

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

\$1 PER YEAR

Volume XII.

GRAND RAPIDS, WEDNESDAY, AUGUST 28, 1895.

Number 623

Take This Address

If you need Peaches, Pears, Plums, Apples, in fact, anything in the line of Fruits and Produce, correspond with us. We are a mail order fruit and produce house and can save you money. See quotations on Produce Page.

HENRY J. VINKEMULDER, GRAND RAPIDS, MICH.

We have both Long Distance and Grounded Wire Telephones.

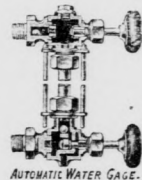
Chocolates.... and Bon Bons

An endless variety of the toothsome dainties to be found at the manufacturers.

A. E. BROOKS & CO.

5 and 7 S. Ionia St., GRAND RAPIDS

In large or small package — quarters, halves, pounds or five pound boxes. Just the thing for Summer Resorts and fine trade generally.



— THE — PENBERTHY SPECIALTIES.

FOR THE BOILER AND ENGINE ARE THE ENGINEERS' FAVORITES. 85,000 PENBERTHY AUTOMATIC INJECTORS IN USE, giving perfect satisfaction under all conditions. Our Jet Pumps, Water Gages and Oil Cups are Unequaled. SEND FOR CATALOGUE. PENBERTHY INJECTOR CO. DETROIT, MICH. BRANCH FACTORY AT WINDSOR, ONT.

"Signal Five"

A FINE HAVANA FILLER CIGAR FOR 5 CENTS.

ED. W. RUHE, Maker, Chicago.

F. E. BUSHMAN, Agent
523 John St.,
KALAMAZOO, Mich.

SOMETHING NEW

East India Pickles!

A DELICIOUS
RELISH.....

THE
FINEST GOODS
of the kind
ever offered
in this country.

Great Seller

Good Profit

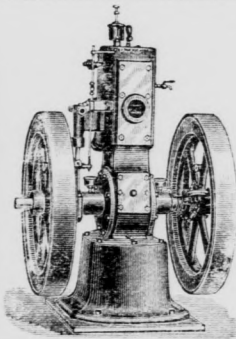
Put up in handsome, wide
neck bottles with glass
stoppers.

FOR SALE BY

**The Ball-
Barnhart-Putman
Company**

GRAND RAPIDS, Mich.

And all first class jobbers
throughout the
United States.



NO BOILER ENGINEER FIRE Economical, Noiseless Absolutely Safe!

The Sintz Gas Engine

Occupies less space and weighs less per horse power than any other power made.

Sintz Gas Engine Co., 242-244-246 Canal St., Grand Rapids

Manufacturers of Marine Engines and Launches. Send for Catalogue.

Chas. A. Morrill & Co.

Importers and

Jobbers of

TEAS

21 Lake St., CHICAGO, ILL.

LEMON & WHEELER CO.

**Wholesale
.....Grocers.....**

GRAND RAPIDS

CHRISTENSON BAKING CO. MANUFACTURER OF
Crackers
AND FULL LINE OF
Sweet Goods

252 and 254 CANAL ST., GRAND RAPIDS

M. R. ALDEN

M. R. ALDEN & CO.

E. E. ALDEN

STRICTLY FRESH EGGS,
Choice Creamery and Dairy Butter **Wholesale Produce**
A SPECIALTY

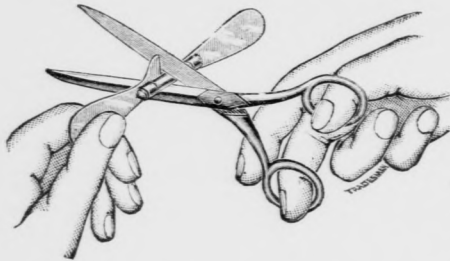
Northern Trade supplied at Lowest Market Prices. We buy on track at point of shipment, or receive on consignment. PHONE 1300.

93 and 95 South Division Street,

GRAND RAPIDS, MICH.

— CORBIN'S —

Lightning Scissors Sharpener



IT'S A DAISY
SOMETHING NEW
QUICK SELLER
EVERY LADY wants one
LASTS A LIFETIME

The only perfect Sharpener made. Will sharpen any pair of shears or scissors in ten seconds. Made of the finest tempered steel, handsomely finished and nickel plated

SELLS AT SIGHT Because every lady can see at a glance the practical benefit she will derive from this addition to her work basket. Her scissors will always have a keen edge. Satisfaction guaranteed or money refunded.

Put up one dozen on handsome 8 x 12 Easel Card. Per Dozen, \$1.50.

FOR SALE AT WHOLESALE BY

I. M. CLARK GROCERY Co.
MUSSELMAN GROCER Co.
LEMON & WHEELER Co.
BALL-BARNHART-PUTMAN Co.

HAZELTINE & PERKINS DRUG Co.
A. E. BROOKS & Co.
PUTNAM CANDY Co.
WURZBURG JEWELRY Co.

OR BY THE MANUFACTURER,

W. T. LAMOREAUX,
GRAND RAPIDS, MICH.

We Want Every Retailer to
Share the Profits of

KOFFA=AID

It retails at 12c per package, equal to one pound of ground coffee. Refer to price current in this issue under the head of Coffee for Price Thereon. If your jobber cannot supply it, drop us a postal, and we will see that you get it. Each case contains samples colored Banner Plaque and advertising matter.

The Koffa=Aid Co., = = = Detroit.

J. T. MURPHY, Manufacturer

OFFICE AND STORE..... **FIXTURES, SPECIAL AND FURNITURE**
ORDER.....

99 N. Ionia Street, Grand Rapids

TELEPHONE 738.



**Grand Rapids
...Brush Co.**

MANUFACTURERS OF

BRUSHES

Our Goods are sold by all Michigan Jobbing Houses.

GRAND RAPIDS, MICH.

Focused !!



**ON A
GOOD
THING**



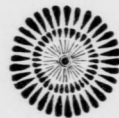
The Characteristics of our Products are

Purity, Quality and Net Weight.

PUTNAM CANDY CO., Grand Rapids.

GOOD FLOUR Increases YOUR TRADE.

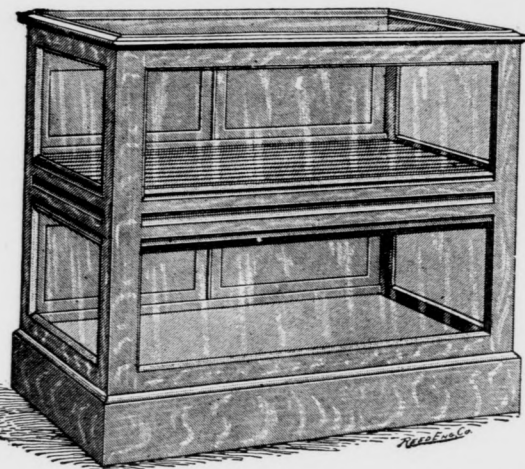
The uniform excellence and established reputation of our brands of flour and cereal specialties makes them quick sellers, satisfies and pleases your customers, and holds trade for you.



Prices low.
Low freight rates.
Quick shipments. Write us.

The Walsh-De Roo Milling Co.

HOLLAND, MICH.



NEW CIGAR SHOW CASE.

**Heyman
Company**

WRITE FOR PRICES
ON ANY SHOWCASE
NEEDED.

55, 57, 59, 61
Canal St.

GRAND RAPIDS

Buy Phillips'
Show = Cases

Silent Salesman
TRADE MARK

SHOW CASES, STORE FIXTURES, Etc.

J. PHILLIPS & CO., Detroit, Mich.

ESTABLISHED 1864.

MICHIGAN TRADESMAN

Volume XII.

GRAND RAPIDS, WEDNESDAY, AUGUST 28, 1895.

Number 623

Commercial Credit Co., Limited.

Reports on individuals for the retail trade, house renters and professional men. Also Local Agents Furn. Com. Agency Co.'s "Red Book." Collections handled for members. Phones 166-1030
65 MONROE ST., GRAND RAPIDS.

WAYNE COUNTY SAVINGS BANK, Detroit, Mich.

\$500,000 TO INVEST IN BONDS issued by cities, counties, towns and school districts of Mich. Officers of these municipalities about to issue bonds will find it to their advantage to apply to this Bank. Blank bonds and blanks for proceedings supplied without charge. Communications and enquiries have prompt attention. Bank pays 4 p.c. on deposits, compounded semi-annually. S. D. Elwood, Treas.

Michigan Fire and Marine INSURANCE CO.

Organized 1881 Detroit, Mich.

THE
Grand Rapids FIRE INS. CO.
Prompt, Conservative, Safe.
J. W. CHAMPLIN, Pres. W. FRED MCBAIN, Sec.

Country Merchants

Can save exchange by keeping their Bank accounts in Grand Rapids, as Grand Rapids checks are par in all markets. The

State Bank of Michigan

Offers exceptional facilities to its customers, and is prepared to extend any favors consistent with sound banking.

DANIEL MCCOY, President.
CHAS. F. PIKE, Cashier.

The Michigan Trust Co. Grand Rapids, Mich.

Makes a specialty of acting as
EXECUTOR OF WILLS
ADMINISTRATOR OF ESTATES
GUARDIAN OF MINORS AND
INCOMPETENT PERSONS
TRUSTEE OR AGENT

In the management of any business which may be entrusted to it.
Any information desired will be cheerfully furnished.

LEWIS H. WITHEY, President.
ANTON G. HODENPYL, Secretary.

ARLOW
ROTHERS
LOOK
INDERS
LANK
OOKS
5 AND 7 PEARL STREET.

The Tradesman's advertisers receive sure and profitable results.

THE HOPE OF THE WORLD.

The reign of the Plantagenet family in England was a negative blessing. In the fight for supremacy between the king and the barons, everything else was forgotten, and whatever progress was made in civil life in any direction was wrested from the king on the one side or from the nobles on the other; and when the reign was over, every advantage, from the Magna Charta down, was a proof of the fact that the uses of adversity are sweet.

Among other evils which existed then was the deplorable condition of the finances of the country. Dishonesty was the watchword of the hour. Fraud only flourished and integrity and uprightness were unknown. Trade, if not paralyzed, languished, and the money that represented it was as untrustworthy as the worthless commodities it was made faithfully to represent. In the midst of the confusion which this financial corruption created a coin of gold found its way across the channel into England, and on account of its purity was eagerly sought after and made the English standard of pure money. Retaining the name of the Eastphalian traders who coined it, known then in England as Easterlings, the money was called sterling; and a word was incorporated into English speech which, from most of its users, conceals the fact that it was the trader of the twelfth century who rescued the English speaking race from financial anarchy, and who showed himself to be then what he is to-day, the hope of the world.

No one thinks—certainly no one believes—that no progress has been made since sterling became an English word; but that there is a painful similarity between the conditions of things then and now is undeniably true. The humanity of the twentieth century is as eager as that of the twelfth to get something for nothing. As earnestly as they of the olden time, do we bend our energies to getting gain, with ways and means quite as unscrupulous as theirs. They cheated in weight, and so do we. Yardsticks shrank then as ours do. They bragged, as we do, of goods "all wool and a yard wide" and flooded the market with an equivalent for shoddy, exactly as we do to-day. Cheating and sham were living then and as royally entertained as they are now. Theft and robbery were almost as common as they are to-day, and the eagerness with which they in the days of John of Gaunt discussed the money of the Easterlings has its counterpart in the modern agitation of currency and coin.

With this similarity admitted the remedy for existing evils is not hard to find. Now, as then, difficult as the task may be, the trader is the one to do it. The same hands that struck the standard of the English pound are called for now to restore the bushel of our grandfathers. The varying weight and the uncertain measure are waiting for his seal. His voice is needed to expose the cheat, to confound error, to right the wrong—in a word, to prove himself in the twentieth century as he did in the twelfth, the hope of the world.

THE BALANCE OF TRADE.

There can be no question but that many elements go to make up the balance of trade other than the relative proportion of imports to exports, hence the Treasury statistics of such matters should not be accepted as the sole guide in determining whether or not the country has a favorable or unfavorable balance to reckon with. Nevertheless, the statistics of imports and exports are prima facie evidences and should be carefully weighed.

The Treasury statistics of imports and exports for the first seven months of the present year are now available and it must be confessed that the figures are not reassuring. The tendency of imports to exceed exports which has been apparent for the past few years is even more pronounced this year, as the total of imports for the seven months exceeds, by a very considerable amount, the exports during the same period. The exports show a considerable decrease this year, while, on the other hand, imports have materially increased.

For the seven months of the calendar year ending with July the exports are valued at \$443,465,860, which represents a decrease of nearly \$13,400,000 as compared with the corresponding period of 1894. The imports were valued at \$495,069,683, which represents an increase of over \$67,300,000 as compared with seven months of 1894. For the seven months ending with July the imports exceeded the exports in value by \$21,603,823, whereas during the seven months ending with July, 1894, the exports exceeded the imports by \$59,182,700.

With such an excess of imports over exports it is not astonishing that there should have been exports of gold, but it is a remarkable fact that the gold exports in 1895, although greatly exceeding the imports of the precious metal, fell far short of the exports of last season, although during 1894 the exports of merchandise exceeded the imports. This comparatively better showing as respects gold shipments is, without doubt, in a large measure due to the workings of the bond syndicate. Had the syndicate not interposed between the Treasury and exporters there is little reason to believe that the shipments of the precious metal would have fallen any short of last season.

The tendency of exports to diminish in proportion to imports is not an encouraging sign, and it is to be hoped that the remaining months of the year will develop a change, which is possible, as the crops all promise to be large.

PERNICIOUS LEGISLATION.

It is unlawful to engage in any foreign country any foreign citizen or subject to labor or render service in the United States. This law has been construed to apply to clergymen, teachers, artists and musicians, as well as mechanics and laborers, and, if such persons are engaged and brought to this country, they will not be allowed to land.

The interpretation placed on this law would seem to be that no person skilled

in learning, science, the fine and useful arts, is to be permitted to come here from foreign countries, and only loafers and beggars who positively will not work are wanted. This act has just been put in force at New Orleans against a young Englishman, named Schrieber, who was sent over here by parties in Liverpool to sample cotton for their agents, who are stationed in San Antonio, Tex. The United States immigration commissioners sat upon his case and decided that he must be sent back.

This law, which was enacted at the demand of the trade unions, was evidently intended to exclude the immigration of men who would compete with their membership in their several lines; but it has been construed to apply to persons who can render any sort of service, with the view of keeping them all out of the country. It is, however, utterly powerless to keep out competing labor of any sort, and it only operates to vex and annoy a few respectable persons, while hordes of criminals, paupers, worthless persons, provided they have their passage paid and a little show of money to live on, come at their will; while there is no restraint on any sort of workmen, provided they have not been formally engaged to work here. A little jugglery is all that is needed to secure their admission into the country, and they can be set to work without any open violation of the law, which only catches honest men who have been engaged abroad and are willing to avow the truth.

Under the decision of immigration commissioners, respectable men have frequently been excluded from the country, while pirates, brigands and desperadoes are admitted without question, because there is no law to prevent them, unless they will avow their criminal character, or the testimony is at hand to prove it. That is about all that is accomplished by such invidious exclusion.

A FAVORABLE AUGUST.

The unusual activity during July makes the usual August dullness more apparent; but, in reality, the month has been unusually active in some lines and the outlook is favorable for fall trade. Wheat has declined 3@4c. Exports have been about one-half those of the corresponding month last year. The fact of the decline indicates that lack of buyers abroad has more influence on the market than the reported holding of the crop by the Western producers. Corn has declined 4½c, while the tendency of pork and lard is upward. Cotton has advanced a little and the demand for manufactured goods has been correspondingly strengthened; yet the price of prints is slightly weakened. The price of wool is kept up stiffly and sales have been small. Foreign competition in manufactured goods is causing uneasiness. The iron situation continues very encouraging, although new orders are not numerous. Bessemer has advanced 50c and there is an advance in barbed wire; but other prices are unchanged.

It recognizes no competition--Signal 5.

Shoes and Leather

A NOBLE LIFE.

Autobiography of the Late A. C. McGraw.

I was born barefooted near the highlands of the Hudson, on the farm my mother and all her children were born on, September 26, 1809, and remained barefooted nearly half the time, until I had learned to make my shoes. In those early years farmers took their hides to a near-by tannery and had them tanned on halves. Then the shoemaker, called Cat Whippers, came to the house and made up the family shoes for the winter. Then I entered the freshman class, taking my first lessons in strapping my own skates and helping the Cat Whipper until I was fifteen years old, when I entered the sophomore class in a small custom shop, in a village near by, named Walden, where I was a boy of all work—being the youngest boy, I must answer all calls—one of which was so frequent, particularly at night—going out for whiskey for the journeymen. I became so disgusted with their habits, it made of me a temperance man in all my after life. My father would never indenture any of his boys. The contract he made for me, I was to have twenty-five dollars a year for the first year and board; thirty the second, and thirty-five the third, but my boss closed up his business there and moved to New York, before my contract was ended. My father was acquainted with George Mecklem, the most reliable man in the shoe business in Newburgh. I was taken into his family as one of them, and his worthy wife always treated me with a motherly kindness I have always been thankful for, and her husband's shoe store and shop was the first opportunity I had to learn promptness in business.

Early in 1830 my father decided to sell the old farm and go to Michigan, if his three sons would all come with him, and we all voted yes and on the morning of May 18, 1830, our whole family were aboard of a sloop at the wharf in Newburgh, where George Mecklem was the last man to give us Godspeed, with advice to me to create no speculative debts. We arrived in Detroit May 29, via Hudson River, Erie Canal and Lake Erie. We remained in Detroit a few weeks, then a city of 2,222 inhabitants, mostly French inhabitants, and then my father bought a farm near Pontiac, a small village, where I went to work for a man from Vermont, who had just opened a small shop. He commenced work on heavy pegged work and I made the first I had ever seen made; up to that time pegged work had never been seen or worn in Newburgh. In one year I had saved one hundred dollars and with it I bought out the concern and run it until the first cases of Asiatic cholera in the United States broke out, July 5, 1832, in Detroit. I had previously engaged rooms for a shop and store in Detroit, and while the cholera was yet raging, I came here to stay and have staid pegging away for over sixty-one years of continuous business in this city. The first winter of 1833 and '34 employing only five or six men, in the spring of the latter year, 1834, I changed my store to a larger one and in a better location and increased my business in making up work, never at any time doing a custom made business to measure, which I found to have many objections. In a

few years, having a little trouble with the workmen, I went to New York, and laid in and have always dealt in Eastern made goods, in connection with our own make, which for many years was of the heaviest and best quality. The demand for heavy goods has become less as the country has become cleared up and attention has been turned to light, fine goods for men and women.

Have been a housekeeper sixty years. Have always lived from a half to three-quarters of a mile from the store. Have always taken three meals a day at home. Have no recollection of ever eating a meal in Detroit at any hotel, or restaurant. Up to the time of running street cars, have always, when in the city, walked two times a day each way for thirty years and at least half the time since. When in Boston and New York doing business, I, as a rule, retired to

thoroughly knowing his own country. An ardent lover of nature and an enthusiastic fisherman. He was known and loved by the guides in the Adirondacks, the skippers at Nantucket and the punters in Florida and his own fishing club on the Lake St. Clair flats. Although in his 85th year, he made his usual trip to Nantucket last summer and it never blew so hard but what he was ready and eager to go after blue fish if Capt. Adams would venture out.

I have made no changes in the foregoing manuscript. The story is one truly eloquent in its simplicity. The dead man was a hater of shams and empty pretensions and his long life was as the page of an open book.

There is one instance where it is not wise to add rapidly, and that is to the items of your expense account.

MEN OF MARK.

Wm. A. McGraw, of W. A. McGraw & Co., Detroit.

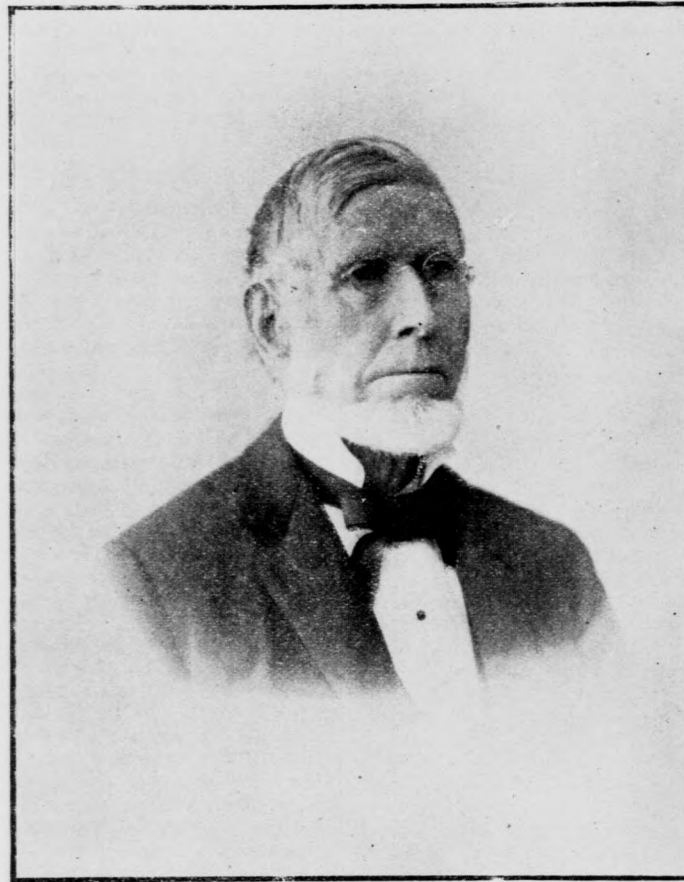
If there is any truth in the moral of the old Latin fable, that youth is instructed in no better way than by example, then the statement of Mr. McGraw, that "there is little to say regarding my early life, or present one for that matter, of interest to the average merchant," has little foundation to rest upon. Indeed, to the Tradesman, the splendid story of his prosperous life leads promptly to other conclusions, and not only to the average country merchant is this life story of the greatest concern, but to the whole world of trade as well.

The time has come in America when something besides "getting ready" and "beginning" should be looked for. If not monotonous and not exactly stale, it is not, at least, unusual for remarkable success to point with pride—and justly so—to the unpretending cabin where its humble life began.

The grandest fortune of modern times started with an oil well. The first genuinely American President began his life as a railsplitter. A little one-story house in Ohio furnished the greatest general which the continent has seen; but the time has gone by in this country for going into ecstasy over an oil well, a \$50 cabin or a chestnut rail. With these preliminaries done, and well done, it is the next step that is of interest, not only to the average country merchant, but everywhere; and on that account the Tradesman reads, with the usual joy of a paper in securing something new, "I never left home at 12 years of age and worked three years for my board and clothes, with a dollar a year for spending money." The foundation of a genuine mercantile life had already been laid by the father, and every stone of that foundation had been placed solidly on bedrock by the sturdy builder.

When, on January 12, 1857, the boy, whose name stands at the head of this article, was placed in the father's arms, a resolve was made, that all that abundant means and worthiness of purpose could accomplish should be done to make—not a professional man, but a broad-gauged, well-educated merchant, to rest upon the foundation the father had then begun to lay with so much care.

It was training indeed. The best in the line of instruction was not thought too good; and when the educational advantages of the New World were exhausted, the doors of learning in the Old World swung open and let him in. Germany enrolled him as a student, until the difficult speech of the Teuton was as familiar as his mother tongue. With this preparation for a groundwork, Mr. McGraw returned to America and began his life work, entering the employ of the old-established shoe house of A. C. McGraw & Co., which had been founded and was still managed by his father. The house was then located at the corner of Woodward avenue and Larned street, where Swan's restaurant now stands. While engaged in mastering the rudiments of the business, Mr. McGraw conceived a strong liking for the rubber department and he determined to know the business "from the cellar up," and, with a zeal worthy of his Scotch ancestry, he bent to the task he had set himself. Choosing the work because he loved it, the enthusiast began with the gum. He made it a study. He familiarized himself with the facts concerning it from the time it is taken



THE LATE A. C. MCGRAW.

my room before 10 p. m., very seldom ever going to a theater, or other place of amusement, or very seldom away from my own home after tea at night.

Now, I think I hear you say, he has got in a rut and cannot get out of it, but not so by any means.

NOTE BY HIS SON, W. A. MCGRAW.

At this point Mr. McGraw stopped writing, expecting to finish next day, but was taken sick and never recovered.

As he says, he never got into a rut. His firm was always in the lead, doing the largest business in boots and shoes in Detroit or Michigan. He was a man of extensive reading, unusually well informed upon all subjects. A great traveler, having, at different times, visited all parts of Europe. From the North where the sun never sets, to the Mediterranean in the South, also

Model Hotel at Grand Marais.

Grand Marais, Aug. 26—As a matter of simple justice I would like to call the attention of traveling men to the accommodations offered by the New Wabash Hotel. Landlord Cummings and his estimable wife are ever on the alert to please the traveling public, and extend a cordial invitation to traveling men to bring their wives with them and see the coming city of Grand Marais.

The Wabash Hotel is now a three-story building furnished throughout with new furniture. The rooms are large and well ventilated, nicely decorated and carpeted. There is a double-deck veranda on three sides of the building, making a pleasant promenade and a place where everyone feels at home. The house is also furnished with fire escapes. There is no better place in Michigan for a traveling man to take his family for an outing than Grand Marais.

Have you tried it—Signal Five?

from the tree in South America, together with the methods of obtaining it, until it is manufactured into boots and shoes. The fact is, his determination "to know all about it" has made him an expert in whatever pertains to rubber. He is, without doubt, the best posted man in his line of business to be found; and they who know what they are talking about concede that Mr. McGraw is a hustler on general principles and a King in the rubber business, with a capital K.

Noting his partiality for the rubber business, his partners naturally insisted that he take entire charge of that department, which became, under his energetic management, the banner department of the establishment. His familiarity with the business and his intimate knowledge of details caused him to be consulted by the manufacturers on matters of moment to the trade, such as the probable selling quality of new patterns and the prices which new styles would bear. No one connected with the trade enjoys the confidence of the manufacturers to a greater extent than Mr. McGraw.

Devotion to duty soon rewarded Mr. McGraw with a partnership interest in the business, which will be continued until Sept. 1, when the old firm of A. C. McGraw & Co. will be dissolved by mutual consent, W. A. McGraw taking the rubber portion of the business, which he will continue at 80, 82 and 84 Jefferson avenue under the style of W. A. McGraw & Co., handling the product of the Boston Rubber Shoe Co., having already employed an office and traveling force for that purpose.

At intervals during his busy, business career Mr. McGraw has taken time to



W. A. MCGRAW.

see more of the world and its people than can be viewed from the narrow confines of a counting room. The German songs the boy had learned in the schools of Berlin had a deeper meaning as the man of business hummed them on his journey down the castle-guarded Rhine. He learned by experience the pleasures and dangers of Alpine travel. His own eyes saw the magnificence of the Austrian capital, looked at the wonders which Italy had been gathering for centuries, rode along the Champs Elysee (by far the finest avenue in the world), and ransacked the British Isles to learn something of the home of his Scotch ancestors. Nor was this foreign travel to take the place of journeying at home. He has learned its geography by seeing it from the woods of Maine to Cuba and the Gulf, over the Rockies to the Golden Gate. Across the Pacific sea, twice traversed, Mr. McGraw journeyed and, with an interest not common, he made himself familiar with Japan her people and her history, and is one of the best posted men on Japan her history, her resources and her future an authority, in fact, on whatever pertains to the Flowery Kingdom. In fact, what study and intelligent travel can do to widen a man's world has been made the most of in this instance.

None knows better than Mr. McGraw that the structure he is building on such a firm foundation is by no means completed. To him it may seem a private matter how he builds, and that what is added, day by day, can be of no concern to the average country merchant; but it is a matter of the greatest moment, not only to the storekeeper in the city and in town, but to the boys and young men behind the counter through-

Owing to the Great Advance in Leather,
Boots and Shoes are necessarily much advanced in price.

REEDER BROS. SHOE CO.



Have a great many things purchased before the advance that they are still selling at old prices, and balance of the line at not one-half of the advance of the cost to manufacture the goods to-day. It will pay you to examine our line of samples when our representative calls on you.

Reeder Bros. Shoe Co.

5 and 7 North Tonia St., Grand Rapids.

RINDGE, KALMBACH & CO.

12, 14 and 16 Pearl Street

Manufacturers and Jobbers of

Boots and Shoes

We make the best line of Medium Priced Goods in the market. You can improve your trade by handling our goods.

Agents for the

BOSTON RUBBER SHOE CO.'S GOODS



LINDEN NEEDLE TOE.

Candee Rubbers



Dealers, Please Take Notice = = = =

Prices advance 5 per cent. Oct. 1. Until that time our prices on Candees, 20 per cent. discount. Federals and Jerseys, 20 and 12 per cent. discount. Imperials, 20, 12 and 12 per cent. discount. A delay in placing orders will cost you money.

We have a full line of Felt Boots. We also carry the finest line of Lumbermen's Socks in Michigan.

STUDLEY & BARCLAY.

NO. 4 MONROE ST. Grand Rapids, Mich.

HEROLD - BERTSCH SHOE CO.

Manufacturers and Wholesale Dealers in

BOOTS, SHOES & RUBBERS

5 and 7 Pearl Street

GRAND RAPIDS, MICHIGAN

State Agents WALES-GOODYEAR RUBBERS

We carry in stock Regular, Opera, Piccadilly and Needle Toes.

We are prepared to furnish a Rubber of superiority in quality, style and fit.



out the length and breadth of the land, who, like their elders, sometimes tire of the "beginning" stories, worn threadbare by constant use, and they, like their elders, are watching with unabated interest a mercantile career begun where the other had ended. Their young hearts are throbbing with the thought that trade life needs only learning and the culture that travel gives to make it noble, and that if a life so favored can be found to prove the claim, they, too, will strive to acquire that learning and that culture as Lincoln did, with a torch for a candle, if need be; as Bayard Taylor did; and as hundreds of the old-time beginners did, provided only that this one instance which they are watching with so much interest now shall assure them that the race is worth the running and that it is just that effort and only that which will lift the trader to a higher level and enable him to stand unabashed in the presence of a king.

"Of no interest to the average country merchant?" We shall see. "A city set on a hill cannot be hid," and the citizens of that city may rest assured that their going out and their coming in is noted by the dwellers in the plains below, and that those plain dwellers are encouraged by the far-off example to follow closely in the footsteps of those who, even unconsciously, are leading the way.

The Grain Market.

Low and dull is the condition of the wheat market. Although everything points to strong markets, the contrary is the case. If not one thing, it is another to depress the price of wheat. Now it is the heavy gold shipments. It is claimed that Wall street is depressing the wheat market, so that it can be taken for shipment in the place of gold. Exports have, certainly, been below the normal and the receipts have been below, also. At this writing there is nothing in the near future to enhance prices very much. Later on, the crop shortage will show itself in better prices. Wheat receded 3c per bushel during the past week.

The visible showed another large decrease of 1,804,000 bushels against an increase of 810,000 the corresponding week last year, leaving the visible only 36,034,000 or 38,157,000 less than the same week one year ago. Who can account for the low prices?

There is nothing new in the corn market except that the outlook is as good as ever. Prices receded about 4c per bushel during the week.

Oats shared the fate of wheat and corn, while the crop is unpromising.

The receipts were normal on wheat, 41 cars; two cars of corn, which is below the average, and three cars of oats.

C. G. A. VOIGT.

A Universal Favorite in Canned Goods.

Every grocer should have in stock the French Red Kidney Beans, packed by the Illinois Canning Co., of Hoopston, Ill., as their fine quality and the extensive advertising done in their behalf in this market are creating a good demand for them, and the low price at which they are sold affords the grocer a good profit. Nearly all of the grocery jobbers in Michigan now have them in stock.

The Japanese government has sent a quantity of smoked and salted fish to this country to see if a market can be found here for such goods. Similar experiments are to be made with other food products.

It is the best—Signal Five.

Around the State.

Movements of Merchants.

Munising—Cox & Cox succeed W. F. Cox in general trade.

Owosso—Otis Gould has removed his drug stock to Oakley.

Battle Creek—O. V. Pratt has sold his grocery stock to Daniel W. Maynard.

Flint—The harness stock of H. N. Gay has been assigned to Henry H. Gay.

Climax—Lee & Riley succeed Pierce & Lee in the drug and grocery business.

Reading—Geo. W. Ocker has purchased the dry goods stock of Weller & Ellis.

St. James—The A. Booth Packing Co. has closed its fish business here for the season.

Muskegon—F. M. Averill has begun the manufacture of cigars at 229 Western avenue.

Traverse City—G. H. Colman has sold his fish and produce market to G. W. Coleman.

Nessen City—Sarah C. (Mrs. Wm.) Hogg has removed her grocery stock to Honor.

Cass City—J. S. McNair has purchased the planing mill business of L. A. DeWitt.

Holland—W. T. Hardy has removed his boot and shoe stock from Sparta to this place.

Negaunee—The dry goods stock of Henry H. Bregstone has been transferred to Alex. Heyn.

St. Louis—John R. Hughes has removed his jewelry, notion and bazaar stock to Waveland, Ind.

Hastings—Farrell & Cowan, clothiers, have dissolved. The business will be continued by J. C. Farrell.

Rea—L. F. & W. F. Overmyer, general dealers, have dissolved, W. F. Overmyer continuing the business.

Cadillac—The creditors of the insolvent John G. Mosser estate will shortly receive a dividend of 12½ per cent.

Battle Creek—L. W. Robinson & Son, dry goods dealers, have dissolved, L. W. Robinson continuing the business.

Newaygo—Thompson Bros. & Co. have purchased the stock of groceries of S. D. Thompson and will continue the business.

Iron Mountain—Rusky & Sackin, general dealers, have dissolved. Each will continue the general store business in his own name.

Thompson, Graves & Co., wholesale lumber dealers, have dissolved. The business will be continued by B. R. Thompson & Co.

Kent City—M. E. Cone has sold his stock of groceries and shoes to Albert N. Saur, who will continue the business at the same location.

Ironwood—Thomas & McCabe, dealers in drugs and stationery at this place and at Hurley, Wis., have discontinued their business at Hurley.

Allegan—A. W. Tripp, of Cedar Springs, has purchased Mrs. G. C. Adams' stock of stationery, books and fancy goods and will add lines of jewelry and drugs.

Mancelona—Theo. Scattergood has removed his jewelry stock to Mt. Pleasant. The field here will be occupied by J. A. Jackson, of Kalkaska, who will remove his stock to this place.

Hudson—Arch Seager, of Rome, has purchased the interest of Mr. Wiles in the cigar business of Burk & Wiles, and the business will be continued under the name of the Hudson Cigar Co.

Sidnaw—The attachments executed by Wells, Stone & Co., of Duluth and other wholesalers, on the general stock of Elmer Desvoigne, have been released. The trouble came about through a misunderstanding.

Alma—The business men of this place have raised \$10,000 for the purpose of purchasing the right of way through Alma for the Toledo, Ann Arbor & North Michigan Railway, which involves the erection of a union depot for the joint use of the D., L. & N. Railway.

Ironwood—Chas. H. Koenig & Co.'s clothing stock has been seized by E. D. Nelson, President of the First National Bank, by virtue of a chattel mortgage for \$4,000. The liabilities are stated to be about \$8,000, and the assets in the neighborhood of \$5,000.

Kalamazoo—H. B. Fisher and W. M. Thompson have formed a copartnership under the style of H. B. Fisher & Co. for the purpose of continuing the men's furnishing goods business at 107 West Main street, formerly conducted by H. F. Weimer. The new firm will add a line of hats and caps.

Allegan—O. R. Johnson will again embark in the mercantile business here. The interior of the store he formerly occupied is undergoing repairs and will be made ready for his occupancy. Geo. E. Rowe, who succeeded Chas. S. Ford in business at the same location, has removed the stock he did not dispose of to Hastings.

Traverse City—The Traverse City Lumber Co. has sent fifty vessel loads of lumber to Chicago thus far this season, and thirty more are ready to send. Over \$125,000 have been paid for timber and labor. The output of the company's two mills will be greater this season than ever before, 25,000,000 feet having been sawed in two months.

Florence—The peppermint crop in this vicinity will be almost a total failure, on account of the injury done by the frost last spring. Mr. Hall, one of the largest growers in this vicinity, succeeded in getting only 23 pounds of oil from 73 acres of old mint, when he should have had from 10 to 20 pounds to the acre. He has 300 acres of mint which will not yield enough oil to cover the expense of cutting.

Adrian—The appraisers of the Metcalf dry goods stock have awarded the owner \$40,433, the stock to be retained by the insurance companies, which have shipped it to the Western Salvage and Wrecking Co., of Chicago. The expenses of appraisal were about \$700, which will be borne equally by Mr. Metcalf and the insurance companies. H. C. Shattuck, who was appointed trustee, still holds the policies in trust. Mr. Metcalf was unable to state whether he would re-enter business, when asked this question, but intimated that he might.

The Dry Goods Market.

Cotton goods are still advancing. All best makes of prints are now jobbed at 5¼@5½, with a few brands still held at 5c.

Dress goods for fall are being shown at prices ranging from 7¼c@81.

Amoskeag staple gingham are now quoted by manufacturers at 5¼c; dress cambrics at 3½@4c.

All American prints, both wide and narrow goods, have advanced ¼c. Simpson's new Hazel brown prints are beautiful and are proving good sellers at the new price of 5½c.

Napped goods are also shown in qualities to sell at 10c and 12½c in Persian effects and stripes.

Travelers' Time Tables.

CHICAGO and West Michigan R'y

June 16, 1895

Going to Chicago. Lv. G'd Rapids 6:00am 1:25pm *6:30pm *11:30pm Ar. Chicago...12:05pm 6:50pm 6:00am 6:25am

Returning from Chicago. Lv. Chicago...7:20am 5:00pm *11:45pm Ar. G'd Rapids...12:40pm 10:40pm *6:30am

To and from Muskegon. Lv. G'd Rapids...6:00am 1:25pm 6:30pm Ar. G'd Rapids...11:30am 5:15pm 10:40pm

Traverse City, Charlevoix and Petoskey. Lv. G'd Rapids...8:00am 1:00pm 11:00pm Ar. Manistee...12:55pm

Traverse City...11:20pm 4:50pm 4:00am Ar. Charlevoix...8:50pm 6:30pm 6:30am Ar. Petoskey...8:20pm 6:55pm 7:00am

Trains arrive from north at 5:30a.m., 11:45a.m., 1:00p.m., *1:30p.m.

PARLOR AND SLEEPING CARS. Parlor Cars leave Grand Rapids 6:00a.m., 1:25 p.m.; leave Chicago 7:30a.m., 5:00p.m. Sleeping Cars leave Grand Rapids *11:30p.m.; leave Chicago *11:45p.m.

DETROIT, Lansing & Northern R'y

Oct. 28, 1894

Going to Detroit. Lv. Grand Rapids...7:00am 1:20pm 5:5pm Ar. Detroit...11:40am 5:30pm 10:10pm

Returning from Detroit. Lv. Detroit...7:40am 1:10pm 6:00pm Ar. Grand Rapids...12:40pm 5:20pm 1:45pm

Saginaw, Alma and St. Louis. Lv. G R 7:40am 5:00pm Ar. G R 11:35am 10:45pm

To and from Lowell. Lv. Grand Rapids...7:00am 1:20pm 5:25pm Ar. from Lowell...12:40pm 5:20pm

THROUGH CAR SERVICE. Parlor cars on all trains between Grand Rapids and Detroit. Parlor car to Saginaw on morning train. Trains week days only.

L. M. FULLER, Chief Clerk, Pass. Dep't.

MICHIGAN CENTRAL

"The Niagara Falls Route."

Arrive Depart Detroit Express...10:20pm 10:00am *Atlantic Express...6:30am 11:20pm New York Express...11:45am 6:00pm

*Daily. All others daily, except Sunday. Sleeping cars run on all night trains to and from Detroit. Parlor cars leave for Detroit at 7:00a.m., reaching Detroit at 12:20p.m.; returning, leave Detroit 4:35p.m., arriving at Grand Rapids 10:20p.m. Direct communication made at Detroit with all through trains east over the Michigan Central Railroad (Canada Southern Division.) A. ALMQUIST, Ticket Agent.

DETROIT, Grand Haven & Milwaukee Railway

Eastward. *No. 14 *No. 16 *No. 18 *No. 82 Lv. G'd Rapids 6:45am 10:0am 3:25pm 11:0pm

Ar. Ionia...7:40am 11:25am 4:27pm 12:35am Ar. St. Johns...8:25am 12:17pm 5:22pm 1:25am

Ar. Owosso...9:00am 1:20pm 6:05pm 3:00am Ar. E. Saginaw 10:50am 3:4 pm 8:00pm 6:40am

Ar. Bay City...11:30am 4:35pm 8:37pm 7:15am Ar. Flint...10:05am 3:45pm 7:05pm 5:40am

Ar. Pt. Huron 12:05pm 5:50pm 8:50pm 7:0am Ar. Pontiac...10:53am 3:05pm 8:25pm 5:37am

Ar. Detroit...11:50am 4:05pm 9:25pm 7:00am

Westward. For G'd Haven and Intermediate Pts...8:40am For G'd Haven and Muskegon...11:00pm For G'd Haven, Milwaukee and Chi...15:25pm

For G'd Haven, Milwaukee and Chi...7:40pm For G'd Haven and Milwaukee...10:05pm

*Daily except Sunday. *Daily. Trains arrive from the east, 6:35a.m., 12:50p.m., 5:30p.m., 10:00 p.m. Trains arrive from the west, 6:4 a.m., 8:5 a.m., 10:10a.m., 3:15p.m., 7:35p.m.

Eastward—No. 14 has Wagner Parlor Buffet car. No. 18 Parlor car. No. 82 Wagner sleeper.

Westward—No. 11 Parlor car. No. 15 Wagner Parlor Buffet car. No. 81 Wagner sleeper.

JAS. CAMPBELL, City Ticket Agent.

GRAND Rapids & Indiana Railroad

Aug. 18, 1895

Northern Div. Leave Arrive Trav. Cy., Petoskey & Mack...17:00am + 5:15pm Trav. Cy., Petoskey & Mack...8:00am *10:00pm

Traverse City...15:25pm *11:30am Saginaw...15:00pm *11:00pm

Petoskey and Mackinaw...10:45pm + 6:20am 7:00a.m. train has through cars to Saginaw.

8:00a.m. train has parlor cars for Mackinaw. 5:25 p.m. train has parlor car for Traverse City. 10:45 p.m. train has sleeping cars for Petoskey and Mackinaw.

Southern Div. Leave Arrive Chn., Ft. Wayne & Kalamazoo...7:25am + 9:15pm Ft. Wayne & Kalamazoo...2:00pm + 2:15pm

Chn., Ft. Wayne & Kalamazoo...10:15pm *6:50am Kalamazoo...6:00pm + 6:00pm + 9:3am

7:25a.m. train has parlor car to Cincinnati. 10:15p.m. train has sleeping cars to Cincinnati, Indianapolis and Louisville.

Chicago Trains. Lv. G'd Rapids...7:25am + 2:00pm + 10:15pm Ar. Chicago...2:40pm 9:05pm 7:10am

2:00p.m. train has through coach, 10:15p.m. train has through coach and sleeping car.

Lv. Chicago...6:50am + 3:00pm + 11:30pm Ar. G'd Rapids...2:15pm 9:15pm 6:50am

3:00p.m. train has through coach and 11:30p.m. has through coach and sleeping car.

Muskegon Trains. Lv G'd Rapids 17:25am + 1:00pm + 8:30am + 5:40pm

Ar Muskegon. 8:50am 2:10pm 9:55am 7:05pm Lv Muskegon. *9:3am + 12:05pm + 6:30pm + 4:05pm

Ar G'd Rapids 10:30am 1:15pm 7:55pm 5:20pm *Except Sunday. *Daily. *Sunday only.

A. ALMQUIST, C. L. LOCKWOOD, Ticket Agt. Un. Sta. Gen. Pass. & Tkt. Agt.

Grand Rapids Gossip

Stephen C. VanderPlas has opened a meat market at 549 Ottawa street.

Floyd J. Everhart, grocer at 47 Eleventh street, is succeeded by Edward R. Connell.

D. Fisher has opened a grocery store at Stetson. The stock was furnished by the Ball-Barnhart-Putman Co.

O. R. Johnson has re-engaged in the grocery business at Allegan. The Ball-Barnhart-Putman Co. furnished the stock.

Longcor & Grove have embarked in the grocery business at Shepardsville. The stock was furnished by the Ball-Barnhart-Putman Co.

F. C. Miller has been engaged by Enos Putman to close out the stock, manufactured and unmanufactured, including lumber and other raw material on hand, of the Widdicomb Mantel Co.

G. J. Johnson, who recently purchased the cigar stock of Geo. W. Hart, at 20 Canal street, has sold the stock to Geo. Peacock, who will continue the business under the style of Geo. Peacock & Co.

The report that Appel Bros. have transferred their lease to a dry goods firm which will occupy the double store with a line of staple dry goods and notions is denied by the firm in question.

The road race from Chicago to Milwaukee to occur November 2 between horseless vehicles, in competition for \$5,000 in prizes offered by the Chicago Times-Herald, is receiving considerable attention at the hands of the motor manufacturers of the country. Already about eighty entries have been made, included among them being one by the Sintz Gas Engine Co., of this city. The vehicle it has entered is nearing completion and promises to be a formidable competitor. If its success in this application of its motor approaches the success which has attended its use for propelling launches, its chance of carrying off the first prize is a good one. The outcome of this competition will be a matter of great importance to those who succeed in making a practical self-propelling vehicle, and in so public and well advertised a manner demonstrates its practicability. The adoption of this mode of transportation is making rapid strides in Europe since the recent French road race of the same kind as that proposed here. The world is ripe for it and the manufacturers who succeed in first gaining recognition will be the fortunate ones.

The Grocery Market.

Sugar—Raw sugar has declined 1-16c during the past week on weak and lower European markets. Sellers still maintain a firm front. The decline in refined has been from 3/4@3-16c, while the trading was not stimulated by the lower prices. The market for German granulated was working constantly to a lower basis all the week, which influenced the decline. Should the decline continue in Europe still lower prices are predicted.

Spices—There is a better demand for spices in a jobbing way at steady prices, but invoice dealings continue quiet. Advices from foreign markets are very meager, largely for the reason that prices here are so much below those ruling in foreign centers. A report is going the rounds that the clove syndicate

is unloading. Some profess to believe that this is simply a process to work the market, and that there is no indication that the syndicate will let go beyond comparatively small quantities, and this in order to depress prices, so that they may buy in again.

Tea—As compared with the early part of the month, there is probably a little more business being done, but, as a whole, the market shows no active conditions. The country buyers cannot be induced to operate beyond actual necessities, as they see nothing in the situation to induce them to speculate. Most interest centers on fine lines of green and black teas. Slight declines are reported in line prices on fine grades of imperials, Hyson and India and Ceylons, although on the latter auction prices seemed to be somewhat stronger.

Dried Fruits—Have been in very moderate request, orders being of a hand-to-mouth character. The market for prunes, apricots and currants is in an unsettled condition, while on apples prices have a declining tendency. The remainder of the offering is without material change.

Coffees—Both Brazil and mild grades of coffee have been dull, with prices rather weaker. Buyers are disinclined to operate, and holders do not, as a rule, see any good results to be obtained by breaking the market.

Molasses—While about the usual run of orders for molasses comes in daily, the market in a large way is dull, as transactions are confined to small individual quantities. Prices on both open kettle and foreign molasses are very firm, while low grade centrifugals are unsalable, as they cannot be laid down here at the prices dealers are willing to pay. The receipts at New Orleans continue light and the stocks in the sheds there are small. Nothing much in the way of business is expected here until the early part of next month, when it is expected that more interest in the article will be shown.

Syrups—The market keeps well sold up and prices are a trifle firmer. Jobbers are displaying considerably more interest. The outturn from the refineries is small and everything offering is quickly absorbed.

Bananas—There is virtually no demand for them, and importers will consign to any wholesaler who may be induced to take the chance of getting freight out of a car. It must not be inferred from this, however, that the retailer can get them for a song, as so many bunches in a carload are ruined, the few good shippers must, of necessity, bring fair prices.

Oranges—Rodi fruit comprises the holding of local merchants, who report a most spiritless demand. Peaches have the middle and both sides of the road now, to the exclusion of other fruits, especially oranges and bananas.

Lemons—Arrivals from "the other side" are very light and fancy goods bring \$6@7 at the auction sales. Many seem to think it will be October before there will be a decline of any moment, while others think that early in September we can look for much lower prices.

It is certain, however, that all are buying from hand to mouth, and prices have crept up a peg almost daily for the past week. Buying in small lots, as needs require, is safest until the reaction.

Improve the opportunity on Gillies' & Co.'s special N. Y. tea offer. It is a new Japan cheap. J. P. Visner, Agent.

The Drug Market.

Alcohol—Nothing has developed to improve the situation. The demand is rather slow.

Arsenic—The demand for white continues light, and the limited wants of consumers are being supplied at prices within the old range.

Cascara Sagrada—Reports from the Pacific coast state that the market there is hardening, most of the bark in sight having already gone forward and is in strong hands which expect to hold it over until next year. It is claimed that the prices realized by gatherers this season were so low that many of them were unable to make ends meet, and the disappointing results will cause them to abandon the business.

Cocaine—Is in moderate request for consumption at the old range.

Cream Tartar—Is moving steadily into consuming channels, with values unchanged and firm.

Ergot—Small parcels of the better grades continue to find a good consuming outlet.

Essential Oils—There is a continued unsettled and irregular market for peppermint, but while the new crop is undoubtedly short in some sections of the growing districts, it is believed that the aggregate output will be ample to meet requirements. Anise, bergamot and cassia are all firm, but the latter is the more active.

Gums—Asafoetida is in fair demand, for the time of year, at unchanged prices. Camphor is in active request, with the market decidedly strong, all indications favoring an early advance. The principal holders of kino have further advanced their price.

Opium—The market is without animation and there is an apparent lack of interest in the article on the part of both buyers and sellers.

Quinine—The London market has been steadily hardening, and during the past ten days the advances aggregate fully 2 cents per oz. While prices abroad have been moving upward, no change has occurred here, and it is not surprising that the difference between the two markets should have developed an export demand; such is the fact, and we understand that fully 50,000 ounces have been taken for shipment to London and that further parcels would sell readily if suitable quantities were available. The tone of the local market is decidedly firmer, with prices from second hands on a parity with those of manufacturers' agents when the question of discounts are considered. It is a well-known fact that outside holdings, especially round lots, have been gradually absorbed by the consuming trade, and that many of the former large operators have closed out their holdings with a view to abandoning the business, and leading brokers acknowledge their inability to fill orders of any magnitude.

Roots—The market for ipecac is strong with values tending upward and an improved demand is expected next month, when the consuming season usually begins. Jamaica ginger is meeting with an active seasonable demand and a good business is reported in both bleached and unbleached at full prices. Golden seal has met with increased attention.

It is estimated that the bicycle output of 1894 was 200,000, while that of 1895 will be 400,000. It is thought that next year the output will reach 700,000 wheels.

P. Steketee & Sons still offer 3/4 Argyle Standard Indigo blue at 4 1/2c.

The Hardware Market.

General Trade—While there is a good deal of fault found with the dullness of trade, if the merchant will only refer back to his books and compare his trade with last year at this time, he will find he is doing just as well, if not a little better. We think everything points to a good fall trade. Most of the crops are good and a general revival of buying is sure to come. In other sections of the country this is felt stronger than it is in Michigan, but our time is soon here and we must be prepared to improve it. All goods in the hardware line are having material advances, and we see no reason why there should be any declines for a long while to come. Raw material is up, labor has been advanced, and everybody is getting tired of selling goods at cost. Now, if the retail merchant will only imbibe a little of this confidence in the future and keep his selling price up with the present advances, everybody will be just as well off.

Barbed Wire—The excitement of the week in the hardware market has been the recent advance on barbed wire. Painted wire has advanced \$12 a ton and galvanized \$13 a ton. The present price is:

Painted barbed, from mill	\$2 45
Painted barbed, from stock	2 65
Galvanized barbed, from mill	2 85
Galvanized barbed, from stock	3 05

This is the greatest and most sudden advance that has occurred in the hardware line, but, according to all accounts, the wire manufacturers have their affairs well in hand and are able to put the price at a living profit.

Plain Wire—The advance in plain annealed wire has not been so great. We quote that as follows:

	From Mill	From Stock
No. 9	\$1 75	\$1 95
No. 10-11	1 85	2 05
No. 12	1 95	2 15
No. 13	2 05	2 25
No. 14	2 15	2 35
No. 15	2 25	2 45
No. 16	2 35	2 55

Extra for Galvanized Wire, 40c.

Wire Nails—Are stationary at last quotation, which was \$2.15 at mill and \$2.35 from stock. The anticipated advance did not take place, but, if trade continues good, we may look for it next month.

Rope—The rope makers are getting tired of low prices and are gradually making advances. We quote sisal rope 6@5 1/2c and manilla at 9 1/2@10c.

Sundries—We are advised that all makers of shelf hardware, locks, knobs, etc., have withdrawn all quotations; are now revising their costs and will soon issue new and advanced prices. It will, no doubt, average from 10 to 25 per cent. Agricultural tools have advanced 10 per cent.; screws to 80@10@85 per cent.; carriage bolts to 65 per cent.; machine bolts to 65 per cent.; shovels and spades, 50c per doz.; sash weights, \$2 per ton; plain board to \$1.15; tar board to \$1.30.

As we have said before, it behooves the retail dealer to watch the market carefully and not give away his goods. Those best informed on the situation do not look for a declining market for some two or three years; hence we think retail dealers should bear this in mind and keep their selling prices up with the market.

C. E. Block, Secretary of the Commercial Credit Company, has been at Oakland Beach, with his family, for a week.

Fred H. Ball (Ball-Barnhart-Putman Co.) is spending the week in Boston, participating in the Knights Templar festivities.

The New Ways and Work of Woman.

And now she wants Blackstone. Only the other day, I heard a girl of the period asking where she could get the great commentary on common law. In New York there is a class of young ladies taking a course of competent instruction in constitutional law and political economy. Which would indicate that the feminine intellect of the day was drifting towards "Blackstone" and "Chitty on Contracts," instead of the guide to good housekeeping and Ella L. Hoyle's "Cook Book." It looks as if the ladies were qualifying themselves for any public or political duties that might devolve upon them during these days of rapid advancement. Over 2,000 women physicians in the United States. And now they are turning their attention to the practice of law. What would be the consternation of our dear old grandmothers could they behold Belva Lockwood and Clara Kilgare at the bar? But if the dears devote all of their time to law and political economy what on earth will become of the domestic economy? Is the kitchen to be abandoned for the court-room, the household for the halls of legislation? The way things are going this will soon grow into a question of general and pressing importance. Women everywhere are doing the work of men at counter, desk and office table. Young ladies getting from \$30 to \$80 a month for light and pleasant employment and have servants doing domestic drudgery from daylight till dark for \$12 and \$15 a month. Men paying their typewriters \$50 a month and finding fault with their wives for paying the half of that to their servants. American girls are learning to despise home duties and are crowding capable young men out of their customary avocations. This changed condition of affairs will soon require a readjustment of domestic and industrial relations.

There is a good reason for girls giving up housework when they can command double the day for half the hours of work in sedentary situations. "The bread of dependence is bitter," and when a woman works faithfully and well and then asks her "legal protector" for a few dollars to spend for recreation she is often met with a reproof and her little ideas are denounced as foolishness, and if the money is given it is handed out so gingerly that her spirit sinks within her and she is robbed of the pleasure that she would have had if the manner of giving had been different. And so she becomes studious of how she can earn a little money and she dreams of the great delight of spending it the way she likes. It is not that the sex has suddenly conceived a distaste for domestic service that so many are forsaking it, but for the reason named, and because they can get larger salaries for far less laborious employment. And so they are crowding and pushing onward to fill occupations which suit their tastes and talents.

Of course, the domestic department is woman's own, but its demands and duties are decreasing, and it is being rendered less drudgery every day. Labor-saving inventions and appliances are invading kitchen, laundry and every part of the house, so as to dispense with much of the old-time menial toil. Every requisite is now brought to the door for family use.

The question has been asked, what will become of the babies while the mother is away studying Blackstone and at the ballot box? Easy enough answered. Day nurseries will be estab-

lished where the little ones will be looked after and managed by patient and loving women who are experienced trained nurses. These little ones will enjoy the association of other children and advantages not provided in the average household. Sometimes mothers are over-fond, fretful, inexperienced, overworked and are really not qualified to attend their children. And the men that women are crowding out, what will become of them—the limbs of the law that these young lady students are preparing to displace or subserve? Let them take to sterner and more stirring pursuits, if crowded out, to something more suitable for their manly endowments, to their ambitions and adventurous turn of talent, such as engineering, mechanical inventions, supervision of industrial establishments, scientific discovery, etc. The ladies will allow them to be leaders in all the avenues and undertakings of life for which they prove themselves capacitated(?) Let them show their mental and manual superiority by constricting sewing and typewriting machines and such things for the women to use; by producing works on law and political economy for them to study; by conquering the inclement elements and making the earth a better abode for human beings. There is plenty for the heavier handed, hardier-headed gentlemen to do if they leave the tape-measuring in stores, the typewriting in offices, the teaching in schools and like employment for the gentler going, finer brained, fairy-fingered ladies when they prefer these avocations to marriage.

The twentieth century, pushing, persistent, self-reliant and intellectual woman is already here. She has come to assert her dignity and independence and womanly worth, and to be the associate and assistant of man in all of his achievements.

ELLA R. BERRY.

The Art of Selling.

Goods will not sell themselves. You may be the best of buyers—and that is half the accomplishment of a good man of business—but that will not be sufficient unless you are a master of the art of selling the goods. A good store, a bright store, and a well-arranged store are also necessary in the making up of a good business. They help the selling, but they will not do it all. Goods well bought and these other desideratums, are like the paints and brushes in a studio. They are necessary to the work of making the picture, but it needs the artist's talent to use them and produce the desired result. Many persons enter a store attracted by advertisements or window display, or perhaps from mere curiosity, and are received coldly, and made to feel more like interlopers than friends, if the cause of their entry is sharply and abruptly demanded. The art of selling partly lies in understanding just how to treat different classes of customers. The successful salesman must study so as to learn all about the goods he has to sell—something of their manufacture, and all about their uses and value. But above all, he must study human nature, and have regard for varying likes and dislikes, opinions and prejudices. Such knowledge, with tact in its application, will teach the salesman how to adapt himself to his different classes so as to give the greatest satisfaction to all, and that means getting as much business as possible from all.

The value of advertising is nowhere so greatly shown as in the phenomenal success of Mr. Wanamaker. He is not a man of extraordinary brains, but he is an extraordinary advertiser, and hence his enormous profits. They were \$4,000,000 last year.

**Blank Books
Tablets
Stationery**

**EATON, LYON
& CO.**

20 and 22 Monroe St.
Grand Rapids

**BOMERS' EXPRESS &
TRANSFER CO.**

Phone 500-3 R

56 OTTAWA ST.



We Have It

In any amounts you may want from a gallon to a carload.

What? A chemical compound that will absolutely fire proof wood?

Yes Sir.....

And we earnestly invite you to call on or write us for full particulars and prices. Also headquarters for the leading brands of Building Papers, Roofing Paints, Ready Roofing, and in fact we are Jobbers of all kinds of Roofing Materials.

H. M. Reynolds & Son,

GRAND RAPIDS, MICH.

Wooden Shoes

Pembroke Wooden Shoe Co.

803 Mich. Trust Building, GRAND RAPIDS

Goodyear = Glove = Rubbers

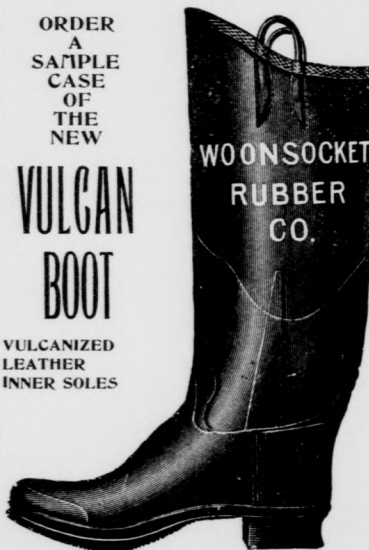
Are the Best.



**Hirth, Krause
& Co.**

We Carry a Large Stock.

GRAND RAPIDS, MICH.



ORDER A SAMPLE CASE OF THE NEW

VULCAN BOOT

VULCANIZED LEATHER INNER SOLES

WHOLESALE

Rubber Footwear

EXCLUSIVELY

C. L. WEAVER & CO.

161-163 Jefferson Ave. DETROIT

WOONSOCKET Specialties packed in bulk list 5 cents a pair less.

RHODE ISLAND shoes made with light BUFF lin'g

WIDE, MEDIUM, NARROW and PICCADILLY TOES

Excel in FIT, STYLE, QUALITY and FINISH

The TRADESMAN'S Advertising Columns Prove Its Value as a Trade-Bringer.

SUCCESSFUL SALESMEN.

M. M. Read, Michigan Representative for E. B. Millar & Co.

It is not always possible to tell by the looks of a man what kind of a place he hails from, but after the formalities, in this instance, were over, and I was arranging my camera for the customary exposure, I said to myself, this man has stubbed his toe, or his ancestors have theirs, against the New England rocks, or I miss my guess. He may not come from a university town, although there is something in the cut of his jib that suggests it, but here's 16 to 1—the popular proportion now-a-days—that he has had more than a passing acquaintance with the inside of a school house. There wasn't any quarreling going on between his verbs and their substantives. The final g was not conspicuous by its absence and was not represented by the sound of its middle letter; and the utter lack of the nasal indicated a wholesome atmosphere from the educational standpoint, which it was a pleasure to note, and fixed the fact that the home was in a locality where all these characteristics are carefully looked after.

"My parents came to the State of New York from New England"—what was the use of bothering any longer with a pencil and statistics? Like the judge who listened to Webster in the famous Dartmouth College case, everything followed so naturally and easily that I had no need of a pencil, and, finally, laid it down. New York was "Out West" when this particular Read family left the New England hive. They went from the New England rocks to Jefferson county, N. Y., where they could plow all day without any opposition from the stones, and on that farm, in February, 1854, the subject of this sketch was born.

It would be a good place here to launch out upon the farm as the nursery of great men. There is a good chance here to drive home a truth or two without giving it the air of a twice-told tale, but with a forbearance, perhaps commendable, I refrain, pausing only long enough to record the fact that, during these early years, the boy developed a love for a good horse which has clung to him since and made the ownership of fine horses one of pleasure, if not always of profit.

The farm life ended at 16. Before that period, the country school had done what it could to train the young idea how to shoot; but when the best had been done, it was not enough, and in 1870, the schools of Watertown, N. Y., enrolled upon its list of students the name which graces the head of this article. When the student life was over, it was only a step from the pupil's desk to the teacher's, and for a number of years he taught school—just as I said he did!—in the Empire State.

The employment was agreeable enough, and he found it profitable enough, but the teacher's career has its clearly defined limits and the young man made up his mind to leave the teachers' ranks, while he was good for something else. His time came when the Davis Sewing Machine Co. wanted a man for Southern travel. He joined them, was a success, and continued with them until 1880, when he made a transfer to E. B. Millar & Co., jobbers of teas, coffees and spices at Chicago. That was fifteen years ago, but the date is the beginning of a business connection which has never been interrupted.

In 1881 occurred the second important event of his life, for in that year he

married Miss Ida E. Bassett and set up his household goods in Ypsilanti, where he has since lived.

Mr. Read belongs to the church whose communicants daily admit that they "have done those things they ought not to have done and there is no health in them," but there is reason to believe that the rest of the petition is granted; that his home in that Normal School town is a pleasant one; and that the little daughter who calls him papa and who strongly favors her accomplished mother is one of the dearest children in the world.

The Safety Line in Credit Business.
From the Iron Age.

The line of demarcation running between safety and danger in the credit business must vary according to the circumstances of the merchant, the conditions of trade and the community in which he is doing business. No specific or iron-clad rules can be adopted that will apply in all cases. Some general rules, however, may be formulated as a safe guide, the violation of which, if not bringing real disaster, will result in much worry and embarrassment.

The cautious and careful business man will not extend credits so that his bank account is constantly overdrawn. The retailer with a \$5,000 stock of goods, whose annual sales foot up \$20,000, or four times the amount of his stock, is doing as large a business as he can safely do, unless he is fortunate enough to be in a city with jobbers from whom he can daily replenish his stock. The average country merchant will book over one-half of his sales. On this basis he will do a credit business during the year of \$10,000, or, allowing ninety days as the average duration of an account, will have \$2,500 upon his books the year around.

More depends on the character of the credits than on the amount. In selling, notes drawing the legal rate of interest should be taken if possible. This paper, if given by persons of good standing, can be easily hypothecated if necessary; indeed, prompt payment is often secured by placing them in a bank for collection. As a rule, a multitude of small accounts will prove a source of great annoyance and considerable loss.

The cost of following up and collecting a petty charge is as much as that incurred in a much larger one. Young merchants, anxious to do it all, are often reckless in extending credit. They would do well to remember the old saying: "It is better to cry over one's goods than after them."

Reckless overbuying often results in reckless credits. The overstocked dealer frequently finds himself giving credit to a man whom he would not think of loaning half the amount in money. A pretty good rule is to stop and reflect: If loaning money, would I let this person have the amount of the purchase in cash without security?

The merchant should, as a rule, consider not only the buyer's circumstances, but his habits and general capacity. To refuse a customer or an acquaintance credit without giving offense requires much tact. "I am trying to collect my accounts and prefer not to open any new ones at present," or, "The price-made you is so close that I ought to have the cash," are replies often made to persons asking credit.

The credit and collection department is undoubtedly the most vital, and upon this rock more than any other commercial enterprises are wrecked. Goods well bought are half sold, but goods poorly sold may be wholly lost.

Revised Psalm of Life.

At twenty, when a man is young, he thinks he knows it all; he likes to wag his active tongue and exercise his gall; he struts around in noble rage; the world is all his own; he laughs to scorn the world of age and lists to self alone. He wears a window in his eye to see his whiskers grow; he thinks the ladies pine and die because they love him so. At forty, as you may suppose, he's knuckled down to biz; 'tis not till sixty that he knows how big a chump he is.

Children's Brownie Apron Overalls



All the Rage,

And Just the Thing for the Little Fellows.

Made out of good quality double and twist blue denim. Assorted sizes in each dozen.



Order Quick!

Price, \$4 per dozen,

Net 30 days - - -

Kuttbauer, Rosenfield & Co.

DETROIT, MICH.,

Mrs. of "Monroe Brand" Pants, Shirts and Overalls.

MICHAEL KOLB & SON,
Wholesale
Clothing Manufacturers,
ROCHESTER, N. Y.

Write our representative, WILLIAM CONNOR of Marshall, Mich, Box 346, to call upon you and see our fall and winter lines of Overcoats, Ulsters and Suits for all ages, prices, fit and make guaranteed, or meet Mr. Connor at Sweet's Hotel, Grand Rapids, on Friday, Aug. 30, and Tuesday, Wednesday, Thursday and Friday, Sept. 10, 11, 12 and 13, State Fair Week.

A. HIMES

Wholesale Shipper

Lime
Cement
Sewer Pipe
Etc.

COAL

1 CANAL ST., GRAND RAPIDS.

The Trade is cordially invited to write us for summer prices on

COAL

S. P. BENNETT FUEL AND ICE CO.
GRAND RAPIDS, MICH.

THOMAS E. WYKES

COAL

Wood
Lime
Sewer
Pipe
Flour
Feed Etc.

Correspondence Solicited.

45 South Division St. GRAND RAPIDS

L. G. Dunton & Co.

WILL BUY ALL KINDS OF

LUMBER=Green or Dry

Office and Yards—Seventh St. and C. & W.M.R.R.
GRAND RAPIDS, MICH.

The Bradstreet Mercantile Agency

THE BRADSTREET COMPANY
Proprietors.

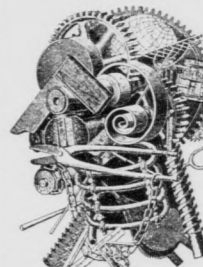
EXECUTIVE OFFICES—
270, 281, 283 Broadway, N.Y.

Offices in the principal cities of the United States, Canada and the European continent, Australia, and in London, England.

CHARLES F. CLARK, Pres.

GRAND RAPIDS OFFICE—
Room 4, Widdicombe Bldg.

HENRY ROYCE, Supt.



Valuable Books on Patents and Patent Law

Mailed FREE to anybody interested. Address

L. V. MOULTON

Attorney,

Gd. Rapids, Mich.

Morgan & Co.

Manufacturers of

AWNINGS, TENTS,

FLAGS AND CANVAS COVERS

YACHT SAILS A SPECIALTY

187 Jefferson Avenue
DETROIT, Mich.

MICHIGAN TRADESMAN

Devoted to the Best Interests of Business Men

Published at the New Blodgett Building,
Grand Rapids, by the

TRADESMAN COMPANY

ONE DOLLAR A YEAR, Payable in Advance.

ADVERTISING RATES ON APPLICATION.

Communications invited from practical business men. Correspondents must give their full names and addresses, not necessarily for publication, but as a guarantee of good faith. Subscribers may have the mailing address of their papers changed as often as desired. No paper discontinued, except at the option of the proprietor, until all arrearages are paid. Sample copies sent free to any address.

Entered at the Grand Rapids Post Office as Second Class mail matter.

When writing to any of our Advertisers, please say that you saw the advertisement in the Michigan Tradesman.

E. A. STOWE, EDITOR.

WEDNESDAY, - - - AUGUST 28, 1895.

PUBLIC OPINION.

It is said sometimes that public opinion is law; but this broad assertion should be accepted only after analysis and qualification. Public opinion may be defined as the opinion of the public; but it would be a mistake to suppose that there is only one public. If it be said that the public is simply the majority, and that the public opinion in regard to any matter is the prevalent opinion, we are reminded that it is often doubtful on which side of a question the majority stands.

In civilized communities there are certain well-established rules of conduct which, though they are often violated, may be said to meet with a practically universal approval. These rules are taught at every fireside, and have become a part of the traditional property of civilization. The public opinion which demands their enforcement is law just to the degree that it is outspoken and uncompromising; but there is still a disputed territory even in civilized countries between the written law, which is expressed in formal statutes, and the unwritten law of public opinion. It is the written law, for instance, that a man shall not take the life of his fellow, except in self-defense; but juries sometimes ignore, or virtually deny, the supreme authority of this law, and when they do so they are not always unsupported by public opinion. It is urged that there are wrongs for which legislation has provided no remedy, and that in such a case a man must decide for himself whether he will be his own avenger. When the individual citizen proceeds upon this assumption, however, he depends upon public opinion, and the risk he incurs is greater or less, according to the law-abiding and law-enforcing habit of the community whose statutory prohibition he has disregarded. There, in that doubtful border-land between the allowance of public opinion and the plain terms of the written law, the eloquent and casuistical advocate finds a field for the display of his dangerous talent. He appeals to the promptings of individual impulses, to the undisciplined sympathies of human nature, and leaves out of consideration the superior claim of the peace and dignity of the state. But as a community falls more and more under the influences of civilization, as political, social and industrial organization becomes more

complex and intimate, violent personal revenge is seen to be a menace to the safety of society.

It has been well said that a man who is either above or below public opinion is a dangerous man. The titled aristocrat may be indifferent to what common people think of his conduct, and he may feel that he can afford to be contemptuous of those social conventions and proprieties which are respected by all respectable persons; but in really civilized countries he must, nevertheless, fear the will of the people as it is expressed in the law of the land, and civilization is at its best where neither position nor wealth can control the verdict of a jury. But in all populous communities, especially in all great cities, there is a crude, uncivilized element which is at war at once with respectability and with law. It is below public opinion except in so far as it itself is a public. Extremely poor and untaught, living, perhaps, much of the time in enforced idleness and subsisting by precarious means, it traces its hardships to the constitution of society, and is ripe for revolt. This element is, of course, particularly dangerous in democratic countries, for the ballot in its hands is a weapon which it can wield under the aegis of the law itself. This is why city government has become a problem of so much perplexity. It is a question sometimes whether the law-abiding voters of a large city, with their united strength, compose an actual majority. How much, then, is the difficulty of the situation increased when their strength is divided!

There is really no solution but the cultivation of a sound public opinion. In this effort, at least, the press should not be divided. No man should have aid or countenance who seeks place and emolument by enlisting under his leadership the turbulent and predatory forces of unionism, misrule and disorder. No plea of loyalty to party can justify the support of such a leader by honest men. It is uncertain how much can be accomplished by mere political reformation; but political reformation implies a vast deal more, and when it comes, the outlook will be far brighter than it is at present. Men of intellect and force of character must engage in this work. Whatever there is in them of popular power must be made to tell. Men say occasionally that "politics is a dirty business," and they will have nothing to do with it; but they should remember that politics will always have a great deal to do with them. Either the law will prevail, or a lax and corrupt public opinion will prevail, according to immunity and reward to crime.

It is claimed that kola is more stimulating than coffee and has no bad after effects. The natives of Africa and the West Indies, who chew it, are in great demand as laborers, because they are always in splendid health, suffer no fatigue, and work long hours without any food. In those countries the cocoa chewer is always rejected for the kola chewer. Kola contains more caffeine than coffee itself, a good deal of starch and no tannin. It instantly increases muscular strength and allays hunger and thirst, besides lessening perspiration in hot weather. The nut is now cultivated in large quantities in various parts of the world, and an American firm expects shortly to put it on the market in this country. When it makes its appearance it is predicted that tea and coffee will have to go.

LENGTHEN THE VACATION.

As certain as the blossoming of the golden rod in the August roads and lanes is the opening of the school house with the coming of September. Age, rank and condition bend alike to the decree, and, weeks before the summer is over, the shady nooks by mountain, stream and sea give up the happy throngs they have entertained so long, and boat and train hurry them back to city and town.

Why?

If the heat that burned the child's cheek in June was great enough to hurry it from the hot, pent-up air and the hard bench of the schoolroom, will the cheek suffer less in the hotter sun of early September, and will the air be cooler and less close than when the grass was green and the ground was moist with the refreshing dews which September never knows? If heat is the cause of the exodus, the greater heat cannot be given as grounds for the early home-coming. If it be claimed that the school year now is hardly long enough to accomplish the work laid down, is it not barely possible that the needs of the child have been lost sight of or made to conform to the exacting conditions of an uncompromising programme, when it is the programme which should be made to conform to the exacting conditions of the child? Surely a system which fits the child to the garment instead of the garment to the child, is not the system to be written down as perfect; and, if the question be one of time, it must certainly be conceded that we have all the time there is.

If the question resolve itself into this: whether the teacher can afford to be idle for three months of the year, are we quite willing to sacrifice the welfare of the child for the financial good of the teacher? or, putting it more exactly in accordance with the facts, are we willing to give up what we are sure is for the child's best good in order to save the money which might possibly go to the teacher unearned? In any case, are we ready to make a question of money out of anything pertaining to the welfare of our own flesh and blood?

These are questions which the Tradesman does not presume to answer. It believes that the opening of the schools should be postponed until the summer heat is over. It believes that the programme and the course of study, if too long now to permit of this postponement, should be shortened until it does allow it; and that the same wages paid the teacher now for the long year should be paid for the shortened one. In our greed for gain, let us scrimp with ourselves for ourselves, if we will; but when it comes to our children, let us draw the line there. The Tradesman believes it can be done, and that it ought to be done; and it hopes that the time is not far off when a wiser policy will prevail and cool weather will be made the first consideration for beginning the school work of the year.

INTERNATIONAL ARBITRATION.

At the Parliamentary Peace Congress, now sitting at Brussels, a delegate from Liverpool denounced the United States for refusing to pay the award in the Behring Sea case, and argued from that fact that no aid to the peace movement could be expected from this country. The Peace Congress proposes to establish an international arbitration court to which international disputes could be submitted where both sides were satisfied to abide by the decision of arbitrators. This plan is the result

of the agitation of a number of well-meaning enthusiasts who believe that war can be abolished and the nations of the earth educated to submit their grievances to arbitration.

Unfortunately for the plans of these good people, human nature has in no sense changed, and the constantly growing armaments maintained by the leading powers prove that no confidence exists in the permanence of peace or any other final settlement of international differences than an appeal to the arbitration of the sword. The only consideration which has maintained peace in Europe during the past ten years has been the respect of the different powers for the armaments of their neighbors. The outcome of a war is so doubtful as things now stand that the powers are afraid to risk an appeal to arms. Should any serious dispute arise, however, there is absolutely no likelihood that it would be submitted to arbitration.

The experience of this country with arbitration has not been such as to recommend the system to our legislators. The Behring Sea controversy was submitted to arbitration with the result that the verdict was against the United States on every count, although, to all appearance, justice and equity were on our side. It is true that Secretary of State Blaine would not have consented to an arbitration if it had been safe at the time to risk an armed struggle, and in all probability he had made up his mind that an arbitration would be the best plan of retiring gracefully from a bad position.

In the arbitration of any dispute between the United States and a European power, this country must always expect to be beaten, owing to the prejudice entertained towards us by the European governments. A realization of that fact has made the arbitration idea anything but popular in this country, hence the advocates of universal arbitration are likely to receive very little encouragement on this side of the Atlantic.

Some years ago the Pan-American Congress, which met at Washington, decided that in future all international disputes between the American republics should be settled by arbitration. Since that time South America has been in a constant turmoil, and arbitration apparently has not once been thought of. Unless human nature undergoes a radical change, no strong power will ever consent to arbitrate a difficulty with a weaker neighbor.

The St. James' Gazette, the exponent of British official opinion, is urging upon the government the consideration of the question involved in the opening of an Isthmian canal by a United States company. It fears that the commercial hold of England in Central America will be broken and the control of that market transferred to this country. The fears expressed are probably with foundation as to the canal remaining under control of this country; and if any treaties exist that are inimical to such an arrangement, it is probable their abrogation would precede any settlement of the question. The interests of the United States are so immediate and direct that it seems the light of impudence for a country separated by an ocean to prefer claims except subordinate to such interests. How far would England tolerate the meddling of the United States with the control of the Suez Canal! Certainly the relative local interests are much more direct in the case of the American canal.

GOD-MADE OR SELF-MADE?

To-day the standard of civilization is of a material sort. The people who make the greatest use of mechanical appliances and scientific processes in the manipulation of matter which is consumed in the physical uses of life are the most civilized.

There was a time, not more than a century ago, when Edmund Burke defined civilization as that condition of social and intellectual surroundings which most contributed to advance the principles of honor, integrity and truth, and a just regard for others; that, said he, is the highest civilization which goes farthest to make men gentlemen and Christians. A century is not long in nature's chronology, but it is a vast period in the calendar of scientific progress.

The lives of two men, George Washington and William E. Gladstone, who would, according to Burke's estimate, have been considered to possess the highest civilization, will almost bridge over the century that opened with the steam railway and closes with the triumphs of electric light, heat and power, and the electric transmission of intelligence. The age in which Washington lived was one rude and barbarous as to material development, compared to that of the last days of the venerable Gladstone, for in material civilization the present is its highest possible expression.

But how is it as to those principles that go to make the Christian gentleman? Why should there be any morality or religion in an age illuminated so brilliantly by science? How infinitely superior is the man who has been enlightened as to the facts of his beginnings and his nature and destiny by the wonderful lamps of Darwin, Haeckel, Huxley and other apostles of nature over those who possessed only the Bible! How vastly more cheering and pride-inspiring it is to know that man, with his great power and apparently unlimited destiny, is a self-made being, evolved by his own talents and genius from a mere speck of almost nothing, when the men of more barbarous ages believed they were the creatures of a superior intelligence! A man who can create himself is a god, and does not have need of another god to make him a subordinate and inferior creature.

No wonder, under the bright light of science, he has come to revolt at the idea that he was created at all, or that he can have any superior. Why, then, should the self-created man be dwarfed and limited by morals, religion or restraints of any sort, when science is his guide and matter from which he has evolved his wonderful power is a thing subject to its own laws of selection, of reaching out and grasping and possessing, and converting to its own use, that which it needs for its growth, for its enjoyment? And if there be, as there must be, a conflict of efforts and of interests in this instinctive and persistent process of grasping and seizing, it will be inevitably settled by the irresistible law of the survival of the fittest.

Plainly, then, this god-like man, if he has not already done so, must finally outgrow all of the conventionalities of morals, religion and social law, and will be governed only by those laws of matter, evolution, selection and the survival of the strongest.

But it so happens that, even in this day of the swift darting of knowledge from the lights of nature, all men are not fitted to receive these advanced doc-

trines so acceptable to those who wish to cast off all restraints, to absolve themselves from all human law and social obligation, and seize and enjoy at their will. There are still many who are wedded to the ancient superstitions, who believe in the existence of a mighty power and supernal intelligence who created all, controls all, and will hold all His creatures to accountability.

And there are others who, instead of rejoicing that they are only higher forms of brute beasts, cherish with a strange comfort and satisfaction the notion that they were made by that mighty One in His image and are endowed with some share, small though it be, of the supreme intelligence and the upward aspiration that belong to a spiritual essence, and that finally the spiritual nature will be perfected through divine processes of purification now unknown to men or misunderstood by them.

And there are still some so benighted and unenlightened by the wonderful lamp of science as that they believe that there was once a period in the most distant, almost forgotten past, when those creatures made in the divine image, endowed with understanding and cherishing a divine love, were permitted to commune with the mighty One and to learn from Him of the beginnings, of the duties and of the nature of man, and that this gift of association has been for the most part lost by disuse, and the knowledge so received has been preserved only in imperfect and fragmentary forms, but still there are left some lessons of instruction and some promises of a future restoration.

The necessity, for the good of the human race, of honesty, truth, virtue and justice has been taught in every age and every nation, and among all peoples, from their earliest times, are preserved traditions or records of the ancient association of men with the supreme celestial gods, and among all these peoples, nations, kindreds, languages and tongues remain promises of a restoration, a redemption, of something of supreme value that has been lost.

From this it will be seen that the light of nature must burn with an intense and destructive fury before it can destroy all the remains of the antique superstition, and efface all the hopes engendered by those ancient and wonderfully preserved promises of future benefits. But science is enormously far-reaching, and it has done much to civilize man out of his old ignorance. It cannot be expected that law, morality and the restraints of religion will be annihilated at a blow; but progress is being made. The civilization of science, as opposed to the civilization of morality and religion, will not culminate until the missing link that binds man to the ape shall be discovered; until the last remnant of a belief in supreme, potential and just intelligence shall be eliminated from human belief, and until it comes to be the groundwork of all society that there is no truth but what is discoverable by the senses, and no rule of action but that of every man for himself. This will be a civilization which not even Burke, Washington or Gladstone ever reached, or of which Moses, Socrates, Plato and all the ancient holy prophets and apostles never dreamed, and one which, fortunately for science, it will never be able to accomplish.

A man in the East, who owns a ranch in California, saves the expense of going to see it in person by having photographs of whatever is going on made and sent to him.

The Plug War Is On In Earnest!

It is an open secret, to the trade, that a fierce war is raging between several of the largest Plug and Fine Cut Manufacturers in this country, in their different lines. A Saginaw firm is out with a circular quoting Battle Axe at 14c. Sales had been made at 13½c. We are of the opinion that our 12½c price on certain plugs will be reached by our Competitors within a month.

We Offer a Small Lot

Of Fine Cut in 40 lb. drums at 14c, and Lorillard's famous Corker, quality of Fine Cut, at 16c in 10 lb. pails.
Rolled Oats in bbls. at \$3.25, Standard brand.
Buckeye Rolled Oats, 36 2 lb. packages in case at \$1.75 per case, called cheap at \$2.10 by a Detroit firm.

We renew offer upon Peas and Tomatoes.
Our terms, cash with order, in current exchange.

The Jas. Stewart Co.

(LIMITED.)
EAST SAGINAW, MICH.

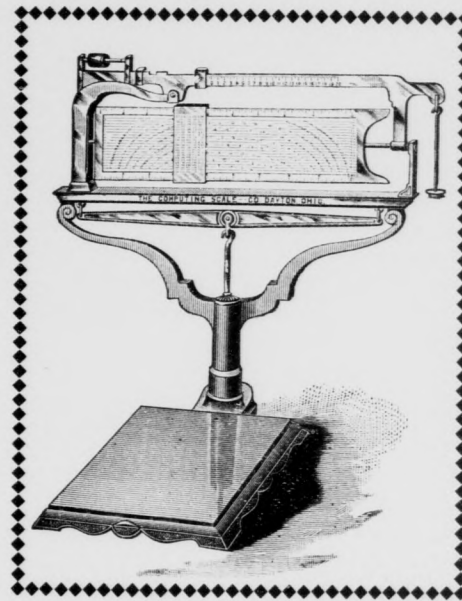
Computing Scale

More than 13,000 in use!

At prices ranging from \$15 upwards. The style shown in this cut

\$30.00

which includes Seamless Brass Scoop.



For advertisement showing our World Famous Standard Market

DAYTON COMPUTING SCALES

see last page of cover in this issue.

The Computing Scale Co.,

DAYTON, OHIO.

Getting the People

Art of Reaching and Holding Trade by Advertising.

In the making of an advertisement, the real basis to my mind, is a good knowledge of human nature.

Without this, a good all-around education is of but little use. Flowers of rhetoric perish in the bud; the figures of speech become less forceful than those of common practicality; the beautifully rounded sentences are like the clay which never reaches the moulder's hands; the glow and scintillation of wit reflect only as a conflagration throws its glare into the eyes of the person whose property is uninsured.

But, not only is the ad. written by one who is without this vital trait valueless as if it had not been written—worse; it is positively injurious to the fame it would enrich. "Human nature is the same the world over, and one who writes a good ad. must understand the underlying principles of the art, even if not wholly conversant with the special information required for properly "Getting the People" as a "class."

It is, indeed, unfortunate for the good name of an article, if its exploiting is left in the hands of such an one as I have referred to; yet it is no less true than remarkable, that many thousands of dollars have been, are being, and will doubtless continue to be, expended on the class of publicity turned out by the pens of these ill-built advertisement writers. We see constant evidence of his poorly-put matter—oftentimes bright in itself, and not lacking other elements than the one of good taste, conformity to the appropriate, tact, and, there can be no better way of putting it, want of knowledge of human nature.

* * *

I have met many advertisers and never yet one who did not thoroughly believe in the thing he by advertising presented to the public. The object of advertisers is sales, and of sales profit, and the writer who has the most faith in his own goods is the one who makes the most profitable advertising.

Woman Carries the Load:.....

Of housekeeping and, therefore, should have the burden made as light as possible. Our elegant and convenient sideboards ease the task of woman and makes home happier. A full line of

Furniture for Homes.....

always in stock at lowest living prices.
N. O. DRUDGERY & CO.

Sound Currency

Buy sound crockery at Breakem's. China, Silver and Glassware in immense variety. You should see my line before buying for I can sell goods at a closer margin of profit than those buying in small quantities—my orders are usually in wholesale quantities.
W. E. BREAKEM.

Behind the Scenes

And in strict confidence let us tell you that you never had a better opportunity to clothe yourself and family for fall and winter than we can now give you. Our famous line of Men's Boys' and Children's Clothing will be offered at great reductions in prices for the next ten days.
LOW & NICE.

Testimony All In=====

and the verdict has been returned that our line of Groceries and Canned Goods cannot be excelled by anyone. We aim to carry so complete a stock that any taste may be satisfied and any variety of goods procured from our stock—all fresh and up-to-date.
I. KETCHUM.

An Autumn Sun

Shines gloriously down on our Annual Clearance Sale. It keeps us busy in supplying the wants of people who appreciate our Annual Bargains. Each year we pull down from our shelves all stock which is likely to be carried over and mark it at such a price as is sure to sell it. The cut is on Men's and Boys' Suits this Fall.
ALLRICH & CO.

Burning Greenbacks, Are You?

Well, try some of our celebrated Black Diamond Coal this winter and you won't have to stuff so many greenbacks in the stove to keep warm. It's clean and bright and HOT!
MINER & CARR.

The Warm, Soothing Pressure:.....

Of an Overcoat will soon be grateful. Our complete line is now ready for inspection—the prices are so small they are nearly invisible—you never saw good clothing so cheap as we offer it.
SPINK & SPAN CLOTHING CO.

I have in mind a little story published in Tact in Court, which runs about as follows:

A lawyer advertised for a clerk. The next morning the office was crowded with applicants—all bright and many suitable. He bade them wait until all should arrive, and then arranged them in a row and said he would tell them a story, note their comments and judge from that whom he would choose.

"A certain farmer," began the lawyer, "was troubled with a red squirrel that got in through a hole in his barn and stole his seed corn. He resolved to kill the squirrel at the first opportunity. Seeing him go in at the hole one noon he took his shotgun and fired away. The first shot set the barn on fire."

"Did the barn burn?" said one of the boys.

The lawyer, without answer, continued: "And seeing the barn on fire the farmer seized a pail of water and ran to put it out."

"Did he put it out?" said another.

"As he passed inside the door shut to and the barn was soon in flames. When the hired girl rushed out with more water—"

"Did they all burn up?" said another boy.

The lawyer went on without answer: "Then the old lady came out, and all was noise and confusion and everybody was trying to put out the fire."

"Did anyone burn up?" said another.

The lawyer said: "There, that will do; you have all shown great interest in the story."

But observing one little bright-eyed fellow in deep silence, he said: "Now, my little man, what have you to say?"

The little fellow blushed, grew uneasy and stammered out: "I want to know what became of the squirrel; that's what I want to know."

"You'll do," said the lawyer; "you are my man; you have not been switched off by a confusion and a barn burning, and the hired girls and water pails. You have kept your eye on the squirrel."

It is a rather long story to illustrate a little point, but answers the purpose better than anything I know of. The point is that the writer of advertising must never lose sight of the business in hand—selling the goods. While he may diverge from the beaten path and wander among the flowers of rhetoric, poesy and song, yet he must keep the beaten turnpike of business in sight and never divert the reader's entire attention therefrom. Stick to your text.
FDC. FOSTER FULLER.

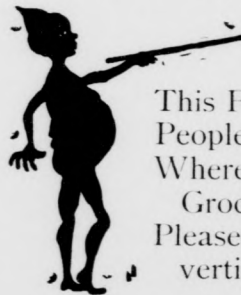


Hold Your Nose

To the grindstone, if you want to, but if you would rather straighten up and move through this world with less wear and tear and more money in your pocket,

Sell Lily White Flour

Note the following



Pointers!

This Flour is always the same. People always want more of it. Where they buy Flour they buy Groceries. Pleased customers are good advertisers.

Valley City Milling Co.

SOLE MANUFACTURERS

GRAND RAPIDS, MICH.

VANILLA WAFERS — GINGER VANILLAS — GINGER WAFERS

Be Progressive!

Are You.....

Handling our Crackers and Sweet Goods?

PURITY, QUALITY and FRESHNESS make the finest line in the world to select from.

Making Money

Will be comparatively easy if you push our goods. Liberal profits and quick sales will be yours. Customers buying once will come again. Try, and be convinced.

Selling Crackers and Cakes

Is a very easy matter if you sell the kind the people want.

Our aim is to produce the best. Only the choicest Creamery Butter, the purest, sweetest Lard, the finest Patent Flour and the richest Molasses enter our products.

We make a Specialty of SUMMER DELICACIES.

THE NEW YORK BISCUIT CO.

Successors to WM. SEARS & CO.

Grand Rapids, Michigan.

VANILLA SQUARES — GINGER SNAPS — IMPERIALS

FROSTED CREAMS — SEARS' LUNCH — COCOANUT TAFFY — ICED COFFEE

HONEY TUMBLERS — LONG ISLAND WAFERS — GRAHAM CRACKERS — SULTANAS

Artificial Meats and Vegetables.
From Printers' Ink.

I wish to return to a topic on which I have once slightly expatiated for teaching, like advertising, prospers by reiteration. The matter concerns grocers and butchers and fish dealers almost exclusively, and I should be glad to draw out the opinions of even one from each class on a custom that is common to the three classes named.

Let me ask them why it is that they all make so universal and liberal a display in the front of their stores and on the sidewalk or street of their very perishable and easily-damaged goods. Of course, they are advertised by so doing, but at a very great expense, or at a really regrettable loss or damage to somebody.

These tradespeople wish to attract attention, and are anxious to show the public, represented by the passer-by, that they have the best fruits, fish and food that the market affords. So they take their very best samples and place or suspend them where they catch all the dust and dirt of the street, besides the flies and winged feeders prevalent in front of such stores.

Go through Vesey street, in this city, for instance and see the tea boxes and coffee boxes, the tea itself finely pulverized often; the cakes and biscuits; the sugared and sweet things, etc., which one would say should not only be covered up but should—many of them—be sealed up from the air, left wide open and exposed to the heat, dirt and blazing light. Would a "drawing" from that powdered tea, after standing out in this way for three hours only, be entirely what it should be? And if it stands out for days and weeks, as no doubt it usually does, who can guess what automatic, unflavorful and unwholesome adulterations must take place with it?

Even the bottled and canned goods, which, perhaps, suffer least, get unduly heated by this almost universal exposure, and are soiled outwardly in a very brief time. Fish soon become stale and destroyed, and vegetables and berries age and wilt visibly every hour. Some of these things must, in fact, be kept as signs while they preserve any attractive look whatever, when they must be thrown away to the refuse heap, or, if sold, advertise the store so much in the wrong direction as to drive those particularly victimized customers away for all time.

I passed a new, clean and particularly well-managed butcher shop the other morning where some fine hams, bacon, and the usual half-dressed trunks of calves and sheep were deftly suspended in the orthodox way. The wind was filling the air with fine, impalpable dust from the soil and I refuse of the dry street, so that no small amount must have been imbedded in these prospective viands before the day was done. Now, either the butcher was to throw away these several hundred pounds of choice meat within a few days, and put another assortment of the same kind in its place, or he must sell it very soon and impose on a large number of his confiding customers.

It seems to me there is more than one objection to this long-existent fashion; and, in addition to all that may be said defensively of it, the fashion doesn't appear to be at all necessary. People may forget certain kinds of dry goods and the various novelties; but they don't forget their dinner. If there were painted signs or sculptured models (like the porcelain egg-heap, say), made in perfect color and form of each class of these goods at the proper season, and placed conspicuously at the store's front, why wouldn't all the advertising purposes be even better served than they are now? The dealer's advertisement in the papers could tell with force why he had made this new departure, so that his rivals would be forced to follow him, or to confess to a less scrupulous care of their best wares, which would prove them to be inferior.

And there is another consideration. One who enjoys carnivorous foods, especially doesn't wish to see whole bodies too much resembling his own anatomy suspended before him in a ghostly manner. The table-provider will

know what he wants when he sees the less suggestive separate piece that he seeks, and all our meals taste better when we—who are not obliged to know—drop the curtain over a considerable part of what is precedent to them.

Retailers Should Avoid Speculation.

Kalamazoo, Aug. 17. I note, with interest, a recent article in your paper, warning retail dealers against taking money out of their legitimate business for the purpose of speculating in real estate or other avenues of investment foreign to their own business. I am an instance myself of that tendency, which I believe is more general than you think. I started in business for myself in 1889. I had little money, had had experience, was able to control a fair line of credit and did a pretty good business from the start. It takes more than three or four years to firmly establish a business, however, and what I should have done was to have put every cent I made above legitimate expenses back into my business, making needed improvements in the store, keeping a reserve fund of sufficient dimensions on hand and discounting my bills whenever possible. I didn't do this. I got enamored with some suburban property and bought several acres, to make the required cash payment on which I was obliged to drain my resources to the utmost and borrow a little besides. The monthly payments were large and I soon found that I had more on my hands than I could easily meet. I learned a lesson when the dull times came. I was obliged to sacrifice the property, which has since greatly appreciated in value. I had got behind with the wholesale house with which I dealt, and had hard work to get even again, although they were very lenient with me. I have been very careful since, it is useless to say. I think it's right, of course, for a man to make money in every way he can legitimately and there's no surer way for a man of moderate means to invest his money than in real estate. I hope to be able to be a property owner on a moderate scale some day, but I will wait before taking any step in that direction until I can do so without jeopardizing my regular source of revenue in any way, and even then I shall proceed very slowly.

KNOWS BETTER NOW.

Bustle Is Not Business.

Some dealers labor under the delusion that they must be doing something all of the time to attain the highest success. They are too dull to perceive that the really able man is he who seeks to avoid drudgery; who spends not a little time in calculation, while the shallow mind whose sole ambition is to get up early in the morning and saw wood with vigor until night, never rises above the wood pile. We have seen it stated somewhere that the desire to escape an unwelcome task led to the discovery of the safety valve.

A man in a large business concern was considered a loafer by his partners. They bent over the books for hours, and attended to every detail. He would saunter into the office and stay only an hour or two, doing nothing except to give the others advice on important points. They deemed it best to get rid of him. When he was out, it was all the firm could do to prevent the business from sinking. He had furnished the brains for the establishment; and his partners did not realize it until he was absent.

The Tradesman Company has in preparation specimen sheets of engravings especially adapted to the use of retail merchants. The cuts are made from original designs, prepared by our own designers and engraved by our own workmen, and cannot be obtained elsewhere. These sheets will be ready to mail to applicants in a short time. A postal card will bring one to you.

Standard Oil Co.

DEALERS IN

Illuminating and Lubricating

OILS

Naptha and Gasolines

Office, Mich. Trust Bldg. Works, Butterworth Ave.

GRAND RAPIDS, MICH.

BULK WORKS at Grand Rapids, Muskegon, Manistee, Cadillac, Big Rapids, Grand Haven, Traverse City, Ludington, Allegan, Howard City, Petoskey, Reed City.

Highest Price paid for Empty Carbon and Gasoline Barrels



Our New Goods are arriving daily.

Our Salesmen will call upon the Trade soon. Do not place orders until you have seen our beautiful line of Novelties.

WURZBURG JEWELRY Co.,

GRAND RAPIDS

JANE CRAGIN.

How She Demonstrated that Trading Out of Town Doesn't Pay.

WRITTEN FOR THE TRADESMAN.

"I guess, Miss Cragin, you'd better get interested in what they are talking about. They are both hot-headed when they get started, and I haven't any business to say anything. It's getting worse instead of better and I guess it will be better to try to stop it when you can."

"What seems to be the matter, Sid? Which one is to blame?"

"I don't know who began it. Newstead said something about getting things cheaper somewhere else, and Mr. Huxley flared up like so much gunpowder and denied it; and it has taken Newstead all this time to mention instances where he knows he has been cheated here and where Mr. Huxley knows it, only to be answered by Mr. Huxley's 'taint so. Do come out and stop them."

Jane put down her pen with a sigh. "I don't suppose," she thought, "that there is any blood relation between Cy and Charles H., who never did a foolish thing and never said a wise one; but there are times when it does seem as if the men were brothers. Cy won't lie out and out, if he isn't driven to it; but he does do some of the unwise talking of any man I know. He will talk by the hour of how 'a woman's tongue goes rattle-te-bang and never 'd stop if 't didn't git hitched somewhere; and he can't see that all Joe Newstead needs is just the least patting on the back—not pounding. Getting things cheap at Holbrook's Mills is one of Joe's hobbies, and instead of letting him have a good ride on it once in a while and getting all 'tuckered out,' as Cy would put it, he takes the other way, gets Joe mad, and then we don't see him again for a decade. Let me see if I can pour a little oil on the troubled waters," and the little woman slid from her high stool, put up both hands to feel if her hair and neck ribbon were all right, and then leaving the office stood listening, for a moment, on the threshold, looking "like a lily in bloom," as Leigh Hunt puts it.

"That ain't so."

"I tell ye 'tis."

"Taint."

"'Tis tew."

"Which one of you is six, and which five; You must be the six-year-old, Cy, for your hair is getting gray; but both of you are too old for this 'tis-and-'taint business. What is it all about, anyway, Joe?"

"Wal', nothin', Jane, when ye come right down t' the pint on't; but I tell Cy there's lots of things I c'n git a dumber sight cheaper over 't Holbrook's; 'n' the dumber whelp sets there 'n' yelps 'taint so' 't ev'rything I say, when I know 'tis f'r I've tried it."

"What makes you, Cy, when he's been over there and knows he can."

"Why, Jane, it holds to reason that—"

"No it doesn't. You can't reason against fact. What was it, Joe, you got over there for less than you can get it here. Are you willing to tell?"

"Good thunder! th' ain't no secret about it. I c'n git flour, 'n' m'lasses, 'n' ginger, 'n' allspice, 'n'—b' gosh, anything ye c'n think on a good deal cheaper 'n' I c'n git it here."

"You know, of course, Joe, that your going over there would be one good reason for their putting down the price on

everything you want. You paid cash for whatever you got, didn't you?"

"Y-a-s, but—"

"I know, it seems so; but it does make all the difference in the world. Pay us cash when you take the goods and you will be surprised what bargains we can give you; and if you should come here for a wagon load of goods and do your own carting as you do when you go over there, and pay cash, you'd be still more surprised. I'd like to have you try it, some day. What did you pay for your last barrel of flour over at Holbrook's?"

"'T's s' long 'go, I don't remember, but 'twas s' much less m' wife spoke 'bout it, 'n' said 'twas a dumb shame—no, Jane, sh' didn't say that; but she said 'twas funny 't there sh'd be s' much diff'rence, 'n' she thought 'twould more 'n pay t' trade mos'ly over there."

"Then why 'n thunder don't ye dew it, 'n' not be ye 'pin' 'round 'ere what ye c'n dew. I don't b'lieve a word on't, I tell ye flat!" Cy broke in, as if he was "good 'n' rested" and was going to have one more round in spite of anybody.

"Cy, the first thing you'll know, you'll be sent to bed without any supper; but, Joe, to be honest about it, I should think you would want to trade over there; and just for the sake of knowing how much better they will do by you than we can, I'll tell you what I'll do, you and Lovicy fix on some time when you want to go, and I'll take our old John and the delivery wagon with the wide seat, and we'll drive over to Holbrook's. I've one or two friends over there I want to see, and you and she can do what trading you wish; but you must let me see your bills. If you'll do that, we'll all go over and have a good time; and I won't charge you anything for the team. Will you do it?"

"You bet I will."

"After I see your prices I'll compare them with the same quality of goods we have, and you may see our prices and so settle this question once and forever."

"I'll bet ye ten dollars, Joe, that you get stuck," broke in Cy.

"We'll have no betting about it, unless Mrs. Newstead gets the bet which ever way it goes. Do you say yes to that?"

"Well, y-e-s," was Cy's half-hearted response; and "I can't kick on that" was Joe's.

"There's one thing more, and I won't go, and the team shan't, unless you agree to it; and that is that there shall be no 'twittin' 'n' 'flingin' one way or another which ever side comes out best; and the one that does that, shall turn over to the other the ten dollars. Now, you two shake hands on that, right here and now, and give me your money;" and the contract was so sealed and the money received and put into the safe.

"Now, then, when shall we go?" asked Jane.

"How about to-morrow, if it's fair?"

"To-morrow it is, and I'll drive up at your door at ten o'clock sharp; and you tell Lovicy that she needn't bother about lunch. I'll see to that."

When Joe had gone, Jane looked at the senior member of the firm without a word.

"'Taint necessary for you to say a blessed thing, Jane. I know it, already, and am ashamed of it, for a fact; but that confounded c—cur was so blamed hectoring that I just couldn't help it."

That was contrition enough; but Cy fancied, as he made an errand into the

Wake Up!

Don't take everything offered as Confectionery just because the PRICE may be low. Insist on having GOOD goods that are attractive in finish and style of package—in fact

Up-to-Date

The kind produced by

PUTNAM CANDY CO.

GRAND RAPIDS, MICH.



NICKELINE....

A MODERN WONDER.



It is absolutely the only polish that will not dry up in stock, or become hardened.

We will refund the purchase price if it does not please.

Every box is guaranteed to the trade and consumers.

If your jobber doesn't keep it, write

TRACY & WARREN, Grand Rapids Agents, 737 Mich. Trust Co. Bldg.



MAGIC OINTMENT!

—AND—

"ANTI-FLY" GREASE

A sure protection against Cattle Fly. A valuable Antiseptic Ointment for stock of all kinds. Can be used for Sores or Bruises. Makes an excellent Hoof Ointment.

Manufactured by

Scofield, Shurmer & Teagle, GRAND RAPIDS MICH.

Send for Pamphlet of Testimonials, etc.

Grand Rapids Paint & Wood Finishing Co.

Manufacturers and Jobbers of

PAINTS AND OILS

Write for prices and Color Cards.

51-55 Waterloo St.,

GRAND RAPIDS, MICH.

William Reid

JOBBER OF

Paints, Oils, Brushes, Varnishes, Etc.

PLATE and WINDOW GLASS.

26-28 Louis St.

GRAND RAPIDS, MICH.

office to see how the land lay, that the book-keeper was bearing down a little harder on the pen than there was any need of.

Promptly at ten the next morning, Jane and old John stopped at the Newstead door with the delivery wagon, and soon after Joe, between two fine looking women, was on the way to the store at Holbrook's Mills.

"Have you a long list, Lovicy?"

"Don't ask 'er. I don't want t' know. She's ben a puttin' down things ever sence I got home 'n' I couldn't git 'er t' bed till I blowed the light aout."

"Let me look it over, please;" and the long list was put into Miss Cragin's hands. As her eye glanced down the list, a smile crept into her face, and returning it, she said, "Be sure to put down the prices for each item, because there are some of them I am curious about." Then they gave themselves up to the enjoyment of the ride and reached the Mills in due time for dinner, which Jane ordered at the hotel.

This over, and you may be sure that it was a dinner well worth the eating. Jane went her way and the Newsteads went to the store, Joe remarking when the two were by themselves: "When Jane sets aout t' dew anything, she does it right up t' the handle. I shan't want anything 'gin till day a'ter t'-morrow!"

"She's just as good 's she c'n be, 'n' live; 'n' I c'n tell ye b'forehand, Joe Newstead, that y' ain't goin' t' make such a dreadful sight out o' this trip, f'r all y'r talkin'; 'n' I don't want ye t' go in, 'n' the fust thing, say y're f'm Milltown where they've ben a cheatin' y'ur eyes aout. 'Taint fair. Jane's ben more than fair with us, 'n' jes' let's see 'thout any snoopin' what the diff'rence is in prices. Ye won't now, will ye?"

"Wha' d' ye take me for?"

"F'r better 'r was; f'r richer 'r poorer; 'n' I'll leave it t' you, 'f 't haint ben was 'o' poorer ev'ry time.

Naow min', don't ye dew it;" and their entrance into the store prevented a reply.

"Good afternoon," said the affable proprietor, "what can I show you to-day?"

"Ye'd better put it t'other way; it'll take less time. She's got a list t'll reach fr'm here t' Milltown; 'n' ye want to give us y're bottom prices t' pay f'r drivin' fifteen 'r twenty mile t' trade with ye. Team costs suthin', ye know. 'Ve ben tradin' t' Milltown, t' the brick store, ye know, 'n' they ben pullin' 'r back teeth right aout on us; 'n' fin'ly, I says t' m, wife, we'll go t' the Mills 'n' here we be."

"That's right. We're glad to see you. Let me look at your list ma'am."

"You can't tell anything by it. There's a good many things that I don't want. What's y'r flour?"

He ran through the list.

"Gi' me a sack o' Tip Top. How much is it, and she put down the price.

"That's all t'-day," she said after a meager list had been checked and filled.

"Naow, Joe, you go 'n' git the hoss, 'n' by the time ye git back t' the tah-vun, Miss Cragin 'll be waitin' for us, 'n' we'll start f'r home. Old John's such a good traveler we'll git there 'n' time f'r chores."

"Miss Cragin? Aint she the Milltown storekeeper?"

"Yes, 'n' 's her hoss 'n' wagin; but she offered t' take us over 'f we wanted t' come. She was comin' herself and so she didn't charge anything f'r the team. When the flour's gone, mebbey

we'll drive over agin. Good day.— There, Joe Newstead, I guess you'll larn one o' these days, that ye can't play off any y'r games on me. 'Nother time when I tell ye not to dew a thing, you go right off 'n' dew it 'n' see what ye git. There's Jane naow. B'gun t' think, didn't ye, we wa'n't comin'. Drive 'raound, Joe, so she c'n git in on t' other side."

"Well, how's the trading gone on? You don't seem to have much of a load. Flour and—only those few packages? Why, there aren't enough to pay for coming over. Why didn't you get your list?"

"It's the same ol' story, all smoke 'n' 'mighty little fire. Then Joe had to show off a little 'n' that made me mad. Want t' look at the list?"

"Wait until we get to the store where you can see our prices for the same things."

They did. They found what experience teaches everywhere, that a respectable grocer wants a fair profit on what he sells and only that; and when less is claimed, the conventional pickanniny will be found somewhere in the wood-pile. In counting up the cost, Joe found that the trip to Holbrook's Mills didn't pay. Leaving out of the account the price of the team, he was out of pocket two dollars and a half; and when Jane said that, possibly if they had bought more, they would have come out even, Joe with a pretty strong voice got as far as "if" and suddenly stopped. There was something in his wife's face which seemed to say: "Go on 'f ye dast ter," and he didn't dare. Just then, too, Jane said, "Now, boys, we'll wind up this business and have everything square. There, Lovicy, that ten dollar bill is yours. The boys wanted to bet and you were to have the money whoever won; and I want you to promise that you'll lay every cent of this out on something for yourself. Will you?"

"Yes, I will. D' ye hear that, Joe? Ev'ry cent. Put me down, Jane, f'r ev'ry blessed cent."

Cy couldn't indulge in any "twitin' 'n' flingin'," but Jane had forgotten to bar out Cy's laugh, and he made the most of it.

"Jes' hear that blame-fool-laugh!" was Joe's comment as they rode away. "I d'n' know what there is about it, but it's the meanest, dog-gone-dest hec-terin'est laugh that a human ever had hung onto 'im. I'd rather 'e 'd slap me square 'n' the face any time 'n' ter hear it; 'n' I s'pose I s'll have to hear it a good many times a'ter this;" and he did, although he never afterwards complained about the prices at Milltown, nor afterwards did any trading at Holbrook's Mills.

RICHARD MALCOLM STRONG.

A Dry Smoke.

Frank Chase recently took his seat in a first-class passenger coach on a north-bound G. R. & I. train, with an unlighted cigar in his mouth, when a brakeman came in and sized him up and the following conversation ensued:

Brakeman—Say! this is no smoking car.

Chase—Who's smoking?

Brakeman—You've got a cigar in your mouth.

Chase—Yes, and I have got my feet in my shoes, but I don't think I am walking.

The brakeman thereupon walked away with a new idea, but a troubled countenance.

This world would be a paradise for each of us and a hell for all the others if each of us had all he thinks he ought to have.

We have the agency for CURTICE BROS.' Celebrated Canned Fruits and Vegetables, among which we carry in stock:

Early Sweet Corn	Sftd Early June Peas
Ex. Fam. Tom. 3 lb.	Sw't Wrinkled Peas
Blue L'b'l Tom. 3½ lb.	June Pickings (Fr'ch Style)
Succotash	Preserved Peaches
Lima Beans	P'd Bartlett Pears
Refugee St'gles B'ns	Preserved Quinces
Golden Wax Beans	Egg Plums
White Mar'fat Peas	

The packer's name is a guarantee of quality. Send us your order. The prices are right.

I. M. CLARK GROCERY CO.
Grand Rapids

Coffee

"QUAKER"
"TO-KO"
"STATE HOUSE BLEND"

Roasted and put up especially for us by Dwinell, Wright & Co., the famous Coffee Roasters

TRY THESE COFFEES

Worden Grocer Co.
GRAND RAPIDS

Dry Goods

Nine Years' Experience as a Dry Goods Merchant.

CHAPTER I.

J. E. Blackstone in Dry Goods Reporter.

The store was closed for the day. My clerks had gone home. I was alone, except that the ghosts of former years and ambitions flitted before and around me, taunting me with unmaturing plans and hopes. My sales for the day had been estimated, and while I knew they were larger than those of my competitors, excepting one or possibly two, yet the ambition of my life had evaded my grasp. I was enjoying the fruits of nine years' unremitting effort in a well established business. My stock was steadily growing. I was sure of a competency for life. But that was not enough. Twelve years ago my determination to own a store of my own was made. For three years I sacrificed the pleasures of life and some of the necessities, that I might the sooner and firmer establish myself in business. Economy having always been an inherent quality of my nature I had previous to my determination to start in business saved \$1,000. The three years of especially rigid economy had netted me \$1,900. When, therefore, I had reached the critical period in my life to which doubtless every clerk looks, viz.: buying a stock for myself, I had \$2,900 in the bank. This was not by any means a large amount to compete with old and firmly established merchants, but sufficient, I thought, if backed by unbounded energy. I felt that the quality I needed most was nerve to make the effort. I had great faith in these words:

You can get to any station,
That's on life's schedule seen,
If there's fire beneath the boiler,
Or ambition's strong machine;
And you'll reach a place, called Flashedtown,
At a rate of speed that's grand,
If for all the slippery places
You've a good supply of sand.

It was with considerable difficulty that I decided on my location. My determination was to hang up my sign where I expected to remain the remainder of my life, believing strongly that I could not afford to exert myself to establish a reputation, and then suddenly box up my stock and remove elsewhere. Such procedure I deemed very foolish, indeed. After serious consultation with friends and whomsoever I could, I chose the town I had been clerking in for some seven or eight years. To be sure, it was not a large place—only about 1,900 inhabitants—yet I felt that it possessed advantages which I could not afford to pass lightly. During my clerkship I had exercised my quality of civility to such effect that I prided myself on the large number of friends who delighted to have me sell to them. They manifested an interest in my welfare, which I knew was genuine. So confident was I that their interest in me was more than that of ordinary patrons for clerks that I checked up a list of those whom I believed would follow me if I started in business. And more than opening a stock in the same town in which I was clerking, I resolved on near proximity to my old employer. I had settled the matter in my own mind that it must be a royal battle; that I would never be content to simply own a store. It must be a store which would be a credit to myself and the town, and if to drop my \$2,900 was necessary, I would at least demonstrate of what stuff I was made, and if I possessed none of the article of which merchants are made, I was going to know it by experience. And so by such course of reasoning I was led to rent a store directly across the street from the mercantile gymnasium where I had trained. Those nine years are full of interest to me. It was no easy task at the beginning to measure myself with the experience of the town and other towns. My \$2,900 did not go far against stocks varying from \$25,000 to \$50,000. I found my watchfulness taxed to its very limit to keep in stock what I might be asked for. Every night after closing I would carefully go through the stock and learn what I needed—not what I was low on, for that

was everything—but what I might be sold out of within a week. My competitors went to market twice a year, and the amounts of plunder they brought home used to make me thoroughly disheartened. Their advertisements fairly flamed with the information of "immense purchases." But while they were passing my store and chuckling at "the express packages which he gets," I was "sawing wood." They were turning their stock one and one-half to two times, and I was turning mine six times. I had no old stock; they did. I, therefore, had no losses on plunder; they did. When my competitors were working in pushing goods on which they were stuck, I was pushing new, clean, bright stuff, and told the people so. My windows and store I kept scrupulously clean. My large plate glass windows were the first introduced into my town. I polished them daily, and they shone like the best French glass. The interior of the windows I made an index of my store throughout. They were the talk of our town. I was lavish with paint and water. My counters and shelves were always clean. No dust was permitted to accumulate. I insisted on especial effort on the part of every clerk to please. Every favor possible was shown a customer without lowering the dignity of the store. My clerks were asked to dress neatly. No slovenly package was allowed to go out. My purpose was to excel. I had special sales on which I made large returns. To interest the people I would advertise an article at a price that would surely create talk, because of an exceptionally low figure. These sales I would run a day. Then I would follow them with one on an article on which I made a handsome profit. These I would run several days, carrying no large stock, but ordering every night such styles as I sold out during the day. Thus by extraordinary effort and application I had gotten together a stock of \$14,500 in those nine years. My sales were good—about \$63,000 the ninth year—but I had not yet realized my ambition. My deliberate purpose at the beginning of my career was to sell more stuff annually than any other merchant in town. This I was not doing, and because of it I sat, as explained at the opening of this letter, well nigh cast down. In such a condition I had remained for some two hours, turning over and over different schemes to increase my sales, when, presto, one flashed across my mind that made the perspiration start and the execution of which during the next year trotted my sales up to \$117,000 and made me the leading merchant of our town. How I did it will be told next week.

Big Sleeves Reach Their Zenith.

From the Chicago Dry Goods Reporter.

Big sleeves have at last reached the culminating point of extravagance, and the decadence has set in. Opinions conflict as to the length of time it will take for the big sleeve to pass away. It seems likely that the change will be slow and tortuous. In fact, it will be a case of death by inches.

Just as it was about to be decided that the big sleeve was to continue, at least a season longer, the fatal prejudice set in. The women have suddenly discovered that the huge inflated balloon sleeve is a monstrosity, and its former devoted adherents are crying out against it.

The dressmakers finding that the limit in size had been reached, and that the only variety to be given the new season's productions would be by lessening the volume, turned traitors and deserted the cause which they had so firmly espoused.

From an object of pride and admiration it will soon become one of ridicule. Its fate is sealed, for the reaction, though but slightly indicated so far, is nevertheless a decided one. We will continue to see big sleeves for some time, but the changes will be entirely toward the lessening rather than increasing of size.

Few things are more ludicrous than bogus dignity.

A home without children is like a garden without flowers.

Our New Prints

And Napped Back Printed Flannels ARE IN.

All the best MAKES are represented:

Hamilton,
Pacific,
Grand Prey,
Coechco,

Windsor Epatant,
American,
Washington,
Simpsons,
Garners.

Write for samples.

P. Steketee & Sons

GRAND RAPIDS.

MEAN men say
MEAN things, but we
MEAN just what we say

We are headquarters for

LUMBERMEN'S SUPPLIES?

Our line of Duck, Kersey, Mackinaw and Leather Coats, Mittens, Gloves, Lumbermen's Socks and Kersey Pants is immense. Values that make a man's eyes "stick out." Send us your card and our Agents will call.

Voigt, Herpolsheimer & Co.

WHOLESALE DRY GOODS GRAND RAPIDS

Spring & Company

IMPORTERS and
WHOLESALE DEALERS IN

DRESS GOODS, SHAWLS, CLOAKS,
NOTIONS, RIBBONS, HOSIERY, GLOVES
UNDERWEAR, WOOLENS, FLANNELS
BLANKETS, GINGHAMS, PRINTS and
DOMESTIC COTTONS.

We invite the attention of the Trade to our Complete and Well Assorted Stock at Lowest Market Prices.

SPRING & COMPANY, Grand Rapids

JESS Plug Tobacco JESS

Why is there such a sale on this brand?
1st—Because it is made of the choicest of leaf.
2nd—Because it is wrapped with the choicest of wrappers.
3rd—Because it is cased to suit the taste of the large majority of chewers.
4th—Because it is sold at a price within the reach of all.

Jess Fine Cut Tobacco

Our success with the plug has shown us that we can sell a tobacco under a private brand if the goods are right, so we have introduced a fine cut also, which we trust will be given the same reception the plug has.

Musselman Grocer Co.,
JESS Grand Rapids, Mich. JESS

Exercise and the Bicycle.

Written for the TRADESMAN.

There has been a good deal of apprehension manifested by students of economic problems as to the effects of the increasing wealth and luxury of modern times. That this luxury and its consequent enervation should cause the downfall of the most advanced modern nations—those nations whose enlightenment has carried them beyond the possibility of war with its healthful demands on national vitality—seems almost inevitable in the light of the effects of similar conditions on the civilizations of history. And these apprehensions are not without apparent foundation. The oft-quoted story of Rome is, perhaps, as good an example of the results of the enervation of luxury as any. A warlike training had given the proud empire a national greatness limited only by the then known world. Luxury and idleness followed, soon reducing her to a state of imbecile weakness. In the rugged fastnesses of the northern wilds the Germanic tribes were contending with hard conditions for existence. With them life was short, as a result of exposure and hardship. Yet these conditions developed a sturdy strength which made the enervated Latins an easy prey.

That the great modern nations have become much weakened by luxury and the lack of the necessity of effort is apparent. Where is it to end? Will it be necessary for them to fall to and destroy each other by savage war to avoid dying from inanition?

The answer to these questions will be found in the fact that modern enlightenment is bringing with it a knowledge of the secret of individual, and, consequently, national strength. This "secret" has long been known and applied, theoretically, but there is now such a practical recognition and it is made to assume such agreeable forms that it is assimilated and is becoming a factor in modern life. This "secret" is exercise. One of the most promising indications of the permanence of modern civilization is that the world is just entering upon an era that may be called the renaissance of exercise. Enlightenment is bringing a knowledge that most of the ills that have destroyed the value and enjoyment of so many lives and furnished support for the great host of medical charlatans are the results of inactivity. And this knowledge is becoming a factor in the education of the young that promises an increasing recognition.

Efforts for the popularization of exercise have long been urged. Many plans have been devised, games like lawn tennis, archery, etc., and these, with riding, walking and, withal, work, have done much toward the redemption of the race. But it remained for the mechanic to devise the means, par excellence, that should make exercise a delight, and bring a greater recognition of its value than anything else ever devised. The bicycle has been a greater object lesson as to the value and necessity of exercise, even to those who have not yet adopted its use, in their observation of its effects, than is generally considered.

The results of its use already attained are small compared with the promise of the future. The increase of the present season is a matter of the greatest astonishment, and yet every facility of manufacture is strained to the utmost to supply the demands of the coming season. In view of the promise of reduction in prices consequent upon such tremen-

dous demand it is not unreasonable to predict that its use will soon become almost universal.

The practical knowledge of the value of exercise will become more and more an element in the education of the young. The wheel, and other means of exercise will become more and more attractive and pleasant. Their sanitary value will receive greater recognition. The time is not far distant when the student of modern conditions of life will not long for the salutary effects of savage war.

W. N. F.

Keep Stock in Sight.

A great many sales are lost and a great deal of dead stock is carried by stores which are in the habit of having places behind or under the counters in which to place goods. These goods are probably never overhauled, except at stock-taking times, and these drawers and hiding places are an excellent catch basin for all sorts of goods, which are usually called "stickers," and which ought to be out on the counters where they can be pushed more than ordinarily.

Do not have any places in your store where goods can be stuck out of sight. If you have plenty of room it is better to have all the goods on or in front of the counters, or on shelving conspicuously situated. Have no shelves below the counter, so that there will be no opportunity to put things away out of sight. A great many stores, however, cannot do this, as they are crowded for room, and it is, therefore, necessary that a part of the goods should be kept in places which make no display.

If this is necessary, see that every piece of goods not in easy access is looked over and examined and brought out to the light at least once a week. If the goods are kept out where they can be seen all the time, they are very much more apt to sell than if hidden away. The salesmen are usually very careless about goods which are not easy to reach, and they very seldom take the pains to look into any of these old drawers or under the shelves to find goods to sell.

If customers come in and call for some particular thing which they know to be in such and such a place, they usually go and get it, but if it is in some place where there is any doubt about finding it, they either say they haven't got it, or they don't take the pains to look for it where they should, and try to substitute something else which possibly the customer does not want.

If you have goods that cannot be carried on the shelves, arrange them about the store where they will be in full view of the customers.

Handling Other People's Money.

The true course for every person to follow who has in charge the moneys of other people is this:

Insist upon your accounts being audited once a year or more. Do not wait until you retire from office or until you resign from a position, but demand a close investigation of your financial accounts as you go along. If you serve as treasurer, of any kind of a society, holding any sort of a fund, make a full and complete report of your accounts from time to time, then ask that they be audited by a committee which shall be appointed by other people than yourself. Do not ask that any particular persons be the auditors, but keep your books and moneys so correctly that you can face even your enemies and ask them to appoint auditors to investigate your accounts and make their report, with a consciousness that you have sacredly guarded all the money that has passed through your hands, knowing that not one cent has been misappropriated but being sure that you can render an account for every farthing that has been entrusted to your keeping. Then you will have a good conscience, a good character, and a fine reputation in the business world.

Bastard baskets must go!

How to

Knock out the credit business
Build up a cash trade
Save many dollars
Make home happy

Here Goes!

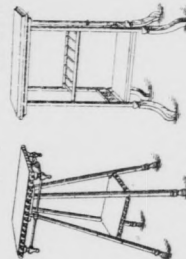
To induce Cash Trade, you can afford to give a small discount in the shape of a present. If you discount your bills, Cash is taken off the total amount. If your customers pay cash you give a premium which costs you less than the discount, your customers are pleased and you save money.

Catch the Idea?

Don't Use Old Chestnuts!

For Premiums. See our line: Folding Furniture, Pictorial Books, Quadruple Plate Silverware, Framed Pictures, Crayon Portraits, Etc. Write to-day, commence to touch that sensitive nerve, the

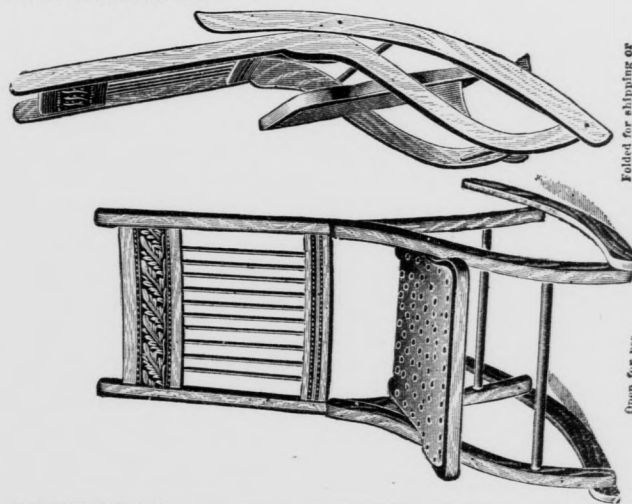
Pocket Book.



Manufacturers' Book Co.,

523 S. Division St., Harris Block,
Grand Rapids, Mich.

Home Office, Fond du Lac, Wis.



Folded for shipping or packing away.

Open for use.

\$15 per dozen, F. O. B. GRAND RAPIDS

OF COURSE YOU HANDLE

LION COFFEE

For Sale by All Jobbers.



SEE PRICE LIST ELSEWHERE.
EVERY PACKAGE 16 OZ. NET
WITHOUT GLAZING.
Perfectly Pure Coffee.

WOOLSON SPICE CO.

TOLEDO, OHIO, and KANSAS CITY, MO.



Mr. Thomas

THE BEST FIVE CENT CIGAR

IN THE COUNTRY.

ED. W. RUHE, MAKER,
CHICAGO.

F. E. BUSHMAN, Agt., 523 JOHN ST., KALAMAZOO

Clerks' Corner

Advantage of Good Breeding Behind the Counter.

There is no place where the principle, "Learn by doing," can be practiced more effectively than in a general store. "Let me show you how to hold the broom," followed then and there by an object lesson in broom-holding, is worth more than a dozen tellings how; and everyone of my clerk readers will bear me out, I think, in the statement, that they never did up a package neatly and snugly until some good fellow—no matter if it were a she—taught him how to do it. I thought of that the other day when I saw some rice done up by a novice, sifting through the loosely tied package, and concluded that was a good text for my weekly sermon; but I have decided that an object lesson is needed, rather than a talk, and, as I cannot give the one, I will refrain from the other. There is nothing more discouraging to a learner than a list of "don'ts," and I am going to take you on a little trip this morning and give you an object lesson upon a single "don't" for a subject, which I hope you will remember as long as you live.

It is a busy day and we will make a call at a grocery store in Somewhere county. The people there are not over sensitive and the grocer there, wise in his own conceit, wants it understood that a busy, business man has no chance to be polite or even respectful to a friend or stranger who comes in bothering and hindering. You will, usually, find, boys, that these grocers are well-to-do. They are up in matters of finance. They are on the alert for the nimble shilling. They "tell a man just once what he's got to do and, if he can't do it, fire him." I want you to take a good look at the store and at the store-keeper himself. Everything is as neat as a pin. Everything is in its place—it doesn't dare to get out of it—and the clerk jumps for us the minute we enter, as if somebody had jabbed him with a needle. I am told on good authority that this Somebody in that Somewhere store charges more for the same goods than any other grocer in town. I mention this because you can see why without a word from me. It is an object lesson well worth studying.

This man doesn't know me, and I have come in here without knowing, of course, that this is his busiest day, as any stranger is very liable to come in at any time. While the clerk is putting up the peanuts you have asked for, you watch the porcupine while I ask him the way to the Morton House. He will look at me until his eyes fairly glare, wasting ten times the time it would take to answer my question. When he sees that I don't care for that kind of nonsense and that I am respectfully waiting for a respectful answer to my perfectly respectful question, he will snap out: "This ain't Grand Rapids, it's Somewhere;" and his voice will whack up against the period at the end of his remark with the bang of a freight train. When I say, "O, I beg your pardon," he will turn away from me with a "Humph!" and into that ominous sound he will crowd all the overbearing ill breeding which years of practiced coarseness have intensified. I have gone thus into details, so you can see how exactly he has carried out my programme in every particular. That's exactly what he did the other day when he was not especially busy and when he didn't

have a customer in his store. Then, it angered me. Now, it makes me laugh. And whenever I feel like it, I saunter in there with some idiotic question and let him glare at me and "humph."

That sort of cattle isn't confined to Somewhere. There are several, I am told, over in Everywhere; but they all have the same leading traits. I met one of the Somewhere grocer's customers one day and asked him wherein lay the dealer's successful trade. Here is his answer:

"He keeps the best goods. He has the cleanest store. He is prompt in filling orders. The first customer who comes in is waited on first; and a child is treated as considerably as the parent would be. He charges more than the other grocers, but, when you get used to his peculiarities, you don't care for them and it's trading your after, anyway. If the man had had any kind of bringing up, or enough to treat people decently, he'd be one of the leading men in Somewhere."

How many of my boys see the point?
UNCLE BOB.

New Occupation for Women—The Professional Marketer.

From the Philadelphia Grocers' Review.

A new employment has recently been added to the lengthening list of woman's activities in this city by a bright daughter of Philadelphia. The professional marketer is one of these new ventures. There are two women who are rapidly building up a paying clientele in this way of business.

On account of the summer exodus from town, business is very slack now, but one of these marketers is still in town and the other morning outlined her plan of work.

"When the head of a household engages me she tells me how many are in the family to be provided for and gives me an idea of their usual style of living. I then make a calculation as to how much money it will take to provide such a household a week. Again, in households where the purse has a decided limit I am told the numerical strength of the family and asked if I can do the marketing on a specified sum. Of course, the success of the provision depends to a great extent upon the skill and ingenuity of the cook, who must be governed very much in her dishes by the nature of the things provided."

"I should fancy that there must need be a rather thorough understanding between you and the cooks?"

"I try to make it so, and in a great many cases I prepare the menu for the week, so all the cook has to do is to follow that and manipulate the food that I provide in her best style. If there is any dish in the menu with which the cook is unacquainted I usually go to the house and give her directions. I am a trained cook myself—a graduate of the Philadelphia Cooking School—and have had much experience in that line. Do the cooks take kindly to my invasion? Some do and some do not. On the whole, however, I think I have been rather successful with them. Some of those who looked upon me as encroaching on their domain have come to regard me as more of a helpful ally than anything else, and the more sensible and shrewd ones have always welcomed my work because it relieves them of the task of planning meals, and often brings to their knowledge new dishes, new combinations of food, which in the end increase their professional value. Last winter was a very busy one, and the prospects are that the number of my customers will be increased next year."

Sticking to Business.

"What in the name of common sense are you doing, George?" asked the boss of the new boy who had been sent to tap a barrel of vanilla syrup. "Sticking to business, sir," he stammered, as he vainly tried to hold his hand over the broken spigot, and at the same time, lift his feet from a pool of wasted molasses.

The Crystal Valve Oil Can.....



THE BEST TO BUY!

THE BEST TO SELL!

THE BEST TO USE!

Over 100,000 Sold in 1894,

Automatic Valves--Non-Explosive

Ask your Jobber for them, or write

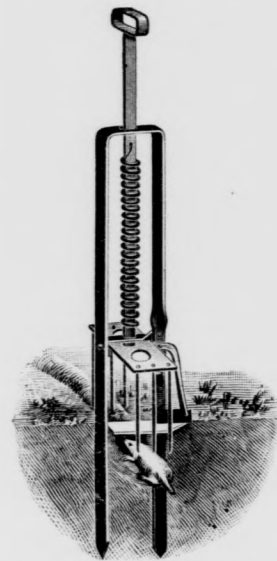
STAR MANUFACTURING CO.
CANTON, OHIO.

Moles

.....THE.....

REDDICK TRAP

BORN JAN. 1, 1895.



All the old Traps boiled down into a better one, at one-third the old price. A FIRST CLASS TRAP. No mole can pass under this trap and live!

FOR SALE BY

Foster, Stevens & Co.
Grand Rapids.

Association Matters

Grand Rapids Retail Grocers' Association
President, E. WHITE; Secretary, E. A. STOWE; Treasurer, J. GEO. LEHMAN.

Sugar Card-Granulated.
5 1/2 cents per pound. 4 1/2 pounds for 25 cents
10 pounds for 50 cents. 20 pounds for \$1.

Jackson Retail Grocers' Association
President, BYRON C. HILL; Secretary, W. H. PORTER; Treasurer, J. F. HELMER.

Sugar Card-Granulated.
5 1/2 cents per pound. 9 1/2 pounds for 50 cents
19 pounds for \$1.

Northern Mich. Retail Grocers' Association
President, J. F. TATMAN; Secretary, E. A. STOWE; Treasurer, J. WISLER, Mancelona.

Owosso Business Men's Association.
President, A. D. WHIPPLE; Secretary, G.T. CAMPBELL; Treasurer, W. E. COLLINS.

Michigan Hardware Association.
President, F. S. CARLETON, Calumet; Vice President, HENRY C. WEBER, Detroit; Secretary-Treasurer, HENRY C. MINNIE, Eaton Rapids.

Grand Rapids Fruit Growers' Association.
President, R. D. GRAHAM; Secretary, M. W. RONAN; Treasurer, H. O. BRAMAN.

The Fruit and Produce Industry of Kent County.

Written for the TRADESMAN.

Until very recently Kent county—or, to use the usual expression, Grand Rapids—was not, particularly, prominent or very well known as a fruit and produce center. We have always heard of the great orchards of the Lake Shore and of the immense shipments of berries and garden produce from St. Joe and Benton Harbor; and, while it is true that in many small towns along the Lake Shore the fruit and produce industry is paramount to all others and of vast importance, Grand Rapids, with its great and varied manufacturing and mercantile industries and its many railroads and greater population, has scarcely taken note of the magnitude and growing importance to the general public of its own fruit and produce industry. Little by little, however, the people are beginning to see that Grand Rapids is getting to be one of the great fruit and produce centers of the West, and especially is this true of the production of peaches. I believe we are to-day producing more and better peaches than any other country in the State; indeed, a large portion of the county is admirably adapted to the production of this fruit, the land being high and rolling and the soil of a quality exactly suited to the needs of peach culture. There are being planted annually hundreds of thousands of peach trees, while most of the old orchards are still in bearing condition. The deadly disease known as the "yellows" has not, as yet, made any serious inroads on our orchards, and, wherever it does appear, it is immediately stopped by the destruction of the infected trees. Not only is this true of the trees, but there is a commission appointed by the Council to inspect the fruit offered on our market, and, if any diseased fruit is found, it is promptly condemned and destroyed.

Our system of marketing differs from that of any other with which I am acquainted, almost the entire product being sold on the open market—practically to the highest bidder. There is very little fruit being consigned by the grower, at least among those who have organized the society known as the Grand Rapids Fruit Growers' Association, the object of which is to advertise our fruit, secure better shipping facilities and advocate and encourage the use of a uniform package of standard size and quality. Here, again, our practice is some-

what unique, as the package we use and the manner in which our fruit is loaded on the car differs from the common custom. For peaches the bushel basket is used almost entirely, and a very large portion of our fruit goes direct from the grower's wagon to the car, where it is placed on shelves in the open basket, one shelf above another, until the whole car is filled. For long distances, of course, the cars are iced; and, in this manner, comparatively ripe fruit can be shipped long distances with perfect safety and at very small expense. It is the object of the Association to bring buyers from all over the country direct to our market, where they can procure just what they wish and in any quantity desired. By this means all outside markets are kept regularly supplied, and, at the same time, are seldom or never glutted, as they often are where fruit is consigned. There is now coming in a splendid lot of choice yellow peaches, and, with our system of packing and loading and refrigerator cars, no market within three or four days' ride should be without plenty of fruit.

This year is our fourth full successive crop here and the farmers are taking hold of the matter in earnest and are making the production of this fruit a specialty, and, for that reason, are growing better fruit and putting it up in a better manner than ever before. Grand Rapids has, perhaps, a dozen local wholesale buyers who not only keep the different towns of the State supplied, but do a large carload business, shipping to Detroit, Buffalo, Cleveland, Cincinnati, Indianapolis, St. Paul, St. Louis and many other cities of the United States.

R. D. GRAHAM, Pres. G. R. Fruit Growers' Ass'n.

Appointed Pure Food Spies.

Food Commissioner Storrs has awakened from his lethargy and appointed three commissioners to look up violations of the pure food laws—W. B. Scattergood, of Ithaca; John I. Breck, of Jackson, and John R. Bennett, of Muskegon. They will receive \$3 per day and expenses for time actually spent in the service of the State.

It will be well for all retail dealers to look over the new law enacted by the last Legislature (it was published in full in the Tradesman of Aug. 7), with a view to abandoning the sale of any goods which do not conform to the provisions of the law. Heavy fines are prescribed for violations of the law, and, as new brooms usually sweep clean, the new inspectors will, probably, be very vigilant in prosecuting all cases of violations brought to their attention—not forgetting to draw on the State for \$3 per day and expenses.

Georgia has one man who farms right and makes money. Captain W. H. Hodnett, who resides near Neal, Ga., has a magnificent plantation and nothing on it is wasted. He raises everything on it, including bantams and popcorn. His peaches are the finest shipped to market this season. When he found the market glutted he canned the best, and those next best were made into peach brandy. He raises large quantities of vegetables and fruits which he cans for market. He raises his own meat and corn, and has a pond from which he gets all the fish and turtles he can use. His dairy supplies a large number of customers with the best of butter.

Love in a cottage will do if the cottage isn't mortgaged.

Hardware Price Current.

Table listing hardware prices under categories: AUGURS AND BITS, AXES, BARROWS, BOLTS, BUCKETS, BUTTS, CAST, BLOCKS, CRADLES, CROW BARS, CAPS, CARTRIDGES, CHISELS, DRILLS, ELBOWS, EXPANSIVE BITS, FILES-New List, GALVANIZED IRON, GAUGES, KNOBS-New List, MATTOCKS, MILLS, MOLASSES GATES, NAILS, PLANES, PANS, RIVETS, PATENT PLANISHED IRON, HAMMERS, HOUSE FURNISHING GOODS.

HOLLOW WARE

Table listing hollow ware prices including: Pots, Kettles, Spiders, HINGES, WIRE GOODS, LEVELS, ROPES, SQUARES, SHEET IRON, SAND PAPER, SASH WEIGHTS, TRAPS, WIRE, HORSE NAILS, WRENCHES, MISCELLANEOUS, METALS-Zinc, SOLDER, TIN-Melyn Grade, TIN-Allaway Grade, ROOFING PLATES, BOILER SIZE TIN PLATE.

G. H. BEHNKE Prompt shipper of

Hay, Grain, Flour

Will exchange for seasoned 16-inch wood. 30 E. Bridge St., Grand Rapids.

The Best Place to secure a Business, Shorthand and Typewriting education is at the old reliable Grand = Rapids = Business = College, GRAND RAPIDS, MICH. For new catalogue, address A. S. PARISH, 78 Pearl St.

G. H. BEHNKE Prompt shipper of

COAL Flour Feed Hay 30 E. Bridge St., Grand Rapids. Long Distance Telephone,

Drugs==Chemicals

STATE BOARD OF PHARMACY.

One Year—GEO. GUNDRUM, Ionia
 Two Years—C. A. BUGBEE, Charlevoix
 Three Years—S. E. PARKILL, Owosso
 Four Years—F. W. R. PERRY, Detroit
 Five Years—A. C. SCHUMACHER, Ann Arbor
 President, C. A. BUGBEE, Charlevoix
 Secretary, F. W. R. PERRY, Detroit.
 Treasurer, GEO. GUNDRUM, Ionia.
 Coming Meetings—Houghton, August—
 Lansing, November 5.

MICHIGAN STATE PHARMACEUTICAL ASSOCIATION.

President, Geo. J. Ward, St. Clair.
 Vice Presidents, S. P. WHITMARSH, Palmyra;
 G. C. PHILLIPS, Ann Arbor.
 Secretary, B. SCHROUDER, Grand Rapids.
 Treasurer, WM. DUPONT, Detroit.
 Executive Committee—F. J. WURZBURG, Grand
 Rapids; F. D. STEVENS, Detroit; H. G. COLMAN,
 Kalamazoo; E. T. WEBB, Jackson; D. M. RUSSELL,
 Grand Rapids.

GRAND RAPIDS PHARMACEUTICAL SOCIETY.

President, JOHN E. PECK
 Secretary, B. SCHROUDER

The Magic Wand of Business.

WRITTEN FOR THE TRADESMAN.

"There is magic in the air" that the successful merchant breathes now-a-days. That there must be some magic in it is evident from the fact that the great unnumbered majority of "storekeepers," in spite of their most diligent efforts, win nothing but vexation of spirit and shattered hopes. What is this magic that the exigencies of the day has made so highly essential in the management of every concern where merchandise is retailed successfully to a factious and whimsical public? In staid old stage-coach days the door of success was not barred to mediocrity. All that was necessary was resolute will, honest endeavor and unceasing perseverance.

Where there was a will there was a way; and individual effort, backed up with ordinary individual capabilities, was sure and certain of its just reward. But the old-time list of business qualifications essential to business success have lost their grip. It will not do today, to teach the young aspirant for mercantile fame that success behind the counter depends upon a scholastic knowledge of business transaction, unimpeachable personal habits, and a bulldog tenacity that knows no rest. At this very moment there are tens of thousands of over-worked hustlers grinding coffee and tying up an endless variety of parcels who, like the young man we read of in scripture, have "kept all these things from their youth up," and yet they are painfully aware that something is yet lacking in their efforts to make a success of life.

Success means business. A successful mercantile concern is a busy place. The prosperous merchant does not spend his time standing in the door, looking up and down the street for customers that never come; neither do his clerks kill time in the back yard pitching quoits. The accumulation of interest and wages, and the growth of rentals never ceases, day nor night; and the counter-currents of cash and merchandise must be kept in motion during business hours, or success is out of the question. There is no lounging or "posing" in the store where prosperity reigns, and Trilby cannot be found on any of its counters. How familiar is that medley of sounds which strikes the ear, as one enters the door of a prosperous city trade emporium. It is the sweetest of music to the successful man of business and a matter of profound wonderment to the casual customer from the back township. The shuffling of

busy feet; the low conversational hum; the silvery ripples of laughter; the thudding, ripping and tearing; and the clanking of weights and measures, and the click of the little metallic cashboy, as it starts from every quarter of the busy scene and goes spinning over the wire to a common center, where it deposits its precious cargo and then flies back with the "change," to relieve the customer with the milky boots, who imagined that his "V" had been stuffed into some sort of a bomb and fired into the ethereal regions.

In the very nature of things, every store cannot be made a busy place and, therefore, it is absolutely impossible for every storekeeper to succeed. If the angel Gabriel were to assume the management of every retail store, it would not put them on a paying basis. Indeed, were such the case, all being under one management—and that the most perfect, and the public patronage being, in consequence, more evenly distributed—there could be no success in any one of them. The fact is, there is too much capital invested, too much storing space rented, and too much "help" employed in the distribution of commodities to make success possible, except for a limited few.

There was a time when competition was "the life of trade." It was healthy and meant that the man who, by virtue of his more thorough business training and his superior knowledge of legitimate business tactics, could sell goods cheaper or of superior quality than could his neighbor, would get the plum. But competition of this kind will not win plums to-day. Leaving the great mass of incompetents out of the question, there is still left an indefinite number of competitors who are peers of each other in capital, business capacity, and everything else that once insured success, but to whom success is absolutely impossible, simply because there are not plums enough to go around. Although these old-time qualifications are still essential—and magnified a thousand diameters, beside the competition of to-day demands something more. To succeed in the mercantile business to-day, one must possess an inspiration—an insight that will enable him to look into the true inwardness of human nature. He must understand man in all his variety of phases, and know how to manipulate him to his own advantage. Dollars he must have, and the winning of dollars is impossible to the man who cannot win the owners of dollars. The man who cannot aim higher than his longed-for customer's pocket-book is proceeding on the "tail-wags-the-dog" theory. He sets traps for pocket-books while his successful competitor catches the owners of pocket-books.

A knowledge of human nature is essential to success in any calling in life depending for its support upon public patronage—especially, when that patronage is measured by the direct result of a daily, personal contact with our fellow men. Courtesy is the magic wand made use of by the successful man of business in turning this knowledge of human nature to practical account. He understands the foibles of human nature and makes use of them as stepping stones for his own advancement. He is not in business to prepare men for the millennium, and so he takes man just as he is and makes the most of him. He is no hobbyist and displays no particular fondness for that numerous fraternity; yet he knows the dollar of the hobbyist is as valuable to him as

any other, and that it is inseparably connected with the hobby. Therefore, he tickles the hobby under the chin and secures the dollar.

The great whimsical public is made up of individual units, no two of which are alike, except in one thing—each is utterly powerless to resist that which pleases it. The art of pleasing carries with it the force of attraction, and is as sure and certain in its operation as are the effects produced on matter by the laws of gravitation. If any one of many "storekeepers" I might name could be spirited away from himself and taken through the workshops, out into the fields and into the homes of the people and hear the comments so freely indulged in, and trace out the effects of these comments, he would return to the flesh a wiser man than he now is. He would no longer wonder why the goods on his shelves become stale and self-worn before they are disposed of. He would then know why Tickle & Pleasure can obtain better prices than he can and, at the same time, command the trade of the street. Tickle & Pleasure are in possession of the magic wand of business. They know more, and are adepts in the art of attracting, pleasing, satisfying and holding him. They possess the requisite inspiration, and, other things being equal, they are on the solid road to mercantile success. They care not for fame, glory, social position, the welfare of their country, or—pardon me—but mighty little for the welfare of their fellow beings. They are in it for dollars, knowing that business success in these rushing, money-grabbing times is measured by the number of dollars accumulated, and nothing else.

One of the first questions debated by a New York club, recently organized for the promotion of morality, was: "Is true courtesy consistent with perfect sincerity?" A preponderance of opinion was given in favor of the negative. This is a true reflex of the "spirit of the times." If "true" courtesy is inconsistent with perfect sincerity, then "business" courtesy, which I have designated the magic wand of business, cannot be expected to bear any resemblance to perfect sincerity. Perfect sincerity! Why, there is no such thing. Perfect sincerity of look, speech and action would make an enemy of every

other person we meet, and put business success beyond the possibility of attainment. In these days of superficial polish, such a course would starve us to death or shut us up in an asylum for incapables. The man behind the counter may indulge in perfect sincerity of feeling, but, if he is there to succeed, he will never express it by an act, a word, or even a look. Were he to forget himself and give perfect sincerity of expression to perfect sincerity of feeling, he would address about half of his customers in terms not at all complimentary and kick the other half into the street for their perverse pig-headedness.

To displease one's self and become "all things to all men," without letting other people know it, may not be consistent with perfect sincerity, but is the only kind of business courtesy which, if guided by a knowledge of good, old-fashioned human nature, will furnish the inspiration which makes success possible.

E. A. OWEN.

Don't Sing the Old Song Too Long.

Where is there a good business man who is not always ready and anxious for really good business ideas? There are some fossils—men who delight in telling of how things used to be done "before the war," who find the good old style good enough for them, and who take no stock in new-fangled ideas and modern notions which, they assert, are turning things upside down.

"Why," they say, "people are no better satisfied with these fancy fixings. They are continually throwing them aside for the next new toy."

That is just what we want. Play the new tune while it is popular and then change key; but never tire people with the same old song.

The modern miller never sighs for the water that is past to turn his mill-wheel. He knows that there is a plentiful and fresh supply constantly arriving from the fountain-head.

One person of every seventy-three in England is a Smith, and one in every seventy-six is a Jones.

It has no equal—Signal Five.

PECK'S HEADACHE..... POWDERS

Pay the Best Profit. Order from your jobber

Merchants

GREEN SEAL CIGARS

And you will always satisfy them.

Absolute

...The Acknowledged Leader...

Tea!

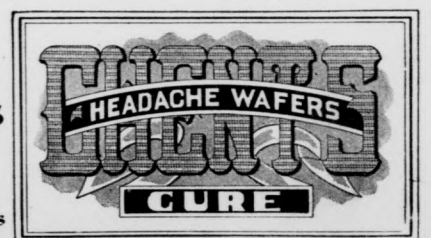
SOLD ONLY BY

TELFER SPICE CO.,

GRAND RAPIDS, Mich.

Ghent's Headache Wafers

Immediate Effectual Harmless
 Handled by all Jobbers. Prepared by
C. N. GHENT & CO., Pharmacists
 BAY CITY, MICH.



If you want to please a few cranks, who don't patronize you, insist on having blue label cigars. But if you want to give your patrons the worth of their money with cigars made by clean honest people, give them

WHOLESALE PRICE CURRENT.

Table with multiple columns listing various goods such as Turpentine, Linseed Oil, Acids, Ammonia, Aniline, Baccas, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, Oleum, and Syrups. Each item is followed by its price and quantity.

Quintette Quintette Quintette

The Best 5 cent Cigar \$35 per thousand

Hazeltine & Perkins Drug Co. Grand Rapids, Mich.

Quintette Quintette Quintette

Fruits and Produce

Desirability of Attractive Vehicles on the Morning Market.

"It is queer how matters take good care of themselves when piously let alone." One doesn't hear that kind of remark on the market, or anywhere else, for that matter, without having something behind it; and I became intensely interested in a fine basket of peaches close to the elbow of the man who made the statement.

"I was down here a couple of days ago, and the growers were all mixed up—peaches and potatoes, first one and then the other—and now look at them! I started in on Ionia street, going north from Wealthy avenue and for a block or two there was nothing but peaches—big wagon loads of them and nothing else. Then the other fruit had its turn; and, further down the line, vegetables were shown in endless profusion. Talk about your department stores! When you get through, it all comes down to the 'birds of a feather flock together' idea, and here it is."

"The flocking together's all right," was the answer, "but you won't find one man running the whole concern, and there's where the mischief comes in. It's a question of convenience, after all, and the grower finds that out as soon as anybody. What I'm curious about is, why more of these sharp growers don't see it is to their interest to fix up a little in the way of attractive outfits; and the speaker sauntered on out of my hearing.

I caught the idea, however, and I applied it to the vehicle behind which I stood. The thill had met with an accident in the distant past and it had been mended by the nailing on of a stout narrow board. A little farther on, an antiquated harness had been strengthened with a rope; and, long before I reached the end of the line, there was enough to find fault with had I felt so inclined. That kind of wagon, however, was the exception, most of the growers being provided with large, well-made wagons; but almost all of them were devoid of any attempt in the line of attractive display.

Why couldn't a grower make himself conspicuous with some such little device, for instance, as coming invariably to market with a freshly washed wagon? The roads are not always so dusty as to hide the attempt to keep clean. That will do, to begin with, and in time, other suggestions will come of themselves. I know one thing: if I had bought out the huckster's load whose harness was tied up with a rope, I believe I would not like to have him drive up to my door to unload it. Of course, a cart is a cart and fine vegetables is what the buyer is after; but, after all, would any of our first-class grocers think it to their advantage to use the huckster's board-mended vehicle for a delivery wagon?

I know that it seems as if it could make but little difference as the wagon stands backed up to the curb, whether it be clean or dirty, rough and unpainted, or bright with care and paint; but there is a great deal of human nature in the buyers on the market and human nature is attracted by these little incidental things—so much so, in fact, that, if the town dealer and the producer should change places, the first thing the dealer would do would be to provide himself with an attractive turn-out. I know the story about the country boy's cutting

an alder and catching more trout with that and a bent pin than the city chap could with the costly rod—I was the boy—but for all that, the country boy believes, to this day, that, had he "swapped" tackle with the city chap, his own string of trout would have been larger and the city boy's couldn't have been smaller, for he didn't have any. I like the fine tackle and, while there may not be in it anything in itself to insure a string of fish, there is everything in its favor, even if there is nothing but the fact of ownership to recommend it.

With a new market and the new conditions attending it, we shall see whether an attempt will be made to attract custom by the methods so common now in the trading world.

RAMBLER.

PRODUCE MARKET.

Appes—Cooking stock, \$1.50@1.75 for 3 bushel barrel. Fancy eating varieties, such as Twenty Ounce Pippin, Maiden Blush and Strawberry, \$1.75 per bbl.

Beets—40c per bu.

Butter—Factory creamery is strong, on account of an improvement in the demand at the Eastern markets, commanding 19c. Dairy is a little weaker and lower, being sluggish at 14@15 1/2c.

Cabbage—Slow sale at 25@30c per doz. The country appears to be overstocked at present.

Celery—15c per doz.

Crabapples—35@40c per bu.

Cucumbers—Pickling stock, 50c per 100.

Eggs—About 1/2c higher, handlers paying 11c and holding at 12c.

Grapes—20c per 5 lb. basket for home-grown Concord. The stock is fair in size and excellent in quality.

Green Corn—5@10c per doz, according to quality.

Muskmelons—Nutmeg, \$1@1.50 per doz. and very scarce. Osage, \$1 per doz. crate.

Onions—50@55c per bu. for home-grown Yellow Danvers.

Peaches—This is the big week for early yellow stock and every indication leads to the belief that the transportation facilities, complete as they are, will be inadequate to handle promptly all the stock offered for the next ten days. With this in view, it will be well for dealers to get in their orders early and ahead of their requirements, so as to suffer as little loss and annoyance as possible in the event of delay in receiving shipments. The favorite varieties this week are Mountain Rose (white), Red Crawford, Yellow Crawford, Barnard and Foster. Prices range from 75c for white to \$1.50 for fancy yellow, a good canning yellow peach commanding \$1.

Pears—75c per bu. for small pickling stock. Clapp's Favorite, Bartlett and Flemish Beauty varieties command \$1 @1.25 per bu.

Plums—Lombards and Green Gages command \$1.50@1.75 per bu. Fancy Bradshaws find ready sale at \$2.

Potatoes—Ranging about 30c per bu. In the rush of fruit, this staple is entirely neglected.

Tomatoes—50c per bu. for good smooth stock.

Watermelons—15@18c for stock of good size and excellent quality.

Hence Those Tears.

A gentleman while traveling on a Western railway got out at a station where the train stopped for a few minutes, and entered the refreshment room. Casting his eyes on a basket containing buns, he suddenly burst into tears.

The sympathetic barmaid gently asked him what was the matter, and elicited the following touching information—
"Pray excuse my emotion. Two years ago I was traveling on this line on my honeymoon. My wife came into this refreshment room and stratched our initials on a bun which I see in this basket. I beg you to let me have it as a tender souvenir. Here is a half dollar."

CUT THIS OUT

Fill in and Mail:

H. J. VINKEMULDER,
Grand Rapids, Mich.
Dear Sir—When you can ship us good yellow peaches, such as Crawfords, Barnards, Fosters, etc., at \$1 per bushel or less you may ship us..... bushels
.....times a week via.....
Signed.....

State how to ship: Freight or Express and over what line.
Pears, Plums and Crabapples are now coming in: prices reasonable.

Apples, Potatoes, Melons, Cucumbers, Celery, Onions, Cabbage, etc., at lowest market prices. We respectfully solicit your mail orders; same will have our prompt and careful attention and benefit of lowest possible prices.

HENRY J. VINKEMULDER,
418-420-445-447 S. Division St. Grand Rapids
Long Distance Telephone 1084.

Seeds==

We are now receiving New Crop Timothy. If you wish to buy Timothy or Clover correspond with us. We handle all kinds Seeds, Alsike, Alfalfa, Crimson Clover, Etc.

We respectfully solicit your orders.

ALFRED J. BROWN CO.,
Seed Merchants,
GRAND RAPIDS

ARTHUR J. WATKINS

J. H. AXE

WATKINS & AXE, Wholesale Produce

FRESH EGGS, CHOICE CREAMERY and DAIRY BUTTER

Northern Trade Solicited for Meats and Produce. Phone 395. Special Attention to Consignments and Buying on Track.

84 and 86 South Division St., GRAND RAPIDS.

SEND YOUR CONSIGNMENTS OF

PEACHES

To GAWLEY BROS. & CO., 64-66 Woodbridge St. W., Detroit.

Stencils furnished upon application.

References—
DUN'S & BRADSTREET'S Agencies.
HOME SAVINGS BANK - - - - Detroit.

Ward L. Andrus & Co.

Importers and Jobbers,
Foreign and Domestic Fruits,
Canned Goods and Fancy Groceries,

FRESH PEACHES

And Baltimore Canned Oysters a Specialty.
We Solicit Your Consignments.

53-55-57 JEFFERSON AVE., - - - - DETROIT

Wholesale
Commission

PEACHES

Live and Dressed Poultry.

Butter, Eggs, Cheese, Vegetables Fruits of all kinds.

F. J. DETTENTHALER,

117-119 Monroe Street, - - - - Grand Rapids, Mich.

Peaches

If you wish to keep in touch with the market correspond with us and we will enter your name for market report which will be mailed regularly free of charge. The crop promises to be a large one and quality is fully up to the standard.

WRITE US TO-DAY.

ALFRED J. BROWN CO.
Grand Rapids

Send your consignments of

Peaches

BUTTER, EGGS, POULTRY and
FRUITS to

Geo. E. Darling & Co.

42 Jefferson Avenue,
142 Woodbridge St.

Geo. E. DARLING
H. H. ROBINSON

DETROIT

Grand Rapids Fruit Growers Assn.

Each grower sells his own stock
fresh picked each day

R. D. GRAHAM, President.
J. A. PEARCE, Vice-President.
H. O. BRANTIAN, Treasurer.
M. W. RONAN, Secretary.

Headquarters until Oct. 1 22 S. IONIA ST.

REPRESENTATIVE RETAILERS.

Frank West, the Hoytville General Dealer.

Frank West was born in Madison county, near Syracuse, N. Y., Nov. 23, 1855. His parents were natives of the Nutmeg State of Revolutionary ancestry, and an Orderly Sergeant's book, the property of a great grandfather who was under General Green, is preserved among the family archives. Like other boys, farm-born and farm-bred, he passed his early days in the green pastures and beside the still waters of the country, now in the country school house in summer and now in the active duties of the farm until the dawn of his 15th birthday. Then the first change came, and the early morning found him in a wagon on the road to Syracuse, with his trunk behind him, to take his place in the bread-winning ranks of the world. His uncle, the senior partner of the firm of Estes & Fitch, was in need of a boy, and Frank was chosen to supply the need. It was not the fashion then, as it is so often now, for boys to be on the lookout for "soft snaps." A place to work, they called it then; and if there was an idea in the boy's mind that it would be a little easier to work for his uncle, the thought was soon dispelled. The awakening from that delusive dream was disturbing, but when this was once over and he settled bravely down to earn his meager wages, the great lesson of personal independence was learned and the solid foundation of a successful career was laid on the solid rock.

For seven years he worked in that Syracuse grocery store, beginning with the broom and gradually climbing upward, round by round, so that, when at the age of 22, he thought best to see what he could do somewhere else. With his seven years' of hard earned experience and the money that it had brought him, he came to Michigan and, at Grand Ledge, launched this financial bark in the furniture and undertaking business with his brother, with whom he entered into partnership.

For two years prosperity smiled upon them, when a fire broke up the establishment. Gathering up what was left, he removed to Hoytville, where he carried on the same business for two years more, and then, forming the firm of West & Co., added lines of dry goods and groceries.

Another two years went by, and then, dropping the furniture and undertaking lines, the establishment was made into a general country store. Prosperity was again leading the concern kindly by the hand when the fire fiend again swooped down and flew skyward with whatever its flaming talons could clutch; and the next morning, after clearing away the ashes, he "opened up" with goods which arrived from the Lemon & Wheeler Company, of Grand Rapids, and which he had wired for on the night of the fire before he went to bed. That meant business, and in less than a week the salamander firm, finding the ashbed undesirable for commercial purposes, found accommodations in a neighboring hall, where it remained until a fitting building could be permanently secured. The store is in that building now, where, with increased facilities, including cold storage, it manages, with the help of the post office, the telephone exchange and the express office to make out a busy day, as well as a profitable one.

Mr. West was married in 1880 to Miss Carrie Prentice, of Watertown, N. Y.,

and two boys are growing up to be as thrifty storekeepers as their father.

Some Suggestions for Fall Window Dressing.

The fall will be a season for colors. This is already seen in the goods being shown. Plaids now seen in the windows are of striking appearance on account of the bright colored stripes. Blue will be used a great deal in window displays — what is called old blue or Dutch blue being one of the most popular shades. Green will also be a favorite color in combination with red, yellow or blue. One State street trimmer will trim a few of his windows in solid colors in contrast to the multitude of bright colors which will be shown. Windows of two colors he will experiment with.

Dress goods are among the most important articles a trimmer has to display. One trimmer, speaking of trimming a dress goods window, said: "The goods should be draped in a way to show how the goods will look when made up. The flaring skirt can be illustrated by spreading the goods out at the bottom when draped on a stand, and the pleats and organ pipes can be shown by pinning the goods in the proper place. The upper part of the costume should be draped after the style of the hat. If it is plain make the display plain, but if it is elaborate or of fancy design the waist should have ribbons, lace, flowers, etc. Baskets of flowers are quite appropriate in a dress goods window. They add a touch of beauty and color that greatly improves the appearance."

Another trimmer, speaking of dress goods displays, said: "There are many suggestions for the coming season which may be found profitable to merchants. New fabrics for the fall season are usually dark effects, and in order to display them in the windows it is advisable to remove the looking glass effect produced by the dark color. To do this we would suggest the use of suitable light backgrounds, which will, of course, throw out the goods and the patterns can be more plainly seen, which otherwise would have been lost. The use of tickets with prices or the name of each novelty displayed tends to dispel the darkness of the goods and throws out the patterns more plainly. The sale of dress materials may be increased by the use of wax figure dress forms, upon which the trimmer will effectively drape such material as is displayed in the window, which not only attracts attention but often suggests to the onlooker the manner in which the goods will look when made up. A constant change of goods in windows adds greatly to the sales of such departments."

One well-known trimmer will use the new style background made of blue satin with scroll patterns in his dress goods windows. This will be particularly effective in dress goods displays, setting off the dark colors of the fabrics by contrast. Light backgrounds are necessary to properly display these goods.

"In the display of light weight silks some kind of stiff lining must be used to produce the organ pipes, and represent the flaring skirts," says one well-known trimmer. "Heavy silks, taffetas, etc., do not need this lining, as the goods are heavy enough to keep the form desired. The same is true of dress goods. Light weight goods should have a stiff lining underneath, while goods such as sicilians will keep any desired shape. Both silks and dress goods will be shown with organ pipes and pleats."

Nikola Tesla is beginning to find the honors shower thickly upon him. He has already been made, within the last year, a doctor by Columbia College and an M. A. by Yale, while one of the leading universities of the far West has recently invited him to accept one of its diplomas. A couple of years ago he received the rare order of St. Sava from the king of Serbia, and last week news reached him officially that the Order of the Eagle had been conferred upon him by the prince of Montenegro, who may be said to represent the race from which Tesla springs.

SEEDS, POTATOES, BEANS

We handle all kinds FIELD SEEDS, Clover, Timothy, Hungarian, Millet, Buckwheat, Field Peas, Spring Rye, Barley, Etc. Buy and sell Potatoes, Beans, Seeds, Eggs, Etc. Car lots or less.

EGG CRATES and EGG CRATE FILLERS.

If you wish to buy or sell write us.

MOSELEY BROS.,

26-28-30-32 OTTAWA STREET
Grand Rapids, Mich.

Jobbers SEEDS, BEANS, POTATOES, FRUITS.

Mason Fruit Jars



We quote for immediate orders the following prices, packed one dozen in box, each jar in separate compartments. Price subject to change. No charge for box or cartage.

	Per Gross.
Pints wide mouth.....	\$6.00
Quarts, wide mouth.....	6.50
Half gallons, wide mouth.....	8.50
Same packed in straw as before, 50 cents per gross less.	
Extra caps and rubbers.....	\$3.50
Rubber rings for Mason jars.....	.30

Mail orders direct to

H. Leonard & Sons, GRAND RAPIDS.

W. H. BEACH

WHOLESALE DEALER IN

HAY, GRAIN,
SEEDS,
PRODUCE,

Orders Promptly Filled
Write for Quotations

HOLLAND, MICH.

Seeds

Everything for the

Field and Garden



Clover, Medium or Mammoth, Alsike, Alfalfa and Crimson, Timothy, Hungarian Millet, Peas and Spring Rye, Garden Seeds in bulk and Garden Tools.

Headquarters for Egg Cases and Fillers

W. T. LAMOREAUX CO.

128-132 West Bridge Street,
GRAND RAPIDS, MICH.

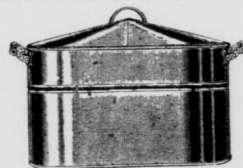
Peaches!

Butter,
Eggs and
Fruits!

Consignments received. Highest
Prices procured.

R. Hirt, Jr., 36 Market St.
138 Bates St.

Telephone 1218. DETROIT.



WM. BRUMMELER & SONS,
MANUFACTURERS
AND JOBBERS OF... TINWARE

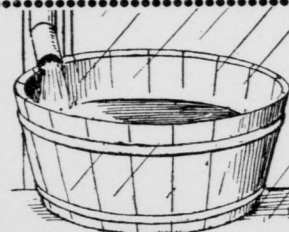
Selling Agts. for Columbian Enameled Steel Ware.

Write for Catalogue.
Telephone 610.

260 South Ionia Street
GRAND RAPIDS, MICH.

USE JENNINGS' FLAVORING EXTRACTS

SEE QUOTATIONS.



Catching Rain Water

is a familiar practice in sections where the regular water supply is too hard for use. Its softness and purity make it very desirable on wash day. The same results can be derived by using

OAK LEAF SOAP.

It makes the hardest water soft, makes the clothes white without injuring them, and reduces the labor of washing one-half. Ask the grocer for it.

OLNEY & JUDSON GROCER CO.,

Wholesale Agents, Grand Rapids, Mich.

GOTHAM GOSSIP.

News from the Metropolis---Index of the Market.

Special Correspondence.

New York, Aug. 24—The foreign fruit trade of this city, or, more accurately, the fruit trade in general has for years been in a chronic state of agitation. It has been almost impossible to keep track of the ups and downs and the innumerable entanglements which have occurred between the importers and the buyers. What is called the Fruit Exchange has a nice suite of rooms and has enjoyed a good degree of prosperity; but it has finally agreed to lease the rooms to a more recent organization, called the Fruit Buyers' Union. The number of members of the latter organization is rapidly growing and will probably number about 150 when all are in, and the future of the society seems to be very bright. If the long-drawn-out quarrels will be ended, the trade will be on the road to prosperity.

The fruit trade of New York will make a great demonstration on the twenty-fifth anniversary of Italian unity Sept. 21. There will be a big military parade, living pictures, etc.,—all showing the progress which Italy has made during the last quarter of a century.

General trade in jobbing groceries has been disappointing during the past week and it is hard to tell just what the trouble is. Cost is even lower on some articles than at the beginning of August, but there is no rush of buyers. However, there is no doubt we shall soon see a better prevailing condition.

For two or three weeks coffee has been in an unsteady condition. While there has been no great decline, nor likely to be at once, the fact is that there is a general feeling that prices must decline before there will be free selling. Rio No. 7 is worth 16¢@16½¢. Mild grades are very quiet and, while no concessions are openly made, there is a determination to sell without much haggling as to the rate to be paid.

Refined sugar is dull. Undoubtedly some shading on prices has been done, and it was hoped this would stimulate trade; but animation seems to be suspended for a time. An additional drop is, evidently, anticipated, which may account for the small orders coming to hand.

Tea is exciting no interest and there is an utter absence of speculation. At the auction sale, next Wednesday, almost 13,000 packages will be disposed of and the outcome is awaited with a little interest. Prices will, probably, show no advance.

Canned goods are about as dull and quiet as can be imagined. There has been no change in prices, nor any demand. Some local reports of frost come from Northern New Jersey and some points in New York, but the corn crop is very flourishing, as a general thing, in the Eastern part of the country, and Maine promises to outdo herself this year. Peaches bring so much better prices fresh than canned that Baltimore packers are said to be doing very little business in canning. Samples of lobsters packed in gelatine have been shown this week. The gelatine prevents the lobster from becoming discolored by the action of the tin.

Rice is firm. While the demand is not active, it is sufficient to prevent any undue accumulation. Foreign is in decidedly good position and the accumulation is by no means large.

Molasses and syrups are in pretty good demand, upon the whole, although the market is somewhat irregular.

The butter market is in pretty good shape and supplies are working out well. Best Elgin is worth 20c, but the slightest imperfection will deter purchasers from completing the deal. State dairy is worth 17½¢@18c.

The cheese market shows considerable improvement and, altogether, dealers feel encouraged. Small sized is worth 8½¢@8½¢.

The supply of eggs has been quite liberal, but very few can be called good stock. Northern Indiana, Michigan and Ohio will bring 14½¢ for best grades. Nearby are held at 16½¢.

Retail trade is very good and grocers are pretty well contented. The most asinine movement ever projected is that of the retailers of Chicago, who want a tax of \$5,000 levied on every outside line carried by the department stores. It will never see daylight.

Gripsack Brigade.

Dr. Josiah B. Evans is spending a week at Petoskey, accompanied by his wife. While there he will investigate the prospects of the Cross Village gold mine, in which he is a large stockholder.

J. Henry Dawley, Secretary of the Grand Rapids Traveling Men's Base Ball Club, is in receipt of a letter from Wm. H. Baier, Captain of the Detroit nine, offering to accept the challenge of the Grand Rapids boys in case the latter will pay the traveling expenses of the Detroit boys to Grand Rapids and return. The offer has been respectfully declined, as the Grand Rapids boys are of the opinion that they can hardly afford to pay their own expenses on the occasion of the return game and also pay the expenses of the Detroit boys to Grand Rapids to play the initial game of the series.

J. J. Frost, Treasurer of the Michigan Knights of the Grip, was in town over Sunday. He states that he has \$1,492.49 to the credit of the organization, with only one death claim unpaid, that of the late Frank Seymour, whose proofs of death will be acted upon by the Board at its next meeting on Sept. 6. On the occasion of that meeting the Lansing Post will present a formal invitation from the business men and traveling salesmen of Lansing to hold the next convention in that city, Monday and Tuesday, Dec. 30 and 31, being the dates suggested in such connection. It is proposed to hold the meetings in Representative Hall and the banquet in armory hall, dispensing with the ball.

Two complaints have been filed with the Tradesman relative to overcharges by I. & F. Andres, proprietors of the Cutler House, at Grand Haven. Both complaints are made by reputable Grand Rapids traveling men who are regular patrons of the house, the substance of their complaints being that they were charged for the use of rooms assigned their wives in the daytime for the purpose of permitting them to attend to toilet arrangements. In addition to such charges, the Cutler House makes a practice of charging regular rates for the wives of traveling men, accompanying their husbands on their regular trips once or twice a year—a custom now more honored in the breach than the observance. The proprietors, are, evidently, acting on the assumption that they have the only first-class hotel in Grand Haven, but a movement is already on foot to induce an estimable lady to open a boarding house, similar to the admirable establishment formerly conducted by Mrs. Capt. Smallman, in which event many of the boys will transfer their patronage from the Cutler and use their influence to get other traveling men to take the same course.

The click of the typewriter is the tap of the hammer on the nails of the coffin containing all that remains of the old-time prejudice against women in business.

The aggregate of the employes of the railroads of this country is as large as the whole German army. Nine hundred thousand people work for the roads.

There is no worse investment than to barter character for money.

Best seller in the world—Signal Five.

WANTS COLUMN.

BUSINESS CHANCES.

FOR SALE OR RENT—LIVERY BARN. Have also for sale at a bargain one carryall and three-seat carriage. C. B. Lovejoy, Agent, Big Rapids, Mich. 834

WILL SELL ONE OF THE BEST \$4,000 general stocks of merchandise on earth at 50 cents on the dollar. Cash—no traders need apply. Lock box 46, Reed City, Mich. 835

CASH AND HOUSE AND LOTS IN GRAND Rapids, Michigan, to exchange for first-class stock of boots and shoes. Address Box 101, Leslie, Mich. 831

FOR SALE—HARDWARE ST. CK. SET OF tinner's tools and store furniture, invoicing about \$2,500, in a town in Michigan, located in a good farming country. Address No. 832, care Michigan Tradesman. 832

STOCK OF MILLINERY AND FANCY goods, sale or trade. Will inventory at cost and discount for cash 80 per cent if sold at once in a lump. Address V. E. Roland, Traverse City, Mich. 833

FOR SALE—DRUG STOCK AND FIXTURES in thrifty Indiana town. No pharmacy law. Address C. M. W., 255 Central avenue, Grand Rapids, Mich. 823

FOR SALE STOCK OF GENERAL MER-chandise in a live growing town of 3,000 population. Will inventory \$5,000 and is in fine condition. Best building and location in town. Will sell for ninety cents on the dollar cash. Address No. 824, care Michigan Tradesman. 824

WANTED—LOCATION FOR A HAY AND feed store. New towns preferred. Address "Feed," care Michigan Tradesman. 825

WANTED—A COMPLETE OUTFIT OF MA-chinery for band sawmill and planing mill plant to supply the place of one recently destroyed by fire. Second-hand will do if good and cheap. Address Fearon Lumber & Veneer Co., Ironton, Ohio 826

FOR SALE—STOCK OF BOOTS, SHOES AND dry goods, cheap for cash. Invoices about \$1,800. Address No. 827, care Michigan Tradesman. 827

A GOOD TWO AND ONE-HALF STORY brick house and good lot in the city of Grand Rapids to exchange for merchandise, dry goods preferred. Enquire of the Boston Stores, St. Louis, Mich. 829

FOR RENT—THE WALDRON BLOCK, OP-posite Union depot. Best location in city for wholesale or commission business. See Scribner Bros. or F. D. Waldron. 820

FOR SALE—OR WILL TRADE FOR PROP-erty located near the corner of Hall and Madison avenue, a stock of general merchandise, consisting of groceries, dry goods, boots and shoes, flour, feed, etc. Good reasons for selling. For particulars call or address on the premises, 305 Central avenue, Grand Rapids. 819

A BIG CHANCE FOR SOMEONE—JEWELRY stock, tools and fixtures, to the amount of \$1,300, can be bought for \$550, with first class location. Address No. 813, care Michigan Tradesman. 813

FOR SALE—HALF INTEREST IN A WELL-established drug store located in best town in Upper Peninsula mining district. Stock also includes stationery, blank books and wall paper. Cash sales, \$8,000 per year. Will sell half interest for \$1,500 cash and permit purchaser to pay for balance of interest out of profits of business. Purchaser must be able to take full charge of business, as present owner must remove to warmer climate on account of ill health. Address No. 820, care Michigan Tradesman. 820

WANTED—TO EXCHANGE DESIRABLE residence property or vacant lots located in Benton Harbor, Mich., for stock of groceries or general stock. Address Box 1296, Benton Harbor, Mich. 815

FOR SALE OR EXCHANGE—A FINE MILL property, 40 horse water power; would make a good fish hatchery; excellent spring creek; well located on railroad; store building, 22 x 90; hay scales; side track; agricultural ware house; saw mill and planing mill; two small houses; one nice large residence; all well rented except mills run by owner; excellent potato and wood market; plenty of hardwood saw timber near by. Exchange for farm or city property. Address W. H. N., care Michigan Tradesman. 811

WANTED—PARTNER TO TAKE HALF IN-terest in my 75 bbl. steam roller mill and elevator, situated on railroad; miller preferred; good wheat country. Full description, price, terms and inquiries given promptly by addressing H.C. Herkimer, Maybee, Monroe county, Mich. 711

FOR SALE—DRUG STOCK AND FIXTURES; corner location; stock in good condition and business paying. Good reasons for selling. Address Dr. Nelson Abbott, Kalamazoo, Mich. 776

MISCELLANEOUS.

WE BUY ALL KINDS SCRAP IRON, METAL, ags, shirt and overall cuttings and rubber. Write for prices, Wm. Brummeller & Sons, 260 S. Ionia St., Grand Rapids. Phone 640. 804

WANTED—BUTTER, EGGS, POULTRY, PO-tatoes, onions, apples, cabbages, etc. Correspondence solicited. Watkins & Axe, 84-86 South Division street, Grand Rapids. 873

WANTED—EVERY DRUGGIST JUST COM-mencing business, and every one already started, to use our system of poison labels. What has cost you \$15 you can now get for \$4. Fourteen labels do the work of 113. Tradesman Company, Grand Rapids.

For Bargains in Real Estate,
in any part of the State,
write to.....

G. W. Ames
106 Phenix Block
BAY CITY, MICHIGAN

TO CLOSE UP AN ESTATE

Good Furniture
Business.....

Established 1887. Always good growing business. Occupying new building in prosperous city of 100,000 people. Large territory tributary to it.

Well selected and complete stock of all kinds of Household goods.

Yearly business of \$50,000 can be done.

Will be sold at a bargain.

Address No. 1,000, care MICHIGAN TRADESMAN.

Are You Looking
.....for Business?

FOR SALE

The Mich. Iron Works Plant

GRAND RAPIDS, MICH.

Buildings, Machinery, Foundry and Boiler Shop, with Tools, Patterns and good will of the business. Located right in center of the city, on the bank of the river and near the railroad. Now in operation and doing a fair business

Size of ground, 160x170 ft. Machine Shop, one story, 60x65 ft. Foundry, 60x60 ft., two cupolas, Boiler and Pattern Shop, two stories, 50x100 ft. Blacksmith shop, in rear, 50x60 ft., two forges, Engine Room, 33x39 ft. Engine and Boiler of 75 horse power capacity. Vacant ground for storage, 60x160 ft.

Will be sold cheap and on easy terms, to close an estate. **W. T. POWERS & SON,** Grand Rapids, Mich. By Wm. T. POWERS, Survivor.

John Brechting Architect
Grand Rapids.

(Continued from last week)

The mill keeps it on hand and they sell it cheap, while he charges you just as much as if he had to make it to order, while the architect's client gets something different in style, and without a doubt he gets a better finish throughout and pays no more. And you are sure you are getting your money's worth. It stands to reason that in competition you figure close and when you have plans, they tell the contractor just what you want and he knows what he has to do and no guesswork, and when a person knows just what another wants it is an easy matter to give him a price and it is given so as (To be continued)

Anybody having any question to ask on this subject will be cheerfully answered.

Are Your Coal Bills too High?

A leaky or improperly adjusted valve may cost you hundreds of dollars per year at the coal pile.

I can show you how to save it by applying the indicator to your engine.

Address, 74 Monroe St., Room 5, Grand Rapids.

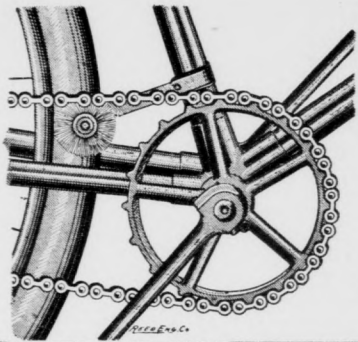
B. E. PARKS, Engineer.

V. SEBRING HILLYER
Consulting Engineer

Structural Iron Work
Concrete Construction.
Machinery Drafting.
803 Michigan Trust Building
GRAND RAPIDS

Millers! Attention!

We have for sale a number of NEW PURIFIERS, FLOUR DRESSERS and SCALPERS. All Standard Machines at much less than the cost of manufacture; also two sets STEVEN'S ROLLS, DOUBLE, 6x12, smooth. One PERPENDICULAR BEEKER BRUSH MACHINE. Address **SPOONER & HALL,** Grand Rapids, Mich. Room 34, Powers' Opera House Bldg.



**Pritchard's Rotary....
Cycle Chain Cleaner**

Price, 50 cents,

Keeps chain clean and oiled.
Prevents snapping.
Weights $\frac{1}{4}$ of an ounce.
Runs without friction.

Ask your dealer for them or address

J. M. HAYDEN & CO.

69 Pearl Street., GRAND RAPIDS, MICH.

Will you allow us to give you

A POINTER

The S. C. W. is the only nickle Cigar, Sold by all Jobbers traveling from Grand Rapids and by Snyder & Straub, Jobbers of Confectionery, Muskegon. We do not claim this Cigar to be better than any 10 cent Cigar made, but we do claim it to be as good as any 5 cent Cigar that is sold for a nickle.



**BUSINESS WHEELS
LIGHT ROADSTERS
LADIES' WHEELS**

A High Grade Machine, Built on Mechanical Principles. Prices Right. Immediate Shipment. Dealers, write for discounts.

CYCLOID CYCLE CO., 488 S. Division St., Grand Rapids

PERKINS & HESS, DEALERS IN Hides, Furs, Wool and Tallow

WE CARRY A STOCK OF CAKE TALLOW FOR MILL USE.

Nos. 122 and 124 Louis Street,

GRAND RAPIDS, MICH.

Griswold House

RE-MODELED
NEWLY FURNISHED
FRED POSTAL
Proprietor

BEST \$2.00 A DAY HOUSE IN THE CITY

Corner Grand River Avenue and Griswold St.,

DETROIT, MICH.

Walter Baker & Co. Limited,

The Largest Manufacturers of

PURE, HIGH GRADE
**COCOAS AND
CHOCOLATES**

on this continent,
have received

HIGHEST AWARDS

from the great

Industrial and Food

EXPOSITIONS

IN

Europe and America.

CAUTION: In view of the many imitations of the labels and wrappers on our goods, consumers should make sure that our place of manufacture, namely **Dorchester, Mass.** is printed on each package.

SOLD BY GROCERS EVERYWHERE.

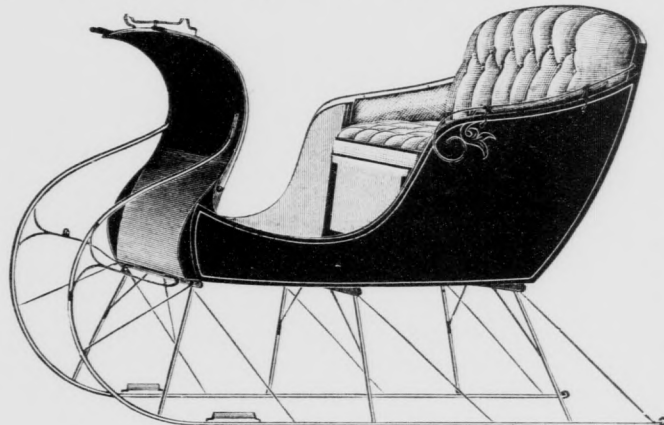
Walter Baker & Co. Ltd. Dorchester, Mass.

Stop!

AND READ.

Make no contracts for 1895 until we call or you write us about

**Portland and
Swell Body
Cutters**



Belknap, Baker & Co.

GRAND RAPIDS, MICH.

HOW TO SECURE AND HOLD

the best trade is a perplexing problem to some people, but its solution is simple.

FIRST. Make the best goods possible; not once in a while, but always.

SECOND. Let the people know of it, early and often.

THIRD. Don't neglect details.

Attention to these principles has placed the

**Gail Borden Eagle Brand
CONDENSED MILK** at the head, and

Borden's Peerless Brand

EVAPORATED CREAM is sure to obtain an equally high place in the consumer's favor, because it has **INTRINSIC MERIT.**

Prepared and guaranteed by the **NEW YORK CONDENSED MILK CO.**



IT HAS NO EQUAL.

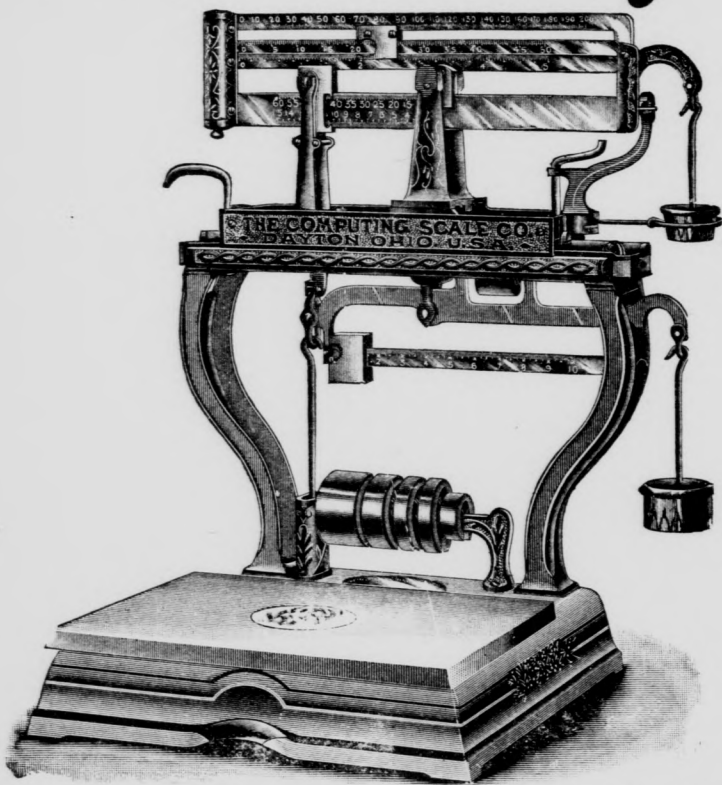
Don't fail to order a supply now.



ABSOLUTELY PURE.

FOR QUOTATIONS SEE PRICE COLUMNS.

The Money-Saving Scale



PAYS FOR ITSELF

Every two months and makes you 600 per cent. on the investment. It prevents all errors in weighing and

STOPS THE LEAKS

in your business these hard times. You can not afford to be without one.

YOU NEED IT!

SEE WHAT USERS SAY.

BOSTON STORE.
118-124 State St., and 77-79 Madison St.,
CASH MERCHANDISE.
Chicago, Dec. 31, 1894.

The Computing Scale Co., Dayton, Ohio:
GENTLEMEN: We have had your scale in use since November 24, 1894, in our butter, cheese and meat department. We find them to do exactly what you claim. Our clerks can wait on more customers and assure them accuracy in every respect. We can recommend them as the most economical scale in use for meat markets and groceries. Yours truly,

BOSTON STORE.

J. W. WHITELEY & SON,
Dry Goods, Clothing, Groceries, etc.
Bonaparte, Iowa, April 22, 1895.

Dayton Computing Scale Co., Dayton, O.:
GENTLEMEN: In reference to yours of recent date regarding the Computing Scales which you sent us, permit us to state that they have exceeded our expectations, giving us the utmost satisfaction. We consider it one of our greatest conveniences in our store, and knowing it, as we now do and from the experience we have had from its usage in the store, we would not dispense with it for ten times its value. Any ordinary clerk, with common school education, can expedite business equal to two or three clerks, and we prize it as one of our foremost fixtures in our store. We consider and feel that ours has paid for itself in two months.

Yours truly,

J. W. WHITELEY & SON.

Investigate the Dayton Computing Scale. For further particulars call or write

THE COMPUTING SCALE CO., Dayton, Ohio.

OUR LATEST == Imported Twins

ALFRED MEAKIN'S SEMI-PORCELAIN.

FLOWN PEARL.

A beautiful blended color bordering on a blue tint. Very clear cut having the effect of a wreath of roses. One of the handsomest patterns ever produced for the money. Your customers will not be disappointed.

BROWN AND PINK ENAMEL.

The Decorator's art is here produced in the highest degree, as shown in the beautiful blended colors produced in this decoration. The handles and knobs are richly ornamented with gold, and altogether it is one of the prettiest and most attractive patterns we have to offer. Place a trial order at once and you will surely thank us for having called your attention to it.



BROWN and PINK ENAMELED.

Ideal Shape.
Luton Decoration.
Gold Handles and Knobs.



"FLOWN PEARL."

Ideal Shape.
Luton Decoration.

H. Leonard & Sons

GRAND RAPIDS

These Goods in Open Stock

Assorted Crate Flown Pearl and Brown and Pink Enamel No. 1.

PEARL.		BROWN AND PINK		Amount Forward	
4 doz. 5 inch Plates.....	\$ 62 2 48	2 only 10 inch Dishes.....	2 48	3 only 8 inch Dishes.....	1 75
4 doz. 6 inch Plates.....	76 3 04	2 only 12 inch Dishes.....	4 13	3 only 10 inch Dishes.....	3 15
4 doz. 7 inch Plates.....	89 5 34	1 only 14 inch Dishes.....	5 78	2 only 12 inches.....	5 25
1 doz. 8 inch Plates.....	89 5 34	3 only Pickles.....	1 05	1 only 14 inch Dish.....	7 35
2 doz. 7 inch Coupe soups.....	1 03 1 03	3 only Sauce Boats.....	2 20	3 only Pickles.....	2 10
4 doz. 4 inch Fruits.....	89 1 78	2 only 24s Jugs.....	1 93	3 only Sauce Boats.....	2 80
4 doz. Individual Butters.....	28 1 12	3 only 30s Jugs.....	1 45	2 only 24s Jugs.....	2 45
2 doz. Bone Dishes.....	69 1 38	2 only 36s Jugs.....	1 28	3 only 30s Jugs.....	2 10
2 doz. Oatmeals.....	69 1 38	3 only 8 inch Covered Dishes.....	6 60	3 only 36s Jugs.....	1 75
1 doz. Oyster Bowls, 30s.....	1 10 1 10	2 only 8 inch Casseroles.....	7 43	3 only 8 inch Cov Dishes, 8 inch.....	8 40
3 only Bowls, 30s.....	1 10 28	2 only Cov. Butter and Drs.....	4 95	2 only Covered Butters and Drs.....	6 30
12 only 3 inch Bakers.....	96 96	2 only Sugars 30s.....	3 30	2 only Sugars 30s.....	4 30
3 only 7 inch Bakers.....	1 65 41	2 only Creams 30s.....	1 54 26	2 only Creams 30s.....	1 96 33
3 only 8 inch Bakers.....	2 48 63	Per Set.....		Per Set.....	
3 only 7 inch Bakers.....	1 65 42	21 Sets Handled Teas.....	55 11 55	21 Sets Handled Teas.....	70 14 70
3 only 8 inch Scallop.....	2 48 62	3 Sets Handled Coffees.....	64 1 92	3 Sets Handled Coffees.....	82 2 46
3 only 8 inch Dishes.....	1 38 34	Total Amount Forward.....	46 39	Total.....	\$105 49
				Crate and Cartage Net.....	\$2 50

These Goods Also in Open Stock.