

MICHIGAN TRADESMAN

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Prompt, Conservative, Safe.
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Acts as Executor, Administrator
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Send for copy of our pamphlet "Laws of the
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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.
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THE..... PREFERRED BANKERS LIFE ASSURANCE COMPANY

.....of MICHIGAN

Incorporated by 100 Michigan Bankers. Pays
all death claims promptly and in full. This
Company sold Two and One-half Millions of Insurance
in Michigan in 1895, and is being admitted
into seven of the Northwestern States at this time.
The most desirable plan before the people. Sound and Cheap.

Home office, LANSING, Michigan.

Save Trouble
Save Losses
Save Dollars

TRADESMAN COUPONS

THE FRUITS OF UNIONISM.

The management of the Cleveland branch of the Consolidated Steel & Wire Co. is shipping most of its machinery of that branch to other mills of the company, principally to Joliet. This action is the result of labor union interference with the management of the Cleveland establishment. It appears that improved methods of heating were introduced which displaced two employees, thus disturbing the proportion established by the union. This change was resented by the union and, rather than precipitate a fight, the company yielded and placed the discarded men on the payroll. This compromise encouraged the walking delegates of the union to demand further concessions, until the company realized that it would either be compelled to yield the management of the business to alien hands or move the works elsewhere, and thus Cleveland loses an important industry. This illustrates a phase of unionism which the Tradesman has already commented upon.

In an instance like the one here referred to, the fact that the removal of the works is the direct result of union interference makes it a matter of comment and depreciation by all the business interests of Cleveland. But the usual operation of union influence in driving orders from union-ridden towns to places free from such dictation is no less injurious. In this way nearly every town of considerable size is suffering in some lines of industry.

Unionism, organized and carried on by modern methods, is a menace to the industrial progress of every town where it exists. Industries thus hampered naturally gravitate to more favorable localities. This fact goes far to account for the centralization of industries, which is constantly increasing.

Unionism is a menace in a less direct way, causing great injury to localities where it is most active. This influence is more potent than it deserves to be, for the reason that there is a general dread of that which is mysterious in organizations. The very fact that it is a secret order and that its secret mandates are unknown to employers, that even its membership is a matter of conjecture, increases this repugnance to it. Then, it is a matter of observation that a "secret order" of this kind is naturally exaggerated in importance. For obvious reasons its membership naturally like to see its importance appreciated, and care is taken to say and do that which will inspire respect for its power. To the outsider the secrecy is a cause of exaggeration. This is the case with any mysterious organization. The Knights of the Golden Circle of war time and the Ku-Klux of a little later period are illustrations of this, in that the whole country was aroused by insignificant organizations which were principally boys' play. It is the same with unionism. The tendency of its membership is to exaggerate its power. With the sense of importance such organizations give to small natures, its members throw out hints as to what "we could do if we were to try." Thus a

comparatively small organization is able to command consideration.

Capital is proverbial for its timidity. It does not require much of the parade of such appearances of uncertainty to prevent its employment in the town concerned. This phase of unionism is not so patent to observation as when established industries are driven about by it, but it works no less serious injury on that account wherever it is dominant.

THE MANIA OF MISFORTUNE.

The recent murder of Mr. Sands, the wealthy manufacturer and merchant of Pentwater, emphasizes the danger constantly attending those in active business or public life whose duties bring them into contact with all kinds of men and under all kinds of circumstances as to real or fancied cause for grievance. It is a peculiarity of many small, narrow natures that they imagine themselves maliciously aggrieved if they fail to obtain the business or political advantage or favor to which they fancy themselves entitled. Such men are not cognizant of any shortcoming or deficiency in themselves which justifies the action of the one they think has wronged them.

When it is recalled how many there are who rail against their employers or public officers for fancied wrongs suffered at their hands, it is remarkable that there are so few such tragedies. The number of those who have proved failures in life and who attribute their misfortunes to the fault of some object of their narrow, vindictive enmity are many; and not a few of these brood over their misfortunes until they lose what little mind they have and become such maniacs. Sometimes there may be no reason for the particular antagonism; the mania is a general one and a most prominent public official is sought as the object of the maniac's attack, and there is such a tragedy as that of the assassination of President Garfield or Mayor Harrison.

In the case of the assassin of Mr. Sands there seems to have been an unfortunate quality of character which prevented his success in gaining favor or popularity. Whether this was a manifestation of his mania or an unfortunate natural disposition is difficult to determine; but it is within the observation of everyone having to deal with many of his fellows that there is a large number of just such unhappy dispositions. That more of them do not lead to mania with tragic results is a cause for wonder. It behooves men occupying positions where they are likely to become the object of such insane vindictiveness to guard against it, by exercising extreme caution in dealing with men who are likely to have fancied cause for grievance.

The project of a Greater New York has met a decided setback by the declaration of the Mayor of Brooklyn to accept the provisions of the bill for the consolidation. In giving his reasons he states that there is no definition of the terms and conditions of the consolidation, but that these are to be settled later. He objects to this arrangement and will oppose the action until the terms are submitted to the people.

MR. DEBS AGAIN.

After the prince of strikers had honored (?) this city and Detroit by selecting them as the theater of his experiment as a public lecturer, making in them his first and last appearance before a general audience, he retired from the observation of the public to his home in Terre Haute. It was hardly to be expected that he would remain in obscurity, however. After such a taste of notoriety, men of his stamp generally persist in striving for a continuance of that sort of excitement.

His brief experience before the general public, posing as a philanthropic advocate of temperance and morality, proved so signal a failure that he quickly abandoned the role, and his latest appearance, as might be expected, was in a gathering of the arch anarchists of Chicago, held last Thursday night in the hall usually occupied for such gatherings. The meeting was held in honor of the "hero of Pullman." The first speaker of the evening was, appropriately for the place and audience, one Otto Wichter, the successor of the executed anarchist, August Spies, as editor of the Arbeiter Zeitung. It will be remembered that the utterances of this sheet were the inciting causes of the Haymarket murders of ten years ago. The speech of this individual was, in accordance with his reputed character, of the most incendiary nature, ending with a peroration against all law and order, which provoked the greatest applause.

The other principal speech of the occasion was that delivered by the victim of the Supreme Court, the hero of the evening. This being Mr. Debs' stock effort, it could but fall flat with such an audience. For while his endorsement of the "reds" in their hotbed brands him as an unqualified anarchist in principle, his cold-blooded mediocrity prevents him from assuming a prominent place among such desperate enemies of civilization.

Flour and Feed.

Flour sales for the week have scarcely been up to a normal average in amount, although prices have been well maintained. Buyers are still unwilling to follow a speculative wheat market, being content to wait, purchasing only from hand to mouth. The continual seesaw upon wheat by professional operators causes an uncertainty of feeling in regard to values of flour, which is very detrimental to the interests of those who are handling it for legitimate uses. The opinion is now very generally held by the trade that the prices of breadstuffs are low, compared with existing conditions; and from now on until after harvest we look for a steady trade, with a tendency toward higher prices.

The city mills did a very fair week's business and booked some good orders for scattering shipments.

Bran and middlings are in good demand and prices are steady. Feed and meal are not called for quite so freely since the weather became warmer and, on account of the advanced price of corn, have advanced 25c per ton.

WM. N. ROWE.

EAR-MARKS IN ADVERTISING.

Our energetic friend, Mr. Jones, is running a general store. Jones is not his name, but that will do this time, as it is a very good name, and it sounds wholesome and honest.

How has our friend managed to build up such a healthy business, and how is it that within a few years he has added clerk after clerk and line after line? If we knew the secret of his success we could all go and do likewise and all be rolling in wealth and carriages after a few years' application of Jones' "Open Sesame."

Mr. Jones has a natural talent for business in all its departments, which we cannot all possess, but which, alas, will keep many of us from following in his illustrious footsteps. Yet "Lives of great men oft remind us," etc., to the effect that there are those among us who will rise up and occupy as sublime a position in the business world as old Jones himself.

But if we cannot all reach that dizzy height, commercially speaking, which this great and good man has attained, we can study his methods with profit.

Even such of us as have not his extensive business capacity will at least gain much by analyzing the reasons of his success and applying them to our own business so far as we can. Thus we may all be better off because Jones has lived and prospered, if we will only stop envying Jones long enough to study him.

In the first place, second place and every other place, Jones is, and always has been, a great advertiser. We do not mean that Jones buys printer's ink by the keg or barrel and pours it promiscuously upon the total output of a half-dozen paper factories. Oh, no; Jones is a sensible advertiser, as well as a liberal one.

Don't imagine, however, that we are going to state in this article what mediums Jones employs. If we did, the others would all be thrown into bankruptcy. Suffice it to say that they are selected with the greatest care. He does not always select the cheap ones, nor always the expensive ones, but the good ones, whatever the cost.

It is in the character of his advertising that Jones excels. What if you do secure a good medium—what does it amount to if your advertisement does not show a certain amount of energy that will at once convince the reader that "this man means business?"

But it is in the ear-marks of his advertisements that Jones is par excellence. Ear-marks are his hobby. He takes them before breakfast and just before retiring, and eats them at his meals boiled, fried, stewed or raw. Whenever you see one of Jones' ads, you say to yourself right away, "That is old Jones." It isn't necessary for his name to appear, but there seems to be that individuality about his advertising that, if he should have printed a black smudge in the middle of a paper, all the people in town would know it was old Jones, and they would crowd his store the next day looking for the bargain they had seen advertised.

Now this man Jones is not a mythical character. While we may have exaggerated his powers to some extent, yet in the main he is really an actual live business man of the writer's acquaintance, and a living personification of that elusive structure called "success," which has intelligent advertising as its chief corner stone.

In discussing the matter recently, he

stated that a large general store was a difficult thing to advertise according to his theory, for the reason that one week he would be advertising pots, skillets and pans, and the next week laces and ribbons; one day a bargain in second-hand stoves, and the next candies and nuts, or, it may be, silks and satins. Yet throughout all his advertising of this multitudinous and diversified stock, with all the absurd groupings of skillets and laces, bicycles and knitting needles, every advertisement which appeared must have something individual in its make-up, so that when a reader was skimming through the paper and his eye passed quick as a flash over and by Jones' ad., Jones was too quick for him. There was that ear-mark, that individuality about the ad. which telegraphed to his brain at once, "There is old Jones again." If one had asked that reader the next moment if he had seen Jones' ad., he would think he was telling the truth if he had answered "No," for he might not have read a word, or at least very little. But there would have been that about the style of type, or its grouping, or the peculiar shape of the display, or its position on the page, or the proportionate use of black and white, or the peculiar effort secured in the cuts employed, or a thousand and one things which would impress upon the mind of the reader, perhaps unconsciously, after seeing a few advertisements of Jones & Co., or Anybody Else & Co., the fact that there was something about those ads. that would almost haunt him in his dreams—that he could not get away from.

We are not going to tell you in this short article how to do this kind of advertising—the suggestion should be enough. But if you will impress a certain amount of your own individuality upon your ad., so that it may always have your ear-marks stamped there in such a way that a glance will cause the delicate telegraph ticker running from the eye to the brain to register even the slightest impression to the effect that "That must be Jones' ad." the reader can't get away from you. He may skip the other advertisements, but he can't skip yours. He may even refuse to read it, if he is one of those perverse fellows who do not often read advertisements, but he will know you are there, anyhow, which is worth something; and if he wants to buy anything in your line that day, the registration of that same little ticker upon his brain will lead him to your establishment as sure as fate, unless some rival merchant proved to be a better advertiser and made the little ticker tick twice to your once and a good deal louder.

FRANK B. FANNING.

The intense competition which is one of the factors of business as conducted in this fast-moving age has its redeeming features, for of necessity it brings out the best there is in a man. There is no longer a chance of success for the slowgoing, the careless, or the inattentive. They are not even in demand for the most subordinate positions. The young employees who are to be the trade magnates of the future are not the ones who think that any class of service will do, so long as idleness and inattention and half-hearted work remain undetected. Employers are more observant than this class of employees seem to think. The fact that they could tell a good thing when they saw it and knew how to take advantage of it is what made them employers, and it is folly to suppose that they do not know when they are well served.

Put Your House in Order

The financial condition of this country grows worse daily. Every prudent merchant is keeping close to the shore. Our motto, "Cash is King," is fast being adopted by scores of retailers and has set a great many who formerly purchased and sold upon long credits "to thinking."

We offer this week a line of canned goods which ought to start a good many retailers "thinking." They are all well-known standard brands and at our prices should prove a hummer for any live retailer.

We offer ten cases of the following brands, twenty dozen in all, at 60c per dozen—240 cans of standard goods for \$12:

- 1 Case 2 dozen 3's Eclipse or Riverside Tomatoes.
- 1 Case 2 dozen 3's Indiana Apples.
- 1 Case 2 dozen 3's Riverside Pumpkin.
- 1 Case 2 dozen 3's Hopkins' Hominy.
- 1 Case 2 dozen 2's Peerless String Beans.
- 1 Case 2 dozen 2's Clark's Peas.
- 1 Case 2 dozen 2's Dailey's French Kidney Beans.
- 1 Case 2 dozen Pride of Columbia Salmon.
- 1 Case 2 dozen Dailey's Lunch Beans.
- 1 Case 2 dozen McCall's Sugar Corn.

We have 18 barrels of pure Buckwheat Flour on hand in 1-16 sacks, which we offer at the remarkably low price of \$2.40 per barrel in order to close consignment.

We have a new line of fine Japan Teas, 158 packages, 80 pounds to chest, jobbed at 23¢/24¢ last fall. We bid them in for spot cash and will sell same for 17¢. Send for sample. Cash with order in current exchange.

THE JAMES STEWART CO.,

(LIMITED.)

SAGINAW, MICH.

To Catch



Desirable trade and retain it is the ambition of every wide-awake merchant. It cannot be done by selling inferior goods at any price. You may bait your trap with "quantity" and "prices," but if "quality" is lacking, the delusive snare will turn on you like a boomerang.

Sears' One Pound Zephyrette

(The latest and daintiest of choice wafers.)

Packed in cases of 27 boxes each. Superb quality. Delicate flavor. Handsome label.

Retail at 15 cents.

Don't forget Pecan Wafers. They will please your finest trade.

The New York Biscuit Co.,
Grand Rapids, Michigan.

Importance of Employing Discreet Collectors.

Presentation of a bill is not always successful in collecting it. Sometimes as much depends on the man as on the claim. Debtors as a rule are more thin-skinned in the matter of paying a bill than they are in contracting it.

In fact there is a marked difference in their disposition and temper at these times.

There is a charming mobility in their facial lines, a June sunbeam illumines their manner, the vocal organs are musical and many of these gentlemen convey the impression of artless honesty and a profound sense of the honor done them in filling out their order without an immediate appeal for the shekels.

When the bill matures and its presentation is one of the stern realities of business, the invitation to disgorge his safe or his pockets practically reverses the disposition of the debtor.

He is no longer a bouquet, but a bunch of nettles.

There is vinegar in his smile and a waspish character in his manner.

He may not be dishonest.

He had no fraudulent intention when soliciting credit.

His record may be clean and his intentions in no need of salsoda or soap, but somehow or other he is as touchy as a sensitive plant when approached with a bill.

He has to be handled with care, with the right side, up, or he is apt to show his temper by snubbing the collector and declaring his intention to pay when he is ready.

Men of this kind are by no means rare and all business men are more or less familiar with his characteristics.

He needs peculiar treatment and the man who knows best how to handle him has the shortest route to his cash box.

Some men make it a practice to postpone a payment as they would a hanging.

It would be less pain to leave a tooth at the dentist's than to pay a bill promptly.

They are built that way.

If a manufacturer or tradesman wishes to continue selling them hardware or making their shoes, this sore place must not be rubbed too hard or too often.

When the chick is ready he will crack the egg, but breaking the egg to get at him is likely to be trouble taken for nothing.

When the collector is not an indiscreet boy or a bully, and understands human nature, and is not hurried out of his wits by an unreasonable employer, this class of debtor can be handled successfully.

We have known men of this type to be cured of their procrastinating habits by finding out that a collector was willing to put himself to any trouble to accommodate a debtor, and on the same principle that no man would think of throwing a brick at a friend, they would pay the collector they respected as promptly as they would their insurance fees.

It may be said that no such sentiment as this has a place in practical business, but this is a mistake.

If the personal popularity of a commercial traveler is reckoned upon as an element of success in selling goods, it is equally as pertinent to the success of the man who collects the bills.

The fact is that collection is an art in which the artist is something more than an errand boy or a bulldog for an establishment.

A knowledge of human nature is an essential qualification, and an easily enforced adaptation of one's self to varying conditions is equally indispensable.

There would be fewer bad debts if these facts were better understood.

Of course, there are men in business that are practical dead-beats and who by subterfuge or excuse would postpone the paying of a bill till the day after their funeral, if possible.

Making ice cream of pig iron would be an easier task than expecting honest dealing of such men, but with the average man not dyed in the wool the collector that knows his business is more likely to succeed than he who does not.

FRED WOODROW.

Prune Orchard in California.

From Harper's Weekly.

A ride through one of the vast prune orchards when the trees are in full bloom is an experience never to be forgotten. Some of these orchards, consisting of 500 acres, contain 50,000 trees, their ages varying from five to ten years, and planted in regular rows from ten to twenty feet apart. Nor pebble, nor clod, nor blade of grass can be found among the friable soil of the miles-long aisles which intervene, tessellated by the flickering shadows of the swaying snowy petals which project on either side from flower-laden branches. Bird and bee and butterfly are each alive to the situation and puncture the perfumed air of a cloudless May morning with song, buzz and voiceless wing.

Among this embarrassment of beauty walks the alert, intelligent orchardist, watching with the trained eye of an artist the development of the tiny bud of the embryo prune upon the tree, until picked at the prime of its perfection with the deft hand of an expert. In order to produce the desired uniformity of size and shape, each fruit-bearing bough is subjected to such thinning and pruning that there lie scattered about the base of a tree often more rejected prunes than are left hanging upon its branches.

As the Eastern plum pest, the curculio, is unknown in California, as scarcely a drop of rain falls upon the trees from May until November, and as there is no scorching sun to shrivel the delicate skin of the prune nor rough wind to mar its contour, a bough of full-ripened clusters represents one of perfect prunes.

In an area from six to ten miles square planted to fruit trees, 18,000 acres are in prunes alone. They cover the billowy surface of the majestic foothills, as well as the plain, with a beautiful irregularity impossible to describe. At plucking time thousands of busy hands are at work, chiefly those of boys and girls, preparing the luscious fruit for curing under the rays of the mid-summer sun. The average yield from the crop is about eight tons per acre. The average cost of caring for the orchards and harvesting and curing such a crop is \$30 per acre, leaving a net income per acre of \$210.

Don't Misjudge His Strength.

Do not underestimate the strength of your competitor. He may be a better buyer than you. His lieutenants may be better skilled in mercantile tactics. His capital may be more abundant, and therefore can well be turned over at less profit. If you want to be victorious there must be no sleeping at your post. Throw out your skirmish lines of good values and honest modern methods. Let it be a matter of positive knowledge with every member of your community that your store is on the advance every season. If your store is renowned for everything new and good, if your prices are always right and your methods aggressive and at the same time honorable, victory will be yours.

A progressive retailer made a remark the other day, and we remark it here. He said, "I'd rather lose a sale than force what isn't wanted on a customer."

TRY OUR NEW CIGAR

"LITTLE JAKE"

Made in three sizes.

3 for 25c.
10c straight.
2 for a quarter.



HEMMETER CIGAR CO.

MANUFACTURERS,
SAGINAW, MICH.

Entire Wheat Flour

To Grocers in Grand Rapids and dealers generally:

Why pay enormous prices for "Entire wheat" flour from the Eastern States when you can buy it from a Michigan mill, equally good, at a much less price? We have special machinery for the purpose and would like to confer with you on the subject.

WM. CALLAM & SON,

215-217 N. Franklin street,
Saginaw, E. S., Mich.

Write for Special Prices.

PORK

And all kinds of Pork products are cheap now, in fact, cheaper than they have been for many years back, at this season. We do not expect to see these low prices rule very long, and feel confident that purchasers now will make good profits. We are prepared to fill orders even at these low prices. We must keep things moving regardless of profits. We will make low prices on Pork (new pack and bright as a new dollar) and Lard. We want business, and will have it, if low prices and fine quality of goods will bring it. Special attention given to mail, telephone or telegraph orders.

Hammond, Standish & Co.,

DETROIT.

FREE ROOFING

Write to **Warren Chemical and Manufacturing Co.,**
1120 Chamber of Commerce, Detroit.

a book containing over 100 views of New York City and incidentally some information about the best thing in the market in the way of

Candy!

A. E. BROOKS & CO.,

Now is the time to put in new Varieties that attract attention. We are constantly adding such to our line in both fine and penny goods. Give us a call.

5 & 7 South Ionia St.,
GRAND RAPIDS, MICH.

Around the State

Movements of Merchants.

Imlay City—Wm. Taylor has sold his meat business to D. S. Arnold.

Homer—I. W. Sloan succeeds Sloan & Aldrich in the meat business.

Ovid—A. C. Farmer succeeds Chas. Farmer in the dry goods business.

Onsted—Brooks & Kimball succeed Brooks & Peebles in general trade.

Woodville—Wm. Fisher has purchased the general stock of Young Bros.

Eaton Rapids—W. D. Brainard has purchased the grocery stock of Wm. E. Hale.

Lyons—Vance & Barrows have sold their meat business to Frank D. Marcy.

Detroit—Mulkey, Linn & Co. succeed Linn & Co. in the wholesale grocery business.

Detroit—Byrne & Co. succeed Geo. J. Byrne in the stove and furniture business.

Port Huron—Chas. M. Bentley succeeds Geo. P. Parsons in the grocery business.

Holly—Jones & Burnham succeed Jones & Co. in the grocery and notion business.

Detroit—Clark J. Whitney has sold his musical merchandise stock to the J. L. Hudson Co.

Metamora—N. J. Barber succeeds O. Moses & Son in the furniture and undertaking business.

Bellaire—The H. E. Dickerson Co. succeeds H. E. Dickerson in the shoe and harness business.

Bay City—J. C. Banfield succeeds W. F. Hold as proprietor of the Electrical Supply & Construction Co.

Albion—Frank Culver, formerly in the grocery firm of Culver & Espie, has opened a wholesale fruit store.

Cadillac—Chas. A. Landon, of Detroit, has been secured by O. L. Davis as a pharmacist in his drug store.

Baraga—Harry Coddington has sold his news depot and stock of confectionery, tobacco and cigars to Joseph Real.

Ithaca—Ludwig & Iseman, general dealers, have dissolved partnership. The business is continued by Will K. Ludwig.

Iron Mountain—E. M. Taylor succeeds Zuckerman & Taylor in the dry goods, clothing and furnishing goods business.

Morgan—J. W. Munton succeeds C. J. Munton & Co. in the elevator business, instead of C. J. Muntou, as previously stated.

Gould City—Bruno Leclerc, of Nautinway, has purchased Dr. Summers' store building and will shortly open a new drug store here.

Eaton Rapids—John Adams has moved his grocery stock from Homer to Eaton Rapids and is doing business in the Leonard store building.

Big Rapids—A. E. Wells has formed a copartnership with Theo. Lindblom in the clothing business under the firm name of M. A. Wells & Co.

Petoskey—R. L. Baker has closed out his retail grocery stock and will devote his entire time to the wholesale and commission fruit and produce business under the style of the Petoskey Fruit House.

Homer—James A. Clark, who has been in the grocery trade here for the past fifteen years, has sold the stock to his clerk, Sam Hannah, who will continue the business. Mr. Clark goes onto a farm in hopes of regaining lost health.

Petoskey—Major & Lyons, grocers, have dissolved, Jas. Lyons succeeding. Wm. A. Major has rented a store building on Mitchell street and will re-engage in the grocery business as soon as he can put in the necessary fixtures.

Holland—Daniel Bertsch has purchased the shoe stock of Miss Mary Herold. Miss Herold is book-keeper for the Cappon & Bertsch Leather Co. and found she could not conduct a shoe store successfully without giving the business her personal attention.

Laingsburg—Benson Bros., who have been engaged in the furniture business in Laingsburg for twenty years, have dissolved partnership, W. H. Benson having sold his interest to Dana H. and Andrew Benson, who, with their father, will continue the business under the firm name of Benson & Sons.

Pontwater—J. L. Congdon has sold his drug stock to D. D. Alton and W. J. Hopper, who will continue the business under the style of the Lakeside Pharmacy. Mr. Alton has been for several years manager of the Eagle drug store, at Fremont, and Mr. Hopper conducts a dry goods, boot and shoe and millinery store at the same place.

Manufacturing Matters.

Elkton—Henry Kellerman succeeds Kellerman & Crandall in the flouring mill business.

Owosso—Mueller Bros. succeed Waterhouse & Burgis as proprietors of the Owosso Brewing Co.

Tecumseh—M. A. Zimmerman succeeds M. A. Zimmerman & Co. in the tool handle manufacturing business.

Utica—A. Kaps continues the wagon-making and blacksmithing business formerly conducted by Kaps & Doerfler.

Frankfort—The Crane Lumber Co. has on banks and ready for sawing 6,000,000 feet of hemlock and will cut about 600,000 feet of maple.

Bay City—It is expected that the planing mill and sash and door factory of the Lewis Manufacturing Co. will run day and night during the season.

Cheboygan—The sawmill of the Cheboygan Lumber Co. will run day and night this season. The Whitehall Lumber Co.'s mill is being put in shape and will start sawing early in May.

Traverse City—Greilick Bros. will cut about 6,000,000 feet of hardwood at their two mills, one at Sutton's Bay, the other near this city, the quantity being about equally divided between the mills.

Traverse City—The Oval Wood Dish Co. has put in 12,000,000 feet of hardwood, mostly maple. Twenty per cent. of that quantity will be manufactured into lumber and the remainder into butter dishes and the other products of the factory.

Slights—Kelly & Covell have put in 1,500,000 feet of cedar for shingles, 2,500,000 feet of hemlock, and 1,000,000 feet of hardwood for lumber. The firm will manufacture 15,000,000 shingles this season. Their output will exceed that of last year.

Bay City—The new sawmill of the Campbell Lumber Co. is nearly finished. It is equipped with machinery for sawing hardwood or pine and will be stocked this season with Canada logs. It will begin sawing sometime next month.

Muskegon—J. M. Gerrish has been appointed receiver of the Kelly Bros. Manufacturing Co., under bonds of \$25,000. It is confidently expected that Mr. Gerrish will be able to pay all the indebtedness of the corporation and leave the plant intact for the stockholders.

Traverse City—The Potato Implement Co. is rushed with work and shipping their products in large quantities. The factory is fast becoming one of the most important institutions in the city. Twenty men are now being employed and there are orders ahead for about two months.

Cheboygan—Lewis Littlejohn has secured letters patent on a machine for filing shingle mill saws, which, it is claimed, does away entirely with the necessity of finishing up by hand. The machine is now in operation at his mill here. It will probably be manufactured and placed on the market in the near future.

Traverse City—Rittenhouse & Embree, of Chicago, have purchased about 6,000,000 feet of maple in this section, to be manufactured into flooring. The Fulghum Manufacturing Co., in this city, will saw a part of it, and the Lake & Shiria mill, at Lake Ann, considerable more. It will be shipped from here by vessel.

Saginaw—Last week was rather a quiet one in lumber circles, although there is a little spurt in orders for the car trade, several good ones having been reported. The sawmills will not all be in motion until the last of the month, as those depending on Canada logs will not start until about the time rafting begins.

Menominee—The Henry Swart sawmill has closed down temporarily, to admit of needed repairs being made preparatory to starting on the summer run. Many improvements will be made in the machinery, also in the office, and about the yard and docks. The mill will have a sufficient stock of logs to keep it running day and night during the balance of the season.

Hancock—C. A. Wright is building a sawmill here, the machinery for which includes an Allis mill and carriage, a combination edger and flooring machine, trimmer, shingle and lath machines, all strongly built and especially designed for sawing hardwood. The mill will have a capacity of 50,000 feet a day, but this year will cut 20,000 a day and be run three months.

Traverse City—The Traverse City Lumber Co. will cut little hardwood this year, probably less than 1,000,000 feet. The mill has not yet started, but will do so as soon as the ice leaves the Bay, which will probably be within a week. The company has on its banks about 12,000,000 feet of hemlock, which will be towed to the mill here as fast as it can be cut when the ice goes out.

Menominee—The Peninsula Box & Lumber Co. will break ground for its new box factory this week. The contract for the erection of the needed buildings has not yet been let, so that the dimensions cannot be definitely stated, but they will be large enough to accommodate a complete box-making outfit, and for stock sorting and storage purposes, office and other necessary rooms.

Albion—The moulders employed by the Gale Manufacturing Co. recently formed a union. Realizing, in its modern manifestations, that a union is an organized attempt to defy law, order and decency, the company locked the doors of its foundry and sent its casting out of town to be done. When the workmen realize their position and agree to abandon unionism, their places will be restored to them. The Gale Co. is to be congratulated over handling so serious a matter in so summary a manner.

Bay City—The last of the lumber at St. Helen is being shipped and the planing mill will be removed at once. This ends St. Helen as a lumber town and there is nothing else there to keep it alive. Stephens & Co. were very successful and fortunate in avoiding accidents during their operations there. The big gang mill only had one fatal accident in eleven years, the planing mill one, the yard one, and the logging railroad two.

Alpena—Fletcher & Sons have made a proposition to the Alpena Common Council to the effect that they will erect and operate a paper mill here if they can be guaranteed a fixed valuation on their plant for a term of years. They don't ask for a site, a bonus, to be exempted from taxation, or anything of the kind, but only that they be secured against a raise in valuation from year to year. The mill will manufacture paper from the wood pulp produced in the factory here.

Manistee—Louis Sands is building a large planing mill near his shingle mill on the line of the Manistee & North Eastern Railroad. He is going to do all of Buckley's work, who already has about forty carloads waiting for him. Mr. Sands is going into the yard business and proposes to begin sorting up his hemlock first and see how that goes, and, if successful, he will go into the pine business by rail, also. He has a force of men skilled in that business at Lake City, who will finish work there before long, and he will then probably transfer them here.

Somewhat Mixed.

Thomas Birkett, President of the Dexter Savings Bank, and Wm. Birkett, the Petoskey woodenware manufacturer, are brothers, besides being partners in the firm of Birkett Bros., manufacturers of rockers and office and hotel chairs. Thomas Birkett married the mother of Wm. Birkett's wife. Thomas is, therefore, father-in-law and brother to William. By marrying his brother's mother-in-law (call it mother) Thomas married his mother by marriage. Thomas is step-father and father-in-law and brother-in-law to Mrs. William. William can crack all the mother-in-law jokes in the calendar at Mrs. Thomas, but must be careful what he says to his brother's wife. Mrs. Thomas, being sister-in-law to her son-in-law, isn't she, in consequence, a sister to her son-in-law's brother, and so a roundabout sister to her own husband? If the mother is sister to her own husband, then she could be sister-in-law to her own daughter. Also, if she is sister-in-law to her son-in-law, isn't she a sister-in-law (or sister) to her own daughter, and, if so, isn't she her own mother? If she is her own mother, isn't she mother-in-law to her own husband and grandmother to her daughter, and, consequently—but life is too short to go further. If there are children in the families, the relationship might, if carried further, become complicated.

The Pilgrim—Easter Number.

Will be ready the early part of April. Everything in it will be new and original. It will contain articles by Capt. Chas. King, U. S. A., Ex-Gov. Geo. W. Peck, of Wisconsin, and other noted writers. An entertaining number, well illustrated. Send ten (10) cents to Geo. H. Heafford, publisher, 415 Old Colony Building, Chicago, Ill., for a copy.

Gillies for New York Teas that are Teas at bargains that are bargains. Visner.

Smoke the Dodge Club Cigar.

Grand Rapids Gossip

W. J. Kling succeeds S. J. Thompson in the meat business at 402 South East street.

B. Arendshorst has purchased the bakery business of John S. DeGraaf at 334 North College avenue.

Chas. A. Granger has removed his grocery stock from 61 Grandville avenue to 140 Ellsworth avenue.

J. Clement has opened a grocery store at 40 West Fulton street. The Lemon & Wheeler Company furnished the stock.

The Hazeltine & Perkins Co. has sold the Fuller drug stock, at Newberry, to Day Bros., of Belding, who have removed it to Kalamazoo and will continue the business at a desirable location in that city.

Alonzo P. Ewing, formerly with the brokerage firm of Withey & Co., but more recently traveling representative for the N. K. Fairbank Co., has taken a clerical position with the Ball-Barnhart-Putman Co. Mr. Ewing is a young man of much promise and now has an opportunity to demonstrate his ability to come to the front in the grocery business.

Chas. H. Gaylord, Otto C. Bernthal, John T. Hornburg, Adam Hedrick and Clarence A. Cummings have formed a copartnership under the style of the New York Electro Plating & Manufacturing Co., for the purpose of embarking in the manufacture of gas and electric fixtures and fancy metal goods. The location of the new enterprise is three doors south of the Crescent Mills, at the west end of Pearl street bridge.

John W. Cudahy, for several years connected with the office department of the Ball-Barnhart-Putman Co., was married last Tuesday to Miss Katharine McNaughton, for several years a popular operator in the Bell telephone exchange, Rev. Father Schmidt performing the ceremony. In the evening a reception was held at the residence of the bride's mother, 200 North Ionia street. The happy couple will reside at 134 First avenue. The Tradesman extends congratulations.

E. E. Hewitt, whose grocery stock was completely destroyed in the Rockford conflagration, secured temporary quarters while the fire was still burning and came to the city on the morning train, selecting a new stock at the establishment of the Worden Grocer Co. By 5 o'clock in the afternoon the stock had been packed and shipped, and early the next morning Mr. Hewitt was again doing business, having been out of business only one calendar day. The record is certainly a creditable one for all concerned.

The Michigan Bark & Lumber Co. has closed a contract with Hovey & McCracken, of Muskegon, for the bark stumpage on all of their lands in Missaukee county, amounting to 30,000 cords. By the terms of the contract, the Bark & Lumber Co. is to cut the trees and peel the bark on 20,000,000 feet of hemlock timber this season, the entire job to be completed in three seasons. Work on the job will begin May 1, with a gang of 125 men, the intention being to get out 10,000 cords of bark by August 1. The bark will be transported to the G. R. & I. Railroad by means of the Hovey & McCracken

and Mitchell Bros.' narrow gauge road to Jennings, where the bark will be reloaded on the G. R. & I. cars at the rate of sixteen carloads per day. The narrow gauge roads referred to are over twenty-six miles in length, besides which numerous branches will be constructed, reaching out into the forest with temporary tracks about forty rods apart, so that in no case will the bark have to be skidded to the track a longer distance than 60 rods. President Clark claims that this is the largest bark contract ever made in the State, and that the Missaukee county tract is the largest body of hemlock in Michigan belonging to one firm. Besides its bark business, the Michigan Bark & Lumber Co. has handled during the past season 3,000,000 feet of hardwood and 5,000,000 feet of hemlock.

Substitution of Weights for Measures.

There are certain reforms in the way of carrying on economic affairs in this country which progress with unaccountable slowness. The need for the changes are so obvious that it seems scarcely necessary to urge them; yet we go on, year after year, with scarcely any progress. A matter which illustrates this proposition as strikingly as any is that of reform in our systems of weights and measures. Using, as we do, the worldwide system of decimal numeration, with a currency in harmony with it, it is most remarkable that we should be so content to use such a varying and illogical set of systems for all weights and measurements. Thus we have a system of measuring the circles of the earth and another with no relation to it for the measurement of distance on its surface and still another with no relation to either for measuring the area of land. To take up the arbitrary systems of measurement of the various articles and commodities, the different systems of weights, equally arbitrary, would make an enumeration too long and tedious for this place. For many years a reformation of these absurdities has been imminent. Congress after Congress has taken the matter up, bills have been introduced, the press far and wide has advocated the change, yet it seems as far off as ever.

Another reformation which has resembled that of reckoning systems to some extent in dilatoriness is that of selling articles which vary in size by count. There is in this the same general consent to the proposition of its desirability, the same general wish for its adoption, yet for some unaccountable reason it stops at that. There are, perhaps, more hopes of this reform than of the greater one first referred to, for it has been adopted in some localities, notably on the Pacific coast, and by some individual dealers here and there.

It is encouraging that a local interest in the matter is again being manifested. The Retail Grocers' Association has taken up the matter again, with a view to renewing interest in the project to substitute weights for measures in the handling of vegetables and produce. It is to be hoped that the agitation will be pushed until there shall be decisive results.

An Attractive Offer.

Wickford Dress Gingham, good clean styles, 4½c.

P. STEKETEE & SONS.

Satisfied customers are good advertisers. Such are the customers who use Robinson's Cider Vinegar.

People follow the crowd; therefore, try to get it coming your way.

The Grocery Market.

Sugar—Mr. Licht estimates this year's consumption at 7,450,000 tons and the total production at 8,015,000 tons, leaving a world supply of 565,000, which is the smallest supply on record. Should things turn out differently and the European crop yield less than calculated on, or affairs in Cuba show no improvement, the necessary stocks could only be kept up by an enforced decrease in the consumption. This could only be achieved by higher prices. The market on refined has been strong and excited, the refiners having advanced their quotations ½c last week and another ½c on Monday of this week. Still another advance was expected to-day (Wednesday). All indications point to higher values on sugars.

Canned Goods—The entire line is decidedly disappointing, and there does not seem to be any prospect of its picking up in the near future. Prices have been forced down so low that they can hardly go lower, so that when concessions are made it is because of an absolute necessity to realize. There is an entire absence of any speculative feeling in almost every article on the list, except California fruits, and in these, particularly peaches and cherries, there is quite a strong demand. Vegetables are in very moderate inquiry. There continues to be an occasional order placed for corn for future delivery, but the spot demand is light. Tomatoes are still in a dead condition, and about the only business done is when the seller is willing to make a material concession. Beans and peas are quiet, orders placed being for small quantities needed by the trade to keep their assortments complete. Quite a little business is doing in canned meats at the range of prices that prevailed last week. Salmon is improving slightly. American sardines are dull and prices are weak and yielding. Lobster is dull and scarce. Oysters show no change. The demand for California fruits is strong, and there are a good many of them passing into consumption.

Molasses and Syrups—The market has held firm on all lines of molasses and syrups, with a good demand for all descriptions. Cane syrups are in very light supply, and they are wanted, and when choice grades are offered they are readily taken at full prices. The beet syrups are being turned into distillery use, as there is no call for them for consumption. The foreign molasses is holding up very well, with supplies rather light, and arrivals are being distributed almost as soon as they come to hand.

Rice—Values are held up fairly well under pressing conditions; still, as might be expected, the tone of the market is easier, and wherever prompt disposition of goods is required, concessions have to be made. Advices from primary milling centers vary somewhat but in the main report moderate movement. The Atlantic Coast markets are generally quiet, except for high grades, and the supply being limited are firmly held. Other styles are little sought after, but rule at nominally former quotations. New Orleans is dull and carload orders are few. Foreign grades show slight increase of movement as compared with the previous week, but the volume is still small and below that prevailing at similar periods for many years past.

Salt—The Michigan Salt Association has on hand about 1,300,000 barrels of salt, about half of this being in the hands of the manufacturers and the

other half in the sheds of the Association at different points throughout the country. This is about 300,000 more barrels than the Association has ever had at one time before, and it looks as though the price would have to come down to enlarge the territory. If this should take place, those who cannot make cheap salt will have to drop out.

Spices—While the market for spices has not been particularly active during the week, it has ruled firm, although nothing of special import has been received from foreign markets. Pepper is holding especially firm. There has been a fair and steady jobbing demand, and in this way considerable stock has been moved out.

Oranges—The demand for oranges this week has been fairly good, and prices show no material change as compared with the previous week. The supply of California fruit is moderate. Mediterranean fruit is in good demand and relatively better than for the California varieties.

Lemons—About the same conditions prevail this week as last. The supplies are large and prices are low. Buyers are taking hold more freely at the low prices, and there is a little element of speculation, as at prevailing rates there does not appear to be any chance of losses being sustained, and buyers in some instances are storing goods.

The Grain Market.

Wheat had a setback of about 3c per bushel during the week, notwithstanding the Government crop report showed only 77 per cent. of a crop in the winter wheat belt, against 84 per cent. last year. The trade did not place much confidence in the report and their views were, evidently, sustained as the prices sagged. There were plenty of strong arguments in favor of better prices. The world's shipments were only 4,444,000 bushels. The Russian shipments were only 1,168,000 bushels. The English visible decreased 1,117,000 bushels and on passage the decrease was 480,000 bushels, while our own visible decreased 992,000 bushels, and this in the face of a small export. The fine springlike and growing weather let the markets advance only 1c. The visible in the United States now is 59,330,000 bushels, against 70,487,000 bushels, or about 11,157,000 bushels less than at the corresponding time last year. I am still of the opinion that we will see better prices before new wheat comes in. There is absolutely no change in coarse grain.

Corn and oats have not changed since our last report, but remain stationary, with nothing in sight to alter the situation or change present prices.

The receipts during the past week were: wheat, 80 cars, which is rather large, as about forty-two of these contained 1,000 bushels each. Taking a fair average of the remainder, there was probably 72,000 bushels of wheat received by rail. This is, undoubtedly, the largest week's receipts ever received here. Of corn we received 18 cars and of oats the receipts were 10 cars—all above the average.

There is no change in the local wheat market, millers paying 68c.

C. G. A. VOIGT.

DO YOU USE
STENCILS

Get our prices—will save you \$\$\$

DETROIT RUBBER STAMP CO.,
99 Griswold St., Detroit.

Hardware

Sensible Suggestions Relative to Advertising a Hardware Store.

J. B. Comstock in Hardware.

The modern hardware merchant advertises. He doesn't particularly want to do so, but he finds that the tendency of business forces him to it, and he endeavors to spend as little money as possible and yet gain for his wares and himself the publicity he thinks necessary. As a rule, little money is wasted, for the ordinary merchant sticks closely to old and tried methods, and doesn't venture much beyond a standing advertisement in the weekly paper of his town, and an occasional cheap circular, which does him more or less good, according to its wording and the method of its distribution. It generally requires unusual inducements to get him to do anything in addition to this, and when he does, he is pretty clearly satisfied that it will yield him a good return. There are a great many valueless advertising schemes afloat, but they derive scanty support from the hardware trade.

There are hardware merchants who are excellent advertisers, and can arrange an ad. so that it will bring them all the good possible, but the ordinary merchant is bothered to get his matter in shape. He may be able to talk like a book when face to face with a customer, but when it comes to getting his ideas in black and white, with due regard to space, headlines, "dress," etc., he finds it difficult, and often sends in his copy with an uneasy consciousness that that particular advertisement will do him but little good—and then lets it stand for week after week because he fears that a second attempt will result even worse. Fortunate is he, if he has at hand some interested person familiar with his business to whom he can entrust this work; if not, he is wise to content himself with a simply worded card, mentioning a line or two of his goods, and changing the wording as the seasons vary and different articles come into demand. To attempt anything more ambitious without being very sure of his ground is, in nine cases out of ten, to become either pedantic or silly, and it is courting disappointment for a merchant to put his advertising into the hands of an outsider, whose interest ends when he gets his pay, and expect to have his business properly set before the public. An outsider can cry "cheap goods," or "good goods," as the merchant may dictate, but he cannot give that indefinable sense of individuality which every advertisement that does its full duty has—or if it does show individuality, it is that of the man who writes the advertisement and not of the one who employs him.

Newspaper advertising occupies the most important place in the merchant's estimation, and often forms the only method he employs for spreading his fame. To the very moderate advertiser, or the man unskilled in the art, the paper affords an easy and effective means for reaching the public, and all advertisers, small and large, give this medium the preference. To advertise in the papers, it is only necessary to write the copy, read the proof, kick for position, and pay the bills, while any other method requires considerably more attention.

Experience has shown that for ordinary purposes a space four inches long, running across two columns, is most effective. Two and a half or three inches would answer, but a four-inch advertisement presents twice the showing and does twice the good of three inches. A larger space is not generally needed, and if the advertisement is much smaller, there is danger that the printer will place it where it will not show up well in trimming up his pages. A single column advertisement is too easily put anywhere and used to fill up odd corners. Almost any paper will show examples of small advertisements rendered valueless in this way.

A fixed rule for writing advertisements is impossible. A very valuable

feature of an advertisement rests in its being the expression of the merchant's own idea, and it should be as different from other advertisements as he differs from the men who use them. An advertiser gives the public not only the information regarding his goods conveyed by the words, but the person who reads a number of the advertisements as they appear has a pretty definite idea of the character and magnitude of the business done, and of the kind of man who does it, and in the end this effect is of more importance than the trade directly resultant from each advertisement at the time of issue.

"Words, like the sun's rays, burn deepest when most condensed," and the advertisement that is most effective is the one that is boiled down. Short, terse expressions, "sabre-cuts" of speech, will make an impression when verbosity fails utterly. Advertisements are not carefully read by the general public; and it is necessary that their salient points can be taken in at a glance, so whatever the subject treated, the brief advertisement does the best work.

"Appearance rules the world," and a good advertisement looks well. The firms whose advertisements are most effective seem to be those who adopt some distinctive style of type and setting and stick to it, and as a rule the work done in this way is the neatest, and is more calculated to attract attention than when the "dress" is left to the printer, who doesn't care how poorly the advertisement looks, so that it passes inspection. A blank margin (of say half an inch in a two-column advertisement) gives the subject matter a good setting and makes it stand out in relief.

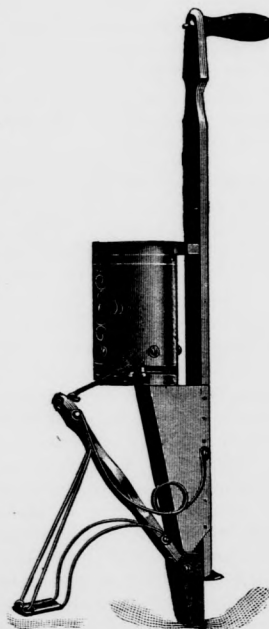
Cuts are valuable when rightly used. If they represent the goods advertised, or have any bearing upon them, the reader often gets a quicker and more comprehensive idea of what the merchant wants him to know than he could gain by any number of words; but it is certainly unwise to try to attract attention to a hardware advertisement by a cut that would answer as well to boom soap or stomach bitters or illustrate a joke. To prove this, it is only necessary to select an advertisement of this kind; to note the space occupied by the cut that bears no relation to the subject, the words wasted in wrenching the idea about to the desired point and the small space left for actual advertisement; then, to lay the advertisement down and analyze the effect it produces—the relative strength of the impression made by the "bait" and the advertisement, and which one will be the sooner forgotten. If the cut bore a direct connection to the subject, it would catch the reader's eye just as readily, and so prepare him for the reading matter that his glance at it would have all the effect of a second reading.

If it is desired to be "cute" in an advertisement, it can be done without trying to make the reader grasp two ideas at once by the introduction of foreign matter, and without making the bait so big that the fish gets a square meal before reaching the hook. It is necessary to carefully consider the effect of blind headlines and quips and quirks of speech, to avoid defeating the end sought by distracting attention from the goods mentioned. As a general rule, it may be said that the idea that is the most prominent in the writer's mind will be the most forcibly impressed upon the reader, whether it be the headline he labors over, or the goods which he wishes to bring to the reader's notice.

A printed circular, properly used, has several advantages over the newspaper advertisement, and stands to it in about the same relation that the old-fashioned broadcast sowing of grain does to planting by drill. The circular is planted where it will be likely to bear fruit, and nowhere else, while the newspaper advertisement falls upon stony ground and among briars, and in divers other places besides the good ground.

The circular stands by itself, and has the reader's whole attention for the moment. It can be made to cover more

TIME FOR PLANTING IS NEAR. IS YOUR STOCK COMPLETE?



No. 4 American
Corn Planter



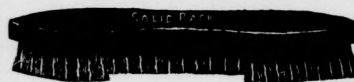
Acme
Potato Planter.

We also have { The Babcock Corn Planter.
The Triumph Corn Planter.
The Monitor Potato Planter.

Write for prices.

Foster, Stevens & Co.,

GRAND RAPIDS.



GRAND RAPIDS
BRUSH CO.....

Manufacturers of

BRUSHES

Our goods are sold by all Michigan Jobbing Houses.

Grand Rapids, Mich.

ANY KIND OF A BRUSH

that's made or can be made, we make, and make of the best materials only. Every brush is made by skilled workmen, and we guarantee satisfaction, both in quality and in price. Send for catalogue.



Wire Drawn Closet Brush.

Michigan Brush Co., Grand Rapids, Mich.

ground and be more personal in its tone. The greater cost of advertising by circulars is only apparent, however, for, while the expense of circulation is greater than the cost of a newspaper advertisement, the latter will receive the attention of several times the number of interested readers. Circular advertising has its disadvantages in the amount of time and pains required to get proper results.

It is becoming more and more essential that advertising shall have the effect of a personal appeal, and shall be of a style to command notice, for, with the ever-increasing flood of this class of literature challenging the attention of the reading public, a circular that is only on the level with others receives small consideration. With circular advertising, it is possible to vary the style and language to suit the occasion and the part of trade to which the merchant caters that he wishes to reach at the time, and then to get his claim for favor directly into the hand and before the eye of the person he wants to reach. My lady on the avenue finds in her morning mail a very politely worded, prettily gotten up invitation to buy her chafing dish or floral set at A.'s, while Madame on the side street gets something not quite so fine in a one-cent envelope regarding household goods, and the manufacturer receives a succinct statement regarding the excellencies of A.'s factory supplies. B., a country merchant with a single competitor, mails a plainly printed postal card twice a year to his farmer friends, and at the time of spring and fall house-cleaning sends a small boy to leave a neat, cheap dodger at each home in the place.

Miscellaneous schemes, such as wall posters, theater programs, street car signs, irresponsible sheets with no circulation, calendars, vestpocket memorandum books to be given away, and a host of other devices which are calculated to attract notice, are constantly being urged upon the merchant for his patronage. The projectors of the most of them make great claims for their schemes, but it is well to account everything of this nature undesirable unless the claims advanced for it are incontestable. Once in a while a good thing may be missed, but the loss is more than compensated for by the amount saved by keeping out of the poor ones. The wise merchant will ask regarding a medium: "Will it be read? Has it a circulation among the people whom I want to touch, and how many of them?"—and of the calendars and gift schemes: "Will the recipient know any more about me and my business, or be more likely to buy from me because of receiving this?" and then measure the good he expects to gain with the value of an advertisement in the newspaper or a well-distributed circular, and act in accordance with the result.

A Long Time Ago.

A traveling salesman had been obliged to stay over night at a new town in the Southwest, and was talking with the hotel-keeper.

"You've got a grand town here, haven't you?" he said.

"We think so," replied the host, diplomatically.

"Business seems to be lively."

"Yes, we're enjoying a boom."

"It appears to be improving rapidly."

"That's what."

"You don't have any lynchings here, do you?"

"Not like we used to."

"I've heard that it was once very bad in that line."

"Well, yes; we used to have a hanging now and then, but it's been a mighty long time now since we had one."

"When was the last one?"

The landlord studied a moment, and counted on his fingers.

"I ain't sure," he said at last, "but I think it will be two weeks day after to-morrow."

Be polite to the children. Many a store obtains much of its trade by well treating the little ones.

The Hardware Market.

General Trade—Begins to open up fairly well. Warm rains, as well as warm weather, start the farmer, as well as everything else, and many things are needed in the hardware line, which have a tendency to increase the volume of business. The outlook for a large spring and summer's business is not over bright; yet it is hoped it will average up fairly well.

Wire Nails—Are firm at the price quoted, but an advance of 15c per keg is sure to come May 1, and it is asserted by those who pretend to know that the price will be held up into July, and, if the price of steel billets continues to advance, we may look for still higher prices.

Barbed Wire—Owing to the advance in steel, the price of wire has been advanced by all the mills at least \$6 per ton. We look for still further advances. We quote to-day, painted barbed at \$2 and galvanized barbed at \$2.35. These prices are subject to change without notice, as the feeling among the large mills is a very nervous one and they will name prices from day to day only.

Window Glass—Is firm, with indications of an advance. It is believed that glass bought now is a good purchase.

Wire Cloth—In full rolls is quoted at \$1.25 for 100 square feet.

Poultry Netting—Is regular at 80¢@80 and 15 per cent. discount, according to quality.

Screen Doors and Windows—Orders are being placed freely for these goods and the average price in full bundles is \$6.50 per dozen for doors, and for windows the average is \$2.50 per dozen.

Sheet Iron—Is firm and advancing. Black sheet iron has advanced for from \$2@4 per ton and galvanized wires at least 5 per cent. higher.

Carriage Bolts—Are firm at the new discount of 65¢@65 and 10. All other bolts have made the same average advance.

Tin Plate—Has advanced 25¢@50c per box.

Gas Pipe—All prices have been withdrawn and the price has been advanced about 20 per cent.

Don't study the inside of your store too much; study the outside, for from the outside you get business, and the good of the inside is in its adaptability to the outside.

Ken Fruit Boxes OR EGG CASES

are right in line at this season. We are prepared to fill your orders with better cases, better fillers and closer prices than any other house in the country. We are

Complete Outfitters of Creameries and Cheese Factories

If you want one in your community we will help you get it. Our business is selling Supplies and Outfits; the greater the number of factories, the larger our business. That's the point.

We have a large line of special sizes of Egg Cases, Egg Testers and Egg Case Fillers. Can save you money. Prompt service, courteous treatment. Always a pleasure to quote prices. Better have our catalogue, it's free.

Creamery Package Mfg. Co.,
1-3-5 Washington St., Chicago, Ill.

When writing, please mention this paper. Helps them, helps us, may help you.

Hardware Price Current.

AUGURS AND BITS

Snell's.....	70
Jennings', genuine.....	25&10
Jennings', imitation.....	60&10

AXES

First Quality, S. B. Bronze.....	5 50
First Quality, D. B. Bronze.....	9 50
First Quality, S. B. S. Steel.....	6 25
First Quality, D. B. Steel.....	10 25

BARROWS

Railroad.....	\$12 00 14 00
Garden.....	net 30 00

BOLTS

Stove.....	60
Carriage new list.....	65
Plow.....	40&10

BUCKETS

Well, plain.....	\$ 3 25
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BUTTS, CAST

Cast Loose Pin, figured.....	70
Wrought Narrow.....	75&10

BLOCKS

Ordinary Tackle.....	70
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CROW BARS

Cast Steel.....	per lb 4
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CAPS

Ely's 1-10.....	per m 65
Hick's C. F.....	per m 55
G. D.....	per m 35
Musket.....	per m 60

CARTRIDGES

Rim Fire.....	50& 5
Central Fire.....	25& 5

CHISELS

Socket Firmer.....	80
Socket Framing.....	80
Socket Corner.....	80
Socket Slicks.....	80

DRILLS

Morse's Bit Stocks.....	60
Taper and Straight Shank.....	50& 5
Morse's Taper Shank.....	50& 5

ELBOWS

Com. 4 piece, 6 in.....	doz. net 60
Corrugated.....	dis 50
Adjustable.....	dis 40&10

EXPANSIVE BITS

Clark's small, \$18; large, \$26.....	30&10
Ives', 1, \$18; 2, \$24; 3, \$30.....	25

FILES—New List

New American.....	70&10
Nicholson's.....	70
Heller's Horse Rasps.....	60&10

GALVANIZED IRON

Nos. 16 to 20; 22 and 24; 25 and 26; 27.....	28
List 12 13 14 15 16.....	17
Discount, 70—10.....	

GAUGES

Stanley Rule and Level Co.'s.....	60&16
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KNOBS—New List

Door, mineral, jap. trimmings.....	70
Door, porcelain, jap. trimmings.....	80

MATTOCKS

Adze Eye.....	\$16 00, dis 60&10
Hunt Eye.....	\$15 00, dis 60&10
Hunt's.....	\$18 50, dis 20&10

MILLS

Coffee, Parkers Co.'s.....	40
Coffee, P. S. & W. Mfg. Co.'s Malleables.....	40
Coffee, Landers, Ferry & Clark.....	40
Coffee, Enterprise.....	30

MOLASSES GATES

Stebbin's Pattern.....	60&10
Stebbin's Genuine.....	60&10
Enterprise, self-measuring.....	30

NAILS

Advance over base, on both Steel and Wire.	
Steel nails, base.....	2 65
Wire nails, base.....	2 70
10 to 60 advance.....	50
7 and 6.....	75
4.....	90
3.....	1 20
2.....	1 60
Fine 3.....	1 60
Case 10.....	65
Case 8.....	75
Case 6.....	90
Finish 10.....	75
Finish 8.....	90
Finish 6.....	10
Clinch 8.....	70
Clinch 6.....	80
Clinch 4.....	90
Barrel 3.....	1 75

PLANES

Ohio Tool Co.'s, fancy.....	@50
Scotch Bench.....	60&10
Sandusky Tool Co.'s, fancy.....	@50
Bench, first quality.....	@50
Stanley Rule and Level Co.'s wood.....	60

PANS

Fry, Acme.....	60&10&10
Common, polished.....	70& 5

RIVETS

Iron and Tinned.....	60
Copper Rivets and Burs.....	50&10

PATENT PLANISHED IRON

"A" Wood's patent planished, Nos. 24 to 27.....	10 20
"B" Wood's patent planished, Nos. 25 to 27.....	9 20
Broken packages 1/2c per pound extra.	

HAMMERS

Maydole & Co.'s, new list.....	dis 33 1/2
Kip's.....	dis 25
Yerkes & Plumb's.....	dis 40&10
Mason's Solid Cast Steel.....	30c list 70
Blacksmith's Solid Cast Steel Hand 30c list 40&10	

HOUSE FURNISHING GOODS

Stamped Tin Ware.....	new list 70&10
Japanned Tin Ware.....	20&10
Granite Iron Ware.....	new list 40&10

HOLLOW WARE

Pots.....	60&10
Kettles.....	60&10
Spiders.....	60&10

HINGES

Gate, Clark's, 1, 2, 3.....	dis 60&10
State.....	per doz. net 2 50

WIRE GOODS

Bright.....	80
Screw Eyes.....	80
Hook's.....	80
Gate Hooks and Eyes.....	80

LEVELS

Stanley Rule and Level Co.'s.....	dis 70
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ROPES

Sisal, 1/2 inch and larger.....	6 1/2
Manilla.....	9 1/2

SQUARES

Steel and Iron.....	80
Try and Bevels.....	
Mitre.....	

SHEET IRON

	com. smooth.	com.
Nos. 10 to 14.....	\$3 30	\$2 40
Nos. 15 to 17.....	3 30	2 40
Nos. 18 to 21.....	3 45	2 60
Nos. 22 to 24.....	3 55	2 70
Nos. 25 to 26.....	3 70	2 80
No. 27.....	3 80	2 90
All sheets No. 18 and lighter, over 30 inches wide not less than 2-10 extra.		

SAND PAPER

List acct. 19, '86.....	dis 50
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SASH WEIGHTS

Solid Eyes.....	per ton 20 00
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TRAPS

Steel, Game.....	60&10
Oneida Community, Newhouse's.....	50
Oneida Community, Hawley & Norton's 70&10&10	
Mouse, choker.....	per doz 15
Mouse, delusion.....	per doz 1 25

WIRE

Bright Market.....	75
Annealed Market.....	75
Coppered Market.....	70&10
Tinned Market.....	62 1/2
Coppered Spring Steel.....	50
Barbed Fence, galvanized.....	2 35
Barbed Fence, painted.....	2 00

HORSE NAILS

An Sable.....	dis 40&10
Putnam.....	dis 5
Northwestern.....	dis 10&10

WRENCHES

Baxter's Adjustable, nickelled.....	30
Coe's Genuine.....	50
Coe's Patent Agricultural, wrought.....	80
Coe's Patent, malleable.....	80

MISCELLANEOUS

Bird Cages.....	50
Pumps, Cistern.....	75&10
Screws, New List.....	85
Casters, Bed and Plate.....	50&10&10
Dampers, American.....	40&10

METALS—Zinc

600 pound casks.....	6 1/2
Per pound.....	6 1/2

SOLDER

1/2@1/2.....	12 1/2
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	

TIN—Melyn Grade

10x14 IC, Charcoal.....	\$ 5 25
14x20 IC, Charcoal.....	5 25
20x28 IC, Charcoal.....	6 25
14x20 IX, Charcoal.....	6 25
Each additional X on this grade, \$1.75.	

TIN—Allaway Grade

10x14 IC, Charcoal.....	5 00
14x20 IC, Charcoal.....	5 00
10x14 IX, Charcoal.....	6 00
14x20 IX, Charcoal.....	6 00
Each additional X on this grade, \$1.50.	

ROOFING PLATES

14x20 IC, Charcoal, Dean.....	5 00
14x20 IX, Charcoal, Dean.....	6 00
20x28 IC, Charcoal, Dean.....	10 00
14x20 IC, Charcoal, Allaway Grade.....	4 50
14x20 IX, Charcoal, Allaway Grade.....	5 50
20x28 IC, Charcoal, Allaway Grade.....	9 00
20x28 IX, Charcoal, Allaway Grade.....	11 00

BOILER SIZE TIN PLATE

14x56 IX, for No. 8 Boilers, { per pound.....	9
14x56 IX, for No. 9 Boilers, {	

We have just opened up a complete and well-assorted stock of choice Field and Garden Seeds in Bulk, which we offer at wholesale and retail at bottom prices. This stock is all new.

NO OLD SEEDS

Highest market price paid for Beans.

BEACH, COOK & CO.,
128 to 132 W. Bridge St.,
Grand Rapids.



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, - - - APRIL 15, 1896.

DIPLOMATIC SOMERSAULT.

It is scarcely two months since Emperor William sent his very imprudent dispatch to President Kruger, of the South African Republic. At that time it looked as if Germany was on the point of mortally affronting Great Britain by openly aiding the Boers of the Transvaal to shake off their allegiance to the British crown. The hostile attitude of the German press and even the German Government will readily be remembered, and it was commonly believed that, in the event that any attempt should be made to coerce the Boers, Germany would be found ready to intervene to protect them.

It will also be remembered that Great Britain, instead of displaying dismay at the attitude of Germany, became decidedly belligerent and gave prompt warning to all concerned that any attempt, by whomsoever made, to interfere with British rights in the Transvaal would be resisted to the last extremity. This announcement, accompanied, as it was, by the startlingly rapid mobilization of a new and formidable fleet of warships and other military preparations of like character, was the sensation of the day at the time.

Although these acts of mutual hostility on the part of Germany and Great Britain are less than two months old, we now find the German Government actively supporting and encouraging the proposed British expedition into the Soudan, and President Kruger, recently so popular with the Germans, has been informed that Germany is not willing to interfere in any way in the relations of the Transvaal towards Great Britain.

Why this sudden and complete change? Evidently Germany has discovered that it would pay better to be friends with Great Britain than to be hostile. It was promptly discovered that there was no way to strike at Great Britain except through France, which latter power would in all probability demand, as a reward for assistance, such concessions as Germany would not be prepared to make. The Italian disaster at Adowa also made it very apparent that France and Russia were the secret foes of the triple alliance as much now as ever they had been, and a realization of that fact put an end at once to all anti-English tendencies.

Convinced that there was no chance of a satisfactory arrangement with Russia and France, Germany has hastened to make terms with Great Britain, hence

the cordial support of the Soudan expedition and the abandonment of President Kruger. There has seldom been a more rapid and complete change of front in European politics, and the change has had the effect of restoring the balance of power which recently showed signs of turning against British interests.

TRADE CONTINUES SLOW.

While prices have shown an encouraging upward tendency in cereals and in iron products, the general trade situation continues in a state of waiting in most localities. Exceptions to this are noted in St. Louis, Kansas City and Omaha, where there is a positive gain. There are also some elements of encouragement in Minneapolis and St. Paul. Nearly all the other trading centers report conditions unsatisfactory. The continued advance in wheat has been caused by reports of injury to winter wheat crops but the advantages of the rise are offset by the diminished capacity for buying of those who have suffered the injury.

Reports indicate a considerable injury to growing wheat by storms and frosts, but they are not any more gloomy than those of the same time last year, which, judging from results, were exaggerated. Wheat is holding a slight advance and corn is up to correspond. There is an increase in wheat exports and a decrease in those of corn.

The combinations are causing an advance in the average of iron quotations, but the demand continues very small, and only the curtailment of output caused by the same means lessens the ratio of increase of stocks. Minor metals are dull.

The situation in the textile trade seems to be changing from bad to worse. In the efforts to stimulate sales, prices have been reduced to the lowest ever quoted in some lines of prints, and this has been without effect. Dress wools are still in better demand than any other line. Wool is dull, with declining quotations.

The improved conditions in Wall Street noted last week have been followed with something of a reaction, though feeling is better again this week. The small export of gold has seemed to have little significance.

Business failures were 231, against 236 last week.

Considerable ado is being made in regard to the utilization of Niagara for power, on account of the injury to the falls, and the claim is made that there is already a perceptible difference. It is easy to determine just the amount of water taken from the falls, and, when the statement is made that it is practically insignificant, it is probably based on a careful estimate. If there is a perceptible diminution during the past four years, as some claim, it is, undoubtedly, caused by the unusual lack of rainfall which has prevailed for three years past. This is of far more significance than the comparatively tiny ditches the hydraulic engines are digging.

A bill has been reported by the House Immigration Committee, providing for the inspection of immigrants by United States consuls, to secure a better enforcement of the laws regulating and restricting immigration. The report accompanying the bill is authority for the statement that, while our foreign population is only 14.77 per cent., more than half of our white penitentiary convicts and more than half of our white inmates of poorhouses are foreigners.

THE LABORER'S SHARE.

In the study of the labor problem, which is one of the most important that calls for the attention of American statesmanship, it is necessary to determine what is the proportion of the whole returns of industry which goes to the laborer and what to the employer.

Hon. Carroll D. Wright, United States Commissioner of Labor at Washington, has been working at this problem, and gives some information in the bulletin issued from the Labor Department, for March, 1896.

Commissioner Wright figures that if the aggregate wages paid in the manufacturing and mechanical industries of the United States, as shown by the census of 1880, be divided by the total number of employees to whom the wages were paid, the quotient will be 347, thus determining the average wages paid to the employees in the manufacturing and mechanical industries of the country as \$347. Dividing the aggregate value of all the products of manufacturing and mechanical industries by the number of employees engaged therein, the quotient is 1,965, showing that the average product per employee was \$1,965.

Now, \$347 is 17.7 per cent. of the gross value of the per capita product, as stated, leaving a balance, of course, of 82.3 per cent., or \$1,618, which it has been assumed is the employer's share. But this is a great mistake, for the employer must furnish buildings and machinery, he must purchase raw material, he must pay interest, and he must take all the risks of the market. All these charges are over and above the employer's profit.

The figures of the census of 1890 show that the value of the gross product per capita for the number of employees engaged in manufacturing and mechanical industries was \$2,204, and the average annual wages per employee, computed for 1890 as already computed for 1880, was \$445. The balance, which would be \$1,759, would not be the employer's profit, but would be distributed among various charges, and the Commissioner figures out, as a matter of fact, that of the total product per capita, 20.18 per cent. went to labor, 55.08 per cent. for materials, and 24.74 per cent. to miscellaneous expenses, salaries, interest and profits. From these figures it will be found that the profits are a small percentage of the entire outlay, only they are divided among fewer persons than are the wages.

It would seem just that wages in most industries should be arranged on a sliding scale, so that the employees would be able to get the advantage of the rising markets; but any such arrangement would operate to the detriment of the laborers on a falling market. The solution of the labor problem requires wise and profound statesmanship.

THE GALE COMPANY'S ACTION.

In these days of temporizing with unionism, the Gale Manufacturing Co. is to be congratulated that, by its prompt and decisive action, it has saved Albion the injury and disgrace which would have surely followed any toleration of the "walking delegate" system of organized labor, which is sure to develop, eventually, in the strike, the riot and the boycott. The more promptly the fact is recognized that unionism is a menace to the peace and prosperity of a town the better; and while it seems a misfortune to have the work sent elsewhere to be done, and the industry thus lost to the locality, it is far better that such

loss should be incurred than that unionism should attain a foothold. The result of driving away the industry would have followed sooner or later.

There may be some business men in Albion who do not approve of the course of the Gale Company. Had such men ever lived in cities where the "walking delegate" is supreme, thriving by blackmail on the business community and by extortion from the poor dupes of unionism, they would accord all praise for its promptness in meeting the movement with a firm hand at the start. It is this lack of firmness and decision which is permitting the growth of an evil which threatens ruin to the country unless brought into proper subjection.

It has transpired that the division in the Salvation Army in this country, which is likely to lead to an entire separation from the English organization, was caused by disagreement upon questions of National prestige. The Commander-in-Chief sought to emphasize the English features of the movement and to keep all authority in English hands, and objected to American emblems being recognized in processions or elsewhere. Not only this, but it was planned to annex the United States to Canada, and it is stated that the work in some of the Northwestern States is actually directed now from Toronto. There was manifested in this endeavor to Anglicize such a considerable proportion of the United States as is sought to be influenced by the Salvation Army a lack of judgment which would not be expected in the originator of such a movement. It would seem that his object was more the conversion of the world to England than anything else.

A resolution has been introduced in the House calling for the creation of a reciprocity commission, which shall devote its attention to the work of originating and perfecting trade treaties with European powers and the governments of the Western Hemisphere. The resolution calls for the appointment of five members, of whom one member is to be appointed on account of distinguished diplomatic or consular service, one on account of experience in the administration of the customs laws of the United States, and three because of their experience in commercial and manufacturing affairs. The Ways and Means sub-committee on reciprocity and commercial treaties sent circulars of inquiry recently, which so largely elicited answers favorable to the policy of reciprocity that it is likely to find wide favor in the House.

The garment cutters' strike, or lock-out, in Chicago, seems to be coming to a settlement by the members of the union one by one accepting the terms of the employers and going back to their places. Among others who have done this is the head of the executive committee. That this demonstration should have such a termination is a good thing for all concerned. When unionism becomes so tyrannical that the employers are compelled to rebel from its domination, such a movement is better than to wait until the industry shall become paralyzed or be driven away. Such a result is as disastrous to the one party as to the other.

Money can be made without advertising just as clothes can be washed without soap; but the majority of housewives prefer to use soap.

MUNICIPAL PATRIOTISM.

The direction of the great and growing interests of a metropolitan community is an enormously important undertaking, and only a very high order of talent and character should be intrusted with the discharge of a task of so much difficulty and consequence. The greater, therefore, is the wonder that municipal administration, in this country, at least, usually falls into the hands of men who do not even dare to ask for positions of State and Federal trust. In some respects the ward boss is always an important man, and it is only too patent that he commands a large degree of influence over men who occupy higher official positions. But, as a rule, he recognizes his limitations and is content to be supreme within a comparatively narrow sphere.

This concession has, unfortunately, become habitual with the common mind in many American cities, perhaps in the most of them, and when a citizen of recognized distinction accepts a municipal office or a nomination to a municipal office, the feeling is that he has deliberately undergone a condescension for the public good.

The Tradesman mentions this fact because of its serious practical bearing and immediate pertinence. The supreme demand of the hour is that expression of public spirit which, for want of a better phrase, may be called municipal patriotism. Public affairs have evidently "come to a pass" which demands disinterested service. The want is volunteers who will take upon themselves drudgery and responsibility without the eclat, without the acclaim, which attends promotion to State and Federal offices.

Patriotism is a term implying devotion to the welfare of the whole country; but the relation of municipal to State and Federal politics has become so decisive, in many respects, that municipal reform is now plainly an indispensable condition to reform all along the line in the conduct of public business. But this view is perfectly consistent with the contention that municipal parties should be enabled to act in complete independence of the sources of authority in State and Federal politics. A citizen of Grand Rapids, for instance, owes it, first of all, to himself, to his family, and to his neighbors to do everything in his power to serve the cause of pure and economical municipal administration; but the consequences of his course do not end with that consummation. If he fail in his effort to save his city from misrule and spoliation, he must soon see that his failure involves much wider results. The great cities of the United States are the centers of a far-reaching political influence, and it is almost certain that the old standards of purity and patriotism can never be re-erected until Boston, New York, Brooklyn, Philadelphia, Baltimore, New Orleans, Cincinnati, St. Louis, Chicago and San Francisco have been brought directly under the control of the respectable elements of their citizenship. Here are mentioned only some of the great cities of the United States, but the rule is general.

It matters very little, so far as the standards of public honor are concerned, what party is in power, so long as its roots are fed in the gutters of municipal corruption, for the country as a whole cannot be properly served while the controlling force in both parties emanates from corrupt centers. If men labor to shake the city free from

partisan influence, it is as much in the interest of the party as of the city. How many great statesmen have been bred in the school of municipal politics? Tilden and Cleveland first attracted National attention by making an uncompromising war upon municipal maladministration. The city cannot afford to surrender its special interests to the demands of party exigency, and no party can preserve the respect of the people when it assumes to clothe with its own authority the corrupt leaders of municipal factions which are really indifferent to national issues.

A GREATER MEXICO.

The proposition which has more than once been made in prominent quarters of the United States that Mexico should annex Cuba and ought to combine politically, as one nation, with Central America is taken up with enthusiasm by the Mexican Herald, published in the City of Mexico. The Herald is the leading paper in the country printed in the English language.

The dream of a great Southern republic stretching from the Rio Grande to the Isthmus of Panama and including the rich island of Cuba is a seductive picture to the more intelligent Mexicans. The fear of disorders, or any anticipation of inability by the central government at the City of Mexico to keep the peace and render property and life as safe in the Greater Mexico as in the present Mexico, does not appear to be entertained. This would be the only trouble. So long as Diaz could hold the reins of government the new republic might remain tranquil, but it is more than probable that Central American and Cuban intrigues and ambitions would interject discord and disturbances into the now peaceful tenor of Mexican affairs. It would require a large standing army and a goodly-sized navy for Mexico to maintain her supremacy over such a combination of jealous and excitable elements.

Mexico can do more for itself, just now, by putting aside ambition and doubling its efforts to build up the material interests of its people, rather than its political extension. Cuba naturally belongs to the American group of States, and its manifest destiny is to become an American Territory and latterly a State, or an independent republic with an American protectorate, which would be the better disposition of it until another and an English-speaking generation came into control of the island. It is not likely that the United States would oppose Mexico's acquisition of any new territory in the direction indicated. The Mexican flag over Cuban and Central American States would be a bond for good treatment of Americans down there, just as Canada is a bond to keep the peace which we hold against England; but Mexico should hesitate to undertake a job of maintaining tranquility and encouraging commercial progress among such unruly peoples—particularly as to Central Americans. They must work out their destiny slowly among themselves.

The Illinois Steel Company has contracted to sell the Japanese government 16,000 tons of steel rails, and has another contract to sell the like amount to the Grand Trunk Railway, both of which were in competition with English manufacturers.

There is a vast difference in making up your mind to do a thing and making your muscles do it.

HAS NO EQUAL
FOR CARRIAGES AND HEAVY WAGONS

Keeps axles bright and cool. Never Gums

1 lb.	TIN BOXES	4 doz. in case.	25 lb. Wooden Pails.
3 lb.		2 doz. in case.	
5 lb.		2 doz. in case.	

Scofield, Shurmer & Teagle,
GRAND RAPIDS.

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

The Buyer's Right and the Seller's Privilege.

Written for the TRADESMAN.

There are occasions in the experience of many dealers when questions of law or equity present themselves for prompt decision. They may have nothing to do with the credit system or with collections, except as it may be necessary to collect evidence to assist judgment to a right conclusion. I refer to occasions when a certain class of customers, under certain circumstances, make demand on the law-abiding druggist to be supplied with spirituous liquors, claiming that they are to be used as medicine only. Under the statute of this State it is contemplated that the seller shall be sole judge of both the law and the facts, and from his ruling there can be no appeal unless such ruling shall be in favor of an unworthy applicant. The latter is most likely to be importunate and fortified with plausible reasons or deliberate untruths to secure his end. Sometimes, the evidence presented is so uncertain and conflicting that the usual rule of law concerning preponderance of testimony affords no clue to a wise decision and the druggist must depend wholly on his intuition. Often at this point he is met by the bold demand that, as a servant of the public under a law controlling the sale of liquor, he is legally bound to sell such goods, upon tender of value, to any person who gives prima facie evidence of his intent to use the same for a lawful purpose. These cases test the conscience and common sense of the druggist more severely than any others that occur in the conduct of a business so circumscribed by statute that he is always at the mercy of a threatening Scylla or Charybdis.

A similar responsibility rests upon him in the sale of poisons, although he does not encounter the same kind of tactics in case of refusing a would-be customer, since the question is less complicated and the buyer is little disposed to plead legal authority to win compliance with his wishes. But, whenever the buyer insists on claiming the right to have an illegal order filled on the ground above mentioned, it needs but an ordinary amount of common sense and legal knowledge to perceive that such claim is unjust and untenable. Even in sales not regulated by law the dealer has, undoubtedly, the privilege of deciding to whom he will sell any goods in stock, subject only to the effect such sales may have on his trade or social relations. Many honorable merchants have used this privilege, risking a loss of custom to maintain their views of duty to the public on moral grounds alone, uninfluenced by questions of law or precedent or personal feeling; and no case has ever been adjudicated in denial of this rightful course, unless their action may have transgressed the statutes governing lawful contracts.

It is interesting to note, in connection with this subject, that a question of like nature has arisen in an Eastern court, to enforce the claims of certain purchasers against manufacturers who, for reasons sufficient to themselves, have for years refused to fill orders from any wholesale or retail firm known to be cutters of standard prices. The suit was commenced by a wholesale house in Cincinnati, and takes the form of a charge of conspiracy on the part of the Wholesale Druggists' Association, in that they have damaged the plaintiff's business by collusion with the manufac-

turers of proprietary goods and by a practical boycott have deprived them of their lawful profits.

The position of respondents is understood to be that, many years ago, they entered into contract with said manufacturers to act as who esale distributors of their products upon a fair and equitable basis. Said contract has been submitted to the law officers of Government and they pronounced it valid in law and not intervening state or National statutes concerning trusts. This contract, as explained, makes each member of the Association a general agent for the goods produced by the manufacturers, and each is obliged to maintain a standard jobbing price on the same to all retail dealers. The intent was not against public interest, nor to create a monopoly, but only to conserve the equities of business between producer, distributor and consumer. If every wholesale firm in the drug trade had joined in this agreement, no one would have suffered but the guerrillas of trade, who have outraged all business ethics and benefited none of the three factors in mercantile enterprise, not even the consumer. Indeed, their aims have been only selfish and destructive to all just methods of distribution, which justify every lawful effort to circumvent them. As it is, since a few firms refused to unite in a fair agreement, and made common cause with the retail cutters, especially in cities where department stores usurp lines of trade in which they have no reasonable economic excuse for intruding, it is gratifying to know that their power for mischief has been sensibly lessened. When their orders enclosing checks were ignored by manufacturers, it affected supplies to such an extent that one firm, now appealing to the court, admits a large reduction of business and claims damages therefor.

The results of this preliminary suit, if favorable to the respondent and confirmed by supreme authority, will, no doubt, decide the whole question. In case of an adverse verdict the victors promise to follow up their success by separate suits, to punish manufacturers for adhering to a contract which the majority of jobbers and druggists believe was not only necessary to the successful prosecution of legitimate business, but also just to every party concerned, including the public, who are the final purchasers and consumers. Let us hope that, in the outcome of this legal contest, the privileges of sellers will be considered equally with the rights of buyers, and that the decision secured will be made so plain that it will be easily understood and forever obeyed.

S. P. WHITMARSH.

An Excellent Argument.

No better argument for the adoption of the cash system can be advanced than the statement made by an English newspaper that "half the failures in the Dominion of Canada are caused by excessively long credits." It is stated that the average credit granted there is from three to six months. The percentage lost through wasted interest by this means naturally helps to make a big hole in the profits. In all these cases the presumption is that dealers are compelled to grant these long credits or they would not do so. That this is logic needs no demonstration, and that this condition of affairs is worse than in the American rural districts contains a small crumb of comfort for dealers in those sections. Consider, one-half the failures in a country resulting from the evils of credit! What an excellent argument for the introduction of the cash system.

The Stimpson Computing Scale

Declared Honest by the Court and all dealers and their customers.



Nothing is more important to the retail Grocer than a perfect scale. Why waste time and increase liability of mistakes by using a complicated scale that must be adjusted with absolute accuracy to every change in price and which at best only gives one-half the information sought?

The Stimpson gives both weight and value by the movement of one poise without adjustment of any kind.

Customers prefer to trade with grocers using the Stimpson Scale, which gives pounds and ounces as well as money value.

L. O. Barber.
C. B. Crow.

BARBER & CROW.

Fruits, Groceries and
Farm Produce.
LOWELL, Mich., March 16, 1896.

Gentlemen: After using the Stimpson Computing Scale for two months we are pleased to say that we are perfectly satisfied with them and no money could take them off our counter. They are saving money for us every day.
BARBER & CROW.

Write for circular giving full particulars.

STIMPSON COMPUTING SCALE CO.,
TECUMSEH, MICH.

O. E. BROWN MILL CO.

SHIPPERS OF

FLOUR, GRAIN, BALED HAY

In Carlots.

Western Michigan Agents for Russell & Miller
Milling Co. of West Superior, Wis.

Office 9 Canal street,

Grand Rapids.

The Great Van Twiller

Again I have the agency for this, the greatest 5 cent cigar ever made.

Send orders by mail and they will have prompt attention.

J. A. GONZALEZ,
Grand Rapids, Mich.

Representing the

Best & Russel Company,
Chicago, Ill.



Why the Return of Good Times is Retarded.

In all departments of business the amount of sales and the profits made depend much more upon gratifying imaginary wants than they do upon the steady demand created by absolute physical necessities. The tailor who can hit the fancy of his customers is better paid than one whose work, though equally serviceable, does not please them. A skillful culinary artist gets higher wages than a plain cook. A pretty house brings more than an ugly one, however well built and comfortable. Of the innumerable articles in use of dress, ornament, and decoration, those which are in the fashion will be eagerly sought for at high prices, while those which are out of fashion can scarcely be sold at all. The difference lies entirely in the minds of the buyers and cannot be explained by logic. So, too, changes of fashion, while increasing the demand for certain articles, lessen that for others, to the irreparable injury of those who have invested their capital in machinery for their production.

As it is with particular branches so it is with trade in general. At certain periods, the community is in the mood to buy largely of everything that is for sale, while at others it restricts its buying within the narrowest possible limits. Whether the objects of its fancy are mines, railroads, manufactories, breweries, and other appliances for creating wealth, or whether they are pictures, vases, clothing, furniture, and similar means for the gratification of mental and physical tastes, the dealings in them are subject to the same influence. An absolutely uniform proportion of supply to demand never long prevails. Nothing pleases to the same degree forever. Human nature easily wearies of uniformity and demands a change. Hence the vicissitudes of trade, and hence the alternations of what are called bad times and what are eulogized as good times.

It is to be remarked, too, that a very small shrinkage in the volume of trade, relatively to its entire mass, suffices to produce the impression that times are bad. The Alps and the Himalayas seem immense to the beholders who stand at their bases, but upon the globe as a whole they are no more than the roughness of the skin of an orange. When, among the hundreds of millions of men, women, and children who go along from day to day occupied with their customary work, a few millions are out of employment, they attract, by their complaints, general attention, their numbers are exaggerated, and the irrational inference is drawn that the whole world suffers as they suffer. If the idleness and the destitution at such periods were one-tenth as widely spread as represented to be by the popular imagination, the whole fabric of society would dissolve in ruin. The fact is that, in the worst times known, since the beginning of this century at least, people's earnings, altogether, have been very nearly as great as they are during the prevalence of what are called good times.

A great deal is said at present, especially by politicians in and out of Congress, about hard times in this country, and, according to the causes assigned for the evil, various remedies are proposed for it. The silverites assert that adherence to the gold standard of money has done all the mischief, and the cure for it, in their opinion, is free

silver coinage. The protectionists say that free trade has destroyed business prosperity and that an increase of duties on imported goods is needed to restore it. The free traders, on the other hand, denounce the existing tariff as the one great source of evil and advocate the abolition of some of the duties it imposes. The bank interest complains that the currency is not sufficiently elastic and demands for the banks, as a condition of better times, the privilege of issuing a larger volume of circulating notes. Until lately the legal tender notes issued by the Government were alleged by some to be the root of all the mischief; but the call for their retirement seems to have pretty nearly died away.

Whatever may be the merits, in other respects, of these various measures, it is evident that their efficiency, as remedies for hard times, would be indirect and not direct. The reduction in individual expenditure and the resulting contraction of the volume of trade, whatever may be their extent, can be arrested only by forces working on the mind, and this is a slow and roundabout process. People who feel poor and consequently restrict their consumption of the products of industry must be made to feel rich before they will enlarge their purchases. Speculations must show a reasonable promise of profit in order to induce men to enter into them. Even legitimate enterprises fail to attract capitalists so long as those already in operation are seen to be unsuccessful. The change of feeling, too, must pervade the whole community and not be confined to a part of it.

Unless, therefore, it can be shown that the proposed remedies will produce a general sense of increased wealth and a disposition to spend more money than is now spent, their efficacy is disputable, to say the least. Free silver would benefit agricultural debtors, but it would throw general business into confusion and reduce the consuming power of investors and wage earners. Protection would stimulate manufactures, but it would check foreign commerce and enhance the cost of manufactured goods. Free trade, on the other hand, while it would increase both exports and imports, would close many factories and throw the men now working in them out of employment. As for the schemes of currency reform, they are distinctly advocated in the interest of the banks at the expense of the people, and any effect they would have, if they were adopted, would be detrimental.

While, too, the tendency of these various remedies for hard times is toward an incomplete result, the advocacy of them separately or altogether is immediately mischievous. The most potent causes of the feeling which produces the present comparative stagnation of business are distrust of the present and uncertainty as to the future. Men cannot walk with firm steps upon a quaking bog, and they will not venture upon what they know to be a quicksand. Whether free trade or protection is bad for the country, the establishment of either beyond the possibility of change would be better than the constant liability to a substitution of one for the other. So long, too, as the specter of free silver coinage is suffered to frighten both home and foreign capitalists, they will not freely trust their money where it reigns. Something must be done—and done quickly—to stimulate trade and revive industry. Until the financial and tariff questions are decided, doubt and uncertainty must necessarily prevail and delay the coming of the good times so ardently desired.

MATTHEW MARSHALL.

*"If de Roof
ob my mouth
was kivered
with dat air*



Ruberoid Ready Roofing

"Dis yere melon wouldn't taste half so good!"

Right he is, and there wouldn't be any hole to fill, either, for Ruberoid Ready Roofing never becomes leaky. Easy to lay, light, durable, waterproof, odorless, temperature does not affect it, won't crack, elastic, fire and oil proof, all ready to lay, needs no paint, inexpensive. Send for samples.

H. M. REYNOLDS & SON, Grand Rapids, Mich.
Detroit Office, Foot of Third street.

The = Best = Seller = in = the = Market



Retail Prices:	
Half Pint.....	\$ 25
Pint.....	50
Quart.....	75
Half Gallon.....	1 10
Gallon.....	2 00

A Combined Cleaner, Polish and Disinfectant.
The Only One.
Sample (½ pint can) and prices sent to dealers free on receipt of business card and 20 cents postage. See wholesale quotations in Grocery Price Current.

W. F. Henderson & Co.,
Sole Manufacturers,
2952 Cottage Grove Ave., CHICAGO.

USE
SOAP

ATLAS

Is what you should
advise your customers.
People who have
used it say it is the BEST.

Look at Our List of SEASONABLE GOODS

New Cabbage, Cauliflower, Tomatoes, Lettuce, Radishes, Rhubarb, Bermuda Onions, Cucumbers, Green Onions, Parsley, Pine Apples, Bananas, Sweet Oranges, Apples, Cranberries and Crabapple Cider.
Send in your order to ensure choice selections.

BUNTING & CO., 20 and 22 Ottawa street,
Grand Rapids, Mich.

We Guarantee

our Brand of Vinegar to be an ABSOLUTELY PURE APPLE JUICE VINEGAR. To any one who will analyze it and find any deleterious acids, or anything that is not produced from the apple, we will forfeit

ONE HUNDRED DOLLARS

We also guarantee it to be of not less than 40 grains strength.

ROBINSON CIDER & VINEGAR CO.,
BENTON HARBOR, MICH.

J. ROBINSON, Manager.

PERKINS & HESS, Dealers in Hides, Furs, Wool and Tallow

We carry a stock of cake tallow for mill use.

Nos. 122 and 124 Louis St.,

Grand Rapids.

Two Soldiers and the Widow—a Story of the Late War.

Written for the TRADESMAN.

"Been up to the campfire, a-having a good time with the boys," said old Sam. "The old regiment's getting smaller and smaller every year, and that old company of mine is all gone down till there's only a squad left. You betcher life, that company was a 'hummer' in the war. There was a hundred of us. Pretty nearly everything on earth in that company when it first went out—some good fellows, some just fair, and some ornery cusses not worth, so far as fighting goes, two whoops in a back alley in Jerusalem.

"There was two fellows that was pardas that make my military gall rise when I think of them—Tom and Jerry. Neither one o' them was worth a slice o' ham to Uncle Sam. Jerry, he was the biggest man in the company—six feet two. He had been a-studying law some in a mill down near the big sewer when the war broke out, and we thought him big enough to lick a hull regiment of secesh; but I'll betcher a whole tanyard agin a shoe-string that he never see a Johnny during the war. If I had a contract with the devil for six cowards, and he wouldn't take Jerry for the lot and give me a receipted bill, I'd repudiate the debt.

"Tom, his par, he was an ornery poor scrub from Ingeany. As a rule he let church matters slide, but, when they built the log meeting house at Dry Bones Creek, he went on a still hunt after religion to where the preacher was a-laying it down to 'em. Most everybody in the settlement was there, a-sitting round on the benches, when Tom walked in and pulled off his boots. Then he laundried his socks in the drinking pail and hung them up on the pulpit to dry, a-standing guard over 'em with his shotgun, so as not to have any trouble with the congregation. Well, that night the minister and the other pious men a-living around there got the grand Ki-Bosh on him and run him clear out o' Posey county before they give him a chance to explain. And he didn't stop a-running until he see Jerry's sign o' 'Lawyer' a-hanging out, and he went in for advice, a-planting his shotgun and a plug o' Kentucky twist for security. Jerry, he put up the gun at the corner grocery and then they two had a good toot and enlisted during the exhilaration of their enthusiasm.

"The first two years, Jerry, he sampled every hospital from Louisville to Chattanooga. He had every disease in the almanac, and he fooled the best doctors in the army, until they got onto his racket. In one place they blistered his back with hot coppers. In another they got already to saw his leg off before he'd get a move on him. And one hospital steward pulled his boots up through his system with a stomach pump. And they passed him along the line until he got to the front with a hospital record longer 'n a mile o' rail fence. But he never got entirely shut of hospitals until one day they gave him a seidlitz powder in separate doses—first the salts, then the phiz—and they do say that he beat Vesuvius or Popocatepetl for spouting, and that it would 'a' blowed his ole head off if his mouth hadn't been so tarnation big.

"I never could see how Tom got by the mustering officer, he was such a low-down cuss. He wa'n't more'n half as big as Jerry, and he had corns on his feet half way to his knees, and spavins

and wind puffs from there up, and his face looked like the breastbone of a chicken in pin feather time.

"It took two years for the orderly to pin them there to roosters down to hard pan, and there wasn't a live Johnny between Chattanooga and Buzzard Roost Gap. Tom, he had been a-guarding of mules at the corral some time when Jerry came up to the company; and it wasn't two days before he found out that Tom had a 'snoodie' down the river a bit that he'd married on the installment plan—three months or enduring the war. She was of the ginyine pennyroyal stock. Her man had belonged to Wheeler's Critter-backs and some feller belonging to Minty's Fourth Michigan had shot him in the spine of his back at Duck River about corn hoeing time and left her nothing but the cabin at the Point and the wardrobe in which she stood in the middle of.

"When the widder saw Jerry, she shook Tom. No doubt but what she meant to be fair when she first made up to Tom, but the flesh and the devil froze out all her good intentions when the well-fed form of Jerry dropped in one day. Now, she had no more use for two men than a soldier has for two frying pans. This made Tom pretty hot, and he laid low until one night he saw Jerry draw a half barrel of sauerkraut with a 'five fingered requisition' from the sanitary commission tent. He rolled it out in the dark and then, shouldering it, started for the widder's, two miles down the river. It made him sweat, but 'The hope of reward lightens labor.' Tom, he got another chum of his and, with their muskets at a trail, started on the run, and, being loaded light, they was a-sitting by the widder's fireside when Jerry come in, badly winded with his load.

"Well, you can just betcher boots, the Sweet Singer of Michigan never built any song to fit the tune that was sung in that there cabin then! They all forgot their manners and swore some in the presence of the woman; but that didn't hurt much, for she talked some herself and no woman can be a Christian on an empty stomach. They had the drop on Jerry, and he shouldered that keg o' cabbage again and started for camp to the tune of 'The Rogues' March.' Tom a-whistling of it and Jerry a-singing of the chorus. He kicked some, but they jabbed the hindside of his hide so full of holes that it wouldn't hold corn husks when he got back to camp. And then Jerry, he went to the pup tent to meditate on the uncertainties of life in the army.

"Tom and his chum, they dug a cellar in their tent and buried the keg for future evidence.

"Some time after that the regiment broke camp for the front. Jerry, he drank a quart o' commissary vinegar, that made him look so much like a corpse they sent him to his old roosting place, the hospital. Tom, 'he stood by' until he pegged out in the swamps of South Carolina. The woman at the Point? Oh, she married a one-legged Cracker in Hog law Valley, a Johnny of forgiving spirit."

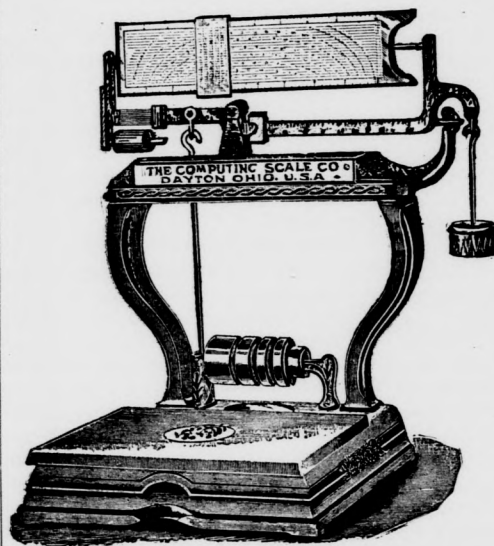
JOCK LA PIEUTE.

Trying to do business among a reading public without advertising is a good deal like climbing the stairs of a ten-story building when the elevator is running.

The merchant who imagines that the maxim "slow but sure" gives him excuse for slothfulness is mighty apt to be brought up with a sharp turn.

COMPUTING SCALES

More than 19,000 in use



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

\$30.00

which includes Seamless Brass Scoop.

This is not a real Computing Scale, it being necessary to make mental calculations. It is also limited in capacity. You can sell in fractions in the following prices per lb. only: 3½, 4½, 5½, 6½, 7½, 8½, 9½, 12½ cents. This cannot be avoided, on account of the construction and the limited capacity in this style of scale. It is equal in every respect to all scales of this style sold at much higher prices.

...

For advertisement of our World Famous Standard Market DAYTON COMPUTING SCALES, see last page of cover in this issue.

The Computing Scale Co.,

Dayton, Ohio.

A BIG MAN=U

facturing concern like ours can save you money. We manufacture both Spring and Winter Wheat Flour and sell direct to the retailer. Send us your orders for small lots or car lots.

\$\$\$
Saved

Of course, you see the point? It's big enough, isn't it?

Our "Crosby's Superior" brand of Spring Wheat Flour has given better satisfaction in many places than any of the so-called "Highest grades of Spring Wheat Flour made." There are reasons for it. We can name many.

VALLEY CITY MILLING CO.,

Sole makers of the famous Lily White Flour,

Grand Rapids, Mich.

VALUE OF TRADE-MARKS.

Protection Needed for an Important Form of Assets.

The value of trade-marks in commerce and the advantage to manufacturers which springs from having their wares known by name are nothing new to the persons who are directly interested; but the fact that unscrupulous people are taking advantage of the popularity of certain goods and are placing false and spurious wares on the market under trade-mark names makes the subject one of vital importance at the present time. All honest people are agreed that the manufacturer who creates a word which represents his merchandise should be allowed the exclusive right to use that word, particularly if its use is a source of profit to him. Such words expressive of an article, a series of articles or a process of manufacture have increased of late years in this country, and some of them have become so valuable that in the inventories of the concerns to which they belong they are looked upon as the most important assets.

A bill was recently introduced in Congress which has for its object the protection of American trade-marks, and which, if passed, will put a stop to the fraudulent imitations which have been a source of worry, vexation and pecuniary loss to many manufacturers.

In some of the States laws have been passed making the counterfeiting of trade-marks a criminal offense, and in those States trade-mark pirates are placed in the same category with counterfeiters and highway robbers. A step toward reform in the direction of preventing improper and untrue marking was taken in Congress on March 24, when the House of Representatives passed a bill prohibiting the shipment under false brands of any spirituous or fermented liquors or wines. It was argued that men had spent years of work and fortunes in money developing vineyards, and when finally their efforts had been crowned with success and their wines had reached a point of perfection where they would command a good price in the market, some new grower would take advantage of his neighbor's work and put his inferior wine on the market under the same name.

This piracy has been checked by the law, which provides that "whenever any person sells or keeps on hand for sale, ships, transports or removes any spirituous or fermented liquors or wines, whether foreign or domestic, in bottles, casks or other packages, under any other than the proper name or brand known to the trade as designating the kind and quality * * he shall forfeit said liquors or wines and be subject to pay a fine of \$500 and to be imprisoned six months for the first offense, and to pay a fine of \$1,000 and be imprisoned one year for the second offense."

The forged wine label is a source of annoyance and of loss to the wine grower, but no more so than similar forgeries are to the manufacturer of patent medicines, scientific instruments, household articles or toilet preparations. There are in existence trade-mark words which were coined by the manufacturers of the articles which they represent which have become so familiar to the public that they are sometimes used without reference to the article for which they were created, and some of these words finally have slipped into

the dictionaries. It requires years of labor and the expenditure of much money to make a word or a sentence known throughout the land, and if the owners of such words as Sapolio, Kodak, Cuticura, Cottolene, Pearlina or Castoria object to having their trade-marks used indiscriminately they cannot be blamed.

In most civilized countries provisions have been made by law to protect trade-marks. In Great Britain, France, Germany, Belgium, the Netherlands, Norway, Japan, Italy, Switzerland, Russia, Denmark and the Argentine Confederation the crime of counterfeiting a trade-mark is punished by fine and imprisonment, and merchants and manufacturers who have established a name are anxious that laws of a stringent nature should be enacted for their protection in this country.

Trade-mark names are not necessarily the names of articles. Some of the most valuable trade-marks are the names of popular firms, and it is doubtful whether any of the large concerns which have gained fame and fortune under their present title could be induced to part with the firm name, and it is equally true that they would object if any other concern were to use their firm name or a name near enough like it to deceive the great mass of people who buy merchandise through catalogues. Instances are known where unscrupulous concerns have used the names of well-known and reputable concerns to advance the sale of articles which such houses would not handle, and there are also instances where irresponsible people have been placed at the head of a concern simply because they happened to have the same name as some merchant whose firm name was well known and a guarantee for honesty.

Rowland Cox is quoted in a periodical devoted to the trade-mark as saying: "The use of a studied counterfeit or copy of a trade-mark, malo animo, involves both misrepresentation and false personation, and is, in its nature, a crime. The selling of goods bearing the spurious mark is obviously a species of false pretences, involving the use of a small token and substantially the same as forgery."

This view is shared by all owners of trade-marks, and they hope that by united efforts they will succeed in procuring protective legislation.

Prospects of Bankruptcy Legislation.

The Torrey and Bailey bills on bankruptcy are expected to have a struggle shortly in the Senate. The Judiciary Committee has postponed consideration of the measures, to see what the House would do, and as it has been made evident that the Torrey bill has excellent prospects of passing the House, the Senate committee is disposed to delay matters, because its expected recommendation of voluntary bankruptcy would not be accepted. Mr. Bailey found it necessary to modify his views, and Mr. Torrey had to accept amendments to his measure. Both bills have gone through the legislative threshing mills, and all the objectionable chaff has apparently been removed, but the business men still adhere to the Torrey draft, and will have nothing to do with the Bailey patch quilt, because they are familiar with the provisions of the former and committees without number have investigated with satisfactory result. The enactment of a bankruptcy act at this session of Congress is not very promising. The House is willing, but the Senate is very uncertain.

Misrepresentation will never bring success, nor can confidence be obtained by worthless qualities.

Parisian Flour

Parisian Flour

Lemon & Wheeler Company,

SOLE AGENTS.

Parisian Flour

Parisian Flour

Absolute Cigars

Although we have had numerous importunities to put in a line of Absolute Cigars, we have delayed action in the matter until we could give our customers positive assurance that the brand we adopted was absolutely the best 5 cent cigar made. Confident that we have succeeded, we have secured the agency of a brand which will stand this test, and take pleasure in informing our patrons that **Absolute Cigars** will hereafter be carried by our salesmen, the same as **Absolute Teas, Absolute Coffees, Absolute Spices** and **Absolute Baking Powder**. The name is a sufficient guarantee of excellence.

MICHIGAN SPICE CO.,

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.

CHAS. E. STORRS,
Dairy and Food Commissioner.

Lansing, Mich., Feb. 25, 1896.

E. B. MILLAR & Co.,
Chicago, Ill.,

Gentlemen:

The December number of the Bulletin of this Department contains the analysis of a sample of Pepper from R. B. Shank & Co., of Lansing, produced by your firm.

In a re-examination of this Pepper it has been found that a mistake was made in classifying it as an adulterated product, which correction will be published in the next number of the Bulletin.

Respectfully yours,
(Signed) C. E. STORRS,
Dairy and Food Commissioner.

Shoes and Leather

Ingenuity Displayed in Misleading the Purchasing Public.

Geo. E. B. Putnam in Boot and Shoe Recorder.

The subject of unreliable advertising is of as much interest as that of how to advertise successfully. For two reasons:

First, that he may avoid it as much as possible, and, second, that he may make a careful study of what an unreliable competitor may do or say. In this connection I would like to briefly relate a few instances that came under my personal attention.

Some time ago a large store in this city advertised in one of the Sunday papers, "Women's first quality rubbers, 20 cents per pair." I called at this store in company with a friend and asked for a pair of ladies' rubbers.

"What size," asked the clerk.

"Four and a half M," was the reply.

The clerk selected the rubbers, wrapped them in a package, and handed them to me. I passed him twenty cents and started for the door, but he hurried after me saying:

"The price of those is 60 cents; you gave me only 20."

"That is the price advertised," I replied.

"Oh! if you want 20-cent rubbers, they are over there on that table," he remarked. I handed him the package, took my money, and went in the direction indicated. And what a mess I found! There were possibly a hundred or more pairs of rubbers. They were tied together in pairs.

Here was one size three and one half a size larger tied together; and an American and a Candee constituted another "pair;" here a London toe and a pointed toe paired off—a mess of stuff I would not take as a gift, yet this store advertised them in two Sunday papers, at a cost of probably \$30 or \$40, to draw customers to their store.

Did it pay?

I think not, for I have shied clear of that store ever since.

Some two years ago, while waiting on the street at about 10 o'clock in the evening for a car to take me home, I noticed a large show window being decorated with smoking jackets. There were many handsome styles, among them a line marked \$5. Here was something I needed, and this was an opportunity to get one at a bargain. This store opens at 8 a. m., so in order to be on hand early, I left home just before 8 o'clock the next morning and was in the store in less than half an hour after it opened. I went immediately to this department, and was convinced that there had been no rush there so early; in fact, I believe I was the first customer. I asked to be shown some smoking jackets. The first one brought out was \$10.50. I informed the clerk that I did not want to pay so much. I was then shown one at \$0 and again said that was too high. "Show me one of those in the window," I asked.

"What price," he replied.

"Five dollars."

The clerk walked the length of the store, went out and looked in the window and came back and said, "They are all gone."

"Let me have one of those in the window," I said.

"They are all sold; all spoken for as soon as we opened," he replied.

I went to another store and bought a jacket and paid \$10 for it.

Do you think such advertising pays? I don't.

Only a short time ago I saw an advertisement of "1,000 dozen newest styles gents' linen collars, in four shapes; 2,100 linen at 75 cents a dozen." I was in need of some collars and called at the store.

"What size?" asked the clerk.

"Fifteen and a half," I answered.

"All out," he replied; "we only have 13, 13½, 16 and 16½."

Does this pay?

Not much.

A certain store advertised, "Gents

new style, all silk plush, silk trimmed hats at \$5. Sold elsewhere at \$7." I stepped in and inspected these "silk hats at \$5." My companion, who was formerly in that business, knew the make of the hat at once. They cost \$3.75 at wholesale, and are sold by all dealers who handle them at \$5.

Was this honest?

I don't think so.

My wife called my attention to an advertisement of "Ladies' kid laced shoes, patent leather trimmed, at \$2.20, worth \$4," and I dropped in to see them and recognized the make. They cost just \$1.60 per pair, with a discount for cash, yet this party advertised them as a \$4 shoe.

Was he honest?

No.

"Greatest Sale of Silks on Record," was the headline of a big ad. in a Sunday paper, which went on to describe the beautiful effects for evening and street wear that would be offered the purchasing public at 8:30 prompt the next day, "at 25 cents per yard." I will give most people credit for not being fools enough to follow up such an announcement, yet, when I went in that store the next day, it was almost impossible to get near the counter, and when I reached it, I found that the silks advertised at 25 cents per yard were "short lengths" of from one to two yards to the piece, and probably not half a dozen pieces alike.

The advertised goods were there.

But was that good advertising?

Some shoe men are not above advertising in this misleading manner: On Nassau street, New York, about a year ago, I saw a handsome pair of shoes in the window, with a ticket reading, "These shoes marked down from \$5 to \$1.08." I examined them as well as I could and decided that they were offered at far below first cost.

I did not need new shoes at the time, but I scented a bargain, so I entered the store.

"Let me see a pair of shoes like those in the window."

A pair of my size was brought. They were Goodyear welt, calf, with kangaroo top, a shoe which would cost, to manufacture, \$3 to 3.25.

They fitted well, too.

I told the clerk to do up the old pair, as I would wear the new ones, and handed the clerk a \$2 bill, saying with a laugh:

"Never mind the change."

"The price is five dollars, sir."

"But your window ticket says \$1.08."

"That is for the pair in the window. They are too small for you."

"Then these are not for sale at that price?"

"No, sir. These are five dollars."

"I don't want them."

And I took them off.

Then the clerk tried to persuade me into taking them. Said I had walked enough in them to soil the bottoms, offered to let me have them for \$1.50, but I decided that if I couldn't have them at \$1.08 I would not take them at any price.

Then he tried another tack. He had some shoes at \$1.08, "if that was all I could afford to pay."

I sometimes discover that I have a temper. The clerk also discovered it about that time. I told him what I thought of his swindling and that I knew a thing or two about shoes. I talked earnestly with that shoe clerk, and I rather think he understood just what my opinion was of this scheme to get people into the store by false pretences. He begged me to say nothing about it, told me he was not to blame, but that the proprietor of the store was alone responsible for the fraudulent advertising. I pitied the poor chap, who got \$10 a week for doing this dirty work.

It is an old dodge of some shoe men to put a handsome, well-made calf shoe in the window marked at a ridiculously low price and then offer the customer a split or satin calf, made up in same style.

There are many forms of dishonest advertising, and more and more of them are being devised every day; but it

Our Shoe Department

Is your stock complete for spring trade? Look it over and write us for samples in Misses and Children's.

Our Bob and May is the best grain shoe made.

For a Kangaroo calf, we can give you one that competition cannot meet.

You ought to see our Berlin Needle toe, Misses' and Childs' Dongola; this is the neatest shoe out for spring.

Our Little Gents' 9-13, 1-2 is on Needle Toe and as tony as any made.

Our Rochester Misses and Childs' Dongola they all swear by.

Send us your order for turns 2-5 and 4-8.

Hirth, Krause & Co.

GRAND RAPIDS.

Wales=Goodyear Rubbers

"AMERICA'S BEST."

Every pair of them stands
For Fifty years of



EXPERIENCE,
SKILL AND
Herold-Bertsch Shoe Co. REPUTATION.

.....Sell them at Wholesale.

GRAND RAPIDS,

MICHIGAN



Our
Terms
Positively
The
BEST.



RUBBERS FOR 1896.

The Boston Rubber Shoe Company are making a great many new kinds this season, embracing all the new styles in toes, including the extreme 20th Century; also Boys' and Youths' Sandals in narrow toes—just what the boys want. We will have them. They are packing nearly all the specialties in bulk, and we will carry them in stock and be able to take good care of any orders given us. Discounts and terms are as favorable as offered by any agent of the Boston Rubber Shoe Co. Wait and see our salesmen before placing your order.

Discount—Bostons, 15 per cent.; Bay States, 15 and 12 per cent.
Payable December 1, 1896.

RINDGE, KALMBACH & CO.,

GRAND RAPIDS.



RUBBER STAMPS
SEALS AND STENCILS
WILL J. WELLER MUSKEGON MICH.

Do You Use
STENCILS
Get
our prices
Will save
you \$\$\$

Detroit Rubber Stamp Co.,
99 Griswold St., Detroit.

Closing Out Stock

Reeder Bros. Shoe Co. are closing out their entire Leather Stock of Boots and Shoes. Come in and see the bargains or see samples of our men on the road. We will do an exclusive rubber business in the future. Hold your rubber orders until we see you, as Lycomings and Keystones are the best.

REEDER BROS. SHOE CO.

GRAND RAPIDS.

seems to me that the ingenuity displayed in misleading the purchasing public might be far better utilized in making windows and advertisements attractive, interesting and convincing.

You can't make a silk purse out of a sow's ear. You can't sell gold dollars for twenty-five cents. There are gullible people who think they can buy such bargains. All the fools are not dead yet, and there's a fool born every other minute. But the fool whom you are enabled to swindle once must be a natural born idiot to let you swindle him or her again.

It doesn't pay.

Should the Clerk Be a Detective as Well?

Correspondence Dry Goods Chronicle.

"When I worked in Biggs' store, there was another man in the same stock, a man of family. I used to call at his house sometimes. He was a genial sort of a chap, easy to get along with, and used to make a practice of rushing the can whenever any of the boys visited his home, so that we all regarded him as hospitable, friendly and honest. He certainly was a hard worker, and the firm valued him above the majority of its men.

"One day when he was starting for dinner he said to me, 'Old man, my son may come in to see me before I get back. If he does, just hand him that parcel under the counter.'

"I thought no more about it, until sure enough his son did come as expected, and according to instructions I gave him the parcel. As I handed it out I pressed my thumb through the paper and discovered that the parcel was a roll of fine black brilliantine, a quality of which we had a single end of ten yards in stock. Investigation proved, however, that the piece was no longer in stock; but I found the stock board it had been rolled on under the counter.

"I felt pretty restless for some time, but I had no direct proof, and the man had been for years with the house and was highly esteemed by the firm. What was I to do? Well, anyway, I said nothing. Some days later I came in from dinner. My companion was just handing several parcels to a man who stood there. In response to my inquiring look he said it was his brother-in-law, whose wife had left the parcels at the counter in his charge.

"I couldn't banish my suspicions, however. That man knew I suspected him and after a time he took another situation. After he was gone I learned that he had made an attempt to throw me down and failed.

"In the course of time I made a change and I was scarcely out of the house before he was back again. I am to this day confident in my opinion that the man was a thief. Direct evidence that would prove my suspicion, tangible evidence that would warrant my making a charge with any prospect of proving it, I had none. In my dilemma I consulted an old man, a minister of the gospel, as to what I should do. He asked me if it was a part of my duties to watch my companions; if I were detective as well as clerk. I scarcely thought so, and he argued that, unless I was prepared to retrieve any damage I might do that man's family by bringing the charge, whether true or false, I had better consider well before I took any steps in the matter; so I held my peace."

Did he do right or wrong? I would like the opinion of the trade on this.

The Harm of It.

An unfavorable opinion expressed about you and your store will tear down more than you can rebuild in many a year. Let the business man so conduct himself personally and in his store affairs that he may be above reproach in the minds of the people. A business man cannot afford to compromise his store's interest by taking part in any questionable affairs, either socially, politically, or in any other way.

Habit is an arbitrary master. Be sure you acquire good ones.

The Country Grocer's Hard Luck.

Stroller in Grocery World.

I'd often heard of them before, but I never saw one until three or four days ago. I mean these fellows who seem to have constant hard luck in everything they do. There are some people, you know, who, no matter what they do, are always having accidents or meeting with losses or some other misfortune.

This fellow does a grocery business in a little town in Virginia. He doesn't have much of a place, and I guess doesn't have much of a trade. When I went into his place he was sitting on a no-back bench with some other men. It had been raining, and these loafers had evidently been out in the rain, for their clothes were wet. The store was hot, and the stench from their clothes, together with the delightful perfume from the copious tobacco expectorations which they shot with unerring accuracy at the stove, filled the place with a smell that struck your olfactories, as you entered, like a bad egg.

The proprietor got up to talk to me as I went in. I asked him how business was.

"There ain't any," he said. "I ain't sold a dollar's worth the whole mornin'."

"It's just my luck, anyhow," he said. "I ain't never had a piece of good luck since I went in business. Something's always happening to me. First, me wife goes and dies, and then I lose me pig."

"Just this morning," he went on, "I lost half a barrel of molasses and a lot of sugar."

"How was that?" I asked.

"Why, I was down cellar a-drawin' a gallon of molasses when a couple of tramps began to scrap outside the cellar window, and I went to look at 'em a minute. When I got back the wooden spigot had come out of the hole, and the molasses was a-runnin' over everything. Got in a lot of sugar and played the mischief with it."

"Just what I tell you," he went on. "It's nothin' but ornery hard luck. I saw that spigot was loose a week ago, and I says to meself, 'I'll fix that when I git time,' an' I ain't never had the time. That's the way the thing goes."

I expressed some sympathy, though I didn't feel any, and thus encouraged, he continued his tale of woe.

"An' to make the thing worse," he said, "there's some fellow opened a grocery store two streets below me here. He's got a lot of fancy fixin's in his place, and the people's just a-flockin' there. Here I've been here for fifteen years, and they turn their backs on me for him. I say it ain't right!"

I looked around his store. Nobody could accuse him of having any "fancy fixin's." His store was exactly the little low-ceilinged, smoke-begrimmed, musty, and bad smelling country store that we expect to see in every place where the city hall is a blacksmith shop and the courthouse a little red school-house.

While I stood there, this grocer's little boy stuck his head in the door.

"Pop," he yelled, "Smithson's horse has got in the yard again. You can't keep him out, for the gate's broke."

"There 'tis again," said the grocer, despairingly. "I've been a-goin' to mend that gate a hundred times, but I never get time. I might as well give up; there's no luck here for me."

If I'd had my desire, I'd have kicked that grocer as hard as I could, clear across his store. I'd have made the lazy loafers who smelled his place up clean off the stove and then "git." I believe by the time I got through with the establishment, the proprietor would have felt a little more like hustling. He wouldn't have sat down around the stove—or anywhere else—for some time, I'll warrant that.

Illustrated Advertising.

Drop a postal card to the Michigan Tradesman for a catalogue of many new and attractive cuts of different sizes which can be used in your advertising displays and obtained at very small expense.

Grand Rapids LUMBER BARK COMPANY

419 421 MICH TRUST BUILDING

WARHELPS, President
C. F. YOUNG, Vice President
C. A. HELPS, Sec'y & Treas.

GRAND RAPIDS, MICH.

We Pay HIGHEST MARKET PRICES in SPOT CASH and Measure Bark When Loaded.
Correspondence Solicited.

Michigan Bark & Lumber Co.

Grand Rapids, Mich.
508, 509 and 510 Widdicombe Bld.

N. B. CLARK, Pres.
W. D. WADE, Vice-Pres.
C. U. CLARK, Sec'y and Treas.

We are now ready to make contracts for bark for the season of 1896.
Correspondence Solicited.

More Than Satisfied!

Is what our customers say—not only with the **Boston Rubber Shoe Co.'s** goods, but with the prompt and complete attention we have given their orders..... It's nothing new—but always the same if you deal with.....

W. A. McGraw & Co.,
Jobbers of Rubbers.

Send in your orders now for your

FISHING OUTFIT

We have a full line of

Mackintoshes, Wading Pants and Boots and Rubber Goods of all kinds.

We would also remind you that the dealer who places his orders early for his fall stock of Rubber Boots and Shoes, Felt Boots and Sox, will have them when the wearer wants them. We guarantee prices. Ask for price list.

STUDLEY & BARCLAY,
4 Monroe St. Grand Rapids.

Clerks' Corner

A Little Preaching, Now and Then, is Relished by the Best of Men.

There is a newspaper office not many squares away and the managers of the paper have advertised for a boy. You may have seen it, but it is worth reading again and here it is:

"The News Letter office wants a boy to do chores, make fires and run on errands. It does not want a boy to manage the business, edit the paper or act as foreman of the office. If the right kind of a lad applies, he will be taught the art preservative, besides being remunerated every Saturday night with coin which, while not princely in amount, will be sufficient for him to make occasional trips around the State and put up at first-class hotels. Boy about twelve or fourteen years of age preferred. Neither race, color, religion nor previous condition of servitude will be considered a bar to applicants. Apply to the News Letter office any day, Sundays excepted, between 7 a. m. and 6 p. m."

It has seemed best to copy the entire ad., to show the general feeling throughout business circles in regard to the kind of a boy which is in active demand.

The first point to be noticed is the distinct statement in regard to what the boy is wanted to do: three things, and only three—muscle-work, all of them, and all of them what a boy of the stated age can easily do, and do well if he will. From what follows it is evident that the printing office in question has not, heretofore, succeeded in getting the right kind of a boy. After the novelty of the position has worn off, after the chores have become irksome, the fires been started and the errands run, it seems to the boy that he was made for something better than such work, and that the sooner he familiarizes himself with the duties of those above him the sooner he can clamber to the second or the third round in the business ladder and begin to make a stir in the world. So the chores that "any clodhopper can do with his eyes shut," are done as a blinded clodhopper would do them; so the fires take it into their heads to go out and get the ambitious boy into trouble, and the errands—well, it doesn't hold to reason that a boy can run his legs off without ever making a mistake. And, by and by, when the lad knows that he can do the other fellow's work just as well as, if not better than, the other fellow, "they" give him "the grand bounce," and insert the kind of ad. above quoted.

"If the right kind of a lad applies." What is the right kind? Every other paper you pick up tells how necessary it is for a boy to keep his eyes wide open, to see a thing to be done and do it without waiting to be told, to be always on hand when needed and never hesitate to do what he's told to do, even when it belongs to the other boy's job; and yet, hear this ad. comes out with a lot of stuff that means, if it means anything, that he's got "to do chores, make fires and run on errands"—just that and nothing else. Somehow, things don't jibe. What is "the right kind of a lad?"

The lad who does the work that he is hired to do; the lad who takes that little unpretending corner of the business world which good fortune has placed in his hands, and takes such good care of it that the man who put him there is surprised to find that that little insignificant corner is one of the most important ones in the whole business. These are some of the attributes of the

right kind of a boy—the one who takes the best of care of his own little corner.

It is noticeable that the right kind of a boy is contented to do the work that falls to him, to do it well and to be satisfied when he has done his best, without troubling himself about the work above him or the boys who do that work. In plain Anglo-Saxon, boys, he minds his own business; and a boy who does that thoroughly will be sure to exhibit one trait that belongs to "the right kind of a lad."

There will be a tendency on the part of some of the boys reading the ad. to call attention to "that rot about the princely pay." The right kind of a boy would, in all probability, get the magnificent remuneration of \$2.50 a week; or, if he was just the right kind of a boy, perhaps \$2.75 or \$3, a sum sufficient to go all over the State—on errands, afoot, with a chance of getting fired at any first-class hotel where he might stop to rest. That's what that amounts to.

If it doesn't amount to that, it ought to amount to just that. A boy twelve or fourteen years of age needs no money for traveling purposes, and should want none; his parents or guardians should have charge of that. His wants are looked after, and will be, so that he can attend strictly to business; and the very boy who calls attention to that part of the ad. is the boy who, without knowing it, shows tendencies which the right kind of a boy never has.

It is easy to infer that the News Letter does not expect to come across the right kind of a youth very soon. There will be any number of applicants, and everyone of them will declare himself to be an expert at "doing chores, making fires and running on errands." The majority of these applicants will soon show that they are not the right kind of a boy. They may have "done chores" for years, and in all that time never have learned how; and the same inefficiency will appear in the other requirements, all showing that the applicant is not the right kind of a boy.

Don't think I preach too much, boys, but just give this matter a little thought.

UNCLE BOB.

The Decision in the Currants Case.

The decision in the celebrated Zante currants case is still like a Chinese puzzle to the fruit trade. The discrimination against so-called Zante currants can only be explained by the supposition that a serious mistake was made in printing the Tariff act, which should have read "Zante and all other currants 1½¢ per pound," instead of "Zante currants 1½¢ per pound and all other currants free." At least that is the interpretation placed on the matter by members of the fruit trade. The San Francisco Court has decided that all currants coming from the Island of Zante must pay duty, and that settles it unless the case is appealed. The Collector of the Port has been supported in his view of the case, although the appraisers upheld the protests of importers, who claimed that the Collector was wrong in his classification. The impression in some quarters is that the decision includes all currants coming from Greece, but that is a mistake. It is believed that where invoices have been liquidated they will not be called up for review by the Treasury Department.

Three Indiana farmers met a tramp in the road and invited him to dance for them, at the same time touching him up with their whips. He lugged out a revolver and made them dance for him until they were almost dead with fatigue.

A slight jerk--the spring does the rest

Pointers on Window Shades



We have them in all colors, styles and prices. Packed in boxes of a dozen each. They are easy to hang and there is money in it for you. House cleaning time means new shades. Do not delay but place your order now.

VOIGT, HERPOLSHEIMER & CO.
WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

P. Steketee & Sons,

Grand Rapids, Mich.

SPRING & COMPANY

IMPORTERS and JOBBERS.

Show
Largest
Line
of

Gents' Furnishing Goods

Ever Offered by Them

Their new Spring Goods, including White Goods, Prints, Ginghams, Embroidery, etc., are very inviting.

GRAND RAPIDS.

Silver

The finest canned goods packed in New York State, for sale only by

The
Musselman
Grocer Co.

Queen

of GRAND RAPIDS MICH.

The line includes the following varieties of Fruits and Vegetables:

2 lb. Black Raspberries	2 lb. Corn	2 lb. White Wax String Beans
2 lb. Blackberries	2 lb. Succotash	3 lb. Golden Squash
2 lb. Red Pitted Cherries	2 lb. White Marrowfat Peas	3 lb. Hubbard Squash
2 lb. Strawberries	2 lb. Extra Early June Peas	3 lb. Cold Packed Tomatoes
3 lb. Bartlett Pears	2 lb. Sifted Fancy June Peas	2 lb. Refugee String Beans
	3 lb. Apricots	

Canned

To those who have had these goods we need say nothing. To those who have not we can only solicit a trial order.

Goods

Commercial Travelers

Michigan Knights of the Grip.

President, S. E. SYMONS, Saginaw; Secretary, GEO. F. OWEN, Grand Rapids; Treasurer, J. J. FROST, Lansing.

Michigan Commercial Travelers' Association.

President, J. F. COOPER, Detroit; Secretary and Treasurer, D. MORRIS, Detroit.

Gripsack Brigade.

John J. Seagers, traveling representative for Symons Bros. & Co. (Saginaw), has changed his residence from Bay City to Saginaw.

Frank Collins has taken a position with the Rapid Hook and Eye Co. and left Tuesday for Iowa, which State comprises his territory.

The wide-awake commercial traveler does not expect his customer to express a desire for goods, but is always first to make an effort to sell them.

The things to be especially considered by the firm employing commercial travelers are the profits of the traveler's sales and the impression left behind.

C. B. Bunton, of the firm of C. B. Bunton & Son, general dealers at Bear Lake, spent Sunday in the city, the guest of M. M. Mallory. He was accompanied by his wife.

Confidence in his own ability, perfect familiarity with the line he sells, reasonable economy in expenses, energy, tact and agreeableness are valuable factors to look for in a salesman.

Most all commercial travelers have learned the lesson that it does not pay to make misrepresentations in order to effect a sale. Misrepresentation is bound to cause a loss of confidence.

Michigan members of the T. P. A. should not forget that the annual meeting of the Michigan Division will be held at the office of the Michigan Tradesman, April 26, at 12:30 p. m.

A considerate regard for the rights and necessities of others, common sense and justice applied to all business transactions are lubricants which cause the wheels of commerce to revolve smoothly and without friction.

The Tradesman is indebted to the Charlevoix Democrat for the portrait of Geo. W. Miller, published elsewhere this week, and also for the substance of the biography presented in connection therewith.

Make it a part of your business to agitate good roads. Become a crank on the subject and say your say at every stopping place—in hotels or village stores, and wherever men congregate. Do this, especially if your territory includes a number of long drives.

Traverse City Eagle: Wm. Snow Stevens, a popular commercial man of Detroit, well known in this city, will soon make his home here with his bride, who was Miss Lillie May Johnson. The marriage was solemnized April 7 at the home of the parents of the bride in Manistique.

Percy F. Storrs, formerly with the I. M. Clark Grocery Co., has taken a position as traveling representative for the Pettibone Brothers Manufacturing Co., manufacturers of military and society goods at Cincinnati. His territory comprises Minnesota, Wisconsin, Illinois, Michigan, Indiana and Ohio.

The manufacturer or jobber should remember that money is wasted by employing a "cheap man" to represent his interest on the road. It is much easier to waste money on an incompetent salesman than on one who thoroughly understands his business. One first-class

traveling representative is better than two poor ones.

The traveling man has no regular time to eat, to sleep, to come or to go. These matters are entirely controlled for him by ever-changing railroad schedules, and he often forestalls hunger by a hasty lunch, and is seen sleeping sweetly wedged in between a couple of seats in the smoking car, as if pillowed on a bed of down.

Of all men, the commercial traveler possesses a lively and acute appreciation of the beautiful, as well as of the good and substantial things of this world. While his unsophisticated appearance would never suggest it, still the fact remains that, by some mysterious gift or art of divination, he is ever advised where those are to be found, and he never mistakes the shortest route to attain them.

PRODUCE MARKET.

Apples—Michigan fruit is entirely exhausted, but a few varieties of Ohio fruit are still in market, commanding \$2.75@3 per bbl.

Beans—Without quotable change.

Beets—25c per bu.

Butter—Shipments of dairy have been so frequent that the market is now fully supplied, while the price is weak. Fancy roll commands 15@16c and fair to choice dairy commands 13@14c. Factory creamery is in fairly active demand at 10c.

Cabbage—50@60c per doz. for home grown. Florida stock has declined to \$3 per crate of about 4 dozen heads.

Celery—Out of market just at present. Fresh supplies are expected in about two weeks.

Cheese—Trade during the week has been quiet and no changes have been made in quotations. Buyers have operated simply for current wants.

Cider—15@18c per gal.; Crabapple, 20c.

Cranberries—Jerseys in boxes are still in limited demand and supply at \$2.25 per bu.

Dressed Poultry—Local trade, while not heavy, has been sufficient during the past few days to keep stocks fairly well cleaned up.

Eggs—The market is stronger and about 1/2c higher, on account of the picklers and cold storage men entering the field. Handlers have advanced their quotations to 10 1/2c, with every probability of a further advance to 11c before the end of the week.

Green Onions—15c per doz bunches. Hickory Nuts—(Ohio) Small, \$1.25 per bu., large, \$1 per bu.

Honey—Dealers ask 15@16c for white clover, 13@14c for dark buckwheat.

Lettuce—10@12c per lb.

Maple Sugar—Fancy commands 10c per lb. Fair to choice brings 6@8c.

Onions—Home grown are in fair demand and ample supply, commanding 25@30c per bu. Bermudas command \$2.50 per crate.

Pieplant—Illinois stock commands 5c per lb.

Pop Corn—Rice, 3c per lb.

Potatoes—Reports from the South are to the effect that the acreage is large and that the first shipments will reach the market by June 1. This being the case, there would appear to be no hope for an enhancement in the price of home grown stock, as June 1 is only six weeks ahead.

Radishes—30c per doz. bunches.

Seeds—Clover command \$4.00@5 for Mammoth, \$4.75@4.85 for Medium, \$4.75 for Alsike, \$3.25@3.40 for Crimson and \$5.50 for Alfalfa. Timothy commands \$1.55@1.65 for prime to strictly prime and \$1.75@1.80 for choice.

Sweet Potatoes—Illinois Jerseys command \$4.50 per bbl. and \$1.60 per bu.

Tomatoes—\$3 per 6 basket crate of Florida stock.

Business men who buy Robinson's Cider Vinegar are always to the front in trade.

SUCCESSFUL SALESMEN.

Geo. W. Miller, Traveling Representative for Michael Kolb & Son.

George W. Miller was born at Old Mission, in 1851, and spent his barefoot days playing in the sands of the beach at that peaceful spot. A few years later, his parents removed to Traverse City, where Mr. Miller's father, who, by-the-way, is the oldest living white settler of the Grand Traverse region, was for many years employed in Hannah, Lay & Co.'s store.

When the firm of Fox, Rose & Butters began business at Charlevoix, in 1869, George went to Charlevoix and entered the store as clerk. He remained with the firm thirteen years, during which time every man, woman and child in the Charlevoix region became his friend, and he was as popular with the dusky customers who came in with shoe packs and shawls as with the wearers of patent leathers and silken gowns.



In 1882, Mr. Miller started in business for himself, in the new Butters block, and for fourteen years he continued the clothing business at the same stand.

He was prosperous up to the time of the Champlain disaster in 1887, but in that terrible catastrophe Mr. Miller lost nearly \$2,000 worth of new goods he was returning home with, and had a terrible experience himself, being four hours in the water before he was picked up, while twenty-two persons were lost from the burning steamer.

Being forced to run in debt for new goods to replace those lost, placed Mr. Miller "in the hole," financially, and the hard times which soon came on and have not let up since, made it a continual struggle to keep on top. Finally, with the certainty of a good position on the road before him, Mr. Miller retired from the business he had conducted so long to take the position of traveling salesman for the wholesale clothing house of Michael Kolb & Son. Mr. Miller has retailed their goods for fourteen years, and knows them and the firm know him. He will cover all of Northern Michigan, including the Upper Peninsula, and expects to start on his travels about May 1. Mr. Miller is one of the best salesmen that ever stood behind a counter, and the same qualities ought to win for him success on the road.

Mr. Miller was married in 1877 to Miss Ida Whitcomb, and has a fine home and two charming daughters at Charlevoix.

In politics Mr. Miller is a Democrat, being about the only member of that party in Charlevoix county who has ever held office, having been elected town treasurer for several terms. He is a Mason and K. P., a trout fisher from "wayback," and an all 'round good fellow, who will have the good wishes of every friend in his new vocation.

Increase of Poverty.

Mistress—That young man who called to see you last night, Jane, stayed very late.

Jane—It was me brother, mum.

But, Jane, I have noticed thirty-seven different men in your company within the last two years, and each one, you said, was your brother.

Yes, mum. Poor folks allers has large families, mum.

Smoke the Dodge Club Cigar.

Association Matters

Michigan Hardware Association

President, F. S. CARLETON, Calumet; Vice-President, HENRY C. WEBER, Detroit; Secretary, TREASURER, HENRY C. MINNIE, Eaton Rapids.

Northern Mich. Retail Grocers' Association

President, J. F. TATMAN, Clare; Secretary, E. A. STOWE, Grand Rapids; Treasurer, J. WISLER, Manicouba. Next Meeting—At Grand Rapids, Aug. 4 and 5, 1896.

Traverse City Business Men's Association

President, THOS. T. BATES; Secretary, M. B. HOLLY; Treasurer, C. A. HAMMOND.

Grand Rapids Retail Grocers' Association

President, E. C. WINCHESTER; Secretary, HOMER KLAIP; Treasurer, J. GEO. LEHMAN. Regular Meetings—First and third Tuesday evenings of each month at Retail Grocers' Hall, over E. J. Herriek's store.

Owosso Business Men's Association

President, A. D. WHITPLE; Secretary, G. T. CAMPBELL; Treasurer, W. E. COLLINS.

Jackson Retail Grocers' Association

President, BYRON C. HILL; Secretary, W. H. PORTER; Treasurer, J. F. HELMER.

Alpena Business Men's Association

President, F. W. GILCHRIST; Secretary, C. L. PARKTRIDGE.

Lansing Retail Grocers' Association

President, F. B. JOHNSON; Secretary, A. M. DARLING; Treasurer, L. A. GILKEY.

Bridge Street ...House...

Corner of Bridge and
Kent Streets.

Grand Rapids, Mich.

Rates \$1 and \$1.25 per day.

Best House in the State
for the Money.

E. FULLERTON & CO., Props.

PUREST BEST
10 CENTS
GREEN SEAL

SELL THESE

CIGARS

and give customers good satisfaction.

Cutler House in New Hands.

H. D. and F. H. Irish, formerly landlords at the New Livingston Hotel, at Grand Rapids, have leased the Cutler House, at Grand Haven, where they bespeak the cordial co-operation and support of the traveling public. They will conduct the Cutler House as a strictly first-class house, giving every detail painstaking attention.

Drugs==Chemicals

STATE BOARD OF PHARMACY.

One Year—C. A. BUGBEE, Charlevoix
Two Years—S. E. PARKILL, Owosso
Three Years—F. W. R. PERRY, Detroit
Four Years—A. C. SCHUMACHER, Ann Arbor
Five Years—GEO. GUNDRUM, Ionia
President, C. A. BUGBEE, Charlevoix.
Secretary, F. W. R. PERRY, Detroit.
Treasurer, GEO. GUNDRUM, Ionia.
Coming Meetings—Detroit (Star Island), June 23.
Lansing, November 3.

MICHIGAN STATE PHARMACEUTICAL ASSOCIATION.

President, GEO. J. WARD, St. Clair.
Vice-Presidents—S. P. WHITMARSH, Palmyra;
J. G. C. PHILLIPS, Ann Arbor.
Secretary, B. SCHROEDER, 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.

The Drug Market.

Acetanilid—Is quiet and featureless.

Acids—The general jobbing movement has continued moderate and no further important changes have occurred in quotations. Salicylic is firmly held at the recent advance.

Alcohol—Without quotable change and moderate quantities of grain are moving into consuming channels on the old basis. Wood is quiet but firm.

Beans—No business is reported in tonka, but quotations are well sustained. Mexican vanilla continue in good jobbing request, with values decidedly firm and tending upward under the influence of strong primary markets and limited offerings from first hands.

Cacao Butter—Has met with very little inquiry and a quiet feeling has prevailed with bulk nominally steady.

Cassia Buds—Small lots are in active demand and a satisfactory business is reported on the basis of 18 1/4 @ 18 1/2 c for prime.

Cocaine—Manufacturers announce a reduction of 25 cents per ounce.

Codeine—The market is dull, with quotations nominally unchanged.

Colocynth Apples—Continue unsettled and barely steady.

Cubeb Berries—Are selling only in a small jobbing way and quotations remain nominal.

Cuttle Fish Bone—Small lots are in good demand for consumption, with prices ruling steady.

Glycerine—Continues to find a moderate consuming outlet at the former quotations.

Essential Oils—Citronella is lower, quotations having been reduced. The market is unsettled and we understand that offers for future delivery have been made at figures considerably lower than those previously quoted. We are also informed that it is difficult to obtain definite and reliable information from primary sources regarding the situation there. Eucalyptol has been marked down. Messina essences are slightly easier, owing to political conditions in Italy, but the statistical position is favorable to holders and the easiness is not considered of a permanent character. Reports of floods in the peppermint districts of both New York and Michigan have had no influence on the market as yet. Sassafras is quiet but firm.

Gums—Curacao aloes have been in fairly good jobbing request. The bulk of the available stock of Cape is reported sold, for export, and quotations have been advanced. Asafetida is moving fairly on consuming orders. Camphor shows no quotable change. Arabic and senegal are both very strong in price, with holders indifferent sellers at the

recent advance, owing to the unsettled condition of affairs in the Soudan and the probability of extreme scarcity and much higher figures in the near future. Cables received this week report a further advance of 7 @ 10 per cent. in prices of Arabic. Gamboge has been reduced.

Leaves—Short buchu are active in a jobbing way and firm. All kinds of senna are very strong, with Alexandria varieties active and excited, under the influences noted in our last issue. The stock in primary markets is very light, and as the camel carriers from producing districts have abandoned the business, receipts will probably be short. Garbled and sifted have been marked up.

Lycopodium—Is fairly active and steady.

Manna—Is moving slowly and only in small jobbing parcels.

Morphine—A continued tame market is reported, with manufacturers quoting on the old basis.

Opium—The market has developed a firmer tone, owing to the receipt of a cable from Smyrna, reporting the crop seriously damaged by frost. Some holders here have advanced their quotations.

Quinine—Has met with a decidedly better demand in a jobbing way. Manufacturers report the market quiet, with prices unchanged and steady.

Roots—The market for ipecac is stronger. Jalap, in jobbing quantities, is slightly firmer. Mexican sarsaparilla is a shade easier. Senega, golden seal and serpentaria are all ruling quiet.

Seeds—The demand for canary has continued light and for small jobbing parcels only; the general market is weak and depressed, partly owing to efforts to dispose of hypothecated stock, and values are fractionally lower for nearly all varieties. Russian hemp is fairly steady. The only change in mustard is a decline in German brown. There is some inquiry for California brown, but buyers' views are too low to admit of business. Considerable California yellow, also German yellow, are on the way to this country, partly on consignment, and efforts to make sales have thus far failed to result in actual business. German rape is easier and prices have declined.

Sponges—The market remains quiet, with strictly prime grades ruling firm, but values of ordinary varieties are unsettled and irregular, owing to keen competition between dealers. There is no change in the condition of the various primary markets and no news is expected from the Florida fleet until the latter part of next month.

Sugar of Milk—The market continues to rule steady under a fair average demand.

Promptness in business always pays. No house ever became unpopular from a custom of filling its orders with dispatch. Promptness is always noticed and favorably commented upon by the customer, who always fully realizes the importance of his own order, and does not pause to think that it is one of hundreds, or perhaps thousands, received by his jobber. The purchaser wants his goods at once as a general thing, and regards the celerity with which they are delivered as an evidence of the esteem in which he is held by the jobber. If delivery is delayed he is apt to regard it as a slight, and is sure to become dissatisfied. Promptness in business always pays.

You've got to run your business to suit the business of other people, or they'll have no business with your business.

STRIKING CONTRAST.

When studying the course of events and happenings fifty years and more ago, one is apt to commit the error of gauging the importance and character of such occurrences by present standards. In this way a quite erroneous impression is frequently created. At the present time every reader of newspapers is in possession of the happenings all over the world during the preceding day by breakfast time. Fifty years ago and more it took weeks and months for news of even important occurrences to become well circulated.

In the early part of the present century the difficulty of communication made the negotiation of international questions a slow and difficult problem. As a result, nations were not so sensitive to small affronts, and even in more important matters were necessarily prevented from going to war promptly, owing to the slowness of negotiations. At the present time every play upon the political checkerboard is at once known all over the world, and controversies between nations thousands of miles removed from each other can be settled in a few days, or lead to hostilities in an equally short time.

As illustrative of the difficulties under which people at the beginning of the present century labored, owing to the absence of the telegraph or any system of rapid communication, a writer in the English Illustrated Magazine points to the war between Great Britain and the United States in 1812. The causes which led to the war dated back to at least 1807, and even earlier. When, finally, war was declared, in June, 1812, owing to a refusal of England to revoke certain obnoxious "orders in council," later developments showed that the orders had actually been revoked the day prior to the declaration of war. Still later, the battle of New Orleans, the bloodiest of the war and the most disastrous for the British, was actually fought after the signing of the treaty of peace at Ghent. The capture of the frigate President by a British squadron, off New York, also occurred after the signing of the peace treaty.

These events seem strange in this day of the telegraph, when all the preliminaries to a declaration of war would be instantly known all over the world, as well as the most trifling negotiation leading up to a treaty of peace. While the facility of securing information undoubtedly multiplies the causes of international friction, it at the same time diminishes the danger of actual hostilities by facilitating negotiations and removing misunderstandings and misapprehensions.

The world at large is apt to minimize the importance of the war of 1812, because of the meager information which was received in Europe about the various events connected with it. The difficulty of transporting troops and material in this country at the time made the conduct of hostilities slower and less brilliant than would have been the case under more modern conditions. It would require no very great stretch of the imagination, however, to gauge what a difference there would be between a war between the same two powers at the present time and that of 1812.

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not to leak. They are
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flaring enough to pack
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cans are double seamed,
both top and bottom, with
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Wm. Connor will be at Sweet's Hotel, Wednesday, Thursday and Friday, April 15, 16, and 17.

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[illegible]

Morpha, S.P. & W.	1 75@ 2 00	Sinapis	2@ 18	Lard, No. 1	40	43
Morpha, S.N.Y.Q. & Co.	1 65@ 1 40	Sinapis, opt.	2@ 30	Linseed, pure raw	40	43
Moschus	1 65@ 1 00	Snuff, Macaboe, De	2@ 34	Linseed, boiled	42	45
Mysticla, No. 1	65@ 80	Snuff, Scotch, De Voss	2@ 34	New York, winter strained	65	70
Nux Vomica	20@ 20	Soda Boras, op.	7 1@ 10	Spirits Turpentine	33	40
Os Sepia	15@ 18	Soda et Potass Tart.	26@ 28			
Pepsin Saac, H. & P.		Soda, Carb.	1 1/2@ 2	Paints	BBL.	LB.
D. Co.	1 00@	Soda, Bi-Carb.	3@ 5	Red Venetian	1 1/2@ 2	2@ 4
Pieis Liq. N.N. 1/2 gal. doz.	2@ 2 00	Soda, Ash.	3 1/2@ 4	Ochre, yellow Mars	1 1/2@ 2	2@ 4
Pieis Liq., quarts.	2@ 1 00	Soda, Sulphas.	2@ 2 00	Ochre, yellow Ber.	1 1/2@ 2	2@ 4
Pieis Liq., pints.	2@ 85	Spts. Cologne.	2@ 2 00	Putty, commercial.	2 1/2@ 2 3/4	2@ 3
Pil Hydrag.	20@ 80	Spts. Ether Co.	50@ 55	Putty, strictly pure	2 1/2@ 2 3/4	2@ 3
Piper Africa.	22@ 18	Spts. Myrcia Dom.	2@ 2 00	Vermillon, Prime		
Piper Alba.	35@ 30	Spts. Vini Rect. 10 gal	2@ 2 50	American	13@ 15	
Pil Burgum.	10@ 12	Spts. Vini Rect. 5 gal	2@ 2 54	Green, Paris Eng.	15@ 24	
Plumbi Acet.	10@ 12	Spts. Vini Rect. 10gal	2@ 2 57	Green, Peninsular.	13@ 16	
Pulvis Ipecac et Opil	1 10@ 1 20	Spts. Vini Rect. 5gal	2@ 2 59	Lead, Red.	5 1/4@ 5 1/2	5 1/4
Pyrethrum, boxes H. & P. D. Co., doz.	1 125@	Less 5c gal. cash		Lead, white.	5 1/4@ 5 1/2	5 1/4
Pyrethrum, pv.	27@ 30	10 days.		Whiting, white Span	2@ 70	
Quassia	8@ 10	Strychnia, Crystal.	1 40@ 1 45	Whiting, gliders	2@ 90	
Quina, S. P. & W.	37@ 42	Sulphur, Subl.	2 1/2@ 3	White, Paris Amer.	1@ 100	
Quina, S. German.	30@ 40	Sulphur, Roll.	2@ 2 1/2	Whiting, Paris Eng.	1@ 140	
Quina, N.Y.	35@ 40	Tamarinds	8@ 10	cliff	1@ 140	
Saccharum Lactis	24@ 26	Therobrom Venice.	28@ 30	Universal Prepared	1 00@ 1 15	
Salacin	2 50@ 2 60	Theobroma	12@ 15	Varnishes		
Sanguis Draconis	40@ 50	Vanilla	9 00@ 16 00	No. 1 Turp Coach.	1 10@ 1 12	
Sapo, W.	12@ 14	Zinci Sulph.	7@ 8	Extra Turp.	1 60@ 1 70	
Sapo, M.	10@ 12			Coach Body	2 75@ 3 00	
Sapo, G.	2@ 15	Oils	BBL.	No. 1 Turp Furn.	1 00@ 1 10	
Siedlitz Mixture	20@ 22	Whale, winter.	70 70	Extra Turp Damar.	1 55@ 1 60	
		Lard, extra.	53 60	Jap. Dryer, No. 1 Turp	70 70	

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GROCERY PRICE CURRENT.

The prices quoted in this list are for the trade only, in such quantities as are usually purchased by retail dealers. They are prepared just before going to press and are an accurate index of the local market. It is impossible to give quotations suitable for all conditions of purchase, and those below are given as representing average prices for average conditions of purchase. Cash buyers or those of strong credit usually buy closer than those who have poor credit. Subscribers are earnestly requested to point out any errors or omissions, as it is our aim to make this feature of the greatest possible use to dealers.

AXLE GREASE. doz. gross Aurora 55 6 00 Castor Oil 80 7 00 Diamond 50 5 50 Frazier's 75 9 00 IXL Golden, tin boxes 75 9 00 Mica 70 8 00 Paragon 55 6 00	COFFEE. Green. Rio. Fair 18 Good 19 Prime 21 Golden 21 Peaberry 23 Santos. Fair 19 Good 20 Prime 22 Peaberry 23 Mexican and Guatamala. Fair 21 Good 22 Fancy 24 Maracaibo. Prime 23 Milled 24 Java. Interior 25 Private Growth 27 Mandehling 28 Mocha. Imitation 25 Arabian 25 Roasted. Quaker Mocha and Java 32 Toko Mocha and Java 28 State House Blend 25 Package. Arbuckle 19 45 Jersey 19 45	COUPON BOOKS.   "Tradesman." \$ 1 books, per 100 2 00 \$ 2 books, per 100 2 50 \$ 3 books, per 100 3 00 \$ 5 books, per 100 3 00 \$ 10 books, per 100 4 00 \$ 20 books, per 100 5 00 "Superior." \$ 1 books, per 100 2 50 \$ 2 books, per 100 3 00 \$ 3 books, per 100 3 50 \$ 5 books, per 100 4 00 \$ 10 books, per 100 5 00 \$ 20 books, per 100 6 00  "Universal." \$ 1 books, per 100 3 00 \$ 2 books, per 100 3 50 \$ 3 books, per 100 4 00 \$ 5 books, per 100 5 00 \$ 10 books, per 100 6 00 \$ 20 books, per 100 7 00	FARINACEOUS GOODS. Farina. Bulk 3 Grits. Walsh-DeRoo Co.'s 2 00 Hominy. Barrels 3 25 Flake, 50 lb. drums 1 50 Lima Beans. Dried 4 Maccaroni and Vermicelli. Domestic, 10 lb. box 60 Imported, 25 lb. box 2 50 Pearl Barley. Empire 2 25 Chester 1 25 @ 2 Peas. Green, bu. 90 Split, per lb. 2 1/2 Rolled Oats. Rolled Avena, bbl. 3 30 Rolled Avena, 1/2 bbl. 1 78 Monarch, bbl. 2 90 Monarch, 1/2 bbl. 1 58 Private brands, bbl. 2 65 Private brands, 1/2 bbl. 1 45 Quaker, cases 3 20 Oven Baked 3 25 Lakeside 2 25 Sago. German 4 East India 3 1/2 Wheat. Cracked, bulk 3 24 2 lb packages 2 40 Breakfast Food. Pettijohn's Best 3 10 Buckwheat Flour. Excelsior Self Rising 1 90 Case of 2 doz 1 75 Five case lots 1 75	Souders'. Oval bottle, with corkscrew. Best in the world for the money.  Regular Grade Lemon. 2 oz 75 4 oz 1 50 Regular Vanilla. 2 oz 1 20 4 oz 2 40 XX Grade Lemon. 2 oz 1 50 4 oz 3 00 XX Grade Vanilla. 2 oz 1 75 4 oz 3 50	New Orleans. Fair 18 Good 22 Extra good 24 Choice 27 Fancy 30 Half-barrels 3c extra. PICKLES. Medium. Barrels, 1,200 count 3 25 Half bbls, 600 count 2 13 Small. Barrels, 2,400 count 4 25 Half bbls, 1,200 count 2 63 PIPES. Clay, No. 216 1 70 Clay, T. D. full count 65 Cob, No. 3 1 20 POTASH. 48 cans in case 4 00 Babbitt's 3 00 Penna Salt Co.'s 3 00 RICE. Domestic. Carolina head 6 1/2 Carolina No. 1 5 Carolina No. 2 4 1/2 Broken 2 1/2 Imported. Japan, No. 1 5 Japan, No. 2 4 1/2 Java, No. 1 4 1/2 Java, No. 2 4 1/2 Patna 4 SALERATUS. Packed 60 lbs. in box. Church's 3 30 Deland's 3 15 Dwight's 3 30 Taylor's 3 00 SAL SODA. Granulated, bbls. 1 10 Granulated, 100 lb cases 1 50 Lump, bbls. 1 Lump, 145 lb kegs 1 10 SEEDS. Anise 13 Canary, Smyrna 6 Canaway 10 Cardamom, Malabar 80 Hemp, Russian 4 Mixed Bird 4 1/2 Mustard, white 6 1/2 Poppy 8 Rape 4 Cuttle Bone 20 SNUFF. Scotch, in bladders 37 Maccaboy, in jars 35 French Rappee, in jars 43 SYRUPS. Corn. Barrels 14 Half bbls 16 Pure Cane. Fair 16 Good 20 Choice 25 SPICES. Whole Sifted. Allspice 9 1/2 Cassia, China in mats 10 Cassia, Batavia in bund 15 Cassia, Saigon in rolls 32 Cloves, Amboyana 15 Cloves, Zanzibar 10 Mace, Batavia 70 Nutmegs, fancy 65 Nutmegs, No. 1 60 Nutmegs, No. 2 55 Pepper, Singapore, black 10 Pepper, Singapore, white 20 Pepper, shot 16 Pure Ground in Bulk. Allspice 10 @ 15 Cassia, Batavia 17 Cassia, Saigon 35 Cloves, Amboyana 15 Cloves, Zanzibar 10 Ginger, African 15 Ginger, Cochlin 20 Ginger, Jamaica 22 Mace, Batavia 60 @ 65 Mustard, Eng. and Trieste 20 Mustard, Trieste 25 Nutmegs 40 @ 60 Pepper, Singapore, black 12 Pepper, Singapore, white 18 Pepper, Cayenne 17 @ 20 Sage 18 "Absolute" in 1/4 lb. Packages Allspice 65 Cinnamon 75 Cloves 70 Ginger, Cochlin 75 Mace 2 10 Mustard 75 Nutmegs 2 10 Pepper, cayenne 75 Pepper, white 75 Pepper, black shot 60 Saigon 1 50 "Absolute" Butchers' Spices. Wiener and Frankfurter 16 Pork Sausage 16 Bologna and Smoked S'ge 16 Liver S'ge and H'd Cheese 16
BAKING POWDER. Absolute. 1/4 lb cans doz 45 1/2 lb cans doz 85 1 lb cans doz 1 50 Acme. 1/4 lb cans 3 doz 45 1/2 lb cans 3 doz 75 1 lb cans 3 doz 1 00 Bulk 10 JaXon. 1/4 lb cans 4 doz case 45 1/2 lb cans 4 doz case 85 1 lb cans 4 doz case 1 60 Home. 1/4 lb cans 4 doz case 35 1/2 lb cans 4 doz case 55 1 lb cans 4 doz case 90 Lynch. 1/4 lb cans 45 1/2 lb cans 90 1 lb cans 1 20 Our Leader. 1/4 lb cans 45 1/2 lb cans 75 1 lb cans 1 50	COFFEE. Green. Rio. Fair 18 Good 19 Prime 21 Golden 21 Peaberry 23 Santos. Fair 19 Good 20 Prime 22 Peaberry 23 Mexican and Guatamala. Fair 21 Good 22 Fancy 24 Maracaibo. Prime 23 Milled 24 Java. Interior 25 Private Growth 27 Mandehling 28 Mocha. Imitation 25 Arabian 25 Roasted. Quaker Mocha and Java 32 Toko Mocha and Java 28 State House Blend 25 Package. Arbuckle 19 45 Jersey 19 45	COUPON BOOKS.   "Tradesman." \$ 1 books, per 100 2 00 \$ 2 books, per 100 2 50 \$ 3 books, per 100 3 00 \$ 5 books, per 100 3 00 \$ 10 books, per 100 4 00 \$ 20 books, per 100 5 00 "Superior." \$ 1 books, per 100 2 50 \$ 2 books, per 100 3 00 \$ 3 books, per 100 3 50 \$ 5 books, per 100 4 00 \$ 10 books, per 100 5 00 \$ 20 books, per 100 6 00  "Universal." \$ 1 books, per 100 3 00 \$ 2 books, per 100 3 50 \$ 3 books, per 100 4 00 \$ 5 books, per 100 5 00 \$ 10 books, per 100 6 00 \$ 20 books, per 100 7 00	FARINACEOUS GOODS. Farina. Bulk 3 Grits. Walsh-DeRoo Co.'s 2 00 Hominy. Barrels 3 25 Flake, 50 lb. drums 1 50 Lima Beans. Dried 4 Maccaroni and Vermicelli. Domestic, 10 lb. box 60 Imported, 25 lb. box 2 50 Pearl Barley. Empire 2 25 Chester 1 25 @ 2 Peas. Green, bu. 90 Split, per lb. 2 1/2 Rolled Oats. Rolled Avena, bbl. 3 30 Rolled Avena, 1/2 bbl. 1 78 Monarch, bbl. 2 90 Monarch, 1/2 bbl. 1 58 Private brands, bbl. 2 65 Private brands, 1/2 bbl. 1 45 Quaker, cases 3 20 Oven Baked 3 25 Lakeside 2 25 Sago. German 4 East India 3 1/2 Wheat. Cracked, bulk 3 24 2 lb packages 2 40 Breakfast Food. Pettijohn's Best 3 10 Buckwheat Flour. Excelsior Self Rising 1 90 Case of 2 doz 1 75 Five case lots 1 75	Souders'. Oval bottle, with corkscrew. Best in the world for the money.  Regular Grade Lemon. 2 oz 75 4 oz 1 50 Regular Vanilla. 2 oz 1 20 4 oz 2 40 XX Grade Lemon. 2 oz 1 50 4 oz 3 00 XX Grade Vanilla. 2 oz 1 75 4 oz 3 50	New Orleans. Fair 18 Good 22 Extra good 24 Choice 27 Fancy 30 Half-barrels 3c extra. PICKLES. Medium. Barrels, 1,200 count 3 25 Half bbls, 600 count 2 13 Small. Barrels, 2,400 count 4 25 Half bbls, 1,200 count 2 63 PIPES. Clay, No. 216 1 70 Clay, T. D. full count 65 Cob, No. 3 1 20 POTASH. 48 cans in case 4 00 Babbitt's 3 00 Penna Salt Co.'s 3 00 RICE. Domestic. Carolina head 6 1/2 Carolina No. 1 5 Carolina No. 2 4 1/2 Broken 2 1/2 Imported. Japan, No. 1 5 Japan, No. 2 4 1/2 Java, No. 1 4 1/2 Java, No. 2 4 1/2 Patna 4 SALERATUS. Packed 60 lbs. in box. Church's 3 30 Deland's 3 15 Dwight's 3 30 Taylor's 3 00 SAL SODA. Granulated, bbls. 1 10 Granulated, 100 lb cases 1 50 Lump, bbls. 1 Lump, 145 lb kegs 1 10 SEEDS. Anise 13 Canary, Smyrna 6 Canaway 10 Cardamom, Malabar 80 Hemp, Russian 4 Mixed Bird 4 1/2 Mustard, white 6 1/2 Poppy 8 Rape 4 Cuttle Bone 20 SNUFF. Scotch, in bladders 37 Maccaboy, in jars 35 French Rappee, in jars 43 SYRUPS. Corn. Barrels 14 Half bbls 16 Pure Cane. Fair 16 Good 20 Choice 25 SPICES. Whole Sifted. Allspice 9 1/2 Cassia, China in mats 10 Cassia, Batavia in bund 15 Cassia, Saigon in rolls 32 Cloves, Amboyana 15 Cloves, Zanzibar 10 Mace, Batavia 70 Nutmegs, fancy 65 Nutmegs, No. 1 60 Nutmegs, No. 2 55 Pepper, Singapore, black 10 Pepper, Singapore, white 20 Pepper, shot 16 Pure Ground in Bulk. Allspice 10 @ 15 Cassia, Batavia 17 Cassia, Saigon 35 Cloves, Amboyana 15 Cloves, Zanzibar 10 Ginger, African 15 Ginger, Cochlin 20 Ginger, Jamaica 22 Mace, Batavia 60 @ 65 Mustard, Eng. and Trieste 20 Mustard, Trieste 25 Nutmegs 40 @ 60 Pepper, Singapore, black 12 Pepper, Singapore, white 18 Pepper, Cayenne 17 @ 20 Sage 18 "Absolute" in 1/4 lb. Packages Allspice 65 Cinnamon 75 Cloves 70 Ginger, Cochlin 75 Mace 2 10 Mustard 75 Nutmegs 2 10 Pepper, cayenne 75 Pepper, white 75 Pepper, black shot 60 Saigon 1 50 "Absolute" Butchers' Spices. Wiener and Frankfurter 16 Pork Sausage 16 Bologna and Smoked S'ge 16 Liver S'ge and H'd Cheese 16
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SALT.	
Diamond Crystal.	
Cases, 24 3-lb boxes.....	1 60
Barrels, 100 3 lb bags.....	2 75
Barrels, 40 7 lb bags.....	2 50
Butter, 56 lb bags.....	65
Butter, 20 14 lb bags.....	3 00
Butter, 280 lb bbls.....	2 50
Common Grades.	
100 3 lb sacks.....	2 60
60 5-lb sacks.....	1 85
28 11-lb sacks.....	1 70

Worcester.	
50 4 lb. cartons.....	3 25
115 2 1/2 lb. sacks.....	4 00
60 5 lb. sacks.....	3 75
22 14 lb. sacks.....	3 50
30 10 lb. sacks.....	3 50
28 10 lb. sacks.....	3 50
56 lb. linen sacks.....	3 50
56 lb. linen sacks.....	3 50
Bulk in barrels.....	2 50

Warsaw.	
56-lb dairy in drill bags.....	30
28-lb dairy in drill bags.....	15

Ashton.	
56-lb dairy in linen sacks.....	60

Higgins.	
56-lb dairy in linen sacks.....	60

Solar Rock.	
56-lb sacks.....	22

Common Fine.	
Saginaw.....	85
Manistee.....	85

SODA.	
Boxes.....	5 1/2
Kegs, English.....	4 1/2

STARCH.	
Diamond.	

64 10c packages.....	5 00
128 5c packages.....	5 00
32 10c and 64 5c packages.....	5 00

Kingsford's Corn.	
20 1-lb packages.....	6 1/2
40 1-lb packages.....	6 1/2

Kingsford's Silver Gloss.	
40 1-lb packages.....	6 1/2
6-lb boxes.....	7

Common Corn.	
20-lb boxes.....	5
40-lb boxes.....	4 1/2

Common Gloss.	
1-lb packages.....	4 1/2
3-lb packages.....	4 1/2
6-lb packages.....	5 1/2
40 and 50 lb boxes.....	2 1/2
Barrels.....	24

SUMMER BEVERAGES.	
Thompson's Wild Cherry Phosphate "Humer Case" 3 doz.....	5 00
25c size, 8 oz bottles.....	35 00
One Big Bottle Free, 21 oz. 50c size, 1 doz. to a case.....	4 00
Special Soda Fountain Extract per gal. \$2.00.....	82 00
Big Demonstrator contains 15 doz. 25c size, 1 jug and fixtures. See add.	

TOBACCOS.	
Cigars.	

G. J. Johnson's brand.....	
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S.C.W.	
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S. C. W.....	35 00
H. & P. Drug Co.'s brand.....	35 00
Quintette.....	35 00
Clark Grocery Co.'s brand.....	35 00
New Brick.....	35 00
Michigan Spice Co.'s brand.....	35 00
Absolute.....	35 00

SOAP.	
Laundry.	

Gowans & Sons' Brands.....	
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Crow.....	2 85
German Family.....	1 85
American Grocer 100s.....	3 00
American Grocer 60s.....	2 40
Mystic White.....	3 80
Lotus.....	3 95
Oak Leaf.....	3 60
Old Style.....	2 55
Happy Day.....	2 85

JAXON	
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Single box.....	3 25
5 box lots, delivered.....	3 20
10 box lots, delivered.....	3 10
Lantz Bros. & Co.'s brands.....	
Ace.....	3 30
Cotton Oil.....	5 75
Marseilles.....	4 00
Master.....	3 70
Henry Passolt's brand.....	

SOAP.	
Laundry.	

Gowans & Sons' Brands.....	
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Henry Passolt's brand.....	

Jas. S. Kirk & Co.'s brands.
American Family, wrp'd... 3 33
American Family, plain... 3 27
Thompson & Chute's Brand.



Single box..... 3 00
10 box lot, delivered..... 2 95
10 box lot, delivered..... 2 85
25 box lot, delivered..... 2 75
Allen B. Wrisley's brands.
Old Country 80 1-lb..... 3 20
Good Cheer 60 1-lb..... 3 00
White Borax 100 1-lb..... 3 65

Scouring.
Sapolio, kitchen, 3 doz..... 2 40
Sapolio, hand, 3 doz..... 2 40

STOVE POLISH.
Nickeline, small, per gro..... 4 00
Nickeline, large, per gro..... 7 20

TABLE SAUCES.
Lea & Perrin's, large..... 4 75
Lea & Perrin's, small..... 2 75
Halford, large..... 3 75
Halford, small..... 2 25
Salad Dressing, large..... 4 55
Salad Dressing, small..... 2 65

VINEGAR.
Leroux Cider..... 10
Robinson's Cider, 40 grain..... 10
Robinson's Cider, 50 grain..... 12

SUGAR.
Below are given New York prices on sugars, to which the wholesale dealer adds the local freight from New York to your shipping point, giving you credit on the invoice for the amount of freight buyer pays from the market in which he purchases to his shipping point, including 20 pounds for the weight of the barrel.

Cut Domino..... 6 12
Cut Loaf..... 6 12
Cubes..... 5 75
Powdered..... 5 75
XXXX Powdered..... 5 87
Mould A..... 5 75
Granulated in bbls..... 5 50
Granulated in bags..... 5 50
Fine Granulated..... 5 50
Extra Fine Granulated..... 5 62
Extra Course Granulated..... 5 62
Diamond Confee. A..... 5 50
Confee. Standard A..... 5 37
No. 1..... 5 12
No. 2..... 5 06
No. 3..... 5 00
No. 4..... 4 94
No. 5..... 4 87
No. 6..... 4 81
No. 7..... 4 75
No. 8..... 4 62
No. 9..... 4 62
No. 10..... 4 56
No. 11..... 4 50
No. 12..... 4 44
No. 13..... 4 41
No. 14..... 4 12
No. 15..... 3 87

WASHING POWDER.
100 packages in case..... 3 35

WICKING.
No. 0, per gross..... 25
No. 1, per gross..... 30
No. 2, per gross..... 40
No. 3, per gross..... 75

Crackers.
The N. Y. Biscuit Co. quotes as follows:

Butter.
Seymour XXX, 3 lb. carton..... 5 1/2
Seymour XXX, 3 lb. carton..... 5 1/2
Family XXX, 3 lb. carton..... 5 1/2
Family XXX, 3 lb. carton..... 5 1/2
Salted XXX, 3 lb. carton..... 5 1/2
Salted XXX, 3 lb. carton..... 5 1/2

Soda.
Soda XXX, 3 lb. carton..... 6
Soda XXX, 3 lb. carton..... 6 1/2
Soda, City..... 7
Crystal Wafer..... 10 1/2
Long Island Wafers..... 11
L. I. Wafers, 1 lb carton..... 12

Oyster.
Square Oyster, XXX..... 5 1/2
Sq. Oys. XXX, 1 lb carton..... 6 1/2
Farina Oyster, XXX..... 5 1/2

SWEET GOODS-Boxes.
Animals..... 10 1/2
Bent's Cold Water..... 12
Belle Rose..... 8
Cocoanut Taffy..... 8
Coffee Cakes..... 8
Frosted Honey..... 11
Graham Crackers..... 8
Ginger Snaps, XXX round..... 6 1/2
Ginger Snaps, XXX city..... 6 1/2
Gin. Snps, XXX home made..... 6 1/2
Gin. Snps, XXX scalloped..... 6 1/2
Ginger Vanilla..... 8
Imperial..... 11
Jumbles, Honey..... 11
Molasses Cakes..... 15
Marshmallow Creams..... 16
Pretzels, hand made..... 8 1/2
Pretzellets, Little German..... 6 1/2
Sugar Cake..... 8
Sultanas..... 12
Sears' Lunch..... 7 1/2
Sears' Zephyrette..... 10
Vanilla Square..... 8
Vanilla Wafers..... 14
Pecan Wafers..... 15 1/2

Candies.

Stick Candy.

bbls. pails	
Standard.....	6 1/2 @ 7 1/2
Standard H. H.....	6 1/2 @ 7 1/2
Standard Twist.....	6 1/2 @ 7 1/2
Cut Loaf.....	7 1/2 @ 8 1/2

cases	
Extra H. H.....	@ 8 1/2
Boston Cream.....	@ 8 1/2

Mixed Candy.

bbls. pails	
Standard.....	5 1/2 @ 6 1/2
Leader.....	6 1/4 @ 7 1/4
Royal.....	6 1/2 @ 7 1/2
Conserves.....	6 1/2 @ 7 1/2
Broken.....	7 @ 8
Kindergarten.....	7 1/2 @ 8 1/2
French Cream.....	@ 8
Valley Cream.....	@ 12

Fancy-In Bulk.

Pails	
Lozenges, plain.....	@ 8 1/2
Lozenges, printed.....	@ 9
Choc. Drops.....	11 1/2 @ 13
Choc. Monumentals.....	@ 12 1/2
Gum Drops.....	@ 5
Moss Drops.....	@ 8
Sour Drops.....	@ 8
Imperials.....	@ 9

Fancy-In 5 lb. Boxes.

Per Box	
Lemon Drops.....	@ 50
Sour Drops.....	@ 50

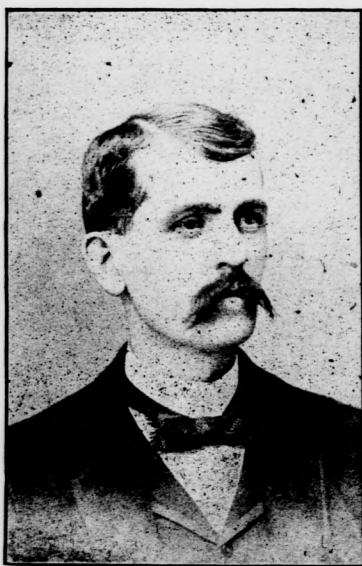
Bicycles

MEN OF MARK.

Geo. W. Hart, of the Firm of Adams & Hart.

George W. Hart is a young man to have attained so prominent a position in business, having been born July 31, 1865. His birthplace is Rochester, N. Y., in which city he spent his earlier school days. At the age of 15 he removed with his parents to Cuyahoga Falls, Ohio, where he finished his school life, graduating from the high school at the age of 20 years.

The young man promptly took up the active duties of life, first working in a rivet factory at Cuyahoga Falls. This was followed by a sufficient experience at farm work to create a taste for rural life and interests. He then removed to Michigan, locating first at Lansing.



Here he found employment with R. R. Bryan, general agent for Aultman, Miller & Co., manufacturers of harvesting machinery, Akron, Ohio. Mr. Hart's farm experience had been sufficient to make him at home in dealing with the Michigan farmers, and his experience traveling for this line was very successful. He remained in the employ of Mr. Bryan six years. The last two years he had the exclusive agency for several counties for the Aultman goods.

After this experience Mr. Hart began to feel ambitious to branch out more independently. It had transpired that, during the earlier years of his work at Lansing, he had formed a pleasant acquaintance with a fellow employee, Wm. M. Adams. Mr. Adams had come to Grand Rapids and established himself in business some three years before Mr. Hart left the employ of Mr. Bryan. When this occurred he was glad to welcome the young man to Grand Rapids, and the partnership, which still continues, was formed about five years ago. This combination led to a rapid increase of an already extensive business in farm machinery, threshers, etc., and in sawmill and general machinery, carriages and bicycles. Six men are employed on the road and in outside work, four as traveling men and two in installing machinery.

Recently, since the bicycle trade has assumed such proportions, Mr. Hart has devoted a considerable portion of his time to that branch of their business; and, as a consequence, it has come to be of considerable magnitude.

They have the State agency for several popular wheels, including the Helical Tube Premier, March, and American. They also have the Western Michigan agency for the well-known Monarch.

January 17, 1894, Mr. Hart was married to Miss Winifred M. Holiday, one of the popular teachers in our city schools. They are attendants at Park Congregational Church, of which Mrs. Hart is a member. The activities of business prevent Mr. Hart from engaging directly in political interests, and the principal social recreations, aside from those of a general nature, are found in his Masonic affiliations. He is Senior Warden of Doric lodge, and a member of Columbia Chapter and of DeMolai Commandery.

The principal criticism to which Mr. Hart is subjected by his friends is for his tendency to too great activity in his business. His ear and mind were early caught by the motto, "Better to wear out than rust out." The magnificent business built up by the firm indicates that the activity criticised is to some purpose.

The Advance in the Bicycle.

Written for the TRADESMAN.

The modern bicycle, the bicycle of 1896, is a wonderful piece of mechanism. The wheel of '95 was so nearly perfect that it seemed almost impossible to make any decided improvements. Yet there is about as much change as was made in the wheel for that year.

The correct ideal for form and general proportion seems to have been nearly attained. Change in these regards is less from year to year, but improvement in mechanical design and construction goes on in undiminished ratio. Each year the pattern of the preceding year is sold at a considerable reduction in price. The difference is made principally in mechanical construction.

These improvements have been largely in the direction of re-enforcement of weak points in the frame, provision for the exclusion of dust and sand from the bearings and for making adjustments more positive, thus contributing to durability. When frames began to be made so light, the first idea of strengthening was by the insertion of short pieces of tubing near the joints. In the latest construction, angle pieces are inserted at these points, which give sufficient re-enforcement with very slight increase in weight. In the construction of the bearings more care has been taken to provide for the exclusion of dust and grit. Perfection is not yet attained in this regard but the advance is considerable. Care is also taken to cover all oil holes more effectually. These may seem minor points; but the practical wheelman knows that a little sand in a bearing is a serious matter, and the finer the mechanical construction the worse the damage when it does get in. There is also a decided advance in the reliability of the pedal construction; these are much firmer and the bearings better protected.

In the matter of finish and decoration there is also a wide departure. Colored enamels are very popular. These are made in more subdued shades than have been used before when color was ventured. There is a vast difference between the dark browns and greens and the glaring reds, yellows, light browns, greens and even blues which offended the sight a year or two ago. And, as might be expected, with these colors there is excellent opportunity for the

THE TALLY-HO TANDEM



Made by the only exclusive Tandem Manufactory in the World.

TANDEM TRUTHS.

1. An expectant public is just beginning to realize the pleasures that come from Tandem riding.
2. Long wheel base, excessive strain on the front fork, clumsy steering, and many other disagreeable features have heretofore made Tandems inconvenient and undesirable.
3. The Tally-Ho, the result of careful experimenting, entirely overcomes all these objections.
4. The Tally-Ho is distinctly a Tandem, and, unlike many others, is not constructed of bicycle parts.
5. You should write for further particulars.

THE TALLY-HO TANDEM CO.

TOLEDO, O.

Monarch

King of Bicycles

As near perfect as the finest equipped bicycle factory in the world can produce—the acme of bicycle construction.



FOUR STYLES,
\$80.
and
\$100.

FOUR STYLES,
\$80.
and
\$100.

If anything cheaper will suit you, the best of lower-priced wheels is Defiance; eight styles for adults and children, \$75, \$60, \$50, and \$40, fully guaranteed. Send for Monarch book.

Monarch Cycle Mfg. Co.,

Lake, Halsted and Fulton Sts.,

CHICAGO.

GEO. HILSENDEGEN, Agent for Michigan,

310 Woodward Ave., Detroit.

ADAMS & HART, Agents,
Grand Rapids.

decorator in carmine and gold, which is fully improved.

This is also a notable season in the advance in saddles, especially for ladies. Criticisms in this direction attracted the attention of inventors, resulting in the production of a large number of "sanitary saddles." Then, there has been a decided change in the form and construction of ladies' saddles by most of the regular makers; and the change is a radical one and a decided improvement.

It is interesting to conjecture as to the improvements possible to make a radical departure next season. No doubt there will be a sufficient change to make the difference in price of the patterns the same as in years past. But the examination of a '96 makes one think the task set for improvement is a difficult one for both designer and constructor.

NATE.

News of Gossip of Interest to Dealer and Rider.

A good example seems to have been set by the congregation of a certain church in a certain town of this State. Recently the anniversary of the minister's birthday occurred, and the birthday gift of the society to the pastor and his wife was a pair of bicycles. This is in suggestive contrast with the conduct of two other churches, recently noted, one of which got rid of its pastor because he was believed to be too much addicted to the wheel, while the other refused to issue a call to a candidate who, among other accomplishments, had mastered the bicycle. Many clergymen have borne testimony to the value of the bicycle in enabling them to "see clear and think straight," and it is significant that some who are well advanced in their sixth decade clearly recognize its importance as a means of exercise and relaxation.

Nowadays no sensible man leaves his bicycle standing in front of his house or in any other public place, while he goes out of sight of it, without putting on a lock that effectually prevents the machine from being ridden. In the old times—say, two or three years ago—most bicycle locks were arranged with a chain attached to a padlock, and the chain was usually passed around the fork and the front wheel. Even if the chain was pretty stout, however, it could be severed with a pair of powerful nippers, hence a wheel so protected was not adequately guarded. Recently sprocket locks have come into use—that is, padlocks just large enough to pass around the chain and the front sprocket wheel, and as they fasten with a spring they can be applied with ease. Moreover, as these locks are strongly made and the hasp is a firm piece of steel, it is a difficult matter to remove such a lock, at least in a short space of time. A wheel so secured cannot, of course, be trundled along the sidewalk except by raising the rear wheel. When a wheel is being moved in that fashion it is prima facie evidence that it has been stolen, and it would be a good thing if general orders were issued to the police to arrest any one found taking a locked wheel through the streets unless he were able to make out clearly that he had lost his key. Some riders think it wise to keep a sprocket lock on their bicycles all the time when they are standing in the house at home, so as to foil a chance burglar who should attempt to make away with them, and it is generally understood that those who store their

wheels in any place where many wheels are kept do well to keep them locked to prevent their use by any one else in the absence of the owner.

Governor Morton has another opportunity to do a graceful act for the wheelmen of New York, and, incidentally, for the wheelmen of the country. He has received the Armstrong baggage bill, passed by such a handsome majority by both houses of the Legislature. This bill makes it compulsory upon the railroads to carry bicycles as baggage, when they are accompanied by their owners. Several other states are ready to present similar bills, and the action of the Governor becomes of National importance. Some of the most influential men of the State have worked hard to get the bill through, and they are unanimous in the opinion that the Chief Executive of the State can ill afford to put a veto upon it, particularly so in the face of the great majority vote in both houses. The passage of this bill is the most emphatic victory that the League of American Wheelmen has ever won.

The problem of making repairs to tires is being simplified from year to year. There is now a quick-repair outfit which can be used in mending a puncture in any hose-pipe tire, which is simpler than any of the arrangements involving the insertion of plugs with stems attached. Simple flat patches, about the size of a cent—or larger if needed—are used, and by an easy operation the patch is carried to the inside of the tire directly under the puncture. It is held there by the instrument while cement is poured on it, and as soon as the cement has time to become "tacky" the outer part of the tire is pressed down on it, and the patch adheres, covering the puncture. The tire is then pumped up, and the air pressure does the rest. In making repairs in the case of large cuts an apparatus has been arranged whereby vulcanizing can be done in a few minutes, and it is expected that most repair shops will be equipped with it this year. In the windows of some repairers the sign can already be seen: "Vulcanizing done in eight minutes."

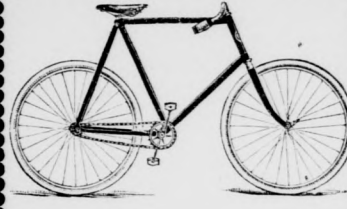
An Everyday Occurrence.

See the young woman at the railway station.
She is waiting to meet relatives who are coming on the train.
See her rush eagerly to meet them.
They have come.
They are her dear cousins.
Fifth or sixth cousins.
See the haste with which she runs to kiss Cousin Arabella.
She doesn't lose an instant.
But she is not in such a hurry to kiss Cousin Jack.
When she sees him approaching she does not hasten.
She seems almost provoked because he wants to kiss her.
She keeps him waiting while—
She lifts her veil.

Cow Butter and Hen's Eggs

I can supply a limited number of customers with choice butter and fresh eggs, and solicit correspondence with merchants who prefer to deal direct with the buyer, thus saving the profits of the middleman. Allegan, Barry, Kalamazoo and Van Buren counties are noted for the superiority of the dairy products—I draw supplies from all four counties. In writing for quotations, please mention name of grocery jobbing house with whom you are dealing.

A. B. CLARK,
Plainwell, Mich.



If You Are Looking



For a Bicycle that has more points of merit about it than any you ever saw and with a style and finish that would sell it alone, to say nothing of the fact that it will pay you to handle it, correspond with us about

"THE GARLAND"

PENINSULAR WHEEL CO.,

13 Fountain St., Grand Rapids.

Also agents for Sterling, Dayton, Phoenix, Ben Hur

Agents Wanted.

We have wheels from \$40 to \$100. Correspondence invited.

Wanted at Holland, Mich.

We want your orders for Flour, Feed, Meal, Wheat Grits, Rolled Oats, Pearl Barley, Corn and Oats, and our best efforts will be directed to please and satisfy you. Write us for delivered prices.

THE WALSH-DEEROO MILLING CO.

EARLY FRUITS AND VEGETABLES

Ask for our weekly quotations.

F. J. Dettenthaler,

117 and 119 Monroe street,
Grand Rapids.

Do You Sell Wheels?

Are you "in it" for Money?



If so, you should handle good, reliable wheels—wheels with a good reputation. When you sell a wheel you want to know that it is sold, and that it will please your customer. There is no necessity for buying an experiment. A good many wheels are made this year for the first time and are therefore experimental.

.....

Here Is Our Line

Every wheel in it has an

ESTABLISHED REPUTATION!

Helical Tube Premier
March

America

Monarch

Cycloid

Outing

Envoy and Fleetwing

Wolverine

Featherstones.

Write us for Territory, Prices, etc.

ADAMS & HART,

Bicycles and Sundries—Wholesale and Retail,

12 West Bridge St., Grand Rapids.

SALT

Diamond Crystal, "the salt that's all salt," Peerless Crystal, Packers', Rock, and Ice Cream Salt. Lump Rock Salt for horses and cattle.

JNO. L. DEXTER & CO.,

JOBBER'S,

12 Griswold street,
Detroit.

CHAS. A COYE

Manufacturer of

Tents, Awnings,
Horse, Wagons and
Binder Covers.

Send for prices.

11 PEARL STREET,

GRAND RAPIDS, MICH.

NOTHING BETTER MADE in New York or Michigan, than

WARNER'S
OAKLAND
COUNTY

CHEESE

WRITE
FOR
PRICES.

Still have a few Fine Old Cheese to ship; New Cheese for shipment, April 10.

Mfd. and Sold by FRED. M. WARNER, Farmington, Mich.

GOTHAM GOSSIP.

News from the Metropolis—Index of the Market.
Special Correspondence.

New York, April 11—Since the beginning of the month there seems to be a rather better feeling in grocery jobbing circles here and, as time goes on, confidence becomes stronger. Prices are pretty nearly the same and there does not seem to be any appreciable advance in anything on the list.

A moderate trade has been done in coffee and altogether the situation is not materially different from that of a week ago. Fair Rio No. 7 is worth 13½c. For mild coffee there is a fair trade, many small orders coming in, which aggregate a very respectable total. Supplies are not overabundant, but seem to be sufficient to meet all demands.

Refined sugar has advanced. The demand is of an everyday character and the tone of the market is steady. Some delay in deliveries has been noticed, but not enough to occasion any inconvenience. Neither buyer nor seller seems to show any anxiety, although another advance in price would occasion no great surprise.

Teas are in about the usual state of torpidity. Perhaps a little more feeling has been shown at the auction rooms, but in a private way the sales have dragged and, when consummated, have been on an extremely low basis. Ceylon and India grades show firm feeling and the outlook is fairly satisfactory therefore.

Rice is firm. The demand for foreign has been particularly gratifying and the best sorts are so quickly taken that the market is somewhat bare, so that the grades under "best" are drawn upon. This is especially true of Japans. For domestics the trade has been fair, although there is room for improvement.

The general situation in spices is practically unchanged. Reports from abroad state that the markets there show a rather dull condition. Upon the whole the tone of the market here is steady and prices show no practical change in anything. Orders by mail have been few and for small light amounts.

There has been rather more inquiry for molasses during the week and the general appearance of the market is encouraging, so far as the better grades are concerned. Quite a goodly number of orders have been received from out of town and full rates have been obtained. Foreign grades are selling in about the usual way and the supply is equal to the demand.

The canned goods market is most depressed of all. There is absolutely nothing doing. Prices are unchanged, which is perhaps encouraging, as all the change heretofore has been toward lower prices. Baltimore reports about the same condition of affairs there, and altogether the outlook is not encouraging for those communities which are putting up new canneries. The market is glutted with "cheap" goods—the sort of "cheap" which means degraded quality.

Lemons are dull and the supply is so large that lower rates may be expected, although prices are way down now. Oranges are in rather less inquiry than last week, except for nice Californias, which are meeting with a pretty good demand. Bananas are selling slowly at unchanged quotations. The range is from 90c to \$1.12½ per bunch for firsts.

Dried fruits, both foreign and domestic, are selling in an everyday manner, the outlook being not very encouraging. Prices are very low and the profit must be nil.

New potatoes from Florida are worth \$5.47 per bbl., Bermudas being \$6.50@7. Meantime old domestic potatoes, good Jerseys, are retailing at 75c per bbl. The article has never been such a season.

Butter is lower and the top grades fetch 18c with some difficulty. For other sorts there is hardly any demand and the range is all the way down.

New laid eggs are worth 13½@14c. Western, 12½c. The market is inactive. The demand is light and the supply large enough to give no hope for much advance in the near future.

Cheese is meeting with more favor and the export trade is a little better, but the situation is not much improved. Best small size are held at 10¾c.

There are druggists on the East Side that make a specialty of domestic remedies, such as hen oil, goose oil, snake oil and even skunk oil. The herb dealers are also famous throughout the city. Many of them do an entirely proper business, but occasionally they seem to play upon superstition. Doubtless the hind foot of a graveyard rabbit could be purchased at some of the obscure drug stores by people who take store in charms of that sort.

A woman turned around in a theater the other night and said to the man behind her, "If my hat is in the way I will take it off." He was so surprised that he protested that he was quite comfortable. So she kept it on, and though he did not see any of the performance in consequence, he was perfectly happy because of the novelty of the experience. And that's where he made a sad mistake.

The Raines bill has had the effect of making the druggists exceedingly cautious. One may shiver and shake from congestive chills in front of a soda water fountain or prescription counter until every ligament and every tooth are loosened; but unless a prescription is presented from a known physician, a doctor of good moral character, a druggist will only give his sympathy and nothing stronger, not even medicinal brandy.

Gotham is to have the largest zoo in the world. A celebrated zoologist has been chosen, the city will set aside 300 acres for the garden, and \$1,000,000 is in sight to carry out the elaborate plans. A new feature of the proposed zoo will be the natural environments and habitations of the animals. This is rendered easy by the large amount of land at the service of the society. The animals of North America will be shown in the free range of large enclosures, containing miniature mountains, rivers and forests; the lions and tigers will live in sandy stretches and jungles, and so on.

Grand Rapids Retail Grocers' Association.

At the regular meeting of the Grand Rapids Retail Grocers' Association, held at Retail Grocers' Hall, on Tuesday evening, April 7, President Winchester presided.

Chairman Harris, of the Committee on Hall, presented his final report, showing that the bills for furnishing the hall had all been paid and that the work of the Committee was completed. On motion, the committee was discharged, with thanks.

J. Geo. Lehman called attention to the desirability of selling vegetables by weight, especially the Southern grown truck, which has already begun to arrive.

E. J. Herrick stated that he did not think peas could be sold by weight, albeit he would favor the abandonment of the system grafted on the country by the growers of Southern vegetables, who were now bunching the stuff, instead of selling it by weight or measure.

B. S. Harris called attention to the fact that F. J. Dettenthaler was selling new potatoes by weight.

On motion of E. J. Herrick, the Michigan Tradesman was requested to continue the agitation of the subject, with a view to bringing about a reform in the present methods of handling vegetables, if possible.

Treasurer Lehman reported a balance on hand of \$103. It appearing that there were no bills against the Association, and that the annual picnic could reasonably be depended upon to yield a profit of from \$200 to \$300, it was decided to omit the annual dues for this year, and the Secretary was instructed to make no further collections for dues until after January 1, 1897.

President Winchester suggested that each member make it a point to bring a non-member with him to the next meeting, which was adopted.

There being no further business, the meeting adjourned.

WANTS COLUMN.

Advertisements will be inserted under this head for two cents a word the first insertion and one cent a word for each subsequent insertion. No advertisements taken for less than 25 cents. Advance payment.

BUSINESS CHANCES.

FOR SALE—CONFECTIONERY, FRUIT, cigar and tobacco business, good soda apparatus and ice cream parlor; the leading place; location the best; good trade; six years established; population 8,500. Investigate this. Address No. 13, care Michigan Tradesman. 13

FOR SALE OR EXCHANGE—A GOOD FRESH stock of drugs and stationery; only stock in town; good town; school No. 1; farming and lumbering. Reason for selling, poor health. Address No. 12, care Michigan Tradesman. 12

FOR SALE—FIRST-CLASS RESTAURANT; best location in the city of Owosso; terms reasonable. Address A. A. Tillman, Owosso, Mich. 11

FOR SALE—DRUG STOCK AND FIXTURES in Indiana town, doing a paying business. Will sell cheap. Value, \$1,000. Don't answer this advertisement unless you mean business. Chas. Maston, Benton, Ind. 14

WANTED—PARTNER TO TAKE HALF INTEREST in good dry goods business having capital of from \$2,000 to \$2,500; or will sell the whole business on good terms. Address Box 26, LaGrange, Ind. 8

GRAND OPPORTUNITY IN THE COPPER Country. My stock of general merchandise for sale. Reasons for selling made known to buyer. Address T. Willis, Jr., Agt., Calumet, Houghton County, Mich. 9

DRUG STOCK FOR SALE—BEST PAYING store in Muskegon. Will sell at a bargain cash or time, at about \$1,500 if sold at once. F. Hopkins, Muskegon, Mich. 10

PARTNER WANTED—TO TAKE ONE-HALF interest in paying hardware business. Good town in good farming country. No competition. This is an opportunity seldom found. Address for particulars, Hardware, care Michigan Tradesman. 15

FOR SALE—THREE PAIRS COUNTER scales, one coffee mill, two show cases, four tea chests, one spice cabinet, one dried beef cutter, one self-measuring oil pump and siphon, two oil tanks. Will sell cheap for cash. Address W. care Michigan Tradesman. 997

WANTED—TO EXCHANGE GOOD GRAND Rapids estate for stocks of merchandise. Address No. 969, care Michigan Tradesman. 969

FOR SALE—STAPLE AND FANCY GROCERY stock, invoicing about \$1,400, located in live Southern Michigan town of 1,200 inhabitants; good trade, nearly all cash. Reasons for selling other business. Address No. 907, care Michigan Tradesman. 907

FOR SALE—A FIRST-CLASS HARDWARE and implement business in thriving village in good farming country. Address Brown & Schler, Grand Rapids, Mich. 881

MISCELLANEOUS.

WANTED—POSITION BY AN EXPERIENCED lady book-keeper. Good references. Address C. A., care Michigan Tradesman. 15

WANTED—FURNITURE SALESMAN TO carry a good selling side line; sell from photographs. Address C. L. Bothwell, Lima, Ind. 16

WANTED—EVERY DRUGGIST JUST COMMENCING 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. 17

YOUNG MAN OF 25 WOULD LIKE A SITUATION as book-keeper or general office man. Competent business man. Best of references. Address M. care Michigan Tradesman. 6

WANTED—TO SELL THE BEST PATENT in the United States to make money out of. Will sell one-half interest or all. Address Box 1121, Traverse City, Mich. 4

SALESMAN—WANTED. EXPERIENCED salesman to sell our high-grade lubricating oils and greases. Liberal and satisfactory terms will be made with a competent man. Equitable Refining Co., Cleveland, Ohio. 987

WANTED, BY APRIL 1—A LINE OF GOODS for Lower Michigan or Upper Peninsula; last six years in Upper Peninsula; the highest reference to character and ability. Address No. 970, care Michigan Tradesman. 970

WANTED TO CORRESPOND WITH SHIPPERS of butter and eggs and other seasonable produce. R. Hirt, 36 Market street, Detroit. 951

WANTED—SEVERAL MICHIGAN CENTRAL mileage books. Address, stating price, Vindex, care Michigan Tradesman. 869



Dodd's Utility Cycle Seat

Mfg'd by Alexander Dodds, Grand Rapids.

Trade supplied by Adams & Hart, Perkins & Richmond, Brown & Schler, Frank Nichols, Studley & Jarvis, and all the best dealers



COIN! COIN! COIN!!!

Should be neatly and accurately wrapped before banking. We make the ONLY device for doing it properly.

SUCCESSFUL BANKERS give these to their depositors. If you prefer to buy, ask any stationer for them or send to us for prices and free samples.

ALVORD-BOLTON CO., MFRS. 29 GRAND RIVER AVE., DETROIT, MICH. U.S.A.

DO YOU WANT

A man that will take that extra worry or burden from you? One who will do it honestly and is competent to attend to buying and knows values in dry goods, clothing, millinery; am a worker, if you employ me you will find it out. Write

A Michigan Man

Tradesman Co.

DO YOU WANT

WHITE SEAL PURE RYE

A Perfect Whisky.

HULLMAN & BEGGS

Sole Proprietors, Terre Haute, Ind.

A. E. MCQUIRE, DAVE MCGANN,

Michigan Representatives, Headquarters at Grand Rapids, Mich.

When selecting for your trade GET the BEST!

The "Pierce Broom"

will fill the bill. Made by

THE PIERCE M'F'G CO.

LUDINGTON, MICH.