

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 14, 1906

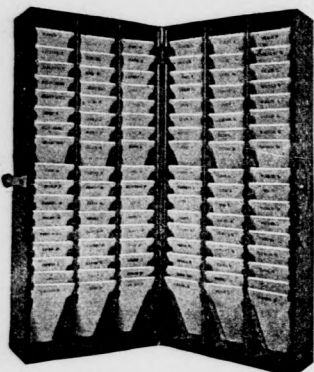
Number 1208

## WHAT CONSTITUTES SUCCESS

**H**E has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul: who has never lacked appreciation of earth's beauty or failed to express it; who has always looked for the best in others and given the best he had; whose life was an inspiration; whose memory a benediction.

MRS. A. J. STANLEY,  
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**Kirkwood Short Credit  
System of Accounts**

It earns you 5% 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

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

**Every Cake**

of **FLEISCHMANN'S**  
YELLOW LABEL 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 Av.

**Buckwheat Flour**

**Season Is Now On**

Below you will find some very attractive prices  
for the best B. W. Flour on the market:

Penn Yenn, N. Y., B. W. Flour 125 lb Grain

Bags, 10 Sacks inside, per hundred..... **\$2.75**

Penn Yenn, N. Y., B. W. Flour, 10-10 Cotton

Sacks in Jute bale, per hundred..... **2.95**

Pure Gold Mich. B. W. Flour, 10-10 Cotton

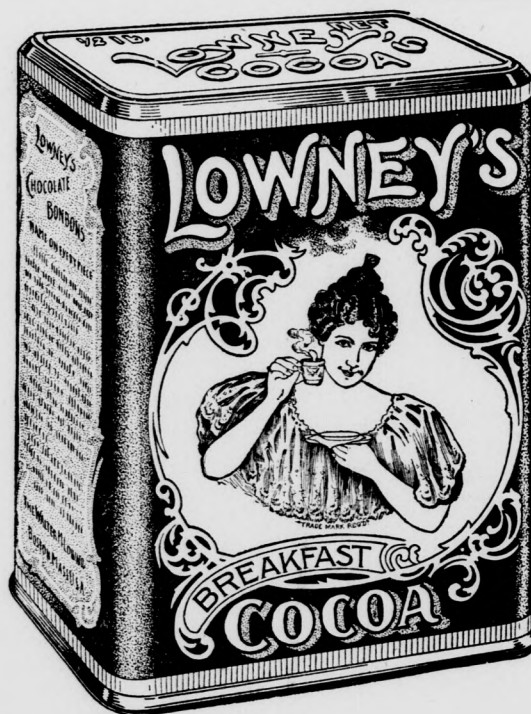
Sacks, per hundred ..... **2.75**

Henkle's Self Raising B. W. Flour, 12-3, per

dozen ..... **.90**

**JUDSON GROCER CO.**

Grand Rapids, Mich.



The purity of the Lowney products will  
never be questioned by Pure Food Officials.  
There are no preservatives, substitutes, adulterants or dyes in the Lowney goods. Dealers find safety, satisfaction and a fair profit in selling them.

The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

**Makes Clothes Whiter-Work Easier-Kitchen Cleaner.**

**SNOW BOY WASHING  
POWDER.**

**GOOD GOODS — GOOD PROFITS.**



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## SONORA, MEXICO.

The El Durazno Mines Co., \$100,000 (100,000) shares, owns proven gold mine very favorably located in Northern Sonora, Mexico, now offers 15,000 shares for sale at 35 cts. per share. Further development. We know the ore is there. Buying this stock will not make you rich, but we do say that within six months the stock will be worth par, maybe more. Bank refs. For further information address V. R. Coon, 724 5th St., Louisville, Ky.

## GRAND RAPIDS FIRE INSURANCE AGENCY

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Grand Rapids, Mich. The Leading Agency

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

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and Quickly. We can tell you how.

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Correspondence Solicited

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BANKERS

Penobscot 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.

**3½ Per Cent.**

Paid on Certificates of Deposit

Banking By Mail

Resources Exceed 3 Million Dollars

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OF MICHIGAN

Credit Advances, and Collections

OFFICES

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42 W. Western Ave., Muskegon  
Detroit Opera House Bldg., Detroit

## PROMOTE PUBLICITY.

Archbishop Ireland, one of the most scholarly, broad minded and influential dignitaries of the Roman church, classes the spirit of social restlessness which is at present agitating this country as an accidental consequence which can be appeased only by steadily invoking the staunchest forces of patriotism. He admits that we do not and must not assert that all is perfect in present conditions, that there is no room for progress, that reasonable discussion as to what is and what ought to be is not allowable. And he adds:

But this much we must assert: That nothing should be said or done subversive of public order, destructive of the spirit of the country and of its institutions; that in the discussions taking place and the acts following them, the fundamental principles of right, reason and the Constitution and laws of the republic be not forgotten or set aside; that nothing be authorized or permitted that fans passion and renders difficult the composure of mind needed in such discussions. The wild anarchist, the would-be assassin, are the public enemies of society whom to tolerate is to tolerate open sedition. An enemy, too, of public order is the workman who, refusing his own labor, deters by violence a brother workman offering his labor; as is, even in a greater degree, the strong and powerful man who overrides the law of the land in carrying out the schemes of his ambition.

Archbishop Ireland thus puts in clear, forceful English the essential points of a condition and a duty which are appreciated by a majority of American citizens, whose most elegant and effectual diction is voiced through the ballot box. The doings of anarchists all over the world are heralded regularly in the daily journals; the doings of the masses at the ballot boxes are published periodically. The crimes and misdemeanors of "the workman who, refusing his own labor, deters by violence a brother workman offering his labor" are given promptly and in elaborate detail in nearly every daily paper in the land, while the efforts, the studies, the industry, thrift and rectitude of the great masses who are prosperous, contented and happy are, by comparison, practically ignored.

In spite of this publicity so freely given to the anarchist and labor union delegate and walking boss, the unassuming, law abiding, satisfied, thinking millions who are contented to stand alone on their individual merit as men and workers observe, of their own volition and because they believe they are right, the very obligations so eloquently put by the great Archbishop. They are the backbone of those "stanchest forces of patriotism" he invokes and their loyalty to their homes, their country and all mankind rings true invariably. This was shown, beyond peradventure, when the presumptuous, ill mannered, vice breeding and anarchistic Hearst ran thousands upon thousands behind his party ticket in his recent race for the governorship of the State of New York.

Publicity as a cure for national and political evils, so strenuously advocated by President Roosevelt, has certainly proved efficacious in its effect upon municipal ownership of public utilities as it has in a great many other anarchistic devices, so that, if Archbishop Ireland's splendid address before the veterans of the Society of the Army of the Tennessee succeeds in promoting the cause of Publicity in its present day sense, it will have accomplished a result which can not fail to have inestimable value to the people in general.

## PERISH THE THOUGHT.

Already have fears been expressed that young Mr. Hearst may prove a dangerous candidate for the presidency because of the showing made in the New York State elections last week. Just so long as Mr. Hearst has command of millions of dollars he will prove dangerous to the best interests of our Nation, so that, whether he is a presidential nominee or not, it is well for the people to look upon him as a demagogue who is not to be trusted in any capacity. His millions and the great income of his mother have enabled him to win, at a tremendous outlay of cash, a prominent notoriety because of the sensational papers he publishes; and this distinction, together with his own serious taking of himself, has called to his support all the leading sycophants in the land. Such a combination of forces constitutes a power which, under all circumstances, must be taken into account wherever it exists.

That Mr. Hearst may become a strong rival to Mr. Bryan in the race for the Democratic nomination for the Presidency may be possible, but it does not, as yet, appear at all probable that the Democratic party, as a party, has quite reached such a condition of demoralization and indifference to good government as to make any such mistake.

The charge has been publicly made that Mr. Hearst was, indirectly, responsible for the assassination of a president. This charge comes from those who oppose him and, perhaps, it remains to be proven. But there are other claims made by his friends and employes which are almost as unpleasant when considering that gentleman as a citizen. For months after the blowing up of the battleship Maine, in the harbor of Havana, it was every-day office pride in and about the premises occupied by the Hearst daily papers that they had forced the United States Government into war with Spain. These friends and employes fairly reveled in the reflected glory(?) of the chartering of steamships to watch and report upon the doings of the forces of both

governments. The rescue of a Cuban woman held in prison by the Spaniards and later her sensational exploitation in New York were rehearsed as brilliant examples of patriotism and of exposure of incompetency on the part of the United States Government. One of the chief war correspondents in the Hearst service and a man who is notoriously a sensationalist and unreliable as a reporter, has told, within a very few months, of a Hearst expedition to the Suez Canal, with instructions to sink a ship in the Red Sea channel to blockade the supposed rush of the ships of Spain from the Far East to the shores of the United States.

All these stories and scores of other similar sensations have been garnished over and over again by the members of the various staffs of writers employed by Hearst, to show that he was the guiding force that precipitated the Spanish war and kept it going to the finish. For long continued, systematic and skillful outraging of decency in journalism Mr. Hearst's record is without a parallel and, very fortunately, he has no successful rival. Therefore it seems impossible that the members of any political party in this country would even consider the possibility of nominating him to the chief office within their gift.

He has proven unfit as a Congressman, he has drawn pay for services he has not rendered, and he has stooped to every mean and low device within the ingenuity of his sycophantic lieutenants to attain office. He has been an incessant railer against decent things and an irrepressible libeler of decent men. Nothing has been too sacred to besmirch in his nasty publications and no policy too anarchistic for him to support.

The very thought that such a character should be selected to represent the people of the United States as their Chief Executive is repulsive, nauseating and humiliating.

Russia just at present illustrates the Biblical saying that where a man's treasure is there will his heart be also. Russia has decided that from Germany she has nothing to hope for in the money line. France has decided that she can loan the distressed Russian government some more money. Now Russia will seek friendship with England, the friend of France, and no longer will there be tete a tetes between kaiser and czar. The whole is only another move on the European political chess board. Someone in the long run will lose but by unheard of shifts Russia is preserving the front at least of a winner.



### Fine Furniture Exhibit Corner Ionia and Louis Streets.

He who loves to feast his eyes on the elegant simple lines of satin-finished mahogany furniture that will carry him back to Old Colonial Times can do so by dropping around to W. D. Bishop's big furniture establishment at the intersection of Ionia and Louis streets. The pieces in the corner window that would delight him are plain enough in outline to satisfy any devotee of the substantial in fine furniture. They are for a dining room and consist of an immense round table with a single pedestal a foot through and wide-spreading feet, a cabinet, and a sideboard that I found it hard to get away from, so beautiful and grand are its lines and proportions. There are the curved, projecting ends of long ago, just such as one sees on stored-away bureaus in our grandmother's attic, but which are being brought out by the younger generation and gloated over. The mirror is about 30 inches high and extends the entire length of the sideboard. Its corners are right angles but the wide frame is rounded at the two upper corners. There is a cupboard door at each side and three deep drawers in the center with wooden pulls. Above these is a drawer that goes way across. It projects slightly, to allow of its being drawn out. There are no knobs on this—just one keyhole in evidence.

I once visited at a large farmhouse away out on the prairie in one of the Dakotas. The lady of the house was a relative of a relative of mine, and on the strength of that had invited us out to spend three or four days. She took us to her attic and showed us just such a shaped old-fashioned bureau, only not so long as the sideboard, that had belonged in her mother's family—I was going to say, before the Flood, but its antiquity dated a bit later! The lady was very proud of this mahogany that had come to her by inheritance, and well she might have been. She explained all about its history and showed us its contents. I recollect there was a dress worn by her husband at his christening, and which had been used for a similar occasion by his baby father, his grandfather and his grandfather's father! Four generations had been "sprinkled" in the yellow little dress, it being kept for a "christening robe" alone, and then put away to wait the next child's turn.

In the Bishop corner window are two leather-seated chairs of different styles. To me they did not look heavy enough to seem appropriate for the massive pieces. One of these chairs has no rungs. In the corner is a tabourette which supports a female figure holding electric lighted lilies high above her head. The tabourette is apparently mahogany

but is not in keeping with the rest of the furniture, being on the "gingerbread" order.

The next window contains somber Mission rockers and a combination hall tree, consisting of a tall clock in the center, with a long narrow mirror at either side and a seat below.

Another window has a large oak round dining table, handsomely figured, with four round pedestals and lions' feet. The cabinet has a leaded glass section at the top, the middle of the glass having a fancy design in beveled glass. The shelves are of glass and a mirror lines the back from top to bottom. The sideboard has an enclosed space at the top and next to the floor, all the glass of these corresponding to that in the cabinet. There is a mirror below the top closet.

Farther along a window contains a mahogany bedroom suite—bed, dresser, dressing table and chairs. The top drawer of the dresser is of similar shape to that of the sideboard described—no knobs and a single keyhole. The drawers below have the antique round wooden pulls.

There is one other bedroom suite displayed—this one in dainty birch, suitable for a young and pretty girl's apartment.

### How Ice Industry Has Grown

Jack Frost does a thriving business in factories. Few American trades have grown so rapidly in recent years as artificial ice making. The conditions of ice supply and the number of factories requiring ice in enormous quantities seem to promise a further extension of the business. It is limited to no particular state, but has been most generally and most largely developed in the South. In 1879 there were five artificial ice making plants in the United States. In 1880 there were thirty-five; in 1890 there were 200; in 1900 there were 400; now there are over 1,000. The capital invested in them is more than \$50,000,000, and the amount of ice they turn out in a year is in excess of 5,000,000 tons; 1,500,000 tons of this amount is manufactured in the Southern States, where the original artificial ice plant was established. This first plant was placed in New Orleans in 1866, with the intention of supplying artificial ice to the territory south of the ice line.

### Walking on the Water.

Walking on the water no longer is a miracle but a science. An inventor is claiming the attention of the wise wigs in connection with a kind of aquatic shoe. Jose Antonio, a Mexican student in a mechanical engineering college, gave a successful test of a device by walking a mile and a half on the surface of Cayuga Lake, N. Y. The shoes closely resemble small boats and are made of tin and measure 5 feet 3 inches in length, 14 inches in width and 9 3/4 inches in depth. Each contains four separate air chambers besides the compartment of the foot. The shoes are equipped with collapsible fans which close as the wearer steps forward and then open to prevent the shoes from slipping back.

### Importance of Clearing Up the Garment Stocks.

The ready-made garment trade from now until there is no more selling of heavy goods is going to be largely a selling to necessities. The people who have bought largely for style and to have the newest things going have practically had their fling, and the people who now come into the store to buy are those who feel themselves compelled to do so and have put off the purchase as long as the weather will permit.

Not necessarily are these people of small means, but they are most liable to be of economical turn of mind in some degree. They are looking for good things and the most of them expect to pay the prices asked. Because of these facts, too many of you clerks may fall into the way of attempting to shove any old thing off on them and to treat them as a sort of necessary portion of store action but not to be exactly desired. No greater mistake could you make than to think of your customers of the present in that light. They compose a class of trade that is most desirable and a class of trade that is a valuable asset to any store when it once forms the habit of coming.


Out of the seeker for style you can and should make a considerable profit, but she is very often a will-o'-the-wisp who may never come to you again. On the other hand, the people who are doing economical and careful shopping are the people who are compelled to spend a considerable sum of money in the course of a

year for a large family, and they are people whose habits of trading ought to be studied and carefully catered to rather than looked upon lightly and gotten rid of with all possible speed.

The woman who comes in and wants to look at a plain black suit or cloak and insists that it must be simple and good in style and not over twelve dollars in price is a customer worth working hard to please. By her request alone she indicates that she is a woman of careful calculation and one who can be deeply impressed with good values and the kind of attention that indicates real interest in her trading. She may not be at all sensitive, but she is able to understand the character of your treatment of her, and she is of the carefully calculating kind that remembers for future use. Further, the fact that she limits her price and insists on keeping within it indicates that the twelve dollars is not all she has to spend and that further necessities are most liable to demand further expenditures. Those expenditures are more than likely to be made with you if you will keep in mind that you have a good customer rather than a cheap one that is not worth the caring for.

Then, too, this is the time of the year when you have many opportunities to clear up the stock of slow selling or undesirable garments. Watch your opportunities and study your customers for just such selling. If you can interest a customer at all in a garment that you would delight in

# SERVICE

Our aim is to give our customers the best service possible. Orders are shipped the same day they are received. This applies to mail and telephone orders as well as all others and if you are dissatisfied with your present service we solicit a trial order. 

## WORDEN GROCER COMPANY

Grand Rapids, Mich.



getting rid of, do all in your power to fetch about a sale. Offer the garment to the customer for what it is. Attempt nothing funny or smart, but fetch the goods forth as they are, and if the customer can be at all interested you can sell her in a way that will fetch her back to the store some other time, which would not be the case if sold under any sort of false effort.

In watching the work of clerks in garment departments I have noted many actions that were indeed strange in the handling of customers, yet I doubt if the clerks had any thought that they were doing anything at all out of the way. One clerk would fetch forth a garment from the rack and either lay it upon a table or hold it in his hand and stand on one foot, twist the other leg around the first in a sort of angle-worm contortion, waiting for the customer to say something. The fellow could not have had any idea of the ridiculous and ungraceful figure he cut, but I have noticed many customers either smile or look displeased, and those customers would almost invariably go away without buying.

Another clerk would bring forth a garment or two and then take a critical inventory of the clothing and general appearance of the customer, while she allowed the customer to look over the garments without attention and without any talk. It may be she had fallen so completely into the habit that she could not tell in five minutes after the customer was

gone what was worn, but it was a habit that made a customer most uncomfortable when discovered.

It makes no difference what may be the requests of the customer or what the customer may wear, the business of the clerk is to sell that customer goods as she wants them. Until the first of December every sale made represents a greater profit than can be expected at any time after that date on a greater number of garments. To bend every energy now toward selling is the thing most naturally expected of every clerk and the thing that every clerk should most naturally expect to do. Because there may be a possible overplus of business through weather that would push forward demands, there can be no excuse for the clerk to be one whit different in treatment of trade than as though the business was steadily normal.

The customer who is either scantily treated or maltreated during a rush or a very busy day will remember it against a clerk long after the clerk has forgotten that such a thing occurred. It is a fault to guard against with extreme caution. That which appears justifiable in you may not appear at all that way to the customer. While you have the natural right to demand some things from people who come to do business with you, you have no right to act otherwise than with the best of business breeding. Have a care for the sensibilities of a customer, whatever may be the possible provocation to do otherwise. The chances are that you

will sometime find out you are wrong if you overstep good business bounds.

While I believe it to be a hard matter to push sales very far beyond the actual requests of customers in the garment lines, I do believe that more sales might be made at this season if you clerks would keep the garment stock in mind when you are waiting upon customers and offer some suggestions or make some requests that might lead customers for other goods to inspect what is on hand in garments and possibly select something for personal use or be sufficiently impressed to advertise to their friends. The instigation to do advertising among acquaintances is a splendid part of conducting business in any store.

To suggest to a woman that you have some garments she may be able to make use of, or to ask her if she hasn't time to look at some of the children's garments is but the matter of a few seconds and is good business. It is not up to you to attempt to do any forced showing if the customer objects, and if she consents it is up to you to do the showing in good shape, no matter how urgent you may think your services needed elsewhere. To solicit the business of a customer and then abandon her when the showing is only partially done is not only insulting to the customer but is very poor business.—Drygoodsman.

A lucky fisherman is one who finds some one to believe him.

#### New Bills Hard to Count.

"Do you mind taking new bills?" inquired the paying teller.

"Do I mind new bills? Certainly not. In fact I prefer them."

"Everybody doesn't care for new greenbacks," said the bank cashier. Then he added: "It is a common idea that bank tellers do not care to give up crisp paper money. As a matter of fact nine cashiers out of every ten try to get rid of new money as quickly as possible after receiving it. There is grave danger to the average paying teller in handling unused money."

"New bank notes stick together. Frequently the ink is not thoroughly dry. During our rush period we handle a great deal of money. It is the easiest thing in the world to make mistakes with new bills when in a hurry to relieve a long line of waiting patrons. When possible we give out the new bills during hours when there is no rush. I'd rather pay out 1,000,000 old bills than 100 new ones."

"These bills are new enough, that's sure. But I seem to be a twenty short. I'll count them over to make sure. No, they are all here. The two were stuck together."

"That's just it," laughed the cashier. "One can not be too careful in handling them. I count old bills over twice. I have to count a pile of new bills half a dozen times."

It's the fellows with more money than brains that always get married.

An ounce of hustle is worth a pound of rabbit's feet.



## GUARANTEE

WE HEREBY GUARANTEE

### ROYAL BAKING POWDER

TO BE A PURE, WHOLESOME, CREAM OF TARTAR BAKING POWDER, CONFORMING TO THE REQUIREMENTS OF ALL LAWS, BOTH STATE AND NATIONAL;—THAT IT IS NOT ADULTERATED OR MISBRANDED WITHIN THE MEANING OF THE ACT OF CONGRESS RELATING TO FOOD, APPROVED JUNE 30, 1906, OR OTHERWISE AND IS GUARANTEED IN EVERY RESPECT.

ROYAL BAKING POWDER CO.

*J. J. Roselly*

PRESIDENT

NEW YORK,  
SEPT. 25, 1906.



### Movements of Merchants.

Niles—Albert Stock has opened a new meat market here.

Petoskey—John Friend has opened a new cigar and confectionery store.

St. Clair—Rossow & Burge have opened a meat market in the Keller block.

Eaton Rapids—H. S. Bentley succeeds L. A. Bentley & Son in the boot and shoe business.

Adrian—Charles Haynes has opened a new meat market and will conduct it on a cash basis.

Houghton—The Worcester Lumber Co., Ltd., has increased its capital stock from \$100,000 to \$200,000.

New Era—Hyde, Platt & Co., of Hart, clothing and shoe dealers, have opened a branch store at this place.

Detroit—J. Major Lemen has purchased the stock of Wm. Mercer, pharmacist, at 262 Michigan avenue.

Allegan—Frank Vorman will soon open a grocery store here. He was formerly engaged in farming near here.

Midland—The Central Michigan Produce Co. has opened a branch buying station here in charge of Wm. Freeman.

Detroit—The Heofeller-Brooks Aluminum & Brass Foundry Co. has changed its name to the Michiagn Brass Mfg. Co.

Owosso—Simon Vedder, formerly engaged in the meat business, has retired from the same to enter the employ of Lewis & Weiss.

Alma—Lou Bertram, formerly employed in the drug store of Smith Stanard, has accepted a position with C. J. Rouser, of Lansing.

Coldwater—Will Stevens will soon open a store here with a line of arts and crafts goods and will conduct the business under the style of The Watnot.

Alden—L. H. Campbell has removed his grocery and bazaar stock from Central Lake to this place and will add lines of dry goods and shoes later.

Owosso—Hoffman Bros., of Jackson, are preparing to open a new drug store here and will be ready for business as soon as the fixtures arrive.

Albion—V. J. Keller will soon open a new store here under the name of the Cash Bargain Store. Mr. Keller was proprietor of the New York Racket Store.

Ludington—John Larsen & Co., grocers and dealers in tea and coffee, have purchased the two store buildings of J. G. Johnson and are now occupying the same.

Ashley—Anthony Loher, formerly of the firm of Travis, Baker & Loher, of Elsie, has purchased the drug stock of Lorenzo Chambers and will continue the business.

Detroit—Members of the firm of Ward & Miller, wholesale milliners at 117-119 Jefferson avenue, refuse to either deny or confirm rumors of their prospective removal to Chicago.

Ludington—Chas. Brandenburg has gone to Benton Harbor, where he will engage in the drug business. Mr. Brandenburg has been with S. M. Snow, druggist, for the past year and a half.

Laurium—Barsanti & Lampi, fruit dealers, have dissolved partnership, Mr. Barsanti purchasing the interest of his partner. The business will be conducted under the name of Barsanti & Co.

Lansing—The Howard Furniture Co., which conducts two stores at Port Huron, has opened a store here. Leonard Miller, Treasurer of the firm, will take the management of the branch here.

Hastings—E. J. Huffman has formed a copartnership with C. H. Osborn, dealer in boots and shoes and clothing, and will conduct the business under the style of the C. H. Osborn-Huffman Co.

Hopkins—Wolfinger & Gilligan, druggists, have moved their stock and the postoffice to the new Schafer block at the south end of Main street and refurnished both store and postoffice with new fixtures.

Niles—Geo. A. Forler has sold his meat market to Charles Geideman and Herman Dittmer, former employes in the store. Mr. Forler will devote his entire time to his grocery business in the same building.

Ithaca—Gordon Clark has sold his interest in the meat business of Clark Brothers to his brother, Ellsworth, who becomes the sole proprietor. The retiring member of the firm has not yet decided what he will do in the future.

Standish—A copartnership limited has been formed to conduct a lumber business under the style of the Citizens Manufacturing Co., Ltd., with an authorized capital of \$15,000, of which amount \$9,000 has been paid in in cash.

Holloway—Rothfuss Bros. have exchanged their stock of general merchandise for the farm of E. J. Carpenter, near Adrian. Mr. Charles Rothfuss will move to the farm and Mr. Carpenter will take charge of the store.

Cadillac—The general merchandise business formerly conducted by Hutchins & Winter will be continued in the future by Winter & Baker, the new member of the firm being W. T. Baker, of Lake City. Mr. Baker has moved his family to this place.

Glengarry—A corporation has been formed to conduct a general mercantile business under the style of the Glengarry Mercantile Co. The company has an authorized capital stock of \$40,000, of which amount \$20,500 has been subscribed and \$10,000 paid in in cash.

Plainwell—S. B. Smith has sold his boot and shoe stock to E. C. Hambleton and son, who will continue the business under the name of Hambleton & Son, Roy Hambleton taking charge of the business. Mr. Smith has been in business here for about twenty-five years, having been engaged in the shoe business for the past ten years. He will assist the new firm during the fall trade.

### Manufacturing Matters.

Cadillac—The Cadillac Veneer Co. has increased its capital stock from \$65,000 to \$85,000.

Port Huron—The capital stock of the Michigan Cereal Co. has been increased from \$30,000 to \$75,000.

Au Gres—The Bert Paradise shingle mill started operations last week with a good stock of timber in the yard.

Millersburg—R. P. Holihan is stocking up a large cedar yard at this place. The marketing will be done by rail.

Posen—J. Kennedy, of Bay City, is building a stave and heading mill at this place and is making extensive contracts for stock.

Atlanta—The T. C. Kelley & Co. sawmill is cutting 16,000 feet of hardwood lumber a day and has 2,000,000 feet piled up in the yard.

Manistee—The Buckley & Douglas sawmill was shut down last week for overhauling and will start up for the winter's run about December 10.

Iron Mountain—The Calumet Ore Co. has been incorporated with an authorized capital stock of \$150,000, of which amount \$90,000 has been subscribed and paid in in property.

Marine City—The Marine Lumber Co. has been incorporated to deal in lumber, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Eau Claire—The Kuisel Lumber Co. has merged its business into a stock company with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Cass City—The Security Gate Co. has been incorporated to manufacture fence gates with an authorized capital stock of \$25,000, all of which has been subscribed, \$20 being paid in in cash and \$24,980 in property.

Holly—The Holly Produce & Milling Co. has been incorporated to conduct a milling and produce business with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Cadillac—The Murphy & Diggins sawmill has shut down for a few weeks and may not start up until winter sets in and the hauling of logs on sleds from their camps near Boon to the Ann Arbor Railroad is made possible.

Detroit—The Saint Clair Motor Co. has been incorporated to conduct a foundry and machine shop, with an authorized capital of \$400,000 common and \$100,000 preferred, all of which has been subscribed and paid in in property.

Lansing—A creditors' examination into the affairs of the Lansing Veneered Door Co. is being made and so far only \$7,000 can be found to meet debts amounting to \$90,000. False entries are alleged to have been found in the books.

Newaygo—The Brown-Ansorge Paper Box Co. has been incorporated to manufacture boxes. The new company has an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed, \$500 being paid in in cash and \$5,000 in property.

Detroit—A corporation has been formed under the style of the American Smelting Works for the purpose of smelting and refining metals. The company has an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Hastings—The Hastings Cabinet Co., recently organized by L. D. Waters, formerly manager of the National Woodenware Co., at Grand Rapids, has started operations. The company will manufacture a line of kitchen furniture, including cabinets and tables.

Battle Creek—A corporation has been formed under the style of the Anderson Foundry & Machine Co. to manufacture engines and machinery. The company has an authorized capital stock of \$100,000, of which amount \$68,000 has been subscribed and paid in in property.

Battle Creek—The Michigan Wire Bound Box Co., which manufactures boxes, has been incorporated with an authorized capital stock of \$30,000 common and \$10,000 preferred, of which \$36,500 has been subscribed, \$2,166.67 being paid in in cash and \$30,000 in property.

Bay City—A general machine business will be conducted by the Michigan Tool & Novelty Works, a new corporation with an authorized capital stock of \$2,000, of which amount \$1,100 has been subscribed, \$180.75 being paid in in cash and \$355.10 in property.

Trout Creek—The Trout Creek Manufacturing Co. has adopted a unique method of conveying its logs across the river at this place, having rigged up a cable which carries 2,000 feet of logs at one trip. This does away with the heavy grades on either side of the stream.

Bomanville—The shingle mill of the Boman Lumber Co. will start manufacturing in a few days. The sawmill has been shut down some weeks and has been undergoing repairs. A new carriage has been installed. The company has three camps in operation and expects to cut 3,000,000 feet. Logs will soon begin to be sent to the mill by rail, when the mill will resume operations.

Munising—Burdie Anderson, Treasurer and Manager of the Great Lakes Veneer Co., whose plant is now building at this place, returned last week from a business trip to St. Louis and Indianapolis. During his absence Mr. Anderson bought for the company two new automatic dryers at a cost of \$16,000. There are only two dryers like these in operation—one at St. Louis, Mo., the other at Plymouth, N. C. In both cases the dryers have proved entirely successful and are said to be veritable wonder workers. The new dryers will take care of more material than the three machines in the Munising plant can cut. The company will also install a new rotary machine and new 300 horse power boilers. Up to this time the Great Lakes Veneer Co. has spent \$20,000 for new machinery. Construction work on the Munising plant is being pushed with all possible speed as the company's work at Grand Marais is now practically finished.





### The Produce Market.

Apples—Spys, \$2.50; Wagners, \$2.50; Baldwins, \$2.25; Greenings, \$2.25; Tallman Sweets, \$2.25; Kings, \$2.50. The demand continues large and supplies are liberal. According to the American Agriculturist's final report of the apple crop of the United States the total is 26,130,000 barrels, against 24,000,000 barrels in 1905, and rather more than 40,000,000 barrels in each of the three preceding years. While the crop is by no means a bumper one, it is very much larger than that of 1905, and a good many apples are available for winter storage.

Bananas—\$1 for small bunches, \$1.25 for large and \$2 for Jumbos.

Butter—The price of butter has ruled stationary during the past week. Receipts have been normal and the quality is running fine. The present consumptive demand for butter is very good. Stocks in storage are decreasing steadily and the general market is in a healthy condition. Good, steady conditions with unchanged prices are indicated. Creamery ranges from 26c for No. 1 to 27c for extras. Dairy grades fetch 23c for No. 1 and 17c for packing stock; renovated, 22@23c.

Cabbage—45c per doz.

Carrots—\$1.50 per bbl.

Celery—20c per bunch.

Cheese—The cheese market has remained stationary during the past week. There is a general falling off in production and a very good consumptive as well as a speculative demand. No change seems likely for the near future.

Chestnuts—14c per lb. for N. Y.

Cocoanuts—\$4 per bag of about 90.

Cranberries—Wisconsin have advanced to \$9.50 per bbl. Late Howes from Cape Cod are strong at \$10 for choice and \$11 for fancy.

Eggs—Fresh are very scarce and the price has advanced 1c per dozen during the week. The demand is excellent and absorbs all the available supply. There is also a good demand for storage eggs at unchanged prices. Stocks are going out of the ice houses satisfactorily and the market is strong and healthy. Local dealers hold fresh at 27@28c and cold storage candled at 23c.

Grapes—Malagas command \$4.75@5 per keg.

Grape Fruit—Florida commands \$3.75 for either 54s or 64s. The fruit is excellent and the crop is reported large.

Honey—15@16c per lb. for white clover.

Lemons—Californias have again declined, being now quotable at \$5@5.25. Messinas have declined to \$4.75@5.

Lettuce—15c per lb. for hot house.

Onions—Home grown, 65c per bu. Spanish, \$1.60 per 40 lb. crate.

Oranges—Floridas are steady at \$3 and Valencias range around \$6. The fruit is still somewhat green, but

is improving. It is said that after the Florida oranges are colored they do not keep, but go to pieces so rapidly that there is a great deal of waste on these early shipments.

Parsley—30c per doz. bunches.

Potatoes—The market is weak on the basis of 35c per bu.

Poultry—Receipts of live poultry are very heavy and the market is off in consequence. Dressed poultry is expected to begin loading before long and some dealers say the supply will be 15 or 20 per cent. larger than last year. Geese have advanced 1c per pound.

Squash—Hubbard, 1½c per lb.

Sweet Potatoes—\$1.50 per bbl. for Virginias and \$2.75 per bbl. for Jerseys.

White Pickling Onions—\$2.25 per bu.

### The Grain Market.

Wheat has been quiet throughout the week, prices having made only a slight advance, selling from 78@78½c for Chicago May. There has been some improvement in the cash market, both millers and shippers bidding for spot stuff. The visible supply showed an increase of 775,000 bushels for the week, which brings the present visible up to 38,747,000 bushels, compared with 31,721,000 bushels at the same time last year.

New corn is beginning to come into market, and the condition with the present weather is rapidly improving.

The price generally being paid for new corn is 40c for No. 72, and on this basis is holding out in weight. Old corn is still holding at a strong premium and can be bought to arrive at about 50c per bushel.

Oats are not moving freely, prices having sagged off a fraction on futures, but the cash market is strong and we anticipate a better movement during the next ten days and a consequent slump in values to correspond. While corn showed a decrease in the visible of 56,000 bushels, oats made an increase of 739,000 bushels, as compared with the previous week.

Ground corn and oat feeds are moving a little more freely this week, with prices practically unchanged. Millfeeds are practically unchanged, with the demand good. The mills of the country generally are not running up to capacity, and until there are a change and an increase in the output we do not look for any soft spots in the feed market.

Buckwheat grain is coming into the market in very good condition, although the movement as yet is comparatively light. The demand for buckwheat flour is getting better every day, and the mills are looking for fresh stocks of grain. Prices are advancing somewhat for quick shipments, ranging from \$1.20@1.40 per cwt.  
L. Fred Peabody.

The Grand Rapids Press has unearthed surface indications of crookedness on the part of Frederick Jacob, Deputy Game Warden at Lowell. The Tradesman has long been in possession of information of a similar character, but remained silent on the assumption that the reputation of the man was a sufficient protection to the public.

### The Grocery Market.

Sugar—There are no cane supplies of any consequence to come upon this market until the Cuba crop gets under headway, but our refined demand for some little time to come will be curtailed and we won't need so many raws. The domestic beet people are supplying the west and a few Louisiana plantations have already started work on the cane growing in that state. The Louisiana grinding should be in full operation by November 20. For two months yet European happenings will govern the course of our market. After that the quotation will depend upon the figures made by the Cubans and our quotations during the first four or five months of 1907 will move along with Europe as the guide of course, but experience has shown that during the early part of the year we are always 20 or 30 points behind the guide.

Tea—The general tone is firm with, if anything, an advancing tendency for the more important lines. Japans are in a strong position for both first and second crops, which are steady at current quotations and not too freely offered. Congous, as reported, continues scarce and commands high prices. India and Ceylon Souchongs have replaced Congous to a great extent. Pingsueys and Formosas continue steady. Country green are dull at current prices.

Coffee—The market for Brazil coffee is no stronger than it was, and the best that can be said of it is that it is fairly steady. The receipts continue very large and indicate a crop greatly in excess of last year. The demand for coffee is light. Java and Mocha coffees are steady and in moderate demand. Milds are steady and fairly active.

Canned Goods—Very little interest is shown in tomatoes at present, but packers are not disposed to stimulate the demand by offering to make concessions. Southern gallon string beans, according to advices received from Baltimore at the end of last week, are closely cleaned up. There is little, if anything, obtainable from New York State packers. Enquiry for peas continues, but there are few to be had at buyers' limits. Corn is unsettled and the market favors the buyers, although a good stock of Maine or New York State packing is comparatively scarce. A firm market is reported for salmon. There is little stock of pink left, but the spot supply of red Alaska seems to be ample for present requirements. Columbia River chinooks are badly wanted and buyers find it next to impossible to secure additional quantities from first hands, while jobbers have none to spare. The market for American sardines is very firm. Current packing is light owing to the scarcity of fish and oil and there is no reserve stock in the hands of packers. Quite an urgent demand is noted for California canned fruits on the spot. Gallon apples are strong.

Dried Fruits—Apricots are very high and in light demand only. Currants are stiff and in a large way now command 8¼c per pound packages. This is 2¾c above the opening

Prunes on spot are still much higher than the coast market. The latter is unchanged, and so, practically, is the spot market. The demand is good, even at the high price, as the supply is very low. Peaches are wanted, but the price is still maintained on the former high basis. Raisins have gone mad. Last week it was said that the coast packers were talking of 8¼c on fancy seeded. During the week this price has been reached and passed. The coast quotation now is 9@9¼c, with other grades of seeded and loose in proportion. The packers are in a bad way. The demand for raisins is inclined to be slow.

Syrups and Molasses—Compound syrup is in better demand since the advent of cooler weather. Prices are unchanged. As to sugar syrup, the principal matter of interest during the week is a rumor that the Sugar Trust intends to pack pure sugar syrup in cans. Molasses is scarce on spot, and anything pure is eagerly wanted and brings a premium. The threatened application of the food laws to the admitted use of sulphur dioxide in molasses has greatly upset the entire business.

Rice—There has been no cessation of previous conditions, which means that rice is passing into consumption as fast as the mills can turn it out, and while receipts at primary points are gradually growing more liberal with the advance of the season they are not as yet sufficient to keep them all busy; and the outturn of cleaned rice is absorbed from day to day. Nearly all the rice arriving in this market has been sold in advance and passes into distributors' hands, leaving no accumulation. Prices are very firm at quotations.

Provisions—Pure lard is firm at the recent advance. Packers are nearly all sold ahead and a continuance of the present firm conditions seems likely. Compound lard is very firm at an advance of ¼c, due to the short supply. Manufacturers are all behind in their orders, but probably no further immediate change is likely. Barrel pork is dull and unchanged. The demand for dried beef is falling off, but prices are unchanged. Canned meats are very dull and unchanged.

Fish—Cod, hake and haddock have advanced another shade during the week and the prospect is strong. The demand is good. No change has occurred in Norway mackerel during the week. The market is firm, but without further advance. The demand is not so heavy as it was, the first rush being over. Irish mackerel are very dull, but selling at high prices. Shores are still scarce and very high. Domestic sardines are firm and further advances in oils seem to be expected. Imported sardines are firm, speaking more particularly of the French, which are very high.

The next regular meeting of the Grand Rapids Credit Men's Association will be held at the Peninsular Club Tuesday evening, Dec. 4, at which time the newly-elected members of the Legislature from this county will be invited to attend and participate in the discussion.



## FLYING TRIP.

## Thirty-Seven Towns Visited in Three Days.

The flying trip planned by the sub-committee of the Wholesale Dealers' Committee of the Grand Rapids Board of Trade was accomplished along substantially the lines originally contemplated. The train in which the trip was made was composed of three coaches and a locomotive and ran as a special from start to finish. The train pulled out of the union depot on time Wednesday morning, the special features of the principal stops being as follows:

**Big Rapids**—The party was met at the depot with carriages and escorted by a local committee to the Northern Hotel, where refreshments were in waiting for the guests. The welcome was a cordial one.

**Reed City**—The visitors were escorted by a band to the center of the town, where they were welcomed from a gaily decorated dray by the village President and the President of the Board of Trade. Response was made by S. F. Stevens, who had previously been elected the official speech maker for the occasion.

**LeRoy**—The party was welcomed by the village President, who briefly set forth the material and moral advantages of the town. The response was made by the O. S. M.

**Tustin**—The visitors were permitted to visit the stores without any formality, which opportunity they improved to the utmost.

**Cadillac**—A delegation of local business men welcomed the visitors and would have been glad to have done much more than this if the time devoted to Cadillac could have been extended. The original intention was to take the visitors around the beautiful boulevard erected by Cadillac along the shores of Clam Lake, but this project had to be abandoned on account of the shortness of the time apportioned to this place.

**Manton**—Several of the leading citizens were at the depot when the train arrived and assisted in directing the party to the business places which they were most anxious to visit.

**Kalkaska**—A pleasant surprise greeted the party here in the shape of a serenade by the ladies' band. The members of the band looked very attractive in their white uniforms and rendered several selections with credit to themselves and greatly to the pleasure of the guests.

**Antrim**—A stop of ten minutes was made to enable the visitors to inspect the large general store of the Antrim Iron Co.

**Mancelona**—A well-worded welcome was extended the party by Hon. H. B. Hudson, which was responded to by the O. S. M.

**Alba**—The entire time was devoted to handshaking and inspecting the stores of the principal merchants.

**Elmira**—The same programme was observed here as at Alba.

**Boyne Falls**—Substantially the same programme was carried out here as at the two previous places.

**Boyne City**—The visitors were

marched to a hall, where an address of welcome was delivered by Judge Harris and responded to by the O. S. M.

**Petoskey**—It was originally intended to visit Petoskey the following morning, but, at the urgent request of a number of the leading citizens, it was decided to spend the evening in Petoskey and visit the town north of there the next morning. This enabled the good people of Petoskey to arrange a reception at Pythian Hall, which proved to be very enjoyable for all concerned. Addresses of welcome were made by Banker Hopkins and Doctor Reycraft. The response was made by E. B. Fisher, who very acceptably expressed the pleasure of the party over the reception accorded them. The train laid in Petoskey until 5:45 Thursday morning, when it headed for the Straits of Mackinaw.

**Levering**—Most of the party left the train at this point to call on the merchants, while the train itself proceeded to Mackinaw City to turn around and start on its way southward. The merchants at this point complain over the low prices of potatoes and of the manner in which the crop suffered from the drought and the freeze of Oct. 9 and 10. Mr. DeKruif told of one farmer who dug 1,100 bushels, but was compelled to throw out 500 bushels on account of their being frosted. Unless the potato market looks up soon the farmers in the Northern potato belt will not have as much money to spend as they have had on some previous years.

**Pellston**—Twenty minutes was devoted to this town, which was sufficient to enable the callers to shake hands with only a small percentage of their customers. In no case was the schedule more unsatisfactory than here, because, so far as could be learned, no one was able to call on all of his customers at this point. The schedule was evidently made up by men who had but one customer in a town and, as a result of this arrangement, those who had two or more customers in a place were frequently compelled to respond to the locomotive whistle before they had shaken hands with all of their patrons. If the trip is ever repeated, it is to be hoped that more time and thought will be given to the length of time devoted to each place, so that the man who has a dozen customers may receive the same consideration as the man who has only one.

**Alanson**—A short stop was made here for handshaking purposes. The party was well received and the merchants appeared to be glad to meet their friends of the Second City.

**Harbor Springs**—The party was met by Wm. J. Clarke and other representative business men and taken in carriages to the top of the high hill back of the town, where an excellent view of the Little Traverse Bay and the surrounding country could be obtained.

**Charlevoix**—The party was met at the depot with carriages and automobiles and escorted to the business section, after which they were taken

to the beet sugar factory, where they boarded the train.

**Central Lake**—No attempt at a reception was made at this place and several merchants were at home on account of the visit being at the noon hour. Some complaint was registered by the merchants over the shortness of the time devoted to Central Lake, to which most of the party pleaded guilty. More time should have been spent at this place, as well as at nearly every other place on the itinerary.

**Bellaire**—The party received a cordial reception at the hands of the merchants and other business men and were shown about the town and given an opportunity to inspect the new dam and power house recently installed by Henry Richardi.

**Alden**—This town was gaily decorated with flags and bunting, making the visitors feel that they were among friends. The greeting at this point was extremely cordial.

**Rapid City**—Several merchants of this place were away from home on a hunting trip. Complaint over the failure of the potato crop was very common here, as well as at some of the other towns farther north.

**Elk Rapids**—Instead of stopping at the depot, the train was run down to the town, where the party was met by a band and escorted to the center of the village. The welcome was especially cordial.

**Traverse City**—The party was met with carriages and taken to Park Place Hotel, where a hearty address of welcome was delivered by Hon. Frank Hamilton and responded to by the O. S. M. An hour or more was then devoted to handshaking and visiting the principal business places in the town.

**Thompsonville**—A band met the party at the train and escorted them to the center of the town, after which the usual programme was observed.

**Kaleva**—The two Finnish merchants at this place were behind their counters, ready to wait on their customers or greet their visitors.

**Manistee**—Carriages were in waiting when the train pulled into Manistee to take the visitors to the Dunham House, where a cordial address of welcome was given them by Frank Fowler, to which the O. S. M. responded. Those who left the car and went to the hotel were urgently invited to visit the new club house erected by the Elks, where they were treated to a luncheon and several very interesting speeches and recitations under the direction of Mr. Fowler.

**East Lake**—A stop of fifteen minutes was made to inspect the salt works of the R. G. Peters Salt & Lumber Co.

**Freesoil**—The handshaking programme was carried out at this place, although the time devoted to Freesoil was too short to enable the visitors to call on the merchants more remote from the station.

**Ludington**—It was originally intended to devote an hour to this place, but, on account of the train being late, the time was cut down to forty minutes, which was entirely

inadequate to enable the visitors to see much of the town or make many calls.

**Scottville**—The party received a cordial welcome at this place and succeeded in visiting most of the merchants.

**White Cloud**—The same was true at this point. Representative business men met the party at the depot and escorted them to the business center, where pains was taken that proper introductions were made.

**Fremont**—Special efforts were made by the good people of Fremont to make the visitors feel at home. Welcoming placards were displayed in all the windows and the glad hand was everywhere in evidence.

**Shelby**—One of the prettiest receptions received was accorded at this place. Handsome young ladies were lined up when the train pulled in and pinned a badge and carnation on the lapel of each visitor. Although it was dusk when the party reached Shelby the stores looked very attractive to them.

**Hart**—This was the last stop on the schedule and the reception received at this place was quite in keeping with the feeling which appeared to prevail along the entire route. Representative citizens like W. R. Roach and Senator Flood took the party in hand and undertook to see that every man met every other man with whom he wished to shake hands.

## Incidents of the Trip.

When the party left Reed City it was found that Grocer Johnson had sent a bushel of snow apples and at Kalkaska C. Kryger presented the party with a bushel of Spys. At Traverse City cidermaker Morgan sent over a keg of his best production and at Shelby two baskets of beautiful King apples were contributed to the further pleasure of the occasion.

Diversion from the business features of the trip was afforded by the fining of several members for being late at East Lake and getting left at Ludington and Freesoil. The contribution was fixed at \$5 in each case and the money was subsequently devoted to the purchase of cigars, and so forth. At White Cloud telegrams were received by Geo. H. Reeder, C. D. Crittenden, H. J. Vinkemulder and J. J. Rutka, which subsequently proved to be bogus but which afforded no end of amusement until their true character was discovered.

Taken altogether, the trip was an exceedingly pleasant one and the future will probably disclose the fact that it was profitable as well. There seemed to be a little dissent over the general opinion that the trip should be repeated next year, at which time the merchants of Southern Michigan and Northern Indiana will probably be given an opportunity to get acquainted with their Grand Rapids correspondents. When the second trip is undertaken the schedule will probably be arranged so as to accommodate more of the party than last week's trip did. The experience of last week will prove valuable to those who make up the next schedule.



**FUSSY CUSTOMER.**

**Agreeing With Her Clinched Future Sales of Collars.**

Written for the Tradesman.

"I was somewhat amused the other day, at the methodicalness displayed by a lady buying goods at my department," remarked the young man who stands behind the collar counter in a certain local haberdashery.

"She rushed up to my counter and before I could say 'Jack Robinson' she rattled off a lingo all in one breath that sounded like the utterance of a Choctaw Indian!

"When the lady had caught another breath she repeated her Choctaw jargon, but slower, and I was then able to recognize the names of four of the dozens of brands of collars we carry.

"I was so 'fraid I'd forget 'em,' she smiled in extenuation of her seeming aberration of the moment before.

"I read those names on the samples out in the sidewalk show case, and they are the styles I thought I'd try with my shirt waists," she further explained. 'I've never got my collars here and so I'm not familiar with any of the names of your brands. I'll try the four I've managed to remember at the risk of your thinking me crazy, and so if you'll show 'em to me in a hurry I'll be much obliged, as I want to catch the next car so as to use my transfer. I want thirteen and three-quarters.'

"I hurriedly took down the box of thirteen and three-fourths, and the lady took out three or four collars and put the points together, saying as she did so that she had often had difficulty in getting collars the corners of which were alike.

"Sometimes—quite often, in fact—one will 'skew' off one way and the other will be cut at an entirely different angle, and then the unevenness shows so with a black tie," the lady continued.

"She selected two, finally, that seemed to suit her and laid them aside.

"The next you wanted was a Gibson?"

"I supplied her another of the names, as, from the look on her face, she was forgetting the other three.

"Yes, that's it.—Why," she exclaimed, picking up both of the collars she had put to one side and looking at their numbers, 'you have given me the wrong number—these are thirteen and three-fourths—I wanted thirteen and a half!'

"I distinctly recollected that the lady said she wanted the number I had given her, but it never does to contradict a lady in a case like this, so I smiled amiably and made out as if it was I who had made the mistake. She seemed so pleased when I remarked that I didn't always hear straight that I felt amply rewarded for the little ruse.

"I got down a box of the quarter size smaller and the same rigmarole was gone through as to the corners matching to her satisfaction. She held a collar up for my inspection, and I couldn't, for the life of me, see that there was anything 'wrong with the angles,' but I observed that 'lots of

times they would look just like that'—which was certainly no lie!

"When I had got the other two brands down for the fussy-budget little lady she took what she wanted, and then asked me if I wouldn't have them all done up with a bundle she had laid on the counter.

"I said:

"Certainly—we'd be only too glad to make it easier for you to get along," and I went myself and did the collars up with her parcel.

"I'm glad to see a lady particular about her collars," I bravely asserted, as I handed her our goods neatly wrapped up with the package she brought. "So many ladies—and even men—never seem to give a thought as to whether a collar looks well or not. They'll come in here, say, 'Give me a couple o' collars, number so-and-so,' throw down their money, hardly knowing whether the collars are standups or turnovers, nor whether the styles are becoming to their neck or not, and then likely as not we have their return by a dissatisfied customer.

"Now, you're different," I asserted without a quail, 'and if there's anything about these collars that you don't like you just bring them back and we'll make it right with you. If we can't satisfy you with anything else that we have in stock we'll give you your money back.'

"The 'money-back' proposition generally makes a ten-strike with the women and it was dollars to doughnuts it would in the present instance.

"The little lady was tickled to death at my diplomacy—although she didn't call it that.

"She said, beamingly:

"I'm sure you're just more than kind! I'll get all my collars of you after this. Thank you so much!"

"And the little lady tripped through the door I held open for her, and it's a cinch I have all her collar trade after this." G. B. A.

**The Drug Market.**

Opium—Is in a very firm position and has advanced 5c per pound.

Morphine—Is unchanged.

Quinine—On account of the higher price for Cinchona bark has advanced 1c per ounce.

Carbolic Acid—Is very firm and tending higher.

Castor Oil—Has been advanced 4c per gallon on account of the higher price for beans.

Haarlem Oil—Is in better supply and has declined.

Lycopodium—Has advanced on account of the higher price in the primary market.

Juniper Berries—Are scarce and have advanced.

Oil Anise—Has advanced.

Oil Pennyroyal—Is higher on account of scarcity.

Gum Camphor—Has again advanced 5c per pound.

Cumin Seed—Has advanced on account of the higher prices abroad.

Linseed Oil—Has advanced 1c per gallon on account of the higher price for the seed.

When you undertake to run to success, be careful not to stub your toe.

**The Retailer Must Keep His Trade at Home.**

During visits to my trade I go out with the expectation that I will have to work, and work hard. I call on the trade for the purpose of selling, and I do well, because I go after the trade in the manner in which I do.

When it comes to a consideration of the retail mail order house I quickly get to a boiling point. I think that this subject is beneath my consideration. If I am losing trade because of this kind of competition I am at fault in some particular. If this class of competition can get my business by better methods than I use it is entirely my own fault.

I believe that one of the necessary qualifications of merchants and retail salesmen in the future is that they be able to make intelligent comparisons of merchandise. I follow this plan in my own work on the road, and it is my practice to urge this method of meeting competition on the attention of the merchants upon whom I call.

I dwell particularly upon becoming familiar with the merchandise which one has to sell, believing that if a salesman knows thoroughly the merchandise which he has to sell, and it is properly described and displayed, two-thirds of the work is performed. It is important to-day that a man know something—as much as possible, in fact—of the merchandise which competitors are offering.

If one can say honestly that he has better goods than a competitor, it goes a long way toward beating out the other fellow. This procedure is important to-day, because many of the retail mail order houses are offering to the public inferior merchandise. I might give a number of illustrations of this, but a suggestion of one or two at this time will suffice.

A mail order house desired to contract with a manufacturer for wind-mills. In order to secure one which they could sell at a certain price, below competition, they asked the manufacturer to reduce the weight of several of the castings, and also to supply an inferior quality of material. When they had accomplished this they found that an actual reduction in the cost of manufacture to the amount of \$12 had been made. This fact illustrates well the necessity of merchants being thoroughly conversant with the merchandise which such competition as the retail catalogue house has to offer.

Another illustration is regarding stoves. The weight of the castings in many stoves offered by this class of competition is light. Sometimes as much as two hundred pounds is the reduction made in the specially manufactured stove for the catalogue house.

One merchant in our State has on exhibition a stove which was shipped in from a retail catalogue house for a farmer who refused it because at the depot a hole was broken in the casting and it was found that the stove castings had been filled with sand, which escaped through the hole broken in the stove. The farmer refused to accept the stove, whereupon a local merchant asked him to sell it to him. The merchant bought it and has

it on exhibition in the store to-day as an example of the inferior class of goods often sent out by the retail catalogue houses.

A large percentage of the merchandise advertised by such competition is not equal to the test which any ordinary customer can make. To the average customer much of this merchandise looks alike, but when the facts above named are known the inferiority of the goods is quickly understood.

I might describe other methods of the retail catalogue houses whereby they secure, or attempt to secure, certain staple merchandise through irregular channels, offering them in their catalogue as baits. They sell enough of their own merchandise to enable them to realize a handsome profit, while the staple merchandise which they secure irregularly is offered to the public as leaders.

There are many deceptive methods practiced by the retail catalogue houses to-day, because of which I again urge upon all merchants the need of being thoroughly conversant with this character of goods and being able to conduct a campaign of education regarding quality.

I am firm in the belief that roadmen must educate merchants against this competition, and that they are in position to accomplish much more in counteracting this kind of competition than they have before realized. I acknowledge that this competition can not always be made successful, but enough can be accomplished to reward roadmen and the merchants for their efforts. Fred J. Vetch.

**Now Nations Advertise Their Wares.**

A floating fair shortly will embark from England for a twelve months' tour of the world. A small steamer has been chartered, and is being fitted out so as to display the samples of Great Britain's leading industries. It is believed by the managers of the floating exhibition syndicate that there will be provided a scheme whereby exporting houses may consolidate interests abroad and give a general fillip to their overseas trade. It is proposed that the steamer will go first to Montreal. The tour will embrace forty of the leading ports of the British empire, China, Japan and South America. At each port the exhibition will be opened by a prominent official; the members of the local chambers of commerce, the leading traders and others will be invited to visit the steamer.

**"Making Good."**

Once in a while a bit of slang is so expressive that it becomes incorporated into the language as an allowable idiom. One of the most striking of these is "making good." It has come to have not simply a general, but a specific meaning. It illustrates the idea of competition; it indicates that under intense modern methods it is only he who succeeds that can, in the long run, win recognition. Recommendations, testimonials, requests from eminent men, all fall before the stern decree that you must "make good." To "make good" is a modern adaptation of "the survival of the fittest."





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Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, November 14, 1906

**RAILROAD ACCIDENTS.**

The recent accident near Atlantic City, in which some sixty persons lost their lives through the plunging into an arm of the sea of an electric train belonging to the Pennsylvania Railroad is still a topic of the greatest interest throughout the country. The character of the disaster makes it one of the worst in recent years and the fact that as yet no entirely satisfactory explanation of the cause of the accident has been forthcoming serves to emphasize the general feeling that the matter should be probed to the bottom, both for the purpose of ascertaining the real cause of the trouble and to fix the responsibility upon the individuals responsible for the disaster if the developments show that there has been contributory negligence.

It is somewhat disconcerting to learn that the Pennsylvania Railroad officials have been unable, after a most careful investigation, to ascertain the real cause of the disaster. These officials assert that the track was and is all right and that the drawbridge was properly closed and the tracks were interlocked. It is true the coroner of the county in which the disaster occurred does not entirely agree with the Pennsylvania Railroad officials and contends that the drawbridge was not properly closed and that the accident was due to the fact that one of the tracks on the drawbridge was not properly locked.

This inability to determine with any degree of certainty the true cause of the disaster, and therefore to fix the responsibility, is one of the worst features of all railroad accidents. When an accident occurs to a vessel a rigid investigation is conducted by the Government through officials appointed for that purpose. The officers of steamboats and ships are licensed, and should any neglect on their part be shown, their licenses are liable to be revoked or suspended over and above any other penalty that may be imposed.

Of course, navigation is under the control of the Federal Government, but so are railroads to a very large extent. Even without recourse to the General Government, however, there should be some form of inspection of railroad accidents other than such investigations as the coroner's jury

and the railroad officials themselves may make. The coroner's investigation is too often perfunctory, and at best it is not an investigation by an expert. The investigation by the railroads themselves is ex parte, and is therefore worthless, except insofar as the discoveries are of value to the Railroad Company itself.

Some form of official inspection of railroad accidents is badly needed, both to determine the cause of the disaster so that similar causes can be avoided for the future and to fix the exact responsibility. Very rarely have transportation companies been held responsible for grave disasters in which serious loss of life has occurred. There is a general impression that human life is held too cheaply in this country by the great transportation systems, and this fact is less astonishing when it is reflected that the railroads have nothing worse than a perfunctory investigation by the coroner to fear. If it were certain that every railroad accident would be rigidly investigated and the responsibility fixed greater care would undoubtedly be employed in avoiding the causes of accident. Obsolete equipment would be retired earlier, and both roadbed and cars would be kept up to the highest standard of efficiency.

**CIVIC BEAUTY AND POLITICS.**

Frederic E. Pulte, of this city, just home from a six months' vacation pleasantly passed at his birthplace in Westphalia, Germany, says that the European cities, because of centuries of development along esthetic lines and at the expense of royal and other titled personages, lead this country tremendously in parks, boulevards and architecture; but that in force, business skill and courage and the ability to produce results industrial, commercial and financial, the Americans are far and away the superiors of the Europeans.

He speaks of the pronounced uniform picturesqueness of the main thoroughfares in the cities of Europe, where, in spite of the fact that they always show an endless variety of individual facades, the groupings of buildings, the studied and most effective sky-lines, the wide streets, and all, constitute a composition that has individuality and harmony. He explains that this is because of government control of such things.

A citizen is not permitted to say to himself: "My lot represents such a value. I can put up a building for so much and the property will rent for so-and-so, yielding me a net profit of thus and so." It is not left to the option of the owner to say: "I will put up a two-story building here and a ten-story building there," or that he "will build of brick and iron on this street and of stone or wood on the other street." When an individual or a firm or a corporation wishes to put up a new building or, as very rarely happens, desires to remodel an old building, they are first required to notify the municipal government as to where they wish to build, the purpose for which the building is to be planned and used and, approximately, the amount of money they intend to

expend. These facts are carefully considered by the municipal authorities, who make a report of their conclusions and recommendations to the Imperial Bureau having such matters in charge, which, in turn, reports back to the municipality any amendments desirable and such suggestions as may seem advisable. Then the prospective investor receives his instructions and a permit to build according to those instructions. If the investor decides to proceed with the enterprise he solicits bids for the work and, deciding upon the bid he wishes to accept, he is required to submit it to the scrutiny and consideration of the municipal authorities, who report as to whether or not the government requirements can be fully met at the prices mentioned in the bid. If the report says the bid may be safely accepted, and it is so accepted, then the successful contractor is required to appear before the municipal authorities for instructions and to give bonds to the government for exact observance of the same.

A roundabout and perhaps tedious formula and one which would be absurdly useless were it not for the inevitable fact that the instructions are given to be followed to the very letter in every detail; that the bonds are to be paid to the last penny for failure to observe the instructions. There is nothing of the "dead letter" to the building ordinances in European cities, and such things as political influence or money consideration have rarely been known to affect their operation.

The municipal bureaus with the building inspectors, their architects, their engineers (civil, hydraulic, sanitary, electrical and mechanical), their landscape architects, their painter artists, sculptors and decorators, are government affairs which are quasi military in discipline and thoroughness, with superintendents, assistant superintendents, heads of departments and chiefs of bureaus in their positions on their professional merit and for life, or during good behavior. Obey orders, is the chief law they recognize, and individual pride of their respective professions, coupled with an intense pride in and loyalty to the city they are serving, constitutes the main motive they have in view.

When one realizes that such a system as has been meagerly outlined is the result of centuries of study, effort and discipline under Imperial direction, and that it has unfolded itself co-ordinately with the history of art and as a part of that art, it will not appear strange that our own American crudities in civic beauty have occurred.

Immediate use has been the first essential, a minimum of cost the next one and durability the last one. Incidental thereto has been a haphazard and almost optional observance of the law of beauty, as well as the law of order, safety and civic rights. There are to-day and for many, many days and months and years there have been city ordinances relative to the design, construction, operation and maintenance of buildings in Grand Rapids, and nearly every other American city,

which are more often than otherwise completely ignored by municipal authorities. Why? Because of politics. Politics is a sore spot in the presence of civic beauty and it is a spot which does not exist in this connection under a monarchical form of government. With us, too often, men utterly unfit either by education or experience are given temporary authority in the control of our streets, parks, boulevards and all sorts of buildings; they are surrounded by conditions and influences which they can not evade or overcome, and it is not so much their fault as it is the fault of an almost total lack of adequate system that deplorable results are the rule rather than the exception.

The London Corn Trade Association is up in arms over the present system of making grain shipments from North America. American and Canadian shippers simply guarantee that the grain is correct in weight and standard in quality when it leaves port, while under the so-called European rye terms the guarantee covers the product until it is in the buyer's hands. Now anyone familiar with business as she is practiced will quickly surmise that any such certificate of a seller may cover a multitude of sins and that very often the merchants over sea get stuck. On general principles any such loophole for knavery is absurd, and as between ourselves and the mother country a certain bond of kinship makes it still more distasteful.

The Springfield Republican suggests that in the general railroad reform that is going on a certain European system might well be introduced, to wit, charging passengers for baggage other than that which can be taken into one's seat. It is argued that such an innovation would not only reduce the amount carried and hence avoid much delay in loading, but would also reduce the fares of those who ride without baggage. This latter may well be doubted. Also the statement that a more careful handling of baggage would result may be doubted. After overcoming the doubts, however, the plan does appeal as no more than fair to the railroads and much more convenient than a system of baggage insurance.

There is imminent danger that despite all Secretary Metcalf may do, the Jananese affair in California may cause us trouble. It will not be a trouble with Japan as against America, but a bitter strife between western representatives in Congress and those of other sections. The people of the Pacific Slope are as unanimous on the question of Japanese segregation as those of the South are for separate schools and conveyances for negroes. Not only that, but a systematic campaign may be waged for the total exclusion of the Japs. The Chinese exclusion bill created sufficient disturbance and is by no means a dead issue yet, and it would be peculiarly unfortunate at this time, in view of our relations in the Far East, to have any such issue arise.



### DISTRIBUTION OF WEALTH.

All the radical politicians have promised to do all in their power to regulate and control all corporate and individual wealth.

How this is to be done is variously stated, but they all claim that Congress has the power to take hold of all such wealth and subject it to special taxation and otherwise to dispose of it.

This sort of talk is not only extremely misleading, but it is exceedingly dangerous. The one question which excites the interests, arouses the hopes and agitates the aspirations of the people more than any other is any proposition for the regulation and control by the Government of all private wealth. While political economist and social philosophers are figuring out some process by which all such control and regulation may be secured without violating private rights, the great body of those who give any consideration to the subject can see no wisdom in any control and regulation that fails to make a new distribution of property.

The political philosopher can easily figure out that if the total property of all sorts in the United States amounts, according to the assessed valuation, to forty-five billion dollars, and by the time of the next census there will be ninety millions of population in this country, an equal division would give only five hundred dollars to each head of population.

This would be so far from satisfactory that every soul would be reduced to poverty, and there would be no capital to carry on any great manufacturing enterprises and transportation operations. Thus it would happen that an entirely new set of syndicates, trusts and corporations would be required in order that the people might have employment, and the means of earning a living, whereas, thousands of the five-hundred-dollar capitalists would be required to form a corporation with money enough to operate with.

The only other scheme would be for the Government to seize all the property and carry on all the business and pay wages to the people. Under such a system nobody would have anything but a bare living, since everything would belong to the Government.

It is plain that no such condition of equal distribution or of Government ownership of property would please any individual in the entire population. The man who has little to-day dreams of the possibility that in a new deal he may become a millionaire, while some rich men will have to take his place. It is not an equalization that anybody wants, but a new adjustment, an entirely new deal, and there is scarcely a man of any intelligence who does not dream of some change in public affairs or social upheaval that will put him among the holders of great fortunes while some former capitalist will have to labor for a bare support.

It is that sort of hope, that sort of aspiration, which is aroused by the politicians who make rash promises for the popular benefit which they know can never be fulfilled. But

something much worse is done than merely deceiving the people with false and idle hopes. That sort of thing is breeding a revolution. The people are told that their voice is the voice of God, and that what a majority wills can be accomplished. If the masses of the people, filled with the hope of reorganizing the political, social and financial structure of the United States, should be able to elect a House of Representatives subservient to their will, and at the same time choose one of the radical leaders to be President, what would the people care for the Senate or for any other organization that might stand in their way? They would have their will in everything and would overturn the social fabric as it is.

The world has seen such popular revolutions before this. It is witnessing one in Russia, and the fact remains that human nature is the same in every age. The political leaders who are feeding the people on their radical schemes do not seem to know to what dangerous lengths they are tending.

### WIRELESS TELEGRAPHY.

There is now sitting in Berlin a congress on wireless telegraphy, to which most of the civilized countries have sent delegates, including, of course, the United States. The purpose of this Congress, which is not the first by any means which has been held, is not principally to confer on the employment of wireless telegraphy in time of war, although that subject will come up for some consideration, but to consider the possibility of improving the methods of employing the system in general business.

There are several different systems of wireless telegraphy in operation, all working under patents and exclusive grants. As matters are now arranged no one system communicates with the other or will handle any share of the business originating with its competitors. As a result the use of wireless telegraphy in the ordinary every-day business of the world is much limited. Vessels equipped with different systems are not permitted to communicate with one another, no matter how important the communication may be. This is a serious drawback, which deprives shipping of much of the value of the wireless system. Thus, for instance, a steamer equipped with the Marconi or any other system approaching a station ashore provided with the De Forest system could not communicate with the shore at all, any more than if not equipped with any form of wireless telegraphy.

While one can readily see that practical difficulties exist to active co-operation among the various companies utilizing wireless telegraphy, there ought to be the possibility of some agreement permitting communication between ships under certain conditions, such as messages from vessels in distress or from vessels at sea wanting to be reported and the like. If such agreements are not made the various nations may adopt some one system for all shipping, and thus bring about through inter-

national agreement what can not be effected by private arrangement.

As for the employment of wireless telegraphy in time of war, it is even more difficult to arrive at an agreement. While for commercial purposes it would probably be more convenient to have one system in use everywhere, for war purposes it would obviously be better if each nation had a system of its own. So important a power for war purposes has wireless telegraphy become that some of the powers have been debating the wisdom of preventing the use of the system for commercial purposes altogether, so as to prevent the possibility of government messages going astray, or the "interference," as it is called, of commercial stations with government systems. The great weakness of wireless telegraphy is the ability of a third operator, having no interest in the message being sent, to intercept it if he has a knowledge of the code being used, or if he is unable to read it, of being able to make it useless or unintelligible by interference, that is, by so confusing the message by operating his own instruments at the same time as to make the whole message unintelligible to the party to whom it is sent. This practice was frequently resorted to during the war between Russia and Japan, and it constitutes the greatest weakness in the wireless system when used for war purposes. Naturally there is no likelihood of the present Congress making any effort to prevent interference in time of war by the enemy, but some rule might with advantage be adopted which will prevent such interference in time of peace, either by commercial stations with government service, or by one wireless system with rivals.

The high hat, or, as it is sometimes called, the "stove pipe" or the "plug hat," has been charged with the responsibility for serious offenses by a French scientist. The learned man has been experimenting and found that when the mercury was at 77 in the street it was 90 inside the hat, and that when it was 90 outside, it was 108 inside. He charges that this heat has a disastrous effect upon the cranium and its internal apparatus. If an American, an English or a German scientist had made this at tack it would attract comparatively

little attention, because in none of these countries are the fashions made, but when a Frenchman does it there is a difference. France starts the styles, and if its scientists can make the high hat unpopular its doom is sealed. Doubtless it will be some time yet before that result is accomplished.

The convention which gives to Thomas F. Ryan the right to make experiments in treating rubber in the Congo State has a wider significance than the desire of the so-called rubber trust to extend its operations to new fields. So far the development of Africa has been in the hands of European financiers, notably the English. Rhodes and Beit were cast in the same mold as Ryan, Morgan, Hill and the rest of that well known and much defamed company, but the American financier is above all things a "plunger," the more careful ways of the Europeans are not for him. So it may be that with the entrance of American capital and vim into Africa that continent may witness a most unprecedented development.

Thomas Edison says that this is the greatest time that ever was for men who are a little smarter than the common run. The door of opportunity, he says, is open as it never has been before for men who have minds even a fraction above what is necessary for a routine muscular task. He calls it the golden age for men of brains, even a little brains, and adds that the world is growing better and stronger all the time, and the invitation to think is becoming almost irresistible in every branch of human effort. He scoffs at the idea that the poor man's chance of success is less than it used to be, and says he would rather begin now as a poor boy than start again in the conditions surrounding his early life. A hopeful, appreciative man is Thomas Edison.

Don't forget when you are putting up the electric fans in the office that comfort in the factory is just as essential in summer as in winter, if you would get the best results.

The strike fever is not as bad as usual this year, but there is still enough of it to make us wish and seek for some germ of prevention against possible future outbreaks.



**IF YOU** could look over the shipping clerk's bills of lading it would convince you of the growing popularity of our **GRANITE COATED ROOFING.**

A granite coated roofing, the result of long investigation. The only roofing on the market that is both durable and useful.

**H. M. Reynolds Roofing Co. Grand Rapids, Mich.**

## PURE SOAP.

## It Is About as Necessary as Pure Food.

After a campaign of twenty years the battle of pure food was won. We now enter upon a new fight for pure soap, taking Mrs. Ellen H. Richards' text as a motto, "Be clean, clean, clean — chemically and bacterially clean."

Science has proclaimed within a recent period that trees draw more nutrition from the air through the cells of the foliage than is obtained through the roots from the ground. This probably accounts for the growth of trees whose roots are in the crevices of the rock.

It is certainly true that the human system depends as much for its health and longevity upon the condition of the pores of the body as it does upon its assimilation of food. In fact, clogged pores destroy digestion and impair health. They prevent the body throwing off the waste and carrying on its work of respiration, assimilation and elimination. Herein lies the strength of the plea of the soap manufacturers. Keep the pores open. In other words, "Be clean, clean, clean — chemically and bacterially clean."

This desirable state, upon which rests health, can not be secured without pure soap—absolutely pure soap. Unfortunately, many of the soaps on the market are made from medium and inferior grades of tallow in combination with fats of all kinds and description. The free alkali left in the soap is destructive of tissue, ruinous to underwear, injurious to table linen and other fabrics.

We propose to preach the gospel of pure soap in order to insure the full benefit of pure food. One may indulge in the latter, but unless the body is "clean, clean, clean—chemically and bacterially clean," complete nutrition is impossible. The physical condition is more or less impaired if the skin is not in perfect condition.

America is to lead the way in the production of absolutely pure soap, made from edible tallow. The alkali used in making is rendered neutral by the use of an antiseptic such as absolutely pure crystals of carbolic acid, the greatest antiseptic known. This sort is made only in Germany and is imported especially for the use of a firm claiming to make the only absolutely pure cake soap in the world.

Soap absolutely pure has neither smell nor color, but so common has become the use of oils and all sorts of fat, with talc and other finely powdered mineral matter, that manufacturers are driven to the use of odors and perfumes to conceal inferiority. Cheap and nasty mixtures wrapped in artistic or fancy wrappers, highly scented, are sold for high-class toilet soaps, while the offensive ingredients of many of the cheap laundry soaps on the market are concealed by the use of some powerful flavor or essential oil. If soap contains uncombined alkali it is injurious, or if made from cocoanut oil or other fat it is objectionable on account of

its unpleasant odor and free alkali, burning and parching the skin.

In the mad race to save waste some material which would make excellent fertilizer is turned into food and other nasty stuff into soap. We now have pure food laws to prevent the sale of unwholesome food, but it is left to the commercial world through competition and publicity to acquaint consumers with the nature and quality of cleansing agents. We want the sort of soap which cleanses, chemically, antiseptically, that does not injure skin or fabric, that imparts no disagreeable odor, that has keeping quality. Many of the soaps on the market deteriorate with age, while if pure and properly made they will keep indefinitely. We have recently seen soap thirty years old as white and pure as the day it was made. Such soap is made on honor, and when the people come to realize that there is no economy in low cost, nasty soap, and that it is prejudicial to health and its use neutralizes pure food, they are going to demand a much higher grade of soap than is now commonly used.—American Grocer.

## Steam Replaces Men and Horses in Skidding.

Marquette, Nov. 13.—The ever-increasing tendency to replace manual labor with that of machinery is making steady progress in the lumber woods. The latest form of labor-saving device is the steam skidding machine, and the results thus far obtained from the experiment give indication that their general introduction is not far distant.

The steam skidders work with great regularity, and of course are not hampered in their operation by the many small obstructions apt to cause trouble and loss of time when the work is done by men and horses.

Of the two steam skidders being given a trial in the Upper Peninsula one is in commission for the Danaher Hardwood Lumber Co., which is conducting extensive logging operations in the vicinity of McMillan, Luce county. It stands on a large flat car, which is moved along the logging railroad at will.

In appearance it is like a huge four-armed octopus, which stretches its long tentacles—in other words, slowly and irresistibly draws toward it everything which its operators desire. These cables run for a distance of over 300 yards into the woods, and at every trip bring in from one to two logs. Four of these cables are being used, and they are connected with two powerful hoists, one at each end of the car.

When the logs have been drawn to the track, the same machine piles them up along the railway, where they are afterwards loaded into cars by a steam loader.

It is when business is dull that a man really has the best chance to show his business ability, and it also furnishes an opening for a good crop of weak spots.

Every man who knows himself knows how selfish other men are.

## Suffering from the Car Shortage.

Owosso, Nov. 13.—If some man could deliver in this city 500 railroad freight cars—flats, box and gondolas—but most of the latter variety, shippers and railroad men alike would rise up and call him blessed. The growth of gray hairs in the railroad men's heads would be at least temporarily checked, for they are nearly driven to distraction standing off anxious shippers almost desperate enough to go out and take cars by storm.

Albert Todd & Co., hay dealers, would be happy if they could get their hands on from 200 to 300 cars right now. W. H. Axford, also a hay dealer, would load twenty to twenty-five in jig time, and would be thankful for an equal number extra each week. A score of cars would look very good to S. A. Clapp, hay dealer, and he would also make a substantial increase in the number he uses if he could get them.

The Owosso Sugar Co. needs 100 more cars a week; it gets only two or three a day now. The sugar factory is one of the heaviest sufferers, and the railroads are trying their best to hurry more cars to the concern, especially as the bad weather has made the hauling of beets by wagon fall off considerably.

The Owosso Carriage & Sleigh Co., providing twenty-five cars were set down on its siding to-day, could use every one of them and will need, all told, before the season should close about eighty cars more than will be received on time.

## Our Holiday Goods

display will be ready soon.

See line before placing your order.

Grand Rapids Stationery Co.  
29 N. Ionia St. Grand Rapids, Mich.

You don't have to explain, apologize, or take back when you sell

## Walter Baker &amp; Co.'s Chocolate &amp; Cocoa



They are absolutely pure—free from coloring matter, chemical solvents or adulterants of any kind, and are, therefore, in conformity to the requirements of all National and State Pure Food laws.

46 Highest Awards in Europe and America.

Walter Baker & Co. Ltd.  
Established 1780, DORCHESTER, MASS.

## Floor Coverings

We carry a complete line of Matting, Oil Cloths and Linoleums.

Matting at 10½c per yard and better. Floor Oil Cloths at 17c per yard and better. Linoleum at 35c per yard and better. Also a nice line of Stove Oil Cloth Rugs.

Our goods are new and the patterns are neat and desirable.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

## The Sun Never Sets

Where the

## Brilliant Lamp Burns

And No Other Light  
HALF SO GOOD OR CHEAP

It's Economy to Use Them—A Saving of

50 TO 75 PER CENT.

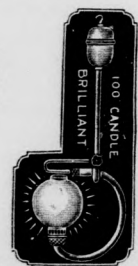
Over Any Other Artificial Light, which is Demonstrated by the Many Thousands in Use for the Last Nine Years All Over the World.

Write for M. T. Catalog, it tells all about them and Our Systems.

BRILLIANT GAS LAMP CO.

42 STATE ST.

CHICAGO, ILL.





### Indifference To the Stranger Within Gates Loses Sale.

Written for the Tradesman.

"You might say my Auntie is a peculiar woman, but if she is peculiar her idiosyncrasy takes on the hue common to that of most of her sex, namely, the delight they all take, when visiting away from home, in having especial attention shown them. This attention may arise from the attraction of their own pleasing personality, it may be the result of the esteem in which the people are held who are doing the entertaining; but, from whatever cause it emanates, the fact remains that the little courtesies extended by strangers during the guests' stay are as 'sweet morsels under the tongue.'

"Auntie is visiting here from the Sunny South. She's quite comfortably fixed as to possession of this world's goods, and, therefore, has no particular need of pinching economy nor even of so-called thrift. Her wants are not what you would designate as bordering on the extravagant, still she's a pretty good shopper."

The speaker was a young man friend of mine, whose mother is playing the part (and right royally treads she the boards) of hostess to a wealthy sister from the languorous Southland, and the nephew's broad shoulders have taken on themselves the—to him—very agreeable task of "showing her around," as he's very fond of her.

Most natural thing in the world that the lady should gravitate to the shops, both to trade and to observe how Northern methods differ from those obtaining in her home town.

"I had taken Auntie to a number of places of public interest, also to see the stores quite a bit, but there remained several of the latter to be inspected.

"Yesterday we stood on a certain corner waiting for a street car, when who should come along but the proprietor of a furniture store nearby.

"Auntie is quite a striking brunette and a slick dresser besides, so under the spell of the combination, perhaps, the merchant paused as he was passing. We exchanged pleasantries and I introduced my Aunt.

"As said, it chanced that we were within a few feet of his store, and, glancing towards it with the hope that he would extend her a personal invitation to visit it, I made the remark half-laughingly, to give it the appearance of casuality, at the same time nodding toward his place of business:

"'You have a beautiful store, and I don't know where my Aunt could put in her time more pleasurably than in going through it.'

"There was a chance for the proprietor to do the pretty if he desired to perform a courteous act and, for all he knew, to augment his trade at the same time.

"'Well,' said the dealer, 'I don't know where she could find a handsomer store.'

"Now, wouldn't that jar you! That, in place of the cordial invitation I was expecting to make ourselves at home in his store! Why, the very least that I would have done, under the circumstances, would have been

to offer then and there to escort us all over the establishment; or, failing to have time at the moment, I would have taken the parties (us) right over to the store, and have placed them (us) in the hands of some one competent to 'do the honors' in great shape.

"As it transpired, my Aunt is intending to buy an expensive library outfit—massive bookcase, table and chairs to match—and have the furniture shipped from here to her fine new home as a souvenir of her visit to the greatest furniture city in the world!

"I did not know this until to-day, when she informed me that she should 'look elsewhere and not buy of that man we met yesterday.'

"I can't imagine what ailed the merchant then, for his neglect of the polite seemed contrary to his usual evident good-nature. Whether that indifference came from the fact that he did not hear me refer to his own store, but thought I was mentioning some other, I know not. At any rate, his seeming coldness, rudeness—or whatever else you have a mind to call it—has lost him a sale of several hundred dollars, plus the advertising value of a good word in a Southern town many of whose citizens journey Grand Rapidward during the course of a twelvemonth.

"Too bad!" John Burbank.

### Electrical Concert Supply.

Long distance concert going is the new amusement in New York, where an electrical society entertained their friends with electrical music produced by a telharmonium. There was a generating plant in the basement of the auditorium; inductor alternators produced currents of different frequencies, which produced tones of different pitch when passed through telephone receivers. On a switchboard a large number of switches are provided, which are operated from a keyboard on which the performers play in the auditorium. A simple wave from one generator may be passed through the transformer which will combine it with numerous other waves from other generators whose frequencies of vibrations are of the harmonic series, thus producing an electric wave corresponding to a musical sound. In other transformers these complex waves are combined into still more complex vibrations corresponding to rich chords, and in still other transformers these complex vibrations of the second order are again combined with exceedingly complex vibrations which represent various voices, a violin and cello, flute and piano, etc. These vibrations are then distributed like electric light to various mains leading to different parts of the city. The present installation can supply 15,000 or 20,000 outlets. It also is feasible to install private plants, which would be apt to be expensive at first, but in a few years would be sold at about the price of a high grade piano. Separate telephone cables are being installed in conduits on Broadway, over which the music of the telharmonium is to be distributed to subscribers.

## FINE CALENDARS



**N**OTHING can ever be so popular with your customers for the reason that nothing else is so useful. No housekeeper ever had too many. They are the proper things for New Year's Greeting.

We manufacture positively everything in the calendar line at prices consistent with first-class workmanship. Tell us what kind you want and we will send you samples and prices.

**TRADESMAN  
COMPANY**  
GRAND RAPIDS, MICH.



### Forecast of the Thanksgiving Poultry Crop.

Below will be found the forecast of the poultry situation as it is likely to be for the Thanksgiving market. We have advices from all sections of the country, and the general conclusion to form is that the turkey crop will be short and of a poorer quality than for some years past. This is due largely to the lateness of the spring and the warm weather this fall. But the chicken crop is more than sufficient to make up for any deficiency that may occur in the turkey crop. There is one thing that buyers can be certain about and that is the fact that turkeys and chickens will be especially young. The outlook for ducks and geese is not any better than the outlook for turkeys, but these are not such a factor in the Thanksgiving dinner.

N. Durham, of 313 Washington street, who deals in all kinds of poultry and game, has not only visited several poultry producing states, but has made by letter a thorough canvass of the States of Missouri, Indiana, Illinois, Michigan, Kentucky and Ohio. The replies from these letters and observations bring these results as to the supply. The calculations are made on the basis of a 100 per cent. crop. Turkeys, 72 per cent.; chickens, 90 per cent.; fowls, 92 per cent.; ducks, 73 per cent.; geese, 68 per cent. This, says Mr. Durham, gives a good supply as to quantity of chickens and fowls, and a fair supply of turkeys. The prospects for the turkey supply for the Thanksgiving market are that they will be poor owing to the fact that the hatches are nearly all late and to the fact that the weather has remained very warm. Turkeys do not fatten in warm weather owing to the fact that they run about too much chasing bugs and searching for worms, but when the weather becomes cold they remain quiet and depend upon the food given them. There is every prospect, however, for a good crop of the finest birds for the Christmas season. The prices for the poorer qualities Mr. Durham thinks, will be about 14 to 16 cents and 18 cents for the better grades. The chickens and fowls will also be of a poorer quality than usual for the same reasons mentioned in the case of turkeys. The chicken market has been flooded for the past few weeks, and many have gone into storage, but the prospects are that the supply will decrease to the normal shipments for this season.

De Winter & Co., of 321 Washington street, say that it is difficult to forecast the market accurately, as the Thanksgiving market is always an uncertain market. It would seem from best information so far obtained that the turkey crop is later than usual this year. If this is true the supply of good sized meaty birds will not be large and such should bring good prices. Generally farmers are

anxious to dispose of their stock, hence many poor thin birds are marketed. Last season the shipment made from Texas for Thanksgiving proved a heavy loss, as the birds were too small; not matured; hence we do not anticipate their shipments before Christmas. There are quite a lot of frozen turkeys being held for the Thanksgiving market, believed on account of the size to be desirable. I think we will have a good market on fine stock. No poor stock should be shipped. Think price for best Western 18 to 20 cents, but all depends upon receipts, which are difficult to estimate.

Edson Brothers, of 110 and 112 Dock street, Philadelphia, Pa., say: "In replying to your letter relative to information concerning the Thanksgiving trade, would state that at this time we have very little information at our command. It has been our experience for many years that very little preparation is made for the Thanksgiving trade here owing to the uncertainty of the weather and the fact that turkeys do not fatten in time. We very seldom, if ever, have made any effort to take care of our business at that time; in fact, it is very hard to get good turkeys then, as it takes cold weather to fatten the birds. At Christmas the supply will be ample in our opinion. All other kinds of poultry from nearby points appear to be in full supply, and as the season advances prices are coming down. We anticipate no shortage of any kind and believe that quality and price will very nearly tally with last season."

Goodwin & Jean, produce dealers of Lutesville, Mo., say: "We find the turkey crop about the same as last year. The flocks are not so large as past seasons, but more farmers are engaged in the industry. We are not prepared to state what the price will be. Our prices are to some extent controlled by the Eastern markets. We expect to handle 1,000 barrels of turkeys during November and December."

Glenn Wilson & Co., wholesale poultry and egg dealers of Albany, Ill., say that turkeys this year are late; outlook for Thanksgiving slim. Farmers have plenty of corn, and if the poultry men will keep prices where they should be we will have nice Christmas stock. Otherwise we will put a lot of inferior stock on the Thanksgiving market, with no prospect of any money. We will try to hold price to 10 cents, am notified one of our smaller competitors will start them at 12½ cents. (I read where one match blew up a whole powder factory.) As you can't stop a free American citizen from being any kind of a fool he wants to be, I reckon he will get a few and possibly spread the disease.

From our correspondent in Geneseo, N. Y., we learn that there is a scarcity of turkeys in Livingston county. If turkeys were small ostriches—and good ostriches are worth from \$800 to \$1,000 each—the farmers who own turkeys could not watch them more closely than they are now doing. The reason is that the scarcity is going to be one of the greatest

### Will Pay 25c Per Dozen.

for Fresh Eggs delivered Grand Rapids, for five days.

**C. D. CRITTENDEN CO., Grand Rapids, Mich.**  
Both Phones 1300 3 N. Ionia St.

### If You Have Any Fancy Poultry Turkeys, Ducks, Geese, Chickens and Fowls

for Thanksgiving trade let us hear from you. We buy all that comes at market prices. Money right back. No commission, no cartage.

**WESTERN BEEF AND PROVISION CO.**  
71 Canal St., Grand Rapids, Mich.

### NEW CHEESE

#### "Warner's Cheese"

BEST BY TEST

Manufactured and sold by

**FRED M. WARNER, Farmington, Mich.**

### Butter, Eggs, Potatoes and Beans

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

**R. HIRT, JR., DETROIT, MICH.**

### Egg Cases and Egg Case Fillers

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

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

### Redland Navel Oranges

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

**THE VINKEMULDER COMPANY**

41-16 Ottawa St.

**GRAND RAPIDS, MICH.**

### Clover and Timothy

All orders filled promptly at market value.

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

ESTABLISHED 1876

#### We Buy

White Beans,  
Red Kidney Beans,  
Peas, Potatoes, Onions,  
Apples, Clover Seed.

#### We Sell All Kinds

Field Seeds,  
Peas, Beans,  
Apples,  
Onions, Potatoes.

Send us your orders. If wishing to sell or buy, communicate with us.

**MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS**  
Office and Warehouse Second Ave. and Railroad.

**BOTH PHONES 1217**

**GRAND RAPIDS, MICH.**



ever experienced. Commission men and others who are interested in a business way in the toothsome bird have been all through Geneseo and the surrounding territory getting in touch with the farmers who supply the trade. These commission men report that they have never in recent years been out after turkeys so early, and state that fewer birds are available this year than at any other time for the past ten or twelve seasons. The wet weather that prevailed in early spring and summer when the birds were young proved fatal to many and the prices next month will be very high. Another reason for their scarcity is that the past two years were very bad ones; 1903 was only fair and 1902 was comparatively poor. These four years of failures in the turkey supply discouraged a great many of the farmers who raise them, and they discontinued the business this year. Many turkeys were contracted for around Geneseo during the past week at the unusually high figures of 20 cents a pound, live weight.

From Oshkosh, Wis., comes the report that the farmers nearly all have turkeys and are ready to sell them at the prevailing prices. The prospect for a good supply is excellent. The quality and weight is also good for this season of the year. The prices are 18 cents at present, with a prospect of a drop. The chicken supply is very large and this will in some respect affect the turkey market. Farmers are sending in a supply of high class spring chickens, and if this continues it will tend to depress the turkey market.

Our special report from Duluth says that poultry is more plentiful now than it has been at any time during the season. The market is flooded, in fact, and prices are the lowest they have been this year. The dealers are cutting prices, until none of them know just where they are at, and the claim is set forth that the cuts have been so pronounced as to do away with all the profits. It is even said that poultry is being sold at wholesale at an actual loss. There was a time this fall when the fowls were not very plentiful, and the market had been quite firm. Ducks, geese and turkeys are not so much in evidence. Ducks are being held back with the geese and turkeys for a prospective higher market later on. The farmers figure that the last of November will offer a good deal better market than the present.

Springfield, Mo., reports that the supply of turkeys is small this year owing to the heavy rains in the early part of the year that killed off many of the young birds.

From a number of Illinois shippers we received the report that

chickens are about the same as last year. About half of those reporting say that the turkey supply will be the same as last year, but the rest say that the crop will be considerably smaller. These same shippers say that the Iowa crop of chickens and turkeys will be from 20 to 25 per cent. larger than last year, but that Indiana and Michigan will have a smaller crop of turkeys although a normal output of chickens. The supply of chickens from Minnesota and the two Dakotas will be heavy, and the turkey supply about the same as last year.

C. H. Folsom, Blair, Mich., says: "Turkeys very few. Spring chickens 25 per cent. over last year. Ducks about same as last year. Geese none to speak of. Stock in good condition, more fowls being carried over. Farmers keeping more and raising more chickens every year."

Conron Bros. Company report that the chicken crop was heavier than last year in Illinois and there were plenty of turkeys, especially in Missouri. Fowls which are usually plenty in October are being held by farmers on account of the high prices of eggs. Shippers are complaining of help being scarce, and a smaller quantity of poultry will be dry picked, many shippers being compelled to scald their stock.

Hance Bros. Company say there was a light first crop of chickens and a heavy second crop, which would make them late and was the reason chickens had been so short of late. Last week they said the live poultry cars were two-thirds to three-quarters chickens, proving a big second crop. Fowls they reported being held back for eggs. Turkeys they thought were plenty in some sections and light in others.

Woolly & Hughes say that we consider the crop of turkeys in Michigan lighter and about 50 per cent. heavier in all other sections. Chickens in heavy supply, but very late. Fowls in liberal supply and we look for heavier shipments during the molting season. We are not positively informed in regard to ducks and geese, but are of the opinion that the supply is about the same as last season.

B. W. Otis & Co. report that what advices they have received are to the effect that there is probably an increase in the supply of chickens and fowls over last year of from 20 to 25 per cent. Up to the present time they are advised that the crop of turkeys is about the same as last year. They have had but few advices and do not know how well informed their correspondents are.

B. W. Rowe & Co. believe that the turkey crop will be about 30 per cent. heavier than last year, but that turkeys are very late, and as a result

there would be a shortage of the best qualities for the Thanksgiving market.

J. M. Klein, who has just returned from a trip through Southern Illinois and other Western poultry sections, reports the turkey crop smaller than last year. In many sections he says stock is not plenty with eggs very scarce. The season is late.

Arthur J. Wallace, of A. J. Wallace & Co., who makes a specialty of ducks, reported that the duck crop west of the Mississippi River was fairly large this year. There will be lots of chickens, but they are late, and a fair crop of turkeys, which will sell well, although perhaps not as high as last year.

A report from Vernon, Texas, published by the Fruit and Produce News, says: "From general reports throughout this section the turkey crop is shorter than last year. Take Texas and Oklahoma Territory together, the general crop will be larger, but this particular locality will not have quite so many birds. The business is growing in importance and another year will probably see larger flocks in this vicinity. In the central and southeastern parts of the State the turkey crop is good."

From a number of sources from the State of Iowa come reports like this: "Turkeys scarce; spring chickens very scarce." "Average crop of turkeys and a heavy crop of chickens." "Scarcely no turkeys, but chick-

ens an average crop." "Turkeys about 70 per cent. larger than last year; ducks and geese about 50 per cent. of a crop." "Turkey crop same as last year; chicken crop 25 per cent. heavier." From a number of replies like these it is plain that the crop of turkeys will be lighter in Iowa than last year, while the chicken output will be above the average.



#### Hocking Dry Measures

(Bottomless)

For filling paper bags. Saves handling vegetables twice. "Cuts out" guessing at quantities.

Order of your home jobber or

W. C. Hocking & Co.  
Chicago

Write us for prices on

## Feed, Flour and Grain

in carlots or less. Can supply mixed cars at close prices and immediate shipment.

We sell old fashioned stone ground Buckwheat Flour. Now is the time to buy.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

MYERS, WEIL & CO., Cleveland, Ohio

Want

## Poultry and Rabbits

We make the poultry and game business a special feature during the winter. Are among the largest receivers of live and dressed poultry and rabbits here, especially car-load shipments. Our facilities compare with the best houses in the trade anywhere. Send for booklet.

We want live geese in car-load lots. Write or wire us for any further information desired. Reference: Central National Bank, Cleveland, Ohio, or this paper.

#### You Don't Have to Worry

about your money—or the price you will get—when you ship your small lots of fancy fresh eggs to us.

Never mind how the market goes—if you can ship us fancy fresh stock—we can use them at pleasing prices—in our Candling Dept.

We Want Your Business

L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York

Established 1865. We honor sight drafts after exchange of references.

W. C. Rea

A. J. Witzig

## REA & WITZIG

PRODUCE COMMISSION

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

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

#### REFERENCES

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

Established 1873

MILLERS AND SHIPPERS OF

Established 1883

WYKES-SCHROEDER CO.

# FEEDS

Write for Prices and Samples

GRAND RAPIDS, MICH.

Fine Feed

Corn Meal

Cracked Corn

STREET CAR FEED

Mill Feeds

Oil Meal

Sugar Beet Feed

MOLASSES FEED

GLUTEN MEAL

COTTON SEED MEAL

KILN DRIED MALT

LOCAL SHIPMENTS

STRAIGHT CARS

MIXED CARS

## DRY GOODS

### Weekly Market Review of the Principal Staples.

**Staple Cottons**—Denims continue in good demand, hardly as good as formerly, however, as they, like other fabrics, have fallen off considerably in consumption. The call for wash goods, according to all reports, is increasing vastly from year to year and this year is perhaps greater than ever before. The position of all of the different makes is very acute indeed. The call for bedspreads, etc., is very satisfactory.

**Prints**—Some good sales are reported, but the general demand shows some cessation. Shirt makers are interested in the market for such small quantities of goods as can be shipped at some nearby date. These latter have been hard sufferers by virtue of the scarcity of goods. Last year was an experience they do not care to duplicate if they can possibly help it. Not only was the supply of prints short, but their labor distractions kept their deliveries behind also.

**Woolen Goods**—The woolen goods market presents a more cheerful appearance almost daily at the present time. Duplicates are coming in in a very satisfactory manner, and, taken altogether, the market is in far better shape than at any time this season. Sellers express themselves more freely as being better satisfied with the new method of doing business, and a more optimistic feeling regarding the future seems to pervade the atmosphere. In dress goods broadcloths seem to have fallen off just a trifle, but in reality the buying had to stop some time. One large mill, making a specialty of broadcloths, is now sold twenty-six weeks ahead. It is in men's wear, however, that the activity is most pronounced at present. One factor who is in a position to take a very broad view of the situation gives it as his opinion of the situation gives it as his opinion that it will be one of the best seasons in the history of the business.

**Dress Goods**—Now that the fall season has arrived at the point where it can take better care of itself, the buyers are able to give more attention to the spring business and get down to where they have a better idea of the future. A very good business is being done, particularly when there is what the market is looking for. While it is essentially a worsted season, at the same time there is an instance of a broadcloth mill that is at the present time sold at least six months ahead. It has been very successful with its cloth, having made a specialty of that particular thing.

**Broadcloths**—Are very favorably looked upon at all times. Some light weights are included in the spring takings, but so far the indications of favor point toward such sheer fabrics as batistes, voiles, panamas, etc.

As stated before, the more sheer the fabric, the more certain its popularity for the spring season. All sellers agree to this. The reorders on the whole favor slightly darker shades than did the initial orders early in the season. This, however, is not quite so noticeable as it is in men's wear. In spite of the turn from grays, they have been duplicated fairly well, which proves that they have not lost their early prestige. Suitings are doing a very satisfactory business and here the darker effects are prominent. Plain goods that take well are also in darker colors. The taste of the buyer seems to run toward more subdued colorings. Some very attractive combinations are to be seen.

**Hosiery**—Nearly all of the wool hosiery houses are now being represented on the road. Some of them have been on the move throughout the West for three weeks or so. Fleece goods will not now be long in following them as they expect to get out very shortly now. Next week will undoubtedly see more activity still in this line. Other lines, however, do not anticipate any new departure in their scheme of getting out around December 1. At the present time they are getting their samples together preparatory to establishing the prices which will undoubtedly be somewhat higher. Buyers no doubt look forward to things of this nature as much in hosiery as in underwear. Such prices as have been established in other lines have been much better received than it was originally thought would be the case. The trade in general are beginning to appreciate more fully the position that the manufacturer is in in this respect. One or two seasons such as the past should be sufficient education for the most obdurate. There is little doubt that the sales on some goods run far over into next season in the almost vain effort to satisfy buyers who made the mistake of holding off too long or of not buying in sufficient quantities for their needs. It is needless to say that with this experience back of them it is hardly possible that they will allow themselves to get caught again next year. In the manufacture of the goods yarns and the labor question are just as much factors in hosiery as they are in underwear.

**Underwear**—The most absorbing topic in the underwear market during the past week has been the question of prices for the coming season of 1907. Last Thursday afternoon a meeting of the manufacturers of fleeced underwear was held, at which the buyers were present and the situation was thoroughly discussed. The result of the meeting, so far as the prices are concerned, had been fairly accurately anticipated: \$3.75 per dozen was made the price and the standard put on 12¾ to 13¼-pound goods, size 42. A majority of the leading manufacturers were present or represented. Another important result was the determination arrived at "to ship no goods direct, no matter who buys them." This decision will eliminate the so-called scalper and be of pecuniary value in ship-

## For the Christmas Trade

This list of items will no doubt interest you. They are attractively put up for holiday business and make ideal presents. Send us your orders. We guarantee you the best values in the market.

### WRITE NOW!

**Ladies' Crushed Leather Belts** with assorted black and gilt buckles. Two qualities at \$2.25 and \$4.50 per dozen.

**Ladies' Handkerchiefs.** Plain with neat, narrow hems. All qualities from 25c to \$2.25 per dozen.

**Ladies' Swiss Embroidered Handkerchiefs** from 37½c to \$2.25 per dozen.

**Gents' Plain Handkerchiefs,** hemstitched border. Assorted qualities from 40c to \$2.25 per dozen.

**"President" Suspender**, 1 pair in a fancy box. Price \$4.25 per dozen.

**"President" Suspenders and Garters**, 1 pair of each in a fancy box, at \$6.15 per dozen.

**Fancy Suspenders** with white kid ends at \$4.50 per dozen.

**Gents' Ties**, "4 in hands," "bows," "shields" and "tecks," 1 in a fancy box, priced at \$2.25 and \$4.50 per dozen.

**Ladies' Fancy Neckwear**, assorted ½ dozen in a box, at \$2.25 per dozen.

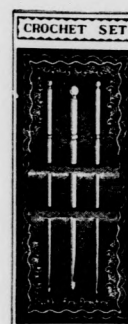
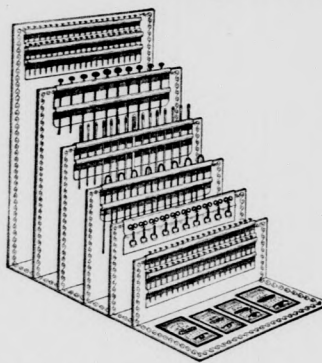
These  
Make  
Ideal  
Xmas  
Gifts

### The Wm. Barie Dry Goods Co.

Wholesale Dry Goods

Saginaw, Michigan

## The Needle Book and Crochet Set



are small but necessary items. Every wide-awake dry goods and general merchant knows that it pays to carry a good stock of small wares.

### We Pay Special Attention

to this department and offer not only a good line but one that contains many items of special interest for the holiday trade, such as Hand Bags, Peter Pan Purses, Peter Pan Belts, Side and Back Combs, Jewelry, Perfumery, Mouth Organs, Dolls, Holly and Merry Christmas Ribbons, Fancy and Plain Ribbons, Fancy Box and Embroidered Handkerchiefs, Golf Gloves and Mittens, Infants' Mittens, Fine Towels, Stamped and Hemstitched Linens, Pillow Slips and Pillow Covers, Fancy Supporters and Garters in glass top boxes, etc. Let us show you our line.

### GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.



ments. To the minds of the jobbers this is an important move and one about which they are pleased. While this virtually opens the season,\* one mill making fleeced goods is now nearly sold up.

#### Study to Become Teachers of the Millinery Art.

The opening of a trade course in millinery at the New York Young Women's Christian Association draws attention to the growth of a comparatively new profession for women.

"Many of the girls who have joined this class have no intention of entering commercial fields," said Mrs. Gertrude Reeves, who has the new course in charge. "They are studying to fit themselves for teachers of millinery in the evening schools and clubs.

"It is a profession in which the demand greatly exceeds the supply and in which the demand is constantly growing. Those who hold high school certificates are qualified by this course to teach millinery classes in the public night schools.

"One hundred evenings are given to each such class in the year, fifty before Christmas and fifty after. The teacher is paid \$3 a night, so you see a girl can make quite a nice little income by such work and will have her days free.

"Those not having the high school certificates can find all the employment they wish in teaching classes in working girls' clubs, where they are usually paid \$2 for the evening. There is also a demand for teachers to give private lessons in millinery, though few have the time to devote to such work as yet.

"We have always had a millinery class suited to those who wish to make their own hats as a matter of economy and in which the pupils are also taught to sew and handle crepe, drape mourning and bridal veils and make hats of raffia.

"The trade course is entirely different from these afternoon classes. It is intended for those who wish to study every department of the work thoroughly, in order to qualify as teachers or to preside over the millinery workrooms. The pupils are in a class two hours every morning and have home work as well.

"Besides taking up everything pertaining to making and covering frames of all descriptions we make a special study of the human face, its lines and contour and the shapes in headgear most becoming to each. From studying a systematic series of drawings and pictures of the head the pupils speedily grow very observant of the faces around them and notice a thousand little points they had never thought of before.

"The best gift for the successful milliner is the power to observe correctly. The girl who seeing a pretty hat can tell how to reproduce the effect she admires in it in other materials has a talent which will almost certainly assure her success in her profession.

"Broadly speaking, any woman can learn to make a hat acceptably. I have had some join the afternoon classes with an idea that they might, perhaps, be able to master the art

sufficiently to make some of their own hats and who have succeeded so splendidly that they have afterward decided to put their knowledge to account and have secured good positions in the large millinery establishments. For those who can make a really good hat, as well as for teachers, there is always a demand.

"Except in the rudiments, such as tying bows and fastening on the various ornaments after they are in place, the art of trimming can not be taught. A girl may be able to design and make a most beautiful hat and yet have no idea of how to place a single plume on it effectively. A teacher of millinery does not have to have talent as a trimmer, but she must, of course, be able to show her pupils how to manipulate the ribbons, flowers, etc.

"By making ribbon flowers for the hair a woman can earn a nice little sum for pin money, and this branch is taken up in all our millinery classes. We make roses in winter, violets and daisies toward spring. Some are in wreaths and sprays for trimmings.

"The girls always consider this the most delightful part of their business and none of them have trouble in securing orders for these pretty ornaments among her friends. One of my pupils made \$15 in this way last year in spare moments. Most of the girls also utilize their knowledge of ribbon flower making to fashion Christmas gifts for their friends."

#### Mystery of the Raffia Palm.

How doth the little busy bee, improve each shining hour! When it goes on its vacation the raffia palm of Madagascar can attend to its business. In the leaves of the raffia palm has been discovered a cross between wax and gum. It is a refuse product obtained from the leaves already cut down for the preparation of raffia fiber. The wax is collected, first, by beating the dry leaves on a dry mat or cloth and gathering the pellicles and white powder which fall from them. Then, after boiling these pellicles and powder the wax thus formed is kneaded into cakes of any design. It is thought that this wax, although yet an entirely new product, will be more highly valued than the beeswax. The average production is anticipated at about 100 grams for every kilogram of fiber. If the raffia wax proves to have a value about equal to beeswax, a yield of wax equal to about three-fifths of the value of the raffia export may be looked for, and, with little extra labor, the gathering of the leaves can be reckoned as a negligible quantity of toil, since the wax is the refuse from the raffia fiber industry. It has been suggested that the wax may be utilized in the manufacture of bottling wax and in gramophone cylinders.

Power is what enables a man to transform his enemy into a doormat.

# HATS

At

Wholesale

For Ladies, Misses and Children

Corl, Knott &amp; Co., Ltd.

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

## The Dress Linings

that you sell have more to do with the success of your Dress Goods Department than you may think. No matter how good the dress fabric is, if there is

something wrong with the Lining the customer becomes dissatisfied, and next time she goes to the other store.

## Dependon Sateen and Percale

not only feel good to the touch, but they are good—they wear well—they hold their color—they don't break—they don't crock—they don't stretch—they don't shrink.

In short—the name of DEPENDON Linings means exactly what it spells—Linings that can be depended on—for service, for looks, for intrinsic value.

You will be interested in the prices that we quote on these two standard qualities in Dress Linings.

The DEPENDON Book contains selling plans, special advertising matter, photographs and descriptions of effective window displays pertaining to DEPENDON merchandise. Will be off the press in about 10 days.

Free for the asking.

### JOHN V. FARWELL COMPANY CHICAGO

John V. Farwell Company, Chicago  
Please send us, free of cost, the DEPENDON book in which you outline selling plans for DEPENDON merchandise.

Firm name \_\_\_\_\_  
Town \_\_\_\_\_  
State \_\_\_\_\_



## THEN AND NOW.

## Comparison of Prices and Ways of Living.

Written for the Tradesman.

Change, evolution, rapid and complete, has been the destiny of every trade, occupation, calling and profession that exercise the minds and the muscles of mankind. These changes have been more marked within the last three-quarters of a century than at any previous period of the same number of years, and no doubt the next seventy-five years will evolve still greater changes than the past.

Quiet and uneventful as the farmer's life may appear, this tide of evolution has been as clearly marked as in any other of the occupations of mankind, and it is to the changes that time has wrought in this most important of all branches of human toil that I devote this paper:

Seventy-five years ago Western New York was one of the most important wheat granaries of the world. It was the modern Land of Egypt, where the starving of other countries could always find bread. It is within the memory of the writer that the pioneer settlers of Michigan, like the patriarch of old, sent their sons down into this modern Land of Egypt to buy bread. Previous to the disastrous scheme of wildcat state banking the excessive flood of immigration to Michigan made the importation of breadstuffs necessary and the Genesee Valley furnished the bulk of the wheat flour used in Michigan for two or three years.

In those early days the natural law of supply and demand governed the price of wheat, the price ranging all the way from \$1 to \$2 a bushel, sometimes more. It was the only money crop upon which the farmer depended to pay off a mortgage or any other considerable outstanding debt. The corn crop was small and, with the exception of a little corn meal for family use, went to fill the family pork barrel and fatten a few long-nosed big-eared razor-backed hogs for market, which usually sold for from \$3 to \$4 a hundred, but sometimes less. The acreage sown to oats was small and made but little show as a money crop. Beans were not grown in sufficient quantity to claim a place in the published price current—unless in the city of Boston. If a farmer raised a few bushels to sell the price was governed by the price of wheat at the time. Sugar beets were an unknown quantity. Farm wages by the month were from \$12 to \$16; day laborers' wages from 75 cents to \$1 a day except in haying and harvesting, which was all done by hand, when transient day laborers for about four weeks demanded from \$2 to \$2.50 a day. If labor unions had been in existence they might have demanded the farmers' entire crop!

Now mark the change:

The cultivation of sugar beets has taken the place of wheat as a money crop and right generously they fill the bill. Second in line as a money crop comes the bean crop, which for the past few years has sold from \$1 to \$2.50 a bushel, with never-failing demand. The corn crop now is used in the manufacture of patent cereal

food stuffs in endless varieties and extent that supply the place of wheat and, taken in diversified manipulations, enter into common use throughout the civilized world, satisfying more hungry stomachs than the wheat crop and finding a ready market at a fair price every day in the year, besides fattening hundreds of thousands of hogs that find a ready cash sale on foot for more than double the price of fifty years ago. If the farmer of to-day will make an honest comparison of the value of the crops he raises now with the value and cost of production of the crops raised fifty years ago I think he will find no cause to kick against the wages for farm labor he has to pay at the present time. Improved farm machinery has made one intelligent laborer equal to five fifty years ago. This improved machinery has saved him the cost of four men's board for four days instead of one man's board for one day. As a consequence, the acreage he is able to bring under cultivation is quadrupled and the cost of placing the crop on the market is reduced in like proportion. Verily, the farmers' lines at the opening of the present century are cast in very pleasant places, by comparison.

Here comes in the evolution in the necessary cost of farm and family expenses past and present. I can think of no better way of illustration than to furnish as an object lesson a comparative list of the prices of some of the most important of the various articles of necessity that come into daily consumption by the great class of wage earners and producers. To do this I take the liberty of leading the readers of the Tradesman through the old-fashioned general store in which I commenced my mercantile experience seventy years ago:

It was a store of considerable pretensions with ample capital, carried a large stock, so that the farmer could buy everything he needed from a paper of pins to an ox-yoke, was located in the beautiful village of Canandaigua in Western New York. It was a miniature department store, keeping everything needed for family use. Here at the grocery counter I used to weigh out tea at 75 cents a pound that now is sold in all groceries at 40 cents. Brown New Orleans sugar, that we had to grind through rollers to make merchantable, was considered cheap at 8 to 10 cents per pound. White loaf sugar sold for from 12 to 20 cents. Granulated or pulverized sugar was unknown to commerce. Coffee was the only article in the grocery line that was cheaper and better than at the present time. It was always sold raw. Every family had a coffee-mill. The best Old Government Java sold for from 15 to 25 cents a pound. It was imported duty free. The contrast in hardware lines was quite as marked. Cut nails were 8 cents a pound. Any tool or article in the hardware line that sold for \$1.25 can now be duplicated for 65 cents. All through the hardware catalogue the contrast in price then and now is the same. At the dry goods counter ask for prints—calicoes, they called them then—and you were shown some very handsome patterns of Merimack prints at 12½ cents the

yard and some imported (English) ones at the same price. True, they were better in colors and fabric than can be bought in the stores now, but not enough better to make up the difference between 5 cents a yard now and 12½ cents seventy years ago. Ask for brown sheetings and you were charged from 10 to 12½ cents a yard for the same you buy now for 7 to 9 cents. Bleached goods were still higher in proportion, nearly all bleached muslins being imported. Men's clothing was all made up at home or by the village tailor, who charged 50 cents for cutting a coat or \$1 for cutting a suit. A suit hired cut and made would cost \$25. A better suit can be bought now ready made for \$15 at any of our first-class clothing stores.

From what I have written it would seem that agriculture, the great source of all wealth, has nothing to complain of from the changes and much to encourage in the outlook. It is not of the high price of labor that the farmers complain but of its scarcity at the time when most needed. This is felt not only on the farm but at the domestic fireside.

How often do we see a farmer's wife, unblest with a family of daughters, patiently struggling under a burden of household cares beyond her strength, these gradually undermining a good constitution, the culmination being early decay and premature death. How many cases do we see of daughters leaving mother for the petty pay of some obscure clerkship just sufficient to gratify their vanity and pay for the extra clothing suitable to their altered station, without a thought, apparently, of home or mother, subject to all of the fierce temptations of city life. May God forgive them. Nor does the evil stop here. It creates a scarcity in material for good wives for farmers. The farmer boy when he comes of age must look among his childhood schoolmates for a life partner. Does he find her on the farm? No, she has been spending the best part of her life in mingling in the gaities of city life, and is as ignorant of the mysteries of the dairy and the management of a young farmer's household as she is of heathen mythology.

There are many causes of complaint and anxiety for the farmer's success in life that if discussed here would extend this article beyond its proper limits, but which may be taken up in some future paper.

Owosso, Mich. W. S. H. Welton.

## Value of Catalogues for Retailers.

Now and anon we see articles by writers advising the use of catalogues by retailers. Such articles always set the writer to wondering as to the amount of experience the writers of such articles have. Certainly he has yet to learn, personally, of a case in which such publicity was really profitable.

For this various reasons will readily suggest themselves to him who is interested. In the first place, such catalogues have a rather forlorn look when compared with the enormous ones sent out by the large mail order houses. And all who know anything whatever of human nature know that this matter of size is a very im-

portant factor. People often judge by the size of an establishment as to its standing in the community, and the same holds true when they consider making a purchase and compare a large catalogue, which lists articles adequately and enticingly described, with one containing little more than items—and not a great many of those.

Just a little consideration will show any retailer the futility of trying to do business with catalogues. In the first place, he is not in position to carry many lines longer than through one comparatively short season. In the second place, it happens often that a line he has listed will not and can not be made to move at anything near the listed price. He must then cut the price, and if he does not notify his public the fact of his having made the cut is of little benefit to him.

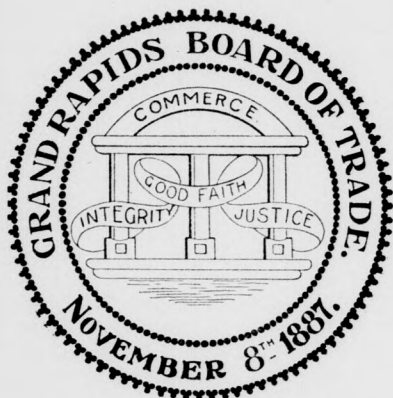
This brings us right face to face with the proposition. The retailer is in the same position in the business world as light infantry or cavalry is in an army. He must be able to move quickly when necessary—and catalogues do not readily lend themselves to do this quickly.

As a matter of fact, the proper thing for a retailer to do is to get people to come to the store, not to keep them away. The catalogue has a tendency to keep the people at home—which is enough to defeat its use as a desirable adjunct to the publicity of retailers. Retailers should make use of leaders—should advertise bargains, even although it be only one a week, with the object in view of getting the neighboring people to call. The dealer whose advertising succeeds in doing this need fear no competition from the mail order houses—provided his goods and his prices are as good as those of these faraway competitors. If they are not, he has no reason to expect the business of his fellow citizens—just because he pays taxes and helps to build the public highways. Such reasons are infantile. These same retailers would turn down a traveling salesman who charged even the fraction of a cent more on a dozen lot—so why should they expect their friends and neighbors to go into their pockets just to "keep the money to home?"

The retailer who wants to get the best results from his advertising should keep up a continual round of rapid fire advertising. As was stated before, this publicity should be carried on with the sole object in view of getting the people to the store. This method, all other things being equal, will positively carry the day. Not only will the dealer make a great many sales which the callers had no intention of making, but by treating all alike and fairly he will win the friendship and good will of the community, a factor that will throw the balance in favor of the local merchant at any and all times where there seems to be a conflict between making a purchase at home or making it in some far-away city.

Get the people to come to the store. Newspaper advertising, mailed circulars, the right kind of mailing cards, price lists, circulars, etc., will get them there.—Fred G. Kaessmann in Brains.





# 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, Board of Trade Building, 97-99 Pearl St.,**

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

### Amount of Purchases Required

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

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

#### ACCOUNTING

A. H. Morrill & Co.—Kirkwood Short Credit System.

#### ART GLASS

Doring Art Glass Studio.

#### BAKERS

Hill Bakery  
National Biscuit Co.

#### BELTING AND MILL SUPPLIES

Studley & Barclay

#### BICYCLES AND SPORTING GOODS

W. B. Jarvis Co., Ltd.

#### BILLIARD AND POOL TABLES AND BAR FIXTURES

Brunswick-Balke-Collander Co.

#### BLANK BOOKS, LOOSE LEAF SPECIALTIES, OFFICE ACCOUNTING AND FILING SYSTEMS

Edwards-Hine Co.

#### BOOKS, STATIONERY AND PAPER

Grand Rapids Stationery Co.  
Grand Rapids Paper Co.  
Mills Paper Co.

#### BREWERS

Grand Rapids Brewing Co.

#### CARPET SWEEPERS

Bissel Carpet Sweeper Co.

#### CARRIAGES

Brown & Sehler Co.  
Sherwood Hall Co. Ltd.

#### CARRIAGE AND WAGON HARDWARE

Sherwood Hall Co. Ltd.

#### CONFECTIONERS

A. E. Brooks & Co.  
Putnam Factory, Nat'l Candy Co.

#### CLOTHING AND KNIT GOODS

Clapp Clothing Co.

#### COMMISSION—FRUITS, BUTTER, EGGS, ETC.

C. D. Crittenden  
E. E. Hewitt  
Yuille-Zemurray Co.

#### CEMENT, LIME AND COAL

A. Himes  
A. B. Knowlson  
S. A. Morman & Co.  
Wykes-Schroeder Co.

#### CIGAR MANUFACTURERS

G. J. Johnson Cigar Co.  
Geo. H. Seymour & Co.

#### CROCKERY, HOUSE FURNISHINGS

Leonard Crockery Co.

#### DRUGS AND DRUG SUPPLIES

Hazeltine & Perkins Drug Co.

#### DRY GOODS

Grand Rapids Dry Goods Co.  
P. Stoketee & Sons

#### ELECTRIC SUPPLIES

M. B. Wheeler Co.

#### FLAVORING EXTRACTS AND PERFUMES

Jennings Manufacturing Co.

#### GRAIN, FLOUR AND FEED

Valley City Milling Co.  
Voigt Milling Co.  
Wykes-Schroeder Co.

#### GROCERS

Judson Grocer Co.  
Lemon & Wheeler Co.  
Musselman Grocer Co.  
Worden Grocer Co.  
The Dettenthaler Market.

#### HARDWARE

Foster, Stevens & Co.  
Clark-Rutka-Weaver Co.

#### HARNESS AND COLLARS

Brown & Sehler Co.  
Sherwood Hall Co. Ltd.

#### HOT WATER—STEAM AND BATH HEATERS.

Rapid Heater Co.

#### LIQUORS, WINES AND MINERAL WATERS.

The Dettenthaler Market.

#### 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.

#### PAINTS, OILS AND GLASS

Goble Bros.  
V. C. Glass & Paint Co.  
Walter French Glass Co.  
Heystek & Canfield Co.  
Pittsburg Plate Glass Co.

#### PIPE, PUMPS, HEATING AND MILL SUPPLIES

Grand Rapids Supply Co.

#### SADDLERY HARDWARE

Brown & Sehler Co.  
Sherwood Hall Co., Ltd.

#### PLUMBING AND HEATING SUPPLIES

Ferguson Supply Co. Ltd.

#### READY ROOFING AND ROOFING MATERIAL

H. M. Reynolds Roofing Co.

#### SAFES

Tradesman Company

#### SEEDS AND POULTRY SUPPLIES

A. J. Brown Seed Co.

#### SHOES, RUBBERS AND FINDINGS

Herold-Bertsch Shoe Co.  
Hirth, Krause & Co.  
Geo. H. Reeder & Co.  
Rindge, Kalmbach, Logie & Co. Ltd.

#### SHOW CASES AND STORE FIXTURES

Grand Rapids Fixture Co.

#### STOVES AND RANGES

Wormnest Stove & Range Co.

#### TINNERS' AND ROOFERS' SUPPLIES

Wm. Brummeler & Sons  
W. C. Hopson & Co.

#### WHOLESALE TOBACCO AND CIGARS

The Woodhouse Co.

#### UNDERTAKERS' SUPPLIES

Durfee Embalming Fluid Co.  
Powers & Walker Casket Co.

#### WAGON MAKERS

Harrison Wagon Co.

#### WALL FINISH

Alabastine Co.  
Anti-Kalsomine Co.

#### WALL PAPER

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.

## MAKING A GROCER.

## Undertaking Which Requires Both Skill and Nerve.

Written for the Tradesman.

The red-headed man who sells cigars and the white-headed man who sells coffee had their feet on the rail of the stove in the office of a country hotel. In the country hotel during the cold months everything revolves around the stove. It is the only furniture in the office which is of any account except the cash drawer, and that is for the exclusive use of the man who looks you square in the eyes and declares that the warm rooms are all taken, when there isn't one in the house.

"How does the old thing work?" asked the white-headed man.

"Rotten," replied the other. "There's no such thing as selling cigars in this neck of the woods. The natives smoke hay, I take it."

"Pretty slow up here," said the coffee man. "I've got only one good customer here, and he's gone to Grand Rapids to get the cobwebs out of his throat. He has a fine trade up here."

"He must be one of the grocers that God made," said the cigar man, "if he can get anything up here that's fine."

"Grocers, my son, are not made by God," said the coffee man. "They are products of evolution. They grow. When you want to get a good grocer, you have to take a man or a boy of exceptional patience and ability and make him all over."

"Here," said the red-headed man, "take a cigar. I've got to get rid of these samples in some way, and I guess you'll need a good smoke before you relieve yourself of your discourse. Drive ahead."

"You've seen pictures in the magazines of the funny-looking little things wiggling at the bottom of ponds and lakes?" asked the coffee man, lighting his cigar. "Well, they represent the first form of animal life. They are like slices of jelly, and when they want to raise a family they just break themselves in two. A good many men are also breaking themselves in two raising a family, but not in the same way. The amoeba is said by evolutionists to be the father and mother of every form of animal life in the world. They are transparent and not of much account, but they are the beginning. Now, when you want to get a good grocer, you take a man about halfway back to the amoeba and train him up."

"You ought to take something for this," cut in the cigar man. "It may grow into something serious."

"As I was saying," continued the coffee man, shaking his head when something gurgled in the red-headed man's inside pocket, gurgled like fluid leaping at a cork in a vain effort to get out and do a stunt in some man's belfry, "when you want to get a grocer that is next to himself all the time you've got to go back a long way, for it takes training."

"I guess the general public can do the training," said the cigar man. "If ever a man gets relined, and taken in at the neck, and smoothed out with a hot iron, it's the man who

goes into the grocery business. In my hot youth I ran a grocery—ran it as long as my patience and my uncle's money held out, then I telegraphed mamma to make up the best bed in the old farm house for me and to meet me at the depot with a square meal in my old school dinner pail. Yes, me boy, I know what you are talking about."

"Of course," said the coffee man. "you know what I'm talking about, but you didn't get made over, it appears."

"I couldn't," was the reply. "I was too tough. I guess I was created to entertain crews of freight trains during midnight rides when the snow is over the fences and the train stops at every blind siding and toots to wake up a farmer a mile away so he can come down and get his stuff from the Chicago mail order house. No, they didn't get me made over."

"Perhaps the material was too slazy," suggested the coffee man. "You know there are some men that you can trim down and build up, and heat in fire and dump in hot water without doing 'em a particle of good. These men go to the misfit counters and sometimes end up running country newspapers or doing juvenile stunts for New York publishers. If a man goes into the grocery business, he's just got to be reconstructed, for the reason that no normal human being can meet the demands of the business without getting into the violent ward at the Kalamazoo foolish house."

"What he gets mostly," said the cigar man, standing with his back to the stove, "is the grindstone treatment. Do you know what the grindstone treatment is? Well, that is where they wear away—the woman who comes in for five cents' worth of butter, with a shawl over her head, you know, and the little Willie who buys soap for mamma and steals candy and apples out of the display stock—wear you away until you get sharp as a razor and then break off at the edge because of being ground too thin. When you break off is when they put good thick bedquilts on the walls of your room."

The coffee man smiled and lighted another cigar.

"Look here," said the cigar man, "you started in to tell me about the grocery business. I see by the sane look in your eyes and the cheerful old age you are growing into that you were never in the business. Oh, yes, I was speaking about the grindstone treatment. If you grind down smooth and keep your edge you are all right. But if you begin to worry it is you for the place where there is more air and fewer market reports. After the general public has tempered you with fire and water, and pressed out the seams, and put in all the latest improvements which selfishness and malice can suggest, you begin to rather like it, unless the grindstone begins whirling at night. If you can not do business with the grindstone without taking it to bed with you, you've got to cut it all out. I used to wake up in the cold and ghostly midnight and ask my wife to stop putting soft soap in the sugar bar-

rel. Yes, indeedy. The grocery business got me, all right. Is there any way a man can go back to the existence participated in by the funny little jelly-things at the bottom of the pond? If there is, I think I'd like to go back there and begin training for the grocery business. Do you think that would be far enough to go back?"

"That depends," said the coffee man. "Of course you've got to catch a fellow good and young to make a good grocer of him. And you can't make any mistake about the material he's made of. If you go back to the jelly-fish stage you've got to be sure he is made of the right kind of jelly. Even then you've got to work him out around the track a few in order to see how he glides into harness. You see, you can't tell by the way a piece of fish looks in its basket of green stuff whether it will make good in the frying pan. It may brown up all right and melt in your mouth, but it may raise up and set the next-door neighbors to wondering why your wife is burning all her old shoes in the kitchen fire. Yes, you've got to try him out."

"I tried that on others," responded the red-headed man. "You didn't answer my question, but I'll tell you how I came out running a school for grocers. I thought that if I could set a trap and catch a boy good and young, catch him wild before he got broken into any other line, I could make a pretty good assistant out of him. I caught them wild, all right. They kicked when I began to put on the frills, but most of them remained until they began to be worth something to me and then they quit. When I got one that would stay I had to finish him off without his knowing it and make myself believe that the twists and curly places in his character couldn't be seen by anybody but me. If I could go back to the age of the amoeba I think I might make a good grocer. Do you think I might break myself in two, then, when I had too much to do? How long would it take to get legs and arms to handle things with?"

"So far as I can estimate," said the coffee man, "it would take about two million years, although you can't tell. It might take four million, but when you get into that form—the jelly form—time doesn't count, so you might be having a good time while you were taking lessons at the bottom of a pond. Anyway, it would take more than two million years to make a good grocer out of some people I know. They can't stand the grindstone, and the tempering fire, and the kicks, and the making over generally. If you want to go and be rebuilt you might try it again, but I'm afraid I wouldn't want to come down to the bottom of the pond to find out how you were coming on."

"Well," said the red-headed man, "if it's all the same to you, I'll go to bed and think it over. I know that it takes both skill and nerve to make a man over into a good grocer, but it is a good business, and there are a lot of good fellows in it. If they have stood the test, why can't I? I would like to try it again."

"You know what I said about the

material?" said the coffee man, and then he made for the stairs and got up to the first landing just ahead of a leather grip. Alfred B. Tozer.

## Governor Folk on the Mail Order Houses.

All of what Governor Folk, of Missouri, said recently in the course of a speech on mail order buying is worth printing and so it is given here:

"I do not believe in the mail order citizen. If the place is good enough for a man to live in and make his money in, it is good enough for him to spend his money in. Whenever you find a man that is not succeeding in business you will generally find that it is because his heart is not in that business. Whenever you find a town that is not progressive it is generally because the citizens of that town do not believe in it. No town is better than its citizens make it nor worse than they suffer it to become. Look at the stores and the newspapers of the town and you can tell the kind of people that live in that town."

"A newspaper filled with advertisements of the local merchants indicates a progressive and prosperous community."

"No person can succeed without advertising one way or another. It may be sometimes that the merits of goods will advertise themselves, but experience has shown that printers' ink is the best investment a merchant can make. That is if he tells the truth. If he does not his advertisements are money wasted."

"The present situation is an example that right will triumph in the long run. There are many who complain because of the investigations which have been conducted in the past few years, but let me assure you that business will not suffer, as some would have you think. The enforcement of the laws all of the time is for the best interests of all of us."

"I want to assure all of you present that you can count on me to do everything in my power to aid you in any legislation that will be of benefit to the retailer. The interests of the retailer are of the greatest importance to the community and I am glad to be able to pledge you my hearty support in your undertakings."

## The Demand of Labor.

It was formerly the custom of a paper mill in Massachusetts to pay the workers semi-monthly; and, the operatives having found the practice somewhat inconvenient from their standpoint, it was decided to send a delegate to the head of the firm to state their grievance. An Irishman, rather well known for his sagacity and persuasive powers, was selected for the task. He duly waited on the "boss," who said: "Well, Michael, what can I do for you?"

"If ye plase, sor," said Mike, "I've been sint as a diligate by the workers to ask a favor of ye regardin' the paymint of our wages."

"What do they want?"

"Sor, it is the desire of mesilf an' of ivery other man in the establishment that we resayve our semi-monthly pay ivery week."



# Holiday Goods

The Best Selling Line

and the Lowest Prices

Are Found at

## Lyon Brothers

Chicago

Write For Our

### Large Fall Catalogue

Showing Everything for the Holiday Trade

We Send It Free to Dealers on Application

Qualities Guaranteed and Prices Right

Albums .....	from \$1.90 to .....	\$54.00 per dozen	Magic Lanterns .....	from \$2.00 per doz. to ..	\$ 3.75 each
Toilet Cases .....	from 3.75 per doz. to ..	9.50 each	Trumpets and Bugles .....	from .20 to .....	1.80 per dozen
Shaving Cases .....	from 3.75 to .....	30.00 per dozen	Rattles .....	from .21 to .....	2.00 per dozen
Collar and Cuff Boxes .....	from 1.90 to .....	34.00 per dozen	Tops .....	from .25 each to .....	1.90 per dozen
Fancy Work Boxes .....	from .75 to .....	24.00 per dozen	Tin Toys .....	from .30 to .....	3.75 per dozen
Necktie Boxes .....	from 2.00 to .....	9.00 per dozen	Toy Drums .....	from 1.90 to .....	8.50 per dozen
Glove & Handkerchief Bxs from	2.00 to .....	18.00 dozen sets	Toy Watches .....	from .80 per gross to ..	2.00 per dozen
Trinket Boxes .....	from .75 to .....	2.00 per dozen	Fur and Wood Animals .....	from .35 to .....	2.00 per dozen
Shell Novelties .....	from .33 to .....	8.00 per dozen	Voiced Bellows Toys .....	from .35 to .....	2.00 per dozen
Burnt Wood Supplies .....	from .42 per doz. to ..	2.00 each	Clappers and Jumping Jacks from	.29 to .....	3.75 per dozen
Kid Body Dolls .....	from 1.75 to .....	21.00 per dozen	Iron Toys .....	from .35 to .....	18.00 per dozen
Dressed Dolls .....	from .30 to .....	48.00 per dozen	Iron Trains .....	from .70 to .....	8.50 per dozen
Christmas Ornaments .....	from .72 per gross to ..	.70 per dozen	Toy Banks .....	from .33 to .....	3.75 per dozen
Mechanical Automobiles .....	from 1.50 to .....	9.00 per dozen	Printing Presses .....	from .33 to .....	15.25 each
Mechanical Toys .....	from .75 to .....	9.00 per dozen	Doll Carriages .....	from 1.90 to .....	16.50 per dozen
Mechanical Trains on Tr'ks from	1.90 per doz. to ..	3.25 each	Sleighs .....	from 1.95 to .....	16.50 per dozen
Steam Engines .....	from 2.00 to .....	21.00 per dozen			

Also Card Games, Alphabet Blocks, Books, Perfumery, Cut Glass, Silver Plated Flatware and Hollowware, Gold and Silver Plated Novelties, Clocks, Musical Instruments, etc., and

More than 5,000 Items of First Quality Imported Chinaware



## Lyon Brothers

Madison, Market and Monroe Streets

Chicago

Largest Wholesalers of General Merchandise in America  
We Sell to Dealers Only



### Don't Marry Until You Can Pay the Price.

It is a most curious and significant fact that this country, which is the only country in the world where every match is practically a love match, should lead the world in the number of divorces.

In this land of the free and home of the matrimonially daring every man and woman picks out his or her mate unrestricted by anything but sentiment, and unguided by anything but fancy. Few marry for money, fewer still for social position, and none at their parents' bidding.

We look with horror upon European matches arranged by the families of the high contracting parties. We shudder at the thought of the English mother who frankly goes husband hunting for her daughters. We think with disdain of the prudent French parents who commence laying by a dowry for their daughter as soon as she is born, to the end that she may make a good match when she is grown.

"Thank Heaven," we say, with self-righteous congratulation, "no such sordid consideration as money enters into our marriages." And we marry upon this platform, and quarrel over the monthly bills, and—get divorces.

For the plain truth is that the money question will not down. It springs up at every turn the haunting ghost, the skeleton at the feet of matrimony, and it is because men are not prepared to meet it, and will not meet it fairly and squarely and honestly, that so many marriages are failures.

For some curious and inexplicable reason American men will not talk frankly to the women with whom they are in love about money. They will not even mention the subject to them. Not one lover in a thousand ever tells the girl he is asking to marry him what his means are. He is extravagantly generous to her, and smothers her in flowers and candies and theater tickets and things that he can not afford, as likely as not, and this naturally leads her to suppose that when she marries him she will not have to worry her little head about the cost of things. Still less does she have a prophetic vision of herself getting up in the night and going through his pockets to extract enough small change to buy a glass of soda water.

If she did, or even if she could imagine the things he would say when she asks for money for household expenses—nay, but what a falling off there would be in the number of weddings.

There is no use in anybody blinking the fact that three-fourths of the troubles of married life are directly traceable to the friction engendered by money or the lack of it. It fills a woman with rage and temper and tongue every time she has to go to her husband as a mendicant for the

money that she knows that she has earned by keeping his house and cooking his meals and mending his clothes and nursing his children, and when her just demands are met, as they only too often are, with lectures on extravagance, and groans of self-pity for having to support a creature so expensive, she is more than woman if she fails to make the retort that doesn't turn away wrath.

The attitude of the average man toward his wife about money would be amusing if the woman did not have to suffer so, for he acts as if he thought she was a miracle worker, who could run a house by simply waving a wand. It is apparently a never-ending surprise to him to find that beefsteaks cost money, that groceries are not delivered gratis, that furniture will break and clothes wear out.

In the majority of households the wife presents the bills with fear and trembling. She knows that they will be met with scowls and reproaches, and that she will stand tacitly accused in her husband's mind of having eaten all of the food, worn out all of the clothes and monopolized all of the fuel and water and light that they represent.

I am not denying that it is a hard and disillusioning thing to a man to have to spend his life, as most men do, toiling like a slave to support his family. Precious few men, after the monthly bills are paid, have anything left with which to indulge their own fancies, but the point I wish to insist upon is this—that it is the price of matrimony, and that no man has a right to marry unless he is willing to pay the piper cheerfully and willingly.

It isn't the wife's fault. She has done the best she could. She couldn't make the children's clothes everlasting, nor supply the table with manna straight from heaven without money and without price, and it is a bitter and a cruel injustice for a man to visit upon a woman the result of his own lack of foresight and prudence.

Every man who is thinking about marrying ought to pin over his desk a list of grocers' bills, and dry goods bills, and millinery bills, and doctors' bills, and dentist bills, and shoemakers' bills, and all the other bills and ills to which matrimony is heir, and he should say them over and over, morning, noon and night, until he can repeat them backward in his sleep.

Then he won't be so surprised when he confronts these apparitions of family life on his own hearthstone. Nor should he stop at recognizing that marriage is an expensive luxury, and that a man has practically got to decide between an automobile and a wife, for most men can not support both. He should make up his mind that after he makes his bed he is not going to complain about it.

Unless the society of the woman he loves is worth more to him than his club, unless he would rather be wrapped in love than be clothed in London-built coats, unless he would rather have the arms of little children around his neck than sit in

boxes at the play, let him keep out of matrimony. But if he chooses a wife instead of the fleshpots, let him not funk on his obligation. Let him deal fairly with his wife on the money question, and give her freely her share of what he earns.

For it is always to be borne in mind that no woman can marry a man unless he asks her to, and he is a pretty poor sort of a welcher if he begrudges the price. Dorothy Dix.

### The Fortune in Automobiles.

The 200,000 automobiles now in use, including 60,000 motor-cycles, worth not more than \$200 on an average, will scarcely amount to more than \$200,000,000 in value. With a production increasing about 25 per cent. every year, they represent the output of three years' manufacture. The invested capital in automobile building may therefore be estimated at about \$67,000,000, on the assumption, which holds good approximately in similar industries, that the capital reproduces itself, gross, every year. The total valuation of the industry to date, in rough figures, is about \$275,000,000. Yet to buy and operate all the automobiles in the world would cost less than one-fourth of the amount spent for alcoholic liquor in the United States for one year.

Humanity has its faults, but for every fault there is a virtue to be found, if you will but look for it. The trouble with us is, we are always watching for the faults and letting the virtues go unnoticed.

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



Established  
1872

### Jennings' Extracts

Made  
of the  
Very Purest  
Raw  
Material  
Possible to  
Procure

Sold at  
Popular Prices  
Today

Always Guaranteed to Meet  
the Food Laws

Jennings Manufacturing Co.

Owners of  
Jennings Flavoring Extract Co.  
Grand Rapids, Mich.

## Franklin Cars for 1907

All models have new, larger and more luxurious bodies, larger wheels and longer wheel-bases, without increased weight; automatic gear-change, and absolutely quiet engine.

No change whatever has been made in the distinctive Franklin engineering, design or construction. Their correctness has been demonstrated during the past season more triumphantly than ever. But, in these 1907 models, the abundant, net, always-available Franklin power, Franklin economy and Franklin comfort are carried to the highest point.

### Type G—Four-Cylinder Light Touring-Car \$1,850

Five passengers. 12 "Franklin horse-power." Three-speed sliding-gear transmission. Shaft drive. 35 miles per hour. 1,450 pounds.

The most popular of all family cars. Light, strong, and in performance equal to any "twenty." The only small four-cylinder touring-car made in America.

### Type D—Four-Cylinder Touring-Car \$2,800

Five passengers. 20 "Franklin horse-power." Three-speed sliding-gear transmission. Shaft drive. 45 miles per hour. 1,900 pounds.

The ablest and most luxuriously comfortable on American roads of all four-cylinder cars.

### Type H—Six-Cylinder Touring-Car \$4,000

Seven passengers. 30 "Franklin horse-power." Three-speed sliding-gear transmission. Shaft drive. 50 miles per hour. 2,400 pounds.

Six-cylinder perfection. An unmatched combination of power, strength, smoothness, flexible control and light weight.

Write for 1907 catalogue showing above models and shaft-driven Runabout, Tandulet and Limousine.

**ADAMS & HART, 47-49 No. Division St.**



### Sold His Wife a Sewing Machine.

"Bert!" said his wife shortly after they were married, "I've got to have a sewing machine."

"Where's it coming from?" he asked, having in mind the savings deposit they were making to buy a home.

"I don't know about that," she said, "but my clothes—and the clothes for you know who—will cost ready made more than a machine would cost, and it's up to you to get the machine."

"Let's take it out of the bank," said Bert, carelessly.

"Nixie," she said, and the tone of her voice set Bert to scheming.

You can figure that out easily enough. She said she had to have it in one tone of voice, and she said he couldn't use the coin on hand in another tone of voice, and he balanced the two tones and found he had to think out a way of getting what she wanted.

"Get me a Blue Ribbon machine, Bert," she told him when he got up one afternoon earlier than his night work called for.

Then he went out on a tour of inspection which took in three local agents for the famous Blue Ribbon.

"I've got a customer for you," he said to each one of the agents. "But the price has got to be rock bottom. Tell me what you can do."

In this way he found that there were prices for the Blue Ribbon ranging from an asking price of \$60 to a rock bottom price of \$40.

"But what commission will you give me?" he asked of the \$40 man.

"I'll give you a five spot," the agent replied, looking Bert squarely in the eye, when he saw that was the least he could offer and still get the customer.

"It does not make any difference who the customer is, does it?" asked Bert.

"Not at all," said the agent. "You get me a customer, and at \$40, and the five is yours."

"Well, come on with your machine, and I'll take you right there as soon as you can load it in your buggy," said Bert.

He had weeded out the excess commission, had raked out an extra \$5, and was feeling pretty good. But when he introduced the agent to his wife, with an announcement of the price as \$40, he saw trouble ahead in the way the agent's jaw set.

"I'll take that five you promised me now," Bert said, as the agent was about to leave, after closing with Mrs. Reader on terms of a deposit and a trial of sixty days, at the expiration of which the remaining \$35 was to be paid.

"Oh, we'll settle that at the office," the agent replied, in the midst of his remarks to Mrs. Reader.

All the way back to the office Bert waited for an opening to bring up the matter of his commission, but the agent kept up a stream of pleasantries that prevented.

"Well, I'll take that five now," said Bert, as they stepped into the office. The agent laughed.

"What do you take me for?" he asked. "That was your wife."

"Sure, it was my wife that I sold the machine to," said Bert. "And that is the reason why I can stop the sale unless I get what you promised."

"Then she loses her five if the sale stops," replied the agent easily.

"If I don't get the five," Mister Man," said Bert, getting ugly, "the sale stops and you can keep the five, but I'll throw it down the back stairs, a long flight of back stairs leading to a hard concrete walk!"

The agent thought a few moments.

"Do I get my five?" Bert asked impatiently.

"I'll tell you what we'll do, Mr. Reader—we'll split the difference," the agent answered, taking out \$2.50.

"Now, we won't split anything at all," said Bert.

"This is yours or nothing," the agent replied, holding out what he offered as commission.

"See here, I'm losing sleep talking to you, but I get my five out of you inside of an hour and a half in another way!" exclaimed Bert.

"I'd like to have you show me how you'll do that, my friend," said the agent. "It's \$2.50 for you or nothing."

"All right! You're on! I'll just lose an hour or so of sleep to show you," Bert said, as he went out.

All the way downtown Bert revolved a plan in his head, and so he was ready to begin action as soon as he located the general manager of the Blue Ribbon Sewing Machine Company.

"If I sell a machine for you at the price of \$40 will you give me a commission of \$5?" he asked the genial manager.

"Sure!"

"Will it make any difference whether it is sold to Mrs. Jones or Mrs. Smith?"

"No difference at all," replied the manager, smiling.

"If you promise me five you wouldn't go back on your word, would you?"

"Most assuredly you'd get your five, young man," exclaimed the manager virtuously. "That's the way this Blue Ribbon Company does business, root and branch! Our word is as good as a bond!"

"Well, that's what I thought, but your Belmont avenue agent promised me a commission of \$5 for selling a machine at that price under the same conditions, and when he found it was my wife I was selling the machine to he balked on the commission—and here is a receipt for \$5 which I wish you would fix up for me now."

Bert laid the receipt before him and the manager, after glancing it over, made out a new one for \$10.

On his way home from town Bert stopped in at the Belmont office and showed the agent the \$10 receipt.

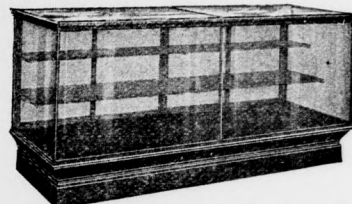
Will H. McQuigg.

### More Trouble.

She—I can't understand why Lord Busted wants a divorce. His wife had half a million when he married her.

He—Yes, and she's got every penny of it still. That's the trouble.

### One Thousand Cases in Stock Ready for Shipment



Our new narrowtop rail "Crackerjack" Case No. 42.

All Sizes—All Styles

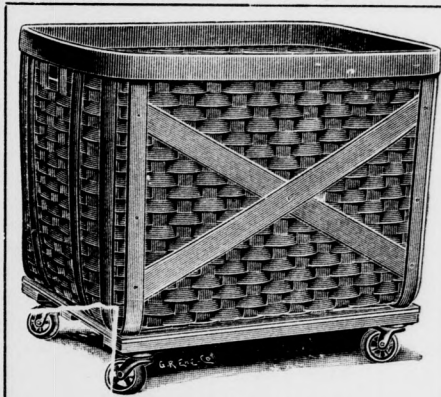
Our fixtures excel in style, construction and finish. No other factory sells as many or can quote you as low prices—avail yourself of this chance to get your cases promptly.

Send for our catalogues.

Grand Rapids Show Case Company  
Grand Rapids, Mich.

The Largest Show Case Plant in the World

## BALLOU BASKETS ARE BEST



X-strapped Truck Basket

### A Gold Brick

is not a very paying investment as a rule, nor is the buying of poor baskets. It pays to get the best.

Made from Pounded Ash, with strong cross braces on either side, this Truck will stand up under the hardest kind of usage. It is very convenient in stores, warehouses and factories. Let us quote you prices on this or any other basket for which you may be in market.

BALLOU MFG. CO., Belding, Mich.

## If Your Customers Find the Cut of Our "QUAKER"

on their packages of Coffee and Spices they will be certain they bought the RIGHT KINDS.

Worden Grocer Company

Grand Rapids

The "Right Kind" Wholesalers



### Special Features of the Hat Trade.

While the stiff hat manufacturing plants are still busy, there is an absence of the rush so marked in all the hat factories during the past few months. The height of the fall and winter seasons for stiff hat manufacturing has been reached and passed over for this period. While the re-order business is growing less each day and will be practically over by the middle of this month, the number and size of reorders this season are sufficient to keep most of the factories running on full time—an unusual condition, as most factories run through this month up to the beginning of next season's rush on part time.

Sample lines for next season—the springtime—are being prepared by many manufacturers, more particularly those dealing with the retail clothier and furnisher direct; and the traveling salesmen are commencing to attempt to interest their customers with the productions for the coming spring season.

The retailer inspecting the sample lines for the coming spring season will be compelled, to a certain degree, to rely on the statements of the salesman showing the goods and his own good judgment in selecting the hat that will be the best seller next season. It may be of assistance to the retailer in making his selections that in the large cities of the East the full crowned hats with brims very slightly raised at the sides, and having very little pitch to the brim, are in great favor among the young men. There is the continuance of the tendency towards the smaller proportions; in other words, it appears that smaller hats will be worn next spring.

A cursory glance of several sample lines of stiff hats was recently taken by the writer, with a view to discover some shape or style that could worthily be called a novelty. In this respect the glance was disappointing, for only one array of neat appearing styles in the more conservative shapes greeted the eye. For the most part the crowns were of the full-round

shape, with here and there one having a tapering effect. The brims, however, proved more interesting for a wide range of effects in the hat-curlers' craft was to be seen. The great number of the hats had brims of the flat-set order, and every known curl from the half-inch flat, which is pressed down tightly, to the three-quarter inch raised D'Orsay, which was included in the assortment. There were also hats with the brims raised at the sides, and pitched in the front and rear; in fact, every style of hat for every shaped head and face was in the line.

Colored stiff hats will have about the same degree of favor for the spring season as shown to this distinct style during the past season, although some manufacturers are showing but few shades. The attempt to popularize brown and other colored stiff hats in this country has been moderately successful. Colors in hats are more or less suggestive of the country or shore, and soft hats are more appropriate for such places. That this statement is true is borne out by the fact that but few of them are worn, although vigorous attempts have many times been made during recent seasons to create a popular demand for them. The colored stiff hat hence can always be considered a novelty and is necessarily a part of the wardrobe of the man having a number of hats for wear each season.

There is no diminution in the demand for soft hats from season to season; quite the reverse, for there is no doubt that the sale on this class of headwear is steadily and constantly increasing. The telescope shape will again be popular for spring, and there will be novelties in shapes and colors soon to be seen in the new sample lines. Golden browns, the various shades of nutria, steel and pearl shades will be shown as favorite colorings.

It is a noticeable fact that the sales already made in the straw-hat business for the next season show an unusual favor toward the popular yacht shape, and the quantities are about evenly divided between the split and sennit braids. Every firm is showing a large assortment of flexible straw hats, which are made of Milan, Jap and Shinkee braids. Hats of this class met with much favor the past summer season, and there are every grounds for belief that sales on

this class of straw goods will be greatly increased the coming summer. The flexible straw hats are beyond doubt the most comfortable braid hats made, and in this respect are on a par with the Panama hats. Retailers will have a fine assortment for their choosing in this line for the warm weather trade.

There is every prospect that Panama hats of the better grades will be greatly sought for next summer, and owing to the market conditions orders for this class of goods need early attention. The largest retailers in the country have purchased liberally of them, and undoubtedly a ready sale will be found as usual for these natty articles of headwear.—Clothier and Furnisher.

### Window Dressing as an Art.

Window displays have reached an importance in the economy of advertising and store management which makes it a necessity to observe the means to an end. Time was when anything that could be done by way of a window trim to bring a crowd of curious people about the window was done. It was thought that great, dazzling, showy windows made the merchant's name known far and wide, but it was gradually found out that the majority of people were attracted to these windows out of curiosity, and went away without ever giving a moment's consideration to the merchant's name who so generously catered to idle curiosity. The same law of idle curiosity brings the crowd about the gaudy and elaborate window display, and as soon as that curiosity is satisfied they march away with no further concern about the window or the merchant. If to gather a crowd about a store window is the sole object of the display, that can be done in much less time and by placing some grotesque figure of a man or an animal in the window, and the effect as a seller of goods would prove as profitable.

The old theory of showy displays has given way to a modest and useful system of window trims, and the trim that fails to make an impression upon the people of the class of goods presented fails in its purpose. The merchant no longer caters to idle curiosity, but prepares his window trims to bring him customers. It is trade he wants, and his trims must appeal to that class capable of giving

him trade. One soon tires of display and beauty that brings no profit. The window display, therefore, must be made a strong advertisement, and that can be done by selecting from a few lines the best, and by giving them a strong position in the display. Composite trims offer good advantages, as it frequently happens that allied pieces, although of different lines, greatly help to bring the whole into a strong light with striking effect. It is not the quantity of goods in a window, but the quality that commands most attention. In composite trims, therefore, keep in view the utility and use such articles only as will accomplish that purpose.—Clothier and Furnisher.



### The "Ideal" Girl in Uniform Overalls

All the Improvements  
Write for Samples

**THE IDEAL CLOTHING CO.**  
TWO FACTORIES.  
GRAND RAPIDS, MICH.



### "Better than Custom Made"

We have adopted the phrase "Better than Custom Made," because we have a line which, in style, workmanship and material, places the retailer handling "HERMANWILE GUARANTEED CLOTHING" beyond the competition of both the genuine custom tailor and the so-called "custom made," which is taking a slice of the trade of the legitimate retailer of "ready-to-wear" clothing.

OUR SALESMEN ARE OUT. They cannot reach every clothing merchant, but we will be pleased to send sample line, at our expense, on request.

**HERMAN WILE & CO.**  
**BUFFALO, N. Y.**

NEW YORK  
517-519 BROADWAY

MINNEAPOLIS  
512 BOSTON BLOCK



CLERK'S MEANNESS.

Manner in Which It Lost Him His Position.

Written for the Tradesman.

I disliked the fellow the moment I clamped my eyes on him.

He had hair of a nondescript mousy color. His eyes were of an indecisive buttermilk blue, rather shifty as to expression. His nose was a mean, skimp sort of proboscis and his skin looked like tallow. A figure long and lank carried out the disagreeable impression of his physiognomy and a shuffling gait did not add anything to that impression. The deathlike hue of his face was repeated in his attenuated fingers, which, if you had touched them, would have left a cold, clammy feeling—indescribably uncanny.

Such was the poor apology for a man encountered by the child, who, at first, seemed chary of being waited on by such an individual. The mother had sent her to buy her own shoes, whether from laziness on her own part, inability to come with her on account of pressure of duties, or a desire to have the child become competent to select her own wearing apparel, could not be known. At any rate, the child was there alone, and was to be waited upon by the only person in sight that answered to the name of clerk.

The child was not well dressed, and perhaps that had something to do with her very evident timidity.

"Sit down there," were the first words addressed to her by the fellow in charge.

The words were crossly said, although there had been absolutely nothing on the child's side to provoke grouching on his.

Her face was afire as she essayed to hitch herself up on the chair indicated.

In her hurry to do as she was bid, she slipped off, lost her balance and tumbled awkwardly to the floor.

The ugly clerk grabbed her by the arm, yanked her up and sat her down hard on the chair.

The child looked at him frightedly from under her long lashes, uncertain as to what he would do next.

I had purchased my shoes and was standing near the door waiting for my car to come along. I had just missed one and it would be all of fifteen minutes before another would heave in sight.

I might have interfered in this fellow's uncalled-for attitude toward a child customer, but I was curious to see to what lengths of uncivility he would go. The proprietor, needless to state, was not around. I had bought my footwear of another clerk, who had gone to luncheon. We three were the only ones in the store.

"Stick out your foot," came the next order, in the same insolent tone and manner.

The little one was almost crying now. The brimming tears were just ready to fall. But the clerk did not see them, so intent was he on showing his authority.

The child dutifully put out her foot. The clerk snapped out the shoestring, jerked the shoe off and threw it loudly on the floor. The

customer had done nothing that she knew of to anger the man and the noise of the shoe falling increased her fear. She was a thin little thing. Had she been robust she probably would have resented the unwarranted rudeness to which she was being subjected.

The clerk did not ask her what number she had been told to get, after the way of the modern shoe clerk, but picked up her shoe and looked inside for something to go by. Then he got up, roughly brushing against the child as he shambled past her to the tiers of boxes behind her.

Banging two or three cartons heavily on the ledge, he brought back a couple of pairs to the girl.

"Here, try these on," he commanded.

Instead of putting one carefully on her stockinged foot, he allowed her to try to do it herself.

She made sorry work of the trial, dropping the shoe twice and having to reach way over each time to recover it.

"Oh, you old slow coach!" the clerk exclaimed angrily. "Can't you hurry up some?"

The little one was abashed and humbly tried to utter some apology. The shoe was then snatched out of her hand and hastily tried on her foot with the assertion that "that fitted her to a T."

The girl essayed to try her weight on the shoe, but an expression of pain shot over her features and she took only two or three steps.

But the clerk had got through being bothered with this customer, and took off the shoe with the statement that "that was all right."

"My Mama told me to get so-and-so," said the child. "Is this number what she told me?"

"You run along. Your Mother don't know what you need."

The child shot a look at the clerk that should have shamed him—a look of mingled amazement, disappointment and anger that should have brought the man to his senses.

But it didn't.

He slammed those shoes back into their box, did up the parcel, took his pay therefor and said: "Now, run along, little girl, I can't fuss about your shoes all day. Tell your Mother they are all right. Be sure you remember."

That clerk doesn't work in that store any more. I know Somebody that put a flea in the prop's ear.

Ph. Warburton.

Unique Plan To Catch Farmer Trade.

A merchant in a small town not far from Chicago has struck a unique way of "coming back" on the retail catalogue houses. The plan is especially interesting because it enables the merchant to give the mail-order houses a good hard "knock" without coming out as their opponent or making any reference to them.

This merchant was for a long time very much annoyed by the large mount of trade going to the mail-order houses. He tried different ways of fighting this form of competition, with indifferent success. Finally he thought of an altogether new plan.

He decided to print a large number of circulars the first of each month, announcing special bargains for that month. These circulars he would distribute among all the farmers for miles around, as well as among the townspeople.

There was nothing new so far about the plan. But when he selected his bargains he took them from Sears, Roebuck & Co.'s catalogue. He copied word for word the description in his circular. Then he got a cut that resembled the illustration in Sears, Roebuck & Co.'s catalogue as much as possible, and used it in his circular. Then he put a price on the article that was a little lower than the one quoted by the mail-order concern. He advertised several articles this way each month, using Sears, Roebuck & Co.'s language in describing them, and similar cuts in illustrating them. His circulars looked like a few leaves torn out of Sears, Roebuck & Co.'s catalogue. This was what he wanted.

Although the circular looked like a half-brother to Sears, Roebuck & Co.'s price list, there was no reference whatever made to the catalogue house. All the announcement that it carried was that "These are our bargains for the next month." It did not tell the reader to compare them with catalogue house prices. On the subject of mail order concerns it was as mum as a tombstone.

What was the result? In the course of a few days after the first circulars were distributed a farmer came into the store and bought one of the articles advertised. After paying for it he drew the merchant aside and said in a low tone, "Say, I didn't know you sold stuff cheaper than Sears, Roebuck & Co."

That was just what the merchant had been waiting for, and he proceeded to tell Mr. Falmer that there were a lot of things in his store that the farmer didn't know much about. In a pleasant way he then told the horny-handed tiller of the soil that when he wanted to buy things right he should come to him before sending his money out of town.

The effect of the circular was to make farmers "sit up and take notice" of the local dealer. Also, to make many of them tell him "on the quiet" what the first one had done. The circulars did the work it was intended they should do.

They were compared with the catalogue of the mail order concern. It was found that both described the same article in exactly the same language, but that the dealer's price was the lower. The farmers probably wondered how the two articles happened to be so nearly alike, and they perhaps came to the conclusion that the articles were bought at the same place.—Dry Goods Reporter.

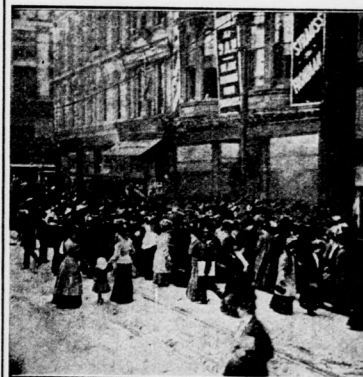
It is conceded that every man should take advantage of his opportunities, but maybe too many of us look to our competitors' trade for these opportunities.

The devil is not so sure of the out-and-out sinner as he is of the hypocrite.

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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Do you want something that will monopolize your business? Do you want to apply a system for increasing your cash retail receipts, concentrating the entire retail trade of your city, that are now buying their wares and supplies from the twenty-five different retail stores? Do you want all of these people to do their buying in your store? Do you want to get this business? Do you want something that will make you the merchant of your city? Get something to move your surplus stock; get something to move your undesirable and unsalable merchandise; turn your stock into money; dispose of stock that you may have overbought.

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New York and St. Louis

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Home Office, General Contracting and Advertising Departments,  
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ADAM GOLDMAN, Pres. and Gen'l Mgr.  
377-379 BROADWAY,  
NEW YORK CITY.

## THE COMMON ENEMY.

## Jobbers Must Act in Harmony with the Retailers.

He whose work it is to study into the many things that interject themselves into trade to the detriment of the merchants of the smaller cities and towns grows weary with the discoveries he makes and the apathetic attitude of those who are most interested, the merchants themselves. There is little use of inventing a remedy if it be not put to use; there is little satisfaction in devising means of fighting the catalogue house's encroachment upon the trade of the small retailers unless these means be actively utilized.

In the pages of this paper during the past few years all sides of the mail order question have been discussed. As far as human understanding can be directed by fairness and consistency, this paper has been consistent. Of late discussion of who is to blame for the growth of the catalogue house business has been prominent in trade papers. Various views have been advanced. There can be no other fair view of the causes that have allowed the building up of the great mail order system than that there is a conglomerate mass of things that have made possible the growth of the business.

That the system is legitimate can not be denied. That the people who have money to spend are entitled to spend it wherever they wish also can not be disputed. But while the mail order business is legitimate, and the rights of the people to spend their money wherever they wish can not be disputed there is a preponderance of fact to prove that the patronage of other than home enterprises is entirely wrong, and that it works an injury to the people in general.

Look over the reports of the great commercial agencies, Dun's or Bradstreet's, as to the causes of failures in mercantile lines, and it will be found that incompetency is the cause of more than 50 per cent. of the failures. Here is one cause why the catalogue houses thrive. The average merchant lacks business training, lacks system and the knowledge that is so essential to success. It is only necessary to visit the average country store to discover the loose ways the merchant conducts his business. Stocks are poorly kept, accounts are allowed to accumulate, and credit is extended indiscriminately. Merchants fail to consider the requirements of the consumers. They keep behind the times; and not least is their neglect of keeping the people of their community informed as to what they have for sale, through the use of the advertising pages of the local papers in a way that will bring business.

Then there is a sentiment on the part of the people, created by the advertising methods of the mail order houses, that the local merchants are a set of robbers; that they exact a greater amount of profit than is equitable. In many cases this is right. Often we find in agricultural communities that more than 90 per cent. of the people look upon the merchants of the home town as enemies rather than friends. The women consider that the wives

of merchants think themselves superior to the wives of the farmers and the others of the place. The farmer feels the effects of this. He sometimes may have cause to assume this attitude. Wives of bankers of the town send away to some other place for the clothes they wear, the wives of the merchants often do the same. Why should not the wives and the daughters of the farmers do likewise?

But there is another thing that we desire to take up at present. It is the forces behind the catalogue concerns; the factors that are necessary to make the catalogue house a success; the ones who supply the mail order concerns with the goods that are needed. Chicago is the recognized mail order hot-bed of the United States. So great has become this feature of Chicago's commercial life that the great volume of business transacted in this way is discreetly kept in the background by the great dailies of that city and by the jobbing interests fearful that its magnitude might so incense the retail merchants in the big Chicago trade territory as to cause them to divert their patronage to other jobbing points.

People in general have a vague idea of the way that the mail order business is conducted. All the catalogue houses make great claims as to the stocks of goods carried, the manufacturing that the concerns do in the various lines, and the great capital employed. Goods that the mail order concerns sell must be supplied to them just the same as to the small retailers. While a few of the concerns may own some special factories, may control others, their own output of goods that they sell is comparatively small, perhaps not 7 per cent. of the business transacted. Then it is plain that what they do not manufacture must

be had from other manufacturers and jobbers. The catalogue house business, large as it is, is only a small per cent. of the total business of the country. Not long since a jobber who sold to the catalogue houses was asked what per cent. of his business he did with such concerns. He replied, "About 2 per cent." Here we have an illustration of a prosperous jobber who for years has been drawing 98 per cent. of his business from the retailers in the small cities and towns, and to them is due his prosperity, selling to the worst competitors that the small merchants have, and only selling 2 per cent., but that little is considerable as far as principle goes.

When the whole mail order system of business is carefully reviewed as to the means why such system exists, the preponderance of blame attaches to the jobbers who supply the concerns with goods. Early this year a large concern, known as the Cash Buyers' Union, failed in Chicago. Among those who were its creditors were the names of more than a dozen of the greatest wholesale houses in the city. There were two great dry goods houses, a few grocery concerns, a hardware company and a number of others. The indebtedness of the concern to these was in excess of \$75,000. One of the peculiar phases of the situation was that when the business of the concern was considered fraudulent by the United States authorities and a receiver appointed, these big wholesale house creditors petitioned the court to let the business continue; not close up the concern.

There are a few widely advertised catalogue houses that carry no stocks whatever. They issue large catalogues, and when an order is sent in to them it is taken to the jobbing house and it matters not how small it may be, it is filled at lowest job-



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See that Top **Blue.**



For the Laundry.  
**DOUBLE STRENGTH.**

Sold in Sifting Top Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

It goes twice as far as other Blues.

**Sawyer Crystal Blue Co.**  
67 Broad Street,  
BOSTON - MASS.

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.



bing prices. Thus we find the big jobbers helping along what technically is an illegitimate business, a trade secured by misrepresentation to the people. But it is not these small concerns that are the most odious, the most harmful to the small retailers of the land. It is the great houses, the ones with capital running up into the millions. These concerns are the greatest patrons of the jobbers of Chicago.

The writer knows whereof he speaks when he says that if all the jobbers would refuse to sell these concerns goods they would be unable to fill even 10 per cent. of their orders. The proposition is simple. They could not get the goods. If any retailer or other interested person desires to know how the big houses exist, just let him visit the Chicago jobbing district. Let him spend a day there and use his eyes. He will see team after team from the mail order concerns lined up at the delivery platforms of the jobbing houses for goods that are to be sent to the people throughout the country. He will not alone see dozens of teams during the day, but hundreds. Let him pass from jobbing house to jobbing house and he will be astonished. He will see just what factors are supporting the mail order concerns. There is not one out of fifty of the Chicago jobbing houses but sell to the mail order houses. Some of the big jobbers who widely advertise that they do not sell to catalogue houses are traitors to the interests of the small retailers. They do sell. There is now in Chicago only one hardware house that is known not to sell to the mail order concerns. This one is the largest there.

Go into some of the great dry goods houses. If you are a careful watcher you may notice a man engaged in cutting from certain pieces of cloth dress patterns. He will select perhaps a dozen or more pieces. If you watch what is done with them, can learn where they go, you will find they are for the big catalogue concern. Orders have been received for goods that are catalogued but not carried in stock. The big jobber who will only sell a whole bolt of goods to the little retailer will sell to the catalogue house ten yards or so. And the mail order house is likely to receive a lower price than the small retailer has to pay. It is the same in almost every line. It is the jobbers who supply the goods to the mail order concerns just as required. Here we find a reason why the jobbers of Chicago, the associations in which they are interested, and the Chicago papers do not make public the amount of the annual business of the catalogue concerns as great as it really is.

One of the inconsistencies is the fact that these jobbers are loud in their condemnation of the catalogue houses and the whole mail order system. Could the books of the jobbers be seen it would be discovered how great is their business with the scavengers of trade—the mail order concerns. Still they only average 2 per cent. of their trade with them. The other 98 per cent. is from the regular retailers all over the land. Here we

have light that should be used. Here is a chance for reforms that will be beneficial to the jobbers as well as the hundreds of thousands of retailers in all parts of the country. It must be understood that the reason Chicago jobbers give for selling to the mail order concerns is that if they did not sell, Milwaukee, Cincinnati, St. Louis and New York jobbers would get the patronage.

Catalogue houses do not increase the consuming capacity of the people. If they did not exist there would be just as great demand for goods. That demand would be supplied by the small retailers, and the volume of jobbing business would be just as great. So should the concerns go out of existence the jobbing interests would not lose; in fact, the jobbers in general would be the winners, as some of these houses buy direct from manufacturers many lines of goods and cut out the jobbers entirely. Neither would the interests of the manufacturers suffer should there be no mail order houses. In truth the manufacturers would be in a safer position.

Now as to a remedy. There can not be any headway made unless jobbers all over the land act in harmony. Let all decide to not supply the catalogue houses. Let them use their influence with the manufacturers and prevent as far as possible the manufacturers selling to the concerns. If necessary let stringent measures be taken. Let it be a kind of endless chain. Let every retailer refuse to patronize a jobber who sells to a catalogue house; to refuse to sell goods of a manufacturer whose products are sold by the catalogue houses; let jobbers refuse to sell to catalogue concerns and refuse to handle the products of manufacturers who sell to them. These matters are easy of arrangement if the various national associations will properly take up the matter. There should be no traitors, no underhand work, but a firm resolution on the part of every individual jobber to act, and to steadfastly refuse to sell the mail order concerns. If this plan should be put into operation how long would it be before the mail order concerns would be driven out of business? It would not require a year's time. They could not supply the goods called for by their patrons, and soon the people would quit patronizing them. What do you think about it?—C. I. Reed in Price Current.

#### Long-Lost Treasure Found.

The director of the treasury of Brazil while hunting for some lost papers made an astonishing discovery. A box which had not apparently been disturbed for many years was found to contain gold, silver and diamonds to the value of at least \$700,000. Among the valuables recovered were the imperial crown and scepter of Brazil, valued at \$105,000, and the imperial mantle, bordered with gold. The box in which the treasure was found is believed to have been deposited in the treasury since 1836.

Nothing but six feet of earth will keep a good man down—or a bad man either.

The Wise Do First What Others Do Last

## Don't Be Last

Handle a Line of

## BOUR'S COFFEES

The Admitted and Undisputed

## Quality Coffees

They Are Trade Builders

### Why?

Because the J. M. Bour Co. offers the Greatest Coffee Value for the Money of Any Concern in America.

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# YEAST FOAM

It is a Little Thing,

But Pays You

## A Big Profit

## THE MAKER'S NAME.

## Why the Buyer Should Insist Upon It.

We often hear it said that there is little in a name. Such remarks usually are made without consideration. There is a great deal in a name when the name belongs to the manufacturer of a commodity of barter or merchandise. An interest attaches to the name in that case—the value to the manufacturer himself and the incidental value to the customer who purchases the goods. In either case, the value is there.

The manufacturer who places his goods on the market minus his name stamp on each piece is at a disadvantage with the manufacturer who does so place his name upon his goods. A brief competition would suffice to demonstrate the truth of this, and to drive the former out of business, or into the ranks of the winning class. On an article of equal merit the goods having the name upon it will be given the preference by the customer every time. The customer appreciates that no honest manufacturer is afraid to place his name upon the goods.

The general awakening of the buying public to the fact that it will be money in their pockets if the manufacturer's name be on his goods has caused the latter to see that it will be a little money in his pocket, too; and the more pronounced this mutual realization has become the greater the activity shown by the manufacturers to climb into the band wagon of a more open and honest business method.

But the fact that the placing of the name upon the article of goods does not in itself bespeak quality, or equalize qualities where a number of similar articles are in question, shows great moral courage in the man who does so, for it follows that when a manufacturer once loses his name he loses his prestige and his fortune. In this fact lies the buyer's safety. The maker who will place a good article, or an article which he believes to be good, on the market under these circumstances, without his name upon it, is a business coward. He does not deserve, and usually does not achieve, success.

But with the ever-increasing popular demand for the name on goods, not only is the inclination to persist with the nameless article greatly modified, but the manufacturers find it harder and harder to place the same on the market. The retail merchant finds it to his interest to follow the public's view, and whenever possible he taboos the nameless article. He no longer wishes to make himself the scapegoat of unscrupulous manufacturers. Moreover, the honest retailer is realizing more and more the importance of the big question mark that usually follows the handler of doubtful or dishonest goods. Half and half tactics in business do not work. He must align himself boldly on one side or the other. He must either skin the people, and be a "skin," or he must carry only that which is above suspicion, and which

he is willing to guarantee, and be a reputable merchant.

And because the manufacturer's name on the goods makes the matter of guarantee a simple and inexpensive proposition to the retailer he sees nothing but advantage to himself in climbing into the band wagon and cutting out the nameless goods.

When the customer buys a watch now "fine American movement" or "elegant Swiss movement" will not do. He wants the name. "Swiss" no longer is synonymous for quality, and no more is "American." When he buys a suit of clothes he no longer is deceived by the "fine tailored," neatly cat-stitched in silk up under the coat neckband, or by the "custom made for fine trade." He wants the name. The same may be said of shoes, hats, collars, guns, ranges, buggies, plows, or, in fact, of any article or commodity of barter. The customer wants the name. If he gets satisfaction, he will know what to call for the next time, and if he fails to get satisfaction he will know what to avoid. Misleading or obscure trade-marks no longer suffice. Trading on the reputation of some one else's good manufacture has become a fine science, and the buying public no longer cares to lend itself to such insidious methods. They realize that the man who has risked his all on an open and fearless combat on the merit of his goods deserves the protection they give him.

Should he be dissatisfied with one make, the customer will try another the next time, and still another, and so on until he is pleased. But he always will get the article that is backed by a name. Once he has struck the make that suits him he will stick to it. I know any number of men who have bought the same maker's shoes, hats, shirts and collars for over twenty years—the name having become with them a byword for reliability and quality.

Often a wavering buyer is influenced to a decision by seeing an article advertised. And usually his confidence grows commensurate with the persistent appearance of the ad. He realizes that the greater publicity put forth the greater likelihood of real worth. Fakes and impositions cannot run the fire of persistent public scrutiny, and neither the good pulling qualities of the paper nor the neat get-up of the ad can make a good egg out of a bad egg. "We are selling a shoe as good as any of the advertised makes" is an advertisement for the advertised makes. The advertiser might well save himself his money. Far better for him to come right out and say: "I am Blank. Try my shoes." With persistent advertising the buyers eventually will come, and if the shoe be a meritorious one the prestige and value of the name will grow as time goes on.

## Squab and Squaw.

The other afternoon a young Denver lawyer received a telephone message from a Kansas City girl whom he had met while visiting in the city at the mouth of the Kaw. She said her mother and she had stopped over

in Denver on their way to Salt Lake City, and that they would be glad to see him. He invited them to take dinner with him at one of the hotels at 6 o'clock and the invitation was accepted.

Looking over the bill of fare that evening the young man noticed squab on it.

"Miss Blank," he said, "do you like squab?"

"No, I haven't any use for them. Why did you ask?" she replied.

"I thought I might get one for you."

"No, thank you," the girl said, with a smile. "I wouldn't want one of the awful things around."

The young man looked at her in surprise.

"I don't believe you know what a squab is," he ventured.

"Of course I do," she replied, feigning indignation.

"Well, what is a squab?" he asked.

"A squab is a woman Indian," said the girl from Kansas City.

The members of the senior class at Rochester University are doing some outside work that is a tribute to their manhood. They are conducting the Boys' Club in that city and giving of their time to aid the little fellows in all branches of study. Most college men are not enamored of foreign missionary collections and some other things of that nature, but this little work of philanthropy shows where the heart is.

A skeptic is a man who uses testing acid on his golden opportunities.

Saves Oil, Time, Labor, Money

By using a **Bowser Self Measuring Oil Outfit**

Full particulars free. Ask for Catalogue "M"

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

## The National Cream Separator

It extracts all the cream from the milk. It runs lighter and handles more milk in a given time than other separators. It will pay for itself in one year and will last a lifetime. Costs almost nothing for repairs. You will find it one of the best sellers you could carry in stock. Write to us about it to-day.

**Hastings Industrial Company**

General Sales Agents

Chicago, Ill.



## Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton. Price \$1.00.

Each carton contains a certificate, ten of which entitle the dealer to

**One Full Size Carton Free**

when returned to us or your jobber properly endorsed.

PUTNAM FACTORY, National Candy Co.  
Makers  
GRAND RAPIDS, MICH.

## GET NEXT

to the right thing. We will wager that you can sell three to five times more of our FULL CREAM CARAMEL than any other you ever put on the counter.

GET BUSY

**Straub Bros. & Amiotte**  
Traverse City, Mich.



### Big Views of Small Things Earns Big Reward.

Carnegie some time ago declared that if all his wealth were swept away, and he had to start in at a dollar per day, he would fix his habits of life so that he would save a certain amount of money each day. Nobody doubts this of the little man of iron resolution and tremendous breadth of views. If society only paid Andrew \$1 per day for his work, he would have the moral courage to live well within his meager income. He would let it be known that until he was in receipt of a bigger income, comforts and luxuries would have to go by the board. He would let certain laws and fixed principles govern his life. There was a time in Carnegie's life when he did receive only \$1 per day, and he acted then as he states he would act again were he placed on the same salary once more.

Most young men of ordinary self-respect could make the following statement:

"I do not want to work for a salary all my life.

"I do not want to remain unmarried because I have no money accumulated and therefore dare not risk wedding a woman I could love.

"I have a desire to make my name stand for something honored in the world of commerce before I die.

"In common with numberless others, I stand the risk of dismissal through the firm's failure or passing into other hands. Without money in the bank, I stand a chance of being put in a most unenviable fix at any time through scores of emergencies."

The desire to answer these problems satisfactorily generally represents the minimum of most workers' secret ambitions. How are they to attain their wishes? The answer lies within themselves. It calls for the undoubted exercise of much moral courage. If the worker really desires to rise above the common level he will have to plan his life so that he will not be to blame if the object in view is not accomplished.

Careful study of the matter proves that instead of the man who saves having a small view of things, he really has a broader grasp on the problems of life and how to solve them than his spendthrift brother.

Many workers in large establishments object to having to sign for pencils and stationery dealt out to them. Hundreds of salesmen and saleswomen never dream of attempting to practice small, legitimate economies for their employers. They consider such things beneath them. In reality the reverse is true. They are unable to get up to them—to see the possibilities in little things. If there are 3,000 employees in a store and 2,000 of them waste but 10c a day, which amount could be saved by a little thoughtfulness, it means the firm is out a trifle of \$1,200 per week, or over \$62,400 per year. Yet this only means a waste of a little over 1 cent an hour for each employe. No wonder, when the managers of big firms and heads of departments figure these things out, the attempt is

made to install stringent rules which will prevent needless waste.

It is, however, in private life that the worker generally utterly fails to see what the principles of economy, if continually practiced, would do for him in the course of a few years. It often spells the difference between success and failure. When many men could get into business, provided they produce a few hundred dollars, not seldom they are without the money. It is doubtless hard to practice self-denial, and occasionally draw down the epithet of "cheap skate" on one's head because it is not convenient to indulge in a "little friendly game of poker" or a night out with the boys. But if a man forces himself to think along broad lines and look at what sums of money can be accumulated if systematically saved, the taunts of the thoughtless and improvident will be more easily borne.

There is no disgrace in a man attempting to save when he is only getting a small salary. Society and circumstances have decreed that as yet he is not a favored one, and he, as it were, is dared to rise above the position into which conditions have forced him. If he rises by the employment of legitimate means, all honor to him. "We think it mean and miserly," remarked one writer, "to look after the little things. And for that reason, more than any other, human life is cursed with poverty and pauperism."

It is the easiest thing in the world for the spendthrifts and ne'er-do-wells to say that before they would go without a drink, or a good cigar, or refuse to take in a good show occasionally, they would die. This latter class of people often will waste enough inside a few years to enable them to go into a small business for themselves and be independent. And the outcome generally is that the man of small economies often rules the man of so-called generous impulses. And when the man of spendthrift habits is under the rule of the industrious man who was hard put to it to save his dollars and cents, he not seldom curses loud and long because of the alleged meanness of the man on top. He really is wrong in doing so. To most men of average ability the same paths to success lie open. And if many men choose the bypaths of pleasure and self-indulgence, and like to sell their heritage for a wretched mess of pottage, instead of walking in the broad path of self-restraint and wise economy which not seldom leads to independence, they should not blame their brethren for having exercised a greater measure of wisdom than they themselves have shown.

W. Bright.

Recent accidents in the Pacific prompted the explanation that the ocean currents were changing and now the Gulf Stream, the best known ocean river in the Atlantic, is reported to be getting out of its ordinary path. The importance of any great change is patent when it is recalled that the fisheries of Canada are to a great extent influenced by the Gulf Stream.

### Candy Eating Out of Date.

Have you noticed that candy eating in theaters is almost a practice of the past? How often nowadays do you see men and women munching caramels during the performance of a play? How often do you hear the merry bang of the chocolate machine which for a paltry 10 cents and the turn of a knob shoots sweetmeats into the air after the style of a released jack-in-the-box. Are the matinee girls of your acquaintance in the habit of carrying boxes and bags of bonbons to the theater?

Managers of attractions which play the various chief cities of the country assert that in New York candy eating is not what it used to be and they wonder if the wave of popular disapproval which has banished the candy box from Broadway playhouses will finally reach Chicago, St. Louis, Cleveland, Detroit and the other great theatrical centers of the United States. Once candy was sold in the lobbies of most of the local playhouses. Now only a few of them offer for sale sweetmeats of any kind.

Ten years ago the appetizing crunch of peanut brittle could be heard from the front row of the pit to the topmost bench in the gallery, but nowadays, alas, the peanut brittle has gone the way of the chocolate bonbon, the toasted marshmallow, the gunny caramel and pecan glace. Alas and alack! but those were happy days when the femininity of Manhattan feasted its eyes on the matinee idols of Once-Upon-a-Time and ruined its dear little stomachs with confectionery. — New York Globe.

It is much better to deserve commendation and not get it than to get it and not deserve it, but there are many who are foolish enough to prefer the latter.

## Blankets Robes Fur Coats

Now is the time to see that your stock is complete.

Send for our new illustrated list.

### Prompt Shipments

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

### Sherwood Hall Co., Ltd.

Jobbers of

## Carriage and Wagon Material

Blacksmith and Horseshoers' Tools and Supplies. Largest and most complete stock in Western Michigan. Our prices are reasonable.

24 North Ionia St.  
Grand Rapids, Mich.

## A GOOD INVESTMENT THE CITIZENS TELEPHONE COMPANY

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

### 25,000 TELEPHONES

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

### STOCK ON SALE

This stock has for years earned and received cash dividend 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

## U. S. Horse Radish Company Saginaw, Mich.

Wholesale Manufacturers of

## Pure Horse Radish



The Groceryman, if too easy,

Will soon be on the shelf.

Eat "AS YOU LIKE IT" horse radish,

And satisfy yourself.

## GETTING EVEN.

## Was the Merchant Justified in Doing So?

I did something last week that cost me the friendship of a man I've known both in a business and social way for twenty years.

From now on I suppose that man will be my bitter enemy.

Still, if I had it to do over again I'd say exactly the same thing, only stronger.

I want you fellows to give me your honest judgment whether the stand I took was the right one.

The man I speak of is a grocer. He has a store in a small town of about 5,000 not far from Baltimore, Md. He's one of the men of the place, has made money and is still making it out of his business.

He had a clerk whose family I had indirectly known for a good many years. It is a good family, and has even been distinguished in streaks, but there's some bad blood on the female side of it, and every once in a while this shows up.

It showed up in this clerk. He's held a number of jobs about his home town, none of them very good. The last one was as clerk in this store.

In all these jobs the young man had showed himself as about a second-rater, but until the grocery job he had always been honest, so far as anybody knew.

To make a long story short, about nine months ago the grocer caught him stealing money. He has an old-fashioned money drawer, which has turned more men dishonest than anything else on earth, I think.

So John, the clerk, had a cinch to steal and he used his chances to beat the band. They told me they figured up that he'd taken about \$500 up to the time they caught him.

When the grocer found it out he came down on him like a thousand bricks. He showed him no more mercy than he would a wasp. Off he went and swore out a warrant, the fellow was locked up and in a short time tried. He got three months in jail, which was a mighty light sentence. He served it, too.

When the clerk got out of jail—he had a good streak in him—he showed great penitence and said he was going to turn over a new leaf. And people who heard him talk said he seemed to be thoroughly in earnest.

The young fellow had an aunt living about twenty-five miles away in another small village, and he decided he'd go there, try for another job and begin all over. The new place was in the next county, so that nobody had heard of his trouble.

He went to this place and got a job—mind you, clerk again in a grocery store. And from all the information I can get he took hold like a man and buckled right down.

Just a few weeks after John was settled in his new job his old employer, the man who had sent him to jail, heard about it, and, like a man with a stone for a heart, he went and did the thing that made us split.

I never heard of a crueller thing—he went to that village and told every grocer in it, including the one John

was working for, all about the stealing and the jail business.

What is your honest opinion of a creature like that?

And the one John was working for was almost as bad—he fired the poor devil instantly! John went disconsolately around the place to hunt a new job, not wanting to give up without a struggle, but he might as well have applied for the Greek professorship in Harvard College.

Not one of those grocers would give him work. Probably some—even all—hadn't room for him, but they needn't have told him, as some did, that they didn't want a thief in their stores.

Well, John got hopeless then and went back home. Of course he was in a bitter frame of mind! Who wouldn't be? He couldn't get anything to do in his own town, and very soon got to hanging about the pool rooms and saloons. After a few weeks of this he was ripe for what he finally did—broke into one of the local saloons with another choice spirit one night and robbed the safe.

That was burglary and he got five years!

Five days after John had gone to the penitentiary to begin this five years' term I had occasion to go to that town and to see the grocer who had employed John in the first place.

When I first went to the town I didn't know all of what I have told you, but I learned it before I went to this grocer's store.

"What's this I hear about John?" I asked him.

Then he told me, gloatingly, how he'd "put him where he belonged." Told me with no more shame than a dog how he'd gone to John's new employer and had him fired. Gloated over it! Thought he'd done a great thing! "Rid the neighborhood of a thief!" And so on, and so on.

I give you my word I was so hot I could have put his eyes out!

Honestly, when I thought of that poor devil coming out of prison with the prison taint, yet resolved to live down his disgrace, going to a new place to get his chance, and getting it, then to be dragged down and kicked out through this cold-blooded devil who simply wanted revenge for his lost \$500—I never felt such deep-seated pity for anybody in all my life!

And then we had the little conversation that cost me his friendship.

"You're a member of the Presbyterian church here, aren't you?" I asked, and my voice trembled so I could hardly talk.

"I am," he said, not understanding.

"And call yourself a Christian?"

"I've lived as one for forty years," he said, unctuously, "but what are you driving at?"

"This," I answered: "you're a hypocrite, you are! Christian? You've got no more Christianity in your fishy old heart than an animal! Why didn't you give that boy his chance? What did you go down there and have him kicked out for? What good did that do you? Christian! You're a libel on the name! If God Almighty lets the doors of Heaven open to such Christians as you are I don't want to go there!"

Well, he wasn't expecting it and it knocked him a little endways at first. Then he came back at me with a lot of cheap guff about it being his duty to warn these other merchants so that they wouldn't be imposed on and robbed like he was.

"Rot!" I said. "All that's a lie! I know why you went there and stabbed John just as well as you do! It wasn't at all out of any idea of duty, but to get square with him because he'd taken your money! You know it and I'll defy you to deny it!"

I said this, too—

"And God Almighty will hold you responsible for the trouble the boy's in now! It's your fault he is where he is and you'll pay for it in the end!"

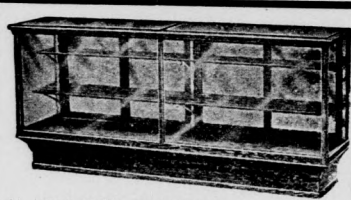
Then he gave me an awful blast! He certainly did roast me in good rich Presbyterian! "Mixing in other people's business!" was the burden of his remarks and in the end he ordered me out of his store and told me never to come in it again.

Which I won't, you can bet on that!

Now—

Was I right in the stand I took, or was it really that fellow's duty to do what he did? I want to be fair. The case seems mighty clear to me, but I want to hear what you think.—Stroller in Grocery World.

As the preacher said about his congregation and religion, too many people receive good advice on a pitchfork so that they can toss it on to others, when they should take a rake and gather it in for their own use.



## A CASE WITH A CONSCIENCE

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

Just write "Show me" on a postal card.  
**GRAND RAPIDS FIXTURES CO.**  
 136 S. Ionia St. Grand Rapids, Mich.  
 NEW YORK OFFICE, 724 Broadway  
 BOSTON OFFICE, 125 Summer St.  
 ST. LOUIS OFFICE, Washington Ave

## Mica Axle Grease

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

## Hand Separator Oil

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

**Standard Oil Co.**  
 Grand Rapids, Mich.



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

## Why It Sells

Because, in the manufacture of Crescent Wheat Flakes, we retain all the nutritive parts of the wheat.

Because it is more palatable than others.

Because the package is a large one, and filled.

Because it sells at 3 for 25c and gives you 25 per cent. profit, when sold at 10c it pays you 50 per cent. profit.

Because its quality is guaranteed.

\$2.50 per case.

\$2.40 in 5 case lots, freight allowed.

For Sale by all Jobbers

Manufactured by

## A HIGH MARK

That is what we are aiming at, both in number of subscribers and efficiency of service.

Over 107,000 Subscribers in Michigan, Including 35,000 Farmers

High-class Service

Moderate Rates

Fair Treatment

Call Contract Department, Main 330, and a solicitor will call on you.

**The Michigan State Telephone Company**

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



# The Grocer's Turn To Take a Vacation.

"Yes," said the groceryman to the reporter as the latter carefully helped himself to the best apple in sight, "men in our line need a vacation, I reckon, as much as anybody, and possibly more than some, but it isn't always our fault when we stay home. You said a minute ago that I was looking used up and that the heat was telling on me. Maybe you're right. But just now," he went on, smiling, "I'm suffering more from shock than heat prostration."

"Suffering from shock?" questioned the reporter, scenting a story. "How's that?"

"Well," said the groceryman, as he deftly wrapped up a half pound of butter and a yeast cake and labeled the package with the purchaser's name, "it was like this. As you possibly know, I carry a good many accounts on my books; but, as you may not know, some of them sometimes run to pretty high figures before they get collected. Of course," he went on confidentially, "I want to keep the balances as low as possible and try every means that occurs to a tired brain to get them in without driving a customer away. If he's good I want his business, but if he isn't I don't; and it is a troublesome problem to guess whether it would not be better to cut him off than to keep sending good vegetables after bad money. Well, two days ago one of these doubtfuls came in and ordered a nice lot of things for Sunday. I took the order down myself, wondering all the time if I should send the stuff after all. When he got through he said, 'By the way, Mr. Jones, how does my account stand?'"

"The regular bluff," thought I, but I carefully counted up the long line. He usually asked that question, then would say, 'Just give me credit for this,' and hand over a five spot."

"Sixty-nine eighty-three," said I finally, after I had gone over it twice to see if it was all o. k., and was just about to add, 'and I would be very much obliged, etc.,' when he said, 'and to-day's order?' 'Four thirty-one,' says I, consulting the slip. 'Seventy-four fourteen altogether,' I added, to save him the calculation. He took the slips I handed him and went over them thoughtfully. I was waiting for the five, and then I was going to tell him a thing or two, when he looked up and said, 'Seventy-four fourteen is correct,' and handed back the memos with four twenty dollar bills."

"Geel!" said the reporter, "that must have been a shock; did you faint?"

"No-o," answered the groceryman, slowly, "but I was knocked speechless. I got out his change, muttering something about being very much obliged, when he broke in with—I'm glad that's paid, and I guess you would be, too, if you knew how near you missed getting it. I had five of those twenties," he went on; 'my vacation begins Monday, and all my arrangements to go were made. It was a toss-up whether I would take my wife and the kids to the shore and stand you off another month or two or settle up and stay at home. You're been pretty square with me, if you

remember. Last spring when our boy Billy got hurt and had to have that operation and quarters got to be as scarce as dollars in a church collection I came around to stand you off. Instead of making a fuss you said, 'Why, certainly, that will be all right, Mr. Blank; let the account stand.' Then came my vacation. I went and you stayed at home. Well, coming out on the train I got to thinking it all over. I had made up a yarn to give you instead of the cash, but somehow I couldn't be such a hog. I thought it's only fair to divide with you; you go this year and I will stay at home. The kids will be disappointed, I reckon, and so will the wife,' he added, after a pause. 'Everybody on our street is going or has gone somewhere, but we'll have to stand it. I couldn't stand your reading in the "ews" Mr. and Mrs. Blank, of Blank avenue, will leave Monday for a two weeks' sojourn at the seaside,' and then mentally add to yourself, 'while Mr. Jones, the grocer to whom they owe seventy-five dollars, will stay at home.' Do you know," went on the grocer, "that man had my nerve. I started to say something about half the bill would do, but he wouldn't hear me. 'Don't tempt me,' he broke in; 'I feel better already.' And then, as he turned to go, he added, with a whimsical smile, 'It's your turn this time, but next year look out,' and with that he was gone."

"Are you going?" said the reporter at length, as the groceryman paused to get breath.

"Get your pencil out," answered the other, "and I'll give you a news item."

"Mr. Jones, the well-known grocer, will leave Monday with his family for a two weeks' outing at Atlantic City," I think," he added, "I'll have to go away to recover from that shock, and besides, I think my friend would like to see that item in print." —S. P. Levis in the Lansdowne News.

## About Sprinkling the Floor.

Many merchants and clerks flood the floor instead of sprinkling it when they want to settle the dust before sweeping. There are many who think to sprinkle means immersion. What is the effect when too much water is thrown upon the floor? It transforms the floor into a sea of mud. Now, when the broom is pushed through this mud, there are streaks left, improving things not a bit. A little sprinkling is sufficient and a little damp sawdust scattered on the floor is the best of all. An occasional sweeping with salt is beneficial and it will make the floor look as though it had been washed. After the use of the broom, the next two important utensils are the dusting cloth and dusting brush. Of the two the dusting cloth is undoubtedly the better, since it prevents the throwing of dust over the goods. It does great damage in the aggregate. Dust is persistent and must be fought constantly to prevent injury to the goods displayed in any store.

You will never discover a man's true nature until you permit him to owe you money.



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

# Hart Canned Goods

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

# 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

"Some men never accomplish anything without a pacemaker."

You don't need one because you know what oats pleases your customers best.

# Mother's Oats

Clean, Sweet and Pure

And Our New

Profit Sharing Plan

means

More Profit for You

Are You Interested?

The Great Western Cereal Co.

Chicago



### How To Get the Business.

Are you the kind of a fellow who can learn something from the experience of your competitor, the mail order house, or do you need to have ideas driven into your brain with a club? If you are willing to take advantage of the experience of others, there is no reason why you can not gradually turn the mail order people in your neighborhood into good customers of your own store. If you know too much to take advantage of other people's experiences, of course, you have already made money enough to retire, and should at once sell out and give some other merchant a chance.

One of the first things we learn by watching the methods of mail order houses is the drawing quality of their letters. Is there anything about that discovery which gives you an idea that you can apply to your own business? Probably it has never occurred to you that you could increase your business by writing letters, but you have the advantage of the mail order house in this respect, for you can write a letter to a neighbor and very likely cause him to drop into your store to see the goods you wish him to see. When you get him to the store you ought to be able to sell him whatever he is interested in. Your advantage lies in the fact that you can invite him to come in and see the goods and feel of them. He does not have to take your word as to quality or anything else, for he can use his own judgment.

If you are a good buyer you always make an estimate of about what your trade will need in each line. In order to do this you mentally run over the possibilities and size up the tastes of customers. Now, after buying certain things with the view to selling to certain people, do you not think it would be a good thing to let those people know about what you have done?

Many retailers put the goods on their shelves and wait for the customer to come in. The best way is to put the goods in sight and then get out after your customer and invite him in, and one of the best ways of doing this is by a personal letter.

Do not write up a general form and have a circular letter printed. That does not fill the bill in this case. Get these letters up to touch the right spot in each customer. Do not try to write one to each person in your county, but confine this kind of advertising to such people as you are personally acquainted with, and feel sure you can please with the goods you have to offer. Some of your customers like the best the market affords, and some like the cheapest; write these personal letters to all such people, but tell each class of the goods that will appeal to them.

You can have these letters written at a reasonable cost by someone who has a typewriter and wants experi-

ence, in case you do not need a stenographer all the time.

You will probably find that you can write identically the same letter to eight or ten people, and in that case you can write the one letter and have it copied for the others, but the main thing to keep in mind is to make your letter appeal to the particular person to whom it is addressed. Never lose that idea.

You can tell all about having bought the goods with a special view to his likes, describe the quality very minutely, so he will be thoroughly impressed with the idea that you have bought the best of the kind, and be sure to quote prices, for the mail order house has done that, and has a catalogue in the house of your customer. Wind up by inviting him to come in and see for himself. If your letter is well written, you are very likely to get a call, and then, even if not pleased with your offering, you can find out exactly what will please, and probably make arrangements to order it for him. Next to a personal call, you will find a personal letter the best business bringer.—Stoves and Hardware Reporter.

### Less Expense, More Profit.

You, your capital, your store, your clerks, etc., constitute your present equipment for doing business.

If with that same equipment you could sell more goods you would make more profit.

Increase your sales with little or no increase in expense and you are on the sure road to a larger success.

Probably not one merchant who reads thus far will fail to agree with the foregoing statements. Yet how many of those who read will fail to act on their knowledge that these statements are right.

The way to increase sales without a corresponding increase of expense is to make approximately the same investment cover the greater variety.

Add a new line and you have increased your chances for making a sale.

Experience convinces you of this fact most surely and right now is an ideal time for an experiment.

Add a line of holiday goods—as big or small as you please. Note the results and December 26 do some figuring.

If you find that at a slight expense for some extra help and the means for making some extra effort you and your present force have done very much more business, can you avoid the obvious conclusion that it would be profitable to add other lines?

Try a side line of holiday goods as the means of deciding whether to add other side lines or not.—Butler Bros. Drummer.

### Good-by To the Silk Worm.

Remarkable and revolutionary is the silk news from Sweden. An artificial silk factory has been established in the Gothenburg district. When it is remembered that Sweden has vast quantities of wood for cellulose and water power in its hills, it will be seen that the textile world will soon have reason to watch the results of this new venture even should only half of what is claimed for it prove

true. A company of the name of silkes fabriksaktiebolaget has been organized with a capital not to be less than \$160,800, nor more than \$482,400, with the purpose of building a factory and exploiting an invention made by Engineer R. W. Stuhlenert, of Djuis-holm, Sweden, for the manufacture of vegetable silk. Excluding experiments this industry is new in Sweden, and it is claimed that the silk has just as fine an appearance and is just as strong or durable as natural silk, or even stronger. It is further stated that the silk has been tested in Swedish and German cloth factories with favorable reports.

Most men know a good deal less than they think other men think they know.

## Fast, Comfortable and Convenient

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

## Michigan Central

"The Niagara Falls Route"

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

E. W. Covert,  
City Pass. Agt.  
Grand Rapids.

O. W. Ruggles,  
Gen. Pass. and Ticket Agt.  
Chicago

# THE FRAZER

Always Uniform

Often Imitated

Never Equaled

Known  
Everywhere

No Talk Re-  
quired to Sell It

Good Grease  
Makes Trade

Cheap Grease  
Kills Trade



FRAZER  
Axle Grease

FRAZER  
Axle Oil

FRAZER  
Harness Soap

FRAZER  
Harness Oil

FRAZER  
Hoof Oil

FRAZER  
Stock Food

## Good to the Very End

# S.C.W.

## 5c Cigar

### G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.

## GRAND RAPIDS PAPER BOX CO.

MANUFACTURER

Made Up Boxes for Shoes,  
Candy, Corsets, Brass Goods,  
Hardware, Knit Goods, Etc. Etc.

Folding Boxes for Cereal  
Foods, Woodenware Specialties,  
Spices, Hardware, Druggists, Etc.

Estimates and Samples Cheerfully Furnished.

Prompt Service.

Reasonable Prices.

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

GRAND RAPIDS, MICH.



**Get What the Customer Wants.**

At least half the people who patronize the mail order houses will tell you that they can not buy what they want from home merchants. They have a great, big catalogue in their house, listing a few hundred thousand dollars' worth of goods, and it is natural to expect that many things therein listed can not be found in the home store with a total stock of probably \$1,000 to \$10,000; in fact, the catalogue houses themselves never have all the goods in stock that are listed in their catalogues. What they do, in many instances, is to go out and buy the goods after the order is received and the cash is in hand to buy with.

If you are going to successfully fight the mail order houses, and you must do this or eventually allow them to run you out of business, you must use some of their own methods to get business. You can always send off and buy the goods you do not have in stock, if your customers will pay you mail order prices, and if you can thus stop half the mail orders from going out, your trouble will be well paid for.

Suppose you adopt the plan in your advertising of always advising customers to bring their mail order catalogue along when wanting to order goods they see listed therein, so you can order the identical things they want if you do not happen to have them in stock.

This will cause a lot of extra trouble for you, but even if you fill the order at cost it is better than allowing the money to go direct and the mail order habit be more strongly contracted by the buyer. You will also find that your own ideas can be brought to your assistance. Because a customer wants a certain thing listed in the catalogue is no reason you can not sell something else. The first thing is to thoroughly impress him with the idea that you can get that identical thing for him, if he so desires, but you can at the same time show the goods you have which are better, call attention to the superior points, tell about what kind of a guarantee you can make, and then impress on the customer that the catalogue goods are to be bought on his judgment and not your own, so, of course, you could not be expected to guarantee them. Many times you will sell your own goods, which you know will give satisfaction, but where you must order the goods wanted, do so cheerfully, with the understanding that goods are sold with the freight or express added and terms cash in advance, as that is the way the catalogues price them, and at the same time take occasion to impress on the buyer how much better it is for him to thus give you the profits on the order, so as to keep them in the community, than to send the money away.

Give him to understand that you are glad to send in his order for the profit you can make out of it, and he will no longer feel that he is buying so cheaply away from home. In most cases you will find the profit very satisfactory, as it is only on a comparatively few things, and those which you generally have in stock, which are generally quoted at a low price by mail order houses as a bait to your

customers. The fact that they possibly buy at 5 per cent. better prices than you do is fully counterbalanced by the great amount of expense they have, so they need about the same profits you do to do business on if you are a careful merchant.

Try this plan in your advertising. Give it out you will order anything in your line which the catalogue houses list if you have not already put it in stock. Invite them to first see what you have, then if they want something else it will cost them no more to let you do the ordering.

**Educating the Consumer on the Mail Order Business.**

The point to be grasped is that the consumers must be educated. Perhaps they have been led astray by catalogue houses. It is then up to the dealer to reach such consumers and to properly educate them, to show them that just the same goods can be obtained from the dealer under the same terms at the same prices, at the same time showing them that much better goods can be had and that there is an advantage in buying that which is reliable.

The question is one that has to be met and the dealer who does so boldly, and who does not disguise the fact that there are such institutions as catalogue houses, but says that he is able to meet them on their own grounds, is the one who will achieve success.

There is no earthly use in attempting to disguise the matter. If a customer is found who announces his intention to send away for anything which a catalogue house advertises because he can get it cheaper, that is where it is up to the dealer to take care of that customer, whether he makes a cent of profit or not. It is his chance to start the work of education that is only needed to ultimately make the dealer supreme in his business.

Of course there are many phases to this question, one of the most important of which is proper and sufficient advertising, but the advertisement where the dealer announces his ability to meet the catalogue house prices is certainly a good example.

This paper has printed many letters from dealers on this subject, which shows there are those who have met the question and have come off victorious by simply educating their customers, showing them catalogue house goods and at proper times pointing out the advisability of perhaps buying a better class. A correspondent recently said: "Occasionally we hear some merchant say he can't meet their prices; but he can, he must. If he only goes at it right he can meet it and pave the way for an easier future."

To sum it all up:

Don't be afraid to acknowledge that there are catalogue houses.

Show your customers the kind of goods they handle and let them know that you can sell a similar quality at the prices quoted and on the same terms.

Educate them to the fact that you can also furnish them much better goods if they so desire.

Instill into their minds the fact that the dollars they spend at home benefit and advance the interests of the locality of which they are residents.

In short, do not be afraid of the catalogue houses or of any of their alluring literature.

Be ready to meet them and fight them on their own grounds and do not neglect to let your customers know your position.

**Bits of Wisdom from Many Sources.**

If you are inclined to argue with a customer stifle the feeling; business is not adapted to the rules of debate.

It is a good thing to take an evening off once in a while and commune with yourself about just what it is you are aiming at in this world.

Cleanliness in the factory is generally a sign of good workmanship, even although there may seem to be no logical connection between the two.

Should you wish to be considered a good buyer select styles or grades of goods for stock by looking through the eyes and pockets of your customers.

If you hang a sign outside of your place of business it pays to have a good one. It is a permanent advertisement and indicative of your business to the public eye.

If you feel grumpy try losing yourself in a flood of work for an hour or two. The chances are you will find your true self and lose your grumpiness.

Keep one eye out for the main chance, all right, but keep the other eye out lest you make a mistake and tackle the wrong thing under the impression it is the main chance.

Things may come to the man that waits, but the fellow that keeps making things happen is a good one to copy after. He doesn't wait for things to come to him, but goes after them.

The thing you can generally make with the least expenditure of effort is trouble, but it's not always the eas-

iest thing to get rid of after you make it.

**Heald-Stevens Company**

HENRY T. HEALD, President  
FORRIS D. STEVENS, Sec'y and Treasurer

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

Representing Bond Dept.  
WILLIAM CALLAN E. J. PALMER

United States Bonds  
and other  
Investment Securities

201-205 Board of Trade Bldg.  
GRAND RAPIDS, MICHIGAN

**CHILD, HULSWIT & CO.  
BANKERS****GAS SECURITIES  
DEALERS IN THE  
BONDS AND STOCKS  
OF**

Muscatine Light & Traction Co.  
Mattoon Gas Light Co.  
Laporte Gas Light Co.  
Cadillac Gas Light Co.  
Cheboygan Gas Light Co.  
Fort Dodge Light Co.

Information and Prices on  
Application.

CITIZENS, 1999. BELL, 424.  
MICHIGAN TRUST BLDG.

**Guns and Ammunition**

Complete line of  
Shotguns, Rifles and Revolvers  
Loaded Shells

Camp Equipment Big Game Rifles

**FOSTER STEVENS & CO.**

Grand Rapids, Michigan



### Put a Genius at Work on New Shoe Shapes.

Written for the Tradesman.

The advertising solicitor waited for the shoe dealer to write a letter and look up the exact address of the firm it was written to. Then, when the merchant wheeled about in his chair, he presented his case.

"What's the use of advertising?" demanded the dealer. "All I can say is, 'Shoes, Shoes, Shoes,' and every man, woman and child in town knows that I don't sell pigs in gilt frames or sugar in jewel caskets—only shoes."

"Why don't you put something like that in your advertisement?" asked the solicitor, who knew a good thing when he saw it.

"Oh, yes, I might take up ten dollars' worth of space advertising that the North Pole was still doing business at the old stand and the only way to keep your feet warm was to come here and get the fleece-lined. Nit! The way to get your coin out of an advertisement is to tell what you've got to sell and what it costs. If there is any special reason why you must get rid of the stock you must say that, too. Tell you what, if you want to get rich quick you just invent some new shape for a shoe."

"There are about as many shapes now as there are feet in the world," replied the solicitor. "What kind of a new shape does the trade demand?"

"I wish I knew," growled the merchant. "Something to put the old shapes out of the market. That would make people buy new shoes every three months, same as they do other things. If you can't get up a new shape, get up something in the way of trimming. Understand?"

"Anything to break the monotony, eh?" asked the solicitor, who knew that the merchant had some odd notion on tap.

"Yes, anything to break the monotony," was the reply. "The dry goods and clothing men have us beaten to a frazzle this fall. If you have to mortgage the cook stove you must have trimming on everything this year, that is, if you are a woman."

"I thought color was having an inning," said the other.

"Color and trimming both. You look at the girls as they amble down the street. Braids, passementeries, tinsel, laces, fruits and flowers. Say, but it must be a swell thing for a pretty girl to put on all that stuff and then go out and whirl around for Johnnie-boy and Willie-boy to gaze upon. If a girl can't catch a man to feed and clothe her for the rest of her life this fall her chances are slim. Who was it that said that about half the proposals of marriage are made to new gowns? Wow! They've got the world of mankind down fine this winter. Hand embroidery everywhere, velvet and cloth, velvet and taffeta, velvet and braid in combinations to make a man get up at night and walk

the floor. Glittering sequins, beads, bugles and dangles, ornate buttons as big as a silver dollar, buckles in gold and silver colored jewels—say, but a woman certainly has a chance to kick a hole in a big salary this winter. Now, if some one would only get up a jewel effect for a pair of shoes, or fix things so the shoe would be the most conspicuous object in the costume! I guess the business would be pretty poor for a time, eh?"

"How would it answer to get up a shoe with a bird with diamond eyes sticking up on top? Or a heavy shoe with a rattlesnake coiled about the edge of the sole? If you want something really original, why not get up a shoe with a music box in the heel?"

"This is no josh," said the merchant. "Some fellow had a spasm of genius when he got the women to wearing short skirts last spring. That made a run on the shoe dealer. When a woman walks down the street with a short skirt on she can't wear shoes run down at the heels or patched to a finish. Guess it was a shoe dealer who got up the short skirt craze. How would it answer to make a shoe that told the time of day, like the clock in the blooming breastpin? Oh, I do not insist on the time piece," he added, as the solicitor began to grin. "All I want is to break the monotony in the shoe market. How would red-white-and-blue shoes answer for a change?"

"You might get up a shoe that would open like an umbrella and keep off the rain," suggested the solicitor, "or you might make one that would open up like a snow-shoe and keep the wearer out of the mud."

"Yes, and you might try to invent one that would pay the mortgage on the farm," said the merchant, "or serve as a sure cure for tuberculosis, but shoe men will be satisfied if you get something that will necessitate the buying of new-style shoes at least twice a year. Make a shoe that is higher, or lower, or broader, or something. Now, when they change the style, they make a toe narrower, or a heel broader, and that is about all there is to it."

"You might put something in a shoe that is good for brain fag, like the breakfast foods," said the solicitor. "If you can make a fellow believe he has the stuff that millionaires are made of under his cupolo and that he needs only a form of food to bring it out, he'll get that food into his system if he has to absorb it out of the soles of shoes with his feet. Come to think of it, why not get up a shoe that would keep a man's digesting sack so supplied with the Eternal Energy that he could walk a week and not require food or sleep?"

"And how would it answer for a certain newspaper solicitor to get a job writing advertisements for a circus? I guess you could make the general public believe the lion slept in the elephant's ear and never touched the meat packed away in his trunk, all right. Now, I am in earnest about this shoe-shape business. The world wants a genius who can



## Celebrated "Snow" Shoe

We have been made the Michigan distributors of the celebrated "Snow" Shoe, and have purchased the entire stock which the C. E. Smith Shoe Co., of Detroit (the former dis-

tributors who are retiring from business), had on hand, so that we might be able to fill orders at once and without delay while more are coming through the works.

There is no shoe in this country that has so favorable a reputation as "snappy, up-to-date" goods, together with the fact that this manufacturer is the only one who **guarantees** his Patent Leather Shoes against cracking.

Those who have purchased of the C. E. Smith Shoe Co. can re-order of us, using same stock numbers, and while the present stock lasts you will receive old prices.

Do not forget that we are the Michigan distributors of the celebrated "Snow" Shoe.

**Waldron, Alderton & Melze**  
Saginaw, Mich.

## HARD PAN SHOES

FOR MEN, BOYS & YOUTHS  
HONEST WEAR IN EVERY PAIR  
**SOLD HERE**  
MADE BY  
**THE HEROLD-BERTSCH SHOE CO.**

THE SIGN OF GOOD BUSINESS.

## Quality Counts

The big successes in selling goods have been made on the square deal, value for value basis.

### Hard-Pan Shoes

honestly made and marketed at a profit, command the public's confidence, the essential of prosperous trading, and build up a trade for the dealer that sticks to his store.

Push your business ahead on the square deal proposition. Order a case of Hard-Pans today. A postal will do the business.

**Our Name on the Strap of Every Pair of the Original Hard-Pans**

**Herold-Bertsch Shoe Co.**  
Makers of Shoes  
Grand Rapids, Mich.



get up some sort of a shoe. The shoes they make now wrinkle up the toes and make the funny little corns you hear people remarking about when you walk on their feet. At present there is not enough variety to the business."

"I'm not going into invention," said the solicitor, with a sigh. "Once on a time I got up a scheme to have a telephone record the numbers of the 'phones that called when you were out and your receiver was not taken off the hook. I went to an electrician with it, and he said that it could be done—that it was merely a matter of detail to make the registering device. I waited a few months, and then he told me that it was no good, for the Bell Company had a monopoly of the business and they would not buy any improvement. So I let it slide, and in a month or two more I found that some sort of a device for making the registrations I had suggested had been patented in all the civilized countries on the globe. I guess it wouldn't work, though, for I have never seen one of them in use. No, if I should invent some new shoe the makers would sit up nights getting up plans to beat me out of it. Why don't you get an electric shoe, which will take you sailing down the street like an automobile? You could make a little bag in the instep for the gasoline smell. There's an idea for you."

"I think you need one of the shoes that is good for brain fag," said the merchant. "If you would be sensible for a minute, you might suggest something that would help out the trade a whole lot."

"Here I've been suggesting until my suggerer is out of repair," said the other, "and this is all the thanks I get for it. Why don't you make a shoe with a chiffon thing-um-bob running around the upper deck? Or a white taffeta background for a red and gold thing with feathers on? I've given you a lot of good ideas here, and I think it is about time to write an advertisement."

"Yes," said the merchant, "I presume you have given me a lot of good ideas. They are all right, but they need fixing. Have you ever thought of having a fluffy effect to the top of a shoe? How would that strike the market?"

"Why, you know they had something of that last summer. They fixed up the tiers in bunches of ribbons—black and white, you know. That was fluffy, wasn't it?"

"Oh, yes, that was fluffy. When you saw a girl coming down the street with the big bows on her shoes you could think of nothing else but a kitten that had had its paws ornamented with bags by the boys. Besides, the big bows on the shoes didn't help the shoe man any. They bought few of the wide ties from us. What we want is a new shoe that will change the style."

"Well," said the solicitor, "there's a man down at police headquarters who is umpiring a fight between a green lion and a blue wolf. When I see him again I'll suggest that you need a genius up here."

"Keep him busy," said the merchant; "otherwise he may get your

job. Say, how would it do to make a shoe with—"

The solicitor was far down the street. Alfred B. Tozer.

#### People Who Want Gymnasium Shoes.

The manufacture of gymnasium shoes opens new opportunities to shoe men, and it is very likely that in the future some enterprising young shoe men will find it profitable to specialize on gym shoes. Gym shoes are now made by several firms as a side line, but the demand for them is growing fast, and future trade may be so large that a manufacturer may find it wise to devote his entire time to their manufacture.

Gym shoes are now made for men, women and children in many grades, ranging from goods to sell to the trade at 85 cents per pair to \$3 and \$4 and even higher per pair. The common gym shoe is turn made, with a light elk or buff sole, vici kid or canvas upper, and most gym shoes have only a little sock lining and no counter or box toe. Fine lines of these shoes are made of calf. One Lynn firm is having much success with them made by the stitch-down process.

The gym shoe is said to represent a very good margin of profit, as it is made to-day as a side line. It is very likely that if any man should devote his entire time and ability, and equip a factory for the manufacture of gymnasium and athletic shoes only, he could increase profits over the present profits on these lines, for in all forms of specialization there is a decrease of costs and an increase of

profits. The demand for such shoes is greater than most shoe men realize, particularly men of the old school, who have not interested themselves in the sports of the rising generation. The Y. M. C. A. has over 600 gymnasiums and over 100,000 members in its gymnasium classes in this country alone. Besides, there are over 300 Turner associations, the German athletic organization; over 250 college gymnasiums and a host of athletic clubs and private gymnasiums in the academies, public schools and in the large cities and towns. Men, women and children belong to these organizations and private gymnasiums, and they want gymnasium shoes.—Superintendent and Foreman.

#### Jap Girls and Their Dolls.

In most countries a girl regards her dolls and toys as her own possessions, to appropriate at any and all times. This is not so with the Japanese girl. To play with her dolls is an event, a joy which comes to her but once a year. There is a party, also a meal. This is served on the floor with some sort of sweets, and not to partake is considered very bad form. The next day the treasures are removed and packed away, the girl longing for the happy, happy day when she shall again enjoy her ever-increasing family. It is a common thing to see as many as 100 or more dolls in one home.

Misery loves the kind of company that will listen to a hard-luck story.

But the coat doesn't make the man—not even a coat of tar and feathers.

# One of the Finest



bargains in our whole line is our Manitoba 16 inch at \$2.75. The over is duck, heel R. E., pure gum sole, branded



(the sign of the best rubbers made) and the top is cut from a special selection of Milwaukee Grain, light, durable and pliable and silk stitched throughout. They'll get you business.

Why not let us send you a sample case on approval?

**Beacon Falls Rubber Shoe Co.**

Not in a Trust

236 Monroe St., Chicago

**Women Selling Fine Shoes.**

A New York woman is said to be making money by selling fine shoes to the fashionable trade. Several other women are earning a comfortable living by buying shoes, gloves, handkerchiefs and doing other shopping for wealthy women in several large cities. There seems to be a good chance for clever and ambitious women to build up a big business in large cities by making a specialty of fitting fine shoes to women who can afford to pay good prices for their footwear. To-day hundreds of women are making a comfortable living as specialists on the fitting of gloves, corsets and other articles of apparel, but very few have made a special business of catering to the footwear wants of fashionable society women.

In some cities men are making a business of canvassing from house to house, securing orders for footwear made to measure from women. They visit only the best homes in each city, and they usually ask one customer for a letter of introduction and recommendation to a friend, and thereby they secure admission to homes which otherwise would be closed to them. This seems a field in which a woman would in every way fit better than a man. It is surprising, by the way, that some of the women who now practice manicuring and chiropody do not take up the purchasing of hosiery and footwear for their patrons, collecting a commission, of course, for their work. A chiropodist certainly ought to know what shoes a person should wear.

Wealthy women in large cities spend hundreds of dollars a year for footwear. For an illustration, a woman walked into a Tremont street store, in Boston, a while ago, selected some shoes and then remarked that she would come in the next day, after she had rested, and select the remainder of the shoes that she wished. She passed out a \$100 bill, and she received back in change a \$5 bill. Now, a \$95 shoe sale and a promise of more business is a good day's business, and any young woman, skilled in fitting shoes, would undoubtedly quickly earn a comfortable sum of money if she could build up a patronage among such women as these.

Another feature in the shoe trade which opens an opportunity for the future young woman shoe fitter is the demand for shoes to match gowns. Many well dressed women now have several pairs of shoes to match each of their several gowns, but many of them have much difficulty in getting proper colors in shoes. They have to have shoes, and even leather made on custom orders. In this custom trade a woman shoe fitter would easily find business.

Still another possible opening for the woman who would make a specialty of fitting shoes to women is the sewing on of buttons, the mending of uppers and the brushing up of dress shoes, or sending street shoes to a bootblack parlor to be shined. Perhaps a woman who managed a shoe parlor for women, like the present prosperous dressmaking parlors, corset parlors, glove or millinery parlors, could afford to employ a boot-

black, and an errand boy to go out and collect shoes from customers to be repaired and put in first class shape.

In these prosperous days magazines are paying more attention to footwear than ever before, and the style pages of the magazines, as well as the advertising pages, contain a great deal about new styles and ideas in footwear, and they command public attention. Because of the increased interest in footwear and the eagerness of fashionable women to pay good prices for dressy shoes, there seem good opportunities for women who have knowledge of shoes, skilled stitchers, for instance, to embark in business in large cities as specialists in footwear for women.

**Discipline in the Store.**

Be careful what you do and say in the store in the presence of your clerks. Set a good example. The merchant who is careless in his speech and actions around the store will not be accorded the respect that he should have from his clerks, and in a majority of instances the clerks will follow his example and be careless in their speech and actions when waiting on people. Always demand respectful speech from your clerks in addressing you.

It does not sound nice to hear a clerk shout from the far end of the store to the proprietor, if he is wanted to take up some question with a customer. Have the clerk understand that he is to find you and come close enough before calling so that he need not raise his voice.

"Say, Bill! come here, will you?"

We have heard this kind of talk in a store when a clerk desired the presence of his employer, and it gives a bad impression. Impress your clerks with the fact that you are to be addressed as Mr. So-and-So when they call you, and that they are not to shout for you. This can be easily done by always addressing the clerk as Mr. So-and-So when addressing him. This form also serves to prevent the development of undue familiarity between a merchant and his clerks.

We do not believe in an employer being arrogant and treating his clerks uncivilly. Treat them kindly but firmly as employees. They will respect you all the more, and you will have better discipline in your store, and you will be accorded a better standing in the community as an able, dignified business man.—St. Paul Trade Journal.

**Good Report from Monroe**

Monroe, Nov. 13—Owing to the enormous amount of business the Monroe Stone Co. has been doing in the last six years it will be obliged next season to extend the quarries. It will strip a large tract of land adjoining the property and expects to have at least 500 cars of dirt, which will be given away.

The W. C. Sterling Co. has been awarded the contracts to supply the Toledo Rail & Light Co. with a large number of poles, valued at \$30,000, and the Lake Shore Electric, running between Toledo and Cleveland, with 60,000 ties, valued at \$30,000.

Our



Trade Mark

**Quick Sales and Fair Profits**

will readily come to you in the shoe business if you gain the confidence of your patronage by selling them shoes that you know and they know, or will learn to know, are first quality value in wear, comfort and style.

And right here is where the value of our trade mark comes in. When the public see it on a shoe they know that it guarantees solid shoemaking, honest leather, foot comfort and better service than are ordinarily to be had.

If you look into the matter you will usually find that the dealer who handles our line has the best trade in his locality.

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

Mail us your sizing orders for

**RUBBERS**

We carry the

**"Glove"**

Rubbers in firsts. Try them! Further arguments will be needless.

If you want a good seconds we can furnish Rhode Islands at 5 per cent. less than other seconds.

**Hirth-Krause Co.**

Shoe Manufacturers

Grand Rapids, Mich.



### Does It Pay To Keep Open Evenings?

Many shoe dealers as well as clothiers and dry goods merchants seem to take it for granted that keeping their places of business open late evenings pays. Would it not be wiser to limit the number of evenings your store should be open for business? Is it not a fact that there is but a certain amount of business to be had anyway, and would it not be more profitable and bring better results if some evenings of the week were allowed for rest to everybody identified with the store? Keeping open long hours evenings means overwork.

Don't imagine that overwork always pays. It doesn't by a long shot, and the most eminent pathologists will tell you so. There are a good many men in this country who are suffering no doubt from too little work, but there are those who are feeling the effects of trying to do too much, and the latter class comprises the ones it is necessary to talk to, for the others will take care of themselves. A physician of world-wide repute recently recorded some rather peculiar if not extraordinary cases of the results of overwork.

To the question of overwork there is another side than that of the employee. Since the results of overwork are so strikingly first manifested in the brain of the brain worker, the question is, Can any employer afford to have an employee overwork? A mental lapse of a moment may result in the most serious mistake possible in the business world; errors that are made in a second may require days and dollars to right; merely, that an office force may save a few cents on the salary roll.

Don't overwork. If you are in business for yourself you can't afford it; if you are in business for an employer he can't.

"Can I afford to work too hard, and for how long?" is a question which is voiced by many men in the retail shoe business. In general the answer is that overwork is a form of excess that sooner or later will exact penalties of the transgressor. The slowest of all diseases to respond to the restorative arts of medicines are those involving the nervous system. If a constitution stands a stress of work that is beyond the capacities of the average person, this is not overwork for that individual; but the same measure may be overwork for every other individual who may be in the same line of effort, and too often the pace of the strongest is the pace established for the weakest.

### Keeping the Windows Clean.

There are more dealers than might at first be thought who fail to keep their windows as clean as they should. A show window gets dirty easily, and when it isn't properly cleaned when it is cleaned, it will get dirty the next time much quicker. Soon it begins to get a positively dingy tinge.

Some may think that this can be addressed to but few dealers and those among the smallest. But they are mistaken. A walk through the principal streets of any big city will bring

to view a surprising percentage of stores whose windows are by no means as bright as they should be. Some of them would pass all right at a casual inspection, and others seemed just a little bit dingy at the first glance.

In some cases the dealer had arranged an excellent and attractive window display, the value of which was entirely lost by the fact that the dull window made the goods look anything but fresh as they appeared through the glass. When the dealer has his window cleaned, and he should have it done often, and never skipped, let him always examine it after the washing is over. It is a little thing to do, and it will keep the window cleaner from shirking his work.

It isn't a pleasant job, cleaning a big show window, and if there is a chance to skip the worst parts a little perhaps it is taken advantage of. A little dirt left on one week is harder to get off the next week, and still harder the third week. If it is left on still longer it becomes a permanent smudge and the window makes the whole shop look shabby to a passerby.

Often the dealer won't have noticed it because he seldom looks closely enough at the window to see it, just as an article of furniture that has become shabby will be noticed last by the people who live in the house. Let every dealer who reads this go out and take a good look at the glass in his window. It is possible that he may see something he never saw before, and which ought to be remedied at once.

### Why Wear Boots?

A good many people have discovered of late that they can get along very comfortably without hats, and it is only a step farther to realize that they could get on equally well without covering up their other extremities. An Australian stipendiary magistrate named Murphy, it is reported, has been giving advice to that effect from the bench. A mother pleaded as a reason for not sending her boy to school that he had no boots. "That's no excuse," said Mr. Murphy. "Boys are better without boots. Putting boots on them is a great mistake." The blacks who peopled Australia before the coming of the whites were certainly able to hunt, fish, fight and travel without hats, boots or clothes of any description. Just so, Mr. Murphy; but blacks are not whites. A camel can go without water for very long periods, but that is no reason why the mere man should go thirsty.—Boot and Shoe Trades' Journal.

### Boom in Chinese Education.

The new China is erudite. Posters placarded all over Foochow advertise the opening of modern schools, which are springing up almost at the rate of one every week. There is a normal school with 300 students, a military school, a high school, a reform school, many intermediate and primary schools, a police training school and a medical school. They are supported by subscriptions from the provincial government, the literati and gentry, and by tuition. It is not uncommon to see a group of modern school desks encircling the base of a dusty old Buddhist image in what was once a temple, the walls adorned with picture charts setting forth the rudiments of geology, botany, zoology, anatomy and geography. The temple yards are converted into play and drill grounds for military drill, and gymnastics form an important part of the school curriculum. The normal and high schools are equipped with chemical, physical, botanical and zoological laboratories, and many of the other schools are more or less supplied with laboratory facilities and apparatus. All China is clamoring for Western knowledge.

### Boots for Dogs.

For the protection of dogs' feet there are now made dog boots and rubbers. The rubbers are moulded, each in a single piece, with the foot part shaped to accommodate the dog's foot and with high tops.

The leather boots are made with kid tops and soles of leather slightly heavier; the leather boots lace. The rubbers and the leather boots are made in various sizes, and the leather boots in various colors.

Dog rubbers and boots are bought chiefly for small pet dogs, perhaps for the protection of a sore foot or to keep dirt out of a foot that has had a splinter in it; or they may be put on the dog for the better protection of its feet when it goes out in sloppy weather.

These rubbers and boots for dogs sell at prices ranging from \$2 a set up to \$3.50, which might seem considerable for such little boots as these commonly are; but it should be remembered that the dog has four feet, so you get two pairs for the price.

**SELL  
Mayer Shoes**

And Watch  
**Your Business Grow**

## "Red Seal Shoes"

"Red Seal" is the seal of shoe quality for women. All leathers. Twelve styles. Blucher cut, lace or button, for house or street wear. Retailers for \$2 50 and \$3 00.

MICHIGAN SHOE CO., - - DETROIT

# REEDER'S GRAND RAPIDS

Have a large stock  
for immediate  
delivery

# HOOD RUBBERS



The goods are right

The price is right

They are

**NOT**

made by a

**TRUST**



**Geo. H. Reeder & Co.**

State Agents  
Grand Rapids, Mich.



### Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 10.—While there is considerable activity in the speculative coffee market and some advance in the article, the spot market is generally reported by jobbers as extremely quiet and buyers are purchasing only for current requirements. Practically the same quotations prevail as were noted last week—73½c for Rio No. 7. There are all sorts of opinions as to the future of coffee, but it depends on whether you are getting the opinion of a bull or a bear. The part of wisdom would seem to be to take things as they come. In store and afloat there are 3,795,220 bags, against 4,516,906 bags at the same time last year. Mild grades are about as quiet as are Brazilian sorts and changes are too slight to be noticeable.

There has been quite an active trade in sugar in the way of withdrawals under previous contract and prices seem to be pretty well held. Stocks are thought to be light in the hands of dealers in the interior, and refiners are pretty well sold up as they have been "lyin' low" in the matter of production lately. Some quote 4.60c and others 4.70c less 1 per cent. cash. Raw sugars are about unchanged.

Teas have had a pretty good week, but there is of late some falling off in the activity that has prevailed. Holders are confident that as the season advances, or with the incoming of the new year, they will have a good run of business and that it will be likely to last. It is hinted that another "advertising campaign" will be undertaken and then—well, just wait, and you'll see the American nation a nation of tea drinkers.

A fair trade has existed this week for rice, but supplies have been rather larger and wants have been pretty well supplied. The general tone has been firm and holders are not inclined to make one bit of concession. The reports from the South do not indicate any surplus stock.

In spices we have had an active call for pepper, both for goods on the spot and to arrive. The tendency is certainly to a higher basis. Ginger is firm and the whole spice line seems to be in good condition for the seller, with the best part of the year at hand.

Molasses is firm. Buyers seem willing to pay full rates, as they realize that nothing is to be gained—and time would be lost—in looking around for job lots. Receipts are running light and there is strong talk of advancing rates. It is doubtless a good time to buy. Syrups are quiet and unchanged.

There is simply an average sort of trade in canned goods. A steady demand exists for peas of the cheaper grades and the quantity available is not so very large. Buyers seem to want something from 75c to 90c, but

they find such very scarce and, indeed, there is not a great quantity on hand at \$1. Tomatoes are quiet at about 90c. If offerings are made at less the goods are regarded with some suspicion. Corn attracts little attention and quotations are without change. Salmon is steady and the supply here is not overabundant.

The top grades of butter are well sustained. Arrivals are not so large, but with a good demand the range may show some little advance. For extra creamery 27c is quotable, with seconds to firsts 23@26c; held stock, 23@26½c; imitation creamery, 22@23c; factory, 17@20c.

Cheese has been in moderate demand, but the supply has fallen off very greatly and there is no surplus to speak of. The quality is not all that could be wished and it will not grow any better. Full cream, 13¼c.

Eggs that are "recently picked" continue in very limited supply and 37c now seems to be about the right figure. Medium grades are becoming less plenty and selected Western are held at 30@31c; firsts, 29c; seconds, 25@27c; thirds, 22@24c.

### Ostrich Farming Profitable.

One business is not overcrowded—to-wit: ostrich farming. The demand for ostrich feathers of high class is greater than the supply, and the farmers of the Cape and Egypt who give intelligence to the raising of ostriches make large profits, just as the ostrich farmers of Southern California have done. A comparison of the soil, climate and other physical conditions of Africa and Egypt, where the ostrich does well, with the same conditions in parts of Southern California, Arizona and New Mexico suggests that there is hardly a limit to ostrich husbandry in America. There are millions of acres in India well suited to ostrich farming. It is pointed out that ostrich farms could be established on the edge of the Indian desert in Sind and in Baluchistan, which at present is poor and unproductive because of barren soil and scant, irregular rains. It would be difficult to exaggerate the benefits that would result from the introduction of the new industry. The tracts would suit the birds. The farming could be undertaken by either European or native capitalists, who would have no difficulty in securing the services of trained men when they purchased their ostrich chicks or eggs.

### Advertisements Must Be Specific.

Have you ever witnessed the joy of a child who has been led to reach an independent conclusion by the proper juxtaposition of facts already known? A fact thus taught will never be forgotten and will always possess the charm of independent discovery. By this we do not mean that advertisements dare be vague. Quite the contrary. They must be specific as to facts—direct and simple as words can present them. Conclusions may even be partially predigested, because the great public reasons slowly and imperfectly; but an advertisement defeats its purpose when it leaves nothing to be imagined, supplied or inferred by its readers.—Mahin Messenger.

### Good Report from Bay City.

Bay City, Nov. 13.—The Industrial Works, manufacturer of railroad wrecking apparatus, cranes, heavy pile drivers and other heavy railroad machinery, has passed the 1,000 mark in the number of employees, having considerably over that number. The company one year ago had 750 men on the pay roll.

The expansion of the plant is almost constant and now it has leased a large foundry formerly owned by the M. Garland Machine Co., which recently enlarged its south end plant and was able to give up its foundry located next to the Industrial Works property.

The Industrial Works own a large strip of property south of their plant and, it is said, will within a short time add more buildings. For the past six years one building a year has been constructed.

The transportation situation has bettered considerably the past few days and threatened shut-downs will not develop. The lumber mills are still the worst sufferers. The shortage of cars affects them particularly, as there is an increasing demand for hardwood and the market advanced recently \$1 per thousand on most grades. Several of the mills have continued their night and day run, despite the fact that the finished product is piling up.

The new Michigan Pipe Works' factory is practically complete and most of the departments are running. While the plant covers more space than formerly and employs more men, the installation of modern machinery has increased the output in far greater proportion. This plant was destroyed by fire eight months ago with a loss of \$40,000. It has orders ahead and its capacity is now being crowded.

True meekness is an admirable quality, for it implies heroic self-control, but self-abasement before others for the sake of favor is an entirely different thing.

## Alabastine

### The Sanitary Wall Coating

Dealers handle Alabastine

Because it is advertised, in demand, yields a good profit, and is easy to sell. Property Owners Use Alabastine

Because it is a durable, sanitary and beautiful wall coating, easy to apply, mixed with cold water, and with full directions on every package.

Alabastine Company

Grand Rapids, Mich.

105 Water St., New York

## 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

Do you need more money in your business?

Do you wish to reduce your stock?

Do you want to close out your business?

If so, my business is to assist you successfully. The character of my work is such as to make good results certain. No bad after effects. Ample experience. Write for terms and dates.

B. H. Comstock, Sales Specialist

933 Mich. Trust Bldg.

GRAND RAPIDS, MICHIGAN



### Money Getters

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

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

# What You SAVE Makes You Rich

Are you looking for a safe place to keep your savings, where they will draw a good rate of interest, compounded semi-annually?

## The Old National Bank

No. 1 Canal. St.

furnishes just such a place. :: :: :: Blue savings books issued. :: :: :: \$1.00 starts an account.



# BAD ROADS.

## Why They Are a Heavy Drain on Business.

Merchants in the smaller towns and cities (this applies to cities of 5,000 and under) all depend on the farmer trade for their living. The local trade is so small and badly split up that it can not be depended on, especially in the little villages that boast of two or three general stores, and the usual collection of other enterprises that are to be found in towns of this class. So the merchant must depend entirely on this farmer trade for his living and his profit. He must also haul his merchandise from the freight depot to his store, or, in the smaller inland towns, from the nearest railroad point, and this must be done in all kinds of weather, through mud, dust, or over roads full of ruts, as he must have the goods in stock, no matter what it costs him to get them there.

The mud delays his team, sometimes ruins his harness, and often causes his wagon to break down, thus costing him money for repairs that is needlessly spent.

The dust sifts into his groceries, gets ground into his dry goods and is, if anything, worse than the mud for general destructiveness.

The rutty roads bump things around in his wagon, and cause considerable loss in this way, so that, take it the year round, the country merchant pays a considerable toll, or, we might say, tax, to the good roads movement, only he is not aware of it.

He figures it up in his profit and loss column, and takes it as a matter of course, because he has always been used to it, knows no better and does not expect anything different.

If he would stop to consider that all of these delays, damages and other expenses occasioned by this condition of affairs cost him actual money, good hard dollars, that he has to get up early and stay up late to earn, he would advocate good roads and keep at it until he got what he wanted.

Loss of trade can not be figured in actual dollars and cents—unless it is so long continued that it results in failure in business—but it can be estimated in a measure. If the merchant puts in a stock of perishable goods, say fruits and goods of this class, that must be sold quickly or be a total loss, and his trade is suddenly cut off by a severe storm and consequent bottomless roads, that is a loss that can be figured in dollars and cents right out of his pocket.

But this is the small end of his losses, as his main ones come from the loss of trade that can never be replaced. Many a farmer has intended going into town to buy certain things, when along comes a big storm; he is tied up at home for two or three days, and when it does clear up he is out of the notion. This is trade that is lost forever. Meanwhile the merchant is not only out the loss of business, but is also out his rent, clerk hire, insurance, depreciation of stock and other incidental expenses that he has to stand, be the weather good or bad.

Few people think of these things, or if they do, they give them but a passing thought, and do not realize the importance of the question.

There is no necessity for this state of affairs. Intelligent and concerted action on the part of the merchants of any one community will result in a great improvement in conditions, and, if kept up, must result in good and permanent improvements in their roads. It can be done, and if you make up your minds to do it it will be done.

It only needs a little effort to start the movement, but it must be continuous, persistent and know no such word as "fail."

It is nothing uncommon to see, in the larger cities, a two horse team pulling a load of four tons, and in some cities considerably larger loads are hauled by three horses. The streets are paved either with granite blocks, which make a rough road, or asphaltum, which is very slippery and hard to pull on at times.

Now a farmer, with his roads at their best, can seldom haul over two tons with a pair of horses, and very rarely that, and the merchant is in practically the same fix, if he has any distance to haul. The reason of this lies in the roads. A chain is only as strong as its weakest link, so a road is only as good as its worst spot, and you have to gauge your load to suit that particular place.

How many times, when you have been driving along at a good pace, on a fairly level and smooth road, have you had to pull up and go slow over a soft place, caused by improper drainage, a poorly constructed culvert, or a depression filled with mud that has not dried up since the last storm.

These are the weak spots that gauge the load that can be hauled on that road. If you can only haul half a load under ordinary conditions, during good weather, what can you haul in bad weather, such as you have every spring and fall?

The average merchant doing business off a railroad must haul for his stock at the very least two loads every week during the year, if he wants to keep his stock up. Suppose he could, with good roads, do all this hauling in one load per week. What a saving this would make. It would mean a saving of 50 per cent. on this

one item alone, to say nothing of the wear and tear on his team and the damage to his goods from bad roads.

Again, his customers could come in to trade with him oftener, his business would increase, and instead of having times when he was doing nothing, during stormy weather, and times when he was rushed to death, during clear weather, he would have a more regular and steady trade that he could depend on, which would cost him less to take care of.

So he is out of pocket in two ways, first, by reason of the excessive cost of his hauling, and second, on account of the loss of trade which he sustains and which he can never make up.

The Good Roads Movement has been before the American people for many years, and until the advent of the railroads there was considerable road building. A national highway was surveyed and built from Washington as far west as Central Illinois, but was stopped under the mistaken impression that it was no longer needed. During the past ten years the movement has been revived in some of the Eastern States, notably Pennsylvania, New York and New Jersey, with the result that some very good roads have been built, and it is only a question of time when a poor road in one of these states will be a curiosity and a sign that the township that controls it is behind the age in progress and those qualities which go to make a prosperous community.

This is the point we want to make: That the town which has good roads through it and leading to it always is more prosperous in every way than the one which has not enough public spirit to do likewise.

We all like to take life as easily as we can, and if we find a well made, well kept road leading to where we want to go, we will take it in preference to the poor one, even if it is considerably longer. Good roads to

your town mean increased business, less expense, more comfort and show a public spirit that reflects credit on your citizens. They will attract trade to you and hold it for you.

The amount of money you lose every year through poor roads will go a long way toward building good ones. Why not take hold and see if you can not stop this drain on your pocketbooks?

You can do it if you will.—Dry-goodsman.

## Hit Hard by the Car Shortage.

Flint, Nov. 13.—The continued shortage of cars has resulted in a serious curtailment of the activities of the local vehicle manufacturing plants. One of the largest of these institutions has been obliged to reduce its working day to eight hours during the past week. The indications are that the same condition will obtain in most of the other factories the coming week, unless the unexpected happens in the shape of a sufficient supply of cars being furnished by the railroads to get the delayed shipments of vehicles started.

A representative of the local vehicle interests has been sent to Chicago to see what can be done in the way of securing cars, but there is little expectation that his mission will have any other result than failure. It is estimated that ninety cars will be required to move the vehicles which are awaiting shipment in this city's warehouses, on the basis of forty vehicles to a car.

The new factory building of the Buick Motor Co., in this city, is practically ready for occupancy. The work of removing the machinery of the company's plant at Jackson is now in progress. The announcement is made definitely that this city will be the headquarters of the company after December 1. The engine works of the company here, which were temporarily shut down a short time ago, are operating on a normal basis again.

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Pure Extract Vanilla and Genuine, Original Terpeneless Extract of Lemon

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**Bancroft House Mocha and Java Coffee** has a well-earned reputation for delicious flavor and strength. In 1 lb. and 2 lb. sealed cans only. **Mo-Ka Coffee** is widely known and esteemed as a high-grade coffee at a popular price. In 1 lb. air tight packages only. These coffees are always clean, always strong, always fragrant. They offer a good and a steady profit to the dealer. Write us for prices.

**THE SMART & FOX COMPANY**

Wholesale Grocers and Coffee Roasters

Saginaw

Michigan







**Michigan Knights of the Grip.**  
President, H. C. Klockseim, Lansing;  
Secretary, Frank L. Day, Jackson; Treasurer, John B. Kelley, Detroit.

**United Commercial Travelers of Michigan.**  
Grand Counselor, W. D. Watkins, Kalamazoo; Grand Secretary, W. F. Tracy, Flint.

**Grand Rapids Council No. 131, U. C. T.**  
Senior Counselor, Thomas E. Dryden;  
Secretary and Treasurer, O. F. Jackson.

### Arousing the Interest and Good Will of Others.

Half the pleasure in making a big success lies in knowing just how it is accomplished—in being able to say: "I used this or that chance to good advantage;" "I should have failed if I had not known just how and when to apply this faculty or that talent, as the case required—how glad I am that I understand myself and my work and can use what accomplishments I have intelligently."

But a good many men lose half the pleasure of their successes. All they know is that they have worked hard and done their best—and "as luck would have it," everything has prospered. They are satisfied with the material results so that it does not occur to them to find out specifically to what powers within themselves these results can be attributed.

If you were to ask them by what steps they had developed into "geniuses" they would have to answer like Topsy that they "jes' grewed." Or perhaps they would privately agree with you if you called them "born salesmen." It would be more satisfying to know just what qualities, alleged to have been born in a man, operate in assuring the success of everything he undertakes.

Any salesman who seriously hopes to improve his work must sometimes weigh very carefully the mental conditions that tend to make him either a success or a failure. If he is at all thoughtful he attaches more importance to this process than he does to the weighing of external conditions, such as labor troubles, a shortage in crops, rumors of war, etc.

He knows that the laws that govern the mind's action have a more direct bearing on results of his work as a salesman than foreign complications and the stringency in trade conditions described as "hard times."

Practical psychology is a mighty motive power in business getting, and is receiving marked attention on the part of thinking men in various walks of business life.

Selling goods is not physical work—it is brain work. When two men go into the forest to chop trees, the one who will have the more to show for his labor is he who has the better muscular development and the better training in the use of his muscles. When two men are competing in the world of salesmanship, the one who succeeds is the one whose mind is the better equipped and trained for the business. It is neither well equipped nor well trained unless it understands itself and the laws which govern it.

From a business standpoint, the most important self-knowledge is the discernment of one's powers and the possibilities of their development.

One of the greatest of these is the power of attraction. Some men have the faculty of easily winning consent, from the majority of their acquaintances at least, to almost anything they propose. The test of this quality is not in their logic—in the arguments and reasons with which they are equipped—but in the impulse which the listener feels to agree to the proposition that has been advanced before hearing all the evidence which he would usually require before making up his mind.

Some years ago a remarkable demonstration along this line occurred in the city of Chicago, when from some previously unheard of western town there came an unknown congressman as a delegate to a national political convention. In him this power had reached a wonderful degree of development. It had an irresistible effect on most of the people who heard him.

He did not have to force the acceptance of his views on the convention—the convention's acceptance was a matter of course so soon as he claimed its attention; the man from the west sprang into leadership by acclamation; he received unanimous nomination for the presidency of the United States, putting all other candidates entirely out of the race.

People who are inclined to be religious speak of the "soul power" which gives its possessor some measure of control over others. We hear of ministers and missionary workers who are practically masters of whole communities. Sometimes they are opposed and even persecuted when they begin their work, but end by commanding the docile obedience of the persons who at the start made trouble. People of a scientific turn of mind describe the same quality as "psychic force."

The important thing is not the name given to such an agency as that which enables a man to make others see a fact as he sees it, want to do as he wants them to do, and accept his point of view as their own. The vital question is whether or not it can be used by salesmen as a means for increasing the volume of their orders.

Some salesmen have demonstrated that this can be done. They seldom hear a refusal. Customers who are prejudiced and obdurate forget their natural combativeness when a salesman of the type we are describing appears. He gets their order, sometimes without any argument at all and almost always without any difficulty or waste of time.

It seems natural that everybody should agree with him, accept the ideas he advances and do very nearly what he wants them to do.

Either consciously or unconsciously he is exercising what has been variously described as "soul power," "psychic force" and "personal magnetism."

There is no question but the power of attraction which gives one man ascendancy over others can be cultivated by any one who is sufficiently persistent and painstaking.

Psychologists have not given us any formula for developing this quality.

Any one who is interested, however, can suggest ways and means for himself which will help towards the desired end.

The first step toward accomplishment in this direction is a careful study of the successful men who are described as "born" salesmen, and who get their results by exercising this practical, if rather indefinitely known, mental force.

It will be found that all men of this type are very much in earnest. The intensity of their earnestness is a magnetic attraction.

Their minds are filled with one great, superlative idea—success in whatever undertaking they have in hand.

Their earnestness can not fail to have its effect on every prospective customer with whom they come in contact. Besides its direct effect upon the man addressed, the quality of earnestness in the salesman has also an immediate effect upon himself in increasing his powers of reasoning and self-expression. By stimulating these powers, and through their agency, it has also an indirect effect upon the customer.

Among people who live much alone, whose labor exercises their muscles and not their brains, a common phenomenon is observed which is significant in this connection. We are all familiar with cases where an ignorant, stolid fellow, ordinarily incapable of expressing himself in speech very well, has suddenly found himself gifted with eloquence at some emotional crisis in life—eloquence not the less splendid and powerful for all grammatical inaccuracies.

When this happens the mind of the speaker has swept aside, by the very force of earnestness, the limitations which hampered it in ordinary intercourse.

The same principle accounts for a man's ability to improvise means of escape from great and sudden danger, which would have been entirely beyond his ingenuity at other times.

The second step towards gaining the end in view is for the salesman to put himself so far as possible in entire harmony with all the conditions under which he works. To do this, his relations with his house should be candid and agreeable—there should be no rankling remembrances of differences which he may have had with his manager or others in the house. He should have absolute faith in the product he is selling; he should feel in entire sympathy with every prospective customer with whom he talks.

This last is a most important matter. Some salesmen seem to think that it is sufficient if they preserve the outward forms of courtesy and patience and consideration in dealing with a trying customer.

Perhaps the customer's objections are ridiculous because of his ignorance, and prejudiced because of his narrow-mindedness. It is necessary to get down to first principles and improve upon his education before he can form any conception of the value

of what is offered him. The salesman who is not genuinely in earnest will hate this slow and tedious process. He will talk in the kindest possible manner to his customer, of course, but mentally he will be calling the man a fool and wondering how such an antiquated specimen managed to survive the flood. The customer, of course, hears what the salesman says and does not know what the salesman is thinking. Still, he is very likely to be affected by the negative thoughts in the salesman's mind. If he gives his order at all it is because he has either been beaten in argument, or made to feel ashamed of his own conservatism. It is certain that he has not been influenced by the power of attraction.

The salesman who is really in earnest would undertake the same task without any mental reservation. This at least would leave his mind free to devise ways and means by which his prospect might be enlightened. He would have a quicker insight into the circumstances that govern the case. A mutual understanding and appreciation would be established, such as exist when two persons are said to be en rapport—a very necessary condition before one mind can exercise any attraction over another.

No one should confuse the mental action described here with hypnotism, or anything of that sort. It is not recommended to make an attack on the will power of a customer; for that is neither fair play nor practical business. One can, however, develop a power to arouse the interest and good will of others so that they will sometimes do voluntarily what a hypnotist seeks to make them do involuntarily. Such power, when acquired, assures some measure of success at least.—W. D. Moody in Salesmanship.

### Touching Tale of the Tipper.

He tipped the porter on the train,  
He tipped the waiter when he ate;  
He tipped the able-bodied man  
Who tossed his satchel through the gate.

He had to tip the chambermaid,  
The buttoned bellboy, too, he tipped  
For bringing water that was death  
To thoughtless fools who freely sipped.

He had to tip for sleeping and  
He had to tip for things to eat;  
He had to tip to get a chance  
To occupy a decent seat.

They made him tip to get the things  
He paid enough for at the start,  
And every tip was like a nip  
Of some sharp-fanged thing at his heart.

And while he tipped they fawned on him  
And stood in smiling groups about,  
But when his change was gone, at last,  
They turned and coldly tipped him out.

## 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**



### Movements of Michigan Gideons.

J. W. Stood, Ovid, representing Fleck's stock, Tiffin, Ohio, made the "Thumb" last week.

W. L. Ballard, Ann Arbor, representing the Defiance Tick Mitten Co., was in the "Thumb" last week.

Frank W. Redfern, Ovid, is block manager for the International Harvester Co. and has charge of Clinton and Shiawassee counties.

J. H. Belknap, Bay City, representing the F. Mayer Boot & Shoe Co., Milwaukee, was at Bad Axe last week.

Special Gideon services were conducted at the Baptist church, Flint, Sunday, Nov. 4, by Brother Gordon Z. Gage, of Ann Arbor, who is a special representative of the Michigan Drug Co., Detroit. Brother Gage is a bright spiritual talker. All listeners felt the Holy Spirit was with him. Camp No. 4 of Flint wishes the dear brother a spiritual harvest for his labors for the Master.

Thos. G. Adams, Lansing, representing the Beach Manufacturing Co., steel bridges, is now at home taking a vacation, selling buttermilk and butter, and you but-ter not tell him that his is not the best article.

A. E. Andrews, Lansing, buys and sells butter, eggs and poultry. I do not mean by this that there are chickens in the eggs he sells, as the chickens are out and the eggs are fresh.

T. A. Cowles, Lansing, sells Grand Rapids show cases. You will observe his initials are T. A. C., which indicates you can safely "take a chance" on anything made in Grand Rapids. The company he travels for never has anything but the best.

J. O. Ernsberger, Lansing, representing the Lansing Wheelbarrow Co., is a Baptist. He is always on the go and if he gets you in one of his wheelbarrows he may get you wet and in all over.

Van Deluder, Lansing, representing the Theo A. Kocks Co., barbers' supplies, was in Detroit this week buying furniture for his new house, and while in the city called on the State Secretary for a conference.

Aaron B. Gates.

### What Constitutes a Master and a Servant.

Evansville, Ind., Nov. 6.—Who are the servants and the masters? Every man, woman and child who works at all, it matters not what they do, are servants. The banker, the manufacturer, the jobber, the retailer, the book-keeper, the salesman and the laborer are all servants. It makes no difference how much money they may have. The more they have the greater servant they must be. Capitalism is the master and every man who is trying to build up this system is a co-worker with capital and he is what I call one of the servants of the master.

Capital is the mother of competition, and competition is what makes every man a servant. Capital, the trusts, are trying hard to overthrow competition, but this can never be done under a capitalistic system.

If every servant in this land knows that it is not a very desirable thing to work so hard for capitalism, and that competition is not a good thing,

why don't they try to learn of a way out of their trouble? Wherever capitalism puts down competition, it matters not in what line, it also puts some of our servants out of work, and when once out of work, how are we going to be able to get back what we have given the master? The master, capitalism, holds in its power everything the servants need. Why? Because they have been foolish enough to give it to the system.

What do the servants really need? Nothing but something to eat, something to wear and a good place to sleep. This is not very much, is it? No. But just stop to think how hard all of the servants must work to get so little.

The reason most of the servants must work harder than the few to get so little is that they seem to think that the few that take life easy are their masters. What a mistake! As above stated, no man is master. It is a system that must be put off of the books. I hear some one ask, How can we overthrow the system? By our votes. If every servant in this world would vote to overthrow the competitive system, it would then be taken off of the books and every man would then receive just what he produced and nothing more. We are a lot of foolish people, losing all the joys of this life trying to get just a little more than the other fellow. I hear another gentleman say, Why this man is talking socialism. Yes, I am thinking of nothing else and I wish to say to each and every man who reads this that if you are tired of working for the "other fellow" and want a little of this world's goods for yourself and family study socialism.

Edward Miller, Jr.

### Visit Was Too Short.

The visit of a delegation of the Grand Rapids Board of Trade, which organization embraces practically all of the leading business men of the Valley City, to all of the leading towns in this part of the State is a good move from a business point of view, to say nothing of the social pleasure to be derived by forming closer personal acquaintances.

The relations between the business men of Grand Rapids and of Traverse City are very close and of the most friendly character; and the visit of this large delegation to our city was fully appreciated by our people. The only thing to be regretted was the fact that the time was too short to show the visitors the attention that such a visit deserved. However, Traverse City business men were glad to welcome these visitors, and we hope for another call from them in the near future, when we expect a stop long enough to enable our people to do something more than to give them a word of welcome and bid them a good-bye.—Traverse City Eagle.

### Meeting of Implement Dealers.

The fourth annual convention of the Michigan Retail Implement & Vehicle Dealers' Association, which will be held here Dec. 5, 6 and 7, promises to be the largest and most successful gathering ever held under the

auspices of that organization. The convention will open December 5, with a business meeting in the St. Cecilia building, beginning at 2 o'clock with an invocation by the Rev. A. W. Wishart, followed by an address of welcome by Mayor Ellis.

The annual banquet will be given at the Lakeside Club Thursday evening, Dec. 6. President George G. Whitworth, of the Board of Trade, is to be toastmaster. Rev. H. B. Bard, of All Souls church, will pronounce the invocation and addresses will be made by Charles E. Belknap, of Grand Rapids, on "The Man With the Hoe," E. A. Stowe, of this city, on "Wayside Sales and Sails," State Highway Commissioner Horatio S. Earle, of Detroit, on "Roads, Raps and Riders" and Governor Warner on "Michigan, My Michigan."

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

Buffalo, Nov. 14.—Creamery, fresh, 22@27½c; dairy, fresh, 20@24c; poor to common, 17@19c.

Eggs—Fancy candled, 32c; choice, 30c; cold storage, 22@23c.

Live Poultry—Springs, 9@12c; fowls, 9@11½c; ducks, 12@13c; old cox, 8c.

Dressed Poultry—Fowls, 10@11c; chickens, 10@12c; old cox, 8@9c.

Beans—Pea, hand-picked, \$1.60@1.65; marrow, \$2.40@2.50; mediums, \$1.60@1.65; red kidney, \$2.25@2.50; white kidney, \$2.35@2.50.

Potatoes—White, 45@51c; mixed and red, 40c.

Cheboygan—It is altogether probable that all the W. & A. McArthur Co., Ltd., interests will be closed out at once in Cheboygan. Arch McArthur, of Chicago, has interests of his own and does not feel like holding on to the business here. The Canadian interests are sold and Mr. Mould has retained an interest in the mill. The death of W. S. McArthur takes away the resident manager. For some time the dock property at the foot of Main street has been under regulations for sale and it is well known that Mr. Olds has had his eye on the property, and we have it straight that he has decided to take the property and is now in Detroit with A. McArthur and C. E. Mould closing up the contract, the price being in the neighborhood of \$40,000. The grocery store is also for sale and has been offered to the Cheboygan Paper Co., but Col. Frambach does not seem anxious to buy. The Paper Co. wants room for a new office and other buildings, and if it could get the old McArthur homestead opposite and move the store to that lot to make more room it might buy. The old office is not half large enough for its growing business.

Detroit—A corporation has been formed under the style of the Automatic Seal Co. to manufacture tools and machinery, with an authorized capital stock of \$10,000, all of which has been subscribed, \$500 being paid in in cash and \$1,000 in property.

The Hirth-Krause Co. has furnished a new stock of shoes to John Bremer, who is opening a new store at 295 College avenue.

### Saginaw To Inaugurate Daily Trade Excursions.

Saginaw, Nov. 13.—An enthusiastic and largely attended meeting of Saginaw wholesalers and manufacturers was held at the Board of Trade rooms last Thursday evening for the purpose of considering the matter of trade excursions to this city, the idea being to bring outside merchants to this market for their goods. The most potent question discussed was the schedule to be adopted, and it was finally decided that the following should govern the allowance to buyers:

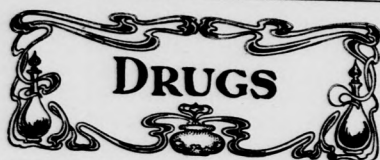
If living within 50 miles, purchases aggregating not less than...\$150  
75 miles or over 50 miles, purchases aggregating not less than...225  
100 miles or over 75 miles, purchases aggregating not less than...300  
125 miles or over 100 miles, purchases aggregating not less than...350  
150 miles or over 125 miles, purchases aggregating not less than...400  
175 miles or over 150 miles, purchases aggregating not less than...450  
200 miles or over 175 miles, purchases aggregating not less than...500  
225 miles or over 200 miles, purchases aggregating not less than...550  
250 miles or over 225 miles, purchases aggregating not less than...600

The plan for operating the rebate is, for instance, when a merchant or buyer comes to this city and makes purchases aggregating the required amount which would entitle him to a fair rebate, such purchases to be made from members of the new Association. When the purchase is made the member gives the buyer a certificate. When the buyer has finished his business throughout the city he goes to the Saginaw Board of Trade rooms and presents his certificates to Walter C. Britton and receives a check which will cover his full railway fare to Saginaw and return. The plan has been tried at other cities and has been found to work admirably, and the expense to each member will be about 2 per cent. of the amount of sales. The trade winning arrangement is to be termed "The Saginaw wholesalers' and manufacturers' free excursion every business day during the year to Saginaw."

The membership includes the wholesalers and manufacturers who participated in the recent Saginaw trade excursion, and others also in various lines. E. P. Waldron presided as chairman and will appoint a Committee on Membership, with Charles Smith, of the William Barie Dry Goods Co., as chairman. The Committee to solicit subscribers is as follows: Charles H. Smith, Fred J. Fox, Henry Carr, E. P. Waldron, R. C. Morley and J. D. Swarthout. A formal organization is to be made in the near future.

John H. Doak has opened a shoe store at Sunfield, having purchased a new stock of the Hirth-Krause Co.





**Michigan Board of Pharmacy.**  
 President—Henry H. Heim, Saginaw.  
 Secretary—Sid. A. Erwin, Battle Creek.  
 Treasurer—W. E. Collins, Owosso; J. D. Mulr., Grand Rapids; Arthur H. Webber, Cadillac.  
 Next meeting—Third Tuesday in November.

**Michigan State Pharmaceutical Association.**  
 President—John L. Wallace, Kalamazoo.  
 First Vice-President—G. W. Stevens, Detroit.  
 Second Vice-President—Frank L. Shiley, Reading.  
 Third Vice-President—Owen Raymo, Wayne.  
 Secretary—E. E. Calkins, Ann Arbor.  
 Treasurer—H. G. Spring, Unionville.  
 Executive Committee—J. O. Schlotterbeck, Ann Arbor; F. N. Maus, Kalamazoo; John S. Bennett, Lansing; Minor E. Keyes, Detroit; J. E. Way, Jackson.

### STARTING RIGHT.

#### Some Difficulties Which Lie in the Way.

They say that getting started right in the wholesale drug business is about as hard a job as a man can find, but every time the story of my friend Charley Brandt recurs to me I become more and more convinced that what they say is not true always. I am positive it was the pure, unadulterated article of premeditation with Charley, and not luck, or Providence, or whatever else one might call it—and really, it all came off so smoothly that the proverbial "rolling off the log" wasn't in it.

For one thing, Charley was a firm believer in the "begin at the bottom" maxim—and so far as the twenty years of his life had brought him had practiced his belief. And then, too, he was in the habit of keeping his eyes to windward and taking down two or more birds with the one shot when they happened along at the right angle.

But about that wholesale drug business. This is the way he worked it:

In the first place, it is well to say that both Mr. Brandt, Sr., and Charley were agreed that the wholesale drug business was the best business for him, but they differed as to the manner of preparing for it—of laying the foundation.

Mr. Brandt, Sr., thought it the best plan for his son to enter into the service of some established house, where he could familiarize himself with every detail of the business first and then after a few years top off his experience with a three or four years' pharmacy course at college. By that time he felt he ought to be ripe to handle the \$25,000 he was going to start him off with.

But Charley held precisely the reverse opinion. How he got it, he would not say, and being a model son he didn't like to offend his father, but he stuck to it, and believed that, taking the long run view of the matter, it would be much better for him to go to college first and then get the practical experience when he got through there. Well—without going into the family end of the matter too deeply—being an only son, suffice it to say, he got his way.

The following spring Charley Brandt's name was enrolled on the register of the "A" College. There were four colleges within a convenient radius of Charley's home town that had a well attended pharmacy class, and—note the depth of the scheme—he decided to attend them all. He felt that this course would not seriously interfere with the best results in the pharmacy lore he was after. Anyway, the proper consummation of his plan permitted of no other way. And so the word got out that Charley was going to attend the "A" College first, then the "B" College, from there he would go to "C," and finally wind up at "D." He would spend about a year at each college.

He soon found himself in the thick of his studies. The pharmacy class at the "A" College counted about 100. And they were a fine lot of students, indeed. They were from near and far, from little towns and big towns for hundreds of miles around. Charley took a deep interest in all the games and pastimes that students usually indulge in, and soon became popular with the "boys." So much so, in fact, that when finally his year had rolled around and he was ready to leave for his second quarter-stretch, everybody was sorry.

But Charley was prepared for this. He promised to write and to keep in touch with the "boys." If possible he would come over to see them occasionally. And they must write to him. Promises they were one and all only too willing to concede. And so it came about that at the end of the first chapter Charley found himself the proud possessor of a correspondence list of over 250 names, and one of the first things he did when he got back to his home town to spend the few months' vacation before he would go on to the "B" College was to buy himself a neat little typewriter, so that he could do the thing up in purple.

At the "B" College, if that were possible, matters shaped themselves even better than they had at "A." There were about the same number of students at this college. Having a typewriter Charley's prestige took a rapid shoot upward from the start. He readily caught up with his studies, and made new friends right and left, and it never more truly was illustrated than in this case that history repeats itself, for at the end of the term the students one and all had become so attached to Charley Brandt that they were "just awfully sorry" to see him go.

But again the matter was satisfactorily arranged on the correspondence basis. He promised to write to them, and they promised to write to him. And thus, with a correspondence list of close to 500, came the end of the second chapter.

So voluminous, in fact, was Charley's correspondence already showing itself to be that on the occasion of his second annual vacation in his home town he found it necessary to equip himself with a patent cabinet where he might file his letters systematically. This cabinet, by the way, proved an attraction at his two

next succeeding stops and materially helped to weld the cords of popularity and friendship with the "boys" at these two institutions.

Passing over the details of these two final annual courses, suffice it to say that by the time Charley got through at the "D" College and could call himself a full fledged theoretic pharmacist he counted on his list of correspondents fully 900 names. A small percentage of these, it should be stated here, were names of students from outlying colleges he had gathered in while on the foot ball and base ball circuits. Some of these, having finished their classes, were already scattered over the neighboring states and located in the small and large town drug stores, getting in line for the practical end of the work. A few of the more venturesome ones, or, possibly, those who counted a previous experience, were domiciled comfortably in little stores of their own, and a portion still were pegging away at college. For all Charley plied the glad touch of the keyboard regularly.

Starting with the free and easy letter of the harum scarum college student, he drifted gradually to a more serious tone—with just a breath of tender solicitude for the correspondent's future plans and prospects, and then—well—when the opportune moment had arrived, he just flashed the news across the mails that he was going into the wholesale drug business.

Retail drugs was fine; he wouldn't ask for anything better, but the "old man" just insisted that he take the wholesale branch in his, "and so you needn't be a bit surprised, either, old boy, if you see me pouncing down upon you for an order some of these days!"

The answers would read about like this:

"Pounce away! Don't know of any one I'd rather give an order to, and all my orders for that matter, than my old friend, Charley Brandt."

There isn't much remaining to be told. Charley Brandt entered the services of an established house so that he might get in practical touch with the business, meanwhile diligently keeping up his correspondence and taking an occasional jaunt down to the colleges to make new friendships.

At the end of two years he felt that the momentous day had arrived when he could go into business for himself. Taking out his correspondence files he felt gratified beyond measure. Omitting the two hundred and odd who had dropped out for one reason or another, he still had a list of over 800 correspondents, of which 300 were already doing business on their own hook. About 100 still were at the colleges, and 400 were doing clerk duty for others.

Certainly a splendid showing, and a most auspicious prospect to begin on.

When Mr. Brandt, Sr., saw this evidence of his son's shrewd foresight he hadn't the least anxiety for that young man's future success. Neither did his erstwhile college friends disappoint Charley. He called

ed on them personally and wasn't disappointed in a single instance. The most of these customers he holds to this day. And to those of his friends who held clerical positions he is indebted for many permanent customers from among their employers which he wouldn't have got but for their friendship.

Sherman Hunter.

### Results Count.

He could not tell  
 By the smell  
 What the man  
 Put in the can—  
 If kerosene  
 Or gasoline.  
 So made a scratch  
 With a match  
 And applied  
 Inside!  
 \* \* \*  
 The doctor knew  
 Which of the two!

Every man should follow the dictates of his own conscience, but before doing so some men should have their consciences overhauled and put in better order.

## School Supplies Holiday Goods

Wait for the big line.

FRED BRUNDAGE Wholesale Druggist  
 Muskegon, Mich.

# PILES

## CURED

...without...

**Chloroform,  
Knife or Pain**

**Dr. Willard M. Burleson**  
 103 Monroe St., Grand Rapids

Booklet free on application



## Dorothy Vernon Perfume For Holiday Gifts

In all sizes handsomely packed to retail at 25c to \$5.00. Order direct or through your jobber.

The Jennings Perfume Co.  
 Grand Rapids, Mich.



## WHOLESALE DRUG PRICE CURRENT

Advanced—  
Advanced—Citric Acid, Oil Peppermint, Camphor.

<b>Acidum</b>		<b>Copaiba</b>	1 15@1 25	<b>Scilla Co</b>	@ 50
Aceticum	6@ 8	Cubebae	1 35@1 40	Tolutan	@ 50
Benzoinum, Ger.	70@ 75	Evechthos	1 00@1 10	Prunus virg	@ 50
Boracic	@ 17	Erigeron	1 00@1 10		
Carbolicum	26@ 29	Gaultheria	2 25@2 35	<b>Tinctures</b>	
Citricum	52@ 55	Geranium	oz 50@ 60	Anconitum Nap's R	60
Hydrochlor	8@ 10	Gossypii Sem gal	50@ 60	Anconitum Nap's F	50
Nitrosum	10@ 12	Hedeoma	3 00@3 10	Aloes	60
Phosphoricum, dil.	@ 15	Juniper	40@1 20	Arnica	50
Salicilicum	42@ 45	Lavandula	90@3 00	Aloes & Myrrh	50
Sulphuricum	14@ 5	Limons	1 35@1 40	Asafoetida	50
Tannicum	75@ 80	Mentha Piper	3 50@3 60	Atropine Belladonna	60
Tartaricum	38@ 40	Mentha Verid	5 00@5 50	Aurant Cortex	50
		Morhuu gal	1 25@1 50	Benzoin	60
<b>Ammonia</b>		Myrica	3 00@3 50	Benzoin Co	50
Aqua, 18 deg.	4@ 6	Olive	75@3 00	Barosma	50
Aqua, 20 deg.	6@ 8	Picis Liquida	10@ 12	Cantharides	75
Carbonas	13@ 15	Picis Liquida gal	@ 35	Capsicum	50
Chloridum	12@ 14	Ricina	1 06@1 10	Cardamon	75
		Rosmarini	@ 1 00	Cardamon Cr	75
<b>Aniline</b>		Rosae oz	5 00@6 00	Catechu	1 00
Black	2 00@2 25	Succini	40@ 45	Cinchona	50
Brown	80@1 00	Sabina	90 1 00	Cinchona Co	50
Red	45@ 50	Santal	2 25@4 50	Columbia	50
Yellow	3 50@3 00	Sassafras	85@ 90	Cubebae	50
		Sinapis, eas, oz.	@ 65	Cassia Acutifol	50
<b>Baccaae</b>		Tigil	1 10@1 20	Cassia Acutifol Cr	50
Cubebae	22@ 25	Thyme	40@ 50	Digitalis	50
Juniperus	8@ 10	Thyme, opt	@ 1 60	Ergot	50
Xanthoxylum	30@ 35	Theobromas	15@ 20	Ferri Chloridum	35
				Gentian	50
<b>Balsamum</b>				Gentian Co	60
Copaiba	45@ 50	<b>Potassium</b>		Gulaca	50
Peru	@ 1 60	Bi-Carb	15@ 18	Gulaca ammon	60
Terabin, Canada	60@ 65	Bichromate	13@ 15	Hyoscyamus	50
Tolutan	35@ 40	Bromide	25@ 30	Iodine	75
		Carb	12@ 15	Iodine, colorless	75
<b>Cortex</b>		Chlorate	12@ 14	Kino	50
Abies, Canadian	18	Cyanide	34@ 38	Lobelia	50
Cassiae	20	Iodide	2 50@2 60	Myrrh	50
Cinchona Flava	18	Potassa, Bitart pr	30@ 32	Nux Vomica	50
Euonymus atro.	60	Potassa Nitras opt	7@ 10	Opil	75
Myrica Cerifera	20	Potassa Nitras	6@ 8	Opil, camphorated	75
Prunus Virginl.	15	Prussiate	23@ 28	Opil, deodorized	1 50
Quillaja, gr'd	12	Sulphate po	15@ 18	Quassia	50
Sassafras .po 25	24			Rhatany	50
Ulmus	36	<b>Radix</b>		Rhei	50
		Aconitum	20@ 25	Sanguinaria	50
<b>Extractum</b>		Althae	30@ 35	Serpentaria	50
Glycyrrhiza, Gla	24@ 30	Anchusa	10@ 12	Stromonium	60
Glycyrrhiza, po.	28@ 30	Arum po	@ 25	Tolutan	60
Haematox, 1a	11@ 12	Calamus	20@ 40	Valerian	50
Haematox, 1a	13@ 14	Gentiana po 15	12@ 15	Veratrum Verde	50
Haematox, 1a	14@ 15	Glycyrrhiza pv 15	16@ 18	Zingiber	20
Haematox, 1a	16@ 17	Glycyrrhiza, Canada	@ 1 90		
		Hydrastis, Can. po	@ 2 00	<b>Miscellaneous</b>	
<b>Ferru</b>		Hellebore, Alba	12@ 15	Aether, Spts Nit 3f	30@ 35
Carbonate Precip.	15	Inula, po	18@ 22	Aether, Spts Nit 4f	34@ 38
Citrate and Quina	2 00	Ipecac, po	2 50@2 60	Alumen, grd po 7	3@ 4
Citrate Soluble	55	Iris plox	85@ 90	Annatto	40@ 50
Ferrocyanidum S	40	Jalapa, pr	25@ 30	Antimoni, po	40@ 50
Solut. Chloride	15	Maranta, 1/2s	@ 35	Antimoni et po T	40@ 50
Sulphate, com'l. by	2	Podophyllum po.	15@ 18	Antipyrin	@ 25
bbl. per cwt.	70	Rhei	75@1 00	Antifebrin	@ 20
Sulphate, pure	7	Rhei, cut	1 00@1 25	Argenti Nitras oz	@ 55
		Rhei, pv	75@1 00	Arsenicum	10@ 12
<b>Flora</b>		Spigella	1 45@1 50	Balm Gilead buds	60@ 65
Arnica	15@ 18	Sanuginari, po 18	@ 15	Bismuth & N...	1 85@1 90
Anthemis	30@ 35	Serpentaria	50@ 55	Calcium Chlor, 1s	@ 9
Matriaria	30@ 35	Senega	85@ 90	Calcium Chlor, 1/2s	@ 10
		Smilax, off's H.	@ 48	Calcium Chlor, 1/4s	@ 12
<b>Folia</b>		Smilax, M	@ 25	Cantharides, Rus	@ 1 75
Barosma	35@ 38	Scilla po 45	20@ 25	Capsici Fruct's af	@ 20
Cassia Acutifol	15@ 20	Symplocarpus	@ 25	Capsici Fruct's po	@ 22
Cassia, Acutifol	25@ 30	Valeriana Eng	@ 25	Cap'i Fruct's B po	@ 15
Salvia officinalis,	18@ 20	Valeriana, Ger.	15@ 20	Carphyllus	22@ 25
1/2s and 1/4s	8@ 10	Zingiber a	12@ 14	Carmin, No. 40.	@ 4 25
Uva Ursi	8@ 10	Zingiber j	22@ 25	Cera Alba	50@ 55
				Cera Flava	40@ 42
<b>Gummi</b>				Crocus	1 40@1 50
Acacia, 1st pkd.	@ 65	<b>Semen</b>		Cassia Fructus	@ 35
Acacia, 2nd pkd.	@ 45	Anisum po 20	@ 16	Cenaria	@ 30
Acacia, 3rd pkd.	@ 35	Apium (gravel's)	13@ 15	Chloroform	32@ 35
Acacia, sifted sts.	@ 28	Bird, 1s	4@ 6	Chloroform Squibbs	@ 30
Acacia, po.	45@ 65	Carul po 15	12@ 14	Chloral Hyd Crsl	35@ 40
Aloe Barb	22@ 25	Cardamon	70@ 90	Chondrus	20@ 25
Aloe, Cape	@ 25	Coriandrum	12@ 14	Cinchonidine P-W	33@ 48
Aloe, Socotri	@ 45	Cannabis Sativa	7@ 8	Cinchonid'e Germ	38@ 48
Ammoniac	55@ 60	Cydonium	75@1 00	Cocaine	3 05@3 30
Asafoetida	35@ 40	Chenopodium	25@ 30	Corks list D P Ct.	75
Benzoinum	50@ 55	Dipterix Odorate	80@1 00	Creosotum	@ 45
Catechu, 1s	@ 13	Foeniculum	@ 18	Creta, bbl 75	@ 2
Catechu, 1/2s	@ 14	Foenugreek, po.	7@ 9	Creta, prep	@ 5
Catechu, 1/4s	@ 16	Lini	4@ 6	Creta, precip	9@ 11
Comphorae	1 17@1 26	Lini, grd. bbl. 2 1/2	3@ 6	Creta, Rubra	@ 8
Euphorbium	@ 40	Lobelia	75@ 80	Crocus	1 50@1 60
Galbanum	@ 1 00	Pharlaris Cana'n	9@ 10	Cudbear	@ 24
Gamboge .po. 1	35@1 45	Rapa	5@ 6	Cupri Sulph	6@ 8
Gualacum .po 35	@ 45	Sinapis Alba	7@ 9	Dextrine	7 10
Kino .po 45c	@ 60	Sinapis Nigra	9@ 10	Emery, all Nos.	@ 8
Mastic	@ 45			Emery, po	@ 6
Myrrh .po 50	@ 30@3 35	<b>Spiritus</b>		Ergota .po 65	60@ 65
Oil	60@ 70	Frumentum W D	2 00@2 50	Ether Sulph	70@ 80
Shellac	60@ 65	Frumentum	1 25@1 50	Flake White	12@ 15
Shellac, bleached	60@ 65	Juniperis Co O T	1 65@2 00	Gala	@ 23
Tragacanth	70@1 00	Juniperis Co	1 75@2 50	Gambler	8@ 9
		Saccharum N E	1 90@2 10	Gelatin, Cooper	@ 60
<b>Herba</b>		Spt Vini Galli	1 75@6 50	Gelatin, French	35@ 60
Absinthium	4 50@4 60	Vina Oporto	1 25@2 00	Glassware, fit box	75
Eupatorium oz pk	20	Vina Alba	1 25@2 00	Less than box	70
Lobelia .oz pk	25			Glue, brown	11@ 13
Majorum .oz pk	23	<b>Sponges</b>		Glue white	15@ 25
Mentha Pip. oz pk	23	Florida Sheeps' wool	3 00@3 50	Glycerina	12 1/2@ 16
Mentha Ver. oz pk	25	carriage	@ 1 25	Grana Paradisi	@ 25
Rue .oz pk	39	Nassau sheeps' wool	3 50@3 75	Humulus	35@ 60
Tanacetum .V.	22	carriage	@ 1 25	Hydrarg Ch. Mt	@ 90
Thymus V. oz pk	25	Velvet extra sheeps' wool, carriage.	@ 2 00	Hydrarg Ch Cor	@ 85
		Extra yellow sheeps' wool, carriage.	@ 2 00	Hydrarg Ox Ru'm	@ 1 10
<b>Magnesia</b>		Hard, slate use.	@ 1 40	Hydrarg Amm'o	@ 1 10
Calcined, Pat	55@ 60	Yellow Reef, for slate use	@ 1 40	Hydrarg Ungue'm	50@ 60
Carbonate, Pat.	18@ 20			Ichthyolum	@ 75
Carbonate, K-M.	18@ 20	<b>Syrups</b>		Ichthyobolla, Am.	90@1 00
Carbonate	18@ 20	Acacia	@ 50	Indigo	75@1 00
		Aurant Cortex	@ 50	Iodine, Resubi	3 85@3 90
<b>Oleum</b>		Zingiber	@ 50	Iodoform	3 90@4 40
Absinthium	4 90@5 00	Ipecac	@ 50	Iupulin	@ 40
Amygdalae, Dulc.	80@ 85	Ferri Iod	@ 50	Lycopodium	70@ 75
Amygdalae, Ama	8 00@8 25	Rhei Arom	@ 50		
Anisi	1 80@1 85	Smilax Off's	50@ 60		
Bergamit	2 75@2 85	Senega	@ 50		
Caliputi	85@ 90				
Carvophilli	1 40@1 50				
Cedar	50@ 60				
Chenopadi	3 75@4 00				
Cinnamoni	1 50@1 60				
Citronella	60@ 65				
Stemum Miso	80@ 85				

Liquor Arsen et	@ 25	Rubia Tinctorem	12@ 14	Vanilla	9 00@
Hydrarg Iod	@ 15	Saccharum La's.	22@ 25	Zinci Sulph	7@ 8
Liq Potass Arsenit	10@ 12	Salacin	4 50@4 75		
Magnesia, Sulph.	2@ 3	Sanguis Drac's.	40@ 50	<b>Oils</b>	
Mannia, Sulph bbl	45@ 50	Sapo, W	12@ 14	Whale, winter	bbl. gal.
Menthol	3 40@3 50	Sapo, M	10@ 12	Lard, extra	70@ 80
Morphia, S P & W2	35@2 60	Sapo, G	@ 15	Lard, No. 1	60@ 65
Morphia, S N Y Q2	35@2 60	Seidlitz Mixture	20@ 22	Linseed, pure raw	40@ 43
Morphia, Mal.	2 35@2 60	Sinapis	@ 18	Linseed, boiled	41@ 44
Moschus Canton.	@ 40	Sinapis, opt	@ 30	Neat's-foot, w str	65@ 70
Myristica, No. 1	25@ 30	Snuff, Maccaboy,	@ 30	Spts. Turpentine	Market
Nux Vomica po 15	@ 10	DeVoes	@ 51	Red Venetian	bbl. L.
Os Sepia	25@ 28	Snuff, S'h DeVos	@ 51	Ochre, yel Mars	13 1/2 @ 4
Pepsin Saac, H &	@ 1 00	Soda, Boras	9@ 11	Ocre, yel Ber	13 1/2 @ 3
P D Co	@ 1 00	Soda, Boras, po.	9@ 11	Putty, commer'l	12 1/2 @ 3
Picis Liq N N 1/2	@ 2 00	Soda et Pot's Tart	25@ 28	Putty, strictly pr	2 1/2 @ 3
Picis Liq qts	@ 1 00	Soda, Carb	1 1/2 @ 2	Vermillion, Prime	
Picis Liq, pnts	@ 2 00	Soda, Bl-Carb	3@ 5	American	13@ 15
Pil Hydrarg po 80	@ 50	Soda, Ash	3 1/2 @ 4	Vermillion, Eng.	75@ 80
Piper Nigra po 22	@ 18	Soda, Sulphas	@ 2	Green, Paris	24 @ 30
Piper Alba po 35	@ 30	Spts, Cologne	@ 2 60	Green, Pennsular	13@ 16
Pix Burgum	@ 3	Spts, Ether Co.	50@ 55	Lead, red	7 1/2 @ 7 3/4
Plumbi Acet	12@ 15	Spts, Myrcia Dom	@ 2 00	Lead, white	7 1/2 @ 7 3/4
Pulvis Ip'c et Opil	130@1 50	Spts, Vini Rect bbl	@	Whiting, white S'n	@ 90
Pyrethrum, bxs H	@ 75	Spts, Vini Rect 1/2b	@	Whiting Gilders'	@ 95
P & D Co. doz	@ 75	Spts, Vini R't 10 gl	@	White, Paris Am'r	@ 1 25
Pyrethrum, pv	20@ 25	Strychnia, Cryst	1 05@1 25	Whit'g Paris Eng	
Quassia	8@ 10	Sulphur Subl	2 1/2 @ 4	Universal Prep'd	1 10@1 20
Quina, S P & W...	17@ 27	Sulphur, Roll	2 1/2 @ 3 1/2		
Quina, S Ger...	17@ 27	Tamarinds	8@ 10	<b>Varnishes</b>	
Quina, N. Y.	17@ 27	Terebenth Venice	28@ 30	No. 1 Turp Coachl	10@1 20
		Theobromae	45@ 50	Extra Turp	1 60@1 70

# We Protect Our Trade

The following is a copy of the General Guaranty we have this day filed with the Secretary of Agriculture in accordance with the Rules and Regulations for the enforcement of the Pure Food and Drugs Law.

HAZELTINE & PERKINS DRUG CO.

WE, THE UNDERSIGNED, do hereby guarantee that the articles of food and drugs manufactured, packed, distributed and sold by us, as follows:

Crude Drugs, whole and powdered,  
Essential Oils,

Chemicals,

Pharmaceutical Preparations,

Proprietary Medicines,

Wines and Liquors,

are not adulterated or misbranded within the meaning of the Food and Drugs Act of June 30, 1906.

HAZELTINE & PERKINS DRUG CO.

Wholesalers of Drugs, Etc.

Grand Rapids, Nov. 13, 1906.



## 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

		1		2	
		ARCTIC AMMONIA		Oysters	
		12 oz. ovals 2 doz. box...75		Cove, 1lb. .... @ 90	
		Frazar's		Cove, 2lb. .... @ 1 65	
		AXLE GREASE		Cove, 1lb. Oval .... @ 1 00	
		1lb. wood boxes, 4 dz. 3 00		Plums	
		1lb. tin boxes, 3 doz. 2 35		Pears	
		3 1/2 lb. tin boxes, 2 dz. 4 25		Marrowfat	
		10lb. pails, per doz. 6 00		Early June	
		15lb. pails, per doz. 7 20		Early June Sifted	
		25lb. pails, per doz. 12 00		Peaches	
		BAKED BEANS		Pie	
		Columbia Brand		Yellow	
		1lb. can, per doz. 90		Pineapple	
		2lb. can, per doz. 1 40		Grated	
		3lb. can, per doz. 1 80		Sliced	
		BATH BRICK		Pumpkin	
		American		Fair	
		English		Good	
		BLUING		Fancy	
		6 oz. ovals 3 doz. box \$ 40		Gallon	
		16 oz. round 2 doz. box 75		Raspberries	
		Sawyer's Pepper Box		Standard	
		No. 3, 3 doz. wood		Russian Caviar	
		boxes		1/4 lb. cans	
		No. 5, 3 doz. wood		1lb. cans	
		boxes		Salmon	
		BROOMS		Col'a River, tails 1 80 @ 1 85	
		No. 1 Carpet		Col'a River, flats 1 90 @ 1 95	
		No. 2 Carpet		Red Alaska	
		No. 3 Carpet		1 20 @ 1 30	
		No. 4 Carpet		Pink Alaska	
		No. 5 Carpet		1 00 @ 1 00	
		Parlor Gem		Sardines	
		Common Whisk		Domestic	
		Fancy Whisk		1/4 lb. 3/4 @ 3/4	
		Warehouse		Domestic, Must'd	
		BRUSHES		California, 1/4 lb. 11 @ 14	
		Solid Back 8 in.		California, 1/4 lb. 17 @ 24	
		Solid Back, 11 in.		French, 1/4 lb. 7 @ 14	
		Pointed Ends		French, 1/4 lb. 18 @ 28	
		Stove		Shrimps	
		No. 3		Standard	
		No. 2		Fair	
		No. 1		Good	
		Shoe		Fancy	
		No. 8		1 25 @ 1 40	
		No. 7		Strawberries	
		No. 6		Standard	
		No. 5		Fancy	
		No. 4		1 40 @ 2 00	
		No. 3		Tomatoes	
		No. 2		Fair	
		No. 1		Good	
		W. R. & Co.'s, 15c size 1 25		Fancy	
		W. R. & Co.'s, 25c size 2 00		Gallons	
		CANDLES		CARBON OILS	
		Electric Light, 8s. .... 9/4		Perfection	
		Electric Light, 16s. .... 10		Water White	
		Paraffine, 6s. .... 9		@ 9 1/2	
		Paraffine, 12s. .... 9 1/2		D. S. Gasoline	
		Wickling		@ 16	
		CANNED GOODS		87 Gasoline	
		Apples		@ 21 1/2	
		3lb. Standards		Deodor'd Nap'a	
		Gallon		@ 29	
		Blackberries		Cylinder	
		2lb. .... 90 @ 1 75		@ 16	
		Standards gallons		Engine	
		Beans		@ 22	
		Baked		Black, winter	
		Red Kidney		@ 9	
		String		CEREALS	
		Wax		Breakfast Foods	
		Blueberries		Bordeau Flakes, 36 lb. 2 50	
		Standard		Cream of Wheat, 36 lb. 4 50	
		Gallon		Egg-O-See, 36 pkgs. 2 85	
		Brook Trout		Excella Flakes, 36 lb. 2 60	
		2lb. cans, spiced		Force, 36 2 lb. 4 50	
		1 90		Grape Nuts, 2 doz. 2 50	
		Clams		Malta Ceres, 24 lb. 2 40	
		Little Neck, 1lb. 1 00 @ 1 25		Malta Vita, 36 lb. 2 85	
		Little Neck, 2lb. @ 1 50		Mapl-Flake, 36 lb. 2 05	
		Clam Bouillon		Pillsbury's Vitos, 3 dz. 4 25	
		Burnham's 1/4 pt. 1 90		Raisins, 36 2lb. 4 50	
		Burnham's pts. 3 60		Sunlight Flakes, 36 lb. 2 85	
		Burnham's qts. 7 20		Sunlight Flakes, 20 lbs 4 00	
		Cherries		Vigor, 36 pkgs. 2 75	
		Red Standards 1 30 @ 1 50		Zest, 20 2lb. 4 10	
		White		Zest, 36 small pkgs. 2 75	
		Corn		Crescent Flakes	
		Fair		One case	
		Good		Five cases	
		Fancy		Special deal until Oct. 1	
		French Peas		One case free with	
		Sur Extra Fine		5 1/2 cases.	
		Extra Fine		One-fourth case free with	
		Fine		2 1/2 cases.	
		Moyen		Freight allowed	
		Gooseberries		Rolled C's	
		Standard		Rolled Avena, bbl. 5 19	
		Hominy		Steel Cut, 100 lb. sacks 2 85	
		Lobster		Monarch, bbl. 4 60	
		Star, 1/4 lb. 2 15		Monarch, 90 lb. sacks 2 40	
		Star, 1lb. 3 90		Quaker, cases	
		Picnic Tails		3 10	
		Mackerel		Cracked Wheat	
		Mustard, 1lb. 1 80		Bulk	
		Mustard, 2lb. 2 80		24 2 lb. packages 3 50	
		Soused, 1 1/2 lb. 1 80		CATSUP	
		Soused, 2lb. 2 80		Columbia, 25 pts. 4 50	
		Tomato, 1lb. 1 30		Columbia, 25 1/2 pts. 2 60	
		Tomato, 2lb. 2 80		Snider's quarts 3 25	
		Mushrooms		Snider's pints 2 25	
		Hotels		Snider's 1/2 pints 1 30	
		Buttons		CHEESE	
		17 @ 20		Acme	
		24 @ 25		@ 14 1/2	
		Emblem		@ 14	
		@ 14		@ 14	

3

4

5

Gem	@ 15	Cocoanut Drops	.....12	Raisins	
Ideal	@ 14	Cocoanut Honey Cake	12	London Layers, 3 cr	
Jersey	@ 14 1/2	Cocoanut H'y Fingers	12	London Layers, 4 cr	
Peerless	@ 14 1/2	Cocoanut Macaroons	.....18	Cluster, 5 crown	
Riverside	@ 14 1/2	Dixie Sugar Cookie	.....9	Loose Muscates, 2 cr	
Springdale	@ 14 1/2	Fruit Honey Squares	12 1/2	Loose Muscates, 3 cr	@ 8
Warner's	@ 15	Frosted Cream	.....8	Loose Muscates, 4 cr	@ 8 1/2
Brick	@ 15	Fluted Cocoanut	.....10	L. M. Seeded, 1 lb.	@ 9
Leiden	@ 15	Fig Sticks	.....12	L. M. Seeded, 1/2 lb.	
Limburger	@ 14	Ginger Gems	.....8	Sultanas, bulk	
Pineapple	@ 40	Graham Crackers	.....8	Sultanas, package	@ 8 1/2
Sap Sago	@ 19	Ginger Snaps, N. B. C.	7	FARINACEOUS GOODS	
Swiss, domestic	@ 16	Hazelnut	.....11	Beans	
Swiss, imported	@ 20	Hippodrome	.....10	Dried Lima	.....6
CHEWING GUM		Honey Cake, N. B. C.	12	Med. Hd Pk'd	1 75 @ 1 85
American Flag Spruce	50	Honey Fingers, As Ice.	12	Brown Holland	.....2 25
Beeman's Pepsin	55	Honey Jumbles	.....12	Farina	
Edam	90	Household Cookies As 8		24 1lb. packages	.....1 75
Best Pepsin	45	Iced Honey Crumpets	10	Bulk, per 100 lbs.	.....8 00
Best Pepsin, 5 boxes. 2	50	Imperial	.....8	Hominy	
Black Jack	50	Jersey Lunch	.....8	Flake, 50lb. sack	.....1 00
Largest Gum Made	55	Jamaica Gingers	.....10	Pearl, 200lb. sack	.....3 70
Sen Sen	55	Kream Klips	.....20	Pearl, 100lb. sack	.....1 85
Sen Sen Breath Perf.	95	Lady Fingers	.....12	Maccaroni and Vermicelli	
Sugar Loaf	50	Lem Yen	.....11	Domestic, 10lb. box	.....60
Yucatan	50	Lemon Gems	.....10	Imported, 25lb. box	.....2 50
CHICORY		Lemon Biscuit Sq.	.....8	Pearl Barley	
Bulk		Lemon Wafer	.....16	Chester	.....2 15
Red		Lemon Cookie	.....8	Empire	.....2 25
Eagle	4	Malaga	.....8	Pea	.....3 25
Frank's	7	Mary Ann	.....11	Green, Wisconsin, bu.	1 25
Schenes	6	Marshmallow Walnuts	16	Green, Scotch, bu.	1 30
CHOCOLATE		Muskegon Branch, iced	11	Split, lb.	.....4
Walter Baker & Co.'s		Molasses Cakes	.....8	Sago	
German Sweet	23	Mouthful of Sweetness	14	East India	.....6 1/2
Premium	30	Mixed Picnic	11 1/2	German, sacks	.....6 1/2
Vanilla	30	Mich. Frosted Honey	12	German, broken pkg.	
Caracas	35	Newton	.....12	Taploca	
Eagle	28	Nu Sugar	.....8	Flake, 110 lb. sacks	.....7
COCOA		Nic Nacs	.....8	Pearl, 130 lb. sacks	.....7
Baker's	38	Oatmeal Crackers	.....8	Pearl, 24 lb. pkgs.	.....7 1/2
Cleveland	41	Okay	.....10	FLAVORING EXTRACTS	
Colonial, 1/4s	35	Orange Slices	.....16	Foot & Jinks	
Colonial, 1/2s	33	Orange Gems	.....8	Coleman's Van. Lem.	
Epps	42	Penny Cakes Asst.	.....8	2 oz. Panel	.....1 20
Huyler	45	Pineapple Honey	.....15	3 oz. Taper	.....2 00
Van Houten, 1/4s	12	Plum Tarts	.....15	4 oz. Rich. Blake	2 00 1 50
Van Houten, 1/2s	20	Pretzels, Hand Md.	8 1/2	Jennings	
Van Houten, 1/4s	20	Pretzellettes, Hand Md.	8 1/2	Terpeness Ext. Lemon	
Van Houten, 1s	72	Pretzellettes, Mac Md.	7 1/2	No. 2 Panel D. C.	.....75
Webb	30	Raisin Cookies	.....8	No. 4 Panel D. C.	.....1 50
Wilbur, 1/2s	41	Revere, Assorted	14	No. 6 Panel D. C.	.....2 00
Wilbur, 1/4s	42	Richwood	.....8	Taper Panel D. C.	.....1 50
COCOANUT		Rhubarb	.....8	1 oz. Full Meas. D. C.	.....65
Dunham's 1/4s	26	Scotch Cookies	.....10	2 oz. Full Meas. D. C.	1 20
Dunham's 1/2s & 1/4s	26 1/2	Snow Creams	.....16	4 oz. Full Meas. D. C.	2 25
Dunham's 1/4s	27	Snowdrops	.....16	Mexican Extract Vanilla	
Dunham's 1/2s	28	Spiced Gingers	.....9	No. 2 Panel D. C.	.....1 20
Bulk	13	Spiced Sugar Tops	.....9	No. 4 Panel D. C.	.....2 00
COCOA SHELLS		Spiced Gingers, iced	10	No. 6 Panel D. C.	.....3 00
20lb. bags	2 1/2	Sultana Fruit	.....15	Taper Panel D. C.	.....2 00
Less quantity	3	Sugar Cakes	.....15	1 oz. Full Meas. D. C.	.....85
Pound packages	4	Sugar Squares, large or small	8	2 oz. Full Meas. D. C.	1 60
COFFEE		Superba	.....8	4 oz. Full Meas. D. C.	2 25
Common	13 1/2	Sponge Lady Fingers	25	Jennings	
Fair	14 1/2	Urchins	.....11	No. 2 assorted Flavors	3 00
Choice	16 1/2	Vanilla Wafers	.....16	GRAIN BAGS	
Fancy	20	Vinna Crimp	.....8	Amoskeag, 100 in bale	19
Santos		Waverly	.....8	Amoskeag, less than bl	19 1/2
Common	13 1/2	Water Crackers (Bent & Co.)	19	GRAINS AND FLOUR	
Fair	14 1/2	Zanzibar	.....6	Wheat	
Choice	16 1/2	In-er Seal Goods.		No. 1 White	.....71
Fancy	19			No. 2 Red	.....72
Teaberry				Winter Wheat Flour	
Maracaibo				Local Brands	
Fair	18	Almond Bon Bon	Doz. \$1.50	Patents	.....4 30
Choice	19	Albert Biscuit	.....1 00	Second Patents	.....4 10
Mexican		Animals	.....1 00	Straight	.....3 90
Choice	16 1/2	Breemner's But. Wafers	1 00	Second Straight	.....3 70
Fancy	19	Butter Thin Biscuit	1 00	Clear	.....3 30
Guatemala		Cheese Sandwich	1 00	Graham	.....3 50
Choice	15	Cocoanut Macaroons	2 50	Buckwheat	.....5 00
Java		Cracker Meal	.....75	Rye	.....3 75
African	42	Faust Oyster	.....1 00	Subject to usual cash discount.	
Fancy African	45	Five Newtons	.....1 00	Flour in barrels, 25c per barrel additional.	
G.	25	Frosted Clock Tea	.....1 00	Worden Grocer Co.'s Brand	
G.	31	Frosted Coffee Cake	.....1 00	Quaker, paper	.....4 00
Mocha		Frotana	.....1 00	Quaker, cloth	4 20
Arabian	21	Ginger Snaps N. B. C.	1 00	Wykes-Schroeder Co.	
Package		Graham Crackers	.....1 00	Eclipse	.....3 75
New York Paris		Lemon Snaps	.....50	Kansas Hard Wheat Flour	
Bruckbe	16 00	Marshmallow Dainties	1 00	Judson Grocer Co.	
Worth	15 50	Oatmeal Crackers	.....1 00	Fanchon, 1/4s cloth	4 30
Orson	15 00	Oysterettes	.....50	Spring Wheat Flour	
McLaughlin's XXXX	14 50	Pretzellettes, H. M.	1 00	Ray Baker's Brand	
retailers only		Royal Toast	.....1 00	Golden Horn, family	4 50
Mail all orders direct to W. F. McLaughlin & Co., Chicago		Saltine	.....1 00	Golden Horn, baker's	4 40
Extract		Saratoga Flakes	.....1 50	Calumet	.....4 00
alland, 1/2 gro boxes	95	Seymour Butter	.....1 00	Wisconsin Rye	.....3 70
elix, 1/2 gross	1 15	Social Tea	.....1 00	Judson Grocer Co.'s Brand	
ummel's foil, 1/2 gro.	85	Soda, N. B. C.	.....1 00	Ceresota, 1/4s	.....5 00
ummel's tin, 1/2 gro.	1 43	Soda, Select	.....1 00	Ceresota, 1/2s	.....4 90
CRACKERS		Sponge Lady Fingers	.....1 00	Ceresota, 1/4s	.....4 80
National Biscuit Company		Sultana Fruit Biscuit	1 50	Gold Mine, 1/4s cloth	4 40
Brand		Unedda Biscuit	.....50	Gold Mine, 1/2s cloth	4 30
Butter		Unedda Jinjer Wayfer	1 00	Gold Mine, 1/4s paper	4 30
Symour, Round	6	Unedda Milk Biscuit	.....50	Gold Mine, 1/2s paper	4 30
New York, Square	6	Vanilla Wafers	.....1 00	Lemon & Wheeler's Brand	
Smily	6	Water Thin	.....1 00	Wingold, 1/4s	.....4 75
ited, Hexagon	6	Zu Zu Ginger Snaps	.....50	Wingold, 1/2s	.....4 67
Soda		Zwieback	.....1 00	Wingold, 1/4s	.....4 55
B. C. Soda	6	CREAM TARTAR		Pillsbury's Brand	
ect Soda	8	Barrels or drums	29	Best, 1/4s cloth	4 90
Saratoga Flakes	13	Boxes	.....30	Best, 1/2s cloth	4 70
phyrettes	13	Square cans	.....32	Best, 1/4s paper	4 75
Oyster		Fancy caddies	.....35	Best, 1/2s paper	4 75
B. C. Round	6	DRIED FRUITS		Best, wood	5 00
B. C. Square Salted	6	Apples		Worden Grocer Co.'s Brand	
Shell	7 1/2	Sundried		Laurel, 1/4s cloth	4 90
Sweet Goods		Evaporated		Laurel, 1/2s cloth	4 80
imals		California Prunes		Laurel, 1/4s & 1/2s paper	4 70
Antic, Assorted	10	100-125 25lb. boxes.		Laurel, 1/4s	4 70
Antic, Assorted	10	90-100 25lb. boxes.	@ 6 1/2	Wykes-Schroeder Co.	
le Isle Picnic	11	80-90 25lb. boxes.	@ 6 1/2	Sleepy Eye, 1/4s cloth	4 70
le	11	70-80 25lb. boxes.	@ 7 1/2	Sleepy Eye, 1/2s cloth	4 60
wheels, S & M	11	60-70 25lb. boxes.	@ 7 1/2	Sleepy Eye, 1/4s cloth	4 50
rant Fruit	10	50-60 25lb. boxes.	@ 7 1/2	Sleepy Eye, 1/2s paper	4 50
ackels	16	40-50 25lb. boxes.	@ 8 1/2		
ee Cake, N. B. C.		30-40 25lb. boxes.	@ 8 1/2		
lain or iced	10	1/2c less in 50lb. cases			
oconut Taffy	12	Citron	@ 22		
o Bar	10	Currents			
oalate Drops	16	Imp'd 1 lb. pkg.	@ 9 1/2		
		Imported bulk	@ 9 1/4		
		Peel			
		Lemon American	14		
		Orange American	13		



6	7	8	9	10	11
<b>Meal</b> Bolted ..... 2 80 Golden Granulated ..... 2 90 St. Car Feed screened 20 50 No. 1 Corn and Oats 20 50 Corn, cracked ..... 20 00 Corn Meal, coarse ..... 20 00 Oil Meal, old proc. .... 33 00 Winter Wheat Bran 20 00 Winter Wheat Mid'ng 21 50 Cow Feed ..... 21 00  <b>Oats</b> Michigan ..... 38  <b>Corn</b> Corn ..... 50  <b>Hay</b> No. 1 timothy car lots 14 00 No. 1 timothy ton lots 15 00  <b>HERBS</b> Sage ..... 15 Hops ..... 15 Laurel Leaves ..... 15 Senna Leaves ..... 25  <b>JELLY</b> 5 lb. pails, per ..... 1 85 15 lb. pails, per ..... 40 30 lb. pails, per ..... 70  <b>LICORICE</b> Pure ..... 30 Calabria ..... 23 Sicily ..... 14 Root ..... 11  <b>MOLASSES</b> C. D. Crittenden Co. Saginaw Noiseless Tip ..... 4 50 @ 4 75  <b>MEAT EXTRACTS</b> Armour's, 2 oz. .... 4 45 Armour's, 4 oz. .... 3 20 Liebig's Chicago, 2 oz. 5 50 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 55 Liebig's Imported, 4 oz. 8 50  <b>MOLASSES</b> New Orleans Fancy Open Kettle ... 40 Choice ..... 35 Fair ..... 26 Good ..... 22 Half barrels 2c extra.  <b>MINCE MEAT</b> Columbia, per case ... 2 75  <b>MUSTARD</b> Horse Radish, 1 dz. ... 1 75 Horse Radish, 2 dz. ... 3 50  <b>OLIVES</b> 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  <b>PIPES</b> Clay, No. 216 ..... 1 70 Clay, T. D., full count 85 Cob, No. 3 ..... 85  <b>PICKLES</b> Medium Barrels, 1,200 count ... 6 00 Half bbls., 600 count ... 3 50 Small Barrels, 2,400 count ... 7 50 Half bbls., 1,200 count 4 25  <b>PLAYING CARDS</b> No. 90 Steamboat ..... 85 No. 15, Rival, assorted 1 20 No. 20, Rover enameled 60 No. 572, Special ..... 1 75 No. 98 Golf satin finish 2 00 No. 808 Bicycle ..... 2 00 No. 632 Tourist whist. 2 25  <b>POTASH</b> 48 cans in case Babbitt's ..... 4 00 Penna Salt Co.'s ..... 3 00  <b>PROVISIONS</b> Barreled Pork Mess Fat Black ..... 18 00 Short Cut ..... 17 50 Short Cut Clear ..... 17 50 Bean ..... 15 00 Pig ..... 20 00 Brisket, clear ..... 20 00 Clear Family ..... 15 00  <b>Dry Salt Meats</b> S P Bellies ..... 13 Bellies ..... 12 1/2 Extra Shorts ..... 9  <b>Smoked Meats</b> Hams, 12 lb. average. 14 Hams, 14 lb. average. 14 Hams, 16 lb. average. 14 Hams, 18 lb. average. 14 Skinned Hams ..... 14 Ham, dried beef sets. 14 1/2 Bacon, clear ..... 14 California Hams ..... 8 1/2 Picnic Boiled Ham ..... 19 1/2 Boiled Ham ..... 19 1/2 Berlin Ham, pressed ..... 8 Mince Ham ..... 9  <b>Lard</b> Compound ..... 7 1/2 Pure ..... 11 80 lb. tubs, advance ..... 1 1/2 80 lb. tubs, advance ..... 1 1/2 50 lb. tins, advance ..... 1 1/2 20 lb. pails, advance ..... 1 1/2 10 lb. pails, advance ..... 1 1/2 5 lb. pails, advance ..... 1 1/2 3 lb. pails, advance ..... 1 1/2  <b>Sausages</b> Bologna ..... 6 1/2 Liver ..... 7 Frankfort ..... 7 Pork ..... 7 Veal ..... 7 Tongue ..... 7 Headcheese ..... 7	<b>Beef</b> Extra Mess ..... 10 00 Boneless ..... 9 50 Rump, new ..... 10 50  <b>Pig's Feet</b> 1/4 bbls. .... 1 10 1/4 bbls., 40 lbs. .... 1 85 1/2 bbls. .... 3 25 1 bbl. .... 7 75  <b>Tripe</b> Kits, 15 lbs. .... 70 1/4 bbls., 40 lbs. .... 1 50 1/2 bbls., 80 lbs. .... 3 00  <b>Casings</b> Hogs, per lb. .... 28 Beef, rounds, set ..... 16 Beef middles, set ..... 45 Sheep, per bundle ..... 70  <b>Uncolored Butterine</b> Solid dairy ..... @ 10 Rolls, dairy ..... @ 11 1/2  <b>Canned Meats</b> Corned beef, 2 ..... 2 50 Corned beef, 14 ..... 17 50 Roast beef, 2 ..... 20 @ 2 50 Potted ham, 1/4 ..... 45 Potted ham, 1/2 ..... 85 Deviled ham, 1/4 ..... 45 Deviled ham, 1/2 ..... 85 Potted tongue, 1/4 ..... 45 Potted tongue, 1/2 ..... 85  <b>RICE</b> Screenings ..... @ 4 Fair Japan ..... @ 5 Choice Japan ..... @ 5 1/2 Imported Japan ..... @ 6 Fair La. hd. .... @ 6 1/2 Choice La. hd. .... @ 6 1/2 Fancy La. hd. .... @ 6 1/2 Carolina, ex. fancy 6 @ 7 1/2  <b>SALAD DRESSING</b> Columbia, 1/2 pint ..... 2 25 Columbia, 1 pint ..... 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35  <b>SALERATUS</b> Packed 60 lbs. in box. Arm and Hammer ..... 3 15 Deland's ..... 3 00 Dwight's Cow ..... 3 15 Emblem ..... 2 10 L. P. .... 3 00 Wyandotte, 100 lbs. 3 00  <b>SALT SODA</b> Granulated, bbls. .... 85 Granulated, 100 lb. cs. 1 00 Lump, bbls. .... 80 Lump, 145 lb. kegs ..... 95  <b>SALT</b> Common Grades 100 3 lb. sacks ..... 2 10 60 5 lb. sacks ..... 2 00 28 10 1/2 lb. sacks ..... 1 90 56 lb. sacks ..... 30 28 lb. sacks ..... 15  <b>Warsaw</b> 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20  <b>Solar Rock</b> 56 lb. sacks ..... 20 Common Granulated, fine ..... 80 Granulated, fine ..... 85 Lump, fine ..... 85  <b>SALT FISH</b> Cod Large whole ..... @ 6 1/2 Small whole ..... @ 6 1/2 Strips or bricks ..... 7 1/2 @ 10 Pellock ..... @ 3 1/2  <b>Halibut</b> Strips ..... 13 Chunks ..... 13 1/2  <b>Herring</b> Holland White Hoop, bbls. .... 11 00 White Hoop, 1/2 bbls. 6 00 White Hoop, keg 65 @ 75 White Hoop mchs. .... 80 Norwegian Round, 100 lbs. .... 3 75 Round, 40 lbs. .... 1 75 Sealed ..... 13  <b>Trout</b> No. 1, 100 lbs. .... 7 50 No. 1, 40 lbs. .... 3 25 No. 1, 10 lbs. .... 30 No. 1, 8 lbs. .... 75  <b>Mackerel</b> Mess, 100 lbs. .... 13 50 Mess, 40 lbs. .... 6 90 Mess, 10 lbs. .... 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  <b>Whitefish</b> No. 1, No. 2 Fam 100 lb. .... 9 75 4 50 50 lb. .... 5 25 2 40 10 lb. .... 1 12 60 8 lb. .... 92 50  <b>SEEDS</b> Anise ..... 10 Canary, Smyrna ..... 5 1/2 Caraway ..... 9 Cardamom, Malabar 1 00 Celery ..... 15 Hemp, Russian ..... 4 1/2 Mixed Bird ..... 4 Mustard, white ..... 8 Poppy ..... 9 Rape ..... 4 1/2 Cuttle Bone ..... 25  <b>SHOE BLACKING</b> Handy Box, large, 3 dz. 50 Handy Box, small, 1 dz. 25 Bixby's Royal Polish. 25 Miller's Crown Polish. 25	<b>SNUFF</b> Scotch, in bladders ..... 37 Maccaboy, in jars ..... 35 French Rappie in jars. 43  <b>SOAP</b> 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  <b>LAUTZ BROS. &amp; CO.</b> Acme, 20 bars ..... 3 60 Acme, 30 bars ..... 3 85 Acme, 25 bars ..... 3 85 Acme, 100 cakes ..... 3 85 Big Master, 100 bars ..... 4 00 Marshall's, 100 cakes ..... 5 80 Marshall's, 100 cakes 5c 4 00 Marshall's, 100 ck toilet 4 00 A. B. Wrisley Good Cheer ..... 4 00 Old Country ..... 3 40  <b>Soap Powders</b> Lautz Bros. & Co. Snow Boy ..... 4 00 Gold Dust, 24 large ..... 50 Gold Dust, 100-5c ..... 4 00 Kirkoline, 24 4lb. .... 3 80 Pearline ..... 3 75 Soapine ..... 4 10 Babbitt's 1776 ..... 3 75 Roseine ..... 3 50 Armour's ..... 3 70 Wisdom ..... 3 80  <b>Soap Compounds</b> Johnson's Fine ..... 5 10 Johnson's XXX ..... 4 25 Nine O'clock ..... 3 35 Rub-No-More ..... 3 75  <b>Scouring</b> Enoch Moss's Sons Sapolio, gross lots ..... 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes. 2 50 Sapolio, hand ..... 2 25 Scourine Manufacturing Co. Scourine, 50 cakes ..... 1 80 Scourine, 100 cakes ..... 3 50  <b>SODA</b> Boxes ..... 5 1/2 Kegs, English ..... 4 1/2  <b>SOUPS</b> Columbia ..... 3 00 Red Letter ..... 90  <b>SPICES</b> Whole Spices Allspice ..... 12 Cassia, China in mats. 12 Cassia, Canton ..... 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 25 Cloves, Amboyina ..... 18 Cloves, Zanzibar ..... 18 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  <b>Pure Ground in Bulk</b> Allspice ..... 16 Cassia, Batavia ..... 28 Cassia, Saigon ..... 48 Cloves, Zanzibar ..... 18 Ginger, African ..... 15 Ginger, Cochon ..... 18 Ginger, Jamaica ..... 25 Mace ..... 18 Mustard ..... 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne ..... 20 Sage ..... 20  <b>STARCH</b> Common Gloss 1 lb. packages ..... @ 4 1/2 3 lb. packages ..... @ 4 1/2 6 lb. packages ..... @ 5 1/2 40 and 50 lb. boxes 3 1/2 @ 3 1/2 Barrels ..... @ 3  <b>Common Corn</b> 20 lb. packages ..... 5 40 lb. packages ..... 4 1/2 @ 7  <b>SYRUPS</b> Corn Barrels ..... 25 Half Barrels ..... 27 20 lb. cans 1/2 dz. in case 1 80 10 lb. cans 1/2 dz. in case 1 75 5 lb. cans 2 dz. in case 1 85 2 1/2 lb. cans 2 dz. in case 1 90  <b>Pure Cane</b> Fair ..... 16 Good ..... 20 Choice ..... 25  <b>TEA</b> Japan Sundried, medium ..... 24 Sundried, choice ..... 32 Sundried, fancy ..... 36 Regular, medium ..... 24 Regular, choice ..... 32 Regular, fancy ..... 36 Basket-fired, medium 31 Basket-fired, choice 38 Nibs ..... 22 @ 24 Siftings ..... 9 @ 11 Fannings ..... 12 @ 14	<b>Gunpowder</b> Moyune, medium ..... 30 Moyune, choice ..... 32 Moyune, fancy ..... 30 Pingsuey, medium ..... 30 Pingsuey, choice ..... 30 Pingsuey, fancy ..... 40  <b>Young Hyson</b> Choice ..... 30 Fancy ..... 36  <b>Oolong</b> Formosa, fancy ..... 42 Amoy, medium ..... 25 Amoy, choice ..... 32  <b>English Breakfast</b> Medium ..... 20 Choice ..... 30 Fancy ..... 40  <b>India</b> Ceylon, choice ..... 32 Fancy ..... 42  <b>TOBACCO</b> Fine Cut Cadillac ..... 54 Sweet Loma ..... 34 Hiawatha, 5 lb. pails. 55 Telegram ..... 30 Pay Car ..... 33 Prairie Rose ..... 49 Protection ..... 40 Sweet Burley ..... 44 Tiger ..... 40  <b>Plug</b> Red Cross ..... 31 Palo ..... 35 Hiawatha ..... 41 Kyle ..... 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 Fiber Heidsick ..... 66 Boot Jack ..... 80 Honey Dip Twist ..... 40 Black Standard ..... 40 Cadillac ..... 40 Forge ..... 34 Nickel Twist ..... 52 Mill ..... 32 Great Navy ..... 36  <b>Smoking</b> Sweet Cor ..... 34 Flat Car ..... 32 Warpath ..... 26 Bamboo, 16 oz. .... 25 I X L, 5 lb. .... 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, 1 lb. pails. 38 Cream ..... 38 Corn Cake, 2 1/2 oz. .... 25 Corn Cake, 1 lb. .... 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 Fore-XXX ..... 25 Good Indian ..... 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam ..... 24 Sweet Marie ..... 32 Royal Smoke ..... 42  <b>TWINE</b> Cotton, 3 ply ..... 22 Cotton, 4 ply ..... 22 Jute, 2 ply ..... 14 Hemp, 6 ply ..... 13 Flax, medium ..... 20 Wool, 1 lb balls ..... 6  <b>VINEGAR</b> Malt White, Wine, 40 gr 10 Malt White, Wine, 40 gr 10 Pure Cider, B & B ..... 14 Pure Cider, Red Star. 12 Pure Cider, Robinson. 13 1/2 Pure Cider, Silver ..... 13 1/2  <b>WICKING</b> No. 0 per gross ..... 30 No. 1 per gross ..... 40 No. 2 per gross ..... 50 No. 3 per gross ..... 75  <b>WOODENWARE</b> 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, small 6 00 Willow, Clothes, small 5 00 Bradley Butter Boxes 2 lb. size, 24 in case. 72 3 lb. size, 16 in case. 68 5 lb. size, 12 in case. 63 10 lb. size, 6 in case. 60  <b>Butter Plates</b> 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  <b>Churns</b> Barrel, 5 gal., each. 2 40 Barrel, 10 gal., each. 3 55 Barrel, 15 gal., each. 3 70	<b>Clothes Pins</b> Round head, 5 gross bx 55 Round head, cartons. 75  <b>Egg Crates</b> Humpty Dumpty ..... 2 40 No. 1, complete ..... 32 No. 2, complete ..... 18  <b>Faucets</b> Cork lined, 8 in. .... 65 Cork lined, 9 in. .... 75 Cork lined, 10 in. .... 85 Cedar, 8 in. .... 55  <b>Mop Sticks</b> Trojan spring ..... 90 Eclipse patent spring. 85 No. 1 common ..... 75 No. 2 pat. brush holder 85 12 lb. cotton mop heads 1 40 Ideal No. 7 ..... 90  <b>Pails</b> 2-hoop Standard ..... 1 60 3-hoop Standard ..... 1 75 2-wire, Cable ..... 1 70 3-wire, Cable ..... 1 90 Cedar, all red, brass ..... 1 25 Paper, Eureka ..... 2 25 Fibre ..... 2 70  <b>Toothpicks</b> Hardwood ..... 2 50 Softwood ..... 2 75 Banquet ..... 1 50 Ideal ..... 1 50  <b>Traps</b> Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 40 Mouse, wood, 6 holes. 75 Mouse, tin, 5 holes. 65 Rat, wood ..... 80 Rat, spring ..... 75  <b>Tubs</b> 20-in. Standard, No. 1 7 00 18-in. Standard, No. 2 6 00 16-in. Standard, No. 3 5 00 20-in. Cable, No. 1 ..... 7 50 18-in. Cable, No. 2 ..... 6 50 16-in. Cable, No. 3 ..... 5 50 No. 1 Fibre ..... 10 80 No. 2 Fibre ..... 9 45 No. 3 Fibre ..... 8 55  <b>Wash Boards</b> Bronze Globe ..... 2 50 Dewey ..... 1 75 Double Acme ..... 2 75 Single Acme ..... 2 25 Double Peerless ..... 3 50 Single Peerless ..... 2 75 Northern Queen ..... 2 75 Double Duplex ..... 3 00 Good Luck ..... 2 75 Universal ..... 2 65  <b>Window Cleaners</b> 12 in. .... 1 65 14 in. .... 1 85 16 in. .... 2 30  <b>Wood Bowls</b> 11 in. Butter ..... 75 13 in. Butter ..... 1 10 15 in. Butter ..... 1 30 17 in. Butter ..... 3 25 19 in. Butter ..... 4 75 Assorted, 13-15-17 ..... 2 25 Assorted, 15-17-19 ..... 3 25  <b>WRAPPING PAPER</b> Common Straw ..... 1 1/2 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila ..... 4 Cream Manila ..... 3 Butcher's Manila ..... 2 1/2 Wax Butter, short c't. 13 Wax Butter, full count 20 Wax Butter, rolls ..... 15  <b>YEAST CAKE</b> Magic, 3 doz. .... 1 15 Sunlight, 3 doz. .... 1 00 Sunlight, 1 1/2 doz. .... 50 Yeast Foam, 3 doz. .... 1 15 Yeast Cream, 3 doz. .... 1 00 Yeast Foam, 1 1/2 doz. 58  <b>FRESH FISH</b> Per lb. Jumbo Whitefish ..... @ 16 No. 1 Whitefish ..... @ 14 Trout ..... @ 12 Halibut ..... @ 10 Ciscos or Herring ..... @ 10 Bluefish ..... @ 12 Live Lobster ..... @ 28 Boiled Lobster ..... @ 30 Cod ..... @ 12 Haddock ..... @ 12 Pickrel ..... @ 12 Pike ..... @ 11 Perch, dressed ..... @ 11 Smoked, White ..... @ 15 Red Snapper ..... @ 16 Col. River Salmon ..... @ 16 Mackerel ..... @ 20  <b>HIDES AND PELTS</b> Hides Green No. 1 ..... 11 1/2 Green No. 2 ..... 10 1/2 Cured No. 1 ..... 13 Cured No. 2 ..... 12 Calfskins, green, No. 1 13 Calfskins, green No. 2 11 1/2 Calfskins, cured No. 1 14 Calfskins, cured No. 2 12 1/2  <b>Pelts</b> Old Wool ..... 30 Lams ..... 60 @ 85 Shearlings ..... 40 @ 70  <b>Tallow</b> No. 1 ..... @ 4 1/2 No. 2 ..... @ 3 1/2  <b>Wool</b> Unwashed, med. .... 23 @ 25 Unwashed, fine .... 20	<b>CONFECTIONS</b> Stick Candy Pails Standard ..... 7 1/2 Standard H H ..... 7 1/2 Standard Twist ..... 8  <b>Cases</b> Jumbo, 32 lb. .... 7 1/2 Extra H H ..... 10 Boston Cream ..... 10 Olde Time Sugar stick 80 lb. case ..... 13  <b>Mixed Candy</b> Grocers ..... 6 Competition ..... 6 1/2 Special ..... 7 1/2 Conserve ..... 8 Royal ..... 8 1/2 Ribbon ..... 10 Broken ..... 10 Cut Loaf ..... 7 1/2 Leader ..... 8 1/2 Kindergarten ..... 8 Bon Ton Cream ..... 10 Fon Ton Cream ..... 9 Star ..... 9 1/2 Hand Made Cream ..... 11 Premio Cream mixed 13 O F Horehound Drop 10  <b>Fancy—in Pails</b> Gypsy Hearts ..... 14 Coco Bon Bons ..... 12 Fudge Squares ..... 12 Peanut Squares ..... 13 Sugared Peanuts ..... 8 Salted Peanuts ..... 12 Starlight Kisses ..... 11 San Blas Goodies ..... 12 Lozenges, plain ..... 9 Lozenges, printed ..... 10 Champion Chocolate ..... 11 Eclipse Chocolates ..... 13 Eureka Chocolates ..... 13 Quintette Chocolates ..... 12 Champion Gum Drops 8 1/2 Moss Drops ..... 9 Lemon Sours ..... 10 Imperial ..... 10 Ital. Cream Opera ..... 11 Ital. Cream Bon Bons 11 Golden Waffles ..... 12 Old Fashioned Molass- es Kisses, 10 lb. box 1 20 Orange Jellies ..... 50  <b>Fancy—in 5 lb. Boxes</b> Lemon Sours ..... 55 Old Fashioned Hore- hound drops ..... 10 Peppermint Drops ..... 60 Chocolate Drops ..... 60 H. M. Choc. Drops ..... 85 H. M. Choc. Lt. and Dark No. 12 ..... 1 00 Bitter Sweets, ass'd. 1 15 Brilliant Gums, Crys. 60 A. A. Licorice Drops. 90 Lozenges, plain ..... 55 Lozenges, printed ..... 55 Imperial ..... 60 Mottos ..... 60 Cream Bar ..... 55 G. M. Peanut Bar ..... 55 Hand Made Crms. 80 @ 90 Cream Buttons ..... 60 String Rock ..... 60 Wintergreen Berries ..... 60 Old Time Assorted ..... 2 75 Buster Brown Goodies 3 50 Up-to-date Assmt. ..... 3 75 Ten Strike No. 1 ..... 6 54 Ten Strike No. 2 ..... 6 00 Ten Strike, Summer as- sortment ..... 6 75 Scientific Ass't. .... 18 00  <b>Pop Corn</b> Dandy Smack, 24s ..... 65 Dandy Smack, 100s. 2 75 Pop Corn Fritters, 100s 50 Pop Corn Toast, 100s 50 Cracker Jack ..... 3 25 Checkers, 5c pkg. case 3 50 Pop Corn Balls, 200s ..... 1 20 Cicero Corn Cakes ..... 5 per box ..... 60 Azulikit 100s ..... 3 00  <b>Cough Drops</b> Putnam Menthol ..... 1 00 Smith Bros. .... 1 25  <b>NUTS—Whole</b> Almonds, Tarragona ..... 17 Almonds, Avica ..... 17 Almonds, California sft. shell ..... 15 @ 17 Brazil ..... 15 @ 17 Filberts ..... 13 @ 13 Cal. No. 1 ..... 16 Walnuts, soft shelled @ 16 Walnuts, Grenoble ..... 15 Table nuts, fancy. .... 15 Pecans, Med. .... 14 Pecans, ex. large. .... 16 Pecans, Jumbos ..... 17 Hickory Nuts per bu. Ohio new ..... 5 Cocoanuts ..... @ 5 Chestnuts, New York State, per bu. .... 10  <b>Shelled</b> Spanish Peanuts 8 @ 8 1/2 Pecan Halves ..... @ 56 Walnut Halves ..... @ 38 Filbert Meats ..... @ 25 Alicante Almonds ..... @ 38 Jordan Almonds ..... @ 47  <b>Peanuts</b> Fancy, H. P. Suns. .... @ 5 1/2 Fancy, H. P. Suns. .... @ 7 Roasted ..... @ 7 Choice, H. P. Jumbo ..... @ 7 Roasted ..... @ 8 1/2



## Special Price Current

### AXLE GREASE



Mica, tin boxes... 75 9 00  
Paragon... 55 6 00

### BAKING POWDER

#### 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

Doz.  
Small size, 1 doz. box... 40  
Large size, 1 doz. box... 75

### CIGARS



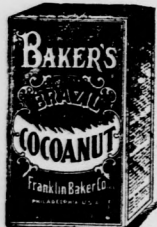
G J Johnson Cigar Co.'s bd.  
Less than 500... 33  
500 or more... 32  
1,000 or more... 31

Worden Grocer Co. brand  
Ben Hur

Perfection... 35  
Perfection Extras... 35  
Londres... 35  
Londres Grand... 35  
Standard... 35  
Puritinos... 35  
Panatellas, Finas... 35  
Panatellas, Bock... 35  
Jockey Club... 35

### COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60  
35 1/2 lb. pkg. per case 2 60  
38 1/4 lb. pkg. per case 2 60  
16 1/2 lb. pkg. per case 2 60

### FRESH MEATS

#### Beef

Carcass... 4 1/2 @ 8 1/4  
Hindquarters... 6 1/2 @ 10  
Loins... 8 @ 14  
Ribs... 8 @ 12  
Rounds... 5 1/2 @ 8  
Chucks... 5 @ 6 1/2  
Plates... 4 @ 4  
Livers... 3 @ 3

#### Pork

Loins... @ 11  
Dressed... @ 7 1/2  
Boston Butts... @ 11  
Shoulders... @ 9 1/2  
Leaf Lard... @ 10 1/2

Mutton  
Carcass... @ 9  
Lambs... @ 12 1/2  
Spring Lambs... @ 13

#### Veal

Carcass... 5 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... 1 50

#### Jute

60ft. 75  
72ft. 90  
90ft. 1 05  
120ft. 1 50

#### Cotton Victor

50ft. 1 10  
60ft. 1 35  
70ft. 1 60

#### Cotton Windsor

50ft. 1 30  
60ft. 1 44  
70ft. 1 80  
80ft. 2 00

#### Cotton Braided

40ft. 95  
50ft. 1 35  
60ft. 1 65

#### Galvanized Wire

No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

### COFFEE

#### Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb. ....  
White House, 2 lb. ....  
Excelsior, M & J, 1 lb. ....  
Excelsior, M & J, 2 lb. ....  
Tip Top, M & J, 1 lb. ....  
Royal Java .....  
Royal Java and Mocha ...  
Java and Mocha Blend ...  
Boston Combination ...

Distributed by Judson  
Grocer Co., Grand Rapids;  
Lee & Cady, Detroit; Sym-  
ons Bros. & Co., Saginaw;  
Brown, Davis & Warner,  
Jackson; Godsmark, Du-  
rand & Co., Battle Creek;  
Fielbach Co., Toledo.

Peerless Evap'd Cream 4 00

### FISHING TACKLE

1/2 to 1 in. .... 6  
1 1/4 to 2 in. .... 7  
1 1/2 to 2 in. .... 9  
1 3/4 to 2 in. .... 11  
2 in. .... 15  
3 in. .... 20

### Cotton Lines

No. 1, 10 feet ..... 5  
No. 2, 15 feet ..... 7  
No. 3, 15 feet ..... 9  
No. 4, 15 feet ..... 10  
No. 5, 15 feet ..... 11  
No. 6, 15 feet ..... 12  
No. 7, 15 feet ..... 15  
No. 8, 15 feet ..... 18  
No. 9, 15 feet ..... 20

### Linen Lines

Small ..... 20  
Medium ..... 26  
Large ..... 34

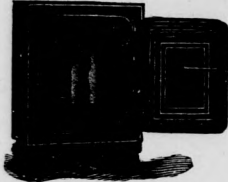
### Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

### GELATINE

Cox's 1 qt. size ..... 1 10  
Cox's 2 qt. size ..... 1 61  
Knox's Sparkling, doz. 1 20  
Knox's Sparkling, gro. 14 00  
Knox's Acidu'd. doz. 1 20  
Knox's Acidu'd. gro. 14 00  
Nelson's ..... 1 50  
Oxford ..... 75  
Plymouth Rock ..... 1 25

### SAFES



Full line of fire and burg-  
lar proof safes kept in  
stock by the Tradesman  
Company. Twenty differ-  
ent sizes on hand at all  
times—twice as many safes  
as are carried by any other  
house in the State. If you  
are unable to visit Grand  
Rapids and inspect the  
line personally, write for  
quotations.

### SOAP

Beaver Soap Co.'s Brands



100 cakes, large size... 6 50  
50 cakes, large size... 3 25  
100 cakes, small size... 3 85  
50 cakes, small size... 1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25

### TABLE SAUCES

Halford, large ..... 3 75  
Halford, small ..... 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

# The "Last Call" for Holiday Goods

Our December catalogue—ready for mailing soon after your request for it can reach us—is most emphatically the "last call" for holiday goods.

As a shrewd buyer—considering our leadership in handling holiday goods and our policy of carrying none of them over—do you need urging to make sure you get our December catalogue?

In it there is also an explanation of our Expert Assortment Service by means of which every year we fill thousands of eleventh-hour holiday first orders and re-orders with a completeness not possible elsewhere.

No matter what may have been your thought or action on the subject thus far—**RIGHT NOW** make the moves for earning every last possible cent of **this year's** holiday profit

A first order if as yet you have bought none, a re-order if you have already bought—remember, that to have the largest possible holiday trade you must have all the holiday goods you can possibly sell, and in your own store, not on the road.

Tell us now to make sure you get one of the first copies of our December catalogue—No. J595.

## BUTLER BROTHERS

Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS (And MINNEAPOLIS Early in 1907)

Sample Houses: BALTIMORE, DALLAS, ST. PAUL



# 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.

**Meat Market for Sale or Rent**—One of the best meat market businesses in this section. Everything necessary to do a large business and is doing it. Must be seen to be appreciated. Come soon if you want a good proposition. Established twenty years. Plenty business for two men partners. Slaughter house and small farm in connection. A good point to buy and ship live stock, poultry and eggs. W. B. Cavers, Vassar, Mich. 314

**Grocery stock and fixtures for sale.** One of the best paying stores in Battle Creek, Michigan. Well located in a thickly settled residence district. Everything in first-class condition. Newly painted and remodeled. Two horses and two wagons. Invoices about \$3,000. Sick-ness causes owner to sell. Daily average sales \$75. Address Mrs. J. G. Sayles, 21 Poplar St., Battle Creek, Mich. 311

**Good Proposition**—Each \$100 invested will likely return several \$100. Promotion basis. No chance for loss. Act quick. E. L. Hilbert, Department M., Kirksville, Mo. 310

**\$1 special, postpaid, guaranteed A1.** The All-White fountain pen. Writes right off, never wears out. Hard rubber, 14 Kt. gold. Iridium point. No better. Order to-day. New York Supply Co., 213 W. 125th St., New York. 309

**Wanted**—Second-hand bags and burlap. Will buy any kind, any quantity, anywhere. I pay freight. Geo. T. King, Richmond, Va. 303

**Wanted**—Paying drug store in suburbs or town not less than 1,500 population. Can invest \$1,200. Address Salot, 210-5th St., Calumet, Mich. 301

**For Sale**—A stock of general merchandise invoicing about \$2,000. Located in one of the best farming sections in Michigan. Rent reasonable. Reason for selling, going to the Canadian Northwest. Address S. W. Cline, Shepherd, Mich. 300

**For Sale**—A 320-acre improved farm, six miles from Mandan, county seat of Morton county, N. D., 11 miles from Bismarck. Price and description will be given on application. Address Jacob Christina, Box 243, Mandan, N. D. 299

**For Sale**—\$15,000 stock of general merchandise and fixtures located in the thumb of Michigan. Town has a population of 600, with good country trade; business has been established for 19 years, doing a cash trade; recently moved into a new solid brick building 58x80 feet. On best corner in town. Modern windows and window shades, steel ceiling, best of shelving, awnings, cement sidewalks, excellent lighting plant. The building can be leased for five years at \$450 per annum. Owner wishes to retire. For further particulars write to Burnham, Stoepel & Co., Detroit, Mich. 296

**For Sale**—Cash only, hardware stock, buildings and lots; live upstairs. Electric lights, city water. Only reason, poor health. L. D. Adams, Thompsonville, Mich. 295

**Wanted**—10,000 general merchants to get the best stationery for the least money. Note heads, two colors in tablets of 125, \$2 per 1,000; envelopes to match, one color, \$2 per 1,000. No remittance requested until goods are received. Samples free. Merchants' Printing Co., 363 Burling St., Chicago, Ill. 304

**For Sale**—Well-improved 800 acre farm in Hant County, South Dakota, price \$20 per acre; also 320 acres nice rich prairie land at \$14.50 per acre. Terms to suit purchaser. Jay P. Morrill, 407 Globe Bldg., Minneapolis, Minn. 308

**Want to exchange** 20 acre fruit farm 6 miles from South Haven, for hardware stock. Value \$2500. Address R. G. Noyes, Covert, Mich. 307

**Business Opening**—For rent or sale, double store rooms, 48x100, well lighted, finished basement 25x100, vegetable basement 23x100, steam (central) heated, electric lighted, steel ceilings, city water, lavatories; largest and best location in Clarinda, Iowa, for general store. Formerly five, now three general stores in city. For terms address L. W. Lewis, Clarinda, Ia. 305

**For Sale**—A nice clean stock of groceries and notions, with fixtures. Will invoice about \$2,000 or \$2,200. Located in one of the most rapidly growing sections of Grand Rapids. Terms, cash. Address No. 312, care Tradesman. 312

**For Sale**—New hotel in connection with big 10 cent feed barn and coal and wood yard. Particulars and picture of buildings on request. M. Mayer, Jr., Merrill, Mich. 289

**Bakery and lunch counter at invoice.** Will sell or rent building. If you want a bargain, write quick. F. O. Smith, Findlay, Ill. 288

**To Exchange**—My farm stock and tools, for stock of merchandise. Address No. 290, care Michigan Tradesman. 290

**Furnished cottages for sale or exchange in Florida.** One 7, two 5 and one 4 room, new 1904. Beautiful park surroundings, can be operated as a hotel. Good town, overlooking beautiful Indian River, 190 miles south of Jacksonville. Address P. Roesch, Potosi, Wis. 294

**For Sale**—Bargain if taken at once. \$1,800 stock of wallpaper, paints, calamine, mouldings, etc. Goods new and in first-class condition. Speak quick if you want it. Sam H. Alexander, Madison, Wis. 277

**For Sale**—One-half interest in rushing grocery, up-to-date stock and fixtures. Will invoice total \$2,000. Growing business. Fine location. Weersing, Holland, Mich. 282

**For Sale**—If you want to buy farm lands or city property in Southern Illinois, I have some bargains; good crops, lot of fruit; price \$20 to \$65 per acre. Address Wm. T. Burge, Box 74, Centralia, Ill. 283

**Improved farms, prairie and timber land in Central Minnesota;** crop failures are unknown; will exchange land for other properties. For particulars write, Fred Mohl, Adrian, Minn. 281

**For Rent**—Furnished dwellings for the season at Thomasville, Ga., the great Winter Resort among the Pines. E. M. Mallette. 280

**For Sale**—Owing to illness, profitable racket store; clean stock; invoices about \$1,300. J. W. Hardt, South Haven, Mich. 276

**Something new for the live merchant in the way of Christmas goods,** genuine Indian blankets woven in size for sofa pillow tops, in beautiful Indian designs and colors. Can job to you at prices reasonable and for something new and novel for a holiday seller they can not be beaten. All kinds of Indian goods, Navajo blankets, baskets, etc. Also a full line of Arizona rubies and peridots. A good line of these goods reasonable and you will have something new that will please your trade and draw more. Write to-day, in time to secure Christmas stock. Get a sample dozen pillow tops to see what sellers they are. Arizona Ruby & Curio Co., Holbrook, Ariz. 275

**For Sale**—Good paying saloon in best town in Northern Michigan. For particulars address Lock Box 252, Boyne City, Mich. 271

**Wanted**—Retail shoe and mens' furnishings salesmen. None but first-class experienced men need apply. Address R. care Michigan Tradesman. 273

**For Sale**—Drug and grocery stock, invoicing \$4,500. Annual business \$12,000 to \$15,000. Hustling town of 800 in Central Michigan. Best of locations in brick store. Expenses low. Other interests, must get out. Address T. X., care Michigan Tradesman. 284

**Notice**—Want to buy for cash, general stock, shoes or clothing. Give price and location. Address R. E. Thompson, Decorah, Ia. 286

**For Sale**—Bazaar store in best town in Northern Michigan. Reason for selling, other business. Address Bazaar, Lock Box 280, Boyne City, Mich. 288

**Cash for your real estate or business,** no matter where located. If you desire a quick sale, send us description and price. Northwestern Business Agency, 43 Bank of Commerce Bldg., Minneapolis, Minn. 288

**For Sale**—Dry goods stock of \$15,000; all new goods; best town in state; 150 factories with a yearly pay-roll of \$4,000,000. Box 78, Kalamazoo, Mich. 265

**If you want a good piece of Nebraska land that will raise fine wheat and corn, or three crops alfalfa annually,** for only \$10 an acre, address F. H. Orcutt, Council Bluffs, Iowa. 262

**We want a first-class man to sell our ingrain carpets in Michigan and Ohio.** If you are familiar with these lines, please write us. Goods shipped from Philadelphia. F. H. Orcutt & Son, Council Bluffs, Iowa. 263

**Handsome, very thin model men's watch, gold filled case guaranteed twenty years.** Manufacturer's price, \$8.85, sells for \$10 to \$12. Beautiful solid gold, full jeweled lady's watch, same price. The best Christmas side line possible to handle. Send for illustrations at once. Enormous demand for these articles during December. Hunt & McCree, Brokers, 150 Nassau St., New York. 269

**For Sale**—A fine grocery store with a good business and good location. Cheap rent, price \$16. Will stand investigation. Address Lock Box 12, Middlebury, Ind. 285

**For Sale**—Stock of boots and shoes in the beautiful city of Redlands, southern California. Population 7,000. Best schools in the state. Delightful climate. Good location, cheap rent. Satisfactory reasons. Stock and fixtures invoice about \$2,000. Established five years. Address O. K. Shoe Store, 333 Orange St., Redlands, Calif. 250

**Onward sliding furniture shoe, patented August 7, 1906.** Sell in every home and hotels. Can not wear holes in carpets nor mar finest floors. All casters do. Big profits. Write for special offer. Fair Mfg. Co., 2-5th St., Racine, Wis. 251

**480 acres of the very best dairy land in the great Bread and Butter state, Minnesota, in Otter Tail county.** All in one tract; can be sold in quarter sections. Price on whole tract, \$37 per acre; if sold separate, \$39 per acre. Cash payment per quarter, \$1,500; balance to suit purchaser at 6 per cent. The National Agency, Fergus Falls, Minn. 252

**For Sale**—The oldest, most up-to-date furniture, carpet and stove stores in Western Massachusetts. Owner has been twenty-two years in the business and wants to retire. Lowest rent in the city. Stock about \$10,000. Address Burns, the House Furnisher, Pittsfield, Mass. 258

**For Sale, exchange or rent until sold.** \$4,000 steam laundry; good location. Sheldon & Co., Angola, Ind. 257

**For Sale**—No. 1 sawmill in operation every day, 18,000 capacity, with planing mill in connection. Well equipped with machinery, 8 lots 65x120 feet, in best section in Michigan. Address B. G. Freeman, Shepherd, Mich. 245

**For Sale**—A \$2,000 hardware stock. Hustling town. Extra good chance for merchant tinner. Address "Hardware," care Michigan Tradesman. 246

**Will sell at a great bargain, if sold soon,** my stock of drugs, etc., in good brick store. Good location. Account, age and poor health. G. C. Beebe, Bay City, Mich. 248

**Stock Purchase Proposals Wanted**—A New York corporation, manufacturing a standard article with an enviable reputation, desires to sell treasury stock for the sole purpose of increasing its working capital and not for the purchase either of property, patent right or interests of owners. Proposals for the purchase of \$35,000 of treasury stock will be received on the understanding that no proportion of such amount will be allotted or payment for same received, until the full amount has been subscribed for. Address Chas. E. Boyer, President, 90 Water St., New York. 249

**For Sale**—Fresh, clean drug stock, in good lively town of 2,000. Two other drug stores. Annual sales about \$4,000. Expenses light. Stock invoices about \$2,900. Reason for selling, have other business to attend to. Address No. 233, care Tradesman. 233

**For Sale**—Hardware stock, located in the best town in Northern Michigan. Will inventory about \$7,500. Must be sold for cash. Town of 1,500. Only two stores. Reason for selling, proprietor expects to go into manufacturing business. No answers wanted unless parties interested mean business. Address No. 237, care Michigan Tradesman. 237

**Our business is adjusting old claims and judgments.** What do you have? Guaranty Investment Co., Ltd., 802 Majestic Bldg., Detroit, Mich. 234

**Wanted**—Established mercantile or manufacturing business in exchange for improved 395 acre Wisconsin stock and grain farm. Can close quick deal. Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 226

**Drug store wanted in good Michigan town or city.** Have buyers with the cash. Send full particulars first letter. The National Drug Exchange, Detroit, Mich. 229

**For Sale**—Shares in Canadian and American copper companies at special inducements. E. Dandee, 39 St. Antoine St., Montreal, Can. 242

**For Sale or Trade**—Four lots in Terre Haute, Ind. Price \$2,500.00. Will trade for land in Western Michigan. B. F. Tucker, Terre Haute, Ind. 219

**The G. E. Breckenridge Auction Co.,** Edinburg, Ill. Expert merchandise and real estate auctioneers; converting merchandise into cash is our hobby. Merchants in despair should write us at once. Bankable references given. 166

**Retail merchants can start mail order business in connection with retail business;** only a few dollars required. We furnish everything necessary; success certain. We offer retail merchants the way to compete with large mail order houses. Costs nothing to investigate. Milburn-Hicks, 727 Pontiac Bldg., Chicago, Ill. 201

**Wanted**—To buy a bazaar stock in some good town in Michigan. Address T. S. Cornell, P. O. Box 205, Kalamazoo, Mich. 173

**North Dakota Real Estate;** must be sold; have big bargains. Address the First National Bank, Mandan, N. D. 133

**For Sale**—Plantations, timber lands, farms, homes, etc. Send for printed list. V. C. Russell, Memphis, Tenn. 928

**Wanted To Buy**—I will pay cash for a stock of general merchandise or clothing or shoes. Send full particulars. Address Stanley, care Michigan Tradesman. 755

**Stores**—I sell stores for others; why not yours? Write for booklet. Edwin G. Orr, Dayton, Ohio. 129

**Notice**—I have a fine undertaking business and all kinds of merchandise, stocks, farms, hotels, for sale in all parts of the United States. If you want to buy, sell or exchange or close out, write me. G. B. Johns, Grand Lodge, Mich. 121

**For Sale**—Two-story modern brick block, double store room 40x60. Price \$3,500 cash. Pays 8 per cent, net on the investment. Original cost \$5,000. Address Gavin W. Telfer, Big Rapids, Mich. 46

**\$2,500 cash will secure one-half interest in a clean up-to-date shoe and clothing business.** Established twenty-three years. Or would be willing to form partnership with party looking for a new location with a \$5,000 stock. Address Gavin W. Telfer, Big Rapids, Mich. 47

**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

**Do you want to sell your property, farm or business?** No matter where located, send me description and price. I sell for cash. Advice free. Terms reasonable. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Ill. 577

**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

**Typewriters**—All makes, entirely rebuilt, guaranteed as good as new. Finest actually rebuilt machines ever offered; \$15 up, sold or rented anywhere; rental applies on purchase. Rebuilt Typewriter Co., 7th Floor, 86 LaSalle St., Chicago, Ill. 96

## POSITIONS WANTED

**Situation wanted by registered pharmacist of several years' experience.** Can furnish best references. Address Pharmacist, 210-5th St., Calumet, Mich. 302

**Wanted**—Position in wholesale or retail general store as forelady or saleslady, with ability and self experience in store work. Good references given. Address No. 297, care Michigan Tradesman. 297

**Wanted**—Situation by experienced grocery clerk. Can furnish best of references. Address No. 243, care Tradesman. 243

## HELP WANTED.

**Wanted**—Registered pharmacist. Unmarried man preferred. Address Nelson Abbott, Moorestown, Mich. 313

**Wanted**—Bright young man with experience in a drug store. Must be sober, moral and industrious. One wishing to learn the business preferred. Send references with application. Drug Store, Paris, Mich. 298

**Wanted**—Registered pharmacist, good wages and steady position. German preferred. R. G. Noyes, Covert, Mich. 306

**We want one lady or gentleman in each town and city to represent us in the sale of our shears and novelties;** our agents make from \$12 to \$35 per week; the work is steady, no heavy samples to carry, and permanent. Salaried positions to those who show ability; write to-day for particulars of our offer. No money required on your part if you work for us. The United Shear Co., Westboro, Mass. 967

Want Ads. continued on next page.



**Live Items From a Live Town.**

Lansing, Nov. 13—Erwin D. Hand, the well-known newspaper man, formerly connected with the State Republican here, has taken sales management of the Dolson Automobile Co., of Charlotte.

J. A. Post, who conducted a music store here until two or three years ago, being bought out by Grinnell Bros., Detroit, has established a music store in Battle Creek.

The members of Post A. M. K. of G., and ladies were entertained very pleasantly last Saturday evening by Mr. and Mrs. Harry Harper at their home 113 Kerr street, South. A Bohemian supper was served.

Frederick G. Seitz, has become first assistant sales manager of the Olds Motor Works, succeeding A. T. O'Connor, who last week accepted a similar position with the Packard Motor Co., Detroit.

A bill distributor, who claims to have thoroughly covered the city last week, reports 154 houses in course of construction and 150 houses vacant. Fourteen weeks ago, when he made a similar canvass, there were 300 houses being built and 220 vacant ones. Never has Lansing enjoyed such a building boom as that of this year, and if one can judge by the plans already announced next year will be equally as active in the building line.

Subscriptions to the stock of the Drop Forgings Co., which has been in process of formation several weeks, went past the \$100,000 determined upon as the authorized capital. The directors and officers will be chosen at a meeting to be held this week, and a site probably selected. The name of the Michigan Drop Forgings Co. will likely be approved.

Twenty-three members of the Retail Grocers' Association, at a meeting held last week, signed a resolution which stated they would remove the Michigan Telephone Co.'s instruments from their places of business because of the increased rate for service, if a majority of the grocers of the city would sanction the movement. An effort is being made, to interest the butchers and other merchants, and considerable success is being found by the agitators of the question.

The Michigan Screw Co. has closed a deal by which it comes into possession of the building formerly known as the pure food building, on Hosmer street, South. Active preparations are being made for beginning of operations, which, it is said, will be next month. Messrs. Roberts and Lundberg, who with M. R. Potter, of this city, will carry on the business, have arrived from Detroit to remain permanently.

North Lansing people are agitated over the threatened removal of the post office at their end of the city. An argument due to a misunderstanding between the owner of the building and the post office inspector may cause the removal of post office. Should same be discontinued, the people at the north end would be served from the central office.

The Michigan Power & Heat Co.

is completing several improvements in its plants and the extension of a number of mains has been going forward for some time. The Company plans for more and greater work next spring.

J. A. Thick, of Detroit, who is promoting the proposed Lansing & Saginaw Electric Railway, says the right of way between Lansing and Saginaw has been secured, with exception of about three miles between Owosso and Saginaw.

The Business Men's Association is a decidedly lively organization, and is doing a great work for the city. The Association now has seven propositions pending, two of them from large concerns, and it is very hopeful of landing a majority of them.

Lansing is, without doubt, the gasoline engine center of this part of the country. Eleven factories are now engaged in the manufacture of this class of engines, and they are all running full capacity. The New Way and the W. S. Olds companies have just completed extensive additions to their factories, and the Bates & Edmonds Co. will more than double its output next year. The latter concern now employs about 250 men.

Both of the big automobile plants are working extra hours and doing an immense business. The Reo declared another 5 per cent. dividend last week, making 85 per cent. for the year, despite the large amount of money expended by the company during the past three months in the construction of two large additions to the factory.

The National Supply Co., which has been placed on its feet again after its failure of last summer, has resumed business with every prospect of success. The co-operative features of the company have been largely abandoned. It is announced that later, under the name of the Consumers' Supply Co., the company will re-engage in the mail order business. The company conducts a large department store.

Fay G. Dunning, manager of the Michigan Implement & Transfer Co., is closing out his business, and it is understood will become under sheriff of Ingham county if the Republican candidate is elected.

Grading of the line, will not be started until spring, but Mr. Thick asserts cars will be running over the line by next fall. A contract with the Saginaw Valley Traction Co., which makes it possible for his cars to enter Saginaw on its tracks, has been made by Mr. Thick. Efforts will be made to use the lines of the M. U. R. for entrance into this city.

Geo. A. Toolan.

C. B. Lamb, of Cleveland, representing a Toledo clothing house, was in Pigeon last week. It is claimed that Lamb's wool is the finest, and this explains why C. B. has the best goods on the market. He still calls himself a Lamb, but the facts are he has passed the age and is now an old sheep, and a male at that.

The Wagemaker Furniture Co., Ltd., which manufactures office supplies and filing cases on Market street, has changed its name to the Wagemaker Co., Ltd.

**Recent Trade Changes in the Hoosier State.**

South Bend—Purkey & Platt have leased a building and will soon open a store in the same with a new stock of clothing.

Marion—W. P. Norton has sold his stock of groceries to his brother Charles and will accept a position with the Golden Rio coffee firm.

Bristol—Thornton Bros., of Elkhart, have purchased the furniture and undertaking business of W. M. Sullivan here and will place H. E. Wise, also of Elkhart, in charge of the business.

South Bend—Cleis & Co. have purchased the jewelry stock of Joseph de Lorenzi.

Elkhart—W. E. Thomas, who has been identified with the Buescher Band Instrument Co., which has conducted a manufacturing business for several years past, has purchased an interest in the DeMussey stock of groceries at 121 North Main street and the business will be continued at 125 North Main street in the future.

Elkhart—H. A. Knevels has opened a new store with a line of bicycles, sewing machines and typewriters, and also has an agency for automobiles and launches.

Goshen—A. Kaatz has recently purchased a stock of clothing in Chicago and will soon open a new store.

Indianapolis—A. C. Barley & Co., retail dry goods dealers of Marion, have opened a new store here in the building formerly occupied by J. A. Chambers & Co. As soon as the present stock is disposed of Mr. Barley proposes to put in an entirely new stock of goods.

Pendleton—C. E. Franklin, formerly a druggist here, but recently engaged as a traveling salesman, has purchased a drug stock at Bedford and will move his family to that place.

Fairmount—Lewis Hockett has sold his stock of racket goods to a Mr. Wesner, who has taken possession.

Chalmers—Bossung & Shortz, who conducted a meat market here, have dissolved partnership, Mr. Bossung selling his interest to Mr. Shortz, who will continue the same with his son.

Conroe—W. H. Watkins, formerly engaged in blacksmithing here, has sold his shop and will embark in the confectionery business.

Marion—John Nesmith has sold his interest in the cigar business to E. C. Howland.

Fort Wayne—Geo. Hiser has established a grocery store here.

Goshen—D. & S. Dembufsky will enlarge their dry goods and boot and shoe store, building an addition on the back and putting in a modern front.

Michigan City—A new confectionery store will be opened here by the Michigan Candy Co., of South Bend. H. A. Wilbur will assume local management.

Waterloo—Frank W. McIntarfer has purchased the stock of boots and shoes, clothing and dry goods of J. C. Boyer & Co. Mr. McIntarfer was a member of the firm of J. C. Boyer & Co.

Cadiz—The general stock of Chadwick Bros., who recently failed in business, has been sold by the assignee to S. C. Curtis' Sons & Co., of Lafayette, who will ship the goods away.

**Recent Business Changes in the Buckeye State.**

Mansfield—The new clothing store of the Albrecht-Lapham Co. has been formally opened and is ready for business.

Canton—A new optical store has been opened here under the management of R. N. Stafford, of Youngstown, the business to be conducted under the style of the Stafford Opticians.

Lorain—H. R. Freeman, who has conducted a house furnishing business under the name of the Home Outfitting Co. here for several years, has opened a branch store at Elyria.

Bryan—L. K. Stevenson, who has been engaged in the drug business here for the past year, has sold his stock to three local druggists and will close his store Nov. 15.

Mansfield—Trustee Gifford has sold the stock of groceries of Paessler, Piper & Co. to Baughman & Kipp, who will reopen the store at the same location.

Wilmington—Asa Weller has purchased the stock of groceries of James Conklin and will continue the business.

Edward Frick (Judson Grocer Co.) surprised his friends and associates by taking a four days' vacation last week. If the reputation of the Tradesman for veracity was not exceptionally good this statement would probably be questioned by a great many people, because it has come to be generally understood that Mr. Frick is like Tennyson's brook in that he goes on forever without rest or recreation.

**BUSINESS CHANCES.**

For Sale—Newspaper plant in thrifty Michigan town in good fruit and farming region. Will sell on easy terms, owing to ill health of editor. Growing subscription list and good line of job work. Address No. 318, care Michigan Tradesman. 318

For Sale—One of the finest grocery stores in Michigan, located in town of 2,300. Doing cash business of \$15,000 per year. Will invoice \$2,000. Address No. 321, care Michigan Tradesman. 321

Wanted—Stock of groceries or general merchandise, with or without building, in exchange for good improved farm in Iowa, Illinois or Minnesota. Address No. 320, care Tradesman. 320

For Rent—After January 1st, room 44x100 with basement 24x100, furnished with shelving and counters suitable for dry goods, clothing, shoes, hats, millinery, etc., also grocery room 20x80 with basement 40x100, steam heated, electric lighted. Will rent rooms separate or together. Located in one of the best business towns in the State of Washington. Address M. E. & E. T. Hay, Wilbur, Wash. 319

For Sale—Toledo scale, grocers' No. 50, cheap. Address No. 317, care Michigan Tradesman. 317

Drug store for sale in South Milford, Lagrange Co., Ind. Will invoice about \$350. At a bargain. Population 400. Address L. E. Krueger, Kendallville, Ind. 315

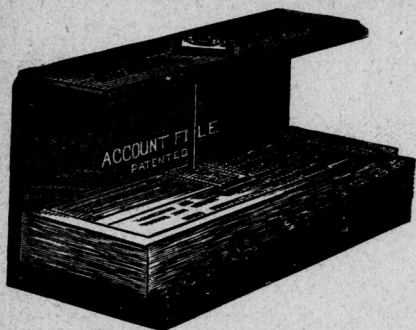
For Sale—Stock of hardware, implements, buggies, etc., in best town of its size in Northern Indiana. Will invoice about \$3,500 or \$4,000. Good reason for selling. Address No. 316, care Michigan Tradesman. 316

Sole agents wanted everywhere, for a celebrated California mineral water. Big profits. California Chemical Co., Watsonville, Cal. 323

Wanted—A salesman to carry our line of men's work shirts in Michigan, on a strictly commission basis. Must have established trade and furnish references. Address P. M. C., care Michigan Tradesman. 322

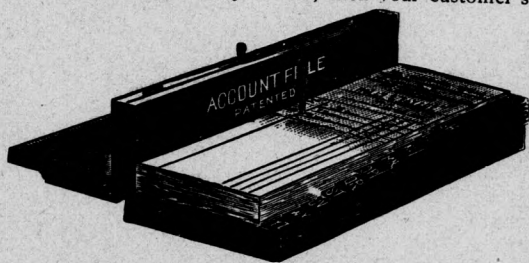


# Simple Account File

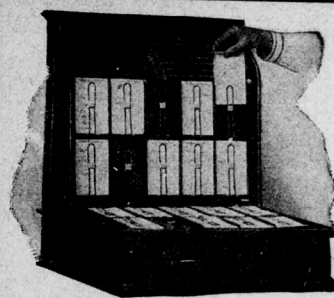


A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping 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 Open Door Policy!

You are doubtless in FAVOR of the OPEN DOOR. We DON'T mean the open door in CHINA, but the DOOR which lets your CUSTOMERS in and the GOODS OUT.

THE McCASKEY SYSTEM keeps the DOOR WIDE OPEN for **both** and PULLS in the MONEY.

As a COLLECTOR, the McCASKEY SYSTEM is a SUCCESS and NOT an EXPERIMENT.

Your SUCCESS depends on getting the MONEY.

To get the MONEY, you MUST be in **close touch** with your CUSTOMERS and keep your ACCOUNTS in such shape that there will be no chance for ERROR or DISPUTE.

If you are in business to MAKE money, don't delay investigating the McCASKEY ONE WRITING SYSTEM.

Our FREE catalog explains—drop us a postal.

**THE McCASKEY REGISTER CO.**

Alliance, Ohio

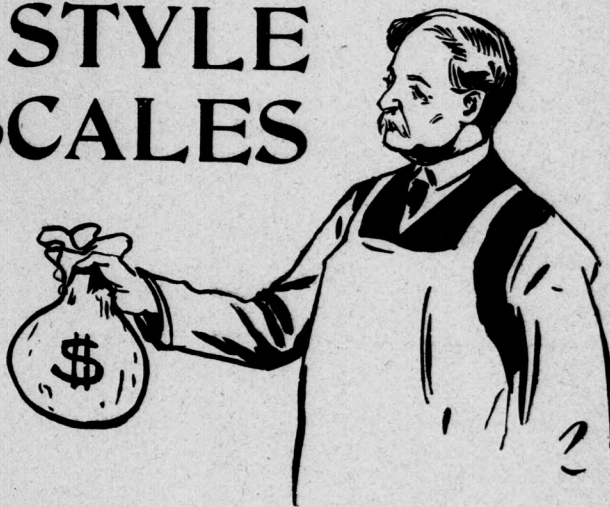
Mfrs. of the Famous Multiplex Duplicating Carbon Back Counter Pads, also the various styles of Single Carbon Pads.

J. A. Plank, State Agent for Michigan, Tradesman Bldg., Grand Rapids  
Agencies in all Principal Cities.

# USERS OF OLD STYLE SCALES



are paying every day for a loss in time and goods that would ALMOST PAY THEIR RENT if stopped!



## MONEYWEIGHT Scales

will STOP THE LOSS and pay for themselves in one year by saving the waste which your old style scales are losing every day for you.

**195,000 MONEYWEIGHT Scales** ARE IN USE in the 250,000 Grocery Stores and Meat Markets of the United States—sufficient proof that they are a good investment.

**TWO CENTS** FOR A STAMP to mail us this Coupon is all it will cost you to **investigate** the best paying proposition for Butchers and Grocers on the market today. **Don't Wait—Send in this Coupon To-day!**



**Moneyweight Scale Co.**

Distributors of HONEST Scales GUARANTEED Commercially Correct

58 State St. = = = CHICAGO

Date.....  
Moneyweight Scale Co., 58 State St., Chicago.  
Next time one of your men is around this way I would be glad to have your scale explained to me.  
This does not place me under obligation to purchase.  
NAME.....  
STREET and No. ....  
TOWN..... STATE.....



# Don't Put It Off! Send It Now!

We refer to that order of yours for your holiday line. Remember there're only FIVE weeks to Christmas and it's really necessary that you should attend to it at once. Maybe you have bought but would like a few things to fill in. We can serve you. Our lines are still complete and shipments can be made promptly. If you haven't our catalog, ask for it. We mail it free to merchants only. **DO IT TODAY.**



## Cuff and Collar Boxes

Page 5 of holiday catalog

**\$2.25 to \$18**  
dozen

## Shaving Cases

Page 3  
Catalog 189

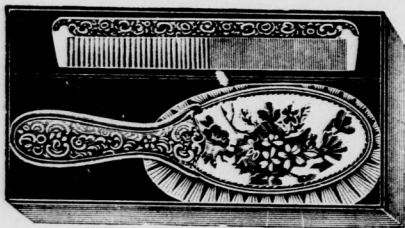
**\$6 to \$42**  
per dozen



## Smokers' Stands and Novelties

Pages 11, 13, 14 Catalog 189

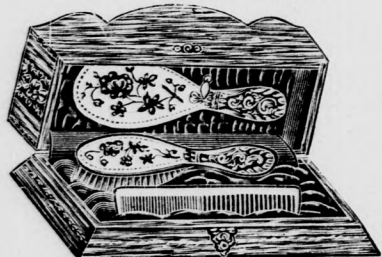
**\$2 to \$18** per dozen



## Fancy Toilet Sets

French Stag, Metal Backs, Decorated Porcelain, Ebony, Ebonoid, etc. Pages 19 to 24 catalog 189.

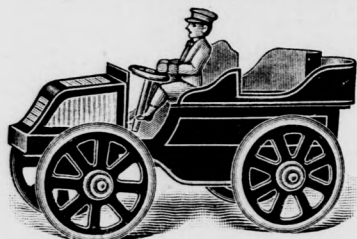
**\$12 to \$45** per dozen



## Fancy Toilet Cases—40 Different Styles

Pages 1 to 3 Catalog No. 189

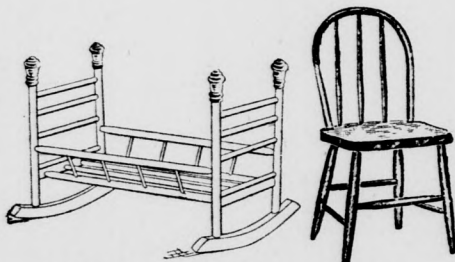
**\$4.50 to \$33** per doz.



## Famous Hill Climbing Friction Toys

A complete line shown on page 86 of catalog No. 189

**\$4.25, \$8.50, \$33** per dozen



## Dolls' Cradles, a Splendid Line

From 90c to \$8 per dozen

## Dolls' Beds, Wood and Metal

From \$2.10 to \$12 per dozen

## Children's Chairs, 26 Styles and Sizes

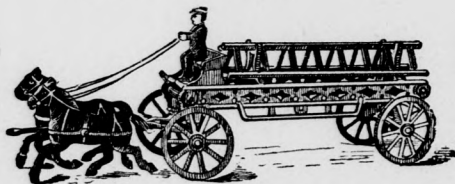
From \$2 to \$12 per dozen



## Headquarters for Dolls

Every kind and style are represented in our mammoth stock. Pages 98 to 104 Catalog No. 189.

**65c** per gross to **\$12** per dozen



## Our Line of Iron Toys

embraces the most popular sellers in this increasingly popular line of toys.

Pages 110 to 116 Catalog No. 189.

**80c** per gross to **\$18** per dozen



## Cups and Saucers—A Big Bargain Line

35c to \$6 per dozen

China Cracker Jars, \$2 to \$21 per dozen



## Children's Toy Tea Sets

A fine line shown on page 173 of Catalog No. 189—20 styles.

**75c** to **\$27** per dozen



## China Salad or Berry Sets

55c to \$2.25 per set

## Decorated China Salads

**\$2 to \$18** per dozen



## China Three Piece Sets

**\$3.90 to \$18** per dozen

## Four Piece Table Sets

**\$6 to \$12** per dozen



## Fancy Decorated China Plates

Pages 153 to 156 Catalog No. 189.  
Bread and Butter Plates, Fruit, Cake and Chop Plates.

**75c** to **\$21** per dozen

We Make  
**NO CHARGE**  
For Package and Cartage

## 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.

We Make  
**NO CHARGE**  
For Package and Cartage