful, and then a whole lot more!

Stick to all the above and you will come out very near to the top of the list.

Jennie Alcott.

Money is made in odd ways and from odd things and there is always

profit in supplying whatever any considerable number of people will buy. In pretty much every tobacco store corn cob pipes are on sale, and with many people they are very popular. The original corn cob was whittled out with a jack-knife and to the smoker was as sweet as honey. It is frequently referred to as the Missouri meerschaum. The center for its manufacture is in two counties of that State, which last year sent out twenty-four million pipes, representing about half a million dollars in money. The corn cob and the clay are old-fashioned and not reckoned especially elegant, but it will be many a moon before their popularity wanes and they go off the market.



After Stocking the BEN-HUR Cigars Dealers Never Have an Elephant on Their Hands

Aside from its merit, constancy of quality and satisfaction-giving characteristics, the **Ben-Hur** has ever been a fast seller. A cigar that has from its first inception continued to be "best ever," and one that has never suffered in the least through any lessening of its many good qualities.

It has long been regarded as the most standard cigar to stock that the trade has ever had knowledge of. We have yet to take the first box off from a dealer's hands because it did not sell. How many other brands can this be said of?

With most dealers it isn't a question of selling what they have bought of **Ben-Hurs**, but of keeping a supply ahead. It's a good kind of trouble to be bothered with.

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

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

NOT ALL SUCCESSFUL.

Review of the Hebrew by a Leading Zionist.

I welcome the task of answering the question, "Why do the Jews succeed?" if only for an opportunity of explaining that they do not. Even if the Jews succeed as individuals, they fail miserably as a people. Eleven millions of human atoms scattered incoherently throughout the world; devoid of any common territory or common power; unable to concentrate their force in any desired direction; devoid of a national art, and almost destitute of a contemporary literature; even their ancient unity of religion broken into a dozen fragments; half their number crowded into the pale of Russia, congested in towns, and forbidden even the fields of the pale itself, while hundreds of thousands of others almost are denied, in Roumania, the ordinary rights of animals; liable, even when they are prospering under nominal equality, as in France and Germany, and also now, in England, to perpetual backwashes of anti-semitism; excluded in free America from the general social life; the serfs of the world, fighting at one time on the Boer side, at another time on the English side, next for the French, and then for the Germans, the Jews present anything but a picture of a successful people. As Max Nordau pointed out in his great speech at the last Zionist congress, even the Eskimos are better off in their huts amid the snow.

Their religion—at once the cause and the compensation of their isolation—is lost to the Jews by the impossibility of reconciling its observances, especially the observance of the Sabbath, with the necessities of a fiercely competitive civilization. If observed, it tends not only to render the struggle for life still severer, but also to shut them out from many forms of industrial activity, and thus cramps the whole people by confining them to comparatively few occupations. But, leaving on one side the people as a whole, the idea that the Jews succeed as individuals is illusory. As already stated, half the Jews of the world live in Russia, and, according to the most recent statistics, the value of the average possession of a Russian Jew is under \$5. The average Roumanian Jew has not even \$1; in Persia, Morocco, Algeria, and the East generally there is nothing but a mass of swarming poverty, varied, as in Palestine, by perpetual mendicancy. In the sweatshops of London and New York the Jews, as a rule, are the victims.

Whence, then, comes the singular illusion that the Jew does succeed? It dates from those dark ages when every Jew was shut out from the arts and crafts by his inability to take the Christian oaths of the guilds which united and restricted them, and was forced, moreover, by more direct legislation, into a few sordid occupations. His sole status was in the money he could acquire. Having no defensive army, he owed his existence to the bare sinews of war. He was thus driven into the important role of the

world's financier and friend of the money lender and spendthrift.

The only Jews with whom the Christians needed to come in contact were of the wealthy minority, who financed everything from the building of the abbeys, or the discovery of America, to the crusades and the British conquests of Ireland. When the only Jews men knew anything about were rich, it is not wonderful that all Jews should have been supposed to be rich, or that "rich as a Jew" should have become a popular proverb.

Still, even to-day the medieval myth prevails, fostered in every country by the Drummonds and Stockers with their cry that the Jews are swallowing up the Christians. What lends plausibility to such outcries is the fact that a few Jews always have loomed golden in every great capital; and, being marked out from the rest of the population, careless pecuniary or other statements are made about them. Similar statements could be made about any group of persons of equal prominence. I dare say that not a few red-headed men are millionaires; and, if the first child by a second wife were distinguishable from other children, invidious statements could be made about all such peculiarly born persons. Two Jews move into Park Lane or the Faubourg Saint Germain, and in the resentment at their intrusion it is forgotten that some hundreds of Christians have been enjoying for generations the luxury and privileges of these abodes. By a strange irony, even when the Christian becomes aware of the swarming masses of East End Jewry, he only becomes aware of them under the same category—that of a successful people pushing out poor Christians. Certainly if the plainest of living and the hardest of working can be accounted success it can not be denied that the Jewish proletariat has always been successful—but it is a success of coolies.

The Jews succeed in living where others would die. Why the Jews succeed in living where others would die is because of all the efforts made to make them die where others are permitted to live. This struggle for life which makes the fittest alone survive has among no people taken more cruel form than among the Jews, who have had to fight artificial disabilities as well as natural. The power of surviving midst hostile conditions means, also, the power of prospering when the conditions are ameliorated. Doubtless there was a time when a Jewish name stood as a synonym for wealth "beyond the dreams of avarice," but the fame of Rothschild has been eclipsed by that of Rockefeller, Carnegie or J. Pierpont Morgan. These Americans have quite wiped out European Jews, and I fail to see, even among American Jews, any names vying in magnificence with these of Christian reputation. Considering the comparative facility with which fortunes are made in America, we shall, perhaps, find one reason for the success of some Jews. The manufacture of millionaires from nobodies, which seems to be a feature of American life, is due to the boundless

field of enterprise and to the conditions of social equality which prevail in the United States. The European and other old masses have accepted the idea that they were born poor and must remain poor. European society has tended to reproduce, in every generation, with some variations, the grades of wealth established by a traditional history.

The Jew, however, standing outside the feudal system by which Europe was organized, was able to escape from this point of view. He did not belong to the lower classes, for the simple reason that he belonged to no class at all. He thus escaped the general notion of the hierarchy of wealth, and had the audacity to make money quite beyond his social position.

If Barney Barnato can rise in a brief generation from Petticoat lane to Park lane (and from lane to lane represents the full swing of the social pendulum), and if an Andrew Carnegie can develop from a penniless immigrant into a beneficial millionaire, it only can be because the social conditions are analogous. The American works in a social medium really free; the Jew, in a medium in which his aloofness makes him artificially free. While America is the land of adventure, the Jew is the man of adventure.

The reverse of the medal, the revenge for his escape from the feudal system was that, even when a Jew accumulated riches, the riches that went with a superior station, he still did not belong to the higher classes. Of later years there has been a gradual infiltration of wealthy Jews into society, but even this movement always has been liable to setbacks.

There lives, in one of the most civilized countries of Europe, a Jewish millionaire nobleman who has devoted colossal sums to promoting the good of his fellows, both Jews and Christians. He at one time enjoyed the highest position and consideration in society, the beau monde flooded his salons, but the backward wave has left him high and dry.

Millionaires, however, even among the Jews, are few. Most Jewish successes must be considered moderate. Indeed, all Jewish successes are moderate, judged by the modern American standard. The successes of the Americans are won by great intellectual combinations. In these, paradoxically enough, the Jew does not distinguish himself. He prefers to build up his property by an endless aggregation of the infinitely little. He grows rich like the man in the "Arabian Nights" who started with a basket of eggs, except that the Arab's dream is the Jew's reality.

The characteristic habit of accumulating possibly accounts for the fact that in Jewry the men with ideas have no money, and the men with money no ideas. This is strongly brought out in the Zionist movement. The millionaires who might have been suspected of large ideas and the habit of grandiose combinations are discovered to be of microscopic outlook, while the imaginative combinations and even the practical organizations are made by men of letters and science. Men who have gone cautiously,

adding field to field for their own advantage are not able to conceive of the acquisition of a country for the general good. Even Baron Hirsch could only imagine an Israel redeemed by being broken into still smaller fragments. But the most powerful purpose of the Jew is to succeed.

Generally speaking, the man who has accumulated a fortune through years of toiling and moiling—his initial capital having been laboriously saved—is the possessor of a sober temperament that is not the kind to risk past and future on a grand coup. It should be added that the Jew's cautiousness likewise probably is due to uneasiness and insecurity. He would not dare adventure himself in political complications, or in syndicate operations notoriously opposed to the general interest. It may seem a contradiction to my contention that the Jews do not appear to amass riches by master strokes, but by the steady accumulation of small profits, that the stock exchanges of the world bristle with Jews. The belief that a stock broker is a speculator on a large scale is a popular delusion. Certainly there are Jewish operators on exchange, in the gambling sense, but I am not aware that they ever have controlled the market with sovereign power. On the gambling table of the veldt Barnato was beaten by Cecil Rhodes at the game of "diamond cut diamond."

This power of achieving moderate success, of building up gradual aggregates, indicates just the kind of financial talent which we should expect to have been developed by the unhappy history of the race. When the Jews were in their own land they left commerce to the Phoenicians. It was these Philistines who developed the great ports of Tyre and Sidon. They not only became a commercial people, but post-Palestinian business forced them to be middlemen in every department.

In his epoch making work, "The Jews of Angevin England," Joseph Jacobs shows how this economic role was thrust upon the Jew, so that he became expert in extorting the last penny. He was a sponge employed to suck up the streams of Christian wealth, and then came the overlord—the prince or the church—to squeeze the sponge and leave the Jew dry. When Dickens, in "Our Mutual Friend," portrayed his good Jew, Riah, as the thumbscrew of a hidden Christian employer he was true to history, however far from true Jewish psychology the rest of the character may be.

A nation of middlemen can not be a nation of great origination conceptions. Just as the medieval Jew found his principal intellectual function in translating and interpreting one nation to another, so did he find his chief industrial function in linking the scattered nations through the medium of "the foreign exchanges." In a well known passage of the Spectator Addison describes the Jews as "so disseminated through all the trading parts of the world that they have become the instruments by which the most distant nations converse with one another and by which

mankind is knit together in a general correspondence. They are like the pegs and nails in a great building, which, although they are but little valued in themselves, are necessary to keep the whole frame together."

In the ages ere nations understood one another and one another's language and currency, and when they were, moreover, mutually suspicious and hostile, the value of a universally dispersed fraternity as a link between such nations certainly can not be overrated. The Jew's operations as a middleman were facilitated by his polyglot capacity and by his possession of Hebrew or Yiddish or Ladino (Spanish-Jewish), which made a common tongue for communities otherwise separated by space and local nationality.

Armed with mutual intelligence and confidence, the Jews wove a network of commerce over the isles of the sea, and, as Max J. Kohler has shown, practically kept British colonies from bankruptcy and made possible the British empire of to-day; even as, through the Dutch West India Co., they helped the development of New York and America. The Jewish prophets invested their people with a spiritual mission; but, if "the mission of Israel" had been placed in the commercial development of the world, one of the vaster ironies of history would not confront the thinker of to-day.

The mere possession of another tongue is in itself an intellectual sharpener, and there are few Jews to-day who are not bi-lingual. At the Zionist congress there was scarcely a man who could not make good grammatical speeches in at least two European languages. The President commands four or five, while Max Nordau can speak in every European language of importance. Hence arises the power of the Jew to conduct international affairs, especially when they involve personal negotiations. So obvious became the commercial value of the Jews—that is to say, be it always understood, of the minute minority of them having capital and business capacity—that sagacious rulers not infrequently have invited them into their country. The most remarkable example in history was the secret invitation of Cromwell; for, as Lucien Wolf has so brilliantly demonstrated, Cromwell's motive was to extend England's colonial trade. But, though Cromwell was far ahead of his time and had to face the fierce opposition of his people, we find only a dozen years later Sir Josiah Child, the governor of the East India Company, pleading for their naturalization on the score of their commercial utility, so great was their control of foreign and colonial trade.

Apart from the historical and geographical causes of the success of the Jews in commerce, we must take account of the general causes of their success and of their peculiar mental and moral qualities. Some of these qualities are as much the outcome of their peculiar history as is their geographical dispersion. Others spring from the national character and religion. Among the qualities evolved under the stress of persecution and a

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Black Edge, No. 7, per m.	80		
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No.	Drs. of	oz. of	Size Gauge Per
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129	4	1 1/4	9 10 2 90
128	4	1 1/4	8 10 2 90
126	4	1 1/4	6 10 2 90
135	4 1/2	1 1/4	5 10 2 95
154	4 1/2	1 1/4	4 10 3 00
200	3	1	10 12 2 50
208	3	1	8 12 2 50
236	3 1/2	1 1/4	6 12 2 65
265	3 1/2	1 1/4	5 12 2 70
264	3 1/2	1 1/4	4 12 2 70
Discount, one-third and five per cent.			
Paper Shells—Not Loaded.			
No. 10, pasteboard boxes 100, per 100.	72		
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Kegs, 25 lbs., per keg	4 90		
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2 90		
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In sacks containing 25 lbs.			
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Jennings' genuine	25		
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AXES			
First Quality, S. B. Bronze	6 50		
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First Quality, S. B. S. Steel	7 00		
First Quality, D. B. Steel	10 50		
BARROWS.			
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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 in. 5-16 in. 1/2 in. 3/4 in.			
BBB, 8 in. 7/8 in. 1 in. 1 1/8 in.			
BBB, 8 in. 7/8 in. 1 in. 1 1/8 in.			
CROWBARS.			
Cast Steel, per lb.	5		
CHISELS			
Socket Firmer.	65		
Socket Framing	65		
Socket Corner.	65		
Socket Slicks.	65		
ELBOWS.			
Com. 4 piece, 6 in., per doz.	75		
Corrugated, per doz.	1 25		
Adjustable	40 1/2		
EXPENSIVE BITS			
Clark's small, \$18; large, \$26	40		
Ives' 1, \$18; 2, \$24; 3, \$30	25		
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Heller's Horse Rasps	70		
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Discount, 70.			
GAUGES.			
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Single Strength, by box	90		
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By the light	90		
HAMMERS			
Maydole & Co.'s new list	33 1/2		
Yerkes & Plumb's	40 1/2		
Mason's Solid Cast Steel	30c list 70		
HINGES.			
Gate, Clark's 1, 2, 3	60 1/2		
HOLLOW WARE.			
Pots	50 1/2		
Kettles	50 1/2		
Spiders	50 1/2		
HORSE NAILS.			
Au Sable	40 1/2		
HOUSE FURNISHING GOODS.			
Stamped Tinware, new list	70		
Japanese Tinware	50 1/2		

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 1/2
Screws, New List	85
Castors, Bed and Plate	50 1/2
Dampers, American	50
MOLASSES GATES	
Stebbins' Pattern	60 1/2
Enterprise, self-measuring	30
PANS	
Fry, Acme	60 1/2
Common, polished	70 1/2
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 55
Wire nails, base	2 15
20 to 60 advance	Base
10 to 16 advance	5
8 advance	20
6 advance	20
4 advance	45
3 advance	45
2 advance	70
Fine 3 advance	50
Casing 10 advance	15
Casing 8 advance	25
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 20 inches wide, not less than 2-10 extra.	
SHOVELS AND SPADES	
First Grade, Doz	5 50
Second Grade, Doz	5 00
SOLDER	
1/2 @ 1/2	21
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
SQUARES	
Steel and Iron	60-10-5
TIN—MELYN GRADE	
10x14 IC, Charcoal	10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade, \$1 25	
TIN—ALLAWAY GRADE	
10x14 IC, Charcoal	9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade, \$1 50	
BOILER SIZE TIN PLATE	
14x56 IX, for Nos. 8 & 9 boilers, per lb 13	
TRAPS	
Steel, Game	75
Oneida Community, Newhouse's	40 1/2
Oneida Com'y, Hawley & Norton's	55
Mouse, choker, per doz. holes	1 25
Mouse, delusion, per doz	1 25
WIRE	
Bright Market	60
Annealed Market	60
Coppered Market	50 1/2
Tinned Market	50 1/2
Coppered Spring Steel	40
Barbed Fence, Galvanized	2 75
Barbed Fence, Painted	2 45
WIRE GOODS	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
WRENCHES	
Baxter's Adjustable, Nicked	80
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70-10

Crockery and Glassware	
STONEWARE	
Butters	
1/2 gal. per doz.	48
1 to 6 gal. per doz.	6
8 gal. each	56
10 gal. each	70
12 gal. each	84
15 gal. meat tubs, each	1 20
20 gal. meat tubs, each	1 60
25 gal. meat tubs, each	2 25
30 gal. meat tubs, each	2 70
Churns	
2 to 6 gal. per gal.	6 1/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	48
1 gal. flat or round bottom, each	6
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	6
Stewpans	
1/2 gal. fireproof, ball, per doz.	85
1 gal. fireproof, ball 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
Quarts	5 00
1/2 gallon	5 25
3/4 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 50
No. 2 Lead Flint, 12 in. (\$1.65 doz.)	8 75
Electric in Cartons	
No. 2, Lime (75c doz.)	4 20
No. 2, Fine Flint, (85c doz.)	4 60
No. 2, Lead Flint, (95c doz.)	5 50
LaBastie	
No. 1, Sun Plain Top, (\$1 doz.)	5 75
No. 2, Sun Plain Top, (\$1.25 doz.)	6 90
OIL CANS	
1 gal. tin cans with spout, per doz.	1 26
1 gal. galv. iron with spout, per doz.	1 28
2 gal. galv. iron with spout, per doz.	2 10
3 gal. galv. iron with spout, per doz.	3 15
5 gal. galv. iron with spout, per doz.	4 15
3 gal. galv. iron with faucet, per doz.	3 75
5 gal. galv. iron with faucet, per doz.	4 75
5 gal. Tilted cans	7 00
5 gal. galv. iron Nacefas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 65
No. 2 B Tubular	6 40
No. 15 Tubular, dash	6 50
No. 2 Cold Blast Lantern	7 75
No. 12 Tubular, side lamp	12 60
No. 3 Street lamp, each	2 50
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each, bx. 10c	50
No. 0 Tub., cases 2 doz. each, bx. 15c	50
No. 0 Tub., bbls. 5 doz. each, per bbl.	2 00
No. 0 Tub., Bull's eye, cases 1 dz. e. 1 25	
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0, 3/4 in. wide, per gross or roll.	25
No. 1, 1/2 in. wide, per gross or roll.	30
No. 2, 1 in. wide, per gross or roll.	45
No. 3, 1 1/2 in. wide, per gross or roll.	85
COUPON BOOKS	
50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00
Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.	
COUPON PASS BOOKS	
Can be made to represent any denomination from \$10 down.	
50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00
CREDIT CHECKS	
500, any one denomination	2 00
1000, any one denomination	3 00
2000, any one denomination	5 00
Steel punch	75

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wandering life may be counted cunning, self-possession, prudence, suppression of outward manifestation of emotion, sometimes even of the emotion itself, the power of getting the last farthing out of anything, and remarkable mobility and ductility of temperament; in other words, a readiness to turn quickly to a new thing or a new idea, which, in its more external form, is a readiness to migrate. Among national and religious qualities we may reckon honesty, sobriety, perseverance, and domestic affection. I lay especial stress upon honesty, having already allowed the discount for cunning. Even the money lender has a certain honest and reliable side. In the indignation against the usury of money lenders it is too often forgotten that it is they who are most liable to be cheated. The money lender at least performs his part of the contract, and it is the fault of Antonio if he dishonestly assigns to Shylock the pound of flesh he has not the remotest idea of ever paying. Wherever the Jews are engaged in great financial transactions their reliability is proverbial. No credit is more impeccable than that of the Rothschild's restoration. If Jews were the first bankers, imagine how the Christians who despise them must have believed in their honesty!

As regards the other national virtues enumerated above, it may be said that they deprive Judea of a lowest class. There is not in Jewry a class so lost to humanity as that which in Christendom is constituted by the slum rough and the female drunkard. When given a fair chance in the world the Jew founds a family consolidated by steady work and mutual affection, thus providing the best units for the fabric of civilization. The mutual confidence of Jewish relatives gives them an enormous pull in partnership. They work hand in glove with absolute trust and absolute fidelity. I know of six brothers scattered over a continent who act with a cohesion that could never be secured by six non-Jewish brothers, not to speak of six strangers. The Rothschilds, themselves, notoriously owe their power to the solidarity that exists even in cousins. It is a clan of barons planted in the great capitals. This solidarity, however, is not what the anti-Semite vainly imagines, a solidarity of the whole race, but merely a solidarity of private families.

The marriage by arrangement, which is a marked social feature, produces a certain stability, just as it does in French life; the necessity for providing dowries has a steadying effect on fathers, while enabling sons to start with a little capital. The women too, are good housekeepers and faithful wives and mothers.

The Jews are good at professions because professions are carried on mainly by traditions; the Jew is brilliantly successful in examinations, and sweeps all prizes and medals before him, but he has not a corresponding record to show in original work. In the law he profits by the intellectual acumen developed by generations of Talmud students; for medicine he al-

ways has had a taste; it, too, is a profession without great generalizations, and is built up empirically besides involving sound common sense, which is perhaps, the root element of Jewish psychology.

The function of the Jew as a critic and interpreter has already been suggested. Heine considered himself the link between France and Germany. Brandes, the Dane, a great critic and intuitional biographer of Shakspeare, is as subtle as Hamlet himself. A universal sympathy with all artistic and intellectual manifestations is the Jew's consolation for having lived everywhere and nowhere. The success of the Jews on the stage is a more concrete outcome of their historic versatility. The Jew who has assimilated with everything in turn is naturally a facile mimic. Similar considerations account for the Jew as a novelist or dramatist, journalist or humorist. Humor and wit, though scarcely found in the biblical Jew, are such distinguishing characteristics of the modern Jew that most of the European writers of farce and comedy are of Jewish blood. Of the four Palais Royal plays last year in Paris, all were the work of Jews.

Intellectual capacity, together with love for dealing in portable goods, accounts for Jewish success in buying and selling diamonds. The Jew seems almost to monopolize the dealing in diamonds; in Antwerp and Amsterdam he has driven all competitors out of the trade. The reason he likewise monopolizes the polishing and setting of the diamonds lies in the fact pointed out by Israel Abrahams in his classic work, "Jewish Life in the Middle Ages," that Jewish preference, whenever permitted by the guilds, was always for those handicrafts "in which artistic taste as well as manual skill was needed." To-day, in the East End of London, the Jewesses have earned a reputation for the smartest mantles and coats, and have a clientage of fashionable West End ladies; while as regards the cheaper form of mantle, they have quite wrested the trade from Germany, which no longer finds it profitable to send its cheap mantles to England.

Three out of every four chess players are Jews. Why? Probably because the game requires a combination of science and invention. Science is a Jew's strong point, while invention has been denied only to the millionaires. A chess player has never been anything but poor. It should also be remembered that chess is an oriental game and is in the blood of the race.

The retransformation of the Jews—"all skin, bone and brain"—into a hardy, agricultural and military people, like those whom the Romans themselves could with difficulty tame, has proved to be merely a matter of decades, the indomitable vitality that is in Israel can be developed in any direction, and the sickly student in the house of learning changes back either in his own person, or through his child, into a man of muscle and initiative. But in attendant Zionism we have to deal with an enormous number of incapables. So I end as I

began—the Jew does not succeed.

If the Jew, by not living the life of the nations, but living in a biblical dream world of his own, escaped the feudal point of view with its dispiriting consequences on the fortunes of the lower classes, this peculiar aloofness prevented the dreamier section from ever facing the realities of life. A class of beggar students and rabbis and nondescript Bohemians was evolved, who still haunt the Ghettos of the world from New York to Jerusalem. "Luft Menchen," Nordau has ingeniously styled these airy tribes who look to miracles for their daily food, and scan the horizon for provision bearing ravens. No other people in the world possess so many fantastic ne'er do wells as does this nation whose name is so mythically synonymous with success.

Israel Zangwill.

The Wonderful Roentgen Rays.

Only ten years have elapsed since Professor Roentgen astonished the scientific world by announcing his discovery of a new kind of rays that penetrate opaque bodies and enable us to look into them. To-day the Roentgen societies have been established in all parts of the world. The rays have been found of great use in many sciences, including mineralogy, zoology, anthropology and notably in anatomy and therapeutics. The first enthusiasm over their apparent utility in the hands of medical men was followed by reaction and distrust when it was found that physicians as well as patients in some cases suffered injuries from the han-

dling and the application of the apparatus; but, as Prof. Joseph Rosenthal pointed out in a recent lecture in Munich, it was only in the early stages, when the operators were getting the necessary experience, that such accidents happened; to-day, the X-rays are harmless if employed by experts; and "most experts, especially in surgery, do employ them, or ought to employ them, in most operative cases."

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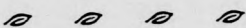
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WORDEN GROCER COMPANY

Cor. Island and Ottawa Sts.

Grand Rapids, Michigan

Some Peculiarities of the Butter Trade.

Two weeks ago I had occasion to call attention in these columns to a shipment of butter that arrived in bad condition, the tub covers being badly broken and some of the butter injured by getting dirty. I followed the matter a little farther and found that the commission house put in a claim to the fast freight line for damages, the butter having been sold enough lower than the market value of like quality in good order to more than cover the cost of first class tubs.

Since then my attention has been called to lot after lot that was delivered at the stores in bad shape, and as a prominent receiver expressed it the time has come for some action that will lessen if not largely remove this trouble. It has even been suggested that the trade committee of the New York Mercantile Exchange investigate the matter and locate conclusively the cause of the very annoying and perhaps needless trouble.

"Look at that lot over there—nearly every cover is either off or broken," said a receiver. "You don't know what that means to us. Our porters are usually so busy that they can not take no more work, and we have had to hire an outside man to cooper the packages before we attempted to show them. You will observe that the cover rims are of some brittle wood, and they are sawed across the grain. Half of them are broken off squarely, others split and the nails pull through, which loosens the pieces of the cover and they fall apart. See

that piece of cover? It would have been lost entirely but for the tin fastener which was nailed to it. It frequently happens that we have to put on another cover. This would mean quite an expense but for the fact that we print a good deal of our butter, and have the tubs to use when occasion requires them. Now in the first place too many of the tubs are cheaply made and should never be used for butter that is to be shipped any distance from the creamery. They might answer for local town use, but it takes a strong, well made tub to stand the journey to New York."

"You may say for me, that it is false economy for any creamery to use a poorly made tub," said another receiver. "We have put up with these broken covers, and have charged up to our expense account about all the cooperage bills that we are going to. We took off ½c. a pound on a shipment the other day because we saw no way of putting it in shape without using new covers, and we were out of these. That particular lot was evidently in bad shape when it was unloaded on the docks, for it bore the evidence of being nailed up considerably. Eight tins were used to hold the cover on one tub. Of course a buyer will take all the advantage that is possible, and when the market is in his favor he demands a concession in price which we are forced to make. A speculative operator who is looking for goods to store simply will not enter into negotiation on a lot that shows poor cooperage. A fine ap-

pearance is worth everything during the storage period."

In another store where they have been having a good deal of trouble on the same line the receiver said that he had written to the creamery telling in what poor shape the butter reached their store. A few days later a letter was received from the secretary acknowledging that they were using a cheap tub; said they had a carload of them, and as soon as they were gone he would send to — for more, naming one of the best brands of tubs on the market.

Now this matter is one of too great importance to be brushed lightly aside. It means dollars and cents to some one, and I want to urge most strongly that the quality and style of tubs be considered very carefully. The matter of saving 2 or 3c. a tub on the first cost may mean a loss of 30c. a tub when the goods are sold.

While I lay most of the blame for broken rims and covers upon cheap tubs, I think some of the transportation lines should be censured for the way in which they handle the shipments. Sometimes the cars are not carefully packed. I have been at the receiving depots when the refrigerator cars were unloaded, and have noticed that the top tier of tubs had been tumbled about until even the strips of tin that fasten on the covers had been broken loose. Pieces of cover were picked up in different parts of the car. Then the unloading and handling on the docks and platforms is sometimes done very roughly. The freight lines are responsible for the

damage done the shipments while in transit, and it looks as if some of them will have to be reminded more forcibly of this.

"I had an unusual experience the other day," remarked a receiver. "One of our creameries has just commenced to use paper liners in the tubs, but strange to say, they neglected to put in the bottom circle, and as the buttermaker evidently thought there was no necessity of soaking the tubs so long as liners were used, the butter stuck to the bottom badly. In stripping the tubs 1 to 3 lbs. of butter would stick to the bottom, and we had great difficulty in getting a test of the weights. I wrote at once, but no attention seems to have been paid to my letters, as we have had three or four shipments of that kind. I do not quite understand how the bottom circle, which is so important, should have been left out."—N. Y. Produce Review.

A Matter of Equilibrium.

Dr. Torrey, the English evangelist, is a man of ready wit, which he uses with effect when interrupted while speaking. On one occasion in London a bibulous fellow arose and announced, waveringly, that he did not believe everything in the Bible.

"I don't see how anybody can walk on water," he declared. "Can you do it, Dr. Torrey?"

The preacher looked grimly at the man for a moment, and then answered:

"Well, I can walk on water better than I can on rum."

Why Not You?

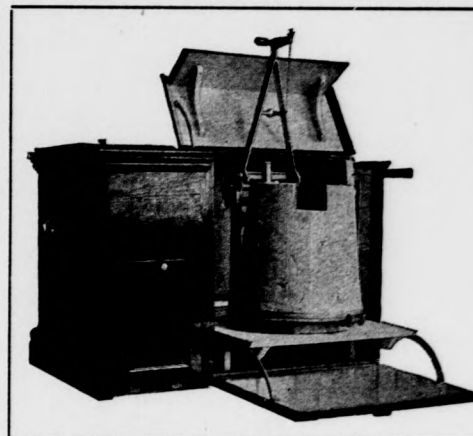
Follow the Example of Hillman's Department Store

CHICAGO, May 15, 1906.

"It gives us great pleasure to state that we have had two of your Kuttowait Butter Cutters in operation in our butter department for the past two months and we have found them to be very valuable to us, not only as far as the insurance of correct weight is concerned, but it has enabled us to hand out tub butter in such a way as to meet the unqualified approval of our customers, which has resulted in a very large increase in trade. We cannot see how any retail dealer can afford to continue the old methods of handling tub butter. It is not only wasteful but certainly very unsatisfactory to butter purchasers.

HILLMAN'S.

Per G. J. L. James."



The Kuttowait Butter Cutter and Refrigerator Combination

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

We can furnish you with cartons so you can sell your own brands of prints. Let us show you.

Kuttowait Butter Cutter Company

Agents wanted everywhere

68-70 No. Jefferson St., Chicago, Ill.



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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.

THE STRESS OF LIFE.

It Is Largely Imaginary and Greatly Exaggerated.

"The stress of life is making the number of sufferers from nerves greater and greater every day."

Such is the information I find staring at me in my newspaper, and there seems to be a considerable amount of truth in the statement that the army of nervous people is growing. If it was not, I should hardly see such an abundance of remedies advertised in the papers and placarded on the walls. Many of my acquaintances, too, inform me that they have not "the nerves of a cat," and a physician informs me that nervous disorganization is responsible for supplying him with half his patients.

Things are said to be even worse in some other parts of the world. Lynch, the war correspondent, declares that he met an abundance of people who regarded him with wonder and envy because he dared to drink coffee after dinner. He seemed to them a man of wonderful nerve. If they drank one the effects would be awful. Their nerves would not "stand" it. A short time since a multi-millionaire was offering a million dollars to any one who would restore his digestive system—which had broken down under nervous strain—to such a state of efficiency that he should be able to enjoy his meals, and no one appears to have secured the fortune.

Nerves are things worth attention. Do we work too hard? My friends assure me they are martyrs to the fearful demands made upon them.

In the first place, however, it is not work so much as work done under bad conditions that brings people to such an unenviable state.

Dr. Osler, in stating the things most conducive to long life, laid it down that a good working day was one of the first requisites, as it "kept one from dwelling too much upon oneself."

The agent of a great life insurance company assured me that one of the most prolific causes of death among the old customers of his company was their retiring from business and devoting themselves to "taking care of themselves." After a man has been amusing himself at his business—and people who work get more amusement out of it than they are apt to believe—for thirty or forty years, he does not easily find anything to take its place.

Besides, if nervous complaints are the result of work, how is it that

people who "toil not, neither do they spin," have the worst nerves of all? The nerves of society are notorious.

Work can, of course, become a nerve wrecker, but there is a more common and expeditious method of getting to the condition of having "no nerves."

Work in excess, and work carried on under defiance of all the dictates of common sense, are responsible for nervous breakdown in some; but the nervousness of most people chiefly is due to a mental condition largely induced and encouraged by themselves. It is that that so frequently constitutes the so-called "stress of life" we hear so much about. It is the worry, the anxiety, the terrors of business that break people up.

Lord Beaconsfield once declared that nine-tenths of the troubles of his friends were those that never occurred—thorns that existed only in anticipation and were never realized. They are the worst of all the troubles one has, these imaginary ones; for when a thing really happens, the demands it makes for exertion on our part distract us and bring diversion with them.

The state of "everything going wrong" is a common complaint with vast numbers of people. They are like Dan Leno's friend, who commenced to be unlucky the moment he was born, being born at the most absurd time of five and twenty minutes past to on a Tuesday morning. Why it was worse to be born then than at any other moment he never deigned to explain, but there the fact was. It was the worst time possible, and as there was no remedy for it—the thing could not be done over again—why, he was bound to be miserable for the rest of his life.

That kind of nervous condition is to be met with daily. A little encouragement—even not checking it—leads sometimes to life becoming so miserable as scarcely to be endured. Practice in it makes perfect. The fits of irritation become habitual and worse than ever. The nerves are unstrung. The only relief these people appear to obtain is in trying to make others as wretched as themselves. It is curable by the exercise of a little will power—by the determination not to let the mind, especially at the beginning of the day, rest on what is disagreeable and disheartening. All doctors are agreed that a bedroom in which the sun comes in the morning is an excellent thing.

"I wonder how it is that you don't get too discouraged to work sometimes," declared a gloomy friend to Edison, the inventor, "when you have failed—failed—failed for months, and the thing seems as far off as ever."

"If I thought of the days of previous failure I could not work at all," replied Edison. "But I am not such a fool as that. I hoard up the memory of good fortune, my dear sir, and start with that fresh every morning."

Some of my acquaintances are adepts in anticipations of disasters. Some are in situations respecting which they perpetually are stretched on the rack. I have one who has been in a post for nine years, and who has as good as imagined him-

self dismissed ignominiously once a month all through the time—although no one else even thought of such a thing.

The captain of a noted football team told me that one of his players was haunted by the problem of what would become of him if by some accident his legs were cut off and he had to have wooden ones.

Bret Harte told the story of a man who was going to be hanged by a party of indignant settlers who credited him with having been responsible for the disappearance of some valuable horses, and who was worried, while he was waiting execution, by the thought that the branch of the tree to which the rope was attached might break, and he might go home a cripple to his mother. His fears proved quite groundless. The branch stood firm, and he was hanged comfortably.

"The fact is, life demands a certain amount of courage, and it is well to cultivate it with a reliance that, if we are not worthless, we may not perhaps get all we want, but at any rate we shall not fall so far short of it that we need be miserable," said Lord Randolph Churchill in an address to a body of young workers.

I am inclined to believe that "the stress of life" is apt to be exaggerated nowadays. If more is expected of us we have greater facilities afforded us to meet the demand. Anyway, we can not alter the way of the world but we can effect a considerable amount in adapting ourselves to it. And much can be done in bettering our nerve capacity by refusing to be victimized by what may justly be denominated mental bogies.

John H. Howland.

Earthquake Moved Mountains.

Whole mountains were moved by the earthquake. Investigations at Palo Alto, Cal., by geological experts, it is said, show that the small mountain range known as Sierra Morena or Sierra Santa Cruz, has been moved northward from three to six feet. This range forms the backbone of the Peninsula of San Francisco. Along the base of the Morena range for forty miles extends a narrow valley which marks an old geological fault. When it was made the rocks on the east side fell about 2,000 feet relatively with those on the west side, which constitute the Morena range. Most earthquake shocks about San Francisco are the result of friction and readjustment along the line of this old fault. The violent shock of April 18 clearly was due to this old fault, which reopened on the west side. This fault slipped northward three to six feet without change of level on either side, and when the strain on the Morena range was relieved the earthquakes ceased. At first the motion was horizontal and then waves from more distant points caused extraordinary twists.

Kites Fly To the Height of Four Miles.

A 23-year-old student initiated the modern system of flying kites with steel wire for scientific purposes. He is Mr. Douglas Archibald and calls

attention to the remarkable kite ascent a short time ago under the direction of Dr. Assman, of the Lindenberg aeronautical observatory. With a series of six kites having a total area of 823 square feet and employing about nine miles of wire a height was attained of no less than 6,430 meters, or almost exactly four miles. According to the aeronautic automatic recording instruments sent up with the kites at the highest point the temperature reached was 13 deg. Fahrenheit, that on the ground being 40.8 deg., while the velocity of the wind was fifty-six miles an hour, against about 18 on the lower strata. This performance shows that great advances have been made in the art of using kites for meteorological observations in the upper air, for in Mr. Archibald's early experiments the kites rose only some 1,500 feet, and a few years ago it seemed as if two to two and a half miles would prove the limit to which they could be elevated.

Did you ever pick chestnuts? It is a fascinating sport. You get under a tree, the limbs of which are full of promises. You scratch away the leaves, pick up a few nuts, and pass on, if you are a novice. If, however, you have experience, you'll stay by that tree, and scratch, scratch, scratch, and the longer you scratch the more nuts you will find. It seems as if they were playing hide-and-seek with the picker, and wanted to test his patience. They tuck themselves away in a bunch of leaves, and when your stick turns them over they turn, too, until finally their pretty brown bodies come into sight, and you go away a winner. This life is one eternal scratch if you are to be a winner.—American Grocer.

The more charity giveth the more charity has to give.

Traveling Men Say!

After Stopping at

Hermitage European Hotel

in Grand Rapids, Mich.

that it beats them all for elegantly furnished rooms at the rate of 50c, 75c, and \$1.00 per day. Fine cafe in connection. A cozy office on ground floor open all night. Try it the next time you are there.

J. MORAN, Mgr.

All Cars Pass Cor.

E. Bridge and Canal

Livingston Hotel

Grand Rapids, Mich.

In the heart of the city, within a few minutes' walk of all the leading stores, accessible to all car lines. Rooms with bath, \$3.00 to \$4.00 per day, American plan. Rooms with running water, \$2.50 per day. Our table is unsurpassed—the best service. When in Grand Rapids stop at the Livingston.

ERNEST McLEAN, Manager

SUCCESSFUL SALESMEN.

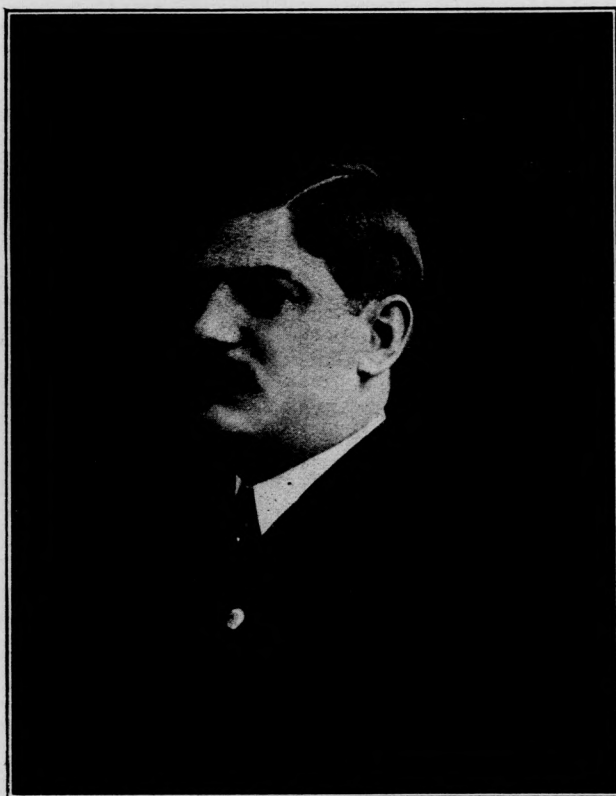
Lewis E. Davies, Representing J. M. Bour Co.

Lewis E. Davies was born at Youngstown, Ohio, June 30, 1880. When he was 8 years old his parents removed to Toledo, where he attended school until 17, quitting school one year before graduation to go to Chicago to engage in the life insurance business. He sought and obtained employment as a solicitor for the Metropolitan Life Insurance Co. and proved so efficient and painstaking in his work that he was promoted within two years to the position of Assistant Superintendent. Eighteen months later he resigned to return to Toledo and take a position as traveling representative for the H. J. Heinz Co., covering the retail trade of Northwestern Ohio. He continued in

ductions, Tempest Tossed and Champion Two-Step, have had a large sale and are deservedly popular. Mrs. Davies will be a valuable accession to the musical circles of the city. Like her husband, she is greatly charmed with the beauty of Grand Rapids and looks forward to a long and pleasant stay in the city of her adoption.

Mr. Davies is a member of the Second Congregational church of Toledo, and Toledo Council No. 10, U. C. T. Aside from these relations he has no other fraternal associations.

Mr. Davies attributes his success to hard work, but those who know him best and appreciate the remarkable record he is making with his house are free to state that a delightful personality has much to do with his ability to make and retain friends. He is not afraid to make an extra town



Lewis E. Davies

this position three years, when he accepted an offer to join the traveling force of the J. M. Bour Co. His first territory was Central Indiana, but on January 1 of this year he was assigned to Michigan, covering the Northwestern part of the State from Grand Rapids to Mackinaw. He feels himself so well grounded in his present position and is so much in love with Grand Rapids that he has decided to make this city his headquarters. With this end in view he sold his home in Toledo and is now erecting a handsome two-story and basement residence at 20 Richard Terrace, which he expects to be able to occupy by August 1.

Mr. Davies was married September 2, 1903, to Miss Maude M. Fuller, of Toledo, who is an accomplished pianist and violinist. She is a noted composer of music and two of her pro-

or call on an extra customer, even if it does bring him home Saturday night instead of Friday night, and to this self-sacrificing spirit and his ambition to make a record are largely due the excellent position he now occupies and the bright horizon the future holds out for him.

During the pure food discussion in Congress a story was told about a brand of flavored glucose, put upon the market as pure honey, and into each bottle of which a dead bee had been placed, the object being to give an impression that the industrious insect, in contributing his share to the contents of the bottle, had somehow got stuck and was unable to escape. Any one who would be deceived by such a device must have precious little knowledge of the habits of the busy bee.

Million and a Half Dollars for Potatoes.

Traverse City, July 3—The figures given by the three banks of the city show that the amount of money handled for the various potato buyers in and about the city from Sept. 1 to June 1 will reach very nearly a million and a half dollars. As there are several other banks in the potato belt, this sum, of course, does not include the accounts handled by them.

The price of potatoes was never very high during the season past, 80 cents being the highest, and this was only for a few loads. The average was 50 cents or lower, yet the amount paid for the tubers this season was greater than last. According to the figures, over three and one-half million bushels of potatoes were raised in the Grand Traverse region.

Despite the fact that almost two million dollars was expended for potatoes in this region alone, the Grand Traverse farmer is not dependent on this crop to the exclusion of all else as is usual in the wheat and corn belts. The failure of the potato crop or low prices would, of course, be an injury and would cripple him, but utter ruin would not follow as is the case, for example, when the cotton crop in the South fails. The soil of Northern Michigan permits a diversity of crops and bears an abundance of any so that when a farmer does not wish to engage in potato culture or his judgment shows him that it would not be profitable so to do, he can take up something else.

In addition to the great staple crop of the country, there is the fruit crop to be taken into consideration, another thing which brings a great stream of dollars to the fertile Northland.

Ishpeming Business Men's Association Disbanded.

Ishpeming, July 3—At the meeting of the Ishpeming Business Men's Association Monday evening the members present voted to disband the organization. There is enough money on hand to meet all obligations and to refund the dues for February, March and April.

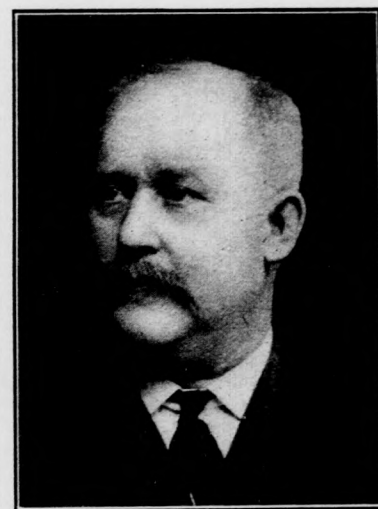
The officers were disheartened because the members would not attend the meetings. For more than six months past it was impossible to get a quorum together. The membership was made up of practically all but a very few of the grocery, meat, dry goods and clothing dealers of the city, more than sixty, all told. Very few of the members dropped out, and for that reason some of those present at Monday night's session expressed the belief that the organization could be maintained and that perhaps during the winter months sufficient interest could be aroused to induce the members to attend the meetings.

A prominent merchant, who is displeased because the Association disbanded, said yesterday that it surprised him very much that the Association did not succeed, as it had a splendid start. "It did some good work during the first few months of its existence," said he, "and I am

satisfied that it could continue to do good, both for the merchants themselves and the city generally. The Association conducted the Fourth of July celebration last year successfully. The business men of this place need a good live organization, one that will regulate, or at least attempt to regulate, certain abuses which have heretofore been a hindrance to many of the retailers. By allowing their organization to go to pieces I am firmly of the belief that they did something which will result in injury to themselves and the city."

Port Huron Man After Presidency.

Port Huron, July 3—Post H. Michigan Knights of the Grip, of this city, is going after the State presidency of that organization for Frank N. Mosher, chairman of the local Post, and a former member of the Board of Directors of the organi-



zation. The Port Huron members have received considerable encouragement in this campaign from outside members. A resolution was adopted by Post H at its last meeting pledging its support to Mosher and soliciting support from other members throughout the State.

W. H. Eudy, who was formerly on the road for the Widdicombe Furniture Co., but who has been in the retail business at Louisville, succeeds the late Geo. B. Lewis as the representative of the New England Furniture Company in the territory outside of New York. Ed Saunders, who has other lines in the Metropolitan district, will look after the New England's interests in that territory.

John Zoet and Henry Schuler have formed a copartnership under the style of the Up-To-Date Manufacturing Co. and will manufacture show cases and store fixtures at the corner of Third and Dewey streets.

F. B. Aniba, manager of the Marquette branch of the G. J. Johnson Cigar Co., and Geo. Hickox, manager of the company's branch at South Bend, Ind., are in the city on business.

Pierson—C. S. Comstock has sold his interest in the general stock of Comstock & Petrie to his partner, who will continue the business under the style of A. F. Petrie & Co.

DRUGS

Michigan Board of Pharmacy.
President—Henry H. Heim, Saginaw.
Secretary—Sid. A. Erwin, Battle Creek.
Treasurer—W. E. Collins, Owosso; J. D. Muir, Grand Rapids; Arthur H. Webber, Cadillac.
Meetings during 1906—Third Tuesday of August and November.

Michigan State Pharmaceutical Association.

President—Prof. J. O. Schlotterbeck, Ann Arbor.
First Vice-President—John L. Wallace, Kalamazoo.
Second Vice-President—G. W. Stevens, Detroit.
Third Vice-President—Frank L. Shilley, Reading.
Secretary—E. E. Calkins, Ann Arbor.
Treasurer—H. G. Spring, Unionville.
Executive Committee—John D. Muir, Grand Rapids; F. N. Maus, Kalamazoo; D. A. Hagans, Monroe; L. A. Seltzer, Detroit; Sidney A. Erwin, Battle Creek.
Trades Interest Committee—H. G. Colman, Kalamazoo; Charles F. Mann, Detroit; W. A. Hall, Detroit.

Many Are Called, But Few Are Chosen.

A meeting of the Michigan Board of Pharmacy for the examination of candidates was held at Star Island, June 18, 19, 20 and 21. There were seventy-eight candidates—forty-eight for registered pharmacists and thirty for registered druggists.

Following is a list of those who passed:

Registered Pharmacists.
Arthur E. Arnott, Detroit.
Louise Belanger, Grosse Pointe.
Charles H. DeGowin, Cheboygan.
Floyd J. Fessenden, Kalkaska.
Paul K. Gage, Gagetown.
Hirsh H. Goldman, Detroit.
Ernest W. Hammond, Kalamazoo.
W. E. Jongejan, Grand Rapids.
A. S. Kleefuss, Detroit.
George B. Morris, Ann Arbor.
Ernest C. Miller, Grand Rapids.
F. H. Marriot, Elk Rapids.
Harry O'Connor, Sault Ste. Marie.
G. E. O'Grady, Bay City.
Roy Price, Oxford.
Lyman A. Sites, Frankfort.
R. W. Squiers, Marine City.
Edwin P. Steele, Detroit.
G. O. Stofflet, Sturgis.
L. A. Seavitt, Ecorse.
Frank S. Schauer, Mt. Clemens.
Leul H. Smith, Deckerville.
Mark G. Tuttle, Ypsilanti.
Fred K. Wood, Sheridan.
B. A. Wright, Saginaw.

Registered Druggists.
John H. Albert, Big Rapids.
Albert J. Bacon, Ann Arbor.
Harry A. Blakely, West Branch.
Ora L. Ball, Lakeview.
R. L. Chamberlain, Hartford.
G. T. Barwell, Pontiac.
Cecil M. Coons, Detroit.
Richard J. Dasse, St. Joseph.
Leslie G. Dawes, Kalkaska.
S. H. Dunwell, Plainwell.
J. A. Fenner, Ann Arbor.
Wm. R. Green, Pittsford.
Clarence F. Gill, Ishpeming.
Benj. T. Howard, Big Rapids.
Verne G. Ivory, Hadley.
Frank K. Jones, Ann Arbor.
James G. McEwen, St. Charles.
Edward R. O'Neil, Pt. Huron.
O. E. Onelette, Detroit.
Leigh M. O'Dell, Linden.
Lee B. Potvin, Big Rapids.
James D. Smith, Durand.

Arthur L. Sly, Elm Hall.
Wm. H. Sewell, Windsor.
Wilber R. Twiss, Deckerville.
Butler E. Terrill, Muir.
Wm. G. Van Natter, Deckerville.

At this meeting the Board held their annual election of officers, resulting in the election of the following:

President—Henry H. Heim, Saginaw.
Secretary—Sidney A. Erwin, Battle Creek.
Treasurer—W. E. Collins, Owosso.

"Carditis-Postale" the New Mania.

It has been suggested that the collecting of picture post cards is a fleeting fad and hence that their sale is a temporary business. This is not supported by the facts, for there are statistics to show conclusively that instead of being on the wane, the trade is growing and thriving like the green bay tree. According to the British Postmaster General, 734,500,000 post cards passed through his department in the past twelve months, showing a large and steady increase over previous years.

In many localities in the United States the postoffice facilities have been swamped by the excess of souvenir postals, while on the boardwalk at Atlantic City riots have been narrowly averted because the authorities had neglected to supply enough one-cent stamps to meet the demand of the victims of carditis postale.

This trade is a very clean and simple one to handle and druggists should take advantage of the various offers to stock up with this profitable side line.

Peruna Changes Formula.

In order to conform with the ruling of Commissioner Yerkes, of the Internal Revenue Department, and enable druggists to sell Peruna without taking out a license, the manufacturers announce that the formula of their preparation has been changed to conform with this ruling by adding certain laxative ingredients to the medicine. They have now received a letter from the Department stating that the amended formula is satisfactory and that Peruna, so prepared, can be sold in good faith as a medicine without requiring the internal-revenue license. If druggists have any of the unrevised Peruna on hand, they can return it to their jobber in exchange for the altered preparation.

The Drug Market.

Opium—Is very much higher abroad and very firm in this market.

Morphine—Is unchanged.

Codeine—Has declined 5c per ounce.

Quinine—Is dull and weak.

Chinese Cantharides—Have again advanced and are tending higher.

Oil Peppermint—The crop is in doubt but probably will be less than last year.

Goldenseal Root—Continues very scarce and higher.

Shellac—Is very firm and advancing.

Jamaica Ginger Root—Is still advancing.

The Frugal-Minded Druggist.

Joe Blossom a fine drug store ran
On Lincoln Avenue;
He hustled hard and advertised
And made some money, too.

He always seemed to have the goods
That folks would want to get,
And that's the best trade-getting scheme
That's been invented yet.

One day Jim Jackson came to town—
A man of frugal mind;
His Cross Roads drug store he had sold—
For city trade he pined.

He'd seen the swell Chicago stores
All pictured out in style
On the pages of a journal that
He'd taken for a while.

He knew they had big plate glass fronts
And gay electric lights;
He knew they took in money late
As ten o'clock some nights.

It seemed to him that when a man
Could make a tidy sum
On sales, four dollars every day,
For drugs and paint and rum,

If he could get a store where he
Could take in every day
Ten times as much, then ten times as
much
Of profit it would pay.

So Frugal Jim dropped in to see
Joe Blossom one forenoon;
To cut it short, Jim bought Joe out
And took possession soon.

Jim bounced one clerk because he thought
The two would surely do;
The advertising, then, besides,
He thought was useless, too.

He stopped all that and also said
That too many goods were bought—
He'd buy them on the Cross Roads plan,
For that was best, he thought.

He ordered patents by the twelfth
And just a hundred pills;
"No use," he said, "of having such
Enormous jobbers' bills."

He'd teach these city fellows things
They didn't know before;
They bought too much, they spent too
much.
Their money went galore.

And now this frugal-minded Jim,
Who thought himself so wise,
Supposed his bank account would soon
Grow rapidly in size.

But that was where he fooled himself—
Folks soon began to find
Him "out of" this, or "out of" that
And sales then ran behind.

His buying skimmed, his stock ran low,
He hadn't much to pay,
But still less to pay it with
Was taken in each day.

The trade that Blossom worked so hard
To build up for the store
Jim Jackson now just fooled away,
Because he knew no more.

Frugality a good thing is
When not let go to seed,
But when it comes to getting trade
It's not just what you need.

"Economy is wealth," they say,
Which mustn't be construed
To mean that not to spend a cent
Is the right way to make good.

Then, too, there's such a thing, I think,
As keeping in your class,
Had Jim done that a sheriff's sale
Would not have come to pass.

Frank Farrington,
in Bulletin of Pharmacy.

Druggists' Bank Fails in Chicago.
The Bank of America, in Chicago, stopped payment after a career of only fourteen weeks. This concern was popularly known as the "Drug-

gists' and Physicians' Bank," owing to the fact that of the 180 stockholders no fewer than 100 were druggists, who were attracted by the prestige and profit which they expected would accrue to them through their stores being made receiving stations for deposits. They were also to be agents for a money order business, which it was hoped would prove a formidable rival to similar systems conducted by the express companies and by the Government. The savings bank branch of the business offered tempting inducements in the way of interest, and many drug clerks became depositors. Dr. Frank Billings, Treasurer of the American Medical Association, was one of the directors. It is hoped that the Association is not a heavy loser.

Putting up a sign "Post no bills" won't keep them from coming through the mails.



DOROTHY VERNON

New line complete will be shown the trade in week or ten days.

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

For
Books Commencement Exercises
Grand Rapids Stationery Co.
29 N. Ionia St., Grand Rapids, Mich.

School Supplies
Holiday Goods
Wait for the big line.
FRED BRUNDAGE Wholesale Druggist
Muskegon, Mich.

WHOLESALE DRUG PRICE CURRENT

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Acidum	
Aceticum	60
Benzolcum, Ger.	700
Boric	17
Carbolicum	260
Citricum	500
Hydrochlor	30
Nitrosum	80
Oxalicum	100
Phosphoricum, dil.	15
Salicylicum	420
Sulphuricum	150
Tannicum	750
Tartaricum	380
Ammonia	
Aqua, 18 deg.	40
Aqua, 20 deg.	60
Carbonas	130
Chloridum	120
Aniline	
Black	200
Brown	300
Red	450
Yellow	250
Baccae	
Cubebae	180
Juniperus	70
Xanthoxylum	300
Balsamum	
Copaiba	450
Peru	100
Terabin, Canada	600
Tolutan	350
Cortex	
Abies, Canadian	18
Cassiae	20
Cinchona Flava	18
Buonymus atro.	30
Myrica Cerifera	20
Prunus Virgin.	15
Quillaja, gr'd	12
Sassafras	24
Ulmus	25
Extractum	
Glycyrrhiza Gl.	240
Glycyrrhiza, po.	280
Haematox	110
Haematox, 1s	130
Haematox, 1/2s	140
Haematox, 1/4s	160
Ferru	
Carbonate Precip.	15
Citrate and Quina	200
Citrate Soluble	55
Ferrocyanidum S	40
Solut. Chloride	15
Sulphate, com'l.	2
Sulphate, com'l. by	70
bbl. per cwt.	7
Sulphate, pure	7
Flora	
Arnica	150
Anthemis	300
Matricaria	300
Folia	
Barosma	300
Cassia Acutifol.	150
Tinnevely	20
Cassia, Acutifol.	250
Salvia officinalis	180
Uva Ursi	80
Gummi	
Acacia, 1st pkd.	0
Acacia, 2nd pkd.	0
Acacia, 3rd pkd.	0
Acacia, sifted sts.	0
Acacia, po.	450
Aloe Barb.	220
Aloe, Cape	25
Aloe, Socotri	40
Ammoniac	550
Asafoetida	350
Benzoinum	500
Catechu, 1s	18
Catechu, 1/2s	18
Catechu, 1/4s	18
Comphorae	120
Euphorbium	40
Galbanum	100
Gamboge	350
Gualacum	35
Kino	450
Mastic	40
Myrrh	50
Opil	150
Shellac	600
Shellac, bleached	550
Fragacanth	700
Herba	
Absinthium	500
Eupatorium oz pk	60
Lobelia	25
Majorum	28
Mentha Pip. oz pk	23
Mentha Ver. oz pk	25
Rue	39
Tanacetum	22
Thymus V. oz pk	25
Magnesia	
Calcined, Pat.	550
Carbonate, Pat.	180
Carbonate, K-M.	180
Carbonate	180
Oleum	
Absinthium	400
Amygdalae, Dulc.	500
Amygdalae, Ama.	800
Anisi	175
Aurant Cortex	275
Bergamli	275
Caliputi	850
Carvophilli	130
Cedar	500
Chenopadi	750
Cinnamon	115
Citronella	600
Coriandrum	800
Copaiba	150
Cubebae	200
Evechthitos	100
Erigeron	100
Gaultheria	250
Geranium	750
Gossippi Sem gal	500
Hedeoma	250
Juniper	400
Lavendula	900
Limonis	100
Mentha Piper	250
Mentha Verid	500
Morrhuae gal	1350
Myrica	300
Olive	750
Picis Liquida	100
Picis Liquida gal	35
Ricina	102
Rosmarini	100
Roseae oz	500
Succini	400
Sabina	90
Santal	250
Sassafras	750
Sinapis, ass. oz.	65
Tigili	100
Thyme	400
Thyme, opt	100
Theobromas	150
Potassium	
Bi-Carb	150
Bichromate	130
Bromide	250
Carb	120
Chlorate	120
Cyanide	240
Iodide	500
Potassa, Bitart pr	300
Potassa Nitras opt	70
Potassa Nitras	60
Prussiate	280
Sulphate po	150
Radix	
Aconitum	200
Althae	300
Anchusa	100
Arum po	25
Calamus	200
Gentiana po 15	120
Glycyrrhiza pv 15	160
Hydrastis, Canada	190
Hydrastis, Can. po	120
Hellebore, Alba.	120
Inula, po	180
Ipecac, po	250
Iris plox	350
Jalapa, pr	250
Maranta, 1/2s	35
Podophyllum po.	150
Rhei	750
Rhei, cut	100
Rhei, pv	750
Spigella	150
Sanuginari, po 18	50
Serpentaria	500
Senega	850
Smilax, off's H.	40
Smilax, M	25
Scilla po 45	20
Symplocarpus	25
Valeriana Eng	25
Valeriana, Ger.	150
Zingiber a	120
Zingiber j	220
Semen	
Anisum po 20	16
Apium (gravel's)	130
Bird, 1s	40
Carui po 15	120
Cardamon	700
Coriandrum	120
Cannabis Sativa	70
Cydoum	750
Chenopodium	250
Dipterix Odorate	800
Foeniculum	18
Foenugreek, po.	70
Lini	40
Lini, gr'd. bbl. 2 1/2	30
Lobelia	750
Pharlaris Cana'n	90
Rapa	50
Sinapis Alba	70
Sinapis Nigra	90
Spiritus	
Frumenti W D. 2	200
Frumenti	125
Juniperis Co O T	165
Juniperis Co	175
Saccharum N E	90
Spt Vinl Galli	175
Vini Oporto	125
Vina Alba	125
Sponges	
Florida Sheeps' wool	300
Nassau sheeps' wool	350
Velvet extra sheeps' wool	350
Extra yellow sheeps' wool	250
Grass sheeps' wool	125
Hard, slate use	100
Yellow Reef, for slate use	140
Syrups	
Acacia	50
Aurant Cortex	50
Zingiber	50
Ipecac	60
Ferri Iod	50
Rhei Arom	50
Smilax Off's	50
Senega	50
Scilla	50

Liquor Arsen et Hydrarg Iod	25
Liq Potass Arsenit	100
Magnesia, Sulph.	20
Magnesia, Sulph bbl	150
Mannia, S F	450
Menthol	300
Morphia, S P & W2	350
Morphia, S N Y Q2	350
Morphia, Mal.	235
Moschus Canton.	40
Myristica, No. 1	250
Nux Vomica po 15	10
Os Sepia	250
Pepsin Saac, H & P D Co	100
Picis Liq N N 1/2	200
Picis Liq qts	100
Picis Liq pints	60
Pil Hydrarg po 30	50
Piper Nigra po 25	18
Piper Alba po 35	30
Pix Burgum	8
Plumbi Acet	120
Pulvis Ip'e et Opil	130
Pyrethrum, bxs H & P D Co. doz	75
Pyrethrum, pv	200
Quassiae	80
Quina, S P & W.	200
Quina, S Ger.	200
Quina, N. Y.	200
Rubia Tinctorum	120
Saccharum La's.	220
Salacin	500
Sanguis Drac's.	400
Sapo, W	120
Sapo, M	100
Sapo, G	150
Seidlitz Mixture	200
Sinapis	18
Sinapis, opt	30
Snuff, Maccaboy, DeVoes	51
Snuff, S'h DeVoe's	51
Soda, Boras	90
Soda, Boras, po.	90
Soda et Pot's Tart	250
Soda, Carb	140
Soda, Bi-Carb	30
Soda, Ash	340
Soda, Sulphas	2
Spts, Cologne	200
Spts, Ether Co.	500
Spts, Myrcia Dom	200
Spts, Vinl Rect bbl	100
Spts, VI' Rect 1/2b	100
Spts, VI' R't 10 gl	100
Spts, VI' R't 5 gal	100
Strychnia, Cryst'l	105
Sulphur Subl	240
Sulphur, Roll	240
Tamarinds	30
Terebenth Venice	280
Theobromae	450
Vanilla	900
Zinci Sulph	70
Oils	
Whale, winter	700
Lard, extra	700
Lard, No. 1	600
Linseed, pure raw	380
Linseed, boiled	400
Neat's-foot, w str	650
Spts. Turpentine	Market
Red Venetian	140
Ochre, yel Mars	140
Ochre, yel Ber	140
Putty, commer'l	240
Putty, strictly pr	240
Vermillion, Prime	130
American	130
Vermillion, Eng.	750
Green, Paris	240
Green, Penninsular	130
Lead, red	740
Lead, white	740
Whiting, white S'n	90
Whiting, Gliders	90
White, Paris Am'r	125
Whit'g Paris Eng	140
Universal Prep'd	1100
Extra Turp	1600
Varnishes	
No. 1 Turp Coach	100
Extra Turp	1600

We wish at this time to inform our friends and customers that we shall exhibit by far the largest and most complete line of new and up-to-date Holiday Goods and Books that we have ever shown. Our samples will be on display early in the season at various points in the State to suit the convenience of our customers, and we will notify you later, from time to time, where and when they will be displayed.

Hazeltine & Perkins
Drug Co.

Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

Col	1	2
	ARCTIC AMMONIA	Plums
	12 oz. ovals 2 doz. box...75	Peas
	AXLE GREASE	Marrowfat @ 1 00
	Frazer's	Early June 1 00@1 60
	11b. wood boxes, 4 dz. 3 00	Early June Sifted 1 25@1 65
	11b. tin boxes, 3 doz. 2 35	Peaches
	3 1/2 lb. tin boxes, 2 dz. 4 25	Pie 1 00@1 15
	10 lb. pails, per doz. 6 00	Yellow 1 50@2 25
	15 lb. pails, per doz. 7 20	Pineapple
	25 lb. pails, per doz. 12 00	Grated 1 25@2 75
	BAKED BEANS	Sliced 1 35@2 55
	Columbia Brand	Pumpkin
	11b. can, per doz. 90	Fair 70
	21b. can, per doz. 1 40	Good 80
	31b. can, per doz. 1 80	Fancy 1 00
	BATH BRICK	Gallon 2 00
	American 75	Raspberries
	English 85	Standard @
	BLUING	Russian Caviar
	Arctic Bluing	1/4 lb. cans 3 75
	6 oz. ovals 3 doz. box...40	1/2 lb. cans 7 00
	16 oz. round 2 doz. box...75	1 lb. cans 12 00
	BROOMS	Salmon
	No. 1 Carpet 2 75	Col'a River, talls 1 80@1 85
	No. 2 Carpet 2 35	Col'a River, flats 1 90@1 95
	No. 3 Carpet 2 15	Red Alaska 1 20@1 30
	No. 4 Carpet 1 75	Pink Alaska @ 1 00
	Parlor Gem 2 40	Sardines
	Common Whisk 85	Domestic, 1/4 s. 3 @ 3 3/4
	Fancy Whisk 1 20	Domestic, 1/2 s. 5 @ 5
	Warehouse 3 00	Domestic, Must'd 5 1/2 @ 9
	BRUSHES	California, 1/4 s. 11 @ 14
	Scrub	California, 1/2 s. 17 @ 24
	Solid Back 8 in. 75	French, 1/4 s. 7 @ 14
	Solid Back, 11 in. 85	French, 1/2 s. 13 @ 28
	Pointed Ends 85	Shrimps
	Stove	Standard 1 20@1 40
	No. 3 75	Succotash
	No. 2 1 10	Fair 85
	No. 1 1 75	Good 1 00
	Shoe	Fancy 1 25@1 40
	No. 8 1 00	Strawberries
	No. 7 1 30	Standard 1 10
	No. 4 1 70	Fancy 1 40@2 00
	No. 3 1 90	Tomatoes
	BUTTER COLOR	Fair @ 1 20
	W. R. & Co.'s, 15c size 1 25	Good @ 1 25
	W. R. & Co.'s, 25c size 2 00	Fancy @ 1 35
	CANDLES	Gallons @ 3 75
	Electric Light, 8s. 9 1/2	CARBON OILS
	Electric Light, 16s. 10	Barrels
	Paraffine, 6s. 9	Perfection @ 10 1/2
	Paraffine, 12s. 9 1/2	Water White @ 10
	Wicking 20	D. S. Gasoline @ 15
	CANNED GOODS	76 Gasoline @ 19
	Apples	87 Gasoline @ 19
	21b. Standards 1 00	Deodor'd Nap'a @ 13 1/2
	Gallon @ 3 75	Cylinder 29 @ 34 1/2
	Blackberries	Engine 16 @ 22
	21b. 90@1 75	Black, winter 9 @ 10 1/2
	Standards gallons	CEREALS
	Beans	Breakfast Foods
	Baked 80@1 30	Bordeau Flakes, 36 1lb. 2 50
	Red Kidney 85 @ 95	Cream of Wheat, 36 2lb. 4 50
	String 70@1 15	Egg-O-See, 36 pkgs. 2 85
	Wax 75@1 25	Excello Flakes, 36 1lb. 2 60
	Blueberries	Excello, large pkgs. 4 50
	Standard @ 1 40	Force, 36 2 lb. 4 50
	Gallon @ 5 75	Grape Nuts, 2 doz. 2 70
	Brook Trout	Malta Ceres, 24 1lb. 2 40
	21b. cans, spiced... 1 90	Malta Vita, 36 1lb. 2 85
	Clams	Mapl-Flake, 36 1lb. 4 05
	Little Neck, 1lb. 1 00@1 25	Pillsbury's Vitos, 3 dz. 4 25
	Little Neck, 2lb. @ 1 50	Ralston, 36 2lb. 4 50
	Clam Bouillon	Sunlight Flakes, 36 1lb. 2 85
	Burnham's 1/2 pt. 1 90	Sunlight Flakes, 20 lbs. 4 75
	Burnham's pts. 3 60	Vigor, 36 pkgs. 2 75
	Burnham's qts. 7 20	Zest, 20 2lb. 4 10
	Cherries	Zest, 36 small pkgs. 4 50
	Red Standards 1 30@1 50	Cricket Flakes
	White 1 50	One case 2 50
	Corn	Five cases 2 40
	Fair 60@75	Special deal until July 1
	Good 85@90	One case free with ten
	Fancy 1 25	5 1/2 cases.
	French Peas	One-half case free with
	Sur Extra Fine 22	5 1/2 cases.
	Extra Fine 19	One-fourth case free with
	Fine 15	2 1/2 cases.
	Moyen 11	Freight allowed.
	Gooseberries	Rolls Oats
	Standard 90	Rolls Avena, bbl. 4 90
	Hominy	Steel Cut, 100 lb. sacks 2 50
	Standard 85	Monarch, bbl. 4 65
	Lobster	Monarch, 90 lb. sacks 2 30
	Star, 1/2 lb. 2 15	Quaker, cases 3 10
	Star, 1lb. 3 90	Cracked Wheat
	Picnic Tails 2 60	Bulk 3 1/4
	Mackerel	24 2 lb. packages 2 50
	Mustard, 1lb. 1 80	CATSUP
	Mustard, 2lb. 2 80	Columbia, 25 pts. 4 50
	Soused, 1 1/2 lb. 1 80	Columbia, 25 1/2 pts. 2 60
	Soused, 2lb. 2 80	Snider's quarts 3 25
	Tomato, 1lb. 1 80	Snider's pints 2 25
	Tomato, 2lb. 2 80	Snider's 1/2 pints 1 30
	Mushrooms	CHEESE
	Hotels 15 @ 20	Acme @ 11
	Buttons 22 @ 25	Carson City @ 11
	Oysters	Elsie @ 14 1/2
	Cove, 1lb. @ 90	Emblem @ 11 1/2
	Cove, 2lb. @ 1 65	Gem @ 15
	Cove, 1lb. Oval @ 1 00	Ideal @ 14
		Jersey @ 12

3

Peerless	@
Riverside	@ 11 1/2
Springdale	@ 11
Warner's	@ 11 1/2
Brick	@ 12
Leiden	@ 15
Limburger	@ 12
Pineapple	@ 40
Sap Sago	@ 19
Swiss, domestic	@ 14 1/2
Swiss, imported	@ 20

CHEWING GUM

American Flag Spruce	50
Beeman's Pepsin	55
Edam	90
Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	50
Largest Gum Made	55
Sen Sen	50
Sen Sen Breath Perf.	95
Sugar Loaf	50
Yucatan	50

CHICORY

Bulk	5
Red	4
Eagle	4
Frank's	7
Schener's	6

CHOCOLATE

Walter Baker & Co.'s	22
German Sweet	28
Premium	41
Vanilla	35
Caracas	28
Eagle	28

COCOA

Baker's	35
Cleveland	41
Colonial, 1/4 s.	35
Colonial, 1/2 s.	42
Huyler	45
Van Houten, 1/4 s.	20
Van Houten, 1/2 s.	40
Van Houten, 1 s.	72
Webb	28
Wilbur, 1/4 s.	41
Wilbur, 1/2 s.	42

COCOANUT

Dunham's 1/2 s. & 1/4 s.	26
Dunham's 1/2 s. & 1/4 s.	26 1/2
Dunham's 1/4 s.	27
Dunham's 1/2 s.	28
Bulk	13

COCOA SHELLS

20lb. bags	2 1/2
Less quantity	3
Pound packages	4

COFFEE

Common	13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20
Santos	
Common	13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19
Peaberry	19

MARACAIBO

Fair	16
Choice	19
Mexican	
Choice	16 1/2
Fancy	19
Guatemala	
Choice	15

Java

African	12
Fancy African	17
O. G.	25
P. G.	31

Mocha

Arabian	21
Package	
New York Basis	
Arbuckle	15 00
Dilworth	15 00
Jersey	15 00
Lion	13 50

McLaughlin's XXXX

McLaughlin's XXXX sold	
to retailers only. Mail all	
orders direct to W. F.	
McLaughlin & Co., Chicago.	

Extract

Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CRACKERS

National Biscuit Company	
Brand	
Butter	
Seymour, Round	6
New York, Square	6
Family	6
Salted, Hexagon	6

Soda

N. B. C. Soda	6
Select Soda	8
Saratoga Flakes	13
Zephyrettes	13

Oyster

N. B. C. Round	6
N. B. C. Square, Salted	6 1/2
Faust, Shell	7 1/2

Sweet Goods

Animals	10
Atlantic, Assorted	10
Bagley Gems	8
Belle Isle Picnic	11
Brittle	8
Cartwheels, S & M	8
Curran Fruit	10
Cracknels	16

Coffee Cake, N. B. C.

plain or iced	10
Cocoanut Taffy	12
Cocoa Bar	10
Chocolate Drops	16
Cocoanut Drops	12
Cocoanut Honey Cake	12
Cocoanut H'y Fingers	12

4

Cocoanut Macaroons	18
Dixie Sugar Cookie	9
Fruit Honey Squares	12 1/2
Frosted Cream	8
Fluted Cocoanut	10
Fig Sticks	12
Ginger Gems	8
Graham Crackers	8
Ginger Snaps, N. B. C.	7
Hazelnut	11
Hippodrome	10
Honey Cake, N. B. C.	12
Honey Fingers, As Ice	12
Honey Jumbles	12
Household Cookies, As	8
Iced Honey Crumpets	8
Imperial	8
Jersey Lunch	8
Jamaica Gingers	10
Kream Klips	20
Lady Fingers	10
Lem Yen	11
Lemon Gems	10
Lemon Biscuit Sq.	8
Lemon Wafer	16
Lemon Cookie	8
Malaga	11
Mary Ann	16
Marshmallow Walnuts	8
Muskegon Branch, iced	11
Molasses Cakes	8
Mouthful of Sweetness	14
Mixed Picnic	11 1/2
Mich. Frosted Honey	12
Newton	12
Nu Sugar	8
Nie Nacs	8
Oatmeal Crackers	8
Okay	10
Orange Slices	16
Orange Gems	8
Penny Cakes, Asst.	8
Pineapple Honey	15
Plum Tarts	12
Pretzels, Hand Md.	8 1/2
Pretzellettes, Hand Md.	8 1/2
Pretzellettes, Mac Md.	7 1/2
Raisin Cookies	8
Revere, Assorted	14
Richwood	8
Rube	8
Scotch Cookies	10
Snow Creams	16
Snowdrop	16
Spiced Gingers	9
Spiced Gingers, Iced	10
Spiced Sugar Tops	9
Sultana Fruit	15
Sugar Cakes	8
Sugar Squares, large or	8
small	8
Superba	8
Sponge Lady Fingers	25
Urchins	11
Vanilla Wafers	16
Vienna Crimp	8
Waverly	8
Water Crackers (Bent	16
& Co.)	16
Zanzibar	9

In-er Seal Goods.

Almond Bon Bon	Doz. \$1.50
Albert Biscuit	1.00
Animals	1.00
Bremer's But. Wafers	1.00
Butter Thin Biscuit	1.00
Cheese Sandwich	1.00
Cocoanut Macaroons	2.50
Cracker Meal	75
Faust Oyster	1.00
Fig Newtons	1.00
Five O'clock Tea	1.00
Frosted Coffee Cake	1.00
Frotana	1.00
Ginger Snaps, N. B. C.	1.00
Graham Crackers	1.00
Lemon Snaps	1.00
Marshmallow Dainties	1.00
Oatmeal Crackers	1.00
Oysterettes	1.00
Pretzellettes, H. M.	1.00
Royal Toast	1.00
Saltine	1.00
Saratoga Flakes	1.00
Seymour Butter	1.00
Social Tea	1.00
Soda, N. B. C.	1.00
Soda, Select	1.00
Sponge Lady Fingers	1.00
Sultana Fruit Biscuit	1.50
Uneda Biscuit	1.00
Uneda Jinjer Wayfer	1.00
Uneda Milk Biscuit	1.00
Vanilla Wafers	1.00
Water Thin	1.00
Zu Zu Ginger Snaps	1.00
Zwieback	1.00

CREAM TARTAR

Barrels or drums	29
Boxes	30
Square cans	32
Fancy caddies	35

DRIED FRUITS

Sundried	7 1/2 @ 8
Evaporated	@ 11

California Prunes

100-125 25lb. boxes	@ 6
90-100 25lb. boxes	@ 6 1/2
80-90 25lb. boxes	@ 7
70-80 25lb. boxes	@ 7 1/2
60-70 25lb. boxes	@ 8 1/2
50-60 25lb. boxes	@ 8 1/2
40-50 25lb. boxes	@ 8 1/2
30-40 25lb. boxes	@ 8 1/2
1/4c less in 50lb. cases.	

Citron

Corsican	@ 22
Currents	
Imp'd 1 lb. pkg.	@ 7 1/2
Imported bulk	@ 7 1/2

Lemon American

Lemon American	13
Orange American	13

5

Raisins	
London Layers, 3 cr	
London Layers, 4 cr	
Cluster, 5 crown	
Loose Muscatels, 2 cr	
Loose Muscatels, 3 cr	@ 7¼
Loose Muscatels, 4 cr	@ 7½
L. M. Seeded, 1 lb.	7¾ @ 8½
L. M. Seeded, ½ lb.	
Sultanas, bulk	
Sultanas, package	7½ @ 8

6

Meal	
Bolted	2 90
Golden Granulated	3 00
St. Car Feed screened	22 50
No. 1 Corn and Oats	22 50
Corn, cracked	22 00
Corn Meal, coarse	22 00
Oil Meal, old proc.	30 00
Winter Wheat Bran	22 00
Winter Wheat Mid'g	22 00
Cow Feed	21 50
Oats	
No. 2 White	40
No. 3 Michigan	39 1/2
Corn	
Corn	57 1/2
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	40
30 lb. pails, per pail	70
LICORICE	
Pure	30
Calabria	23
Sicily	14
Root	11
MEAT EXTRACTS	
Armour's, 2 oz.	4 45
Armour's, 4 oz.	8 20
Liebig's Chicago, 2 oz.	2 75
Liebig's Chicago, 4 oz.	5 50
Liebig's Imported, 2 oz.	4 55
Liebig's Imported, 4 oz.	8 50
MOLASSES	
New Orleans	
Fancy Open Kettle	40
Choice	35
Fair	26
Good	22
Half barrels 2c extra.	
MINCE MEAT	
Columbia, per case	2 75
MUSTARD	
Horse Radish, 1 dz.	1 75
Horse Radish, 2 dz.	3 50
OLIVES	
Bulk, 1 gal. kegs	1 65
Bulk, 2 gal. kegs	1 60
Bulk, 5 gal. kegs	1 55
Manzanilla, 8 oz.	90
Queen, pints	2 50
Queen, 19 oz.	4 50
Queen, 28 oz.	7 00
Stuffed, 5 oz.	90
Stuffed, 8 oz.	1 45
Stuffed, 10 oz.	2 40
PIPES	
Clay, No. 216	1 70
Clay, T. D., full count	65
Cob, No. 3	85
PICKLES	
Medium	
Barrels, 1,200 count	4 75
Half bbls., 600 count	2 88
Small	
Barrels, 2,400 count	7 00
Half bbls., 1,200 count	4 00
PLAYING CARDS	
No. 90 Steamboat	85
No. 15, Rival, assorted	1 20
No. 20, Rover enameled	1 60
No. 572, Special	1 75
No. 98 Golf, satin finish	2 00
No. 808 Bicycle	2 00
No. 632 Tourn't whist	2 25
POTASH	
48 cans in case	4 00
Penna Salt Co.'s	3 00
PROVISIONS	
Barreled Pork	
Mess	
Fat Black	16 75
Short Cut	16 50
Short Cut Clear	16 75
Bean	14 50
Pig	20 00
Brisket, clear	17 00
Clear Family	15 00
Dry Salt Meats	
S P Bellies	11 1/2
Bellies	11 1/2
Extra Shorts	9
Smoked Meats	
Hams, 12 lb. average	13
Hams, 14 lb. average	13
Hams, 16 lb. average	13
Hams, 18 lb. average	13
Skinned Hams	13 1/2
Ham, dried beef sets	13
Bacon, clear	13
California Hams	9 1/2
Picnic Boiled Ham	14 1/2
Boiled Ham	20
Berlin Ham, pressed	8 1/2
Mince Ham	9
Lard	
Compound	7 1/2
Pure	9 1/2
80 lb. tubs, advance	1 1/2
60 lb. tubs, advance	1 1/2
50 lb. tins, advance	1 1/2
20 lb. pails, advance	1 1/2
10 lb. pails, advance	1 1/2
5 lb. pails, advance	1 1/2
3 lb. pails, advance	1 1/2
Sausages	
Bologna	5
Liver	6 1/2
Frankfort	7
Pork	7
Veal	7
Tongue	7
Headcheese	7

7

Beef	
Extra Mess	10 00
Boneless	11 00
Rump, new	10 50
Pig's Feet	
1/2 bbls.	1 10
1/4 bbls., 40 lbs.	1 85
1/2 bbls.	3 75
1 bbl.	7 75
Tripe	
Kits, 15 lbs.	70
1/4 bbls., 40 lbs.	1 50
1/2 bbls., 80 lbs.	3 00
Casings	
Hogs, per lb.	28
Beef, rounds, set	16
Beef middles, set	45
Sheep, per bundle	70
Uncolored Butterine	
Solid dairy	@10
Rolls, dairy	10 1/2 @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 @7
Carolina, ex. fancy	6 1/2 @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
W. P.	3 00
Wyandotte, 100 1/2s	3 00
SAL SODA	
Granulated, bbls.	85
Granulated, 100lb. cs.	1 00
Lump, bbls.	80
Lump, 145lb. kegs	95
SALT	
Common Grades	
100 3 lb. sacks	2 10
60 5 lb. sacks	2 00
28 10 1/2 lb. sacks	1 90
56 lb. sacks	3 00
28 lb. sacks	15
Warsaw	
56 lb. dairy in drill bags	40
28 lb. dairy in drill bags	20
Solar Rock	
56lb. sacks	20
Common	
Granulated, fine	80
Medium, fine	85
SALT FISH	
Cod	
Large whole	@ 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	
Holland	
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 75 4 50
50lb.	5 25 2 40
10lb.	1 12 60
8lb.	92 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
Cattle Bone	25
SHOE BLACKING	
Handy Box, large, 3 dz.	50
Handy Box, small	1 25
Birby's Royal Polish	85
Miller's Crown Polish	85

8

SNUFF	
Scotch, in bladders	37
Maccaboy, in jars	35
French Rappie in jars	43
SOAP	
Central City Soap Co.	
Jaxon	3 00
Boro Naphtha	3 85
J. S. Kirk & Co.	
American Family	4 00
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 00
Dome, oval bars	3 00
Satinet, oval	2 15
Snowberry, 100 cakes	4 00
Proctor & Gamble Co.	
Lenox	3 00
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 25
LAUTZ BROS. & CO.	
Acme, 70 bars	3 60
Acme, 30 bars	3 85
Acme, 25 bars	3 85
Acme, 100 cakes	3 15
Big Master, 100 bars	4 00
Marseilles, 100 cakes	5 80
Marseilles, 100 cakes 5c	4 00
Marseilles, 100 c toilet	4 00
A. B. Wisley	
Good Cheer	4 00
Old Country	3 40
Soap Powders	
Central City Soap Co.	
Jaxon, 16 oz.	2 40
Lautz Bros. & Co.	
Snow Boy	4 00
Gold Dust, 24 large	4 50
Gold Dust, 100-5c	4 00
Kirkoline, 24 4lb.	3 80
Pearline	3 75
Seapline	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.	
Sapallo, gross lots	9 00
Sapallo, half gro lots	4 50
Sapallo, single boxes	2 25
Sapallo, hand	2 25
Scourine Manufacturing Co.	
Scourine, 50 cakes	1 80
Scourine, 100 cakes	3 50
SODA	
Boxes, English	5 1/2
Kegs, English	4 1/2
SOUPS	
Columbia	3 00
Red Letter	90
SPICES	
Whole Spices	
Allspice	12
Cassia, China in mats.	12
Cassia, Canton	16
Cassia, Batavia, bund.	28
Cassia, Saigon, broken.	40
Cassia, Saigon, in rolls.	55
Cloves, Amboyina	22
Cloves, Zanzibar	16
Mace	55
Nutmegs, 75-80	45
Nutmegs, 105-10	35
Nutmegs, 115-20	30
Pepper, Singapore, blk.	15
Pepper, Singp. white.	25
Pepper, shot	17
Pure Ground in Bulk	
Allspice	16
Cassia, Batavia	28
Cassia, Saigon	48
Cloves, Zanzibar	18
Ginger, African	15
Ginger, Cochon	18
Ginger, Jamaica	25
Mace	65
Mustard	17
Pepper, Singapore, blk.	18
Pepper, Singp. white.	28
Pepper, Cayenne	20
Sage	20
STARCH	
Common Gloss	
1lb. packages	4 @5
3lb. packages	4 @4 1/2
6lb. packages	6 @5 1/2
40 and 50lb. boxes	3 @3 1/2
Barrels	2 @3
Common Corn	
20lb. packages	5
40lb. packages	4 1/2 @7
SYRUPS	
Corn	
Barrels	23
Half Barrels	25
20lb. cans 1/4 dz. in case	1 70
10lb. cans 1/2 dz. in case	1 65
5lb. cans 2 dz. in case	1 75
2 1/2 lb. cans 2 dz. in case	1 80
Pure Cane	
Fair	16
Good	20
Choice	25
TEA	
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
Basket-fired, fancy	43
Nibs	22 @24
Siftings	9 @11
Fannings	13 @14

9

Gunpowder	
Moyune, medium	30
Moyune, choice	32
Moyune, fancy	40
Pingsuey, medium	30
Pingsuey, choice	30
Pingsuey, fancy	40
Young Hyson	
Choice	30
Fancy	36
Oolong	
Formosa, fancy	42
Amoy, medium	25
Amoy, choice	32
English Breakfast	
Medium	20
Choice	30
Fancy	40
India	
Ceylon, choice	32
Fancy	42
TOBACCO	
Fine Cut	
Cadillac	54
Sweet Loma	34
Hiawatha, 5lb. pails	55
Telegram	30
Pay Car	33
Prairie Rose	49
Protection	40
Sweet Burley	44
Tiger	40
Plug	
Red Cross	31
Palo	35
Hiawatha	41
Kylo	35
Battle Ax	37
American Eagle	37
Standard Navy	37
Spear Head, 7 oz.	47
Spear Head, 14 1/2 oz.	44
Nobby Twist	55
Jolly Tar	39
Old Honesty	43
Toddy	34
J. T.	38
Piper Heidsieck	66
Boot Jack	80
Honey Dip Twist	40
Black Standard	40
Cadillac	40
Forge	34
Nickel Twist	52
Mill	32
Great Navy	36
Smoking	
Sweet Core	34
Flat Car	32
Warpath	26
Bamboo, 16 oz.	25
I X L, 5lb.	27
I X L, 16 oz. pails	31
Honey Dew	40
Gold Block	40
Flagman	40
Chips	33
Kiln Dried	21
Duke's Mixture	40
Duke's Cameo	43
Myrtle Navy	44
Yum Yum, 1 1/2 oz.	39
Yum Yum, 1lb. pails	40
Cream	38
Corn Cake, 2 1/2 oz.	25
Corn Cake, 1lb.	22
Plow Boy, 1 1/2 oz.	39
Plow Boy, 3 1/2 oz.	39
Peerless, 3 1/2 oz.	35
Peerless, 1 1/2 oz.	38
Air Brake	36
Cant Hook	30
Country Club	32-34
Forex-XXXX	30
Good Indian	25
Self Binder, 16oz. 8oz.	20-22
Silver Foam	24
Sweet Marie	32
Royal Smoke	42
TWINE	
Cotton, 3 ply	22
Cotton, 4 ply	22
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	20
Wool, 1lb balls	6
VINEGAR	
Malt White, Wine, 40 gr 9	
Malt White Wine, 80 gr 13	
Pure Cider, B & B	14
Pure Cider, Red Star	12
Pure Cider, Robinson, 13 1/2	
Pure Cider, Silver	13 1/2
WICKING	
No. 0 per gross	30
No. 1 per gross	40
No. 2 per gross	50
No. 3 per gross	75
WOODENWARE	
Baskets	
Bushels	1 10
Bushels, wide band	1 60
Market	40
Splint, large	3 50
Splint, medium	3 25
Splint, small	3 00
Willow, Clothes, large 7 00	
Willow, Clothes, me'm 6 00	
Willow, Clothes, small 5 50	
Bradley Butter Boxes	
2lb. size, 24 in case.	72
3lb. size, 16 in case.	68
5lb. size, 12 in case.	63
10lb. size, 6 in case.	60
Butter Plates	
No. 1 Oval, 250 in crate	40
No. 2 Oval, 250 in crate	45
No. 3 Oval, 250 in crate	50
No. 5 Oval, 250 in crate	60
Churns	
Barrel, 5 gal., each.	2 40
Barrel, 10 gal., each.	2 55
Barrel, 15 gal., each.	2 70

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



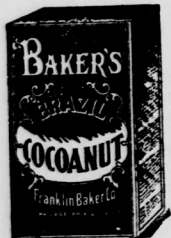
G J Johnson Cigar Co.'s bd.
Less than 50033
500 or more32
1,000 or more31

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

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

Carcass6 @ 8
Hindquarters7 1/2 @ 10
Loins8 @ 14
Ribs8 @ 12
Rounds7 @ 8
Chucks5 @ 6
Plates4 @ 4
Livers3 @ 3

Pork

Loins@ 10 1/2
Dressed@ 1 1/2
Boston Butts@ 8 1/2
Shoulders@ 8 1/2
Leaf Lard@ 9 1/2

Mutton
Carcass@ 9
Lamb@ 12 1/2
Spring Lamb@ 14

Veal
Carcass5 1/2 @ 8

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 50

Cotton Victor
50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor
50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided
40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; 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 Eagle6 40
Crown5 90
Champion4 52
Daisy4 70
Magnolia4 00
Challenge4 40
Dime3 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 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

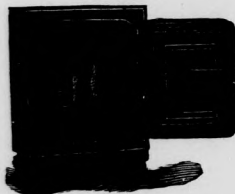
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size1 10
Cox's 2 qt. size1 61
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Knox's Acidu'd. doz. 1 20
Knox's Acidu'd. gro. 14 00
Nelson's1 50
Oxford75
Plymouth Rock1 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, large3 75
Halford, small2 25

Use

**Tradesman
Coupon
Books**

Made by

Tradesman Company

Grand Rapids, Mich.

We sell more 5 and 10
Cent Goods Than Any
Other Twenty Whole-
sale Houses in the
Country.

WHY?

Because our houses are the recog-
nized headquarters for these
goods.

Because our prices are the lowest.
Because our service is the best.

Because our goods are always
exactly as we tell you they are.

Because we carry the largest
assortment in this line in the
world.

Because our assortment is always
kept up-to-date and free from
stickers.

Because we aim to make this one
of our chief lines and give to
it our best thought and atten-
tion.

Our current catalogue lists the most com-
plete offerings in this line in the world.
We shall be glad to send it to any merchant
who will ask for it Send for Catalogue J.

BUTLER BROTHERS

Wholesalers of Everything—By Catalogue Only
New York Chicago St. Louis

Corn

We can give you
immediate shipment
of these goods,
carlots or less.

Oats

We use the best
grades of

Feed

Yellow Corn and
choice **Old Oats.**

Flour

Price right, quality
guaranteed.

Send us your orders.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

NETS AND DUSTERS

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

Sherwood Hall Co., Ltd.

Grand Rapids, Mich.

Coupon Books

are used to place your business on a
cash basis and do away with the de-
tails of bookkeeping. We can refer
you to thousands of merchants who
use coupon books and would never
do business without them again.
We manufacture four kinds of
coupon books, selling them all at
the same price. We will cheerfully
send you samples and full informa-
tion.



Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Partner with \$10,000 in a well-established business. Address Y, Green Bay, Wis. 895

For Sale, Rent or Trade—A good brick store in village in Jackson County, surrounded by a fine prosperous farming community. Address 600-S. Saginaw St., Flint, Mich. 892

Wanted—To buy small stock of general merchandise located in small town in Southern Michigan. Address Merchant, care Tradesman. 893

To Exchange—New stock shoes for good improved farm. Stock inventories about \$5,000. Is in splendid condition. Poor health reason for wishing to make change. Address No. 894, care Michigan Tradesman. 894

Lands for sale in Moosejaw district, Province, Saskatchewan, Canada. Best wheat lands in the world. Improved or wild lands in quarters, halves or sections, \$16 to \$35 per acre, 37½ bushels of wheat last year per acre. P. F. Size, Moosejaw, Sask. 888

For Sale—Cheap, one self-measuring oil tank and two syrup pumps, almost new. Anspach & Mayer, Manton, Mich. 891

For Sale—A fine general merchandise business in a live county seat town in Northern Indiana, situated in a splendid agricultural country. Only two other stores. Population 2,000. Invoicing \$5,000, will take 80 cents on the dollar. Owner having other business out of town. Address No. 890, care Michigan Tradesman. 890

Who wants a nice clean stock of shoes and gents' furnishing goods and groceries, stock about \$4,000? A pepper mill just starting. Will employ a night and day force, also a chicory plant. For particulars apply to Box 33, Capac, Mich. 887

For Sale—Hardware stock, whole or half interest of a clean and up-to-date hardware stock in the best town in Southern Michigan. Good trade; fine location. Stock will invoice about \$6,000. Good reason for selling. Address or call on F. H. Brown, care Art Stove Co., Detroit, Mich. 870

For Sale—Harness shop in good farming country, nearest shop 30 miles. Have other business to look after. Address Wm. F. Asal, Rupert, Idaho. 871

For Sale—Improved farm, joining Poland townsite, under crop. For particulars write Wm. Rannels, Poland, N. D. 874

For Sale—Drug store, nice fountain; no opposition. A bargain. Pharmacist, Hoagland, Ind. 875

For Sale—Cheap, a practically new Fox typewriter. Address No. 877, care Michigan Tradesman. 877

Old coins have become very valuable. Large prices paid by me. Send 50 cents for book. Joseph Bowen, Coin Dealer, Murray, O. 878

Must sell on account of poor health, harness business. The only shop in Indiana town of 2,000. Might exchange for small farm or town property. DeCourdres, Knox, Ind. 881

Wanted—To buy a drug stock in a good, live locality in Michigan. Must be a good proposition and reasonable. State full particulars. Address No. 882, care Tradesman. 882

For Rent—Store 20x70, centrally located in this fast growing city. E. Rutan, Greenville, Mich. 884

For Sale—Stock general merchandise, invoicing \$6,000. Annual sales, \$24,000. Splendid country. Buildings for sale or rent. Located in Indian country. These people draw \$50,000 yearly from the government. Splendid opportunity. Good reason for selling. Steele Bros., Whiteagle, Okla. 849

\$9,000 stock of merchandise, 12,000 oil and gas town. Good location. Cheap rent. Doing good business. Must be quick. Will invoice. Address Box 72, Independence, Kan. 846

For Sale—Stock of staple dry goods, ladies' and men's furnishings, crockery, tinware, house furnishing goods. A clean stock of staple and salable merchandise; no stickers, corner store in a rapidly growing community. Modern steam heated building. Lowest cash price 80 cents on the dollar and only cash proposition considered. One of the most promising locations in Chicago. A. Koelsch & Co., 1155 Lincoln Ave., Chicago, Ill. 847

Latest—Something every young lady over sixteen ought to have. Mailed postpaid. Send 10 cents silver to P. O. Box 985, Buffalo, N. Y. 855

For Sale At Once—Drug stock in Petoskey. A clean and complete stock. Must be sold on account of death of owner. Mrs. E. C. Marsh, Petoskey, Mich. 863

Cheap Lands—Wild and improved; the garden spot of Minnesota; write for prices and terms. L. B. Branch, Round Prairie, Minn. 865

Hotel For Sale—Hotel Goldsmith, Ligonier, Ind.; 28 guests' rooms, bar, barber shop, pool room, bus and baggage line in connection. Address C. E. Benham, Prop., Ligonier, Ind. 862

For Sale or trade for clean stock of merchandise, a \$10,000 choice farm. Good soil. Buildings and water, rolling land, suitable and used for fruit, dairy or stock. Only 3½ miles from Grand Rapids. John P. Oosting, 128 Cass Ave., Grand Rapids, Michigan. 822

For Sale For Cash—Best established general merchandise business in best location in town, doing strictly cash business. 1905 sales, \$27,500. Stock about \$8,000. Can reduce to suit. For particulars address B. M. Salisbury, Shelby, Mich. 860

For Sale—A stock of general merchandise, inventorying about \$5,000, either for cash or on time to a responsible party. Also store building 62x24 and large dwelling with all conveniences, 4 lots and large orchard, either to sell or for rent. Terms and prices reasonable. An old-established trade and moneymaking business. Good reasons for selling. Only reliable parties with at least \$2,000 in cash need apply. For particulars address No. 865, care Michigan Tradesman. 865

Executor's Sale—A fine brick store, location on the best business corner in this hustling town of thirty-five hundred people. Address H. P. Pettit, Executor, Fort Atkinson, Wis. 844

For Sale—Drug stock and building. Stock and fixtures, \$2,000, time on building. Sales last year, \$7,002. Address No. 621, care Tradesman. 621

For Sale—\$8,000 stock of general hardware in an 8,000 county seat town in Southern Kansas. Best county in the State. Crop good. Stock clean and modern. Address Good Investment, care Michigan Tradesman. 832

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

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, 1251 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—Position as manager of a department store, by a gentleman whose last employer has discontinued the business. Has had fourteen years' experience as clerk, book-keeper and manager. Best of references from past employers. Open for immediate engagement. Address Manager, Box 139, Reed City, Mich. 886

HELP WANTED.

Wanted—Harness, collar and saddle makers. Apply to the Great West Saddlery Co., Winnipeg, Man. Canada. 896

Wanted—Two experienced dry goods salesmen. Young men under the age of thirty years preferred. Apply, giving references, stating age and experience, to Stantons, Grand Ledge, Mich. 880

Want ads. continued on next page

TRY A WANT AD.

When your luck is running crosswise
And the world is looking blue,
And misfortune has its finger
Pointed right direct at you,
When the cards are stacked against you,
Each deal running to the bad,
For what ails you then, my children,
Try a little good want ad.

If the cow is cross and cranky
And will not give down her milk,
If the hired girl is saucy
When she should be "fine as silk,"
If the hens remark of laying
That it is a foolish fad
And no longer their main business,
Try a little good want ad.

If you can not find a fortune,
If you can not find a cook,
If you can not find a lover
Like the hero in a book,
If you can not find a partner,
Do not worry and be sad,
Ere you give up quite discouraged,
Try a little good want ad.

It's a great three-ply elixir,
One of which the poet sings,
Good for all the ills financial
And for several other things;
Good for catching dimes and dollars,
Suckers, husbands, stocks and shad.
When you feel the lack of something,
Try a little good want ad.

For Sale—Practically new Burroughs Adding Machine. Smith Young & Co., Lansing, Mich. 841

For Sale—Millinery and fancy goods establishment. Established 27 years. Doing prosperous business. Retiring from business. Frances L. Lewis, Stanton, Mich. 850

For Sale—360 acres, three miles southwest of Spangle; 40 acres meadow land, balance wheat; plenty water; well-improved. For further particulars apply to owner, Andrew Patterson, Spangle, Wash. 853

Hardware—Owing to other business here, demanding my entire attention, I offer for sale my stock of hardware, crockery and small implements, all in good condition and up-to-date. Inventorying about \$3,000. Will rent building, 30x72, which is an excellent location. Best of farming land and a small manufacturing town. Good grain and produce market. Interested parties invited to investigate at once. Will Isham, Butternut, Mich. 817

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

For Sale—160 acres 3 miles from town; clean title; house, barn, implements, household goods, and some stock. Fine chance for homeseeker to get started in growing country. \$3,500. James E. Free, Billings, Mont. 861

For Sale—Grain elevator at Hudsonville, Mich., on tracks of P. M. Ry., near main street, \$700. Good chance for live man to make some money. Valley City Milling Co., Grand Rapids, Mich. 825

Wanted—At once for cash, stock shoes, clothing or general stock. Address Lock Box 435, Galesburg, Ill. 846

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

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 or Exchange—\$3,000 stock general merchandise. Good town, good trade. No old goods. Reason for selling, poor health. Address Lock Box 11, Gaines, Mich. 876

Simple Account File

Simplest and
Most Economical
Method of Keeping
Petit Accounts

File and 1,000 printed blank bill heads..... \$2 75
File and 1,000 specially printed bill heads..... 3 00
Printed blank bill heads, per thousand..... 1 25
Specially printed bill heads, per thousand..... 1 50

Tradesman Company,
Grand Rapids.



TRADESMAN COMPANY,
GRAND RAPIDS, MICH.

Use Tradesman Coupons

TEMPORARY RESULTS.

Trafficking That Debauches the Best Business Ideas.

The evils that may be wrought by insane greed for "results" have again been shown up. This time by President Roosevelt's special enquiry into the practices of the meat packers. It is claimed by an authority that the demoralizing things found to exist in the packing business were the direct outcome of economies instituted to make the profits larger, and that the system in force in the stock yards exacted "results" at all hazards, temporary results.

There are other businesses conducted under a like greedy system that is responsible for some awful abuses of the people's confidence. And here, too, they have gone insane over "results." With them as with the packers the watchword is "Get Results."

It is an order that is issued promiscuously all too frequently in the department and big men's wear stores; an order that has gone the length and breadth of the country and causes more debauchery of the right business ideals than any other one thing demanded by a new system.

It is an incontrovertible fact, vouched for by buyers and department managers, that the proprietors and merchandisers who exact these "results" do not appear to realize the baneful effect upon the public and their permanent business reputations arising from this continual effort for more trade at any hazard.

Is it not a sad commentary on modern business ethics that there are but few of the many representative organizations who are not swayed more by temporary "results" than can wait for returns because of growth through a deserved reputation? That in a country so resourceful and ample in its opportunities for business development along right lines there are so few real merchants left?

Is it because the hoodwink of greed blinds the many to the questionable means whereby temporary "results" are obtained? The gamblers' motive, a chance play at doing business.

It is this insidious, baneful greed that is gnawing at the very vitals of business ethics in centers of great population. Even to-day the frenzied traffickers in public confidence and business reputation but faintly see the injury caused by chronic bargain shams and alluring methods of getting business, or they would modify that command for temporary "results." It would be a welcome countermand if given to many bright and loyal beings employed by a new and greedy system that seems most appreciative of service rendered only when there is "more business."

"Business is business" only so long as it is fair business and harmless in its results. It is not wise business to misrepresent. Yet it is a doubtful system that imposes dismissal as a penalty for not showing results out of season as well as in season, and countenances sharp practices for im-

mediate results, as a price of tenure of position.

There are many departments in a big store, and competition is constant and keen. There is a constant striving to draw crowds. The proprietors naturally encourage it. Merchandisers are at more pains to stimulate it than to protect the reputation of the store against poor merchandise. This is where the real demoralization begins, for it is sales before reputation. Do business! A system of offensive surveillance by professional shoppers, without much analysis of effect of poor qualities upon customers incites it.

Figures of sales, comparing progress, properly used are a healthy form of stimulant; they should rarely, if ever, be used as a "big stick," wielded regardless of the store's reputation and its established standards for merchandise to force "results." There are many good reasons for wanting a little more spurt and stir, but it always should be healthy and honest; correct incentives to do more are necessary to growth.

There is room for improvement in the supervision of purchases, more thorough inspection of merchandise. Qualities should be carefully considered in connection with the store's reputation. Consideration should be given to the effect it will have upon the confidence imposed in the store by its customers. Will the merchandise improve the store and add to the public confidence in it? The store's good will should be preserved at all hazards, a trading-up policy should be established and adhered to. "Get results," but get them only through merchandise and methods sustaining and augmenting the reputation and the dignity of the business. Just be honest.

The watchword should be "Maintain Your Integrity."

Let there be no misrepresentation. Do not exact unreasonable profits. You must traffic, but trade in legitimate merchandise and do it legitimately. This is natural growth. It may be slower, but it has a substance.

If some of the thought and energy used in sending out shoppers to spy on competitors' doings; the procuring of inferior merchandise in imitation of competitors' offerings just for the sake of underselling them; the efforts made to have manufacturers get up special merchandise at a price to be forced at special sales to attract motley crowds; if some of the brains now put into such schemes were diverted from these ways of getting "results" and directed to watching one's own business, establishing higher ideals, lifting up the merchandise standards, inaugurating and maintaining a trading-up policy, excelling in merchandising, then the store would have a healthier and more enduring foundation, and not add to the already too great demoralization of the public. Bargains, always bargains! Why?

Preserve the dignity of your business.

Too little consideration is given nowadays to the problem of estab-

lishing a store's permanent reputation; its good will. It should be remembered that it is the experience born of long dealings with a store that either makes or mars its permanent success, and without reputation and good will there can be no enduring confidence in it on the part of the people.

If business is to be resolved into the mere trafficking in a name, long established for money, perhaps it matters little to the trafficker looking forward to not more than five or ten years of such milking of a business. Just so long as he can make enough to enable him to retire on sufficient booty that he will not need to work any more, he cares nothing for principles. In the scheme of a temporary business career there may be little regard held for an established trade, for good reputation, good will and the confidence of customers. It is a dangerous proposition to-day to trade thus, and yet many are being tempted and are doing it. With the extremists among the department stores getting down to the purely mercenary part of the business (and some appear to have gotten as low as they can go), they are building a future on quicksands, if they are building at all. They are also demoralizing the retailing of merchandise throughout the country.

The public grows to have little confidence in statements made by simple traffickers, for they are destroyers of reputation. They need to depend upon transients altogether. Once a reputation has been destroyed it becomes a slow and tedious process to rehabilitate it to the point where that business begets confidence again. It is an almost impossible task; easier to retire and start over again fresh.

It is the time element that is paramount in the permanent establishment of a business to-day, and it merits the utmost consideration, yet how few there are who weigh its importance.

If the people are to be always trafficked with, how long will they continue to believe the statements that are made to them? And yet most of the big stores in the big cities are already in the quicksands of public scepticism, which means a familiarity with the misrepresentation of merchandise that undermines confidence, locally and nationally. The influence of cities through the power of advertisement is felt throughout the whole country; in the towns and villages everywhere.

Those stores which maintain a system which fosters trafficking in inferior merchandise and its consequent misrepresentations to get results, that habitually resort to the subtle ways of the bargain end of the business, traffic on its own name, good will and the people's confidences. They are parasites upon prosperity and upon the producers of prosperity. They and their followers have debauched the public and are doing so still, day in and day out. They make it so much harder to get permanent results and yet they also do make more valuable a reputation when it is once established.

These debauchers of the public are like the muck-raker, who had eyes for nothing but his own heap of dirt, that they can not see that the people are constantly growing wiser to the surface pretenses of their slippery manipulation of merchandise, that the public is to-day more cautious in buying what it fears to get stuck on. People are growing to know that they are not getting what they are led to believe by misstatements they are to get. Just think of the cumulative effect of this upon the public.

No real merchant can afford to play with a business or connect his name with merchandise he is not openly proud to be identified with. He must recognize that there is only one road to growth and success, and that is by the legitimate way, with goods that are right and sold right, for to succeed permanently to-day you have got to give the people the merchandise you advertise to give.

With those seeking mushroom growth and only temporary lodgment and the accumulation of profits regardless of a substantial and enduring business, it is a different matter; they are sowing thistles and will reap thistles; they get just what they deserve, but meanwhile they cast discredit through their poor methods upon every other merchant in their lines.

The true merchant has to work just so much more industriously along right lines because of the faking and misrepresentation of the false bargain-creating storekeepers. Don't follow him; they chase the shadow for the substance. They fool themselves and the public; don't permit them to fool you. Excel in what you try to do. Believe in what you do. Watch your own growth more and competitors' less—Apparel Gazette.

Butter, Eggs, Poultry and Beans at Buffalo.

Buffalo, July 4—Creamery, fresh, 18@20½c; dairy, fresh, 15@17c; poor, 13@14c.

Eggs—Fresh candled, 17½@18c; at mark, 15@17c.

Live Poultry — Broilers, 18@21c; fowls, 12½@13c; ducks, 11@14c; geese, 10@11c; old cox, 8c.

Dressed Poultry—Fowls, iced, 13@13½c; old cox, 10c.

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

Rea & Witzig.

Most of society's wall flowers are withered buds.

BUSINESS CHANCES.

Wanted—A practical brickmaker to buy, lease or manage a well-established brickyard in the South. A good proposition for the right party. Address C. W. Hopkins, 94 James St., Grand Rapids, Mich. 898

To Clerks—We wish to correspond with a good salesman who has a notion of going into business and perhaps has not enough money. We have a good proposition to offer. Correspond with Box 33, Capac, Mich. 899

For Sale—First-class business in one of the best manufacturing cities of its size in the State. Stock of dry goods, groceries and shoes about \$10,000. Did a \$70,000 business last year. Address Johnson Grocery Co., Owosso, Mich. 900

Wanted—A young saleswoman of experience and ability; dress goods and domestics; permanent place and good salary. Crusoe's Dept. Store, Rhinelander, Wis. 897



Multiplex

50 Carbons

To the Pad

Every copy a good one.

A **fresh carbon** for every copy.

We don't have to tell you that you will get **better** copies if you have **fifty** carbons to the book than you would get if you only had **one** carbon to make **fifty** copies. You **know** it.

Which do **you** want? **Good** copies or **poor** ones?
50 carbons to the **pad** or **one carbon** for **50** copies?

Write for **free** sample.

The McCaskey Account Register Co.

Alliance, Ohio

AGENCIES IN ALL PRINCIPAL CITIES



However it may be with other Cocoas, you can make a fair profit in selling **LOWNEY'S**, and we promise you that we will create a larger and larger demand for **LOWNEY'S** every year by generous and forcible advertising as well as by the superior and delicious quality of our product.

In **LOWNEY'S** dealers have a guarantee against any cause for criticism by Pure Food officials.

The **WALTER M. LOWNEY COMPANY**, 447 Commercial St., Boston, Mass.

Stop That Leak!

Do you know that users of old types of scales sustain an average annual loss on **overweight** alone, of over \$85 for each clerk employed?

And that is saying nothing about time lost in figuring the money value of weights and money and customers lost through errors.

Stop That Leak!

Use **MONEYWEIGHT** Automatic Computing Scales.

They prevent overweight.

They will weigh 400 quarter-pound draughts from 100 lbs. of merchandise.

No other grocers and butchers scales in the world are so sensitive and accurate.

They save all of the time you now lose in figuring.

The correct value of any draught at any price per pound within the capacity of the scale appears in plain view automatically as the correct weight is registered.

No weights to lift, no poises to adjust, **no chance or possibility of a mistake.**

If you don't use **MONEYWEIGHT** Scales, you don't know how much you are **losing** every day in overweight and errors.

MONEYWEIGHT SCALES are the **only** scales that will positively **stop the leak.**

You are making a serious mistake and losing money every day of your life if you are **not** using **MONEYWEIGHT** Scales.

Write for detailed information and prices. Just mail us the coupon in this ad—it places you under no obligations whatever.

Moneyweight Scale Company
Distributors of **HONEST SCALES**, GUARANTEED Commercially Correct
58 State Street CHICAGO

The Computing Scale Company.
MANUFACTURERS
DAYTON, OHIO.

COUPON

NAME.....

TOWN..... STATE.....

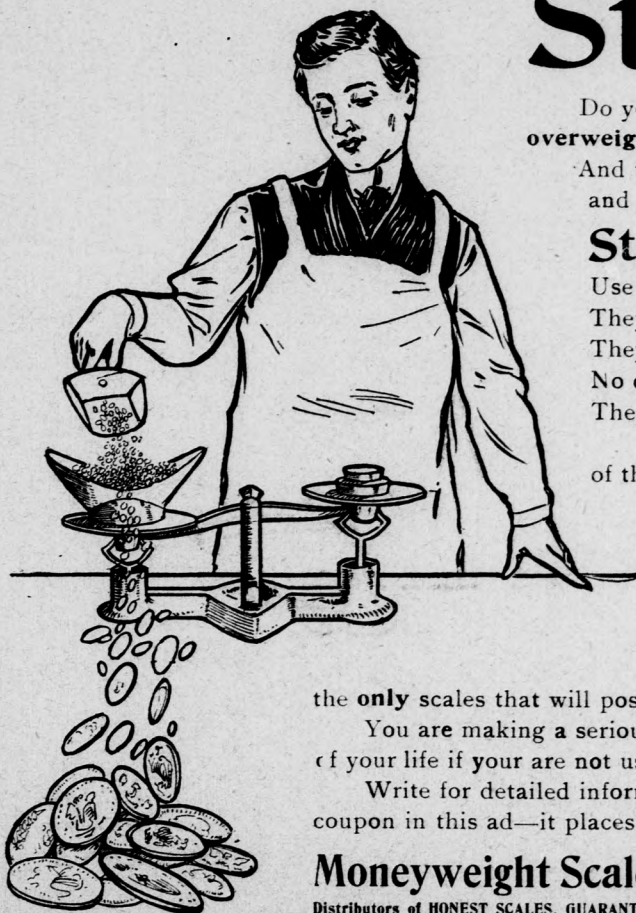
BUSINESS.....

NO. OF CLERKS.....

DATE.....

MONEYWEIGHT SCALE CO., 58 State St., CHICAGO

I would be glad to know more about the advantages of Money Scales in my store.



Our 5 and 10 Cent Bargain Goods Will Keep Your Trade Humming

There are no dull times for the merchant who is offering his trade **Genuine Bargains** in the popular 5 and 10 cent lines; he is busy every day in the year. Our assortments will prove a great help to you and pay a handsome profit. Itemized lists showing wholesale price of each article and the amount of the total profit will be mailed on application. Ask for them.

5 CENT

Notion Bargain Assortment

Contains about 40 dozen articles such as

Combs, Purses
Toilet Soaps
Hair pins in Boxes
Feather Stitch Braid
Pearl Buttons
Hair Curlers
Ribbons, Towels

Total Cost \$15.83
Retail at \$25.00
Profits \$9.17

10 CENT

Notion Bargain Assortment

Contains about 30 dozen rapidly selling articles such as

Perfume, Talcum Powders
Gents' and Ladies' Belts
Heavy Cotton Towels
Wire Hair Brushes
Corset Clasps
Dressing Combs
Men's Garters, Arm Shields

Total Cost \$22.38
Retail at \$36.48
Profits \$14.10

5 CENT

House Furnishings Special Asst.

Consists of 55 dozen staple household necessities such as

Scrub Brushes, Dippers
Graters, Lemon Reamers
Bread and Cake Tins
Can Openers
Salts and Peppers
Pickle Dishes, Basting Spoons
Covered Pails, Etc.

Only one dozen of any one article.

Total Cost \$20.03
Retail at \$33.00
Profits \$12.97

10 CENT

Assortment of Bazaar Specialties

Contains 57 dozen articles for which you have calls every day such as

10 Quart Flaring Pails
Hammers, Hatchets
Tea and Coffee Pots
Mincing Knives, Pocket Knives
Rubber Balls, Rattles
Ash and Pin Trays
Bread and Butter Plates

Only one dozen of each article.

Total Cost \$47.33
Total Selling \$68.40
Profits \$21.09

Your last chance to buy Galvanized Ware

at these extremely low prices.



Galvanized Tubs

Note our large sizes:
No. Size in. Price Doz.
1 20 1/2 x 10 3/4 \$4.30
2 22 x 11 4.80
3 24 x 11 5.60

Galvanized Pails

8 qt. Per dozen \$1.18
10 qt. Per dozen 1.38
12 qt. Per dozen 1.65
14 qt. Per dozen 1.75

"Amethyst" Enameled Ware Double Coated

Prices are sure to advance, therefore order NOW.



Preserving Kettles

No. 260 6 qt. doz. \$2.52
No. 280 8 qt. doz. 3.00
No. 300 10 qt. doz. 3.60



Flaring Pails

Seamless
No. 210 10 qt. doz. \$4.00
No. 212 12 qt. doz. 5.20

No. 1 Hammock Assortment A Timely Reminder



Comprises the following:

2 A7000 Close Weave. Full colors, spreader and footbar. Pillows but no valance. Size 36x84 inches. Dozen \$8.50. Each \$1.42

2 A7010 Embossed Canvas Weave. Full colors, fluted valance and pillow spreader with nickel tips, wood bar with knob at foot end, size 36x84 inches. Each \$1.50. Each \$3.00

2 A7011 Jacquard Weave. Very heavy material. Upholstered pillow with cord and tassels, deep fluted valance, concealed spreader and wood bar at foot end. Size 40x86 inches. Each \$2.00. Each \$4.00

1 7012 Jacquard Weave. Heavy material, full colors, wide upholstered pillow with cord and tassels, full fluted valance, spreader with nickel caps, wood bars at head and foot, fancy rings, size 40x86 inches. Each \$2.25

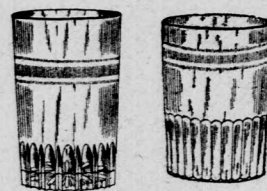
1 A7013 Heavy, Close Jacquard Weave. Size 40x86; deep fluted valance, wide upholstered pillow with cord and tassels, spreader with nickel ends and detachable wood bars at head and foot. Each \$2.75

1 A7014 Extra Heavy Jacquard Weave. Same as No. A7013 except different design and of heavier material. Each \$3.00

Total \$16.42

If ordered this week the assortment will be sent to any town in Michigan freight prepaid.

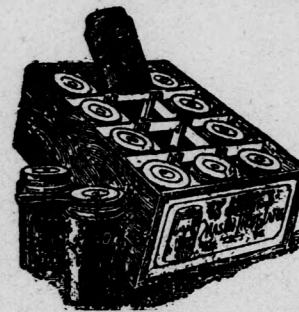
New General Ass't Table Tumblers



Contains 21 dozen of pure and clear crystal glass table tumblers of splendid quality. They are assorted in three styles (7 dozen of each) all with neat pressed bands and fluted bottoms. Sold by barrel lots only. Per dozen 19c.

Ball Bros.' Mason Jars

Best machine made jars on the market



1 pint Per gro. \$5.25
1 quart Per gro. \$5.50
1/2 gallon Per gro. \$8.25
Boyd's porcelain lined fruit jar caps. Per gro. \$2.25
"Simplex" all glass caps for Mason fruit jars. Sanitary, durable and convenient. Each cap with rubber in a carton. Six dozen in case. Per gro. \$4.50

Fruit Jar Rings. All one dozen in a carton.

"Sterling." Regular quality rubber rings. Per gross 35c
"Perfection." A high grade and extra wide white rubber ring. Per gross 60c
"American Beauty." An extra high grade pure red rubber ring, lithographed package. Per gross 70c

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