

The American Grocer Has a Mind of His Own

In spite of the fact that the Toasted Corn Flake Co. has sacrificed many thousands of dollars worth of orders during the past few months to protect the retailer, they are over 50 carloads behind on orders.

The immense new factory is turning out more Toasted Corn Flakes than was ever made of any breakfast food in the history of the cereal business.

These facts show that the trade is not influenced by false claims and that the public insists on getting the

Genuine and Original TOASTED CORN FLAKES

and are looking for this signature on the package

W. K. Kellogg



Toasted Corn Flake Co., Battle Creek, Michigan

Hot Weather Candy

Pure Sugar Stick Candy, about 28 sticks to the pound. Improves with age. Never gets sticky. Pails 20 pounds.

Iced Raspberry Jelly Tarts

Melt in the mouth but not in your candy case. Boxes 25 pounds. These goods will bring you business. We guarantee them in every respect.

PUTNAM FACTORY Grand Rapids, Mich.



LOWNEY'S COCOA has maintained its high quality unimpaired regardless of the rise in the price of cocoa beans. For years now it has appealed to the best trade on its merits and become a staple article with a sure demand, constant and growing. Wide advertising in street cars, newspapers and magazines will go on pushing, pushing, pushing. It is a safe investment and pays a fair profit.

LOWNEY'S PREMIUM CHOCOLATE for cooking is of the same superfine quality.

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

Every Cake



of FLEISCHMANN'S
YELLOW LABEL YEAST you sell not only increases your profits, but also gives complete satisfaction to your patrons.

The Fleischmann Co.,

of Michigan

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

On account of the Pure Food Law
there is a greater demand than
ever for *

Pure Cider Vinegar

We guarantee our vinegar to be absolutely pure, made from apples and free from all artificial coloring. Our vinegar meets the requirements of the Pure Food Laws of every State in the Union. *

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 5, 1908

Number 1298

Kent State Bank

A consolidation of the
KENT COUNTY SAVINGS BANK
and the
STATE BANK OF MICHIGAN
with total assets amounting to nearly
\$6,000,000

The consolidation became operative July first and will be under the same successful management as the present combined banks. For a time the old quarters of both institutions will be maintained: The Kent County Savings Bank, corner Canal and Lyon streets; the State Bank of Michigan, corner Monroe and Ottawa streets, Grand Rapids, Mich.

OFFICERS

Henry Idema, Pres. Daniel McCoy, Vice Pres.
John A. Covode, Vice Pres.
J. A. S. Verdier, Cashier
Casper Baarman, Auditor
A. H. Brandt, Asst. Cashier
Gerald McCoy, Asst. Cashier

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

SPECIAL FEATURES.

2. American Farmer.
4. News of the Business World.
5. Grocery and Produce Markets.
6. Window Trimming.
8. Editorial.
10. Other Real Estate.
12. Behind the Counter.
14. Butter, Eggs and Provisions.
16. Woman's World.
18. The Second Place.
20. Review of the Shoe Market.
22. The Golden Rule.
24. The Commercial Traveler.
26. Drugs.
27. Drug Price Current.
28. Grocery Price Current.
30. Special Price Current.

NEEDLESS CRITICISM.

The topic was the chances of an Oriental war and, when the remark was ventured that "War or no war, it wouldn't be a bad idea to muzzle a certain Southern Congressman with shoulder straps who seems to have made up his mind to fight anyway," the retort was flashed back that "if the President of the United States didn't consider it a misdemeanor to 'butt it' there was no reason why an officer lower down in the ranks shouldn't enjoy the same privilege in a country fairly well known for its free speaking," which leads easily to the statement, more and more coming to the front, that there are special times when "Discretion is the better part of valor," and that Palonious never said a truer thing to the departing Laertes than "Give thy thoughts no tongue, nor any unproportioned thought his act." Never, since there has been any United States of America, have the President and the people been more thoroughly one than now. He stands to them for more than any other President has stood for, and they not only believe in him and trust him, but they are satisfied with him—almost. He covers the whole ground—"the whole nestful," as a Middle West man recently expressed it, "and he has hatched the whole bakers' dozen, and that's all right; but because somebody has slipped in one or two china nest eggs he's trying to hatch them and he can't do it!" That is to say, there are limits and, those limits reached, it is not discreet to try to go beyond them; and when the President insists on doing this his friends, the people, are sorry.

Wonder is expressed from time to time at the Presidents popularity; but there is nothing to awaken wonder. For the first time in the nation's history the people of every section find in him their ideal realized. The East—there where the Wise Men came from!—with its pride of ancestry and its culture, rejoices to have one of themselves thus exalted and proving himself more than equal to the great trust. The West, careless of parentage, but jealous of the slightest infringement of the freedom that in speech and action marks the men of mountain and plain, believes and is glad to believe that the learning and

the ancestry of the East are essentials of the highest American citizenship exactly as its own sterling qualities are; while North and South, the round head and the cavalier think and look and smile their approval in affirming that American manhood, combining the characteristics of every section of the country, believe in the President and his policies and are determined, as the phrase has it, "to see him through."

With this idea fixed and determined upon there is at the same time a wish that the President would consider another wisdom-freighted suggestion of Polonious: "Beware of entrance to a quarrel." What if the naturalist in the seclusion of his closet does make a statement which the experience of another denies, is it not better for that other to let the statement pass, "like the wind which he respects not," than rudely to challenge it and hold it up for the world's ridicule? What if dishonesty does take a mean advantage of the law and from the start to finish of a long line of cunning villainy show itself the rascal that public opinion declares it to be, is it going to better matters to have the President besmirch himself and his office by taking a hand in bringing personally the parties to justice? What if Japan, after unexpectedly pommeling the Russian Bear, should, surprised at her success, conclude wisely or unwisely that what Japan had done she could do again in other directions, was it necessary for the man who stands for the culture and the ancestry of the East and for the freedom-loving people of the West, saying nothing of the round head and the cavalier—was it necessary for "a fight for fight's sake" to say that "there are points of friction between this country and other countries such as exist in no other nation;" that "no fight was ever won except by hitting" and that "there exist but few more contemptible characters, individual or national, than the man or nation who boasts and fails to make good?"

The aristocratic and cultured East does not think so; the brainy and brawny West declare that "that sort of thing 'doesn't cut any ice'" and the other mentioned agents of our modern civilization from Praise-God-barebones to Chevalier Bayard declare with shaking head that ancestry never bullies, that culture never presumes, that the man who can rarely feels that, therefore, he must, and that dignity is never called upon to exhibit his prowess in the prize ring. If for any reason the President does this it is always with the keen regret of those who most admire and love him—a regret the keener from the acknowledged fact that it awakens a criticism as useless as it is needless.

MORE MOONSHINE.

Speaking in the vernacular, the Associated Press gets its dates mixed once in awhile in its frenzied efforts during times that are dull as to news to maintain a current news record that is worth while.

A fortnight ago, assuming that Wall street is the center of the universe and that any old yarn bearing the Wall street hall-mark would "go," there came a weird tale that Edward H. Harriman and James J. Hill, having a deepset grouch against the Federal Government because of its persecution of railway interests, had decided jointly to abandon the Pacific Ocean commerce from San Francisco, Portland and Seattle to Japan and China.

It was to be, seemingly, a simple matter of spite work on the part of Messrs. Hill and Harriman, and as it involved only the trans-continental railway systems and Pacific lines of steamships controlled by these gentlemen the trick was to be turned easily, and the industrial enterprises and the farmers in the United States would see what they would see, so there now.

Little did it matter that hundreds of millions of dollars' worth of freight carrying was involved; little did it matter that other hundreds of millions were already invested in steamships and railways to handle that business. The dominating influence was the fact that Messrs. Harriman and Hill had lost their tempers, their shrewdness and their indefatigable energies and so the Federal Government must sit up and take notice or regrets would follow.

Now comes Mr. Harriman with the charge that the story is a fake.

Of course it is an invention pure and simple and the Associated Press, if it could overcome the notion that Wall street is the only nerve center in existence, would have recognized the concoction on sight. The Interstate Commerce Commission is determined to secure certain basic facts as to the inland proportions of export rates on all freights out of United States ports to the ports of foreign countries. Dozens of transportation organizations besides those controlled by Messrs. Harriman and Hill are affected by this determination and no wild-eyed scare is to delay the securing of the desired facts. Moreover, Mr. Harriman says: "The country is absorbing more wealth than it ever did and we are emerging from a period of eighteen months of unnatural and abnormal conditions. We have lost nothing but the froth caused by speculation and we shall not get that back again. We are coming into more normal conditions and the country is going to settle on a sounder basis than ever."

AMERICAN FARMER.

Some Astounding Facts Concerning His Role.

If the American farmer went out of business this year he could clean up \$30,000,000,000, he would have to sell his farm on credit, for there is not enough money in the world to pay him half his price. He earns enough in seventeen days to buy out Standard Oil, and in fifty days to wipe Carnegie and the Steel Trust off the industrial map. One American harvest would buy Belgium, King and all; two would buy Italy; three Austria-Hungary; and five would take Russia from the Czar.

With the setting of every sun the money-box of the American farmer bulges with new millions. Merely the crumbs that drop from the farmer's table (otherwise, agricultural exports) have brought in enough of foreign money since 1892* to enable him, if he wished, to settle the railway problem once for all, by buying every foot of railroad in the United States.

Our new farmer, instead of being an ignorant hoeman in a barnyard world, gets the news by daily mail and telephone; and incidentally publishes 700 trade journals. Instead of being a moneyless peasant, he pays the interest on the mortgage with the earnings of a week. The railways, trolley, automobile and the top-buggy have transformed him into a suburbanite. The business now swinging the whole nation ahead is not the traffic of the stock exchanges, but the steady output of \$20,000,000 a day from the fields and barnyards.

The American farmer has always been just as intelligent and important as anyone else in the republic. He put fourteen of his sons in the White House; and did his full share of the working, fighting and thinking all the way down from George Washington to James Wilson. He got no rebates, franchise, subsidies. The free land that was given him was worthless until he took it; he has all along been more hindered than helped by meddling of public officials.

His best friend has been the maker of farm machinery. But four-fifths of the "harvester kings" were farmers' sons, and the biggest harvest factory is only a development of the small work-shop that always stood beside the farm.

Before 1850 there was some progress among farmers, but it was as slow as molasses in Alaska. They were independent, and little else. They had poor houses, poor farms, poor implements. Then came the gold-rush to California. This opened prairies, fed hungry banks, lured farm-laborers Westward and compelled farmers to use machinery. The American farm has since become a factory. Four-fifths of its work is done by machinery, which explains how we can produce one-fifth of the wheat of the world, half of the cotton and three-fourths of the corn, although we are only 6 per cent. of the human race. The champion-hustler genie who built Aladdin's palace in a night was not so tremendously superior to the farm laborer who takes a can of gasoline and cuts fifty

cords of wood in a day or to the man who milks a herd of sixty cows in two hours by machinery.

To-day farming is a race—an exciting rivalry between the different states. For years Illinois and Iowa have run neck and neck in raising corn and oats. Minnesota carries the blue ribbon for wheat, with Kansas breathless in second place; California has shot to the front in barley; Texas and Louisiana are tied in rice; Kentucky is the tobacco champion; and New York holds the record for hay and potatoes.

No other state has invested so much money—\$60,000,000—in farm labor-saving machinery than has Iowa. Here are 20,000 women and 300,000 men who have made farming a profession. They are producing wealth at the rate of \$500,000,000 a year, nearly \$1,600 apiece, by throwing the drudgery on machines. Iowa will be 62 this year; little England is larger. Yet, with her hog-money she could pay the salaries of all the monarchs of Europe, with one year's corn crop buy out the Harvester Trust or build three New York subways. When the Indians sold Iowa to Uncle Sam they got about 8 cents an acre—2,877,574—an amount less than one-quarter the value of the eggs in last year's Iowa nests.

Harvesting by machinery has actually become cheaper than the ancient method of harvesting by slaves. It has become impossible to reap the world's wheat by hand; as well might we try to carry coal from mines to the factories in baskets. Merely to have gathered in our own cereals and hay of last year's growing would have been a ten-days' job for every man and woman in the United States between the ages of 20 and 26. A Wisconsin professor has figured that, even if it had been possible to return hand labor in production of the world's wheat, the extra cost would have swollen, last year, to \$330,000,000. The time needed to handle an acre of wheat has been reduced from sixty-one hours to three by machinery; hay now requires four hours, instead of twenty-one; oats seven instead of sixty-six; and potatoes thirty-eight, instead of 109. Machinery has vastly increased the size of the average American farm. In India, where a farmer's whole outfit can be bought for \$10, the average farm is half an acre or less; in France or Germany, it is five; in England, nine; in the United States, 150.

The era of big farming profits began barely ten years ago. There was a time when the blue-ribbon farmer grew wheat in the Red River Valley and was the aristocrat of the West; and his year's work was no more than a few weeks of plowing and sowing and a few days of harvesting. But in 1893 prices of wheat, corn and cotton fell so low that the farmers' profits were wiped out. Disaster set the farmers thinking and within four years they changed over to the new policy of diversified farming. Instead of putting all their work upon one crop, they planted from three to a dozen crops each year. They manufactured corn into cattle; gave soil a square deal in fertilization; learn-

HATS

At Wholesale
For Ladies, Misses and Children



Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.



"Always Our Aim"

To make the best work garments on the market.

To make them at a price that insures the dealer a good profit, and

To make them in such a way that the man who has once worn our garments will not wear "something just as good," but will insist upon having The Ideal Brand.

Write us for samples.

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

Largest Exclusive Furniture Store
in the World

When you're in town be sure and call. Illustrations and prices upon application.
Klingman's Sample Furniture Co.
Grand Rapids, Mich.
Ionia, Fountains and Division Sts.
Opposite Morton House

The Perfection Cheese Cutter

Cuts out your exact profit from every cheese
Adds to appearance
of store and increases cheese trade

Manufactured only by
The American Computing Co.
701-705 Indiana Ave. Indianapolis, Ind.



The American Account Register

Made by

The American
Case and Register Co.
Alliance, Ohio

1	Explain how you keep accounts with the AMERICAN Account Register.	Make an X opposite any of these that you want to know more about and mail this to us.
2	Explain how you reduce your outstanding accounts where an AMERICAN is used.	
3	Explain how all forgotten or neglected charges may be eliminated from a retail business.	
4	Tell how you enable merchants who use the AMERICAN to MAKE money.	
5	Tell how you enable merchants who use an AMERICAN to SAVE money.	
6	Send copies of letters from fellow merchants who use the American and find it indispensable	
7	Keep my name on your list for future circulars and descriptive matter.	

J. A. Plank, General Agent
Cor. Monroe and Ottawa Streets
Grand Rapids, Mich.

McLeod Bros., No. 159 Jefferson Ave.
Detroit, Mich.

Name

Town

State

ed to plant better seed and pay more attention to the weather bureau; studied market reports; and swung over from muscles to machinery; until today the value of machines on American farms is fully \$1,000,000,000.

Scientific farming is young. It has had to wait until machinery prepared the way, by giving the farmers time to think and money to spend.

There are now 15,000 new farmers who have graduated from agricultural colleges; and since the late prof. W. A. Atwater opened the first American experiment station, in 1875, fifty others have sprung into vigorous life. There is also at Washington an agricultural department, which has become the greatest aggregation of farm-scientists in the world. To maintain this Uncle Sam pays grudgingly \$11,000,000 a year. But it is at least more than is being spent on the new farmer in any other country.

Step by step farming is becoming a sure and scientific profession. The risks and uncertainties that formerly tossed the farmer back and forth between hope and despair are being mastered. The weather bureau, which sent half a million warnings last year to the farmers, has already become so skilled that six-sevenths of its predictions come true. In Kansas wheat growing has become so sure that there has been no failure for thirteen years. And in the vast Southwest the trick of irrigation is changing the man-killing desert into a farmers' paradise, where there is nothing so punctual as the crops.

The International Harvester Company last year made 25,000 gasoline

engines for farm use, without supplying the demand. These engines, in the near future, will be operated with alcohol, which the farmers can distill from potatoes, at a cost of 10 cents a gallon. There are 6,000 alcohol engines in use on the farms of Germany. When this age of alcohol arrives the making of the new farmer will be very nearly complete.—Herbert N. Casson in American Review of Reviews.

Will Double Its Present Capacity.

Saginaw, Aug. 4.—The Jackson, Church & Wilcox Co., which recently concluded a bargain with the city by which it deeded the company the old West Side market site in consideration of the concerns turning down a proposition to remove to Flint and agreeing to enlarge its plant announces that it will double the capacity of its original plans, which provided for a \$10,000 building. The main building will be 53x217 feet, two stories high, with a number of extensions and subsidiary structures. Altogether the added floor space will be approximately 30,000 square feet. The new plant will be in operation within sixty days and will be equipped with the most complete machinery for manufacturing iron and steel products. The company recently engaged in the manufacture of automobile parts, and the rapid growth of this branch of the business has largely necessitated the expansion. When completed the factory will be one of the largest of its kind in Michigan.

Perhaps the busiest factory in this city is the Rainier automobile plant.

The company is rushed with orders and the capacity of its plant is overtaxed to meet the demand. It is employing a full force of 200 men and will have to add more soon. About ten cars a week are being turned out, practically all going to Eastern markets.

The Lee Lumber Manufacturing Co. has completed an addition to its plant, increasing its capacity by 50 per cent. The company is also completing a new office building and enlarging its dry kilns.

The Drug Market.

Opium—Is weak and tending lower.
Morphine—Is unchanged.
Quinine—Is steady.
Bay Rum Porto Rico—The Government has restored the revenue tax of \$1.10 per gallon and the price has advanced to that extent.
Mercurials—Have declined 3c per pound.
Glycerine—Is very firm and tending higher.
Sugar Milk—Has declined 2c per pound.
Oil Lemon—Is very firm and tending higher.
Oil Spearmint—Continues to decline.
Oil Peppermint—Is steady.
Oil Cassia—Is very firm and tending higher.
Arnica Flowers—Are very firm and tending higher.
Gum Camphor—Is very firm and an advance is looked for.
Sunflower Seed—Is firm and advancing.

Factors of Retail Success.

In the answer of the American Tobacco Co., in the suit brought last fall by the Government for its alleged violation of the Sherman act, the point was made that the success of the company had been achieved, not because of any illegal control of the market or by means of illegal methods in disposing of its products, but on account of good business management. In enforcing this point an admirable statement of the secret of success in the retail business was given, attention to which, rather than the establishment of a monopoly, was claimed to be the explanation of the company's successful career.

However this may be, the conditions of success in retail merchandising as thus enumerated are certainly suggestive and deserve the best consideration of merchants of all classes. The things which are referred to as usually bringing success in a retail business are, in the words of the company's answer, as follows:

An adequate working capital;
An efficient organization;
A knowledge of the business;
Good judgment as to the location of stands;
The maintenance of attractive stores, and the keeping of polite clerks;
The giving of good value to customers;
Trusting to volume of business rather than to excessive profits for income.

Greater work is the best reward for good work.

There is Money in Butter Color!

Retailers are finding that there is money in butter color if they handle our

Dandelion Brand Butter Color Purely Vegetable

because there is a demand for our Color—90% of the buttermakers refuse to use any other color.

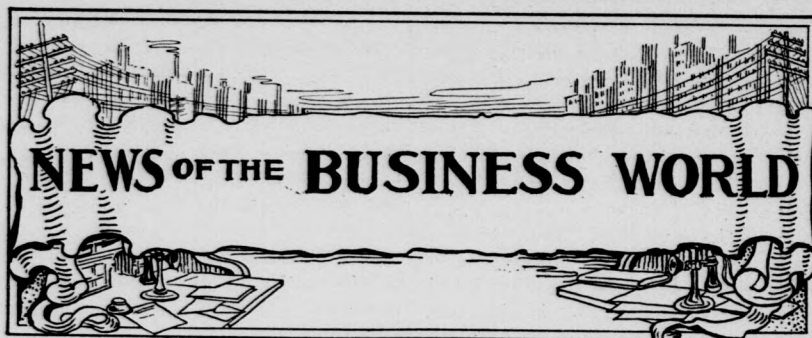
You take no chances in carrying it, for the great majority of the country's buttermakers won't use anything else.

Write to-day for prices, sizes and advertising matter.

This Trade Mark has appeared on our Butter Color for over twenty-five years.



WELLS & RICHARDSON CO., Burlington, Vt.



Movements of Merchants.

Dowagiac—Leever Bros. have engaged in the meat business.

St. Joseph—Samuel M. Zekind will engage in the sale of haberdashery.

St. Johns—Sheldon & Boyd succeed Fred M. Losey in the meat business.

East Jordan—Geo. A. Bell succeeds John Hanson & Co. in general trade.

Marquette—Margaret Sullivan is about to engage in the millinery business.

Munger—Graham & Howell are succeeded in the grocery business by Geo. C. Tough.

East Jordan—A five and ten cent store has been opened by Thomas Smith, of Mayfield.

Croswell—The State Bank of Croswell has increased its capital stock from \$20,000 to \$22,000.

East Jordan—F. B. Hamilton, formerly of Standish, is about to open a confectionery store.

Newaygo—W. J. Pike is succeeded in the meat and ice business by the Fosters and Alfred Truman.

Hartford—E. D. Goodwin has sold his stock of hardware and furniture to J. H. Conrad, of Whitehall.

Negaunee—Levine Bros., who conduct a general store, have decided to close out their crockery stock.

Detroit—The name of the Restrict Lumber & Coal Co. has been changed to the Restrict Lumber Co.

Boyne City—Pappas Bros. will continue the ice cream business formerly conducted by Pappas & Apostle.

Boyne City—Byram & Co. are making preparations to remove their dry goods stock to their new store.

Detroit—A dry goods and furnishings store has been opened by Mr. McPherson at 2875 Woodward avenue.

Scottville—The capital stock of the State Savings Bank of Scottville has been increased from \$15,500 to \$25,000.

Charlotte—A. W. Heffner has sold his stock of groceries to H. D. Woodworth, who will continue the business.

Hudson—Harry Letcher has sold his drug stock to Ed. Clark, who will continue the business at the same location.

Petoskey—J. Welling has succeeded in securing a settlement with his creditors on the basis of 25 cents on the dollar.

Howard City—Ralph S. Jennings has purchased the hardware stock of John Watson and will take possession Aug. 15.

Kaleva—The drug stock of A. W. Peterson, the meat market of Ajks-luopa Bros. and the general stock of the Union Store Co. have all been destroyed by fire.

St. Louis—Leslie Barber will engage in the creamery and produce business under the style of the St. Louis Creamery Co.

Marion—The drug stock of E. J. Parr has been purchased by J. F. Holden, formerly engaged in the drug business at Brown City.

Saginaw—C. M. Barry has purchased the O. W. Roeser & Co. drug stock and will continue that business in addition to that of his other store.

Coldwater—B. Underwood and M. Rosenthal will conduct a men's and women's ready-made garment store under the style of the Boston Store.

Mesick—Knapp & Shunk are succeeded in the meat business by E. H. Cutler, of Sherman, who will employ E. M. Palmer as manager of the same.

Battle Creek—The Van Tuyle-McIntire Co. is the name under which the business formerly conducted by the M. M. Candy Co. will hereafter be carried on.

East Tawas—John Katziantschitsch & Son have acquired the sawmill of the Ottawa Hardwood Co. and will continue the business. The purchasers have been operating a lumber yard at Bay City for several years.

Detroit—The dry goods store of J. Sparling & Co. is now in possession of Thos. A. Carten, formerly a dry goods merchant at Ionia. Mr. Carten will retain his store at Ionia under the management of Fred Cutler, Jr.

Jackson—A. E. Fletcher & Co. have merged their dry goods, carpet and wall paper business into a stock company under the same style, with an authorized capital stock of \$30,000, of which amount \$22,000 has been subscribed and paid in in property.

Coral—The business of the Coral Bank, formerly conducted by R. P. & S. M. Dinsmore, has been merged into a stock company as a State bank, with a capital stock of \$20,000. The officers are as follows: President, J. S. Newell; Vice-President, Thomas Hill; Cashier, S. M. Dinsmore; Assistant Cashier, Hugh S. Newell.

Sault Ste. Marie—Stanley D. Newton, manager of Hammond, Standish & Co.'s wholesale beef and provision house at the Soo, has been admitted to the firm, which has created for him the office of general sales manager and assistant to the vice-president. Mr. Newton will make his headquarters in the general offices of the company at Detroit and will move to that city with his family. His new field extends from San Francisco and Los Angeles to New York, Boston, Baltimore, London and Glasgow, with numerous branch

houses, car routes, merchandise brokers and wholesale agents.

Manufacturing Matters.

Nashville—The Lentz Table Co. has resumed operations.

Bangor—A new cigar factory here is known as the Byers Cigar Co.

Cadillac—Murphy & Diggins' mill started August 3 to run full force full time.

Grand Haven—The Wiltshire Glove Co., Inc., has changed its name to the Peerless Glove Co.

Calumet—The Calumet-Larium Motor Co. has been incorporated with a capital stock of \$10,000.

Sault Ste. Marie—D. E. Clarke is succeeded in the cigar manufacturing business by George Laurie.

Cadillac—The Cadillac Manufacturing Co., maker of heading, is running a full force nearly full time.

Baraga—A co-operative creamery will probably begin operations here in the course of about six weeks.

Detroit—The capital stock of the Detroit Waterproofing Co. has been increased from \$10,000 to \$25,000.

Detroit—The Pingree Co., which manufactures shoes, has increased its capital stock from \$100,000 to \$200,000.

Kalamazoo—A meeting of the creditors of the Dunkley Co. has been called by Henry C. Briggs, referee in bankruptcy, to be held on Aug. 13.

Menominee—The Michigan Refining & Preserving Co. has begun to preserve string beans, which will add one hundred new hands to its force.

Ovid—The Ovid Glove Co. will open a factory soon under the control of C. E. and O. B. Jillson. The factory will turn out cloth work gloves.

St. Louis—A company has been formed under the style of the St. Louis Tile Machine Co. to manufacture the Leonard cement tile machine.

Cadillac—Cobbs & Mitchell's flooring plant and mill is running a full force of men eight hours a day. The Cadillac Chemical Co. is running two-thirds of its force twelve hours a day.

Ontonagon—A corporation has been formed under the style of the Greenwood Lumber Co., with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

St. Ignace—The Richard Jones Lumber Co. has been incorporated, with a capital stock of \$75,000, of which amount \$51,000 has been subscribed, \$1,000 being paid in in cash and \$50,000 in property.

Detroit—The Crosby Manufacturing Co. has been incorporated to make enamels and paints. The company has an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Capitol Brass Works has merged its business into a stock company, with an authorized capital stock of \$200,000, of which amount \$125,000 has been subscribed, \$2,183 being paid in in cash and \$122,817 in property.

Cadillac—The Cummer Manufacturing Co. is running a full force, full time, not having lost a day on account of hard times since the finan-

cial depression began. Business could hardly be better at that plant. The Cadillac Handle Co. makes a report of a like character.

Grand Marais—The Portage Lumber Co., operating near this place, has decided to suspend operation to the present. A few hundred thousand feet of timber cut in the woods will be hauled to Grand Marais and manufactured. The company has operated extensively there two years.

Menominee—That conditions in the lumber market have experienced a decided change for the better and that confidence is again restored among lumbermen are vividly illustrated by the fact that during the last week the Prescott Co., of this city, the largest builder of saw mill machinery in the Northwest, has added 100 men to its payroll, having secured three large contracts of building new mills in various parts of the country.

Menominee—The biggest deal in lumber circles of the year was closed last week on the Menominee River when the Edward Hines Lumber Co. bought the cut of three saw mills, the N. Ludington Co., of Marinette, the Ford River Lumber Co., of Ford River and the I. Stephenson Co., of Marinette. The total cut sold is over 65,000,000 feet and includes a vast amount of lath and shingles. The consideration, although not as high as last year, is not less than \$750,000. The deal was negotiated by United States Senator Isaac Stephenson in behalf of the companies in which he is the active head and Edward Hines, of Chicago.

Saginaw—The Dudley Butter Co., of which E. F. Dudley, of Owosso, is at the head, closed the doors of the Saginaw plant Friday and its branch in Owosso, the business being suspended indefinitely. The reasons given by the company's attorney, John T. McCurdy, are prohibitive rates charged by the roads for carrying cream and the scarcity of cream. Mr. Dudley sold his plant in Owosso to the American Farm Products Co., which claimed he agreed not to re-enter the business. The company with which he is now connected started in at Saginaw and has been harassed by several lawsuits started by the Farm Products Co.

Sidnaw—This town is to boom again. Three new separate institutions—a saw mill, a butter dish factory and a chair stock and curtain roller factory—are to be established here by William Beitner & Son, of Traverse City. The three plants will employ 150 men. The town furnishes a free site and the contract provides that the butter dish factory be in operation by December and the others the coming year. The saw mill will get out material for the other two factories and also handle all stock outside of hardwood. The factories will use 1,500,000 feet of hardwood yearly. There is still a good deal of hardwood around here. W. S. Prickett, of this place, the big lumberman and land owner, was chiefly instrumental in getting the new plants.

GROCERY AND PRODUCE MARKET

The Produce Market.

Apples—Transparents, Red Astrachans and Duchess command 75@90c per bu.

Bananas—\$1.50@2.25 per bunch.

Beets—20c per doz. bunches.

Blackberries—\$1.25 per 16 qt. case.

Butter—The market is 1c lower.

There is a very active demand for fancy butter, but under grades meet with slow sale at regular prices. The bulk of the receipts are now showing heat, and the percentage of fine butter is very light. For the season the make is very good and prices are likely to remain unchanged for a week at least. Creamery is held at 21c for tubs and 22c for prints; dairy grades command 17@18c for No. 1 and 16c for packing stock.

Cabbage—Home grown commands 65c per doz.

Cantaloupes—Alabama Rockyfords command \$3 for 45s, \$2.50 for 54s and \$2.75 for 36s. Tennessee Rockyfords are sold on the same basis.

Carrots—20c per doz bunches.

Cauliflower—\$1.25 per doz.

Celery—20c per bunch for home grown.

Cocoanuts—\$4.50 per bag of 90.

Cucumbers—15c per doz. for hot house.

Eggs—Receipts are liberal, but a large percentage of the arrivals show the effect of heat. Local dealers pay 17c on track, holding case count at 19c and candled at 20c.

Green Corn—10c per doz.

Green Onions—15c per doz. bunches for Silver Skins and 12c for Evergreen.

Honey—17c per lb. for white clover and 15c for dark.

Lemons—Californias are in good demand at \$4.50@5 and Messinas are firm at \$5@5.50.

Lettuce—Leaf, 50c per bu.; head, \$1 per bu.

Onions—Home grown white command \$1 per bu.; Louisville Yellows in 70 lb. sacks fetch \$1.25.

Oranges—California Valencias are steady at \$4.75 and Mediterranean Sweets at \$3. The orange market rules steady to firm. Receipts are fairly good and demand keeps supplies well cleaned up. Smaller sizes of late Valencias are getting scarce.

Peas—\$1 per bu. for Telephones.

Peaches—Early Michigans in 1/2 baskets fetch 20@25c.

Parsley—25c per doz. bunches.

Potatoes—The market is fairly well supplied by home grown, which command \$1 per bu. Virginia Whites command \$3.25 per bu.

Radishes—10c for Round and 12 1/2c for Long.

Spinach—60c per bu.

Tomatoes—65c for 4 basket crate. Home grown hot house fetch 65c for 8 lb. baskets.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 7 1/2 @9c for good white kidney.

Wax Beans—\$1 per bu. for home grown.

Whortleberries—\$1@1.25 per case of 16 qts.

A. B. Zierleyn & Co., jewelers at 85 Monroe street, are offering to settle with their creditors for 35 cents on the dollar, but, so far as can be learned, none of the creditors are accepting the compromise. Furthermore, they are determined to collect their accounts in full from the elder Zierleyn on the ground that the alleged sale of the stock to the son was fraudulent. The business was carried on for several years under the style of A. Zierleyn & Co., comprising Antoni, the father, and Anthony B., the son. The Zierleyns claim that the business was transferred to the son during 1906 and that since that time it has been conducted under the style of A. B. Zierleyn & Co., which would relieve the father of all liability. As a matter of fact, the transfer was not advertised and neither the creditors nor the mercantile agencies were notified. The old sign, "Established in 1870," still remains on the front window and apparently everything possible has been done to convey the impression that business was being continued under the same auspices as before. In the meantime considerable debts have been incurred, which the son now undertakes to settle with the creditors on the basis stated. As the son is alleged to be a man of small means, and the father is believed to be responsible, the creditors do not propose to accept the compromise. The reputation of this house suffered severely on account of an alleged burglary which occurred some years ago when the store was located where the People's Savings Bank is now. This alleged robbery enabled the elder Zierleyn to settle with his creditors on a basis which possibly netted him several thousand dollars. The standing of the house among the local trade is not above par and, for the sake of regularity, it is to be hoped that the creditors will insist on receiving their claims in full.

Wilbur S. Burns has sold his butter, egg and poultry business at 7 No. Union street to F. E. Stroup, who will continue the business at the same location. Mr. Burns will devote his entire attention to the Burns Creamery Co., which is located at 88 Louis street.

The Grocery Market.

Sugar—The decline noted last week was caused by weakness in raws, which, in turn, was caused by large supplies and lack of demand from refiners. Later in the week, however, the European raw market advanced slightly, although not enough to cause any strong likelihood of any advance in refined. All of the refiners are now on a 5.20 basis.

Tea—The advance shipments of early crop Japanese teas are now arriving. The quality is good and prices are about the same as last year. The continued scarcity and high price of medium and low grades of Japan tea seem to be common and the conditions are such as have not been experienced for years. Practically all old teas and even low grades of last years importations are sold out and there is scarcely anything obtainable that can be sold for less than 22c. A year ago 16@18c was considered a high price. This year, in addition to the demands of the markets of Manchuria and Korea, the crop is short and the leaf is poor, lacking in the required cup quality, all of which may have a tendency to react in favor of Ceylon tea. Siftings are held at 1 1/2c higher than last year. China teas are also claimed to be inferior in grade this year on account of the unfavorable climatic conditions, but no advance in price is expected.

Coffee—Rio and Santos grades are dull and featureless. The entire transactions in the speculative side of the market are confined to sales by actual holders of coffee, against their holdings, and buying in by the syndicate to support the market. There is practically no buying for outside investment, and none can be expected as long as the valorization surplus hangs over the market. The Brazilian plan of cornering the market is still being attacked in European financial circles. Mild coffee is steady and unchanged, Java and Mocha the same.

Canned Goods—Tomatoes show an advance of 25c per dozen since last week and the market continues very firm. Continued drouth in packing districts cause packers to hold very strong views and buyers are now apparently more anxious than sellers. Corn continues very firm. California canned goods continue in about the same position as for the past few weeks, with the exception of a slightly better demand. Jobbers are taking hold more freely. Peaches are moving freely and spot supplies are cleaning up rapidly, prices on both spot and futures now being on about the same level, with no immediate prospects for any change. The situation for salmon remains unchanged, the market ruling very firm. Some of the smaller packers have quoted opening prices on Sockeyes, which are about 10c per dozen higher than last year. Sardines are still scarce, both foreign and domestic, the reports of the catch being disconcerting and holding prices very firm.

Dried Fruits—Peaches have advanced 1c per pound, due to the heavy demand at the very low price which the market reached a week or so ago. Apricots also show an advance. The demand is fair. Raisins

are not improved at all, and the demand is light. Currants are unchanged and dull. New currants are booked for August shipment at about 1/4c above the price of old fruit. Other dried fruit is dull and unchanged. Prunes are unchanged, but still firm, and the outlook is for possibly higher prices. Santa Clara futures are still held at 4c, outside prices 3 1/2@3 3/4c, all these figures representing the basis price. The demand both for spot and future is light.

Fish—Cod, hake and haddock are dull and unchanged. Domestic sardines are unchanged in price and in fair demand. Fresh sardines are much lower than they were and getting nearer to a reasonable basis. The demand for Norwegian sardines is much improved, prices being unchanged. Salmon is unchanged and in moderate demand. Prices on new Sockeye salmon will probably be named in a couple of weeks, but new Alaska salmon prices will not be along until later. Red Alaska salmon now commands \$1.45 in the East, which is a high price. New red will probably open somewhat less. The demand for mackerel is very fair. Irish mackerel are slightly firmer, but there is no actual change in any grade.

Syrups and Molasses—Manufacturers of glucose have moved their quotations up another 10 points. As a result compound syrup in bulk advanced 2c per gallon during the past week. No advance was made in tinned syrup, but this may come later. The demand for compound syrup is fair. Sugar syrup is in good demand, largely for export and for speculation. Prices are unchanged. Molasses is unchanged and dull.

Farinaceous Goods—The market on sago and tapioca continues steady. Pearl barley continues dull and weak. The prospects for a good crop of oats this season has no doubt had some effect upon the rolled oats market, which shows a weaker tone this week.

Provisions—Smoked meats are firm and unchanged. Pure and compound lard are unchanged and the market is very firm. Barrel pork is firm at an advance of 50c per barrel above a week ago. Dried beef shows an advance of 2c per pound. Canned meats are unchanged. If the receipts of hogs continue light there will likely be higher prices on all hog products.

Cheese—The market is firm and unchanged, both for consumption and speculation. The quality of the cheese arriving is very fine and the supply of under grades is scarce and is selling very close to the price of the best cheese. The market is healthy and gives no sign of any change for the week.

Rollin S. Horr, who has managed the Port Huron branch of the National Grocer Co. for the past six years, has been promoted to the management of the C. Elliott & Co. branch at Detroit. This change is rendered necessary by the ill health of Mr. Elliott, who finds it necessary to take an enforced rest. The management of the Port Huron branch now devolves upon Assistant Manager Carsen, who has been promoted to the position of Manager.



Avoid Hot-Looking Displays in Hot Weather.

'Tis not so very many exhibits that can include running water as a legitimate adjunct, but the window that can compass it and to have it appear "lugged in," as 'twere, is the window that is going to gain attention—if any can during this insufferably torrid weather.

People aren't going to do any more standing around on the sidewalk than they can possibly help just at the present. Even shopping is a bore, don't you know, during this sort of weather with which the good Lord sees fit to inflict his children in this particular neck of the woods at this particular day on the calendar, '08.

If you can't have a running stream in your window at least taboo anything that will give the least suspicion of heat. Have your backgrounds white or cool greens or pale yellows. Put a great distance between your windows and anything on the red order or warm blue, purple or black. It's folly to use these when the very thought of them is but to add to the wretchedness we are experiencing.

There is one thing that any windowman, no matter what line or lines of merchandise with which he has to work, may introduce in August with telling effect, and that is an electric fan blowing narrow streamers of cool-colored paper or ribbon, preferably the former as being more airy-looking. Any one passing in front thereof is at once going to imagine himself several degrees more comfortable, and all as a result of the fluttering strips of paper or ribbon.

The groceryman and the meatman are not handicapped as is the dry goods dealer. They may use ice freely in the vicinity of their wares. The best way is to have in evidence a glass-front refrigerator, thereby permitting a glance at the frozen chunks but cutting down what the ice bill would accumulate to if the ice were left exposed to the hot atmosphere of the establishment.

Change your windows often just now; but put in them as little as can possibly constitute a trim. The more space you can leave around the articles you use the more pleasing will be the display. This last caution is applicable to any season of the year, but especially is the advice sentient for the dog-days.

Talk about changing displays frequently puts me in mind of a funny window I saw down in a small store in Southern Michigan last Easter. It consisted solely of shoe boxes, with one out-of-date slipper on top of each box cover, and samples of a set of dishes! No attempt was made to embellish the window other than to

spread a straight piece of white cheesecloth on the floor for the shoe boxes and dishes to rest on—no background, no nothing against the wall. As I say that was at Eastertide. In the June following I again had occasion to pass through that defunct town and saw that same store, that same window, those same shoes, those same dishes, that same skimpy rag of cheesecloth! I wondered what the man that committed that window was thinking of—in the first place to perpetrate the display(?) on an innocent, an unoffending public, in the next to leave it undisturbed for such an unconscionable length of time? He evidently is of the fortified opinion that "time was made for slaves;" that if he pays no attention to its flight he will not be included in the list of those doomed to serve others. That was the only way I could account for the tardy removal of an obnoxiously incongruous duo.

I could hope he would see my criticism, but such an alleged storekeeper would never dream of subscribing for anything so smacking of modernity as a trade journal.

Movements of Michigan Gideons.

Detroit, Aug. 4—Fred M. Leach, of this city, was at Lake Orion last Sunday taking in inspiration from the meetings.

Edward Card, superintendent of the St. Louis City Rescue Mission, was at Lake Orion last week and seasoned the meetings with his songs and experience. He is one of the best known Gideons in our ranks. His motto is "Soup-Soap-Salvation-Rescue the Perishing." The soup fills and so does the salvation. The soap cleans the outside and the salvation cleans everything.

Sunday evening at Lake Orion the Rescue Rally was conducted by U. V. Sillaway, of Milwaukee; W. S. Colegrove, Kalamazoo; I. L. Eldridge, Saginaw; Edward Card, St. Louis, and others. It touched the hearts of all present and when Major Cole requested those in sympathy with their work and would aid it to stand up, every person in the well filled auditorium arose.

Aaron B. Gates.

Detroit, Aug. 4—The ninth annual convention of the Gideons met in Louisville, Ky., July 24 to 26, and was well attended, considering the very warm weather which is always prevalent there at this time of the year. Almost 100 delegates were in attendance upon this, one of the best meetings we have ever held, and a large scope of country was represented. The officers elected were as follows:

President—Chas. M. Smith.

Vice-President—D. S. Ullrick, Indianapolis.

Chaplain—L. C. Smith, Waukesha.

Treasurer—Nels Rylander, Chicago.

Trustees—Sam. E. Hill, Beloit, Wis., and F. E. Lynch, Lincoln, Neb.

F. A. Garlick continues as National Secretary and C. T. Bowers as National Field Secretary to fill out this year, which continues until Oct. 30, 1908.

The important work accomplished by the convention was planning for a national delegated convention for the revision of the constitution. This is called for the Thursday preceding the next convention, which will be held at St. Louis, Mo. In this body every state president and superintendent, also a representative of each camp, will be entitled to a seat.

The collection of dues is another matter which received considerable attention, inasmuch as this was where was made the most discouraging report of the Committee. Here after the dues will be collected solely by the local or camp Secretary for the first quarter. Then the collection of same will be passed to the hands of the State Secretary for the second quarter. It is hoped by this arrangement that nothing will remain for national headquarters to do, although it will be there placed for the last half of the year. The continuance of Brother Bowers as National Field Secretary, it is hoped, will during the remaining three months be the means of founding many more camps. Probably the most important matter that was brought before the Committee was that of better caring for and pushing the distribution of bibles from the hotel fund. This very laudable undertaking has already been espoused by the organization through the action of the cabinet six months ago, but has not received the attention it deserves. Therefore committees were appointed to commence operations, both in the selection of the kind of bible and the plan of distributing same, and also the collection of a fund to make possible the continuation of this great enterprise—stupendous, indeed, but practicable, because it is God's business and He has said such work will receive his blessing. Isa. 55:10-12. The gathering of this fund does not need to be limited to Gideons, but outside contributions are invited and expected.

The Committee on Resolutions offered a very strong list for adoption and they were accepted. Those which will commend themselves to the public are on temperance and cigarette smoking. On the former strong ground was taken for abandonment of the license system, which makes possible the abominable saloon. On the latter discouragement of the use of the vile cigarette was made in strong language.

Meetings were held in the First Christian church, and all that could possibly be done to make our visit pleasant was undertaken by the local Committee, of which Brother R. L. McGaffin was chairman.

We are now planning for next

year's convention, to meet in St. Louis, where we have been promised the best time yet.

Charles M. Smith.

The Enlargement of Manufacturing Plants.

Monroe, Aug. 4—The Weis Manufacturing Co., maker of office supplies, etc., has let the contract for a new building to which will be removed the machinery from the old Peninsular factory of Ann Arbor, for the manufacture of sectional bookcases and woodwork of this nature. Maurer Bros., of this city, will erect the building, for which ground has been broken. This is to be 60x196 feet, two stories and basement. Contracts for dry kilns and power plant for the same company are being prepared and will be signed in a few days. The cost of the three buildings will approximate \$25,000.

The new addition to the Boehme & Rauch board and box mill, 172x57 feet, and extending through from First street to the Lake Shore Railroad, has been let to Maurer Bros., of this city, and work has already begun. It is to be ready for occupancy in forty-five days.

The Monroe Machinery Co., the latest accession to the manufacturing interests of this place, has received an order for one of its glue spreaders from Germany. This is the first foreign order received by this company. The Weis factory, the Deinzer factory and the Wilder-Strong Implement Co. have already established a gratifying foreign market for their products. The Monroe Machinery Co. now enters the list of foreign shippers.

Business here is showing marked improvement all around.

Free of Charge.

Some time ago a genial-looking Irish gentleman wanted an empty bottle in which to mix a solution that he wished to prepare, and went in a drug store to make the purchase.

Selecting one that suited his purpose he asked the shopman how much it would be.

"Well," was the reply, "if you just want the empty bottle it will be one penny, but if you want anything in it you can have the bottle free of charge."

"Sure, that's fair," said the witty Celt, "put in a cork."

Grand Rapids Stationery Co.

134-136 E. Fulton St.

Grand Rapids, Michigan

The Mathematical Probabilities of Success in Business.

Written for the Tradesman.

A prosperous business man one morning found in his mail a letter from the 18-year-old son of an old friend of his:

Dear Mr. Hixon—I am trying to decide what occupation I want to follow. I think I shouldn't like father's profession; dentistry, and I have always thought I would rather be a good business man than anything else. There is a place I can get in a store now. The pay is not large, but I think there is a good chance to learn and climb up, and I rather think I want to take this job, but I heard a speech the other night in which the lecturer made the assertion that ninety-five out of every hundred men who go into business fail. If they do not all become bankrupt, they at least fall short of success and have to engage in other occupations.

Was the man correct in his statement? Is it true that only one man in twenty who goes into business makes a success of it? I do not want to be too easily scared out, but I know that if I try a business life I shall have to put in a good many years' hard work before I can start for myself, as I shall have to earn money and save it before I shall have any capital. If after I shall have done all that there are only five chances out of a hundred of making a success, would it be wiser for me to select some profession or some trade in which the mathematical probabilities of failure are not so great? You have had a good deal of experience and have known many men who have succeeded and many who have failed. Will you please let me know whether the outlook for anyone going into business is as dismal as the statistics quoted by the lecturer would indicate?

John Clayton.

Mr. Hixon was an elderly gentleman, shrewd yet kind-hearted. He deliberately sharpened a lead pencil to a fine point and began jotting down now a word, now a sentence, on a pad. Sometimes he stopped writing and seemed engaged in deep thought for some moments. When finally he called his stenographer and dictated his reply to the young man's letter it ran as follows:

My dear young friend—Your letter duly received and your enquiries carefully noted. The statement made by your lecturer that 95 per cent., or about that proportion, of business men fail has very wide currency. I do not know who compiled the material from which the statement was drawn, nor just when the rather startling conclusion was arrived at, nor just what part of the civilized world was included in the field of investigation, nor do I know where to find out.

The statement may be, in a way, perfectly true, but I do not hesitate to say that it is misleading. I do not claim to be the first person to see this. Others before me have laid bare the truth on this subject, and it seems to me that no intelligent man ought to quote the statement referred to without properly qualifying it.

Since receiving your letter I have written down a list of names and men whom I have known personally who have failed in business. On looking this list over I find that a very large proportion of these names are those of men who, as the saying is, had no business to be in business. In some way they had gotten hold of a little money—either by earning and saving, or by inheritance, or by borrowing—and without any knowledge, training or experience they embarked in trade. Bad buying and trusting out goods to irresponsible customers, have been the rocks on which most of these ventures split.

I have known a number of middle-aged farmers who sold their farms and bought out village or country storekeepers. One or two of these farmers have been quite successful; some were very soon satisfied that they had enough of business and got out of it simply having dropped some money and gained some experience, while two or three went to the wall and lost all they had. Such cases as these I have cited really do not signify.

I knew a man who had always lived in the city, was born and brought up there. He had been a floorwalker in a department store for twenty years, when he determined he wanted to be a farmer. He knew so little about farming that the neighbors said he was surprised when they broke it to him that it is customary for cows to eat hay. He stayed in the country about two years, but did not become a successful agriculturist.

Now if a hundred floorwalkers should buy farms and ninety-five out of the hundred failed to manage them successfully, it would prove nothing one way or the other as to whether the right kind of man is likely to win out at farming.

I think by this time I have made it clear to you that, so far as my observation goes, a large part of what are classed as business failures are simply the shipwrecks naturally resulting from persons venturing out upon the stormy seas of business, who never have learned—perhaps some of them never could learn—the first principles of mercantile navigation.

Another point I will call your attention to is the element of time. Success in business seems to take a good deal longer than failure. That is, a good many of those who fail have only a short business career, six months, a year, a year and a half, or two years, and their affairs have to be wound up. They then engage in some other occupation, their business experience being only an incident in their lives. But, of course, in counting up the failures every one of these short-lived attempts counts one, while in numbering the successes, the career covering forty or fifty years of time, of the successful man who has made business the work of a long life counts only one.

I think now you can see why it is that so many can make failures, and still the fact remains that the great bulk of business is done on a paying basis.

The same man may be an example of both success and failure in business. I knew a man who had a hardware shop ten years. He became involved and it took all that he had to straighten up his debts, which he paid in full. He learned the lesson of his losses, began again and for twenty-five years he conducted a successful general store. Now this man in the statistics would be counted among the ninety-odd per cent. who fail; and yet he supported himself and his family and left a snug little fortune, and all that he ever made he made out of business.

Another kind of so-called failure occurs to me: I have a neighbor whose manufacturing plant has lately been taken possession of by his creditors. He never had a large amount of capital, but he had a good little business and he was successful in managing it, but he and his family adopted a three-thousand-dollar style of living on an eighteen-hundred-dollar income. The result was, of course, disastrous. Now this man will be classed among the business failures, when his factory yielded him a fair amount of money all the time he ran it.

I could go on citing other instances that have fallen under my own eye, but I think I have given enough to show you that the numerical proportion of business failures, even if as great as the figures that were quoted to you would indicate, does not give a correct showing of the actual probabilities of business life.

In trying to correct the distortion of vision from which you are suffering I trust I will not give you the impression that I would paint only a rosy picture of business life, or that I wish to omit its dark shadows, or blind you to the really great risks and dangers which it often involves.

Just one hint and I will conclude: The tendency of business at the present time is toward consolidation rather than segregation—it is one large store or manufacturing plant rather than a dozen small ones. This makes specialization necessary, and it is not required that a man have all kinds of

ability. If you really prefer a business career to any other kind of life, but find that your "head isn't shaped right" for financial management, you may be a good executive, or have some other gift which, if cultivated, will fairly entitle you to a desirable position in the business world.

Quillo.

The Power To Do.

The man who waits for opportunity and when he sees it takes it, is not so good a man as he who does not wait, but makes it.

If I were asked what is lacking in the majority of men I should say: Initiative coupled with judgment.

By the power of the former a man is impelled to do things and may make mistakes. On the other hand his mistakes tend to cultivate judgment and his earlier failures may be turned into stepping stones to success. Many men fail because they fear to attempt.

William A. Field.

It often takes the barrenness of the desert to teach us to look up to the stars.

HOW TO PAY BILLS

Send for sample page and description of our **Business Record and Bill Register**. Keeps perfect record of all bills, how and when to pay them.
Model Ledger Co., 240 S. Mich. St., South Bend Ind.

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Comfort Shoes hold the trade

CASH CARRIERS

That Will Save You Money
In Cost and Operation

Store Fixtures and Equipment for Merchants
in Every Line. Write Us.

CURTIS-LEGER FIXTURE CO.
265 Jackson Boulevard, Chicago

You have had calls for HAND SAPOLIO

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

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

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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, August 5, 1908

ADVANCE CROP REPORTS.

"Yes, I suppose they will kill off all the crops now as rapidly as possible," said a traveling salesman just about to start away on a two months' journey. And he added: "We have had that thing to contend with so long that we would feel lonesome without it."

It is a fact that the advance miscellaneous and haphazard publications of crop conditions and crop prospects are not only injurious to general business interests, but they work distinct losses to the sections, cities and neighborhoods quoted. When a salesman enters a town which, according to press reports, is located where peaches are a failure, apples are less than half a crop, potatoes are very poor, corn is firing and rust is killing everything, he finds everybody mad clear through.

They deny the accuracy of these reports and venture the assertion that somebody has "got it in for the town." And, wondering who the guilty parties are, they are in no mood to talk business or buy goods. That such reports are based upon conditions in certain limited territory is evidenced daily by directly opposite reports from other and adjacent neighborhoods.

For example, the Michigan crop reports for June from forty-two counties show averages on the potato crop prospects varying from 69 to and including 100 per cent. Twenty counties report 90 per cent. or over, while but four report under 80 per cent. On beans thirty-one counties report 90 per cent. or more of an average crop, ten counties 80 per cent. or more, but less than 90 per cent., and one county, Bay, only 58 per cent. of an average crop.

And this Michigan example is only typical of the great variety of averages all over the United States. If the fruit crop is a comparative failure in one or two sections there are two or three sections elsewhere which will serve as offsets; if the potato crop in Michigan is only fair the potato crops West and South are better than usual, so that these advance calamity

reports are not only incorrect, as a rule, but they injure business in general.

UNHAPPY PORTUGAL.

It is reported from Lisbon that the government has just discovered a fresh Republican plot to overthrow the monarchy, and steps have been taken to frustrate the plans of the plotters. It is just a year since the then Dictator Blanco unearthed a serious plot and put a prompt end to the affair by arresting and deporting the leaders. Unfortunately for Portugal there is no strong hand at the head of the government as there was a year ago. The old plundering political leaders who were driven from power by Franco are again in complete control and have revived the old system of raiding the public treasury with small regard either to the welfare of the country or the interests of the reigning dynasty.

Recent events have thrown a new light on the efforts of Franco, the Dictator, to regenerate Portugal. It is true that he set aside the constitution and dismissed Parliament, but it is equally true that he ruthlessly lopped off the useless sinecures and the open pilfering of the public purse which for years had drained the resources of the country and oppressed the masses by excessive taxation. It was because King Carlos, with an earnest desire to reform the government of his country, loyally supported and upheld Franco he was marked out for assassination, not by the Republicans only, but by the leaders of the old so-called monarchical parties who desired to bring about a return of the old piratical conditions. Franco's death was also planned, but fortunately for that able man he was not in the King's immediate party on the fatal day last February, when Portugal was forever disgraced by one of the most atrocious regicides in history.

It is well to remember that King Carlos and his son were killed, not because of any popular animosity towards the reigning family, but in order to bring about the downfall of Franco and a return of the old condition of affairs when the political leaders divided power between them and plundered the Treasury at will.

Whether a Republican revolution succeed or fall Portugal would be little the worse off. Portuguese Republicans are in reality Socialists and radicals, not genuine Republicans, but on the other hand the so-called monarchical parties are merely place-seekers and plunderers. The position of the youthful King Manuel under the circumstances is truly pitiable. Instead of sinking all differences and loyally supporting the youthful head of the State until stable conditions are brought about and the new ruler has reached maturer years, the leaders of the various political parties are principally engaged in fighting for the spoils and accusing each other of past delinquencies.

The spectacle which Portugal presents to-day to the rest of the civilized world is about as degrading as it can possibly be. The regicides, although known, are allowed to go unpunished, and are even honored by

the youthful King so unexpectedly brought to the throne by a terrible tragedy, who is left without the proper assistance and advice and without the least assurance that his own guards are sufficiently loyal to bar the approach of conspirators or assassins. It is an unpleasing picture, totally unworthy the past history of a country that at one time was considered important.

SOUTH AFRICAN UNION.

The union of the whole of South Africa under a single government, which was the ambition of the late Paul Kruger, and came to naught as a result of his efforts after precipitating one of the most disastrous wars of recent times, promises soon to be peaceably accomplished by a joint effort of both. Boers and British residents of the various autonomous colonies now dividing up South Africa. There is to be held shortly at Durban an intercolonial convention to formulate a plan of union and draft a constitution.

When the Boer War resulted in the complete defeat of the attempts to form a purely independent South African confederation under Boer control, it was generally assumed that the dream of a South African Republic was dead forever. Yet four years have scarcely elapsed before we find not only autonomous government restored to the former Boer republic, but a comprehensive scheme for a general federation of all the South African colonies, not only by both Boer and British residents of South Africa itself, but by the imperial government as well.

The delegates to the intercolonial conference are to be appointed by the four colonial governments, and they are to be carefully selected as representing the different interests. Naturally, the Boer element will predominate, as the most numerous part of the population of South Africa. Of the four colonies Natal alone has a British majority. In the scheme of union, however, race antagonisms are to be avoided as much as possible. Whether the union be a federated one or an absolute union, obliterating colonial boundaries, loyalty to the British Empire is to be carefully provided for and preserved. The relations of the proposed commonwealth to the British Empire are to be the same as those of Canada and Australia.

The two problems upon which South Africa is now divided are not union, but whether the union should be federated, like Canada and Australia, or a consolidation which would obliterate all existing colonial boundaries. A federated system would imply the continuance of the four existing colonies as they now are, with their separate legislatures and officials, with full control of all internal affairs, and the creation over and above of a federal government, with carefully delegated powers over the tariff and the general defense. Consolidation would mean the elimination of all existing colonial governments and the unification of the whole of South Africa under a single government exercising all powers.

There is much division of opinion as to these two propositions, both

British and Boers being found among the advocates of each plan. It has been pointed out, for instance, that in Australia the dual system of government has not worked altogether smoothly, but has caused much friction and some little confusion. On the other hand the advocates of mere federation contend that the preservation of the separate colonies would promote greater contentment, insure local self-government and prevent future jealousies by the complete predominance of a single racial element in control.

Although it can not be told until the intercolonial conference meets just what will be the outcome, the probabilities are strongly in favor of federation and the retention of existing colonial lines. Such a form of government would be more in keeping with the practice of the other British colonies, and therefore more certain to meet with the approval of the home government.

THE ERRATIC EXPERT.

Dr. Wiley, chief of the Bureau of Chemistry in the United States Department of Agriculture, is recognized as a somewhat erratic and self-opinionated expert on healthful foods in this country. He has experimented with special foods on classes of young men, until he has made what to eat a popular science. Dr. Wiley has been spending some time at Mackinac Island on his summer vacation. A gentleman who sat at the same table with him at the hotel had the curiosity to know what the expert would choose from the elaborate bill of fare, and reports that his order was: "Two large imperial crabs, one large steak and trimmings, a special salad and some mugs of musty ale." In one of his recent bulletins Dr. Wiley observed: "Thousands of people are made sick in summer because they do not give thought to what they eat." Evidently the erratic expert does not always practice what he preaches.

THE BOX CAR WAY.

The communication from Battle Creek, published elsewhere in this week's issue of the Michigan Tradesman, setting forth the manner in which a box car merchant of Columbus distributes his goods to the consumer, is enough to turn the stomach of any person who believes that food products should be handled with scrupulous care. That articles of food susceptible to contamination should be opened up and weighed out in an unused horse stall, subject to further contamination from odors and dust from an adjoining livery stable, seems little less than an invitation to pestilence and disease; and it strikes the Tradesman that this circumstance affords the best possible argument the regular merchant can employ in dealing with this abuse. Certainly any consumer possessed of ordinary decency and having due regard for cleanliness will rise and rebel against such misuse of food and other articles intended for human consumption.

When the preacher gets anxious as to popular opinion on his brain he has not his people on his heart.

THE MODERN MAGICIAN.

The mechanical engineer, the electrician and the chemist are the modern magicians who practically work all the wonders that were formerly attributed to genii, fairies and those powerful creatures who came at a call or were aroused into activity by rubbing a lamp.

We fully accept the promise of Puck to "put a girdle 'round the earth in forty minutes," since we have only to go to the telegraph office and send a message around our planet's girdle of ocean cable and overland wire and be assured that the wonderful fact is accomplished. The electrician, aided by the mechanic, lights our cities and our houses, transmits verbal messages direct from the lips of the speaker hundreds of miles to the ear of the listener, and provides transportation through the streets of our cities so swiftly that the workers may live a dozen miles from their places of employment and yet lose no time in the journeying, while the cost to the passenger is so small that few are so poor as to be unable to afford it. Thousands of miles of distance over land and sea are rapidly traversed upon swift steamships and swifter steam trains, while in almost every department of labor the real toil is performed by machinery, while the human being in the case has only to manipulate the mechanism, and sometimes only to oversee it. As to the chemist, he is as great a wonderworker as the others, and human life is greatly benefited by his labors.

All this means that discoveries and inventions in science and its application to the affairs of everyday life have enormously lightened the burdens and added to the comfort and welfare of civilized people. The man or woman with a new invention may be the inaugurator of a new era in some department of practical life, and this is the age when such discoveries are demanded. Some inventors have been ahead of the time when their discoveries were needed, but to-day whatever will economize labor and cheapen the production of the various articles of consumption is in demand. Many manufacturers of machinery keep on hand inventors whose business it is to devise improvements in their machines, while there are, according to a writer in Van Norden's for July, large manufacturing concerns which support "patent department," with experts at the head to watch out for the poor inventor with a good idea. Formerly an unknown owner of a patent received short shrift from the powerful companies, and his device often went begging for years without recognition. To-day no man is turned away, or rather his patent is not ignored. It is passed up to the Board of Experts, and if found of value it is purchased outright or on the royalty plan. In many cases it has been found more desirable to buy the patents and shelve them. The Standard Oil Company is said to have upward of a hundred patents, purchased outright and paid for, which have never been used. It was cheaper to own

the patents than to permit a rival to secure them, and cheaper yet to shelve them than to throw out old machinery for new. It would have caused the company an investment of many millions of dollars to have utilized all of these patents, and while their profits would have been slightly larger, it is doubtful if they would have paid for the constant shifting and changing of the plants.

In recent years some conservative business concerns have begun to doubt the efficiency of all the new patents put on the market, and not a few of them express the wish that in their particular fields the inventors would stop inventing. While this may hold to some degree in certain lines of highly developed industries, it would mean stagnation to younger industries.

By the system of securing Government patents on inventions the valuable products of the discoverers' brains are secured from being stolen or pirated, and this protection may be obtained in various civilized countries.

The official record shows that since the present patent system of the various civilized countries has been inaugurated over two-and-a-half-million patents have been taken out, and nearly one-half of them were granted by the United States. About a million other applicants had their patents turned down for one reason or another. The greater part of these patents have been obtained within the past half century. These two-and-a-half-million patents—not including trade-marks, copyrights and registration of labels—have gone into the improvement of machinery, tools, household articles, personal adornment devices, and games, toys and miscellaneous implements.

But what of the cost? Recent statistics show that the Government fees for these two-and-a-half-million patents amounted to \$140,000,000, and solicitors' fees and other expenses incidental to obtaining and maintaining the patents would approximate \$800,000,000, making a grand total of nearly \$1,000,000,000. So far the patents are simply made ready for the manufacturer. No account is taken of the cost of experiments and the making of models. The new machinery that must be devised for making the patents and the cost of placing them on the market represent other enormous sums. Then there are the numerous failures of patents to sell after being exploited. Thousands of fortunes have thus been swallowed up. The cost of development and exploitation of all the patents is placed by the statistics at \$6,250,000,000, litigation for protecting the patents at \$1,500,000,000, and promoters' charges at \$3,000,000,000. The sum total of the cost of patents to the world, exclusive of royalties to their inventors, thus reaches \$15,000,000,000.

But the cost as summed up above is a mere trifle compared with the unspeakable, incalculable benefit conferred on the human race by many of these inventions, and we are continually realizing that we need a great many more. What is urgently needed to-day is mechanism for load-

ing and unloading ships and steamboats, and particularly for stowing the freight in the hold.

But inventions run in all directions, from utilitarian to sport and amusement. Even the most insignificant inventor has a chance in the great patent lottery. It may be a simple game of "pigs in clover" which makes his fortune, a new kind of hook and eye for ladies' waists, or a new device which makes cotton picking by machinery a success.

The man with a patent is therefore a welcome figure in the industrial world to-day, and at the same time a disturbing factor. He can not be overlooked—not the most insignificant of his tribe. From the ranks of the workers and mechanics, from the clerical force, or from the outside operators may appear the man whose invention will revolutionize manufacturing conditions. He may prove to be a future Edison or Westinghouse. Within his grasp may be the model which will cheapen manufacturing of certain articles one-half. Hence the great attention paid to even the owner of visionary schemes and models.

Too Clever.

He was one of those smart men who like to show their cleverness.

"Watch me take a rise out of him," he said, as the tramp approached. Then he listened solemnly to the tale of hard luck.

"That's the same old story you told me the last time you accosted me," he said, when the vagrant had finished.

"Is it?" was the answering question. "When did I tell it you?"

"Last week."

"Mebbe I did, mebbe I did," admitted the tramp. "I'd forgotten meeting you, I was in prison all last week."

Flour Profits

Where Do You Find Them, Mr. Grocer?

On that flour of which you sell an occasional sack, or on the flour which constantly "repeats," and for which there is an ever increasing demand?



is the best "repeater" you can buy. Your customers will never have occasion to find fault with it. When they try it once they ask for it again because it is better for all around baking than any other flour they can buy. Milled by our patent process from choicest Northern Wheat, scrupulously cleaned, and never touched by human hands in its making. Write us for prices and terms.

BAY STATE MILLING CO.
Winona, Minnesota

LEMON & WHEELER CO.
Wholesale Distributors
GRAND RAPIDS, MICH. KALAMAZOO, MICH.

HOW TO PAY BILLS

Send for sample page and description of our **Business Record and Bill Register**. Keeps perfect record of all bills, how and when to pay them.

Model Ledger Co., 241 S. Mich. St., South Bend, Ind.

Jennings' Flavoring Extracts

Established 1872

JENNINGS' EXTRACT OF VANILLA is prepared from the choicest variety of carefully selected and properly cured VANILLA BEANS, and contains no coloring matter nor any of the artificial or synthetic principles so frequently employed.

JENNINGS' TERPENELESS LEMON EXTRACT. The flavor of this Extract is taken from MESSINA LEMONS by our own special mechanical process, producing absolutely a pure Flavoring Extract from the FRUIT.

Our serial number 6588 appears on every package.

Jennings Flavoring Extract Co.

Grand Rapids, Mich.

C. W. Jennings, Mgr.

Direct or Jobber, see Price Current



OTHER REAL ESTATE.

Reduced From \$189,004.66 To \$1,350 Since 1901.

Real estate is usually regarded as excellent for investment purposes, but like most other good things something depends on circumstances and the point of view. The private citizen who has a few corner lots well placed is thought to be in luck, but the bank, state or savings, that has much "other real estate" in its asset column does not consider itself open to congratulation. The "other real estate" usually represents loans not paid and mortgages foreclosed. It may be productive, but it is invariably a source of regret and annoyance, and the banks are almost always glad to unload.

Following the trouble of '93 much real estate came to the banks in the process of clearing up wreckage. Some of this was business property, some manufacturing, some residence and a small quantity vacant and farm. For the banks, often it was to take real estate or nothing, and how it piled up upon them is shown by the statements. Take the statement of July 15, 1901, for instance, the records show the following "other real estate" held by the banks:

Old National	\$ 37,305 51
National City	3,806.72
G. R. National	20,755 24
Fourth National	7,000 86
Fifth National	29,930 55
	\$ 98,798 88
G. R. Savings	\$ 14,914 00
Kent Savings	17,490 89
Peoples Savings	23,532.02
State banks	2,245 71
Mich. Trust Co.	32,023 16
	\$ 90,205 78

Grand total\$189,004 66

The hard times of 1893 were well passed in 1901, and business was good, but the recovery had not gone far enough to turn capital in the direction of real estate investments, even at bargain prices. The real estate holdings of the banks were then close to high water mark. Business, however, continued to be good, and with increasing prosperity the real estate began to pass into private hands. Some went back to the original holders upon payment of the old indebtedness, others were taken by investors. How successfully the banks have been in unloading is shown by the last statements. The banks which were in business in 1901, to-day hold but \$1,350 of "other real estate." The Old National has \$500 and the Fifth \$850, while the National City, Grand Rapids National, Fourth National, Grand Rapids, Kent, Peoples and State banks and the Michigan Trust Co. have erased this item from their showings.

While the banks have been getting rid of their "other real estate," they have been buying real estate for their own uses. In 1901 only three of the banks owned the property they occupied, the Old, the National City and the Kent. To-day to this list may be added the Fourth and the Peoples, and also the Commercial Savings, which was organized since

1901. The Old owns the Pantlind Hotel property and it is inventoried at \$206,186.50, which includes the annex just completed; the inventory in 1901 was \$135,856.38. The National City owns its building, listed at \$50,000, which is the same as seven years ago, the expensive improvements made two years ago having been "written off." The Fourth National owns the Tower block, and the valuation placed upon it, including the bank furnishings, is \$125,000. In 1901 the Fourth had \$2,000 to their account. The Kent State bank owns the old quarters of the Kent Bank at Lyon and Canal, and the State's West Side branch at Bridge and Scribner streets. The handsome and costly furnishings of the State Bank and the equipments of the branches are also in the inventory, making a total of \$78,500 in banking houses and fixtures, as compared with \$34,900 for the State and the Kent in 1901. The Peoples has an equity of \$35,000 in the building it occupies at Monroe and Ionia streets, and will own the property in fee simple when the long time low interest mortgage assumed at the purchase becomes due. The Commercial owns its South Division street branch, and its banking house and fixture account is put at \$37,025.05. The Michigan Trust Company in 1901 listed its furniture and vaults at \$26,168.17, while to-day the vaults are inventoried at \$9 and the furnishings at \$1; the difference, \$16,667.17 having been charged off. The Grand Rapids Savings has charged off all its furniture account, and the Fifth National has charged off \$1,533.25. The Grand Rapids National lists its furniture and fixtures at \$60,000, which represents a part of what the improvements made two years ago cost.

In 1901 the total banking house and fixture account stood at \$266,173.68; to-day the total is \$568,182.55. The banks realty holdings include three of the best corners fronting Campau square, the very desirable corners at Lyon and Canal and at Monroe and Ionia streets, and corner lots growing in value in suburban business centers occupied by the branch banks. The banks may at times have been unfortunate in acquiring "other real estate," but when it has come to purchasing property for their own use it is apparent they have exercised excellent judgment and secured good bargains. If anybody should want to buy the Old, Fourth and National City corners on Campau square and the Peoples and Kent corners he would have to dig considerably deeper than for a half million to meet the price.

The Building Up of a Prescription Business.

Endeavor and effort in the building up of a prescription business covers a very wide field of work. The modern drug store, with its many "side lines," which have become practically integral parts of the drug store business, if not of the drug store, give such opportunity for display and feature work that the up-to-date drug store of to-day little resembles the shop we used to know where labeled bottles in orderly rows gave that

staid, sedate air we all remember. The prescription business is often permitted to suffer under the stress of present day conditions. The confectionery, stationery and sundry lines are expected to be had in a drug store, together with all the soda fountain, the lunch features, the cigar stands, etc. Yet the prescription business is still and always will be the basis of a drug store and it should and can be held as the first consideration without injury to other departments.

It is the department upon which the public, ill with real and imaginary ills, looks with its most critical eye, to say nothing of the physician, who is the mainstay of the prescription room.

While there are varying conditions in the different localities, there are plenty of rules and general rules that must be observed in the building up of a prescription business. Undoubtedly, the first requisite is to cultivate the personal acquaintance of the physician and make him acquainted with your prescription department and its clerks. The prescription room is generally the "behind the scenes" of the drug store, and it should be kept scrupulously clean and attractive, while the physician should be solicited to inspect the department at all times. The advice is trite, but never substitute. Always give just what the doctor orders upon his prescriptions. If he specifies Parke, Davis & Co., give it; if he orders Wyeth, give him Wyeth; and if he wants Fairchild, be sure you give him that. It will take but little time to gain his confidence for yourself, your clerks and your store, and it has its effect with patients. It is justice to him and his patients, as well as yourself.

I do not think it good policy to be too aggressive in accepting agencies from patent medicine houses which antagonize the physicians with their newspaper copy. It has been my experience that where you are appointed agent for a concern that guarantees to cure dyspepsia, catarrh, rheumatism, etc., over your name, guaranteeing to refund the money if it does not cure, you are antagonizing the physician, even although you may not know it. If a patent medicine house creates a legitimate demand for its product, I believe it good business to stock the article to a reasonable degree and hand it out when it is asked for. The rule against substitution applies here as well as elsewhere, not only on moral grounds, but because when a house creates a legitimate demand for its wares through the newspapers, etc., I believe it ought to receive proper consideration from the druggist, providing, of course, they are put in your hands at the regular \$2, \$4, \$6 and \$8 basis or better.

Whenever we get hold of a new product in our prescription room, which in our judgment is a good thing for the physician to know, we do not hesitate to call his attention to it. I have found that invariably the physician appreciates it and prescribes it for, at least a trial, whenever he has an opportunity. I do not think it is particularly good policy for a druggist to throw his influence to any particular physician, when all

things are equal. I am, fortunately, in touch with the majority of the best men in our city. When asked it is a simple matter to mention a goodly number and a prospective patient will almost invariably make his own selection and ask your opinion with less appearance of favoritism.

Prescriptions by telephone are of great interest and profit adders. It is worth while to "get next" to your physicians, have them telephone their prescriptions and make special efforts in filling them quickly, securely and attractively, as you would for a waiting customer, with, of course, quick delivery. The physician will invariably throw his business to the druggist who serves him best on these telephone orders much sooner than he will express preference in sending prescriptions through the regular channel via patient or messenger, because he telephones to save time and trouble. The same rule holds good where patients telephone re-orders. Those who have not had the experience, nor made any effort in the direction of telephone services, will be surprised at the results.

Charles H. Frantz.

Scarcity of Houses at Kalamazoo.

Kalamazoo, Aug. 4.—The Superior Paper Co., which was forced to close down a large part of the plant after the fire which destroyed one of the largest buildings recently, is operating again. New machinery has been installed. The new building, which is to be used for storage and where the rag rooms will be located, is near completion, and will be ready for use within two or three weeks.

Because of the scarcity of houses in and about the factory district in the south part of the city, Arie Roskam began work last week on ten new houses, which will be completed this fall. Between twenty and thirty other houses are being built in the same locality.

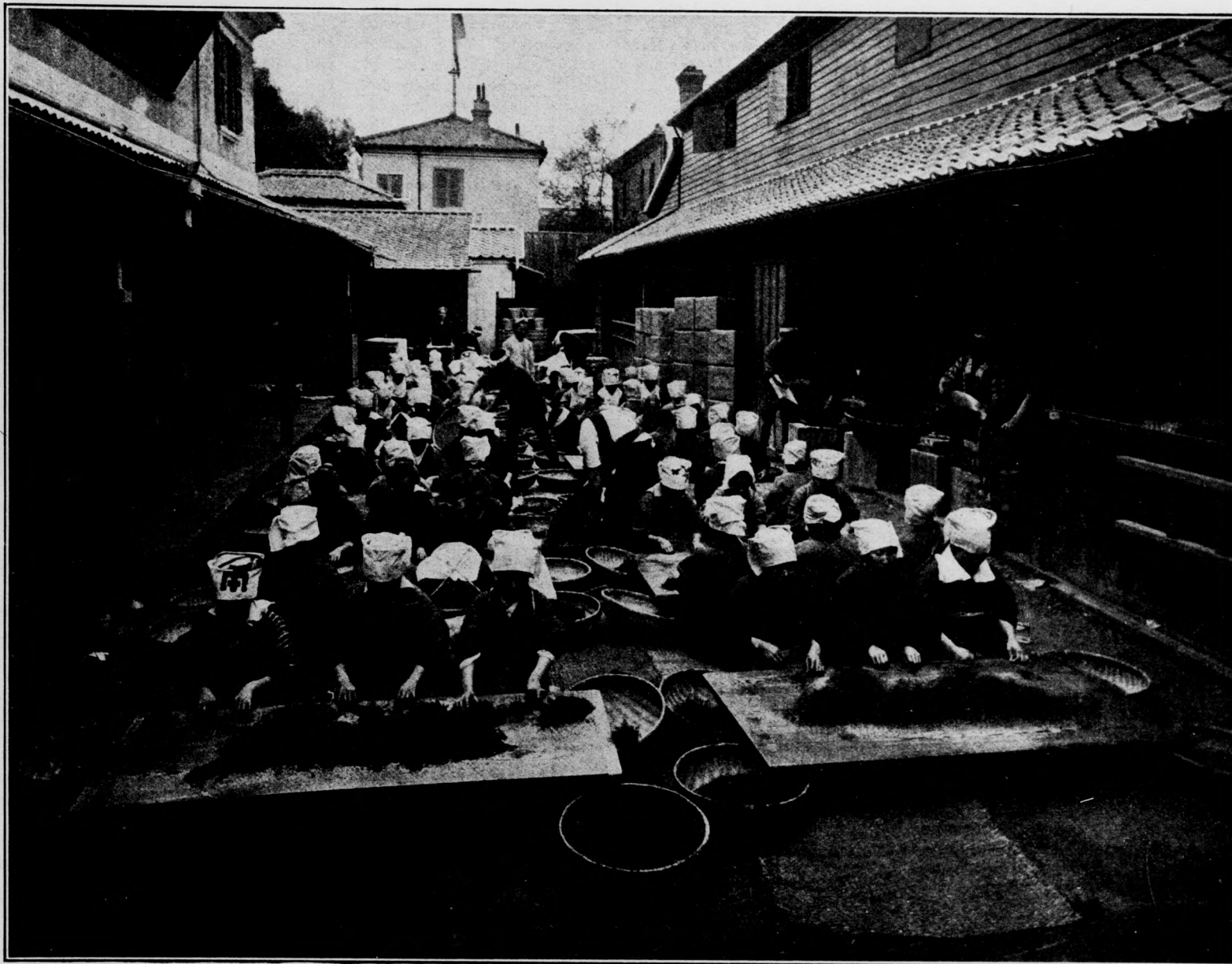
The Burleigh Manufacturing Co. has received orders for the tables which will be used in the manual training school at Jackson. The same company will also furnish the tables for the manual training school at Flint.

The Kalamazoo Spring & Axle Co. has made a shipment of a carload of springs to Argentine Republic. The springs are heavily coated with oil and sewed in oiled cloth and burlap to prevent rusting while on the way. They go to the interior of the republic. This concern ships a great deal to South America, but this is by far the largest order that has gone to one firm. The company has shut down temporarily to make repairs. Throughout the financial stringency the plant was kept in operation.

The Tactful Doctor.

A physician in a small town in Northern Michigan got himself into a serious predicament by his inability to remember names and people. One day, while making out a patient's receipt, his visitor's name escaped him. Not wishing to appear so forgetful, and thinking to get a clue, he asked her whether she spelled her name with an e or i. The lady smilingly replied, "Why, doctor, my nam is Hill."

Preparing Tea for Market



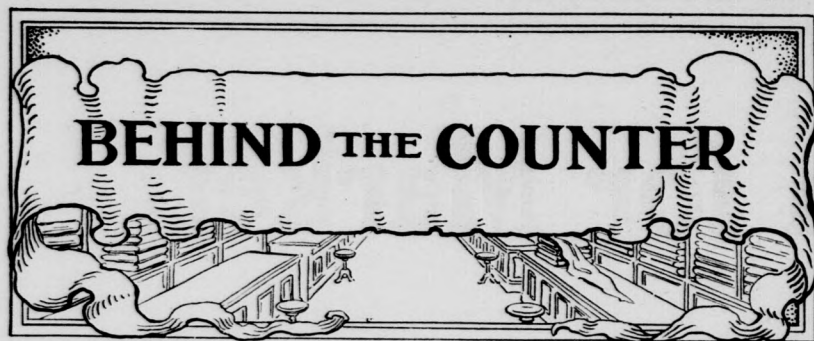
We think it will interest our friends to see the tea leaves being prepared for the market. This is all hand work and furnishes employment for a large number of women and girls who work for very small wages. This cheap labor, as well as the climate and soil, helps Japan to maintain her position as the leading tea raising country of the world.

Our first shipment of new teas arrived last week and we are ready to make shipments.

WORDEN GROCER COMPANY

Grand Rapids, Michigan

The Prompt Shippers



Why Clerks Should Study the Store Advertisements.

It is of the utmost importance that retail clerks should reinforce retail store advertising by their best efforts. All the advertisement can do is to get the interested person into the store, and then it depends entirely on the salesperson to make the advertising bring results.

The advertising manager or writer usually is a high salaried man. He is a salesman of the highest order. To influence the human mind by means of the written word requires more salesmanship ability than by personal appeals. The man who writes retail advertising copy must have a mental horizon covering all classes of humanity. He must know how to talk to the buyers of every article on sale. With this complex and infinite variety of human beings to influence he must use the greatest judgment, care and study in selecting articles to be offered at sale through the advertisements.

An advertising man may be paid an immense salary, the newspaper may receive vast sums for space and the advertisement may be attractive and create desire, but after all the success of any kind of retail advertising rests largely, if not entirely, with the retail sales force.

Tangible profits are only possible when the retail salesperson possesses all the facts about the special advertised articles and uses these facts with the customers.

Of course, most all retail clerks are perfectly familiar with the nature, uses and prices of the articles in their department. But the advertising man must at times make special reductions in the price of certain articles in all departments, and it is lacking in information in this particular that the retail clerk so many times spoils a good sale and drives away a prospective regular customer.

Even the most straightforward talks, the most convincing arguments on saving and known points of advantage will not remove the impression of unreliability when a customer once finds a clerk is not posted on the advertised specials in that department. All the low prices, rare bargains and special offers will not repair a break caused by a lack of confidence. The prospective customer is never influenced by the advertisement of a concern whom he does not believe entirely.

The greatest and most perplexing problem confronting retail merchants is how to compel intelligent co-operation between their clerks and their daily advertising. A few concerns

have solved the problem in so far as they can issue certain orders and install systems for their enforcement, but yet it is impossible to make the salesperson think, remember and use judgment with customers.

To protect his profits it is necessary for the merchant to compel the clerk to keep up with the advertisement writer, who is quick to think and act, and who must create and develop new and original ideas for moving stocks. It is setting a new and higher standard for retail clerks, and one which they must strive to live up to if they expect to be numbered with the profit earners of a concern.

Most department stores have advertisements daily. With the constant changing of the advertisements clerks must be regulated by some well defined system if the best results in co-operation are expected. A plan of co-operation which has been tested and found effective is one based on the idea of educating the clerk to read and study every advertisement carefully. When the advertising man has received a corrected proof of the advertisement from the newspaper a proof is sent to each department and pasted on a bulletin board provided for that purpose. This board is placed in some convenient place so that every clerk can read every item in the advertisement and become familiar with the various specials and features of that day, and especially the articles in their own departments.

But even this plan does not compel the clerk to read the advertisement unless he wants to. So to enforce the reading of the advertisement the advertising manager clips from the proof the section of the advertisement pertaining to the various departments. These sections are pasted on a piece of heavy paper and it is then sent to each clerk, who must read the clipping carefully and sign his or her name to the section. If any clerk is found to be a careless reader or possessing a poor memory that clerk is required to copy the section of the advertisement pertaining to his or her department several times, until perfectly familiar with the articles advertised.

It should be compulsory that every clerk must know all about the special offers from their department. In fact, it is the aim of some stores to enforce special study of advertisements of that store. This is done not alone to have the clerk know what goods are being offered and the prices being made, but to know what is taking place throughout the establishment.

Retail advertising usually is interesting store news and every clerk should find it vastly interesting and instructive. Every advertisement denotes the highest development of ideas on salesmanship and indicates the progress and growth of the concern.

The enforcement of a system of studying retail store advertisements will prove highly educational. In fact, it will fit the retail clerk to assume positions of greater responsibilities. The study of newspaper advertisements of every description offers opportunities for self-education which is worth more than dollar value to any clerk. Few men are capable of writing good advertisements, but every retail clerk is capable of finishing the work of a good advertisement, and the clerk who gives careful and conscientious study to the advertisements which are exploiting the goods he is selling, will find he is at a better advantage to command a higher salary.

C. L. Pancoast.

Cost of Country Clerks Going To Fires.

In the figures recently published of the great loss this country suffers from fires I have failed to find any figures giving the loss of time owing to this cause. This loss of time—and it is said that time is money—comes home to me particularly, because my store is in a little town and my employes certainly can not resist the temptation of a fire.

Whenever the fire bell rings or a passing engine makes a noise like a fire bell my able assistants in the drug store immediately drop whatever they are doing—and if they are filling a bottle this dropping of their employment proves especially costly to me—then they hustle to the fire. When I remonstrate with them for this loss of time on their part Billy and John declare they are out after a Carnegie medal and that a fire is the best chance to earn one. They have visions of fair damsels in distress just waiting to be rescued from burning buildings, and they trot after the fire engine even although they know it is nothing but Strobe's barn burning.

Not only do they run to every fire but they have to stay there to see that it is put out properly. Then when the fire is over they sit around and tell each other about the big fires they have seen at different times, so that it may be hours before they return to work.

Of course, as every one else in our town also runs to these fires, there are no customers to be waited on during the time the able assistants are away from the store; but they leave the store alone and defenseless, so that one day a strolling cat came in and drank up three quarts of my best corn cure. This, however, was not such a catastrophe—with suitable apologies for the word—as it might have been, owing to the well known fact that our feline was endowed with the customary nine lives.

Although I do not lose any sales in the desertion of the store by my employes for the greater attraction

of the fires, yet, as I pay them the magnificent salary of \$8 a week, the loss of their time figures up to a considerable amount in a year.

I have decided after long calculation that through fires, false alarms and discussions of fires I lose about \$50 a year in time that I pay them for. If one little store in a little town loses this much, how great must be the loss to employers in general throughout the country. This phase of the fire loss should be considered as well as the other phase of loss of property and injuries to workers.

The only trouble in my case is that when I scold my assistants, telling them they must cut out the fires or be fired, they respond with their usual stale repartee: "What's the use of getting hot over a little thing like a fire? You were there yourself." But they fail to see that my interest in fires is purely professional. The only reason I run to fires is because I fear some one may be hurt and will need something from my drug store. Of course in the case of a fire like the one the other day, when Jerry Kerrigan's pig sty burned up, there was no danger of any one being hurt, but even in that case I might have had a chance of selling some of my excellent liniment had one of the pigs been injured.

Irwin Ellis.

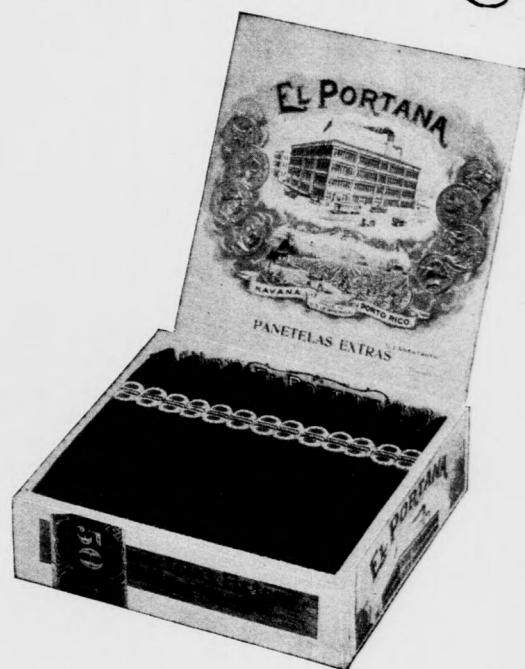
Lost in Paris.

An amusing story is told of an Englishman in Paris. After some hours of sightseeing, one day he lost his way and could not get back to his hotel. He asked first one and then another, but the foreigners apparently did not understand their own language. At last in sheer disgust he tore a leaf out of his pocketbook, wrote upon it the name of his hotel, and silently presented it to the next passerby. The man looked at him compassionately, beckoned him to follow, and without a word they proceeded up one street and down another. Finally the wanderer saw the door of the hotel, and forgetting in his relief and gratitude all the difficulties of the language, he turned to his companion and said, "Thank you very much, I am greatly obliged to you." The other stared at him in amazement, and then blurted out, "You duffer, why didn't you speak before? I thought you were deaf and dumb." The good Samaritan was of his own nationality.

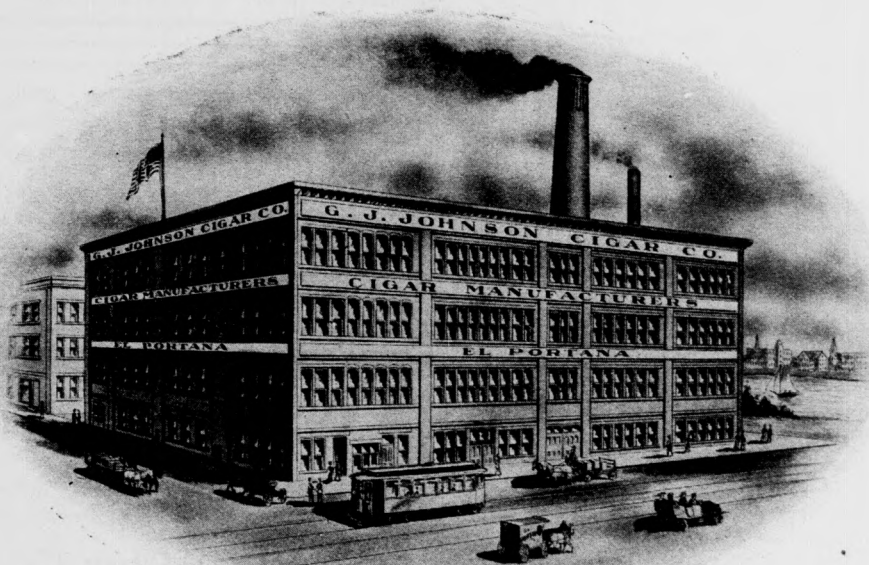
I'll Be Back in a Minute.

There are a great many clerks who have the "I'll be back in a minute" habit, and in the meantime, of course, the trade rushes in. In the hot weather a great many clerks get the idea to go out and get a glass of soda water—or beer. Another clerk feels that his hair needs brushing and still another is busy shining his shoes. All this sort of stuff should be attended to before the trade comes around. There is nothing more disgusting to an employer than to find the trade coming in and the clerks all busy with personal affairs. This is one of the little things that keeps a man from getting his salary raised. Do not do it; it is a bad habit, and it grows on one.

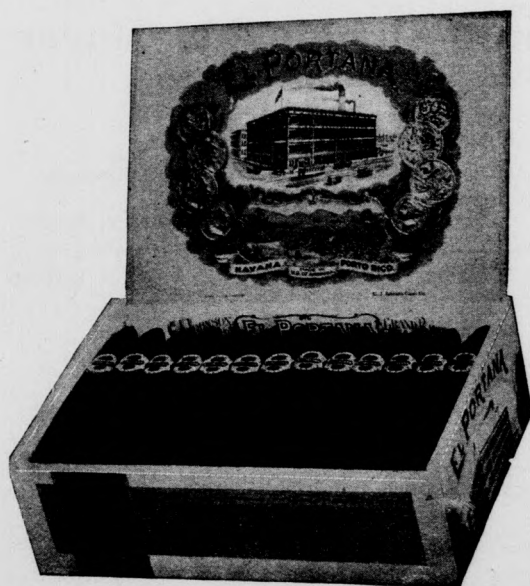
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Conditions



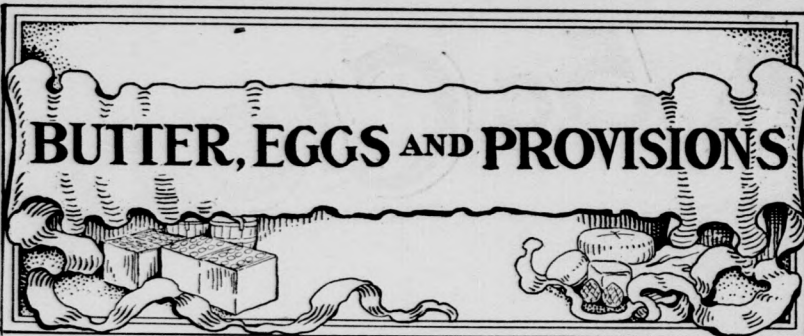
Made in
Five Sizes

**G. J. Johnson
Cigar Co.**

Makers

Grand Rapids, Mich.





Oily Flavor Peculiar To Hot Weather Butter.

"This is the worst week we have had this season for quality," remarked a large operator in butter, "and if you were to look over our receipts you would not only appreciate what a receiver is up against sometimes, but you would understand as you can not now what a small proportion of the stock will pass in the grade of specials. Someone asked me recently what part of our receipts would inspect specials and I told him approximately 10 per cent.—not any more. Now I don't want you to think that we don't sell more than 10 per cent. of our butter at the top price for that would be a mistake, but the thought that I want to convey is that the bidding of late under the call on 'Change has been for technical quality, and most of us have been in no shape to accept the bids. In almost every shipment a few tubs are found that are just right, and the inspector is still working under the instructions given him two months ago to the effect that specials must represent only fancy butter, and that when there is any doubt about the grade it should not be passed above an extra."

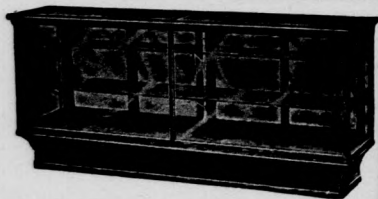
Conversation then turned on the character of the defects in the fresh product, and I soon learned that the faults so common during hot weather were most complained of—old and off flavors, light body and summery character. The very irregular quality is also much against anything like a reliable grading. One receiver tells of a lot which the inspector saw and gave a certificate of firsts, which was a proper grading on the showing that he got, but when the salesman got further into the lot it turned out better and a buyer came along and paid the quotation for extras. In another case I heard of the butter was graded extras, but the inspector evidently saw the best tubs there were in the shipment, as a large proportion of the lot was not better than firsts. The seller found this out when he sought a customer.

One defect that Inspector Barrett especially called my attention to was an oily flavor. He said that he was finding a good deal of butter that showed that trouble and he had been casting about for an intelligent reason for it. He had finally come to the conclusion that it was associated in some way with the pasteurization of the cream. The fault was so pronounced and of such an objectionable character that inspecting the butter he frequently had to give a certificate for seconds.

I asked a gentleman who has had

wide experience as buttermaker, inspector and instructor what explanation he had for the peculiar oily flavor and he replied about as follows: "It may result from several causes. In the first place you will seldom find it in the whole milk creameries. It seems to develop mainly in the hand separator butter, or where hand separator cream is partially used. Sometimes I am inclined to think that farmers do not always wash their separators at night and in the morning it is in shape to inoculate the cream with bad bacteria. This may not be noticed in the butter at the creamery, but by the time it gets here it is decidedly off. Frequently the oily flavor develops in overworked butter. The breaking of the globules liberates the fat and when the weather is hot it spoils rapidly. I have seen some lots of butter turn fairly rancid in a short time. You will not find oily flavor in good grained butter. That it may be found in pasteurized butter is not at all unlikely, but only in such factories where they do not have proper facilities for cooling. The matter of cooling the cream properly is very important in every creamery and should have careful attention. I discovered when I was making butter that a bit of ice thrown into the churn just when the butter was breaking gave me a nice waxy piece of butter, and you will never find the oily flavor in that kind of stock."

Another man who has had much the same wide and varied experience, said: "I think that the main cause of the oily flavor comes from heavy cream that has stood around until it gets old. After this has been churned and the butter warms up a little you can detect the flavor at once. We have found it quite noticeable at times, and it is a nasty, mean defect."—N. Y. Produce Review.



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and will continue the business with my own at No. 7 N. Ionia St.

I want to buy
Poultry, Butter and Eggs

Write or phone me for prices.

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References: Grand Rapids National Bank, Commercial Agencies, Tradesman Company, any Grand Rapids Wholesale Grocer.

All Kinds of Cheese at Prices to Please

Write or phone

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Special Correspondence.

New York, August 1—Spot coffee continues quiet, although a few jobbers report a fairly good run of business during the week. Coffee roasters are taking only enough to get along with and those who know say we will see very little animation in the coffee market as a whole for several months. A big corporation has several times reported to have been made by the Brazilian government to advertise the merits of coffee and, in fact, the money is positively reported to be here. The agents are not ready just yet, however, and meantime Battle Creek is pouring out an amount larger than the government will spend in making known to the world the merits of her several beverages. At the close the amount of coffee in store and afloat amounts to 3,326,178 bags, against 3,885,474 bags at the same time last year. In an invoice way Rio No. 7 is quoted at 6¼@6½c. Mild coffees, in sympathy with Brazilian sorts, are only moderately active and quotations show little, if any, change.

The general demand for tea seems to be for the lower grades and, as many purchasers request prompt shipments, the indications imply light stocks on hand. Old Pingsueys and Formosas and new Japans have been called for and the market generally seems to be doing better. It is time this were so, for the tea trade has been in the dumps for many a moon.

A light call for refined sugar is reported, notwithstanding the recent reduction. Some improvement is shown in withdrawals, but even this is disappointingly small. Quotations show some tendency to advance, averaging about 5.20c less 1 per cent. for shipment seven days.

Stocks of rice are light and the demand is light, also. Samples of new rice seem to be held at a figure too high to attract buyers and they are piecing along with little lots. Within a fortnight supplies will be larger and dealers will be able to make terms for the future. Foreign is still being used to piece out the deficiency of domestic grades.

Spices show small but steady improvement for spot goods and light supplies in hands of dealers seem to be indicated.

Molasses is dull, of course, as may be expected in midsummer. In fact, there is nothing doing and stocks are moderate, especially of foreign sorts. Holders look for firm quotations when the fall trade sets in. Syrups are in light supply and fairly steady.

The canned goods situation has shown material improvement on many lines, as it has become evident the pack will be below the average. The week has shown a good demand for tomatoes by the grocery trade and, while standard threes are held at 77½c, this is nominal and holders are not anxious to part with the goods. Corn is firm and 65c is asked, although a sale of some 25,000 cases has been reported at 62½c f. o. b. factory. This in futures. Spot goods are practically the same. Peas are quiet and supplies are very moderate, so far as the better sorts are

concerned. Salmon is firm and tends to a still higher level for red Alaska. Columbia River, \$1.45@1.50.

Top grades of butter are doing better and other grades are weak. Creamery special is quoted at 22½c. The demand for medium grades is moderate. Firsts, Western factory, 19@19¼c; seconds, 18@18½c; imitation creamery, firsts, 20c.

The hot weather has played smash with eggs—figuratively—as the quality of a large part of the arrivals is "off." Of course such stock is disposed of for whatever is offered, and has a degree of effect on the better sorts. Extra Western, firsts, 20@21c; fresh-gathered firsts, 18½@19½c.

Some advance in the early part of the week was made on cheese, but it is hard work to maintain it. Full cream specials, 12¼@13¼c; small fancy, 12c. The quality of a large part of the arrivals shows the effect of heat and sells for low figures.

Factory Town in the Cornfields.

From cornfield to manufacturing town and site of one of the largest industrial plants of the country is the transformation which a year has brought to a section of Illinois prairie about twenty miles from Chicago. The change has followed upon the organization of the eighty million dollar Corn Products Refining company to control the glucose industry of the United States. The new town, as yet unnamed, is growing up around the site selected for the company's five million dollar plant. The Standard Oil interests, which dominate the new corporation, are said to be responsible for the decision to build the plant in the center of the corn belt, and for the choice of the present location on a section of farm land about twenty miles from Chicago along the drainage canal. It is near the lines of several of the corn-carrying roads and a mile from the small town of Summit, Ill.

The Corn Products Company has no intention of emulating the policy of the Steel Corporation, which has built up a city around their new steel plants at Gary, Ind., and has concerned itself only with the glucose plant itself, but as soon as it became known in Chicago that the biggest plant of the Corn Products Refining Company was to be erected in the open country, real estate promoters flocked to the ground and started the development of the adjacent territory.

Work was begun on the new Corn Products plant last year, but it was decided for the present to build only one of the three units which are to make up the maximum capacity of 60,000 bushels a day. At present there are about 800 workmen on the ground, whom the Corn Products Company are housing in temporary quarters, but the Chicago speculators have laid out and graded streets for a small manufacturing center and are in the midst of a campaign to bring new industries to the ground selected by the Standard Oil interests.

The Corn Products plant will not be ready for operation until next year.

Laws always depend on our essential valuation of life.

Cupid Among the Dishes.

"What became of that pretty waitress I used to ring for every lunch hour?" asked the regular patron.

"She don't answer rings any more," replied the cashier, with an amused smile.

"And why not?"

"Because the last man's ring was an engagement."

You'd Take Off Your Hat

and give the enthusiastic "glad hand" to a 40% profit if you met it on the street on the way home tonight. Why not look into what we have to offer you as a profit on our

California Jams

Marmalades and Preserves?

The goods are fine and people ask for more. We say this about them because we know all about the quality of our brand. That's why we guarantee it. Drop a postal at an expense of a minute and a cent, to us, and ask about this. Conservatism is all right, but it overlooks many a paying proposition. Be wide awake even if it is hot.

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Redlands, California

(Where the oranges come from)

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The Sun Never Sets

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And No Other Light
HALF SO GOOD OR CHEAP

It's economy to use them—a saving of 50 to 75 per cent. over any other artificial light, which is demonstrated by the many thousands in use for the last nine years all over the world. Write for M. T. catalog, it tells all about them and our systems.

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Huckleberries

We can handle your huckleberry shipments to good advantage.

We sell all berries according to quality and have a large outlet and are in position to command the highest market price. Send us your shipments.

Returns sent promptly.

We also sell all kinds of fruit packages.

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Have big outlet for cherries, peaches and small fruits. Write us.

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YX BRAND Ground Feeds
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Our feeds are made from **Dry Corn**. We give you grain that will draw trade. Let the other fellow worry with cheap, damp, sour goods. Send us your orders for

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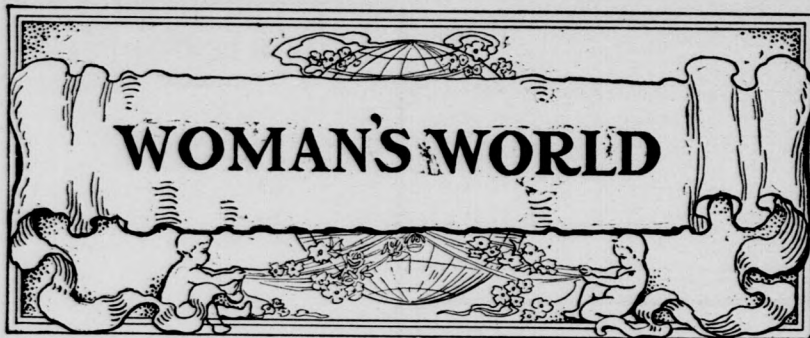
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About Our Duty To Ourselves and Others.

A young woman who has come to one of the great crises of life where inclination and interest draw her one way, and her sense of loyalty and obligation to her family another, asks me if one's first duty is to themselves or others.

This is one of the eternal human problems that it seems to me that every one must answer for himself, and it is one that whichever way you decide you will probably regret. If you go your way and assert your right to take the best that life can give you, regardless of others, conscience will rise up to reproach you and make bitter the cup of success. If, on the other hand, you sacrifice yourself for others you will be tormented with the thought of what might have been had you danced off with happiness instead of walking lockstep with duty.

I think that if our duty came to us in some high heroic guise, or even if, like the immortal hero of the poem, we could see it "a dead sure thing," we could "go for it then and there," even as he did, but it is one of the ironies of life that its tragedies are trivial and its pathos bathos. We are ready to die for our families, and they only demand of us to live a squalid and uncongenial existence. We would do heroic deeds for them, and they make us household drudges. We are sacrificed not for a principle, but a prejudice.

That is one side of the question. Another equally difficult to answer is whether these sacrifices are justified by their results, and still a third is, has one the right to kill their hopes and aspirations and opportunities and chances of happiness any more than they would to slay themselves? Is it not just as great a sin to commit mental and moral suicide as it is to commit physical suicide?

Personally I do not believe in self-sacrifice. I do not think that once in ten thousand times does the end justify the means. Nearly always it is the yielding of a strong person to a weak one, the giving in of the person with the broad outlook to the one with the narrow view, the incompetent one laying additional burdens on the competent one; the selfish one exacting the last pound of flesh and the heart's blood of the generous one, and none of those who demanded the sacrifice are the better for getting it.

Let us take some of the common instances in our everyday life where people are called upon to decide whether their first duty is to themselves or others. Perhaps the most common case of self-sacrifice is

where parents give up everything for their children. We are all familiar with fathers who work themselves to death in order that their sons may go to college, and the mothers who toil over cooking stoves and sewing machines that their daughters may keep their hands white and soft, and have as many ruffles and tucks as rich girls have. What is the result? The sons grow up to have a contempt for their father, and to despise the honest trade he follows. The girls are dissatisfied with their lot, selfish, and ashamed of their mothers.

The most cursory glance around will show anybody that the dutiful, devoted sons and daughters belong to those families in which the parents have let their children take their part of the burden-bearing. It is the sons who have helped to support the family and have turned their wages into the family exchequer; it is the daughters who have done their part of the cooking and washing of dishes and sewing who are the props of their parents' old age. More than that, they are the children that grow up into making the fine men and women that are the mainstay of Christianity and civilization. If you will read the history of the men who have risen from abject poverty to riches and honor, you will find that in almost every instance that they were poor boys who had to go to work to help support the family. Never were they boys who were off learning a college yell while a poor mother and father toiled and scrimped and saved and sacrificed themselves to pay college bills. In theory the self-sacrificing parent is very beautiful, but in reality parents sacrifice themselves in vain, and at the expense of the child's character.

The reverse of this is equally true. We are accustomed to think that parents have a claim above everything else on their children, and we draw touching and beautiful pictures of a son or daughter sacrificing themselves for an aged father or mother. This is a lovely sentiment, and it has done more to strew the world with the wrecks of lives than any other thing in the world. Almost without exception old age is cruelly selfish and utterly narrow, and there can be no question so hard to answer as how far the man or woman who desire to do their duty should sacrifice the long years of their life to the short years of a whimsical old father or mother.

I have known a talented young girl, who might have made fortune and fame for herself as an actress, who was prevented from fulfilling her

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An order say of five barrels of **Voigt's Crescent Flour**, two in $\frac{1}{4}$ s and three in $\frac{1}{8}$ s, might be the means of winning back old customers who are not buying flour of you any more.

It might be the means of getting some customers you never had before for women will do more talking about good flour, and speak more highly of their grocer than for any other reason.

Just invest one cent in a post card and try it.

We'll move the flour for you—and we'll guarantee results.

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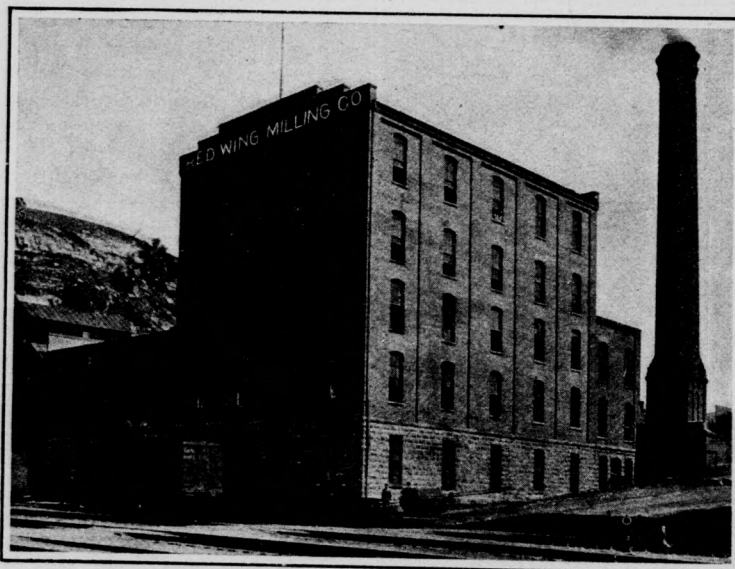
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The Mill That Mills

BIXOTA FLOUR

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The excellent results women are daily obtaining from the use of Bixota Flour is creating confidence in its uniform quality.

Grocers handling the line know this—and the result is that all recommend Bixota.

Stock Bixota at once if you want more flour business at better profits.

Red Wing Milling Co.

Red Wing, Minn.

S. A. Potter, Michigan Agent, 859 15th St., Detroit, Mich.

destiny by her mother's silly prejudice against the stage. She knew it was a subject of which a mother was incapable of judging, and that she had no right to decide, yet because of an old woman's whim she turned her back upon the career in which she would have been successful and happy and went out to labor at hard, unremunerative and uncongenial tasks. Now not every barnyard hen that hatches out a swan is fit to decide its destiny, and in such cases who can deny that the girl's first duty is to herself instead of to her mother?

I know another case in which a brilliant young man has had to give up his profession in a city, where he already had his foot upon the ladder of success, and go to live in a little village where there is no opportunity for him to make more than the meagerest living, because his old mother can not bear to leave the provincial community in which she has always lived. Is not his first duty to himself, rather than to gratify the monumental selfishness of an old woman? Are a few of her tears to be weighed in the scale against the waste and failure of his whole life and the blighting of all the prospects of his youth?

Not long ago a young woman told me that she had sent away from her the man she loved, and who loved her, because if she married him she would have to leave her mother, and that her mother was so dependent on her that nobody could keep house just to suit her, or fix the things she liked to eat just as the daughter could, and so she foolishly shut out all the hopes of love and marriage and home and children of her own out of her life just to humor the peculiarities of a nold woman who would have been in reality just as well off if waited upon by a servant instead of a martyr. Was not the girl's first duty to herself, and to the man, rather than to her mother?

The question of how far it is children's duty to defer to their parents in the choice of a husband or a wife is a delicate one, and all of us can recall innumerable cases in which hearts have been broken through a conscientious and dutiful daughter or son giving away to their parents' prejudice against the young man or woman that they had picked out for husband or wife. Undoubtedly young people do well to listen to the advice of their parents on such subjects, and to weigh well the objections that their father or mother make against the person they wish to marry, but, after all, it is not the parents, but the children themselves who are marrying, and if the objections are trivial—as in a case in which I knew of a mother breaking up a girl's match with a most estimable young man because he played the fiddle—the young people have a right to think that their first duty is to themselves, and to please themselves in marrying, instead of their parents.

Among married people the question of whether one's first duty is to one's self or one's husband or wife is still more complicated, because of the nearness of the relationship and because marriage is bound to be a

series of sacrifices on both sides. Still, even there, it is worthy of note that those who make their sacrifices within strict limitation, and best maintain their individual rights, get the most happiness out of it and are best loved. The wife who makes herself a door mat for her husband is always trodden upon. If she makes herself a servant for him, he treats her like a slave. If she is content to always sit in the ashes of home, he lets her do the Cinderella act. A woman never makes a worse error of judgment or conscience than when she sacrifices everything for her husband, for not only does he not appreciate it, but it encourages him in wrong-doing. When the time comes when a woman must decide between her duty to herself and her husband, she is wise if she gives herself the preference, for then she does her duty by him, too.

Men are not thought to sacrifice themselves often for their wives, but this is because only God knows the list of the saints and the martyrs. But very, very often they, too, are called on to decide the problem of whether their first duty is to themselves or their wives. Sometimes a man's business interests call him to a strange city or a foreign country, while his wife is one of the provincial souls who can only be happy in the place where she is raised and where she knows everybody. Shall he consult his interests or her happiness? Sometimes he finds himself being dragged down to bankruptcy by an extravagant wife. Shall he take drastic measures to stop the drain on his purse or sacrifice himself by working harder to pay her bills? Sometimes he feels himself being nagged to death by a shrewish wife. Shall he patiently submit or save himself, even if he has to drag her to the divorce courts to do it? Be sure many a man lies awake at night pondering this matter.

After all, though, when everything is said, the question of whether one's first duty is to themselves or others resolves itself into a paradox. Our first duty is a debt to ourselves, but the nobler we are the less able we are to collect it. Dorothy Dix.

Old Paintings Show Men Like Apes.

Prehistoric paintings recently unearthed show man to have been like an ape. The only known examples of paintings of men by prehistoric cave decorators have been discovered lately by Prof. Rene Leaulnel in the Portel grotto, a cove of Louhens, in Ariège, France, where Noulet already had found quarternary remains and human bones. About forty sketches in black or red, only one in both colors, adorn the cave as frescoes, and two represent men of a primitive type, while the others show bison, boars, and horses. Of the human figures one has a long head, with retreating forehead, while the other shows a remarkable apelike pose, with rounded back and arms pendent in front. There is a crouching boar, but the horses are mostly galloping and poorly drawn, although the forequarters of a horse are quite skillfully figured in black on one of the darkest walls of the cavern.

KINGSFORD'S OSWEGO Silver Gloss Starch



For anything starchable—dainty lace, fine linen, plain fabric.

Absolutely pure; contains no harmful elements whatever.

For HOT or COLD Starching

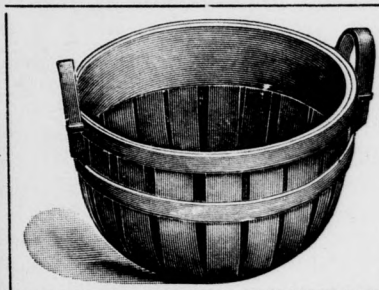
Most economical; goes further, does better work. Popular with discriminating women. Wide publicity; steady demand. A profitable line for you.

SIXTY-SIX YEARS OF SUPERIORITY

T. KINGSFORD & SON, Oswego, N. Y.
National Starch Company, Successors

BALLOU BASKETS ARE BEST

Just A Basket



But made of good material with good workmanship, not simply thrown together.

Demand Ballou Baskets and get them—All Kinds—especially Stave Baskets with Wide Band.

Yes, and Potato Baskets, made for the purpose. Tightly braided and reinforced. One

will outlast dozens of common baskets.

Write for particulars.

BALLOU MFG. CO., Belding, Mich.

A HOME INVESTMENT

Where you know all about the business, the management, the officers

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

has proved popular. Its quarterly cash dividends of two per cent. have been paid for about ten years. Investigate the proposition.

THE SECOND PLACE.

Wherein the Vice-Presidency Can Be Improved.

Written for the Tradesman.

The kind of man whom we ought to have as Vice-President of these United States is not likely to want the position. The anomalous condition that such a country as this should have to go begging for a suitable man to fill the next to the highest office that it has to bestow has become an actual fact.

This is not said with the intention of disparaging in the least the two gentlemen one or the other of whom will in all probability be elected this fall to fill the place of Vice-President. That neither of them has the rank of eminence that he could for a moment have been considered as a proper candidate for the first place on the ticket goes without saying.

But with the feeling that exists in regard to the Vice-Presidency, the country is to be congratulated that as able men as the candidates of the two leading parties this year have consented to run for the office.

Twenty-five men have served the United States in the capacity of President. Five out of the twenty-five have been Vice-Presidents who were called to fill the office of Chief Executive on account of the death of the President.

Surely the risk that a President will not live to serve out his term is sufficiently great that every serious minded person must consider it an imperative necessity that a man fully competent to be President should occupy the Vice-Presidency. If the most eminent man belonging to the party in power is President, then it would seem that the one next in rank, the one whom the people would naturally select for President if an election followed the death of the Chief Executive, should be Vice-President.

But it has become evident that the next most eminent man is not apt to want the Vice-Presidency under existing conditions.

A first place is the natural aspiration of an able man in any line of effort. Julius Caesar declared that he would rather be the first man in a small town than be the second man in Rome. A good orchestra needs as expert a musician for the second violin as for the first, still the playing of "second fiddle" is synonymous of humiliation.

Added to the disadvantage of being the second place and not the first is the undeniable fact that the Vice-Presidency is a very "barren heritage" when considered as a field of possible achievement. What does the country expect of the Vice-President anyway? Nothing.

By constitutional provision he is the presiding officer of the Senate, but he has no vote unless there is a tie, nor is he expected to assume the leadership of his party in that body. He has no executive duties, nor is he given a prominent part in any affairs of moment. His office is not calculated to prepare him in the least for the duties of President, should he ever be called upon to perform them. Indeed a man might be Vice-Presi-

dent several terms and be no whit better qualified for the Presidency than when he began.

When the thing is sifted right down, the Vice-Presidency, while it carries with it very high official and social rank, offers nothing in the way of power or opportunity. It might be a good rest cure for an invalid, but it does not furnish a suitable theater for the activities of a man whom we would ever be willing to see called to the Presidency.

Furthermore, all the enthusiasm and honor and eclat of nomination and election go to the man who heads the ticket. At the convention when he has been chosen interest falls flat. Every one is tired out and anxious to get through with the selection of the running mate and any other little matters that have to be attended to and go home. Indeed, there is so great an indifference in regard to the choice of the Vice-Presidential nominee that more than once have the name and fame of our great political parties been prostituted by the selection of a candidate largely, if not wholly, on account of the size of his "barrel."

The man who is offered a nomination for Vice-President knows that if he accepts and is elected he must give up the work in which he is engaged or the office which he holds. Very likely he has a position of power and influence, one in which he feels he is serving his day and generation with some degree of usefulness and advancing his own reputation as well. He must give up a condition of growth in exchange for one of stagnation. Probably he aspires to the Presidency. But he knows that should he serve his full term performing the inconspicuous duties of Vice-President he will be no nearer the goal of his ambition. He knows that in this country it is not rank but "getting things done" that advances a man in public estimation.

Taking all things into consideration it is not surprising that our really eminent men have come to regard the Vice-Presidency as an altar of immolation and that they do not have the utter self-abnegation to be willing to offer themselves upon it.

How can this very undesirable state of things be changed?

The remedy that naturally arises would be to grant the Vice-President some share in the powers and duties of his Chief. A moment's thought will convince that this would not be practical. We want one man at the head of the Government and not two. There is a difference of opinion as to whether Executive powers should be enlarged or restricted, but there can be none as to the unwisdom of attempting a division of responsibility.

But there are things that could be done.

Let the Vice-President be relieved of the presidency of the Senate. Let him have, as Vice-President, no official duties at all. Leave him free to go on with his governorship or his cabinet position or being a senator or practicing law, or whatever career he may be pursuing. Let him be elected to fill the Presidential chair in the event that it shall be vacated. Then he can resign his other duties and

Foster,
Stevens & Co.Wholesale
HardwareFire Arms
and Ammunition

33-35-37-39-41 Louis St.

10 and 12 Monroe St.

Grand Rapids, Michigan



\$500 BRUSH

Designed by Alanson P. Brush, designer of the
Single Cylinder Cadillac

The Common Sense Car for two people; all the speed you want; more power than you can use; snappy, symmetrical design and finish; the easiest riding thing on wheels; more reliable and steady than a horse and buggy.

Runs 25 to 30 miles per gallon of gasoline and a trifle of oil and is less expensive than a horse—why, you will see from catalogue. The wonderfully balanced single cylinder vertical motor and complete power plant is under the hood—a marvel of accessibility. For ordinary use at moderate speeds, solid tires are perfectly satisfactory, and even with pneumatics (\$50.00 extra) the lightness of the car reduces tire expense to a small figure.

The Brush is not a toy nor experiment. It is made complete in one plant in large quantities by a skilled and experienced force with ample equipment and capital, and is marketed by reputable and reliable people with reputations to protect. There are no "hard times" with us. If you are interested call or write for catalogue.

MANLEY L. HART

47-49 N. Division St.

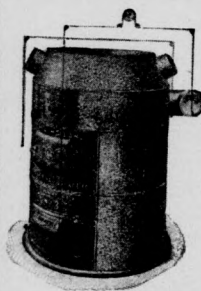
GRAND RAPIDS, MICH.

Fly Nets
and
Lap DustersOur Line is
Very CompleteSend for
Illustrated Price List

Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY

A Dividend
Payer
The
Holland
FurnaceCuts Your Fuel
Bill in Half

The Holland has less joints, smaller joints, is simpler and easier to operate and more economical than any other furnace on the market. It is built to last and to save fuel.

Write us for catalogue and prices.

Holland Furnace Co.

Holland, Mich.

Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.

GRAND RAPIDS, MICH.



Lightning and Blizzard

Freezers

and

Hardware



CLARK-RUTKA-WEAVER CO.

32 to 48 South Ionia St.

Grand Rapids, Mich.

take it. But do not ask him to give up his own field of achievement for a position in which his secondariness is being constantly rubbed in.

This simple change would place the Vice-Presidency in a very different light. The most capable man would hardly refuse the possibility of becoming President, provided nothing would be required of him unless the possibility became a reality.

Another thing could be done: President and Vice-Presidential nominees should be prohibited by law from making any contribution whatever to campaign funds. A nominee for the Vice-Presidency would then have to possess other qualifications besides wealth and liberality.

In this, as in other things, agitation can accomplish much. If attention be persistently directed to the subject a state of public opinion can be brought about that will cause the second name on the ticket to be scrutinized as closely as the first, and make it a dangerous thing for a party to place an indifferent candidate in nomination for the Vice-Presidency.

When the people are in earnest in demanding an able man for the place high honor will attach to it and men of real ability will not be unwilling to accept it.

Any improvement must come from the demands of the independent voters. Nothing can be expected from the machine politicians or from their abject followers unless they are crowded to it.

Let the independent voters get about it before the sad event shall happen, that the country experience the unspeakable misfortune, as well as the humiliation and disgrace, of having to call an utterly incompetent Vice-President into the seat made vacant by the death of a Chief Executive. Quillo.

Have Faith in Your Work.

A salesman to be a decided success must have faith in his house, in his goods and in himself.

Without he can place an abundance of faith in what he has to sell and in himself, he would better succeed possibly in some other vocation than that of the commercial salesman.

If he thinks he can't land an order from John Smith, the grocer, you can bet your last dollar John Smith will not want any of his goods.

The salesman who is "dead sure" he is right, knows that he is on the right track, knows that his house is right, that his prices are right, will soon prove he's made of the right stuff and need have no fear of being called down by the house or the "old man" who sees nothing in a salesman but orders.

And now, just a few words about your advertising. I mean by that advertising that will back up the salesman, that will go in advance of the man who goes after the orders, advertising that will help the man who sells your goods to sell more goods. Advertising and salesmanship are so thoroughly blended that one is as essential as the other.

The pre-eminence of quality is a chief consideration in all lines of business. A customer, perfectly sat-

isfied, is worth much more than the one who feels that he has not received the value he was entitled to.

With the experiences of the past and the budding promise of the future, we must be progressive if we would be successful. To be sure, you are all in business for profit and a reasonable profit is essential for any business to be successful.

I believe this is an exceptionally good year to sell goods on their merits—with prosperity on every hand, very few are seeking the cheaper goods, so bear in mind, gentlemen, it's not the price, but the quality that commands your attention. This is equally true with your advertising, it's the quality that tells. Faith in your work, gentlemen, means more earnest effort and no success without persistent effort.

Character depends more on conscience than on creed.

Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

Lightning Rods



We manufacture for the trade—Section Rods and all sizes of Copper Wire Cables. Send for catalogue and price list.
E. A. Foy Co., 410 E. Eighth St. Cincinnati, O.

Foresight

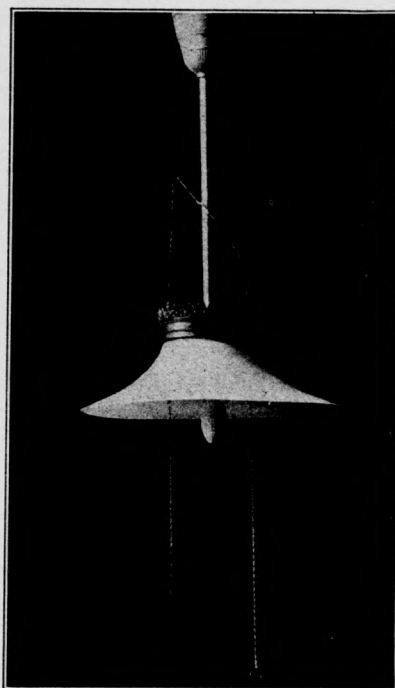
is better than hindsight.

Foresee your telephonic requirements and you will never suffer for lack of service.

"Use the Bell"

IT
PAYS

CALL
MAIN
330



We Light Your Store Hall or Church

The Ideal Junior is guaranteed to be absolutely safe, 500 candle power at 1/4 c per hour cost. Write for catalog and prices.

Ideal Light &
Fuel Co.

Reed City, Mich.



THE NEW IOWA.

Low Supply Can. Enclosed Gear.

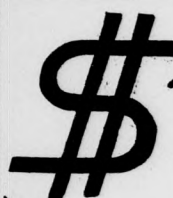
Skims Thick or Thin Cream.
Hot or Cold Milk.

Most Practical. Turns Easiest,
Skims Closest. Easiest to
Clean.

Awarded the Only Gold Medal
at the Jamestown
Exposition.

Write for 1908 catalog, which explains
fully this wonderful machine.

Iowa Dairy Separator Co., 132 Bridge St., Waterloo, Iowa.



Successful retailing consists of securing
Legitimate Profits on
Salable merchandise and—
Judicious Granting of Credits.

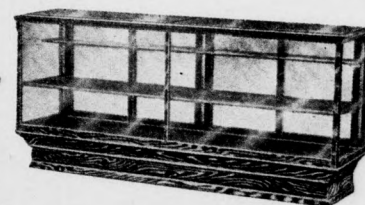
Holland Rusk

(Prize Toast of the World)

Spells SUCCESS—

Because it pays the grocer a good profit and its
quality paves the way to ready sale in any locality.
Put in a stock at once.
Large Package Retail 10 Cents.

Holland Rusk Co., Holland, Mich.



SAVE
MONEY

Buy Direct
from
Manufacturer

and cut out the jobber's profit. We make show cases of every description and guarantee them to be unequalled values because they are better built and only best of materials are used. We pay freight both ways if goods are not as represented. Catalogue and prices upon application.

GEO. S. SMITH STORE FIXTURE CO., Grand Rapids, Mich.



Debates of Lasterville Boot and Shoe Club.

The members came inside reluctantly. The row of chairs out in front of the Lasterville Shoe Company's offices on Main street were so comfortable and the night was so pleasant.

The summer girls going by in their nice white, shimmery dresses and their white shoes, or their yellowish dresses and their tan shoes were so interesting to watch that a discussion of such tame subjects as "What Is the Best Way to Black Over a Fly Specked Tan?" or "Why Does a White Shoe Fade?" seemed fearfully commonplace.

However, they all got together after a time and Old Mr. Laster, all in white duck, with cute white shoes and a white flowing tie and with a flowing watch chain, to carry out the effect, which was made of white enamel links, made a picture of what a bright shoe man might hope to be in later years which was inspiring to the younger generation.

Mr. Laster adjusted his flowing white tie and brought the shoe hammer down upon the lap iron and the meeting was on.

Sam Rustelle was on his feet in a moment and said: "Mr. President: As I was named as chairman of the Committee on Subject, I have an apology to make. My colleagues, Mr. Sizer and Mr. Tanner, have been out of town taking advantage of the early bass fishing—"

Mr. Tanner—Would the gentleman kindly state what sort of a bass an early bass might be?

Mr. Rustelle—It very much resembles the sort you didn't bring home with you. As I say, the other members of the Committee were away on their vacation and we did not have a chance to get together until this evening, and we have been unable to agree on a subject. I had thought that "Fitting Babies" would be a good subject for our consideration, but Mr. Sizer and Mr. Tanner had conferred together while they were waiting for those early bass over in Canada and while Mr. Tanner thought that more light on the topic of "Printed or Unprinted Wrapping Paper" would be about the right thing, Mr. Sizer wanted to consider which is the better form in fitting women, for the salesman to push their dress skirt up or to request the customer to do it.

Since we all have different topics to present we have resolved to leave it to the chairman and the meeting.

The Chair—Very good, Mr. Rustelle, very good indeed. Therefore, all those in favor of the subject,

"What is the Best Fertilizer to Use for Early Summer Trade?" will signify it by saying "aye!"—see that the question is carried and we thank the Committee for their good work. The subject suggested is a wide one and the forum is ready. Shake hands!

Mr. Ball—The subject which has been suggested is so wide in its latitude—

Mr. Oaks—And so thick in its longitude—

Mr. Hyde—And ho high over the instep—

Mr. Lott Stringer—And so narrow at the toe—

Mr. Ball—Thank you. All of these, and yet it all simmers down to advertising of one sort or another. The fertilizer of trade is just that—whether it is summer trade or spring trade or early winter trade—and not all advertising is newspaper advertising or sign boards, or circulars, or bill board posters, or shouting from the housetop, for better than all these is the advertising of reputation. If Mrs. Jones buys a shoe of you which is a good shoe, which has been carefully fitted to her foot, which is the style of a shoe which becomes her, and she is the sort of woman it is good fortune to get and keep for a customer, she will do more advertising for you than a column in the newspaper or a banner flung athwart the street. Therefore, I say, make your customers your fertilizer; please them, use them right; make them your friends and be their friend. That is the sort of manure—eh—what you call it—eh—fertilizer—that lasts all the year round and a business life long.

There was much applause when Mr. Ball sat down, during the waning of which Mr. Izensole was heard to remark "Gif dem bankrupt brizes unt its vort all der frentship in der wort."

The Chair—Noble words! Now let us have the details.

George Skiver—It's a big jump from where Mr. Ball was up among the mountain tops down to sign boards, but the other day I saw a permanent out-door advertisement which I think was worth the money. It was while I was visiting about a hundred miles from here an old church was torn down and a new one built. Part of the old material was used in the new structure with part of the fittings, but a good deal of the stuff was closed out at auction. A local shoe dealer purchased the old fashioned pews. Everybody wondered what he was going to do with them, but they soon found out. He removed them from the church with the greatest care, handsomely repainted, with an advertising legend



No Scattered, Random Shots

A business line for the business shoe man—straight to the point.

H. B. Hard Pans

mean good business, daily sales, year round sales, shoes that are wanted by your trade, and the man who doesn't get them won't be fooled again, there'll be plenty of those who do get them to tell him where to go.

The season's business is just beginning on the Elkskin line, that will keep us hustling to hold up our ready-to-ship-at-a-moment's-notice factory stock where it belongs. Let us have your order early—today.

Every boy is interested in the "Natural Chap," and wherever there is a boy there are a family and business. Have we had your application?



No. 835—Elkskin
Blucher—Leather Sole
Tan or Olive



Herold-Bertsch Shoe Co.
Grand Rapids, Mich.

Summer Shoes

Are now in demand

White Canvas Oxfords
Tan Oxfords Black Oxfords
Tennis Shoes

We have them
In Leading Styles and
at Bottom Prices

Grand Rapids Shoe & Rubber Co.
Grand Rapids, Mich.

Michigan



Agents

painted on them in nicely lettered style. Then he took them out into the country and loaned them to farmers for their lawns exacting a promise that they should always be placed so that the advertising could be read from the roadway. Others he placed, by permission, along wooded pathways and in shady spots by favorite walks in the country, and the suburbs of the city. Such legends as "Tired? Sit down. Do you wear Dan's shoes?" "Dan's shoes are restful." "Go to Dan's for shoes." One of the pews, placed in a shady, sequestered spot near the lake, where lovers were wont to wander was labeled "Spoonholder. Ask Dan about wedding shoes." And so on. Dan had made an effort to be original and the hundred pews which he got out of that church were scattered over the country until as you drove out it seemed as though one had been left at every house. About every country hotel had one or two for the loungers, and some country stores which did not go into shoes very heavy had not been averse to putting a pew on the steps. Some of the long ones had been cut in two to make short benches with shorter legends, and altogether it was a great advertisement.

Mr. Schumann — The advertising benches are not uncommon and I consider them good, easy to place, and not expensive considering their permanency, but I had never heard before of old church pews being so used. Some advertising firms sell them ready made, but it occurs to me that they can be made by a carpenter rather more solid and not much more expensive.

The Chair—Did you run across any other fertilizer while you were away, Georgie?

Georgie Skiver—Nothing except a special sale flag which was being used by a clothing store but could as well be used by a shoe firm. I did not examine it closely, but it seemed to be a piece of light wood about two feet long. To this was fastened a red flag of cloth with an advertisement printed on it in white, advertising a special sale. The printing was so put on that it read correctly when the flag hung down. In the end of each little flag staff a sharp, strong nail had been fastened in some way so that it could be driven easily and quickly. Several hundred of them had evidently been used. A man driving along a country road would drive up beside a tree or pole, simply stand up on the seat of his wagon, drive one of the steel ended flag sticks in the wood as high up as he could reach and drive on, leaving a red flag hanging from a horizontal stick straight out from the tree or pole. They attracted an immense amount of attention. No one could fail to read them, and a dozen of them strung out along a straight road made it look as though it had been adorned for a holiday celebration. I presume some firm sells them ready made, but these did not look as though they were of other than home manufacture.

The Chair—So much for novelty advertising. Now for other suggestions.

George Stark—You have always been so kind to let me speak, just as though I were a retailer instead of a poor wandering salesman for a wholesale house, I want to tell you about a plan that has been followed by a customer of mine in Michigan: Several years ago I told him of a plan which Mr. Laster—I think it was Mr. Laster—inaugurated here of opening a clearing house for domestic servants in his shoe store. The Michigan man was so pleased with the idea that he inaugurated it in his store, and not only that, but he carried it a long way farther and made the store a bureau of free information for the village. He established a desk and bookcase in one corner with a filing case, and in the summer he opens a bureau of information for vacation time. He writes all over for rates and information and printed matter, and he can map out trips as well as a tourist agent, give the correct routes and lowest rates, recommend hotels and boarding places, steamship companies and railroads, has advance information respecting excursions, etc., and has become of such importance in this line that he regularly receives matter of this sort as though he were a regular agent. In fact, he has been offered liberal commissions to favor especial routes and hotels, but he has steadily refused, stating that he wishes to remain impartial and be simply of service to his customers. At other times the Bureau of Information does other things. He always has the latest local directories, and he subscribes to all of the information publications, like the Clipper Almanac of Sports, the World and Tribune Almanacs, a file of supervisors' reports, a compilation of the Congressional Record and the laws enacted by the State Legislature, as well as a copy of all those introduced. He has managed to get together from various sources a record of the weather for every day of the year for many years back, with the temperature, and any dispute which arises in that town now is promptly referred, as a matter of course, to that store for settlement. The local newspapers come there for information, and many a good bit of advertising for the shoe store creeps in with the innocent paragraph. I don't know that I could recommend this scheme to many shoe dealers, it takes so much time; but that shoe dealer enjoys it and gets a lot of fun out of it besides.

"The meeting now stands adjourned," said the Chairman.—Ike N. Fitem in Boot and Shoe Recorder.

Expert in Millinery.

The determined suffrage leader bit off her words in verbal spikes.

"You insignificant men," she hissed, "don't know how much we brave women have on our heads."

And the great big loafer who had sneaked in to warm his hands stretched himself and responded:

"Yes, we do, lady. De last new hat I piped looked like de main circus tent and de animal tent combined."

You can not hold down the man who looks up.



Advertising, Talk or Taking Your Word for it

will sell a man his first pair of shoes. But it's service, solid money value, wear and fit that sell the second.

Back of all we say about our goods; back of all arguments we can use to convince you of their merits; entirely beyond our control there's a tremendous force of word to mouth advertising which wearers of our shoes do for us; one man's praise to another of style, quality and fit.

The power of such advertising is very great; its value lies in its sincerity and its disinterestedness. The only way we get it is by making goods that deserve it.

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

The Famous Elk-skin Shoes



Made by

HIRTH-KRAUSE CO., Grand Rapids, Mich.

possess the qualities essential to our every day shoes

They are wear resisters

They are comfortable

They are neat in appearance

Write for prices

THE GOLDEN RULE.

Extent To Which It Is Applicable in Business.*

In presenting this subject to you I do not pose as a teacher but as one who suggests the possibility of actually making a change in our business life—a change for the better. I have not burdened my paper with illustrative details. Every merchant, if he desires, is competent to make his own application of the Golden Rule, "Whatsoever ye would that men should do to you, do ye even so to them." This is the rule of life, which is termed Golden because mankind is cognizant of its great superiority over other rules, as gold is superior and more valuable than other metals. The Christian is usually satisfied in crediting the Man of Nazareth with the authorship of this noblest of precepts, but its genesis is far back beyond the Christian era, even beyond written history. When Jesus lived the precept was hoary with age and rusty with disuse. Professor Haecckel says, "In the human family this maxim has always been accepted as self-evident; as ethical instinct it was an inheritance derived from our animal ancestors. It had already found a place among the herds of apes and other social mammals in a similar manner but with wider scope; it was already present in the most primitive communities and among the hordes of the least advanced savages. Brotherly love, mutual support, succour, protection, and the like, had already made its appearance among gregarious animals as a social instinct; for without it the continued existence of such societies is impossible."

To evolution we owe the ideal of human brotherhood. Because love is stronger and sweeter than greed its influence has deepened and spread. Five hundred years before our era Confucius, the Chinese teacher, said, "Do not unto others what you would not want done to you."

Lao-tze, Chinese sage and mystic and contemporary of Confucius, said, "The good I would meet with goodness, the not-good I would also meet with goodness."

Isocrates said, "Act towards others as you desire others to act toward you."

Sextus said, "What you wish your neighbors to be to you, such be also to them."

These quotations might be many times multiplied to show that this maxim is a safe and generally recognized passport in the conduct of life. Why is a guide which is so generally and generously endorsed so little used? Are we not called upon to be perfect? Do we not wish for moral progression? I ask you as retail druggists to consider whether the Golden Rule can be used in your business; whether its use will lead to your ideal of what is termed "business success."

Wm. Salter, ethical lecturer, says, "The faith born of ethics is that man can do the right; the imperative itself brings the power to meet it. There is no duty if I can not perform it."

*Paper read at annual convention Michigan State Pharmaceutical Association by Owen Raymo, of Wayne.

And now to come to some of the practical incidents of our business life in relation to our customers: Let each man ask himself, not only now but every day, "Do I treat my customers as I wish to be treated?" Would you like to go to a druggist and ask his advice about a medicine for yourself and have him hand down something he was anxious to get rid of, about the composition of which he knew absolutely nothing? Would you like that? Yet the exigencies of our business seems to drive us that way. Would it not be better for us to renounce some of our profits, pay the financial penalty of our own mistakes, and dump some of the dead stock on the scrap heap? Would not that be better than to stultify our sense of righteousness and violate the supreme law of life?

I know that men say, "Business is business," and that "there's no sentiment in business;" and I know, also, my friends, that character is not promoted by those ideas. Character is grown only by a working recognition of justice and service. Knowing the composition of a prescription, would it be practical for us to apply the Golden Rule and charge our customer what we would be willing to pay for the same? The great variation in pricing prescriptions, as they journey from store to store, shows how we differ in our estimates of the value of service and materials. I am not ignorant of the fact that exact uniformity of price is impossible, but the difference is often so great as to be simply outrageous. The Golden Rule does not say that we shall impose upon the ignorance or make the need of a brother man an extra source of profit. The man who honestly tries to be just will not fall much short of being just. It is conceded that the manufacturer who succeeds in creating a demand for his products is entitled to have that demand satisfied through the natural channels of trade. Do you like to go into a grocery store and ask for "one of the 57," and have the grocer hold up "something just as good?" He is presuming upon your need and credulity to make a sale. Would he show his sense of justice and his obligation to the manufacturer by offering to get the article called for, or does he do so—do we do so—by offering "something just as good?" Are you friendly and fraternal with your competitor? Are you competing for trade in a dangerous warfare or are you trying to co-operate? Do you regard the man in the same branch of trade as your enemy or do you think of him as a man to whom you may render some service? I have asked myself these questions many times and I place them before you to set you thinking. Ask yourselves whether fraternity is a good thing for the business world or whether it is better to exact "an eye for an eye or a tooth for a tooth," I have tried both methods.

Ask a commercial salesman as to his status in society and he will probably define himself as a "necessary evil." One of the most affable members of this suave and polished profession called upon me during the first week in July, and during our visit

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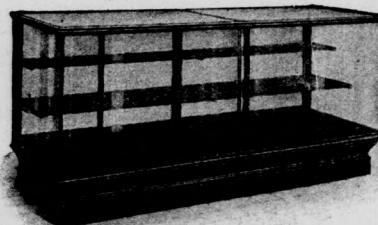
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GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.

New York Office and Showroom, 750 Broadway
(Same floors as McKenna Bros. Brass Co.)
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Under our own management
The Largest Show Case Plant in the World

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Send us Your Surplus or Trust Funds
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MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT

he recounted to me the details of his latest call upon one of the merchants of our town. He found the merchant sitting in front of his store and bade him a most cordial "good morning." "Morning," was the gruff response. "You do not seem to remember me, Mr. Merchant; I represent So-and-So." "Yes, I know you, and if there were less of you d—d cusses on the road we would buy goods cheaper." Instead of the affable one getting angry he admitted that the commercial salesman was a "necessary evil," and "if there is nothing I can do for you I will bid you a good day." And he left the merchant to think his evil thoughts by himself, which I commended as a wise, just and sufficient punishment for his extreme discourtesy. Did you ever treat a salesman that way? Is that the treatment you would like? Is it practical to use the Golden Rule when meeting these glad-handed gentlemen in your store? They are entitled to the same courtesy that you would enjoy. While you can not, in justice to yourself, give every one an order, be pleased to see him and make him think of your store as one of the pleasant places he visited and, if possible, sell him something. By persistently trying I have made some very good sales to salesmen. On the other hand, I would ask the commercial traveler whether he could use the Golden Rule in his business. The salesman with several years' experience knows about how many of his goods a merchant can use profitably. Is he doing justly when he persuades a merchant to buy a gross of his goods when a dozen would be enough? Is he gaining anything by selling what is sure to be an overstock? Many merchants do not care to risk a trial of their will power against the persuasive arts of the man with the glad hand. Consequently, they take refuge behind a real or assumed surliness of manner and so freeze the visitor out, thus doing both parties a great injustice. Is there not a middle ground where each could consider the real interests and position of the other so that the salesman might receive the courtesy to which he is entitled and where the merchant might be credited with knowing more about his business needs than a stranger possibly could?

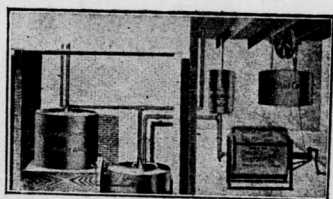
The practice of the Golden Rule means fraternity, reciprocity, friendship and the constant cultivation of the better elements in the nature of man. In one of W. P. Warren's "Thoughts on Business" I find this: "In business affairs the practice of the Golden Rule stands for all that is honorable and progressive and just. The business houses which attain a measure of prestige and wholesome reputation are those in which this spirit in some degree obtains, and perhaps no wrong trait in the personality of a business more quickly receives the discredit of other business men than does the absence of fairness, which is but another way of saying the absence of the spirit of the Golden Rule. With a record of centuries to attest its value and the evidence in its favor accumulating day by day as men become more enlightened the Golden Rule stands pre-emi-

nent as the world's greatest business maxim. The toppling towers of great business interests that have been built upon a less worthy basis show the insecurity of all seeming success obtained otherwise than by acting habitually on this fundamental moral law. I might call your attention to many more instances of business life where the Golden Rule is more or less disregarded, but I only offer what I have as suggestions, for each merchant is capable of asking himself just what his relation is to the greatest of all moral or religious precepts. The man who considers these questions must settle them for himself—no other man can do it for him. In this case no substitution can be allowed.

By the law of compensation we get that for which we work or we get nothing. If we work for money, and get anything, we get money and only money. The best that is in us will not respond to the call for mere money. If we, as business men, strive for perfection of character we shall attain it in exact proportion to our striving, and we shall have, I firmly believe, money enough to satisfy all our needs, and have some left for our wants. I also believe that an earnest endeavor to use the Golden Rule in our varied business relations will tend to produce the type of man M. M. Sheedy defines as the Ideal Business Man: "He is above all a man of conscience; he has a sound regard for the principles of justice; he deceives no customer by lying; he tells the truth and prospers; his is the one-price store; his word is better than another man's oath; although ever so rich, he owns no wicked dollar; all is openly, honestly earned. He is just with the weak as well as with the strong; he takes advantage of no one; his counting room or store is the sanctuary of fair dealing and justice; industry and honor go hand in hand with him; he gets rich, but no one becomes poorer because he is rich; he does not boast of nor advertise his honesty; there is no need, for men see it; his religious profession is not colored by any thought of gain; he consecrates his life and his business to the service of God and his fellow man; he looks out for the welfare of his employees; if they are his help, he is theirs; he helps the weak to help themselves; he is, in fact, a great moral force in the community—a saint in trade."

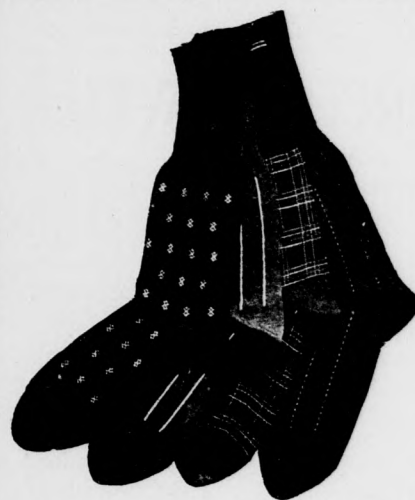
Those who think they have all religion are the ones who most need to worry whether they have any.

MODERN LIGHT



The Swem Gas System produces that desirable rich, clear and high efficient light at a saving of one-half in operating cost. The price for complete plant is so low it will surprise you. Write us.

SWEM GAS MACHINE CO. Waterloo, Ia.



Socks That Are Warranted To Wear

We have them packed three pairs in a box to retail at 50 and 75 cents per box. All defective merchandise is replaced direct to customer by the manufacturer, provided the merchant follows instructions given. Ask our salesmen about this item, also look over our line of Staple and Fancy Notions, Hosiery, Underwear, Ribbons, Laces, Embroideries, Overalls, Trousers, Mackinaws, Piece Goods, Etc.

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

Beginning June 30 and until further notice we will close Saturday afternoons at 1 o'clock.

NECKWEAR

Just received a new and up-to date line of neckwear, all the latest colorings in 25 and 50c retailers.

We have a splendid four-in-hand Wash Tie to retail at 10c which has proven to be a big seller.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

We close Saturdays at 1 o'clock.

MICHIGAN SHOE COMPANY

"Mishoco" New Specialty Shoe for Men and Boys

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Made in all Leathers Snappy up-to-date Lasts

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DETROIT

BAGS

Of every description for every purpose. New and second hand.

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan



The Salesman Is Made, Not Born.

A noted writer once said that "when an author out of ideas goes into his study, locks the door, sets his teeth and starts in to grind copy, the results are frequently startling." As an analogy: when the new salesman, who jumps into new territory with a very hazy idea that he will sell \$500,000 worth of business his first year, goes out on his route with a wild rush, the result is also frequently startling.

The modern theory of salesmanship eliminates the "born" salesman as a factor of magnitude and substitutes in his place the self-trained, world-trained man of business who has a right to the title "expert" acquired through his own efforts and their resultant experience.

Mother Nature can produce a "born" musician, although such cases are rare. She can give the world a diplomat, but never an untrained one dare meddle in the affairs of state, and so we might run the gamut of born geni, but who of us has ever succeeded in life through primitive adaptability or pre-natally conceived inclination?

The god of Nature is kind and his laboratories are infinite, and yet that which we call perfection is largely the result of man's inventive genius and cunning. The grafting process that gives us exquisite fruits and beautiful flowers is nothing but man improving on Nature. The whirling dynamo is but the collector and distributor of Nature's latent force-electricity. The born salesman is only valuable when his latent talent has been developed and trained and brought to its highest sphere of usefulness by a very hard schooling in both practice, technical and theoretical branches.

Twentieth century business is conducted by set rules of action, that are fundamentally unchanging and never failing. In the concrete these rules are represented and exemplified by system, for system is the corner-stone of business and the keynote in the song of commercial victory. Bearing these things in mind, we must view any and every aggregation of traveling salesmen in one house as the "selling force" or the "selling organization" and the cohesiveness of the body and the harmony of the whole is but the plain and simple result of system.

Going back, not so many years, we find that the born salesman represented the highest type of the selling force on the road. He represented his house as an independent unit, having no organization of which he

was an integral part. He was usually selected for his affability or pertness. His good address, a latent and partial ability, developed ability to sell merchandise; he sprang from nowhere, and was the product of no training and his ability to sell goods was largely dependent on the elasticity of his consumer.

The present salesman is the pupil of a school of salesmanship. This institution may be found in any establishment of magnitude. It is usually presided over by the sales manager. In it the salesman is taught how to sell to those who have the need of buying. How to secure maximum orders consistent with integrity of purpose and honest dealing. The modern school of salesmanship comprehends the approach, the introduction and the consummation. There is no place in its curriculum for an especial line of study for the "born" salesman. To the contrary, he must take the same course his less fortunate(?) co-laborers are taking.

We learn from this that system and knowledge, born of experience, coupled with good sense and sprinkled with a dash or two of psychology, constitutes the principal course of study that every successful salesman must go through with before he can hope to attain his best. Competition in business has created this situation, and as the years go by, it will be found that still more science, more accurate knowledge, more innate intelligence and more diplomacy is necessary in successful selling.

The Sales Manager Whose Force Gets Orders.

Talking with the sales manager of a Chicago concern the other day the writer was considerably impressed with a remark the man made in reference to the passion for a little sermon.

Generalization is one of the most perilous things that a man can undertake, and yet it is one of the principal things that men do; which is a generalization in itself and serves to show you how unsatisfying they are.

Recently our President got an idea, as he does sometimes, and without any consideration for the policy of the house which we had helped to establish he sent out a letter entitled, "What We Want Is Orders," in which he said a great many new things and a great many true things, to quote a recent congressman; but the trouble was "what were new were not true, and what were true were not new." It is absurd for a busi-

ness man to try to imbue his selling force with impossible principles. It is very true that what we want is orders. It is equally true, however, that while we want orders we do not want salesmen to get the idea that they are to be fired unless they run in all the orders to-day or to-morrow. We do not want our salesmen to believe that we are fools; we do not want them to believe that we are asking impossibilities of them. We do not want our salesmen to believe that we look upon an interview that does not result in an order as time wasted.

In handling a specialty like ours (an adding machine) we have to educate our prospective purchaser; and incidentally, every hard-to-land customer is educating our salesmen. The average salesman can get education from every interview he gets. It is up to him, of course, however, to determine whether a man is worth a second interview or not, because old prospects are like old chestnuts—have to be "disappointing."

But that letter as published has caused a lot of trouble among the salesmen, for they believed that the policy of the house was to frown upon every interview that did not result in immediate business. The President meant well, but he has never been a salesman and he judged the thing entirely from the standpoint in which he wrote it, and not from the standpoint in which it would be read; which is a fatal fact in writing anything for another's perusal.

The Despot Sales Manager.

He is called the sales manager. His position was created for him in recognition of services rendered the firm while on the road. The sales manager is always a graduate of the practical school of salesmanship, and he is the lieutenant in command of the road forces. Sometimes he forgets that he was once a salesman. In his high position he has developed arrogance and despotic tendencies that make him overly severe with his salesmen. This type of sales manager looks for "results" and that word epitomizes his vocabulary. He is a slave driver wielding the whip and when in caustic comment he shrieks for more business he sometimes forgets that he, too, was once under the rod. The despotic sales manager takes no excuses. Inferior goods

handled by his men, hard times locally exhibited do not represent legitimate cause for failure. When he faces the oak wall of his desk he forgets the great outside world in which he once moved; he forgets the disappointments that he formerly suffered, and the tales of hard luck which he formerly forwarded to the house. Such a sales manager is not a valuable assistant to any concern. His virulence exhibited by word of mouth, or through correspondence disquiets and unsettles the recipients and makes them unfit for coping with the serious problem of selling goods against natural circumstances. Nothing here said applies to the majority of men who occupy the sales manager's chair. This is meant for the "snobbiests."

Deserving Man Overlooked.

The Georgia politician had been arrested on the charge of importing whisky for campaign purposes.

"Your honor," said he, producing a bottle, "may I ask the court to taste the stuff?"

Having complied, the court took the case from the jury and dismissed the prisoner.

"In doing this," added the judge, "I want it understood that the court does not lend approval to such a barefaced campaign lie as the label on that bottle."

THE HERKIMER—"European"

GRAND RAPIDS, MICH.

Electric light, steam heat, running hot and cold water in every room, private and public tiled baths, telephones and all modern conveniences. Rates 50c a day up.

The American in London starts for Hotel Cecil, the Englishman in America hunts for St. Regia.

The tide of popular favor in Grand Rapids is turned toward

Hotel Livingston



The Moa Cigar

Here's a cigar that's worth its case room many times over. Like as not your case is pretty crowded now, but it will pay you to lift out some dead brands and put in a real live cigar—one that will quicken up your trade and bring pleased men back to your store for more of the same goods.

"The Moa You Have, The Moa You Want."

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

Worden Grocer Co., Distributors
Grand Rapids, Mich.

Distributing Groceries From a Filthy Horse Stall.

Battle Creek, Aug. 4—For some three or four months various agents of an alleged wholesale grocery concern styling itself, according to the representation of at least one of its agents, the Citizens' Wholesale Supply Co., of Columbus, Ohio, have sifted around amongst the more susceptible and gullible of the city's population taking orders for groceries at prices slightly below those charged at the standard grocery stores of the city.

Once each month this "wholesale house" has shipped into the city a consignment of goods and latterly at least this "consignment" has been deposited in a horse shed reeking with filth and disease germs, from which point it has been sorted out for distribution among the suckers who have "bit" at the buying game.

Your correspondent recently learned of the arrival of a fresh shipment of these goods and followed them to their destination, which proved to be a filthy horse shed in the rear of 70 East Main street, where all sorts of goods such as sugar, spices, rice, extracts and the countless items which go to make up a grocer's stock were piled in this foul store room, from which point they were sorted out to fill this order or that and eventually found their way into the kitchen or pantry of those housewives of the town who had ordered them.

The situation was highly nauseating when considered in connection with food-stuffs. The floor of the stall in which the goods were stored had excelsior as a covering in places. The excelsior covered decayed horse manure and all about was the unmistakable stench of decayed offal, while little more than a rod across the narrow alleyway was the stable of E. E. Thomas blowing its thousand odors and noxious dust into the prunes and sugar and rice which lay there awaiting delivery.

The man in charge seemed to be a meek and inoffensive young man. When asked who he was he handed out a neatly printed card which read that he was C. D. Hunt, of Alto, sales manager for the Citizens' Wholesale Supply Co. Mr. Hunt explained that his concern had several agents on the road and that two of them lived in this city. It was gleaned that orders were taken from house to house and a monthly shipment was made to this city. From their headquarters on the manure pile the goods were distributed about the city to the customers.

Judging from the pile of order blanks stacked near by there were about a hundred and fifty suckers who were paying out their money for the box stall product. When the sales manager found his visitor was a newspaper man he became suspicious and wondered what was up. Apparently, his sense of smell was not very good or else he was boarding at some place which did not patronize his alleged wholesale house and therefore he didn't care.

Civic Holiday at the Soo.

Sault Ste. Marie, Aug. 4—Sentiment in favor of the civic holiday proposition is rapidly assuming large

proportions. The plan is receiving much more enthusiastic and substantial encouragement than in previous years. Indications are that by August 6, the date set, practically every business and professional man in the city will have swung into line and that all will join in a general holiday so far as their business can possibly permit. The action of the Council Monday night in declaring the general holiday and inviting the Council of the Canadian Soo to co-operate meets with very general approbation.

As has been generally understood all along the principal feature of the day's programme will be the Grocers' excursion to and entertainment at Hilton. The plans which the Grocers' Association are working out promise a day of entertainment to be highly appreciated. The steamer Fortune has already been secured and the Huron and another boat will also be secured if possible, as it is considered that three boats will be needed, the experience last year proving that less is far from adequate. The general programme of the day at Hilton will be picnicking and a series of athletic events. A member of the Committee stated that neither money nor pains would be spared in the effort to make this affair a grand success. It is no money-making scheme, he said. Simply the desire of the grocymen to provide a day of pleasant outing for the people of the Soo.

According to the present plans the great feature of the day at Hilton will be the rendition of the Indian play, "Hiawatha," by the Garden River Indians, the original producers. The contracts have already been made with the Indians and they contain a stipulation which provides that the Indians shall receive a stated greater remuneration if they succeed in giving the play to the fullest satisfaction. Many of the original members of the "Hiawatha" company are now residing at Garden River. Some of them, however, are now living in Petoskey, and some in Detroit, but those will be secured for this occasion. It is safe to say that this feature alone will entice many people to take the trip.

The grocers of the Canadian Soo will be invited to co-operate with the Michigan Soo grocers in every particular. If the Council accepts the invitation the two cities will celebrate together.

Bitter Feeling Against the G. R. & I.

Kalamazoo, Aug. 4—There will be no delay in the fight inaugurated by representative citizens to attempt to secure a right of way into this city for the Grand Trunk Railway. Steps are being taken at present to force the Grand Rapids & Indiana to show cause why it shall not sell land necessary for the right of way.

An attempt was made by the G. R. & I. to head off this action and upon an appeal to the Supreme Court the Pennsylvania system lost its fight and the Kalamazoo company will be allowed to proceed with its condemnation proceedings.

There has been some talk of a possible settlement of the affair without further court action, but this is not probable, it being understood that the

G. R. & I. intends to fight the thing to the end. Kalamazoo business men and manufacturers are with the belt line people unanimously and will fight to see that the Grand Trunk is allowed to enter this city.

An attempt will be made to have General Manager Hughart come here again and meet with the citizens of this city; but such a plan does not meet with general approval, because experience has demonstrated that that official has a penchant for saying one thing and doing another; in other words, his promises are not considered 100 per cent. pure in this community.

The reason that will be set forth by the G. R. & I. as to the strip of land sought by the Grand Trunk and held so sacred by the G. R. & I., for its refusal to consider any kind of a proposition for a 100 foot strip, instead of a 33 foot strip, will be watched with interest.

Raising Church Funds Through a Soap Club.

Lansing, Aug. 4—Members of the Retail Grocers' Association are much annoyed by the presence in this city of many mail order clubs, through which, it is said, inferior goods are purchased at low prices from out-of-the-city firms to the injury of the business of the local merchants. An effort is being made to stop the practice.

It is said that one of the prime movers in organizing many soap and provision clubs is a clergyman, who has resorted to these methods to raise funds for a new edifice for his congregation.

"In my opinion that clergyman is laboring under a wrong impression," remarked a merchant. "He is not only antagonizing local merchants and sending large sums of money out of the city, but the citizens who belong to the clubs are not benefited because they get inferior goods. They could better afford to trade here and contribute to the church building fund and they would be money ahead. Then, too, the local dealers would feel better disposed toward the building project and would undoubtedly contribute of their means for the new church. Surely the merchants will not contribute as long as the pastor and members of the congregation buy their provisions and toilet articles outside of this city."

A Committee from the Retail Grocers' Association conferred with the officers of the Lansing Business Men's Association in regard to the matter. The officers of the Business Men's Association promised to co-operate with the grocers in trying to abolish the custom.

Ten Dollars For the Best Button.

Saginaw, Aug. 4—The special committee of the Saginaw Board of Trade having in charge the matter of securing a Saginaw button is working on that matter. It will be remembered that the Board, at its last meeting, decided to offer a prize of \$10 for the best design and motto for a lapel button to be used in advertising and promoting the commercial interests of the city. The prize will be awarded by the Committee having

the same in charge, according to the following conditions:

For the best design indicating the best idea for the button, accompanied by the best worded motto, to be submitted by the same individual, a cash prize of \$10 is offered; provided that in cases where the design for the button is submitted by one individual is judged to be the best, and the worded motto submitted by another is deemed the best, to the parties having submitted both designs and mottoes, the prize of \$10 will be divided, \$7 to the former and \$3 to the latter.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Aug. 5—Creamery, fresh, 20@22c; dairy, fresh, 16@20c; poor to common, 14@16c.

Eggs—Strictly fresh, candled, 21@23c.

Live Poultry—Fowls, 12@13c; ducks, 10c; geese, 9@10c; old cox, 9c; broilers, 16@17c.

Dressed Poultry—Fowls, 13@14c; old cox, 9@10c.

Beans—Marrow, hand-picked, \$2.35 @2.50; medium, hand-picked, \$2.40 @2.50; pea, hand-picked, \$2.60 @2.65; red kidney, hand-picked, \$1.75 @1.80; white kidney, hand-picked, \$2.25 @2.40.

Potatoes—New, \$2.50 @2.65 per bbl. Rea & Witzig.

Crying Baby Will Not Bring Trade.

You can do mighty little business on sympathy. The merchant who seeks to increase trade by telling prospective customers what a hard time he has to get along will lose by it. It may be a sorry comment on human nature, but it is true, for all that. A man does not go to a store to help the merchant out. He goes there to buy something he wants. He usually feels that he can do best in the store of the successful man.

An Ovid correspondent writes: Lester E. Tucker, who for several years has traveled for the Foster Armstrong Co., selling pianos, has taken a position with the Quell Autogram Piano Co., an Ohio corporation. Lester has dealt with pianos most all his life and has always met with success. For the past two or three years he has been traveling in the East, but it is not yet fully decided what territory he will have with the new company.

Auction Sale

To the Trade

\$2,400 Stock General Dry Goods, Notions, Underwear, Show Cases, Safe, National Cash Register, etc.

The stock of Mrs. C. W. Moon, HOWELL, MICH., second door from postoffice, will be sold in one lot on the premises

Tuesday, Aug. 18, at 11 A. M.

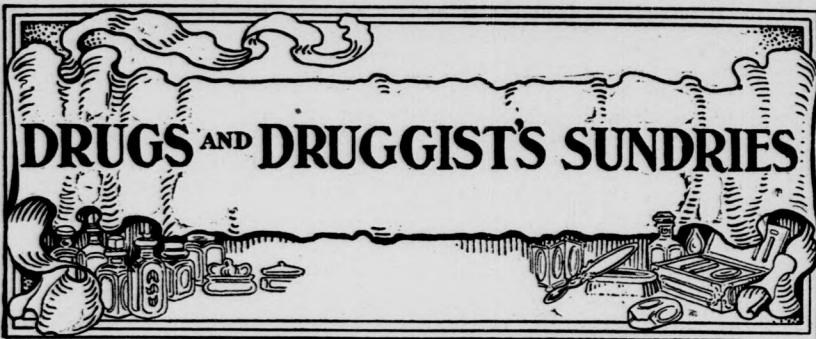
The stock is well assorted. Now doing good business. Also at same time will be sold the

2-Story Brick Store

With Lot 24 x 80 Feet

Terms Cash on Merchandise. Terms One-third Cash on Real Estate. For particulars see

O. WARDELL & SONS, Auctioneers
Office, 1223 Majestic Bldg., Detroit



Michigan Board of Pharmacy.
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 Secretary—W. E. Collins, Owosso.
 Treasurer—W. A. Dohany, Detroit.
 Other members—John D. Muir, Grand Rapids, and Sid A. Erwin, Battle Creek.

Michigan State Pharmaceutical Association.
 President—J. E. Bogart, Detroit.
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 Third Vice-President—W. R. Hall, Manistee.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—J. L. Wallace, Kalamazoo; M. A. Jones, Lansing; Julius Greenthal, Detroit; C. H. Frantz, Bay City, and Owen Raymo, Wayne.

TRADE INTERESTS.

Present Condition and Prospects of the Drug Trade.*

In making this report I wish first to explain the absence of J. E. Peck from the Committee. His retirement from active business and sickness in the family were the main reasons, so, with the consent of the Secretary and my own acquiescence, he was released from his duties; but when I read his letter to me, which I shall read to you, you will regret as well as I that we could not have him here. I wrote him he was selected with no second, but it availed not.

In looking up data it seemed best to me to discuss with you trade conditions on a broad basis, instead of limiting it to those points which were peculiarly applicable to us. We are, most of us, too apt to use a microscope instead of a telescope once in awhile.

The change in financial and trade conditions from a year ago, commencing with a flurry in March, 1907, but not showing seriously until October and November, has caused us all to sit up and take notice. The shrinkage in stocks, tightening of money, slowness of trade and collections and contraction of the labor market have all left their impress. Two reasons why they have not alarmed or hurt us so much as in the nineties are (1), we are much better prepared for it with our long era of prosperity and (2), the big crops which are in sight insure a heavy movement of currency to the farmers, with consequently stimulation of trade all along the line.

Failures for the week ending July 23 were 263, against 258 the previous week, 155 for 1907, 171 for 1906, 197 for 1905, 174 for 1904. Eighty-five per cent. of the failures were for \$5,000 or less.

Railroad earnings have been on the downward slope, totaling about 25 per cent. net loss up to July 1, comparing with 1907.

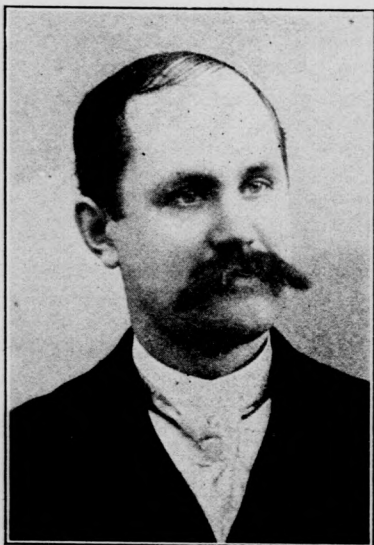
*Report presented at Lansing convention of the Michigan State Pharmaceutical Association by Wm. A. Hall in behalf of the Committee on Trade Interests.

Bank clearings for the whole country total \$2,551,004,000, against \$2,574,309,000 a year ago, a loss of over \$23,000,000.

Imports for the fiscal year to July 1 show a loss of 16.7 per cent. Exports, 1 per cent.

Excess of exports over imports \$666,000,000.

There has been a decrease of immigration of 74 per cent. for six months. Also there has been a very heavy emigration of foreign born workmen to their native countries, not entirely because work was slack here, but largely, as it appears, because as unemployed one could live there for 25 per cent. of the cost of living here.



The New York Stock Exchange shows a decrease of 25 per cent. in the number of shares bought and sold, but an increase of 75 per cent. in bond investments, including industrial, city, state and United States.

Gold imports for the fiscal year were the greatest ever recorded, \$148,000,000.

Comparison of volume of trade in this section shows in lumber a loss of 40 per cent. in cities, with pretty near normal trade in the country.

Building in twenty-five largest cities shows about two-thirds that of 1907.

Jewelry all over the country a loss of 40 to 50 per cent.

The volume of trade in our line for Michigan, with as an accurate estimate as possible, is about 90 per cent. for the cities and 92½ per cent. for the country, compared with 1907.

A very marked decrease in Savings bank deposits in Detroit from December to February of about \$750,000 was thought at the time to indicate that stocks had been bought more freely, but it is probable considerable went to safety deposit boxes

and safe bonds. A still further loss was shown in May of \$350,000, when the tide turned, so that in July a gain over May of \$185,000 was recorded. Total loss in Savings deposits May, 1907, to May, 1908, was \$2,360,000 (Detroit).

Collections are reported slow all over the country, but are improving.

Money is generally easy.

The retail trade in general is fair, although stimulated in large centers by price reduction sales with consequent loss of profit.

Some of the bright spots ahead are the big crops in sight, although as incident to such a large country not all sections share in this fortune. New England, except Maine, where a big potato crop is assured, suffered the most by drouth and the Pacific Northwest (Oregon, Washington and Idaho) is estimated to equal last years yield. The Central sections promise to equal if not exceed last year's crops.

The iron trade is showing an improvement over the first quarter reflected in the steel dividends and orders for July.

An enormous increase in the demand for box cars but emphasizes the good crops in sight and after all augurs for better times and brings us back to the oft-stated truth that "All wealth comes from the ground."

The operation of the buying clubs under different names in various cities certainly results in some instances in saving about 10 per cent. on proprietaries, but we want to go carefully in this direction. While much has been said about the jobber being only "a convenience and not a necessity," the fact remains after all is said and done, he is our friend and many times stands in the breach between us and threatened disaster. Many a time he is our clearing house for unsalable patents and, if we carry this saving idea too far, we may kill the goose that lays the golden egg.

The pure food law which we all dreaded, then embraced, is being gradually worked out for the good of ourselves and the community and we now, thanks to that, are able to get many of the "imported" specialties right here in this country, now that the scales of ignorance have been removed from our eyes.

The extended report of the Adulteration Committee will show a very marked improvement in the quality of drugs as compared with previous years.

Everything considered I think trade matters are as favorable as we have a right to expect.

A word as to the Wholesalers' Association of Detroit and the way it benefits every dealer in the State. It works for the expansion of trade and has been especially active in causing quicker deliveries to be made. A few hours difference in delivery means a great deal sometimes to the retailer and often is the foundation to success. The Association commands the services of an expert freight man to see that the goods sold by the members are sent through to their destination without undue delay. This Wholesalers' Association invites all dealers in this Association to Detroit

next week, Aug. 10 to 15, as guests of the members of its Association.

Following are the suggestions of the Committee:

1. The advantages of selling light lunches in connection with the soda business.
2. The proximity of a well-stocked cigar and confectionery counter near the soda counter.
3. The profit derived from the dispensing of the various hot drinks in winter.
4. The necessity of introducing side lines to replace, in a measure, the loss incurred through the diminished demands for proprietary goods.
5. The benefits derived from the complete cutting off of all advertising in programmes, entertainments, literary and church announcements, and the money thus spent to be devoted to legitimate newspaper advertising.
6. Rules and regulations governing store duties pertaining to employees to be printed and a copy furnished to each assistant, who will sign a receipt. This does away with all excuses as to lack of understanding. Of course, the above system should treat on all the subjects liable to be present between employer and employee, such as evenings out; hours of service; goods purchased by employees; special and ordinary duties; deportment towards the store force and towards customers; limit in urging sale of P. M. goods; respect in speaking of competitors; gossip forbidden; the time of notice expected on both sides in the event of severing connections, whether by betterment or discharge; vacations; meeting and greeting customers; non-exchange or taking back certain kinds of goods; division of profits with physicians and neighboring competitors; evil of lending goods to competitors; advantage of all goods sold at or above cost to employees to be reported to and charged by the proprietor and not by the employee; the proper use of a little formaldehyde in daily cleaning the floor behind and about a soda fountain; the best system of soda checks; the wisdom of selling shopworn proprietary medicines at a good P. M., rather than keeping the capital invested for a long period; the wisdom of making at least a yearly inventory of stock and fixtures at regular prices—a very present help in case of fire. Of course each store has its special features in the internal workings and rulings, but the generally accepted methods may be applied to all.

How To Kill Flies in Show Cases.

Take a small glass mortar, or other suitable container, place in it a small sponge, and pour on the sponge from one to three ounces of formaldehyde. The amount of formaldehyde will depend upon the size of the case. Two ounces is sufficient for one six feet long. Place the mortar containing formaldehyde in the case and close the door tightly. This can be done in the evening. In from twelve to twenty-four hours all the flies will be dead. The formaldehyde may then be removed. The gas liberated will in no way damage the goods in the case.

WHOLESALE DRUG PRICE CURRENT

Aceticum	60@ 8	Copaiba	1 75@1 85	Scilla Co.	@ 50	Liquor Arsen et	Hydrarg Iod	@ 25	Rubia Tinctorem	12@ 14	Vanilla	9 00@	
Benzolcum, Ger.	70@ 75	Cubebae	3 15@2 25	Tolutan	@ 50	Liq Potass Arsenit	10@ 12	Salacin	4 50@4 75	Saccharum La's.	18@ 20	Zinci Sulph	7@ 8
Boracie	@ 12	Erigeron	2 39@2 50	Prunus virg.	@ 50	Magnesia, Sulph.	.3@ 5	Sanguis Drac's	40@ 50	Morphia, SP&W	3 00@3 25	Oils	
Carbolicum	26@ 29	Evechthitos	1 00@1 10			Mannia, S. F.	45@ 50	Sapo, W	13 1/2@ 16	Morphia, Mal.	.3 00@3 25	Whale, winter	bbl gal.
Citricum	50@ 55	Gaultheria	2 50@4 00	Tinctures		Menthol	2 65@2 85	Sapo, M	10@ 12	Moschus Canton.	@ 40	Lard, extra	85@ 90
Hydrochlor	3@ 5	Geranium	oz 70@ 75	Anconitum Nap'sR	60	Morphia, SP&W	3 00@3 25	Sapo, G	@ 15	Myristica, No. 1.	25@ 10	Lard, No. 1	60@ 65
Nitrosum	8@ 10	Gossypii Sem gal	70@ 75	Anconitum Nap'sF	50	Os Sepia	35@ 40	Seidlitz Mixture	20@ 22	Nux Vomica po 15	@ 10	Linseed pure raw	42@ 45
Oxalicum	14@ 15	Hedeoma	3 00@3 50	Aloes	60	Pepsin Saac, H &	@ 10	Sinapis	@ 18	P D Co.	@ 25	Linseed, boiled	43@ 46
Phosphorium, dil.	@ 15	Junipera	40@21 20	Arnica	60	Piper Nigra po 35	@ 30	Sinapis, opt	@ 30	Pyrethrum, bxs H	@ 50	Neat's-foot, w str	65@ 70
Salicylicum	44@ 47	Lavendula	90@31 60	Aloes & Myrrh	60	Piper Nigra po 35	@ 30	Snuff, Maccaboy,	@ 30	& P D Co. doz.	@ 75	Spts. Turpentine	Market
Sulphuricum	14@ 15	Limons	1 30@1 40	Asafoetida	60	Pix Burgum	@ 30	DeVos	@ 51	Pyrethrum, pv.	20@ 25	Red Venetian	bbl 1.
Tannicum	75@ 80	Mentha Piper	1 75@1 90	Aurore Belladonna	60	Plumbi Acet	12@ 15	Snuff, S'h DeVos	@ 51	Quassia	50@ 55	Ochre, yel Mars	1 1/2 @ 2 @ 4
Tartaricum	38@ 40	Menta Verid	5 50@6 00	Aurant Cortex	60	Pulvis Ip'cet Opil	30@1 50	Soda, Boras, po.	6@ 10	Quassia	50@ 55	Putty, commer'l	2 1/2 @ 3 @ 3
Ammonia		Morruhae gal	1 60@1 85	Benzoin	60	Pyrethrum, pv.	20@ 25	Soda, Boras, po.	6@ 10	Quassia	50@ 55	Putty, strictly pr	2 1/2 @ 3 @ 3
Aqua, 18 deg.	4@ 6	Myrica	3 00@3 50	Benzoin Co.	60	& P D Co. doz.	@ 75	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Vermilion, Prime	13@ 15
Aqua, 20 deg.	6@ 8	Olive	1 00@3 00	Barosma	60	Pyrethrum, pv.	20@ 25	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	American	13@ 15
Carbonas	13@ 15	Picis Liquida	10@ 12	Cantharides	75	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Vermillion, Eng.	75@ 80
Chloridum	12@ 14	Picis Liquida gal.	@ 40	Capicum	75	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Green, Paris	29 1/2 @ 33 1/2
Aniline		Ricina	94@1 00	Cardamon	75	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Green, Peninsular	13@ 18
Black	2 00@2 25	Rosmarini	@ 100	Cardamon Co.	75	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Lead, red	7 1/2 @ 8
Brown	80@1 00	Rosae oz.	6 50@7 00	Castor	1 00	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Lead, white	7 1/2 @ 8
Red	45@ 50	Succini	40@ 45	Catechu	40@ 45	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whiting, white S'n	@ 90
Yellow	2 50@3 00	Sabina	90@1 00	Cinchona	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whiting, Gliders	@ 95
Baccae		Santal	4@ 50	Cinchona Co.	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	White, Paris Am'r	@ 1 25
Cubebae	24@ 28	Sassafras	90@ 95	Columba	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whit'g Paris Eng.	cliff @ 1 40
Juniperus	8@ 10	Sinapis, ess. oz.	@ 65	Cubebae	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Shaker Prep'd	.1 25@1 35
Xanthoxylum	30@ 35	Tigill	1 10@1 20	Cassia Acutifol	50	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Varnishes	
Balsamum		Thyme	40@ 50	Cassia Acutifol Co	50	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	No. 1 Turp Coach	1 10 @ 1 20
Copaiba	70@ 80	Thyme, opt	@ 1 60	Digitalis	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Extra Turp	.1 60@1 70
Peru	75@2 85	Theobromas	15@ 20	Ferri Chloridum	35	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Terabin, Canada	75@ 80	Potassium		Gentian	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Tolutan	40@ 45	Bi-Carb	15@ 18	Gentian Co	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Cortex		Bichromate	18@ 15	Gulaca	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Abies, Canadian.	18	Bromide	18@ 20	Gulaca ammon	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Cassiae	20	Carb	12@ 15	Hyoeyamus	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Cinchona Flava.	18	Chlorate	po. 12@ 14	Iodine, colorless	75	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Buonymus atro.	18	Cyanide	30@ 40	Iodine	75	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Myrica Cerifera.	20	Iodide	2 50@2 60	Kino	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Prunus Virgin.	15	Potassa, Bitart pr	30@ 32	Lobelia	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Quillaia, gr'd.	15	Potass Nitras opt	7@ 10	Myrrh	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Sassafras, po 25	24	Potass Nitras	6@ 8	Nux Vomica	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Ulmus	20	Prusslate	23@ 26	Opil	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Extractum		Sulphate po	15@19	Opil, camphorated	1 00	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Glycyrrhiza Gla.	24@ 30	Radix		Opil, deodorized	2 00	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Glycyrrhiza, po.	28@ 30	Aconitum	20@ 25	Quassia	50@ 55	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Haematox	11@ 12	Althae	30@ 35	Rhatany	50	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Haematox, 1s.	13@ 14	Anchusa	10@ 12	Rhel	50	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Haematox, 1/2s	14@ 15	Arum po	@ 25	Sanguinaria	50	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Haematox, 1/4s	16@ 17	Calamus	20@ 40	Serpentaria	50	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Ferru		Calamula	12@ 15	Stromonium	50	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Carbonate Precip.	15	Gentiana po 15	12@ 15	Tolutan	40	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Citrate and Quina	1 00	Glycyrrhiza pv 15	12@ 15	Valerian	40	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Citrate Soluble.	55	Hydrastis, Cana	@ 2 60	Veratrum Verde	50	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Ferrocyanidum S	40	Hydrastis, Can. po	@ 2 60	Zingiber	60	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Solut. Chloride	15	Hellebore, Alba.	12@ 15	Miscellaneous		Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Sulphate, com'l	2	Inula, po	18@ 22	Aether, Spts Nit 3f	30@ 35	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Sulphate, com'l, by	70	Ipecac po	00@2 10	Aether, Spts Nit 4f	34@ 38	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Sulphate, pure	7	Iris plox	35@ 40	Alumen, grd po 7	3@ 4	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Flora		Jalapa, pr	25@ 30	Annatto	40@50	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Arnica	30@ 35	Maranta, 1/4s	@ 35	Antimoni, po	4@ 5	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Anthemis	50@ 60	Podophyllum po.	15@ 18	Antimoni et po T	40@ 50	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Matricaria	30@ 35	Rhel	75@1 00	Antipyrin	@ 25	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Folia		Rhel, cut	1 00@1 25	Antifebrin	@ 20	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Barosma	40@ 45	Rhel, pv.	75@1 00	Argent Nitras oz	@ 53	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Cassia Acutifol.	15@ 20	Spigella	45@1 50	Arsenicum	10@ 12	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Cassia, Tinnevely.	25@ 30	Sanguinari, po 18	@ 15	Balm Gilead buds	60@ 65	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Cassia, Acutifol.	25@ 30	Serpentaria	50@ 55	Bismuth S N .1	75@1 95	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Salvia officinalis.	18@ 20	Senega	85@ 90	Calcium Chlor, 1s	@ 9	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
1/2s and 1/4s	18@ 20	Smlax, off's H.	@ 48	Calcium Chlor, 1/2s	@ 10	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Uva Ursi	8@ 10	Smlax, M	@ 25	Calcium Chlor, 1/4s	@ 12	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Gummi		Scilla po 45	20@ 25	Cantharides, Rus.	@ 10	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Acacia, 1st pkd.	@ 65	Symlocarpus	@ 25	Capicel Fruc's af	@ 20	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Acacia, 2nd pkd.	@ 45	Valeriana Eng.	@ 25	Capicel Fruc's po	@ 22	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Acacia, 3rd pkd.	@ 18	Valeriana, Ger.	15@ 20	Cap'l Fruc's B po	@ 15	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Acacia, sifted sts.	@ 15	Zingiber a	12@ 16	Carphyllum	20@ 22	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Acacia, po.	45@ 65	Zingiber j	25@ 28	Carmine, No. 40	@ 4 25	Quassia	50@ 55	Soda, Carb.	1 1/2 @ 2	Quassia	50@ 55	Whites	
Aloe Barb	22@ 25	Semen		Cera Alba									

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Cheese
Fresh Pork
Fresh Fish
Hides and Pelts

DECLINED

Winter Wheat Flour

Index to Markets

By Columns

		1		2	
		ARCTIC AMMONIA		Oysters	
		Doz.		Cove, 1lb.	
		12 oz. ovals 2 doz. box. .75		Cove, 2lb.	
		AXLE GREASE		Cove, 1lb. Oval . . .	
		Frazer's		Plums	
		1lb. wood boxes, 4 doz. 3 00		Peaches	
		1lb. tin boxes, 3 doz. 2 35		Pineapple	
		3 1/2 lb. tin boxes, 2 doz. 4 25		Pumpkin	
		10lb. pails, per doz. .60		Raspberries	
		15lb. pails, per doz. .72		Salmon	
		25lb. pails, per doz. .12 00		Sardines	
		BAKED BEANS		Standard	
		1lb. can, per doz. .90		Succotash	
		2lb. can, per doz. .1 40		Strawberries	
		3lb. can, per doz. .1 80		Tomatoes	
		BATH BRICK		CARBON OILS	
		American		Perfection	
		English		Water White	
		BLUING		D. S. Gasoline	
		Arctic		Gas Machine	
		6 oz. ovals 3 doz. box \$ 40		Deodor'd Nap'a	
		16 oz. round 2 doz. box 75		Cylinder	
		Sawyer's Pepper Box		Engine	
		Per Gross.		Black, winter	
		No. 3, 3 doz. wood bxs 4 00		CEREALS	
		No. 5, 3 doz. wood bxs 7 00		Breakfast Foods	
		BROOMS		Bordeaux Flakes, 36 1lb. 2 50	
		No. 1 Carpet, 4 sew .2 75		Cream of Wheat 36 2lb 4 50	
		No. 2 Carpet, 4 sew .2 40		Egg-O-See, 36 pkgs. 2 85	
		No. 3 Carpet, 3 sew .2 25		Excella Flakes, 36 lb. 4 50	
		No. 4 Carpet, 3 sew .2 10		Excella, large pkgs. 4 50	
		Parlor Gem		Force, 36 2 lb.	
		Common Whisk		Grape Nuts, 2 doz. .2 70	
		Fancy Whisk		Malta Ceres, 24 1lb. .2 40	
		Warehouse		Malta Vita, 36 1lb. .2 85	
		BRUSHES		Mapl-Flake, 36 1lb. .4 05	
		Scrub		Pillsbury's Vitos, 3 doz 4 25	
		Solid Back 8 in.		Ralston, 36 2lb.	
		Solid Back, 11 in.		Sunlight Flakes, 36 1lb. 2 85	
		Pointed Ends		Sunlight Flakes, 20 lbs 4 50	
		Stove		Vigor, 36 pkgs.	
		No. 3		Voigt Cream Flakes. 4 50	
		No. 2		Zest, 20 2lb.	
		No. 1		Zest, 36 small pkgs. 2 75	
		Shoe		Rolled Oats	
		No. 8		Rolled Avena, bbls. .6 50	
		No. 7		Steel Cut, 100 lb. sks. 3 35	
		No. 6		Monarch, bbl.	
		No. 4		Monarch, 90 lb. sacks 2 90	
		No. 3		Quaker, 18-2	
		BUTTER COLOR		Quaker, 20-5	
		W. R. & Co.'s 25c size 2 00		Cracked Wheat	
		W. R. & Co.'s 50c size 4 00		Bulk	
		CANDLES		24 2 lb. packages .3 50	
		Paraffine, 6s		CATSUP	
		Paraffine, 12s		Columbia, 25 pts. .4 15	
		Wicking		Snider's pints	
		CANNED GOODS		Snider's 1/2 pints .1 35	
		Apples		CHEESE	
		3lb. Standards		Acme	
		Gallon		Elsie	
		Blackberries		Gem	
		Standards		Jersey	
		Gallons		Riverside	
		Beans		Warner's	
		Baked		Springdale	
		Red Kidney		Brick	
		String		Leiden	
		Wax		Limburger	
		Blueberries		Pineapple	
		Standard		Sap Sago	
		Gallon		Swiss, domestic	
		Brook Trout		wiss, imported	
		2lb. cans, spiced			
		Clams			
		Little Neck, 1lb. 1 00@1 25			
		Little Neck, 2lb. @1 50			
		Clam Bouillon			
		Burnham's 1/2 pt.			
		Burnham's pts.			
		Burnham's qts.			
		Cherries			
		Red Standards			
		White			
		Corn			
		Fair			
		Good			
		Fancy			
		French Peas			
		Sur Extra Fine			
		Extra Fine			
		Fine			
		Moyen			
		Gooseberries			
		Standard			
		Hominy			
		Standard			
		Lobster			
		1/2 lb.			
		1 lb.			
		Picnic Tails			
		Mackerel			
		Mustard, 1lb.			
		Mustard, 2lb.			
		Soused, 1 1/2 lb.			
		Soused, 2lb.			
		Soused, 1lb.			
		Tomato, 2lb.			
		Mushrooms			
		Hotels			
		Buttons			

3

CHEWING GUM	
American Flag Spruce	55
Beeman's Pepsin	55
Adams Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes. 2	00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf 1	00
Long Tom	55
Yucatan	55
Hop to it	55
Spearmint	55

CHICORY	
Bulk	5
Red	7
Eagle	5
Frank's	7
Schener's	6

CHOCOLATE	
Walter Baker & Co.'s	28
German Sweet	31
Premium	31
Caracas	31
Walter M. Lowney Co.	32
Premium, 1/4s	32
Premium, 1/8s	32

COCOA	
Baker's	39
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/8s	33
Epps	42
Huyler	45
Lowney, 1/4s	36
Lowney, 1/8s	36
Lowney, 1/4s	36
Lowney, 1/8s	40
Van Houten, 1/4s	12
Van Houten, 1/8s	20
Van Houten, 1/4s	40
Van Houten, 1/8s	72
Webb	35
Wilbur, 1/4s	39
Wilbur, 1/8s	40

COCOANUT	
Dunham's 1/4s & 1/8s	26 1/2
Dunham's 1/4s	27
Dunham's 1/8s	28
Bulk	12

COFFEE	
Rio	
Common	10@13 1/2
Fair	12@14 1/2
Choice	14@16 1/2
Fancy	16@20
Santos	
Common	12@13 1/2
Fair	14@14 1/2
Choice	16@16 1/2
Fancy	19@19
Peaberry	
Maracaibo	
Fair	16
Choice	19
Mexican	
Choice	16 1/2
Fancy	19
Guatemala	
Choice	15
Java	
African	12
Fancy African	17
O. G.	25
P. G.	31

Santos	
Common	12
Fair	13 1/2
Choice	14 1/2
Fancy	16 1/2
Peaberry	19
Maracalibo	
Fair	16
Choice	19
Mexican	
Choice	16 1/2
Fancy	19
Guatemala	
Choice	19
Java	
African	12
Fancy African	17
O. G.	25

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 80 Golden Horn, baker's 5 70 Duluth Imperial 6 25 Judson Grocer Co.'s Brand Ceresota, 1/2s 6 60 Ceresota, 1/4s 6 40 Ceresota, 1/2s 6 20 Lemon & Wheeler's Brand Wingold, 1/2s 6 35 Wingold, 1/4s 6 25 Wingold, 1/2s 6 15 Worden Grocer Co.'s Brand Laurel, 1/2s cloth 6 20 Laurel, 1/4s cloth 6 10 Laurel, 1/2s & 1/4s paper 6 00 Laurel, 1/2s cloth 6 00 Wykes & Co. Sleepy Eye, 1/2s cloth 6 10 Sleepy Eye, 1/4s cloth 6 00 Sleepy Eye, 1/2s cloth 5 90 Sleepy Eye, 1/4s paper 5 90 Sleepy Eye, 1/2s paper 5 90 Meal Bolted 3 80 Golden Granulated 3 90 St. Car Feed screened 32 00 No. 1 Corn and Oats 32 00 Corn, cracked 31 00 Corn Meal, coarse 31 00 Winter Wheat Bran 26 00 Middlings 27 50 Buffalo Gluten Feed 30 00 Dairy Feeds Wykes & Co. O P Linseed Meal 32 00 Cottonseed Meal 31 00 Gluten Feed 30 00 Malt Sprouts 23 00 Brewers Grains 23 00 Molasses Feed 24 00 Hammond Dairy Feed 24 00 Oats Michigan carlots 58 Less than carlots 60 Corn Carlots 83 Less than carlots 85 Hay No. 1 timothy carlots 10 00 No. 1 timothy ton lots 11 00 HERBS Sage 15 Hops 15 Laurel 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 35 15 lb. pails, per pail 55 30 lb. pails, per pail 98 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 20 Good 22 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/2 lb., 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 20 @ 1 40 Bulk, 2 gal. kegs 1 10 @ 1 30 Bulk, 5 gal. kegs 1 00 @ 1 20 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 18 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 8 50 Half bbls., 600 count 4 75 Small Half bbls., 1,200 count 5 70 PLAYING CARDS No. 90 Steamboat 83 No. 15, Rival, assorted 1 25 No. 20 Rover, enameled 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tour'n't whist 2 25 POTASH 48 cans in case Babbitt's 4 00 Barreled Pork Mess 18 00 Clear Back 17 50 Short Cut 17 50 Short Cut Clear 17 00 Bean 14 75 Brisket, Clear 15 25 Pig 18 00 Clear Family 14 75 Dry Salt Meats S. P. Belies 10 1/2 Relies 10 1/2 Extra Shorts 9 1/4 Lard Compound 8 1/2 Pure in tierces 10 1/2 80 lb. tubs, advance 1/2 60 lb. tubs, advance 1/2	50 lb. tins, advance 1/4 20 lb. pails, advance 1/4 Smoked Meats Hams, 12 lb. average 13 1/2 Hams, 14 lb. average 13 1/2 Hams, 16 lb. average 13 1/2 Hams, 18 lb. average 13 1/2 Skinned Hams 14 1/2 Ham, dried beef sets 20 California Hams 9 Picnic Boiled Hams 14 Boiled Hams 22 Berlin Ham, pressed 9 Minced Ham 9 Bacon 12 1/2 @ 16 10 lb. pails, advance 1/2 5 lb. pails, advance 1 8 lb. pails, advance 1 Sausages Bologna 7 Liver 7 Frankfort 9 Pork 9 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 9 75 Boneless 13 50 Rump, new 17 00 Pig's Feet 1/2 bbls. 1 00 1/4 bbls., 40 lbs. 1 80 1/2 bbls. 3 80 1 bbl. 8 00 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 16 Beef middles, set 40 Sheep, per bundle 90 Uncolored Butter Solid dairy 10 @ 12 Country Rolls 10 1/4 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 50 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 50 Potted ham, 1/2s 45 Potted ham, 1/4s 45 Potted ham, 1/2s 45 Potted ham, 1/4s 45 Potted tongue, 1/2s 45 Potted tongue, 1/4s 45 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 10 Deland's 3 00 Dwight's Cow 3 15 L. P. 3 00 Wyandotte, 100 1/2s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 15 28 10 1/2 lb. sacks 2 00 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole 7 Small whole 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock 5 Halibut Strips 13 Chunks 13 Holland Herring Pollock 4 White Hp. bbls. 7 50 @ 9 00 White Hp. 1/2 bbls. 4 00 @ 5 00 White Hoop mchs. 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 5 80 No. 1, 10 lbs. 1 65 No. 1, 8 lbs. 1 35 Whitefish No. 1, No. 2 Fam 100 lbs. 9 75 @ 3 50 50 lbs. 5 25 @ 1 90	10 lbs. 1 12 55 8 lbs. 92 48 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 6 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond 50 8 oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 50 White Russian 3 50 Dome, oval bars 3 50 Satinet, oval 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 50 Big Master, 70 bars 2 90 Marselles, 100 cakes 5 80 Marselles, 100 cakes 5c 4 00 Marselles, 100 ck toilet 4 00 Marselles, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Laatz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roisene 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapallo, gross lots 9 00 Sapallo, half gro lots 4 50 Sapallo, single boxes 2 25 Sapallo, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/4 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyna 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 20 Pepper, Singapore, blk. 15 Pepper, Singp. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochon 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/4 Muzzy, 20 lbs. 5 1/2 Muzzy, 40 lbs. 4 1/4 Gloss Kingsford 10 Silver Gloss, 40 lbs. 7 1/4 Silver Gloss, 16 3lbs. 6 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 lb packages 4 1/4 16 lb. packages 4 1/4 12 lb. packages 5 1/4 50 lb. boxes 3 1/4 SYRUPS Corn Barrels 30 Half barrels 32 20 lb. cans 1/2 dz. in cs 2 00 10 lb. cans 1/2 dz. in cs. 1 95 5 lb. cans 2 dz. in cs. 2 05 2 1/2 lb. cans 2 dz. in cs. 2 00	Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sndried, medium 24 Sundried, choice 32 Sundried, fancy 30 Regular, medium 24 Regular, choice 32 Regular, fancy 32 Sundried, medium 21 Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 9 @ 11 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 Ceylon Choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kilo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 1 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Hedsick 69 Boot Jack 86 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 26 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 40 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 20 Cotton, 4 ply 20 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N. 24 Wool, 1 lb. balls 8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 13 1/2 Pure Cider, Silver 11 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 10 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 36 No. 2 Oval, 250 in crate 41 No. 3 Oval, 250 in crate 41 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round head, 5 gross bx 55 Round head, cartons 70 Egg Crates and Fillers Humpty Dumpty, 12 doz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 3 in 70 Cork lined, 9 in 80 Cork lined, 10 in 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Cat, wood 80 Cat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Wash Boards Bronze Globe 2 50 Lewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 50 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 2 75 19 in. Butter 3 00 Assorted, 13-15-17 2 80 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/4 Fibre Manila, white 2 1/4 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/4 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 55 FRESH FISH Per lb. Whitefish, Jumbo 20 Whitefish, No. 1 12 Trout 12 Halibut 11 Herring 7 Bluefish 18 Live Lobster 25 Boiled Lobster 25 Cod 20 Haddock 18 Pickle 8 Pike 8 Perch 9 Smoked, White 12 1/2 Chinook Salmon 16 Mackerel 16 Finnish Haddie 16 Roe Shad 16 Shad Roe, each 9 Speckled Bass 9 HIDES AND PELTS Hides Green No. 1 8 Green No. 2 7 Cured No. 1 9 1/2 Cured No. 2 8 1/2 Calfskin, green, No. 1 11 Calfskin, green, No. 2 9 1/2 Calfskin, cured, No. 1 12 Calfskin, cured, No. 2 10 1/2	Pelts Old Wood 20 Lamb 25 @ 50 Shearlings 10 @ 30 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 17 Unwashed, fine 13 CONFECIONS Stick Candy 8 Standard H H 8 Standard Twist 8 1/2 Cases Jumbo, 32 lb. 8 Extra H H 16 Boston Cream 12 Big stick, 30 lb. case 8 1/2 Mixed Candy Grocers 7 Competition 7 1/2 Special 8 1/2 Conservé 8 1/2 Royal 8 1/2 Ribbon 8 1/2 Broken 10 Cut Loaf 8 1/2 Leader 9 1/2 Kindergarten 9 Bon Ton Cream 10 1/2 French Cream 10 Star 10 Grand Made Cream 11 Premio Cream mixed 14 Paris Cream Bon Bons 11 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 13 Fudge Squares 13 Peanut Squares 10 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 12 San Blas Goodies 13 Lozenges, plain 11 Lozenges, printed 12 Champion Chocolate 12 Eclipse Chocolates 13 Eureka Chocolates 16 Quintette Chocolates 16 Champion Gum Drops 10 Moss Drops 10 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. box 1 80 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drops 70 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweet, as'd 1 25 Brilliant Gums, Cryst. 60 A. A. Licorice Drops 60 Lozenges, plain 60 Lozenges, printed 65 Imperial 60 Mottos 60 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80 @ 90 Cream Wafers 60 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Goodies 3 50 Up-to-date Assmt. 3 75 Ten Strike No. 1 6 60 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack 2 25 Checkers, 5c pkg case 3 50 Pop Corn Balls, 200s 1 25 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 17 Almonds, Avica 17 Almonds, California sft. shell 12 @ 13 Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 18 Walnuts, soft shelled 18 Walnuts, Marbot 14 Table nuts, fancy 13 @ 16 Pecans, Med. 10 Pecans, ex. large 12 Pecans, Jumbos 13 Hickory Nuts per bu. 10 Ohio new 10 Cocoanuts 10 Chestnuts, New York State, per bu. 10 Shelled Spanish Peanuts 7 @ 7 1/2 Pecan Halves 45 Walnut Halves 32 @ 35 Filbert Meats 27 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 1/2 Roasted 8 @ 8 1/2 Choice, H. P. Jumbos 8 1/2 Choice, H. P. Jumbos 8 1/2 Roasted 9 @ 9 1/2

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



J. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

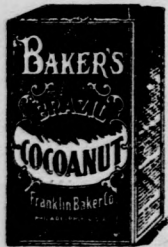
Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Book35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/2 lb. pkg. per case 2 60
85 1/2 lb. pkg. per case 2 60
85 1/2 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass8 @11
Hindquarters10 @13
Loins11 @16
Rounds8 @ 9 1/2
Chucks6 @ 7 1/2
Flates6 @ 5 1/2
Livers6 @ 6

Pork

Loins@13
Dressed@ 8
Boston Butts@ 11
Shoulders@ 9
Leaf Lard@10 1/2
Trimnings@ 7 1/2

Mutton

Carcass@ 9
Lambs@12 1/2
Spring Lambs@14
Veal
Carcass7 1/2 @10

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 25
60ft.1 45

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in.6
1 1/4 to 2 in.7
1 1/4 to 3 in.9
1 1/4 to 2 in.11
3 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium25
Large34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, doz. 14 00
Nelson's1 50
Knox's Acidu'd. doz..1 25
Jxtora70
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.



"No Other Refrigerator"

is as satisfactory in every
way as my McCray. It
cuts down my ice bill. Its
handsome finish and
workmanship attracts at-
tention in my store. It
keeps everything in
fresh, pure condition,
without dampness or taint
of any kind.

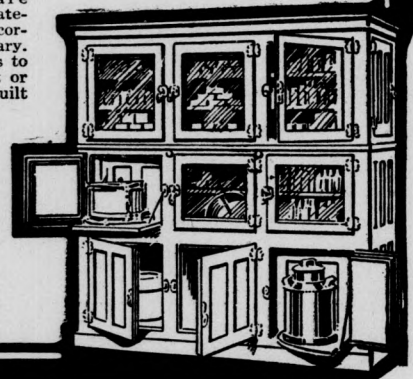
McCray Grocer's Refrigerators

are built right, and have the best circulating system of
cooling. A small amount of ice does a large amount of
cooling. That is, you get the full value of the ice used.
This results in a great saving which actually pays for the
refrigerator itself.

McCray Refrigerators are
built from the proper mate-
rials, which will not rust, cor-
rode, or become unsanitary.
They are built in all sizes to
accommodate any amount or
kind of provisions, or are built
to order as desired.

McCray Refrigerators are
guaranteed to satisfy you and
an investment in one will be
profitable. Send your name
and address on a postal to-
day, and ask for catalog No.
65 for grocers, and No. 58 for
meat markets, shows the full
line and helps you make a
selection.

McCray Refrigerator
Co., 5585 Mill Street,
Kendallville, Ind.



Money
Saved
Is
Money
Earned



Many merchants write us that the McCASKEY ACCOUNT REGISTER
PAID FOR ITSELF IN THREE MONTHS TIME.

The McCASKEY does not stop earning money for you when it is paid for,
but continues to RETURN YOU SEVERAL TIMES ITS COST
YEARLY.

It keeps your accounts in a CAREFUL and ACCURATE manner, with
but ONE WRITING.

It STOPS THE LEAKS, such as forgetting to charge goods.

It STOPS the clerks from extending any customer more credit than you
wish to allow.

It is a COMPLETE CHECK on both the CLERKS and CUSTOMERS.

It PLEASES your CUSTOMERS, DRAWS NEW TRADE, and is the
greatest COLLECTOR ever invented.

It is a MONEY SAVER and a MONEY EARNER.

It won't cost you anything to INVESTIGATE.

Our Catalog is FREE.

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

Manfrs. of the Famous Multiplex, Carbon back, Duplicating Pads;
also the different styles of Single Carbon Pads.

Agencies in all Principal Cities.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Bakery—Only one in town of 700. Selling account sickness. Price \$450. Fred Kaufmueller, Petersburg, Mich. 944

For Sale—Twelve hundred acres hardwood and hemlock lands. Principals only. Address Hulbert Bros., 601 Adams Bldg., Sault Ste. Marie, Mich. 943

For Sale—First-class general store, in a thriving town in Central Michigan, doing a cash business of from twelve to fifteen thousand annually. Exceptional opportunity for man with two to four thousand dollars. Located in the heart of good farming district. For further information apply to J. S. Day, Alma, Mich. 941

For Sale—Good grocery business in best location at Battle Creek, Mich. Making money. Will invoice between \$2,500 and \$3,000. Owners have other business. Cannot attend to both. Davis & Hopkins, Battle Creek, Mich. 940

For Sale—Drug stock, Northern Illinois. Only one competitor. Inventories about \$5,000. Address No. 938, care Tradesman. 938

Wanted—Stock hardware, up to \$12,000, where owner will consider good improved 240 acres in Northwestern Iowa. Price \$75 acre. Address No. 939, care Tradesman. 939

Wanted—To buy clothing stock on contract at right price. Will make cash payment and furnish highest references. Strictly confidential. Address No. 937, care Michigan Tradesman. 937

For Sale—Three-fifths interest in dry goods store that did \$44,000 business last year. (Incorporated). \$10,000 cash takes it. O'Leary & Bowser, Bemidji, Minn. 936

You want an experienced department store window trimmer, card writer and ad. man combined. I can qualify and accept position Sept. 1. Age 26, unmarried, previous experience one year general merchandise, one year gents' furnishings, 4½ years manager country department store. Graduate Bond Institute. 1½ years in charge of windows, signs and advertising with large department store in Southwest, but now on vacation in Michigan. Address No. 935, care Tradesman. 935

For Sale—A new stock of clothing, furnishings and shoes, invoicing \$10,000. Can be reduced if desired. Located in a fine manufacturing town of 5,000. Factories running all through hard times. Apply at once. Best of reasons for selling. Address No. 934, care Tradesman. 934

G. B. JOHNS & CO. Merchandise, Real Estate, Jewelry AUCTIONEERS GRAND LEDGE, MICH.

Just closed a very successful ten day reduction sale for T. D. Hobbs, Kalkaska, Mich. Write them about it if you are interested.

Wanted—Orders for chestnut oak ties 6x8x8 feet for future delivery, also bill stock. Address Philadelphia Veneer & Lumber Co., Knoxville, Tenn. 930

To Rent—Store building in the progressive village of Barryton. Best location. John I. Helmer, Barryton, Mich. 931

For Sale—Who wants to invest in general mercantile business in live town? Best grain shipping point of Panhandle of Texas, on A. T. & S. F. R. R. We have clean, well bought stock about \$15,000. Groceries, dry goods, hardware and implements. Doing a strictly cash business and selling goods. Will rent or sell building and warehouses as desired. Address B. M. Co., Glazier, Texas. 911

For Sale—One three saw Stearns gang edger. One two saw trimmer. One Mitty & Merrill hog. One 60 H. P. high speed automatic engine 11x12 inches. One Boenning jointer for veneers and thin timber. One hand taping machine. One 36 inch Capital clipper. One Prescott steam feed 8x30 inches. One slab cut-off saw. One 12 H. P. Flory hoisting engine 6¼x8 double cylinder and double friction drum. For prices and particulars write Philadelphia Veneer & Lumber Co., Drawer 13, Knoxville, Tenn. 918

For Sale—Two shares in exceptionally good company, 8 per cent. guaranteed. Best security of capital. \$325 per share. W. Gildersleeve, Jackson, Mich. 865

For Sale—An up-to-date hardware stock, stoves, plumbing and tinshop. Town of 2,800 population. Two railroads, eighty miles from Chicago. Invoices \$5,200. Doing a good business. Will sell right if taken soon. Address Box 349, Watseka, Ill. 916

In one course, will teach young men original legitimate business, netting me \$8 to \$15 daily. No capital required. Lucrative only in towns and cities. Must not be entered in my city. No agency, canvassing or scheme. Description for stamp. A. D. Bell & Co., 34 Jackson Place, Indianapolis, Ind. 914

For Sale—Or trade for automobile, 30-foot light draft gasoline launch, 8 H. P., speed 10 miles, canopy top, storm curtains, seats 25. G. W. Arnold's Son, Ionia, Mich. 912

For Sale—Clean general stock merchandise, 100 miles west of Hutchinson, Kan. Invoices \$7,000. Good crops and doing nice business. Cash deal. Address C. C. Case, Burdett, Kan. 926

For Sale—Old established profitable dry goods, grocery and crockery business in good Southern Michigan town. Stock and fixtures about \$12,000. Will take clear income realty for part. Address No. 924, care Michigan Tradesman. 924

For Sale—Bankers' burglar and fire proof safe, double time lock, cost \$450, sell for \$225. Address No. 925, care Michigan Tradesman. 925

Exchange—Choice South Dakota lands for merchandise. Address No. 923, care Michigan Tradesman. 923

For Sale—Shoe store in the best city in Northwestern Ohio. Store is doing splendid cash business and making money. Best location on the street. Stock will invoice about \$5,000. All medium priced staple shoes. Splendid opportunity for someone who wants an established paying business. Owner must sell on account of other business. Address No. 922, care Tradesman. 922

Go out of business by your system. Satisfied customers in several states. Experienced in all the different lines. Free booklet tells the story. Breckenridge Auction Co., Edinburg, Ill. 929

Ranch and timber lands near Rapid City, South Dakota, \$5 to \$25. John Z. Reed, Real Estate and Collections, Box 83, Rapid City, S. D. 919

Look Here! If you want to buy land of the owners, write J. R. Christian, Mountain View, Mo. 917

For Sale—The cleanest up-to-date hardware stock in state (tinshop in connection.) Doing a good business in a good factory town of 2,500, surrounded by excellent farming country. Only one other hardware in town. Will inventory between \$4,000 and \$5,000. Must be sold quick. Good reason for selling. Chas. M. Edelmann, Lowell, Mich. 899

Wanted—A competent man with \$5,000 to buy an interest in and take active management of a large sash door and blind factory in Bagdad and Pensacola, Fla., that cost \$60,000. Must furnish good references. A. A. Fisher, Pensacola, Fla. 895

Gall Stones—Your bilious colic is the result; your physician cannot cure you. Only one remedy known on earth; harmless but positively cures. Brazilian Remedy Co., Box 3021, Boston, Mass. 894

For Sale—Improved farms in St. Francois and Washington counties, ranging from 60 to 400 acres; also property in Bismark. F. F. Beard, Bismark, Mo. 893

For Sale—One of the best 240 acre fruit and dairy farms in Ottawa County, 7½ miles west of Grand Rapids. Will accept some income property. Address No. 891, care Michigan Tradesman. 891

For Sale—Few absolutely perfect Smith Premier typewriters, \$23 each. Trial allowed. Receiver Box 105, Watford, N. Y. 886

For Sale—Snap \$950. Good store building, will rent for \$200 year. Also good oak roll top desk cheap, \$14. Good hustling town, 1,600. Well located. Address C. B. S., Plainwell, Mich. 883

\$6 per 100 paid for mailing or distributing circulars. Steady work. Particulars, 4 cents. R. F. Kinyon Co., Newton, Iowa. 882

For Sale or Exchange—In thriving railroad town 3,000 inhabitants, situated in Central Michigan, wood-working plant in good condition, having excellent power, suitable for manufacturing purposes. Address 884, care Tradesman. 884

For Sale—Hardware business in a growing prosperous town, established business of 25 years standing. Clean stock, located in brick building, will sell or rent building. Reason for selling, ill health. Address No. 898, care Michigan Tradesman. 898

For Sale—Drug store, invoicing about \$1,800. Will sell at sacrifice. W. B. Minthorn, Petoskey, Mich. 880

For Sale—Hotel and restaurant stock, with long lease on building. Doing a good business in a live town. Everything complete and in good running order. Will sell cheap if taken before Aug. 1. Address J. O. Decker, Conde, S. D. 909

For Sale—A good clean stock of general merchandise, invoicing \$6,000. In good farming country. Good trade. Address W. C. Nichols, New Lebanon, Ind. 908

Storage—We are in position to receive goods in storage in large well built warehouse, located at point with shipping facilities of St. Louis available. Granite City Lime & Cement Co., Granite City, Ill. 905

For Sale—An established drug store in a town of twelve hundred inhabitants. Only drug store in town, situated in the Valley of Virginia. This year's business, gross profits, twenty-eight hundred dollars. Business increasing. Reason for selling, poor health. Will inventory between four and five thousand dollars. Price \$4,750 cash. Address Geo. W. Taylor, Basic City, Va. 901

\$25 CASH PAID

to anyone giving me information about a shoe store or shoe stock that can be bought cheap for cash. Will invest from \$1,000 to \$5,000.

P. L. FEYREISEN & CO.
12 and 14 State St. Chicago.

For Sale—1,600 acres of land covered with green timber in Missaukee Co., Mich. Land is level and fertile. Address No. 768, care Michigan Tradesman. 768

Have an ideal lumber yard site for sale. Suitable for wholesale or retail business, or both. Manufacturing city of 12,000, annual payroll of manufacturing plants here, about \$10,000,000. Shipping facilities unsurpassed. Have 240,000 square feet of ground, with brick building for lumber sheds, 150x450 feet. Are willing to retain interest. Address No. 906, care Michigan Tradesman, Grand Rapids, Mich. 906

For Sale—30,000 acres cut-over pine land, south Mississippi, none over 3 miles from railroad. Price \$3 per acre. Act promptly. H. C. Orrick, Jackson, Miss. 903

For Sale—Drug store in Southern Michigan, town 1,500. Invoices \$3,000. Address No. 703, care Tradesman. 703

Farm lands and acres for sale at wholesale prices. L. A. Larsen Co., 215 Providence Bldg., Duluth, Minn. 837

For Rent—Store rooms in new Norton Building, Bedford, Ind. Single or double. Well adapted to dry goods, carpets or department store. Good location; liberal terms. Address C. S. Norton, Bedford, Ind. 897

For Sale—1,500 M ft. hardwood timber. Mostly maple, 5 miles from G. R. & I. R. R. in Missaukee Co. Address No. 872, care Tradesman. 872

For Sale—40 A. land covered with hardwood timber, mostly maple, in Missaukee Co. ½ mile from G. R. & I. R. R. Address No. 871, care Tradesman. 871

For Sale—One good lumber, lath and shingle mill complete. Address No. 870, care Tradesman. 870

Virginia Farms—Send for free list; special bargains. Pollard & Bagley, Richmond, Va. 869

Michigan lath, white and plain maple, elm, birch and beech lumber and crating cull, also Arkansas yellow pine. J. S. Goldie, Cadillac, Mich. 866

For Sale—Furniture and china business, the only furniture business in busy town of 5,000 inhabitants. Good factories, good farming country. Good reasons for selling. Address P. O. Box 86, Greenville, Mich. 853

For Sale—Well-established bakery in thriving Western Michigan town. Trade large and profits good. Reason for selling, owner has other business. John Watkins, 815 Prospect St., Lansing, Mich. 834

For Sale—General store, located 11 miles N. W. Charlotte and 7 miles S. E. Sunfield. Stock will inventory about \$3,500. Half interest in store building \$425. K. Bosworth & Son, Sunfield, Mich. 832

Wanted—Stock general merchandise, shoes or clothing. Address R. E. Thompson, Galesburg, Ill. 707

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

For Sale—Stock of groceries, boots, shoes, rubber goods, notions and garden seeds. Located in the best fruit belt in Michigan. Invoicing \$3,600. If taken before April 1st, will sell at rare bargain. Must sell on account of other business. Geo. Tucker, Fennville, Mich. 538

Cash for your business or real estate. No matter where located. If you want to buy or sell address Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 961

HELP WANTED.

Women and Men—Big profits. Easy work. Spare time or steady work. Choice of 30 ladies' new specialties. Write for particulars and our special premium offer. Fair Mfg. Co., Key D. 178, Racine, Wis. 942

Wanted—Salesmen with established trade to carry first-class line of brooms on commission. Central Broom Company, Jefferson City, Mo. 819

Salesman Wanted—To sell enameled ware on commission basis. State territory you are covering and line you are handling. Pittsburg Stamping Co., Pittsburg, Pa. 695

SITUATIONS WANTED.

Wanted—Position by experienced hardware man who understands general merchandise, as manager, buyer or clerk. Best of references. Steady employment only will be considered. Town or city with good schools preferred. Address Lock Box 8, Bear Lake, Mich. 913

Want Ads. continued on next page.

Who Does Not Know W. A. RALSTON & CO.

Merchandise Sales Specialists and High Class Auctioneers?

To know US means MONEY to you. Ready Cash is what we guarantee when we apply our Special Sales plan to a stock of merchandise, NO MATTER WHAT THE CONDITION OR WHERE LOCATED. If you wish to raise MONEY by reducing or closing out your stock at a profit, just write us about our never-failing Sales plan. It is a hummer.

Write today and learn more about us, and the greatest modern Sales System of the hour. Do it now. Don't delay. We can help you.

W. A. RALSTON & CO.
Suite 407-409 Exchange Place Bldg.
Rochester, N. Y.

100% Better Light

At Half The Cost

are the results you get from the Hanson Gasoline Lighting System.

It has taken 12 years of constant scientific building to produce this system.

Write for descriptive catalogue.

American Gas
Machine Co.
Albert Lea, Minn.



AVOID IRONCLAD RULES.

The old rule of pedagogy, the fewer rules the better, applies no less in the commercial world. As in the schoolroom, so in the business world, varied conditions and the widely differing tastes and characteristics of patrons render any set rules subject to continual changing in the hands of the skilled salesman. Flexibility and the power of adapting to circumstances can not be too well learned.

An illustration of how one customer was lost through the adhesiveness of the proprietor to his regular policy might be duplicated in many instances. A lady entered a store in something of a hurry, intending to make a purchase of wall paper. No one was at hand to greet her, but she soon discovered the owner in the rear displaying his papers to a man and wife. As they were deliberately making the inspection, she thought to gain time and an idea of styles and prices by looking at the goods with them—a silent observer, of course—and took the liberty to remark as much.

The merchant merely nodded and she took a seat; but instead of turning his goods so that she could see, as he could easily have done without interfering in the least with the view of his first customers, the papers were so displayed that only mere glimpses greeted the eye of the third party. She sat there patiently for a time; but it was evident that the first parties would require some time in their deliberations, while she was entirely cut out and ignored. Finally she quietly rose and was slipping out in a still more unobtrusive manner than she had endeavored to slip in. Then, however, when he saw that she was really going, did the merchant strive to pacify her with the statement that he would "soon be through," an assurance emphasized by his first customers; the latter insisted that they would call again; in fact, were about to leave the matter for the present anyway. Of course, she politely declined their kind offer as an unnecessary imposition upon them. They had the first right, and had in no way any reason for relinquishing. She firmly but silently went her way, and while she did finally remark that she would call again because the now thoroughly interested merchant fairly forced the words into her mouth, the call is yet to be made for the purchase was at the time made elsewhere.

No doubt the man who lost the sale reasoned that no two people have the same tastes, the same rooms to be papered or possibly the same sized purses. He could much better serve her by giving his entire attention to her when her turn came. She, however, looked at the matter from another point of view. While not expecting to make a complete decision from watching the bargains offered to others, she could gain a general idea of styles and prices—sometimes quite an item—and could have time to consider her own purchases while the others made their selections. A wish so plainly expressed could only be violated at the expense of a customer, not merely for that time but

for all time. Trade rules are all right, but there come times when they should not be inflexible; to know just where and when to bend them is one of the tests of good salesmanship.

Business Changes in the Buckeye State.

Cincinnati—The Queen City Implement Co. has made an assignment to David H. Scott, its liabilities being \$5,000 and assets \$2,500.

Cincinnati—Clyde P. Johnson has been appointed temporary receiver for the Rardon-Robinson Shoe Co.

Columbus—The Columbus Novelty Co. has been incorporated, with a capital stock of \$10,000.

Lima—Howard B. Hover has sold his drug stock to F. D. Manning.

Logan—Wolf & St. Clair have purchased the grocery stock of C. Kennard.

Raymond—Clev. Hamm is succeeded in the meat business by Collinson & Dillon.

Richwood—Chas. Peterson is succeeded in the meat business by Corbin & Lowe.

Springfield—The Ohio Garment Co. has increased its capital to \$40,000.

Canton—The Kirby Medicine Co. has been incorporated, with a capital stock of \$3,000.

Dayton—The Wolf Creek Soap Co. has been incorporated, with a capital stock of \$25,000.

Fostoria—A corporation has been formed under the style of the Peters Clothing Co., which has a capital stock of \$25,000.

Mt. Vernon—Kelly Bros. have sold their grocery stock to Edgar J. Craft.

Newark—Jas. McCracken succeeds G. A. Grill in the grocery business.

Toledo—Mrs. Josephine Kessler has sold her grocery stock to Jos. Hope.

Creston—Wm. Blough & Son succeed Stroup & Bridgman in the grocery business.

Cincinnati—The Foy Paint & Glass Co. succeeds the Barron-Boyle Paint Co.

New Paris—Maurice Sullivan will continue the meat business formerly conducted by T. J. Samuel & Son.

Oberlin—Geo. W. Preston is succeeded in the bakery business by Hobbs & Preston.

Roseville—J. N. Owens & Son have engaged in general trade.

Toledo—The R. Baker Co. has sold its shoe stock to Raab Bros. & Rall.

Wellsville—J. H. Doult succeeds J. J. Dowling in the drug business.

Massillon—Arthur D. Siola is succeeded in the drug business by Otto Sailer.

Salem—Nusbaum & McNeeland are contemplating starting in the shoe business.

Girard—The general merchandise business of the Davis Farmer's Supply Co. has been consolidated with that of the Girard Hardware Co.

Hamilton—Adolph Herman has sold his drug stock to Edw. Hambach.

Lorain—Jas. Reagan is about to engage in the grocery business.

Toledo—The Home Furniture & Carpet Co. has increased its capital stock to \$50,000.

Toledo—The National Fruit & Berry Box Co. has increased its capital stock to \$100,000.

Urbana—S. E. Neer is about to engage in the grocery business.

Trade Changes in the Hoosier State.

Huntington—Jesse Hardman has just started in the drug business.

Terre Haute—A corporation has been formed under the style of the Sage Mercantile Co., which has an authorized capital stock of \$5,000.

Fountaintown—The Fountaintown Elevator Co. has been incorporated with a capital stock of \$6,000.

Frankfort—W. M. Boyer has engaged in the grocery business.

Michigan City—Michael Bondine is succeeded in the confectionery business by Chas. H. Sadewater.

Farmersburg—The meat business formerly conducted by L. D. Ogden will be continued by Ogden & Johnson.

Hammond—M. Lukowski is about to engage in the shoe business.

Mooreland—An undertaking business is being established by Jesse Kimmell.

Moore Hill—The Jennings Drug Co. is succeeded in business by Ripple & Roeting.

North Vernon—Alexander Bros. are about to engage in the grocery business.

South Bend—N. V. Wilkinson & Co. are about to start in the grocery business.

Tipton—Wm. Smithson is about to embark in the hardware business.

Hammond—Geo. Murphy is about to engage in the hardware business.

Robinson—Ed. Rosenbaum is about to start in the clothing business.

Anderson—A meat market has been operated by Cheney & Pins.

Delphi—Loren Coume has sold his drug stock to Chas. Eiler.

Frankton—Chas. Simmonds is succeeded in the meat business by Coppick Bros.

Frankfort—The Frankfort Carriage Manufacturing Co. has been incorporated with a capital stock of \$15,000.

Gary—A corporation has been formed under the style of the Milteer-Lane Drug Co., with a capital stock of \$10,000.

Goshen—Miller & Logan are succeeded in the feed business by Miller & Teeharder.

Hoopeston—Julian Martin is about to engage in the grocery business.

Huntington—Jasper Slaue has just engaged in the grocery and meat business.

Newcastle—Jack Vestal is about to engage in the grocery business.

National bank bills bear the statement that they are "secured by United States Government bonds." Congress at the last session passed an act adding to the above "and other securities." As the law requires that these words shall appear on every National bank bill, it becomes necessary to destroy \$200,000,000 in currency, most of it bright, new crisp bills, engraved and printed for National banks throughout the country, and the plates on which it was printed. The work of destroying this big sum of money is now in progress and

is open to the public, but they must keep at a respectful distance from the macerating machines and the operators. These bills will be converted into pulp and will come back as good money as ever, so that it is not a case of sending "good money after bad." The dies are kept in the treasury vaults and as rapidly as they are changed by the addition of three words and new money is printed from them all of the outstanding bills of each bank or that held in reserve for its circulation are recalled and new money issued in its place. In addition to all of this the new law requires the treasury to hold a reserve of \$200,000,000 of emergency currency.

Henry William Rose, of Chicago, who calls himself a specialist in boys, is visiting cities in the West for the purpose of organizing branches of the Brylow Club. Boys who join must promise to be polite, to use only proper language, never to use tobacco, to abstain from strong drink. Brylow is a combination of the names of two noted poets, Bryant and Lowell. The home of the Club just now is wherever Rose happens to be, but later it is the intention to establish headquarters in Chicago. "I am the originator of the Club," says Rose, "and am doing all the work connected with it. The purpose is to make boys good. I hold that it is better to build a \$10 fence than a \$10,000 hospital or jail. It is better to train a boy to be good than to hang him when he is grown for being bad. That is my policy." The Brylow Club has a commendable purpose, and if it is correctly stated there is a good opening for a branch in every city and village in the country.

The Harrisburg, Pa., Common Council has called on the corporation counsel for an official opinion on the legal status of a corn cob. In that city garbage is divided into three classes—kitchen, ashes and miscellaneous, the latter including broken glass, crockery and the like. The contractors found that corn cobs would not go through their machinery when the green corn season came along and have asked that housekeepers be required to put cobs in the receptacle with sardine cans and smashed dishes. Some of them refuse to do this, claiming that corn cobs are kitchen garbage just the same as melon rinds and potato parings. They say this is common sense and threaten to fight the contractors to a finish. The housekeepers of the city await the legal opinion on the status of the corn cob with great interest.

It's no use believing in angels in Heaven if you can not discover any here.

BUSINESS CHANCES.

Will trade mail order business, stock and tools, for small farm on lake in Indiana or Michigan, free of incumbrance. Give description. J. M. Elder, Indianapolis, Ind. 945

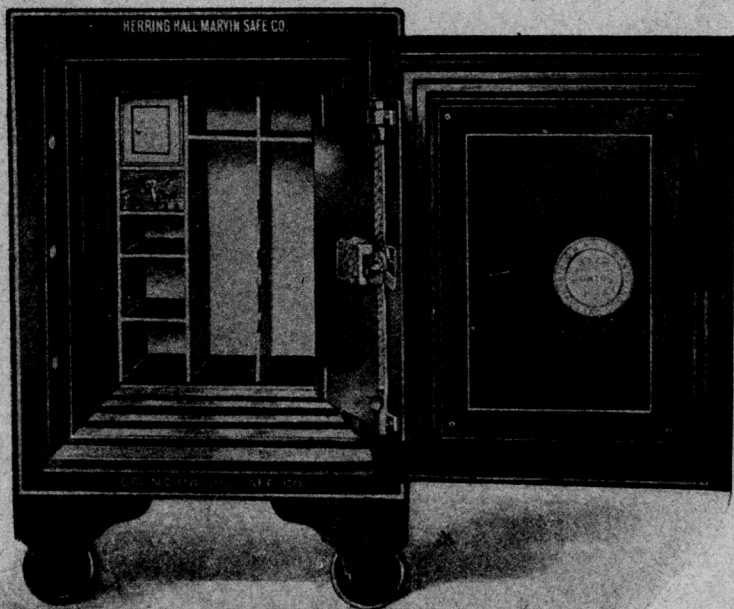
Is your community growing—improving? You believe in progress. Arouse your town. Our lectures do it. We can furnish Edward Amherst Ott for a few nights. Act quick. Municipal Service League, 239 Lake St., Chicago, Ill.

Protect Yourself

You are taking big chances of losing heavily if you try to do business without a safe or with one so poor that it really counts for little.

Protect yourself immediately and stop courting possible ruin through loss of valuable papers and books by fire or burglary.

Install a safe of reputable make—one you can always depend upon—one of superior quality. That one is most familiarly known as



Hall's Safe

Made by the
Herring-Hall-Marvin Safe Co. and ranging in price

\$30 and
Upward

The illustration shows our No. 177, which is a first quality steel safe with heavy walls, interior cabinet work and all late improvements.

A large assortment of sizes and patterns carried in stock, placing us in position to fill the requirements of any business or individual promptly.

Intending purchasers are invited to inspect the line, or we will be pleased to send full particulars and prices upon receipt of information as to size and general description desired.

Grand Rapids Safe Co.

Fire and Burglar Proof Safes
Vault Doors, Etc.

Tradesman Bldg.

Grand Rapids, Mich.

Wrap Up the Penny

It is poor business to give away a part of your profits to each customer if they do not know you are doing so.

If you give 52 cents worth of coffee for 50 cents without your customer knowing it you lose two cents and receive no benefit from your generosity. Remember it is your loss.

Better sell 50 cents worth for 48 cents, or put the two pennies in the package where they will be seen and thus

ADVERTISE YOUR BUSINESS

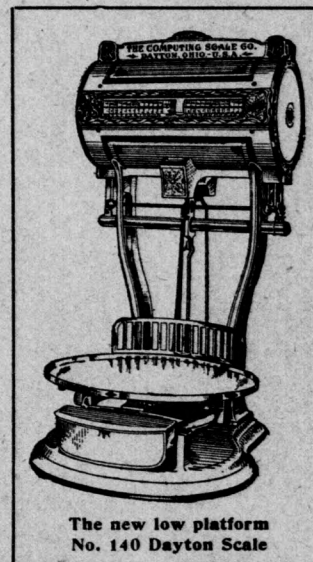
The best and safest way to secure trade and hold it is to use such methods as will promote absolute confidence. Impress upon your customers the fact that you are trying to be fair and square with them. The surest way to show this is to use

DAYTON MONEYWEIGHT SCALES

There is nothing on the market today which will bring as large and as sure returns on the money invested as our latest improved scales.

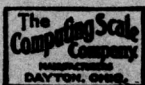
Eighteen years of experience and development places us in a position to equip the merchant with scales which produce the desired results in the quickest and surest way. Let us prove it.

It is no credit to be the last to investigate, therefore send in the attached coupon or your name and address by return mail.



The new low platform
No. 140 Dayton Scale

Moneyweight Scale Co., Date.....
58 State St., Chicago.
Next time one of your men is around this way, I would be glad to have your No. 140 Scale explained to me.
This does not place me under obligation to purchase.
Name
Street and No. Town.....
Business..... State.....



Moneyweight Scale Co.

58 State St., Chicago



Rapid
HEATERS

FOR
HOT WATER
OR
STEAM HEAT

WELL! WELL! WELL!
HOW SUMMER FLIES.

Almost time for cold weather
and you still delay that ever
important heating question.

Here's a Word to the
Wise

As heating material advances
with the season, it's a pretty good business proposition to install the RAPID
HEATER in your new home or store building NOW.

The size of your fuel bills and the small amount of time you would have
to spend on your heater would be a glad surprise to you.

When you say you can't afford this perfect Heating Plant JUST RE-
MEMBER—THAT YOU ARE PAYING FOR ONE, AND NOT GET-
TING IT—as long as you use a Hot Air Furnace or another style of heater.
The difference in the size of your fuel bills in a very few years WOULD
PAY FOR A RAPID HEATER.

Our references are 250 satisfied users in Grand Rapids. Hundreds else-
where. Send for information.

RAPID HEATER COMPANY

81-83 Campau Street

Grand Rapids, Mich.

"White House" COFFEE



will fit your custom-
ers' coffee pot
"way down to the
ground"—that is to
say, it will produce
SO good coffee-in-
the-cup that there'll
be no "grounds" for
complaint.

**Judson
Grocer
Co.**

Wholesale Distributors for Grand Rapids and Vicinity

THE HIGH-WATER MARK in Low-water Times

That's the record of

SHREDDED WHEAT

to August, 1908.

While other cereal concerns have cut down advertising
and show a decreased business, Shredded Wheat is ad-
vertising more extensively than ever and shows an in-
crease in sales of many thousand cases over the sales
for corresponding months of 1907.

The reason? You know it if you know Shredded
Wheat. No other cereal food can match it for strength-
giving, body-building material, for economy, or for wide
culinary uses.

No other grocer makes a larger profit on Shredded
Wheat than YOU do — no "deals," no premiums,
no "sugar," no bribes. The same old policy—A Square
Deal for a Square Dealer.

The Shredded Wheat Company, Niagara Falls, N. Y.

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