

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.**

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.



YOU OUGHT TO KNOW that all Cocoa made by the Dutch method is treated with a strong alkali to make it darker in color, and more soluble (temporarily) in water and to give it a soapy character. But the free alkali is not good for the stomach. Lowney's Cocoa is simply ground to the fineness of flour without treatment and has the **natural** delicious flavor of the choicest cocoa beans unimpaired. It is wholesome and strengthening. The same is true of Lowney's Premium Chocolate for cooking.

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

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-Sixth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 19, 1908

Number 1300

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

Kent State Bank Grand Rapids

A consolidation of the
KENT COUNTY SAVINGS BANK
and the
STATE BANK OF MICHIGAN

Has the largest Capital of any
State or Savings Bank in Western
Michigan. Pays 3½ per cent. on
Savings Certificates of Deposit.
Banking by mail.

Henry Idema, Pres.
Daniel McCoy, Vice Pres.
John A. Covode, Vice Pres.
J. A. S. Verdier, Cashier

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

SPECIAL FEATURES.

2. Window Trimming.
4. News of the Business World.
5. Grocery and Produce Markets.
6. Butter, Eggs and Provisions.
7. Scrambled Eggs.
8. Editorial.
9. Business Tone.
12. Making an Editor.
16. Stoves and Hardware.
22. Looking Backward.
24. Commercial Traveler.
26. Drugs.
27. Drug Price Current.
28. Grocery Price Current.
30. Special Price Current.

THE BILL BOARD NUISANCE.

Public policy is a matter of evolution, no matter where the community may be located, each municipality developing its own policy as population, commerce, industries and civic righteousness increase.

Years ago public policy in Grand Rapids permitted the erection of shedlike awnings in front of stores and extending entirely across the sidewalks on Monroe and Canal streets; years ago, also, pigs and cattle were given the freedom of any street in town by our public policy. Not so very long ago our public policy allowed citizens to dump garbage anywhere; dispose of it anyhow.

Those conditions have been abolished because they are recognized and classified in our public policy as nuisances and blotches on the record of the city; and that recognition has been made by unification of individual thought and opinion on the subject, by concerted, co-operative effort on the part of the many who are truly proud of and loyal to the best interests of the city.

Now comes the question of outdoor and bill board advertising, a practice permitted in Grand Rapids ever since Grand Rapids was incorporated; but to-day there is a public opinion which declares that bill board advertising has become objectionable and that public opinion is by no means confined to Grand Rapids. It exists all over the United States and is rapidly developing to such proportions that at no very far distant date the objection will become incorporated as a feature in public policy.

And just as shedlike awnings over sidewalks have been assigned to history, just as board sidewalks are now prohibited on important streets, just as hogs and cattle must be kept within bounds, just as systematic handling of garbage and refuse is compulsory, so will bill board advertising be modified and controlled in accord with justice to individual and public rights.

Nearly two and a half years ago the Municipal Affairs Committee of the Grand Rapids Board of Trade took up the question of bill board advertising and the abuses it has developed. Since then that Committee has not lost sight of the matter. The investigations carried on, the revela-

tions made, the conclusions drawn and the reforms wished for are not the result of hasty, superficial and careless action and at no time has any personal feeling against the owners or the patrons of bill boards been permitted to taint the campaign thus far conducted.

It has been absolutely a question of public policy, just as have been consideration of the question of abating the smoke nuisance, the matter of beautifying streets, the connection of outhouses with the sewer system, and so on. As a result the Committee has addressed a communication to local merchants and manufacturers requesting their co-operation in an effort to discontinue on their part the practice of utilizing bill boards as an advertising medium.

The Board of Trade is formally back of this effort for various reasons: First, because bill boards are unsightly and dangerous; next, because they are shields behind which all kinds of refuse and filth may be concealed; because they are an offense to the sense of sight, just as other nuisances are offensive to the sense of hearing or of smelling and may with equal justice be prohibited and prevented by law. And, finally, bill board advertising is poor advertising in the present day and under present conditions. True it is that personal interests must be affected unfortunately by the modification and control of bill board advertising, but this fact is tremendously discounted by the long-continued and unfair interference with the peaceable and quiet enjoyment of their respective properties by thousands of citizens whose homes are glaringly and impudently confronted by great stretches of unsightly double deck bill boards covered with offensive printed matter or painted designs having neither artistic merit nor publicity value.

BUSINESS PICKING UP.

During the period of depression which followed last winter's panic and which extended well into the present summer the railroads complained that thousands upon thousands of their freight cars were lying idle in the car yards, in the shops and on sidings for lack of freight to be moved. As long as those cars remained idle it was of little use to tell people that trade was reviving. Recently, however, the idle cars have been drawn upon to meet increasing requirements so that it can be truthfully said that business is looking up.

According to recent advices the Pennsylvania Railroad, which, as everybody knows, is one of the leading railroad systems of the country, and likely to be among the first to feel the influence of better business, had put 10,000 idle cars into

service within a fortnight, and expected to put all remaining idle cars into commission with little delay.

One of the causes for this revived activity on the part of the Pennsylvania is the movement of the crops, which has commenced, and the movement of supplies to the interior, which always accompanies the crop movement, and sometimes even anticipates it. As all the great crops of the country promise to be large this year there is every reason to believe that within a short time every idle railroad car will be requisitioned, and that even then the railroads will not be able to move the traffic as rapidly as could be wished.

With enormous grain crops, with the prospect of a bumper cotton yield, with fine crops of sugar, rice, tobacco and all other products the railroads have in prospect a very active season in handling the products of the farms and distributing them throughout the country or to ship-side for export. While the railroads will naturally profit by this heavy movement the distribution of these fine crops will make employment for armies of workpeople, afford a profit for merchants and brokers and stimulate all sorts of trade by the money that will be thereby distributed.

There are no better barometers of trade than the railroads. If business is active they will have plenty of freight to haul, but if business languishes their traffic falls off and idle cars fill their yards. The fact, then, that the leading railroads are putting their idle cars into service again and are generally putting their equipment in order points plainly to the revival of trade which the country has been confidently looking forward to as due about the time that the crops commence to move.

The Buffalo health authorities recently ordered an inspection of the places in that city where popcorn is put up in paper bags and sold on the streets. It is said that some of the reports concerning conditions existing in the popcorn factories show the prevalence of filth and dirt. "I do not care to make public the reports at this time," said Dr. Wende when asked to say where the places referred to are, "for the reason we have not acted on them all yet. But I will say that if the conditions reported by my inspectors are as bad as they paint them a lot of popcorn makers and peddlers will be put out of business." There may be other cities where an investigation would show similar conditions.

He becomes a drag rather than a leader who makes his appeal to the prejudices of the people.

The keenest condemnation of impurity is the silent pure life.



The One "Different" Article Always Attracts Notice.

Some windowmen appear to be of the confirmed opinion—an opinion not to be shaken from its foundations—that a great splatteration of goods is what is going to "take" with the buying public, but they are grandly mistaken. It's the one article, different from all the rest and prominently displayed, that is going to stay in the mind of the observer longer than all the remainder of the exhibit. A single parasol for example—"sunshade," as our mothers used to call them—set in the midst of pretty gowns is going to be remembered long after the latter have faded from the memory. The one parasol will let people into the knowledge that you carry such goods and it is a dozen times more effective than would be an entire dozen of them. In displaying this unit along with other sorts of merchandise the caution must be observed not to select a parasol the material of which is decidedly inferior to the balance of the exhibit or decidedly superior. It must preserve the same general tone.

Fall Is Creeping On.

Here and there in the windows one sees hints of approaching fall. In a man's window there will be suits of dark hues, and this is also in evidence as regards women's attire. Or perhaps a background will convey the suggestion of cooler weather by the gorgeous tints employed in the painted foliage or artificial vines and flowers. It really seems as if we no sooner get accustomed to one season's garments before Dame Fashion and the elements command that we jump into another set of togs.

It is sincerely to be hoped by gods and men that the era of Merry Widow, Merry Maiden and all other Merry Monstrosities in the ladies' headgear will be relegated to innocuous desuetude when Jack Frost puts in his appearance. They certainly ought to get a frost from some direction! The lengths to which many of the Eternal Feminines have gone this summer in the stuff and nonsense they have piled on their silly noddles are enough to make even demons weep.

A Good Notion Window.

Every few weeks it is well to bring the notions of a dry goods store to the fore. People are always running out of these small necessities, and forget to make a note of them. If they are put right out to the sidewalk in a well-gotten-up display their sales may be thribbled—or more.

Steketee has a pleasing exhibit this

week of riff-raff goods. Steps covered with white cloth are used to hold them. Many of the bunches rest on circles of crinkly orange-colored paper cut with a diameter of about a foot. No other color is in the window. The bright circles alone are enough to make one come across the street to find out what they are for, and the notions themselves "do the rest."

In the rush of attending to things of greater moment this comparatively insignificant class of goods is apt to be overlooked by the busy window trimmer. Let him pin up a memo. of this propensity in some conspicuous place in his workshop, where he will have it staring him right in the face all the time. Thus will he do his duty by this almost-universally-ignored sort of merchandise.

Window Dressers "Keep Books" with Themselves.

Most window dressers "keep books" with themselves, setting down the exact dates of all their trims and the nature of each. Many of them are "kodak fiends" and "take a shot" at every exhibit they get up. They date the photos carefully and file them away consecutively and so, by frequent reference thereto, are not liable to duplicate displays too often. When a windowman goes to the expense of hiring this work done it generally cuts in on his finances more than he cares to figure up. Taking the pictures himself and doing all the work of developing, mounting, etc., at odd times, they don't stand him in such a very big penny.

Try this out, you window decorators who have not thought much about the plan. Such a collection is both interesting and helpful to the one making it: He is enabled to observe whether or not he is making sufficient progress, and he avoids too much of a sameness in his get-ups.

The Bald Truth.

"Barber, do you know of anything that would be good for that bald spot on the crown of my head?"

"Yes, sir; but it would be pretty expensive."

"How much?"

"Probably not less than \$25."

"Is it a sure thing?"

"Yes, sir."

"What do you call it?"

"A wig, sir."

That was the time the barber didn't get any tip.

Also he lost a customer.

So Small.

She—Oh, she paid an awful lot of money for her bathing suit.

He—Shame to waste so much money on a little thing like that.

Movement of Michigan Gideons.

Detroit, Aug. 18—The Volunteer meeting last Saturday evening was conducted by Edw. A. Field, W. H. Barron, James Weeks and the writer. The meeting was full of interest.

State President W. A. Sheldon, Jr., made his auditing rounds last week on the Grand Rapids branch of the Lake Shore Railroad.

C. F. Louthain and wife are now located at 1777 John R. street, this city, and the Detroit Camp is happy to have this addition to the Camp. They were in attendance at the Griswold House hotel meeting with twenty-five others, among them Mrs. Gates and daughter, Mr. and Mrs. Gordon Z. Gage, Mrs. Geo. S. Webb, Geo. A. Fricke, of Flint, W. N. Farnham, of Buffalo, E. L. Mason and F. H. Bateman, of New York State, and W. Murch, of this city. There were ten ladies present at this meeting. Mr. and Mrs. Gordon Z. Gage gave testimony and talk on the wonders they saw while visiting Mammoth Cave. The thought of the evening after the interesting description given by Brother Smith and Brother and Sister Gage, of Mammoth Cave, was the love of God in giving us all those wonders and blessings. God so loved that he gave us all things, and why should we not love Him?

Aaron B. Gates.

Detroit, Aug. 18—At the close of the National convention of the Gideons, recently held at Louisville, Ky., the following Monday morning a party of twelve Gideons and Auxiliary took the L. & N. train at 8 a. m. for the Mammoth Cave, a ride of ninety miles directly south, the latter half of which is through a very picturesque country, for here it begins to be mountainous. A change of cars is made at Glasgow Junction (so named because the city of Glasgow is reached from this point) and at the passengers' expense, for you now go aboard a one coach train, delightfully accommodating, for in it there were loaded freight, express, baggage, livestock, et cetera, and betwixt and between all of this conglomeration passengers were squeezed in and piled upon (the balance of forty hanging on the platform). Fortunately, there was no trouble in doing this because the speed attained on this nine mile up the mountain trip was never over ten miles per hour. Finally, after one of the "funniest trips ever" had ended, you hear the call in strenuous tones, "Mammoth Cave." Upon alighting you find a few houses only, set in a grove, making up this village, the postoffice and stores being in connection with the commodious although ancient hotel.

Our party soon were roomed and learned regarding the cave trip, and after a substantial dinner we were off to our rooms to "robe" for the occasion—gentlemen in blue jeans and ladies in bloomers—at an added cost of fifteen cents to the \$3 for seeing the cave, both trips. Descending the hill towards Green River for a distance of a quarter of a mile we came to the entrance of the cave—Mammoth Cave. This has been rightly named for it is the largest of many, perhaps four score, in this section of

the country. Two others, the Wyandotte in Indiana and Nicajac, come nearly up to it in size, while many of the smaller ones excel in some of the stalactitic formations.

As we approached the mouth of the cave dressed in our new(?) costumes we were accosted by a photographer, who asked us to be seated on a row of inclined seats and have our pictures taken, promising to finish them by the time our trip was ended. This was done, of course, for all were anxious to see how ridiculous they looked.

We had already decided upon the two five hour trips, one of which is the abbreviated nine hour trip, a continuance beyond the Echo River, being a four hour trip. Inasmuch as this was to a considerable extent a repetition of what would be seen we all decided that ten hours' walking was enough for us. This cave region is said to exist because of the solubility of the rocks beneath the soil. It has taken ages to accomplish this result, as is proven by the slow process of stalagmitic formations. We were told by our guide that it took one hundred years for one inch of growth to form on a stalagmite.

The cave is noted for its pits and domes and its stalactites and stalagmites. It has two rivers—the Styx and Echo, the former being at this time of year only a stream of six to ten feet in width, with an average depth of perhaps one foot, while the latter is twenty to thirty feet wide and of considerable depth. It takes its name from the fact that echoes of sounds made while on the river during the boat ride you are given are returned to you with most wonderful distinctness and tone.

The fish and crabs in the waters of these rivers are perfectly colorless; also are without eyes, yet the sockets are distinctly visible. In this connection we might add that all manner of life that inhabits the cave is sightless and colorless.

Had we chosen the nine hour, or long trip complete, our meal would have been brought in to us and served on tables set in the dining hall, and served on dishes kept in a cupboard for the purpose within the cave.

The lights used are lard oil lanterns, carried by the gentlemen of the party, the guide carrying two besides being equipped with oiled rags, which are wound around a wire placed in the end of a four foot stick, and after having been lighted are dextrously thrown to a ledge, where they may hold fast and burn and thus light up the chamber which is to be explained.

Nothing modern is seen about the cave except a telephone. This is used to report parties going in and coming out. No electric lights nor modern ways of travel have been installed in the cave. The ground—farm above—is owned by an estate, who seem to be satisfied with the present financial returns of the investment.

It is estimated that a net profit of \$25,000 accrues from the visitors to the cave, and still the farm above remains to be worked as though there was nothing beneath it.

The cave was discovered in 1802 by a man by the name of Hutchings, who ran a bear to his haunts within the cave.

A bit of information was given us as we came to the old vats used for making making salt petre that seemed of considerable importance:

In 1812-14, those years that were fraught with wars, there was an embargo placed upon merchandise from England. This seriously interfered with the supply of munitions of war and the discovery of material that would make one of the ingredients of gunpowder became of great importance.

Soil containing nitrate of lime was found within the cave, and it remained only for the discoverers to get potash in some form to unite with the nitrate in order that saltpetre could be made. Ashes were brought in by ox teams, the evidence of the same yet being shown by the imprints of hoofs and ruts caused by wagon wheels in this hard soil. Water was conducted to the vats to lixiviate the ashes and nitrate soil by means of wooden tubes, made by cutting ash trees in 30 foot lengths the size of a man's head, with holes bored in the same from end to end, six inches in diameter. These log conductors still remain, after these hundred years have lapsed, in a perfect state of preservation, many of them yet lying on the crosslike props which held them in proper positions.

On the short route we passed through Memorial Hall, a room 15 feet in height and perhaps 40 feet in width. Here it is that each com-

pany can, if they desire, build a monument in commemoration of their visit, and many have done this, as the numerous piles of stone testify.

Our organization placed a sign upon a ledge of rocks in a slightly place, reading: "Gideons in Convention at Louisville, '08. Visited Cave July 27." Just beyond this is registration hall, and the limestone ceiling bears evidence of many placing themselves in a position to burn their names, using their lamps to do the trick. It would take a book to relate in detail all the items of interest, but suffice it to say that God has not given to mankind all the wonders upon the earth's surface, but has kept a proportionate amount beneath.

Olive's Bower, a beautiful cluster of stalactites; the Arm Chair, stalactites and stalagmites grown together; the Lace Curtains, Elephants' Heads, Giant's Coffin, Booth's Amphitheatre, Robinson's Hall and many others equally interesting are all wonderful and will well repay one for their long walk to get a look at them.

The awful blackness of the cave is only realized when you arrive in the starry chamber—a very commodious room 60x90 feet in height—and you are asked to sit down on the bench provided and to extinguish your light. If it is possible to get perfect quiet with your company (we failed on account of the Auxiliary present) you will then know what absolute stillness and quiet means.

Upon this ceiling myriads of stars are apparent, the illusion being caused by the faint light of the guide, who has hidden behind the rock, cast-

ing the rays towards the crystals of calcium upon the ceiling. At this point your guide will leave you, making a detour through a short channel, leaving you in the pastime of star gazing. When he appears again, at a considerable distance away, the faint light of his lamp is seen, meaning that morning has come. Other signs of daybreak are quickly and very accurately given you, as a man chopping wood, a crow cawing, cat fights, dog barking and rooster crowing.

The most beautiful sight probably that all would agree upon as being such is another illusion, that of the Martha Washington statue. A projection of rock in the passageway at a distance of 200 feet from where you are asked to stand forms almost perfectly one side of the figure, while 100 feet back from this projection is another similar, only to form the other side and make the complete statue. The guide has gone back of this most remote place and first lights up the space with a magnesium tape, making the statue a white marblelike figure. This is followed by red fire, and the whole is to make an impression upon one that will never be forgotten, that of a magnificent statue upon another on a huge pedestal.

After having spent so long a time within the cave we were all willing to vote it a pleasant and agreeable stay, for the temperature stands at 54 degrees the year around. Upon coming to the surface we were sure the air had been passed over red hot stoves. Thermometers said it was only 97 degrees in the shade, so we

were obliged to admit that we were mistaken.

Well, the trip was ended and we could reflect on things we had seen: upon the immensity of the cave; of its numerous labyrinths; of its three levels and three hundred and fifty feet depth below the earth's surface, and, above all, of the Infinite One, who has given us these mighty and wondrous things, and with the psalmist we can say: "Oh, Lord, our Lord, how excellent is Thy name in all the earth! Who hast set thy glory above the heavens? * * * What is man that Thou art mindful of him? * * * Oh, Lord, our Lord, how excellent is Thy name in all the earth."

John H. Nicholson and wife, Janesville, Wis., and G. G. Thomas and son, Ottumwa, Iowa, spent several days in Detroit last week on account of the barbers' convention which was held here.

J. J. Kinsey, President of Detroit Camp No. 1, is contemplating removing to Saginaw, which point will be more central to his territory. A. C. Holmes, Counselor of Camp No. 1, will work Detroit and vicinity in his absence.

L. B. Langworthy, who represents Holsen, of Chicago, also a line of silverware, was hustling around "The Thumb" the past week. Do not be surprised if you hear of his locating in Michigan's metropolis as a branch of the parent house.

Chas. M. Smith.

The lights of the world do not invite the world to watch their smoke.

Good Storekeeping

When you hand out Royal Baking Powder to a customer

You know that customer will be satisfied with his or her purchase;

You know that your reputation for selling reliable goods is maintained; and

You know that customer will come again to buy Royal Baking Powder and make other purchases.

It is good storekeeping to sell only goods which you know to be reliable and to keep only such goods on your shelves.



Movements of Merchants.

Imlay City—Charles Schirmer has opened a grocery store.

Saginaw—A meat market will be opened by Schwink Bros.

Owosso—James Lynch has sold his grocery stock to Harry Putterille.

Merrill—Howard Barber and W. T. Green will open a jewelry store here.

Rochester—Howard Burgess is about to engage in the meat business.

River Rouge—Wm. Green has suspended his grocery and meat business.

Detroit—A cigar and confectionery store has been opened by Bert Talcott.

Hillsdale—A branch store has been opened here by the Elkhart Furniture Co.

Cheboygan—Alfred Parks has purchased the general stock of W. & A. McArthur.

Eames—Oscar M. Carpenter, dealer in produce, will engage in general trade here also.

Bay City—Warren D. Richardson has discontinued the book and stationery business.

Pontiac—The Richmond-Baker Co. is succeeded in the feed business by S. A. Austin & Co.

Eaton Rapids—Reynolds Bros. have sold their dry goods stock to the Spring-Holzworth Co.

Reed City—Stanley J. Sanford has purchased the interest of Isaac Grant in the Babcock Grain Co.

St. Joseph—The Fair Store will now be conducted by E. L. Bent, who has purchased the stock.

South Everett—The Marengo Prairie Telephone Co. will soon commence work on extending its line.

Kalamazoo—The Lemon & Wheeler Company has sold a new stock of groceries to Thomas Nuyen, of Levell Park.

Scottville—Lowa Tracy will continue the millinery business formerly conducted by herself and Miss Chisholm, the latter having retired.

Ann Arbor—It is the intention of Gottlob Nagel, formerly identified with the E. H. Fowler Grocery Co., to engage in the grocery business.

Grand Ledge—S. L. Hagerman is succeeded in the grocery and meat business by Bert Simons, who has been in the drug store of Campbell & Chappell for two years.

Negaunee—Fishing for black bass in Little Lake Thomas B. Kirkwood, the druggist, hauled in a 50 pound turtle. It is believed to be the largest ever caught in Upper Michigan.

Holton—The Farmers' Produce Company, of this place, has been incorporated with a capital stock of

\$2,500, of which amount \$1,260 has been subscribed, \$1,000 being paid in in cash.

Saginaw—The Zanger Cloak, Suit & Fur Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,380 has been subscribed, \$15,374.75 being paid in in property.

Escanaba—Fred Johnson, who has been with the Escanaba Hardware Co. for several years, has gone to Iron River to take charge of the hardware department of the Monison Mercantile Co.

Sault Ste. Marie—A corporation has been formed under the style of the C. P. Haerle Co. to engage in general trade, with an authorized capital stock of \$3,000, of which \$1,600 has been subscribed and paid in in cash.

Saginaw—The business known as the Otto Roeser Drug Co. has been purchased by C. M. Barry, the Court street druggist, and he will place Wm. Klump in charge of the latter, Mr. Barry actively managing both the stores.

Ann Arbor—John Tice has opened a drug store in the Goodspeed store on South Main street. Mr. Tice was for fourteen years in J. J. Goodyear's drug store here and more recently has been at the Ponchartrain Pharmacy, Detroit.

Fenton—F. J. Hoffman has sold his hardware stock to a stock company composed of E. C. Slocum, of Joliet, Ind., and Messrs. Guilloz and Graham, of Detroit. Mr. Hoffman is the fourth member of the company continuing the business.

Saginaw—The clothing business formerly conducted by the Estate of J. C. Mercer has been merged into a stock company under the style of Mercer & Co., with an authorized capital stock of \$35,000, of which amount \$30,000 has been subscribed, \$3,500 being paid in in cash.

Dimondale—Albert Shotwell, for many years one of the leading merchants of this place, has traded his general stock for a farm in Nawaygo county. His successor, John Nelson, has also purchased the feed mill and will renew its operations, which, with the repairs to the dam and the starting of the grist mill, will mean much to Dimondale.

Detroit—A corporation has been formed under the style of the J. A. Burns Company to conduct the dry goods business. The company has an authorized capital stock of \$70,000, \$50,000 being subscribed, \$10,000 being paid in in cash and \$10,000 in property. Mr. Burns was formerly identified with Brown, Durrel & Co., of Boston, and the Belfast Linen Co.

Manufacturing Matters.

Wacousta—Fred Foster will conduct the creamery business at this place.

Perry—Walter A. Winn, formerly of Grand Ledge, has purchased the Reliance Flour Mills.

Jackson—The Lockwood-Ash Motor Co. has increased its capital stock from \$5,000 to \$20,000.

South Boardman—A. F. Anderson's sawmill has started again after a period of inactivity of some weeks.

Kalamazoo—A store will soon be opened here by Joseph Hecht, of the Ladies' Garment Manufacturing Co., of Racine, Wis.

Collins—A creamery will be conducted here by Mr. Eaton, who has been managing the creamery at Tremayne's Corners.

Three Rivers—Extensive improvements are being made on the mill of the Eddy Paper Co., which will probably be completed by Oct. 15.

Cadillac—All the lumber manufacturers or users of lumber in this city, with the exception of the Williams Bros. Co., are running their plants.

Saginaw—The Lee Lumber Manufacturing Co. has erected a new office building and is making an addition to the main plant, increasing the capacity 50 per cent. The dry kiln also has been enlarged.

Bay City—The Michigan Pipe Co. has a force of men at work and will replace the mill recently burned with one of large capacity. The plant will be running by November. It was operating with a full force when the fire came, having received numerous orders during the last four weeks.

Saginaw—The Werner & Pfeiderer Co., manufacturer of bakers' machinery and ovens, has outgrown its present factory on Niagara street. After an effort to secure new and larger quarters failed, the company decided to add to the capacity of the present plant, which will be doubled by the erection of new buildings.

Lamont—A corporation has been formed under the style of the Wolverine Pearl Button Co., which will conduct a manufacturing business. The authorized capital stock of the company is \$10,000, of which \$5,000 has been subscribed, \$1,000 being paid in in cash and \$4,000 in property. The business office of the company is to be located at Grand Rapids.

Saginaw—The Palmerton Woodenware Co., one of the largest wood-working establishments in this city, which has been shut down during the summer for repairs and improvements, started up its plant Monday. The factory employs over 200 men and has a large number of orders on hand, with good outlook, so the management states, for the heavy fall and winter trade.

Coopersville—The stockholders and patrons of the Coopersville Creamery Co. are very much depressed over the report from Detroit announcing the seizure of 18,080 pounds of butter shipped from the local factory to a cold storage warehouse there. Representatives of the Revenue Department have been investigating the butter and find that a portion of it at least exceeds the legal limit in moisture. This will subject the Creamery Co. to a fine of 10 cents a pound, be-

sides the loss of the butter and legal fees and court fines and costs, which will probably aggregate \$2,000 to \$3,000. It was hoped that, in the light of the unfortunate experience the company met with a couple of years ago, which cost the stockholders over \$2,000, the management would not permit any further shipments to be made that did not comply with the Government standard.

New Park on the Great Divide.

The crown of the continent is the new national park to be created in Montana under the patronage of Senator Thomas H. Carter. It is an unknown scenic wonder, a fascinating wilderness of thirteen glaciers, and many peaks and lakes, whose melting ices help to feed all three oceans washing the shores of North America. It is possible to launch three chips from points within gunshot of each other in the park, which, with propitious currents, eventually, will float into the Gulf of Mexico, the second into the Pacific, and the third into Hudson bay. Thirteen enormous icefields have received names from explorers, but hundreds of smaller glaciers remain hidden in canons or on the flanks of the score or more mountain peaks from 8,000 to 10,000 feet high still awaiting exploration and names. Hundreds of lakes, some of them many square miles in extent, fed by glacier streams that in some instances plunge in a single fall over cliffs 1,000 feet high, hide in the shadow of great mountains which almost defy exploration and ascent save by the mountain goat. It is proposed that the government shall establish an elaborate system of roads and trails throughout the park, bringing all its marvelous scenic wonders within the reach of the American people. The creation of Glacier park also means the establishment of a great breeding ground for big game, which, under present conditions, is being slaughtered with rapidity. The park area is alive with mountain goats, mountain sheep, elk, deer, bears, bald eagles, ptarmigan, and several varieties of grouse. There are many trout streams which never have been fished. The park embraces the most picturesque part of the Lewis and Clark national forest and is bounded on the north by the Canadian line and on the east by the western boundary of the Blackfoot Indian reservation, and on the west by the Flathead River's irregular course.

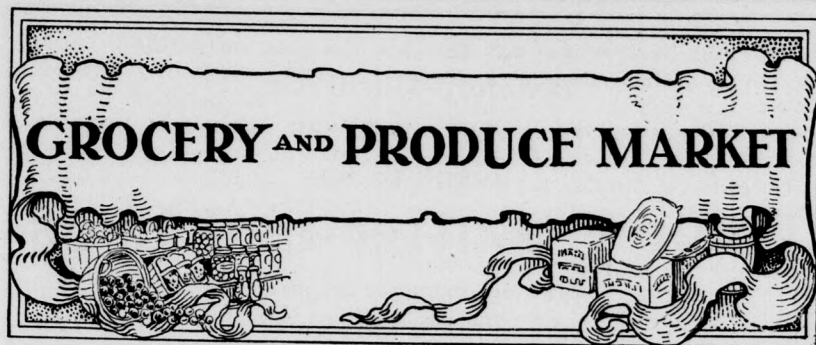
Business.

"Good morning!" said the claim agent cheerfully to the patient with a broken leg and head in bandages. "I have good news for you. Yes, sir. The company feels sorry for you. It is willing to forgive and forget. Soulless? Why, man, it's all soul."

"Ready to pay about five thousand?"

"N-no, not exactly that. But I am authorized to sign its agreement not to prosecute you for letting yourself get thrown on the right-of-way and blocking rush hour traffic."

There's one unfailing cure for the blues: brighten some other life.



The Produce Market.

Apples—Transparents, Red Astrachans and Duchess command \$2.25@2.50 per bbl. The market is weak, owing to the large supply.

Bananas—\$1.50 for small bunches, \$2 for Jumbos and \$2.25 for Extra Jumbos.

Beets—60c per bu.

Blackberries—\$1.25 per 16 qt. case.

Butter—The creamery market is very firm on both solids and prints at an advance of 1c per pound throughout. The general butter situation is very healthy. The make has been reduced by the heat all over the country and the demand shows an increase. There will likely be a firm market and further advances within a short time. Fancy creamery is held at 23c for tubs and 24c for prints; dairy grades command 17@18c for No. 1 and 16c for packing stock.

Cabbage—Home grown commands 65c per doz.

Carrots—60c per bu.

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—There is a very firm market for fancy eggs. Very few are coming in that do not show heat, but all grades meet with a ready sale considering the quality. We are likely to go into cooler weather soon and this will increase both the general supply of eggs and the proportion of fine quality. The increase in the receipts, however, will hardly equal the demand, and if there is any change in price it is more likely to be an advance than a decline. Local dealers pay 17@18c 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.

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 \$4.75@5.

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

Musk Melons—Michigan Osage, \$1.50 per crate. Illinois Gems, 40c per basket. Missouri Cantaloupes, 75c per crate.

Onions—Home grown white command \$1 per 70 lb. sack.

Oranges—California Valencias are steady at \$4.75 and Mediterranean Sweets at \$4.

Peas—\$1.25 per bu. for Telephones.

Peaches—Early Michigans and Triumphs command \$1@1.25 per bu. Crane's Early fetch \$1.25@1.50 per

bu. The crop of early peaches is ample to meet both the consumptive and shipping demands of the market.

Parsley—25c per doz. bunches.

Pears—Sugar, \$1 per bu.; Clapp's Favorite, \$1.25 per bu.; Bartlett's, \$1.75 per bu.

Plums—Burbanks and Abundance are in plentiful supply at \$1.25 per bu.; Bradshaws, \$1.35 per bu.

Potatoes—Home grown are steady at 75c per bu.

Poultry—Local dealers pay 8@10c for fowls, 12@13c for broilers and 11c for spring ducks.

Radishes—10c for Round and 12½c for Long.

Spinach—60c per bu.

Tomatoes—\$1 per bu. for home grown.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 7½@9½c for good white kidney.

Wax Beans—\$1.25 per bu. for home grown.

Whortleberries—\$1.40@1.50 per case of 16 qts.

Watermelons—20@25c for Indiana Sweethearts.

Michigan Retail Hardware Association.

The ninth annual convention of the Michigan Retail Hardware Association, which was held at Detroit last week, was fairly well attended. The meetings were held at the convention hall in the Cadillac Hotel and were presided over by President Charles M. Alden, of Grand Rapids. Practically all the papers presented at the convention are printed in the Tradesman of last week and this week. The paper of Geo. W. Hubbard, of Flint, is probably the strongest paper ever presented before the organization. The election of officers resulted as follows:

President—Peter A. Wright, Pontiac.

Vice-President—Chas. A. Ireland, Ionia.

Secretary—Arthur J. Scott, Marine City.

Treasurer—Wm. Moore, Detroit.

Members Board of Directors—M. C. Weber and Alex Lemke, Detroit. The next convention will be held in Saginaw next August.

The Shavertown Stone Co. has been incorporated to conduct a quarrying business in New York. The company has an authorized capital stock of \$20,000, of which \$15,000 has been subscribed, \$400 being paid in in cash and \$10,000 in property.

The Northern Cedar Co. has increased its capital stock from \$5,100 to \$12,000.

The Grocery Market.

Tea—The market is steady and there is no particular change from the last report. Old stocks are about sold out and new teas of the better grades are arriving. The market is in a more healthy condition than for some years past. New crop Formosa Oolongs are of good quality and prices are firm.

Coffee—Receipts of Brazil at primal points are still heavy and the general tone of the market is easier. Mild coffees are firm and unchanged. Java and Mocha are steady at ruling prices.

Canned Goods—The strong tone which has so long prevailed on tomatoes has gradually subsided to a more steady position, due to better crop prospects, and the concessionary spirit lately displayed by packers has had the effect of checking the demand to some extent. Corn remains firm and the market is fairly active. Most buyers, having protected their requirements, are giving little attention to peas. Advices received from California this week reflect a firmer feeling among packers of fruits. There is a better tone to the market as a whole and higher prices are predicted on the higher grades of peaches and apricots, at least. The prospect of a good pack of peaches in Maryland and Delaware is inducing some buyers to withhold orders, under the expectation that prices will be lower later. All grades of salmon continue very firm. There is quite an active demand for medium red salmon, but the limited supply restricts business. Opening prices have been named on Cohoes and they are about 10 per cent. higher than a year ago. There are rumors of opening prices on 1908 Sockeye salmon, although the principal factors are unwilling to quote until they are able to get more definite information as to the current season's output.

Dried Fruits—Apricots are stiff and some holders refuse to sell at any price. Raisins maintain the last advance and are stronger than for months. These advances in California fruits, with the exception of prunes, are mainly due to the fact that the packer sold heavily without first buying from the growers. When the latter found this out they put on the screws. Many believe that after the present flurry is over prices will recede again. Currants are unchanged and in light demand. New prices have been named on figs, on about last year's basis. Prunes are firm. The coast basis for future Santa Claras is 4½c. Spot old prunes are offered at 3¼@4c basis, and the market is strong, although there is no demand. The future of the prune market looks strong. Peaches are firm at the last advance.

Rice—New head is coming onto the market, but in not large enough quantities to affect the high prices which now prevail. As receipts begin to show larger proportions the situation is expected to ease off considerably.

Farinaceous Goods—On account of the strong position of raw oats the oatmeal market has advanced to the jobber, bulk goods advancing 35c per

barrel and package goods 15c per case.

Syrup and Molasses—Manufacturers of glucose have advanced their bulk goods 10 points. The demand for mixed syrup is light. Sugar syrup is moving moderately at unchanged prices. Molasses for the present is a dead issue; demand is very small at unchanged prices.

Cheese—The market shows no change, either local or country, and the situation everywhere is very healthy and the supply about normal. The bulk of the cheese arriving are of fine quality and all grades meet with a ready sale. The present outlook is for a firm market at about present prices.

Provisions—Pure lard is very firm and if there is any change during the week it will be upward. Compound lard is steady and unchanged. Barrel pork is firm and scarce. Dried beef is very scarce and firm. Canned meats are unchanged and in fair demand.

Fish, Cod, hake and haddock are unchanged on spot and very dull. Future goods are being offered at prices about on last year's basis, but interest is very perfunctory as yet. Sardines of all grades are unchanged and in fair demand. Salmon shows no change and a fair demand. Red Alaska is still firm on spot. Shore mackerel are somewhat higher, first, because the quality is better and commands better prices; second, because the catch has shown a decided falling off. The spring catch of Irish mackerel is over and the situation there is firm, but without any change in price. Norway mackerel are unchanged. The general demand for mackerel has been light.

A Cheboygan correspondent writes as follows: D. C. Horton has taken the position of city salesman for the Cheboygan Produce and Cold Storage Co. He began his duties this week and will look after the wants of the city trade and several nearby towns on the D. & M. and M. C. Railways.

H. F. McIntyre, Fred McIntyre, Geo. Hickox, A. E. Finney and Guy Caverly, the five traveling representatives of the Johnson Cigar Co., have been called into the house for the third time this year on account of the factory being behind with its orders.

The Union Store Co., which suffered a loss on its stock in the recent fire at Kaleva, has purchased a new stock of groceries of the Worden Grocer Co. and replenished its shoe stock with goods ordered of the Grand Rapids Shoe & Rubber Co.

Cornelius Haan has purchased the interest of his partner, Martin Dekker, in the grocery firm of Haan & Dekker, at 366 Godfrey avenue, and will continue the business at the same location.

A corporation has been formed under the style of the White River Timber Co., which has an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.



BUTTER, EGGS AND PROVISIONS

Observations of a Gotham Egg Man.

We are entering the period when last year the receipts of fresh gathered eggs fell to very small figures, yet we find a continued aggregate decrease in this year's arrivals as compared with last year's. And present advices from producing sections indicate a very moderate scale of current collections which makes it seem probable that the aggregate movement of fresh gathered eggs this month will not exceed that of last year.

But while this is a feature favorable to the position of storage eggs, there is another element in the trade that is unfavorable. Since the lighter run of eggs this year became generally appreciated there has been a much more general confidence in the future of the market than was the case a year ago and holders of storage eggs have had higher ideas of value. This has led to a greater advance in the price than was the case last year and retail prices are now on a comparatively high level. The effect of this can not fail to be felt in the consumptive demand and it must be considered that an unusually early curtailment of consumption by high prices brings an unfavorable element into the situation. In this market the July output from first hands appears to have been somewhat less than last year, and reports from Eastern dealers indicate the same relative reduction of trade. This reduction may, however, have been partly due to the excessive heat and the advent of cooler weather may bring our output again up to the normal point. It is also to be considered that the hot summer has caused an increase of waste in current collections and on the whole we think the general position of storage stock is still reasonably favorable, although it might be damaged by too strong a holding.

As to the relative storage stocks we now have the report of associated warehouses, which gives 2,016,391 cases accumulated in the thirty houses reporting on July 31, against 2,408,350 cases at the same date in 1907 and 1,565,077 at the same date in 1906. These figures indicate a decrease this year compared with last year of 16 1/4 per cent., while the decrease indicated by our estimates for the four leading markets was about 17 per cent. This is near enough to bring the figures within reasonably close accord.

The egg laying contest carried on last year in Australia proves to be "catching." A similar competition will begin in England October 1 and run until March 31, 1909, under the auspices of the Utility Poultry Club.

The contest will be carried on near Glastonbury and 200 wire pens with a grass run of twelve square yards with a separate scratching shed will be provided for each entry of six birds. The eggs will be regularly collected, weighed and booked and will be valued according to weight at the prevailing market price in the district. A large number of prizes will be awarded.

Competitions of this character indicate an awakening to the importance of the egg industry and to the possibilities of improvement through care and breeding. The United States, whose egg production doubtless exceeds that of any other country, ought to be among the leaders in this movement—N. Y. Produce Review.

Business Changes in the Hoosier State.

Berne—Schindler, Lehman & Co. are succeeded in the undertaking business by Eli C. Bierie.

Elkhart—Keene Bros. have started in the men's furnishing business.

Huntington—A drug store has been opened by Jesse Hardman.

Lafayette—A meat market has been opened by McGhan & Stewart.

Shelbyville—Conrad Schoeder is about to embark in the confectionery business.

Vincennes—King & Kirk are about to engage in the meat business.

Cedar Grove—A corporation has been formed under the style of the Cedar Grove Handle Co., which has a capital stock of \$100,000.

Fort Wayne—The Hartman Pharmacy Co. has been incorporated with a capital stock of \$10,000.

Lynnville—The Lynnville Creamery Co. has been incorporated with an authorized capital stock of \$5,000.

Angola—Earl D. Leas is succeeded in the bakery and confectionery business by Ray Terry.

Booneville—Parker & Baum have purchased the grocery stock of R. M. Gillman.

Covington—McComas & Sullivan have sold their grocery stock to Chas. Lowe.

Geneva—John Liddy has engaged in the meat business.

Henryville—A meat market will be opened by Wm. Clegg, Sr.

Newtown—E. Y. Stokes is succeeded in the grocery business by Stephen Randolph.

South Bend—Steed & Johnson have engaged in general trade.

When a man sets up to be a guide to Heaven just watch to see if he goes before in the hard places.

The open mind is the only one that can stay in the open way.

I have bought out the stock and good will of the
Bradford-Burns Co.

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.

F. E. STROUP, Grand Rapids, Mich.

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

C. D. CRITTENDEN CO.

41-43 S. Market St. Both Phones 1300. Grand Rapids, Mich.

Wholesale Butter, Eggs and Cheese

BUTTER

is our specialty. We want all the No. 1 Dairy in jars and Fresh Packing Stock we can get. Highest prices paid for eggs. Will give you a square deal. Try us. Both phones 2052.

T. H. CONDRA & CO.

Manufacturers of Renovated Butter

Grand Rapids, Mich.

SEEDS

Our seeds have behind them

a good reputation of more

than twenty years. They are good; they have always been good.

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.

OTTAWA AND LOUIS STREETS

We Claim Quality Counts

Our brand Fancy White Virginia New Potatoes in full size barrels. The best grade offered in Western Michigan. Please try them.

Yuille-Miller Co.

Grand Rapids, Mich.

Citizens Phone 5166 Bell Phone 2167

We sell all kinds field seeds

Medium, Mammoth, Alsike, Clover Timothy, Red Top, Orchard Grass

If you have clover seed, red kidney or white beans for sale send us sample, price and quantity

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS

Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

SCRAMBLED EGGS.

Publication the World Has Been Waiting For.

W. Laertes Brownell, of that seraphically beautiful center of culture known as Kalamazoo, has had the itch for a number of years, but the eruption has been slow in showing itself.

At last, however, he has broken out good and strong and clear, and his ailment as developed, proved to be, instead of sarcoptes scabiei, a simple case of cocoethes scribendi and Scrambled Eggs is the result.

"The title Scrambled Eggs is applied by Mr. Brownell to a monthly publication of the brochure order, so numerously represented by other periodical oddities known as the Gray Goose, the Purple Cow, the Russet Ripple and so on down to the Philistine.

Volume One, Number One, of Scrambled Eggs (Copyright, 1908, by W. L. Brownell, Kalamazoo, Mich.) appeared on the first of August, the cost to subscribers being "Twelve servings, \$1; single dish, 10 cents." And the publisher and Rex bibendi of the feast admits at the outset that it "will be served monthly to people who relish it, are strong enough to stand it, and forehanded enough to be willing to pay \$1 a year for the privilege of criticising it."

To the present time Mr. Brownell has been a serene, law abiding, industrious and public spirited citizen and a reasonably good Episcopalian, with love for his fellow man and scant patience with anything suggestive of cowardice, selfishness and deceit as prime personal characteristics.

And he is all of these things still, so that, really, there was no sufficient reason why, in his desire to prove his possession of such good qualities, he should immolate himself upon the picturesque altar of jaunty journalism; no clear cause why he should accept the prolix penance of peculiar printing.

An ambition to purchase the stock, tools and ill will of the Standard Oil Co., an aspiration to pay off our National debt are too commonplace to fit the soul of our friend Brownell, while it is inconceivable that he should fret under any fear of the grocer, the butcher or the ice man.

No, Will Brownell just had to do it—and let it go at that, incidentally bearing in mind the dollar for twelve servings or single dish 10 cents.

Moreover, Kalamazoo needed something novel and worth while upon which to lavish its generosity and its innate appreciation of a good thing. Talk about Kalamazoo's public spirit and liberality as to trotting race meetings—they are not to be mentioned by the side of the splendid contributions to the thirty-five or forty pages of advertising in Scrambled Eggs, pre-empted by the leading bankers and merchants of Kalamazoo, and each advertisement is literally "top of column and next to reading matter," with a two color embellishment in addition.

By virtue of Will Brownell's entertaining genius at rhyme and philosophy and his clear cut humor in pro-

ducing "Pop-Overs," his modest but most vigorous little publication is well worth while; and his genius at framing up good reading and attractive in the shape of advertising matter is a positive novelty embodying in one head and two hands the factors so essential and usually assigned separately to the advertising staff and the editorial staff. Will Brownell is the whole thing, with capacity for expansion as his offspring's circulation increases.

And it will increase. Scrambled Eggs will be served out Portage street to Flowerfield and Texas, out Gull Lake road to Yorkville, Hickory Corners and beyond, across Big Prairie to Gobleville, across Little Prairie Ronde to Volinia and by all these ways to the wide, wide world beyond. But, Will—

Typographically you must reform. You may do without deckle edge, hand-made, name-blown-in-the-bottle paper; you do not need limp leather bindings nor editions de luxe, but your type must be idiosyncratic; your black ink must be black and your red ink must be red. More, you must remember that your space is too valuable to waste upon inch wide initial letters.

Business Men Give Farmers Free Treat.

Charlotte, Aug. 18—Business men of this place will entertain their rural trade Thursday with an elaborate picnic and day of sports which in point of expense and amusement promises to outrival anything ever before attempted by any city of its size. The factories and business places of the city will close for the day, giving every one an opportunity to participate in the festivities. At noon all the people will be supplied free with roast ox sandwiches, coffee and tea. All the farmer is asked to bring is his cup for coffee, which will be made under the direction of C. B. Lamb, of Lamb & Spencer, who has a local reputation as a superior coffee maker.

Prizes will be given for the largest load of people, farmers' novelty team race, tug of war, bicycle race, fat men's foot race, pie-eating contest and fifty other smaller sports. The county base ball championship will be decided, several teams having already sent in their entries. Three bands will furnish the music during the day and play in unison during the evening.

Protecting the Chicks.

A man whose slum work has given him wide knowledge of the poor was praising America's many country week associations. "They do a deal of good," he said, "and nothing is more interesting than to go on one of these country week excursions in charge of a lot of slum children who have never seen the country before. A kind hearted little slum girl in my party saw, one evening, a mother hen about to gather her brood of chicks under her wings. The little girl rushed up to the hen and shouted:

"Shoo, you ugly thing! How dare you sit down on those beautiful little birds?"

Business Changes in the Buckeye State.

Cincinnati—The Barium Chemical Co. has been incorporated with a capital stock of \$400,000.

Columbus—The Brown-Cross Co., which manufactures electrical and mechanical devices, has been incorporated.

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

Dayton—Jos. Mendoza is about to engage in the furniture business.

East Liverpool—Harrison Bros., grocers, have made an assignment.

Galion—W. E. McCartney has made an assignment of his grocery stock to J. W. Coulter.

Greenville—W. J. Irwin will engage in the furniture business.

Newark—The Warren Clothing Co. has been incorporated with a capital of \$10,000.

Upper Sandusky—The Ohio Manufacturing Co. has reduced its capital from \$76,000 to \$38,000.

Zanesville—Jos. Davis has purchased the hardware stock of V. H. Wheeler.

Cincinnati—Jos. C. Segar has made an assignment of his grocery stock to Peter P. Casey, his liabilities being \$1,400, with assets of \$750.

Midland—Mawhorter Bros. are succeeded in the grocery and meat business by W. J. Bates.

New Berlin—The Electric Suction Sweeper Co. has been incorporated with a capital of \$36,000.

Oxford—H. E. Major is succeeded in the meat business by Wm. Aston.

Ava—V. H. Wheeler has sold his hardware stock to Joseph Davis.

Edon—Ham & Co. have sold their drug stock to M. J. Lacey.

Hamilton—Frechtling & Kelley have made an assignment of their dry goods stock.

Lima—L. D. Smith has purchased the grocery stock of M. B. Evy.

Mineral Ridge—Frank Zubba is about to engage in the meat business.

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

West Union—Homer Sutterfield has sold his stock of harness and hardware to L. A. Behm.

Zanesville—The Zanesville Fruit Co. has been incorporated with a capital of \$10,000.

Dayton—The Fox Stove Co. has added a line of furniture and merged its business into a stock company under the style of the Fox Stove & Furniture Co.

Her Reason.

Myrtle—You don't really care for that man, do you?

Evelyn—Certainly not.

Myrtle—Then why have you become engaged to him?

Evelyn—Because he was the only unmarried man here when I arrived.

The best fitting for divine work is faithfulness in daily work.

M. O. BAKER & CO.

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

Toledo, Ohio

Veneer Box Co.

Manufacturers of all kinds of

Shipping Boxes and Egg Cases
Grand Rapids, Mich.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State, and of the United States.
Manufactured by Wells & Richardson Co. Burlington, Vt.



Ground Feeds
None Better

WYKES & CO.
GRAND RAPIDS

Dry Sound

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

Molasses Feed
Cotton Seed Meal
Gluten Feed
Old Process Oil Meal

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.
Grand Rapids, Michigan

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.

The Vinkemulder Company

14-16 Ottawa St.
Grand Rapids, Mich.

We print anything from a Postal Card to a Catalog.

PRODUCE Vegetables, Poultry, Eggs, Butter, Cheese, Etc.

We buy and sell in any quantity and only solicit your patronage upon merit of goods and satisfactory dealing.

RODERICK-GLASCOTT CO., 39 S. Market St., Grand Rapids, Mich.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Corner Ionia and Louis Streets,
Grand Rapids, Mich.

E. A. Stowe, President.
Henry Idema, Vice-President.
O. L. Schutz, Secretary.
W. N. Fuller, Treasurer.

Subscription Price.

Two dollars per year, payable in advance.
Five dollars for three years, payable in advance.

Canadian subscriptions, \$3.04 per year, payable in advance.

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

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

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, August 19, 1908

TWENTY-FIVE YEARS OLD.

The issue of this week completes the twenty-fifth publication year of the Michigan Tradesman.

In contemplating its own growth and business success the Tradesman is not unmindful of the fact that its publication in the midst of a particularly wide-awake, progressive and liberal business community has made possible its prosperous development from small beginnings. In other words, the Tradesman simply reflects the rapid growth of its home city and the enterprise and appreciative intelligence of Michigan business men generally. From the inception of the undertaking the Tradesman was never a purely local institution, nor did it depend to any considerable extent upon its home patronage, preferring to draw its support from the merchants of Michigan at large, thus becoming a State institution. There is not a county in Michigan which it does not enter regularly, nor a town of any size from which it does not receive business.

The Tradesman has always enjoyed a larger paid circulation and a more lucrative advertising patronage than all of its immediate competitors, and this advantage it confidently expects to maintain at all times and under all circumstances, through the most thorough occupation of its field and opportunities.

In the gradual development of the business from humble beginnings, every facility for publishing a thoroughly first class, up-to-date trade journal that would be a credit to Grand Rapids and Michigan has been added to the plant from time to time until there is now no more complete establishment of the kind in the country. While the mechanical appliances have carefully been looked after, there has been equal effort made to improve the scope and character of its contents and place the editorial policy in sympathy with the best elements of the retail trade. Personal journalism has never found countenance in the columns of this paper, nor have special classes or cliques or

interests. The management is independent of "entangling alliances" of any description and is always prepared to defend and subserve only the general interests of the trade. It is never possible to please everybody, and criticism may be expected, but the Tradesman stops not, in doing what it conceives to be right and proper, to listen to either the selfish, the envious or the carping.

What has been accomplished under this policy and these conditions the Tradesman believes to be simply an earnest of greater things to come. The lines of trade and manufactures which are presented in such an enviable light in the columns of each week's issue must continue to grow. They are yet only in the infancy of their development, and as their grand destiny is gradually unfolded all business enterprises depending upon them for success may confidently be expected to expand with them. The stories of progress, of natural and acquired advantages, of opportunities for business and attractions for the capitalist which are presented from week to week in the columns of the Tradesman go into thousands of stores and offices and, while presenting an attractive panoramic view of the situation as it actually exists, at the same time bring substantial results.

The Tradesman gladly avails itself of this opportunity to thank its patrons—both subscription and advertising—for the generous manner in which they have supported the publication; its contributors for the effective way in which they have presented their best thoughts; its employees for the loyal service they have rendered the publication at all times and under all circumstances.

GETTING IN THE SWIM.

Our Federal Government is committed unequivocally to the improvement of internal waterways in the United States.

In the light of this fact there are already in active operation the Upper Mississippi River Improvement Association, the Wisconsin River Improvement Association and similar organizations for the improvement of the Des Moines, the Illinois, the Missouri, the Kaskaskia, the Wabash, Cumberland, Tennessee, Ohio, Kansas, the Arkansas and the Red Rivers.

All of these bodies are local in that their memberships are made up of manufacturers, merchants, bankers, capitalists and farmers representing cities, villages and communities along the waterways in question. And while the immediate object in view in all of these cases is the development of a purely local waterway traffic, the declared ultimate object in every case is the creation of conditions which will place these communities and their several business interests in line for reaping the maximum of benefits from the Federal Government's ultimate improvement of all the inland waterways of America.

It is a fact, admitted by the most eminent of railway experts, that the inland commerce of America is increasing rapidly and far beyond the capacity of railways now in opera-

tion. More than that, it is impossible to build railways with rapidity sufficient to keep pace with the development of that commerce. It is also a fact that under present conditions all water freights carried over our inland routes are delivered in shorter periods of time than are all rail freights.

Because of these facts all industrial, commercial and agricultural centers in the States bordering on the rivers named are vitally interested in the rapid improvement of those rivers; all are very much alive to the great value which will accrue to them by the completion of the deep waterways from New York to the Great Lakes, thence to Chicago, Green Bay and Milwaukee and so across to the Mississippi.

The Dominion government of Canada appreciates the situation and has progressed far toward building a deep waterway from Montreal across to Georgian Bay and so to the Great Lakes. The municipal governments of New Orleans, Galveston, Houston and Dallas are all of them wide awake on the subject, and in this are being most strenuously supported by the state governments of Louisiana and Texas.

Grand Rapids has been at work through its Board of Trade for more than twenty-one years for the improvement of Grand River. When this work began none of the greater projects mentioned above had been thought of. And so the project assumed a permanent and purely local aspect. Thus it happened that the small view prevailed. We made the mistake of assenting to a little proposition, but we were sincere and showed our faith by our works.

Now we know by experience that we must take up the larger, the National idea; we know that our city has been placed on a natural deep waterway route located by the Omnipotent, that it might constitute, ultimately, the short link connecting the deep waterways of the inland territories east and west and south of the Great Lakes. Now we know that we must and will have a lake level channel of not less than fifteen feet depth from Grand Rapids to Grand Haven, and that such channel must be the full width of the river. We know that such a channel in Grand River will receive the support of Grand Haven, Spring Lake, Lowell, Saranac, Ionia, Lyons, Muir, Hubbardston, Maple Rapids, Chesaning, St. Charles, Saginaw and Bay City, just as we know a twenty foot channel from Saginaw Bay to Chesaning will receive similar support.

We know this because we know that this would be the beginning at the west and east ends of a deep waterway along the valleys of the Grand, the Maple, the Shiawassee and the Saginaw Rivers across the Lower Peninsula, thus providing a water route from Lake Huron to Lake Michigan, about 140 miles in length, as against the present one via The Straits of over 500 miles from Bay City to Grand Haven.

We know this because we know that by the construction of locks and dams for the perfection of such

a trans-peninsular deep waterway would be developed numerous and almost unlimited water power facilities, about which would cluster dozens of large and thriving industrial centers—an evolution of land, industrial and commercial values not now existing sufficient to meet the cost of constructing and maintaining such a waterway over and over again.

The Grand Rapids Board of Trade has taken up the matter in earnest, assured of the co-operation of the communities named in every help possible for them to bestow on the part of Senator Smith and Congressman Diekema and confident that the Federal Government will not be found lukewarm and inefficient. At a meeting of the Board of Trade Committee on River Improvement Monday afternoon, Senator Smith being present, the matter was discussed in all its phases and a special committee was appointed to report a specific plan of action, at an early future meeting, for approval by the general committee and then by the Board of Directors. The members of this special committee are Van A. Wallin, G. W. Bunker, L. W. Anderson, G. W. Perkins and J. W. Spooner.

As more than one fellow has found out, getting married is an expensive piece of business. The father of many a bride has also had some experience tending to confirm him in a like belief. The Federal Government has been investigating the matter and has issued a bulletin conveying the information that the people of the United States spent \$8,765,892 for wedding presents during the month of June. The cost of trousseaus reached \$22,765,021, and more than \$12,000,000 was spent upon bridal bouquets, wedding breakfasts and hack hire. Evidently the clergymen were not greatly overpaid, for the 345,675 of them who officiated at 643,890 nuptial knot tyings were paid only \$497,365.80 or an average of \$1.4334 per head. If this was the average what must have been the fees of some of the most poorly remunerated? Upon wedding journeys, music, rice, liquors, souvenir postcards, tips and the hire of portable porte cocheres a further sum of \$4,567,320 was expended, making approximately \$50,000,000 in all.

Detroit had her first experience with a Merchants' Week last week, during which time she entertained between 2,000 and 3,000 merchants, including the Michigan retail hardware dealers, who held a convention at the metropolis in the meantime. Profiting by the experience of Grand Rapids, which has held three annual Merchants' Weeks, Detroit increased the entertainment from two days to four and improved the opportunity to make the affair a buying excursion instead of an entertainment affair solely, as Grand Rapids has always done. The daily newspapers claim that orders to the amount of \$1,000,000 were left on the books of the jobbers and manufacturers by the visiting merchants.

BUSINESS TONE.

Essential and Eternal Facts in Human Intercourse.*

The most extensive and authentic private collection of historical matter in the United States pertaining to the organization and development of the Northwest Territory of old—embodied to-day in the several Northern Central States—is located in a fire-proof building erected especially for the purpose on Brainard street in this city of Detroit.

This collection has been made at large expense of time, study, investigation, travel and research—not to mention cash, anxiety and enthusiasm—by Hon. Clarence M. Burton, of Detroit, during the past thirty-five years. And I can utter no better desire for this National Association of Mercantile Agencies than to express the wish that every member might have the time and opportunity to visit that library and make a study of the business methods and practices of the pioneers who lived and thrived 100 and 200 years ago and more.

Of course, this is not possible, even although the Burton Library should be opened to any or all of you by Mr. Burton at any time; but there you would see cords of manuscripts, diaries, business correspondence, legal documents, letters of social nature, official reports, books of account—all in the original—from the time of Sieur de la Mothe Cadillac when, in 1701 he founded Detroit, down through the French and Indian war, the war of the Revolution, the war of 1812 and so on to recent years.

Among these records you will see the precise penmanship of the old-time accountants, the punctilious elaboration of correspondence, the voluminous duplicate and even triplicate copies of bills, statements, reports and correspondence of every character—all done in exact long-hand by the scribes of old; and a half day spent amid this most interesting inheritance from the Farmers General, the Company of the Hundred Associates—the original fur trading organization of America—the Hudson Bay Co. and its rival, the Northwest Co., the Dutch traders at Fort Stanwix (Albany, N. Y.) and later the American Fur Co., is well worth while.

There you may learn how Gov. Vaudreuil, Sieur Cadillac and even the monarchs and nobility of France conducted their business; how such pioneers as the Abbots, the Chenes, Beaubiens, Desnoyers, Campaus, even George Washington, and so on through the glorious list, all worked for their homes and the general welfare of the land.

What interest is there in all of this to the business men of to-day?

What interest is there, let me ask you, in the fact that less than sixty years ago from forty to sixty days were required for making the voyage across the ocean from Europe to America; that less than sixty years ago from one month to six weeks were required to travel from New York to the little trading post at Chicago; that the postage on a half

ounce letter was 25 cents; that there were no such things as telegraph messages; that the business man who sold goods to individuals living more than fifty miles distant was a merchant prince and the man who, by stage, canal boat and vessel had traveled back to Europe was a local curiosity.

All these facts are entertaining from a reminiscence standpoint, but when we realize that such advances as were made during those times—such progress commercially, socially, industrially, educationally—were dominated by the same qualities, were helped by the same characteristics as make for all that is good to-day, then such history becomes intensely interesting.

Genuine rectitude of character is the same to-day that it was in the days of the American revolution; unalloyed patriotism has not changed since the days of the Connecticut Colony, when away down on the banks of the Ohio River the Northwest Territory was founded; public spirit is no different to-day than it was in the days of 1861, when our Gov. Blair, our Henry P. Baldwin, our John J. Bagley and our great old pioneer statesmen, Lewis Cass, Jacob M. Howard and Zachariah Chandler, were in the forefront; commercial honor, industrial skill, enthusiastic industry and business discretion are the same in essence in 1908 that they were in 1701, 1801 or 1901. The centuries do not transform the spirit of those essential and eternal facts in human intercourse.

And upon this glorious colonnade of human virtues rests the imperishable Acropolis of National, state, municipal and individual perfection which shall have as its completed dome sacred to the immaculate power and influence of civic righteousness a magnificent structure based upon unqualified co-operative effort.

The merits of co-operative effort among men are, because of the somewhat scattering and isolated examples given by our forebears, but just beginning to be appreciated at their full value; and that beginning has its best strength in the fact that the business men of to-day realize that the tone of any enterprise must be maintained at a high moral pitch.

Tone expresses quality, tells of the spirit that governs, reveals the mental and moral strains that operate in the conduct of a business and the expression "high-toned"—not so long ago used in a mood of envy or as an ironical bit of the vernacular—is one of the most legitimate and specific phrases in our language.

Our ancestors labored under tremendous limitations in their co-operative efforts, compared with the facilities afforded at present for such efforts, so that it is not strange that their achievements in this direction were few and far apart. The wonder of it is, viewed from the standpoint of this new century, that they accomplished anything at all.

Maintain your tone.

The local associations composing your organizations are, comparatively speaking, now propositions; enterprises born of the needs of the hour and set out upon their voyage crudely and in the face of doubt, sus-

GROWTH

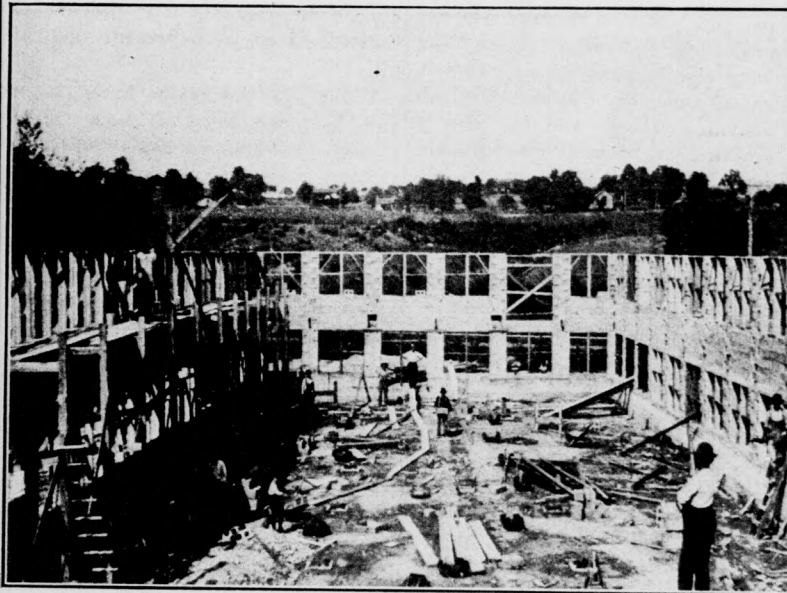
Is one way of spelling prosperity, and as everyone desires to be prosperous, it pays to get in touch with the

Rouge Rex

Line of Shoes

and add to YOUR prosperity.

"Watch Us Grow"



Inside view

This cut shows the addition to our shoe factory in process of erection. This will double our capacity and will put us in position to meet the increasing demands for our shoes.

Send us your orders for immediate use in both Shoes and Rubbers, and we will give same prompt attention.

Hirth-Krause Co.

Shoe Manufacturers

Grand Rapids, Michigan

*Address delivered by E. A. Stowe at annual convention of National Association of Mercantile Agencies at Detroit, August 13, 1908.

picion and envy—all of them the offspring of ignorance. The fact that you have made the record already to your credit, that you have made any advance at all, is due to loyal, earnest and honest co-operative effort—effort on the part of the few at first and effort on the part of a constantly growing multitude at last.

This record has been made possible by the maintenance, through stress and strain of every sort, of the high tone purpose and scope of your organizations, and that high tone must be perpetuated and elevated still higher if you would that they shall continue along the exalted route you have mapped out.

Your associations in their determination and aim are a concrete and specific example of co-operative effort with the welfare of both creditors and debtors at stake. They do not desire to persecute the one and will not, if it is possible to prevent, permit injury to the rights of the other.

Your associations are not, as some persons insist upon believing, merely machines for collecting bad debts and for the annoyance of debtors who are in hard luck. They are more than anything else bureaus of information, bodies of men with methods which are accurate, reliable and fair, devoted to the protection of business enterprises from unjust losses on the one hand and to the protection of improvident, careless and unreliable men against their own weaknesses on the other.

It is probably a fact which can be demonstrated that fully 50 per cent. of the angry, half-crazed individuals hurrying to the police court in any large city to lay a complaint before the court and secure a warrant for the arrest of somebody are saved the expense and demoralizing influence of such procedure through the closest investigation and advice given by the police justice before he goes upon the bench. The average police justice takes greater pride in the number of cases he is instrumental in settling out of court than he does in the number of cases he is called upon to examine and hold for trial.

And it is also a fact that hundreds of cases occur in the offices of your credit organizations daily where a thriftless or careless man is saved from getting into debt and a possible creditor is saved from loss because of advance information and advice given.

It is not every business man or firm whose operations will warrant the employment of an individual credit man, so your organizations fill an important vacancy in the schemes of political and social economy.

This they could not do at all were it not for the all-important and potent fact that the tone of your business is maintained on a high plane. Were you or any of you guilty of gross inaccuracy, inordinate delays, willful misrepresentation or unfair behavior in any respect; if for a day or an hour even you lower the tone of your calling in any respect, by just so much the value and standing of your Association are lessened, and you can not have too keen an appre-

ciation of this unimpeachable proposition.

So I say to you, let your creed have the phrase "high toned" in every paragraph; let your lives be dominated by high toned purposes; hope for nothing that is not of the highest character; work for nothing that is not stamped with high grade results and bear in mind always that each individual member of your organization is a potent factor in the efficacy and genuineness of your good results only so far as he is, without any qualification whatever, absolutely loyal to that most high toned quality of all, co-operative effort for the good of the general welfare.

Your forefathers, those who were forced to transport all their products and all their special supplies by wagon; who were required to wait from three or four days to three or four weeks for answers to any mail enquiries they had sent out; when a very large portion of the business done was by barter and dicker—if, under such conditions, the business men of the centuries ago were able to make advances along the lines of business system, personal probity and civic righteousness, what may be the limitations of your present opportunities?

What are the plain duties before you in these days of rapid transit, instant communication, stupendous trading areas and innumerable traffic centers? There is no qualification to the fact that your facilities, your abilities and your debt to the initial efforts of your ancestors demand that you shall maintain a tone that is not only above reproach, but that shall compel perfect faith in your honor and generate perfect confidence in and admiration for your manhood, your good citizenship and your splendid abilities in the department of human intercourse to which you are devoted.

Every one knows the color of the sermon that comes when a blue preacher takes up a yellow subject.

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Tan or Olive



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?

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.



Our Overland Shoes
Combine the Qualities of Style,
Comfort and Wear

Write us for full particulars

Grand Rapids Shoe & Rubber Co.

Grand Rapids, Mich.

Michigan



Agents

Predecessors and Competitors of the Tradesman.

Various attempts had been made to establish trade journals in Grand Rapids prior to the inauguration of the Tradesman. J. D. Dillenback, who was responsible for three or four abortive ventures in the newspaper line, undertook to establish the Grand Rapids Advertiser in 1869. It was a likely looking quarto, and enjoyed a fair degree of patronage, but lived only one year. In 1878 Mr. Dillenback and a gentleman named Beagle established the Grand Rapids Price Current. It was published weekly and contained market reports and considerable news of a commercial character, but the publishers were hampered by lack of capital and the paper suspended after a career of three or four months.

Since the Tradesman was established several unsuccessful attempts have been made to create a competitor in the same field, but the only venture which saw the light of day was the Business Reporter, which was started in 1887 by the late W. A. Innes and E. A. Antidel. It lived two months and its demise was hardly noticed.

In 1884 A. S. White began the publication of the Business Reporter at East Saginaw, with a view to dividing the patronage accorded the Tradesman in that field. It lived nine weeks and suspended without notice to its patrons.

Shortly after the establishment of the Tradesman Richard Wilby, a merchandise broker, began the publication of the Detroit Commercial. It waged a bitter warfare against the Tradesman and continually sneered at the pretensions of Grand Rapids as a jobbing market. The publication subsequently passed into the hands of John H. Brownell, dying a peaceful death soon afterward.

In 1886 Mr. Brownell established the Detroit Grocer and Butcher, a name afterwards exchanged for that of Herald of Commerce, when the publication passed into the hands of L. S. Rogers, under whose management it had a precarious existence for four or five years, when it was purchased by the Evening News Association and consolidated with the Evening News Weekly, which had been previously established by the Scripps newspaper syndicate. The Evening News Association put great energy into the business department of the publication and gave it the benefit of its extensive facilities, but it failed to achieve success because it had no individuality, being merely a reprint from the two daily papers owned by the syndicate. After sinking several thousand dollars in the undertaking, the publication was offered to any one who would take it off the hands of the syndicate and about ten years ago it passed into the hands of Fred H. Cozzens, who changed the name to the Detroit Trade. Mr. Cozzens' career was somewhat meteoric—"up like a rocket and down like a stick." His methods were so peculiar and his ideas were so erratic that he was unable to secure the confidence of the best class of merchants. His experience

as a trade paper publisher ended in an unfortunate fiasco. The paper has since been published by a new company which purchased the property from him.

June 23, 1894, L. W. Hardwicke established the Michigan Merchant at Saginaw, with the avowed object of "driving the Tradesman out of the field." Malicious statements, dishonest practices and underhanded methods were resorted to from the beginning—including the bribery of an employe of the Tradesman to reveal certain inside office information supposed to be of value to the new aspirant for public favor; but Mr. Hardwicke soon found that he could not build himself up by tearing other people down and retired from the field, leaving behind a trail of defeatism, broken promises and disappointed hopes. The paper was continued for a time by Willis A. Brooks and others, but failed to win the approval of the mercantile fraternity and expired.

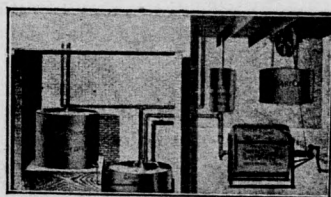
About the time the Merchant died another feeble attempt was made to establish a weekly paper at Saginaw, under the name of Journal of Commerce, which expired after a few issues.

About ten years ago the Storekeeper was established by the Storekeeper Publishing Co., composed of a number of Saginaw jobbers. This paper pursued a checkered career for two or three years and quietly suspended.

The Tradesman has always pursued a broad and liberal policy toward its competitors. It acts on the theory of "live and let live," believing that merchants, as a class, can not long be fooled by frauds or cheats. Unfortunately, the presence of such characters as Wilby, Brownell, Rogers, Cozzens and Hardwicke in the trade paper arena has given the business a bad name and placed an unwarranted stigma on a worthy profession. This evil reputation is being gradually overcome, however, and Michigan merchants have come to understand that honesty and fair dealing are not incompatible with a trade journal career; that success as a trade journal publisher can be achieved only through the employment of methods and the pursuit of ideals which renders a banker or manufacturer or merchant successful.

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To keep it you must give him the most you can for his money.

It takes quality to do that. And shoe quality is just that combination of leather, wear, shoe-making and foot-comfort people have found in our shoes for over forty years.

It is a pleasure to sell them—they always satisfy.

Your customer knows that our trade mark guarantees him foot satisfaction.

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

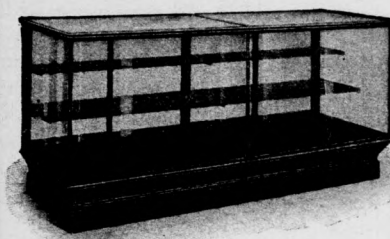
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Under our own management
The Largest Show Case Plant in the World

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.

MAKING AN EDITOR.

Very Personal Story of the Tradesman's Founder.

Written for the Tradesman.

Is there any good reason why the personal story of an editor should not be printed in an anniversary number of his own paper? I know of none. That is the very thing most readers are vitally concerned in. The man is the paper. The dates and records which usually go with anniversary numbers amount to nothing as compared with the personality of the maker of the paper.

Anyway, it is fitting and proper that this number of the Tradesman should contain something about the man who built it up. If Mr. Stowe gets his eyes on this manuscript the readers will suffer a great loss. However, here's hoping that he will be out of town when the proofs come in. He is a modest sort of a man and believes that people are more interested in merchants and traveling salesmen than in editors. So far as I know, his picture has never been printed in the Tradesman. It will be in this issue unless something unforeseen happens.

Mr. Stowe got printer's ink on his fingers while serving his apprenticeship at Big Rapids. When you get this kind of ink on yourself it is impossible to get it off. It sticks for life. I don't know the name of the amateur paper he published in 1876. I have heard that it was up to the average of such publications. Anyhow, he used to go about to conventions of amateur editors, where boys met annually and told each other what mighty smart fellows they were. After all, as has been said of Greenback orators, editors are like the kind of bee which is biggest when it is first hatched. There is no person so satisfied with himself in the world as a new reporter. That is, he is lost in admiration of his own genius until the city editor gets a whack at his copy. Then it is different.

It was at an editorial convention of this kind that Mr. Stowe met Will A. Innes, who was also an amateur editor. A great many of the readers of the Tradesman knew Will Innes. He could do things. He was possessed of tact and industry, which constitute genius. He first saw the drawing power in the "let-no-one-suffer-while-I-have-money" telegram which made Josiah Begole Governor of Michigan. Stowe and Innes were great chums at these conventions, and it was Innes who made the Big Rapids boy acquainted with the force of the old Daily Times, then controlled by Nathan Church, brilliant, forceful, vain, erratic.

The Times was the first daily newspaper Mr. Stowe ever worked on. He worked as a "sub" in the composing room one night, and there was nothing doing in the typesetting way after that. Mr. Stowe has since been heard to remark that the Times composing room that night was what Sherman said war is. It was half illuminated by smoky kerosene lamps, and Eber Rice was foreman. Stowe's lamp flared up and cracked a chimney, and Rice handed out a packet of talk to the boy that made all the flames in

the room flicker. Eber could use all the expletives in nine languages and sixteen dialects in those days. The next day the amateur editor went back to Big Rapids and made arrangements to move to Grand Rapids.

When he returned he applied for a position on the Times editorial force. He was given a job on the city side at six dollars a week. At this time he was not far from 18. He was slender, bright-eyed, ambitious, with a complexion like that of a girl. He was honest himself and believed about everything that was told to him. In those days, and since, he was even known to lend money to the city editor, which was an ill-advised and precarious thing to do. He did good work on the Times.

After that he worked on the Eagle, Democrat, Leader and Saturday Review. He was correspondent for Chicago newspapers part of the time and swelled his salary in that way, as most of the Grand Rapids editors did. The Chicago Inter-Ocean sent him up to Edgerton to interview Julia A. Moore, and the story he wrote was widely copied. All this time he saved money. I don't know how, for he was the chief support of his mother and a younger brother, but he did.

Right here is an opportunity for those who believe in reincarnation to make a point to the confusion of doubters. How can a country boy of 18 jump into life with more business sense than half the men already in business, unless the intelligence within has been trained and disciplined in some previous existence? If you ask me where, and when, and why, I'll have to admit that I don't know, but you've got to show me when you claim that all people are born into the world with an equal chance and an entirely new, untried and illimitable mentality.

There was a time during the years before the birth of the Tradesman when Mr. Stowe was in the circus business. That was when he was out of a newspaper job in 1879. Two circuses were coming to Grand Rapids, and one of them possessed a white elephant, and the other admitted the color but declared it was whitewashed. Charley Day was on one side or the other. I don't remember which side, but he employed Stowe to help him do his work. I don't know now whether the future President of the Board of Trade insisted on whitewash or no whitewash.

Charley Day used to say that Stowe wrote pipe dreams for the papers which made the wild animals in the menagerie howl with delight(?) Some of his posters, I think, were kept a long time as samples of circus rhetoric. Will Innes, who would hang onto a newspaper job all winter and follow the yellow wagons off in the spring, insisted that Stowe ought to stick to the circus business. At the close of this engagement it is said that Mr. Stowe could write a poster which would make a Mystic Shrine folder look like a canceled banknote, and that is going some. The recommendations of Day and Innes ought to "go" in the circus business, but Mr. Stowe was not in love with the duties of his job.

I said he saved money all this

time. He did. After a while he had \$800 in one roll. He bargained for a piece of property on West Bridge street, away out somewhere near where Robert D. Graham now grows the luscious strawberry and peach, and was soon to pay the cash over and get a deed. But a day or two before the transfer was to be made the house he lived in burned to the ground and the \$800 went with it.

In those days Mr. Stowe did not believe in banks. He preferred keeping his money in a stocking or some such place. When the house, which was situated on Clinton street, caught fire Stowe went to the house of the woman who was custodian of the key to the fire-alarm box and told her about it. The woman was afraid the boy was unduly scared, so she had to put on some clothes and walk slowly over to the house and see with her own eyes that it was burning. By the time she concluded to use the key it was too late.

When it was seen that the house was going, Stowe told a pipeman where the money was hidden in the ruins, suggesting that if he would soak that particular spot with water he might save it. I don't remember now where the pipeman told the boy to go to, but it wasn't on any polar expedition. It is quite probable that had the woman and the pipeman had any sense Stowe would now be a fruit man instead of an editor, which would not be well for the newspaper business.

Here was a combination of evil things which might well have scared any young man back to the tall timber: a fear of banks, a roll of money, a suspicious woman with a fire-alarm key, a pipeman who knew it all, and a home burning to the ground in the night time! But this wasn't enough:

Mr. Stowe's clothes were burned with the building, and, as is said on the Bowery, he had no more clothing than a rabbit the next morning. George A. Hall and H. M. Reynolds loaned him some clothes, and he came down town looking as if he had been drawn through a knothole. Then the other thing happened: He hung up the coat he had borrowed of Mr. Reynolds and some one stole it. He had to pay \$5 for it, when he earned the money to pay with. He never did like to work for a dead horse, and the \$5 he had to pay for the coat he had never owned looked bigger than the \$800 he had lost in the fire.

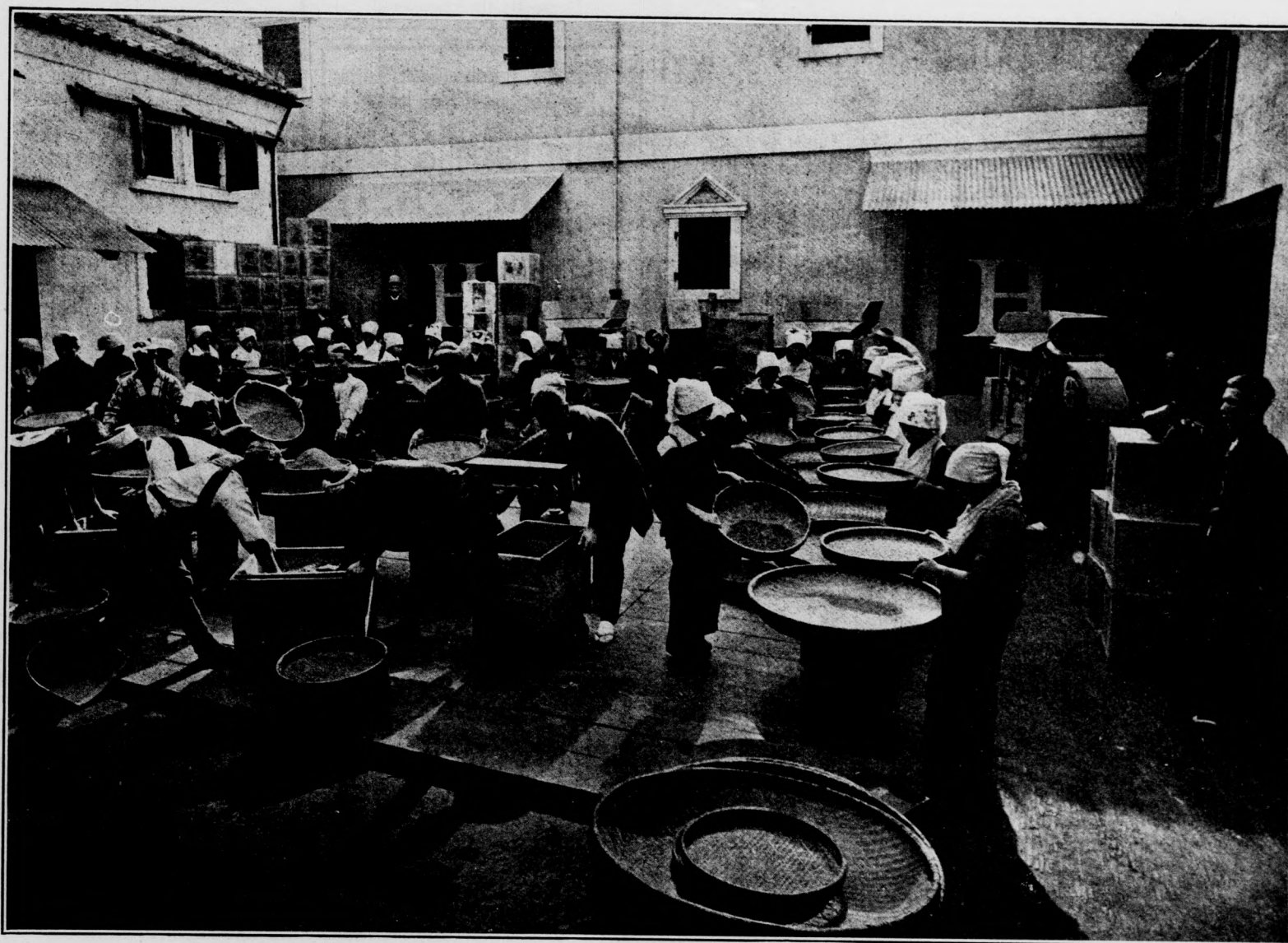
During this time some of Mr. Stowe's friends got him interested in a manufacturing business and persuaded him to take the management of the institution. He soon found, to his sorrow, that the business was insolvent and was losing money every day. While he was trying to evolve some plan to close it out without loss to the creditors, the factory burned, including machinery and stock on hand. The insurance was inadequate to meet all the debts, but Stowe managed to dispose of the good will and some profitable contracts he had secured in the East for enough to meet everything but a \$600 loan at the bank. This loan was secured by the endorsement of the directors, who he felt sure

would cheerfully assume that portion of the burden. Instead of doing so, however, they transferred their property to their wives and told Stowe not to worry about his signature on the note, because he was not of age and therefore could not be molested. That argument didn't go with Stowe, however. He promptly went to the bank and said to the cashier: "My name is on the \$600 note you hold against my company. My associates have all ducked, and I could go into court and plead the baby act, because I am not yet of age. I am not that kind of a duck. If you will give me time I will pay every cent of the note, with interest." The bank took him at his word and waited. Stowe thereupon insured his life for the benefit of the bank and returned to editorial work. He labored like a beaver and looked pretty shabby for a few months. I hardly believe he got over six hours' sleep any day, except on Sunday. He put in "double-headers" on the daily papers (worked days on afternoon papers and nights on morning papers) four and five days a week. Most of the newspaper men thought he did this because he was greedy and grasping, but I knew better. I knew that every dollar he could spare above his actual living expenses went over the counter of the bank which held his note, and when the last cent was paid and he obtained possession of the note, he took a day off—and took his mother on an excursion down the river. If I was a banker I would back Stowe to the limit if I had the opportunity, because if the "child is father of the man," I would be sure of my pay. Even if he died in the meantime I would rest easy. I know I would be protected, because I know Stowe.

During the year 1880 Mr. Stowe conceived the idea of starting a trade journal. His friends tried to talk him out of it. They pointed out the failures of Dillenback and Beagle and others who had endeavored to establish similar publications in Grand Rapids. The more we talked the more determined Stowe became. He, it appears, was in constant communication with country merchants and knew their needs and necessities better than we did. He traveled on the road for the Leader in the meantime, soliciting subscriptions and advertisements. He developed into an adept business getter, sometimes securing 100 new subscriptions in a single day. During the campaign of 1880 he made a tour of Michigan and Indiana with General Weaver, who was the Greenback candidate for President that year. He learned to talk for his paper as effectively as General Weaver did for his party and built up a subscription list which stayed by the Leader a good many years.

In the early fall of 1883 Mr. Stowe launched the Michigan Tradesman. He was working on the Daily Eagle at the time. I think he had exactly \$1,700 to start with. He bought some type and rented a room on the third floor of the old Eagle building, a back room, because it was cheaper. The first issue of the paper was four pages of six columns each. I don't

Sifting and Packing Tea



This picture shows the process of sifting the broken leaves and fine dust from the high grade teas. The Japanese are very particular to have only the whole leaves go into the chests for their export trade and the tea dust is all saved and shipped separately.

Our teas are shipped directly from the Yamashiro district to Grand Rapids and direct from our warehouse to your store. This insures your tea arriving in fine condition without being broken and filled with dust.

WORDEN GROCER COMPANY

Grand Rapids, Michigan

The Prompt Shippers

know where he got his lists, but he soon had the paper in the hands of all the merchants in Western and Northern Michigan. I have heard that the traveling men helped him, and I guess they did, for the "drummers" used to get a lot of space in the Tradesman in those days—and do yet, for that matter. I understand he has the biographies of over 3,000 traveling men on file, including over a thousand portraits.

When the Tradesman was started the general notion was that it was to be a sort of advertising sheet, a paper which would afford the wholesale men of Grand Rapids an opportunity to reach the retail merchants of the State in an advertising way. Stowe had many opportunities to make it a "house organ," which means that wholesalers wanted to use it as their personal mouthpiece.

Mr. Stowe, however, had a notion that he wanted to make the paper a help to the retailers. He wanted to have his business independent of any set of dealers. From the first he carried out this policy. He kept faith with his subscribers. Sometimes the wholesalers liked his policy and sometimes they didn't, but he stuck to it just the same.

"You've got to depend on advertising," said the wholesalers to him. "Retailers won't pay out good money for a trade paper. Besides, even if they would, there are a good many papers worth a lot more than the Tradesman."

Mr. Stowe thought retailers would pay for a trade paper if it was worth paying for. He thinks so still. About six months after the first issue of the paper he sent out circular letters to those who had been getting it asking for the payment of their subscriptions. He thought he might get a few dollars in that way. He did. He began to receive \$100 a week on subscription. It looked like a miracle to him then. If he could, in those days, have seen the piles of money now turned in every week on subscription, he probably would have gone straight up into the air and never come down again. One reason for its great success is that the Tradesman has always been something more than a trade paper. Some of the merchants who subscribe for it declare that their wives lug it home for family reading before they can get a look at the business news.

It is generally thought that Mr. Stowe succeeded in getting the Tradesman on its feet without borrowing any money. That is a mistake. He had \$1,700 to start with, but that sum melted away during the first three months, although he did all of the editorial work and much of the manual labor himself and existed on \$10 a week. Seven o'clock was the hour for getting to the office and 12 o'clock at night was the time for ending the work of the day. He literally "lived" in the Tradesman office. No matter how depressed he must have felt at times he never showed his feelings. He was always cheerful, always good natured, always at work. The second three months he kept the paper going and maintained his credit by borrowing money from his friends. I think he

secured \$1,100 in this way—mostly in small amounts from people who believed in him, even if they did not coincide with him as to the wisdom of his venture. They knew that if he made a failure of the Tradesman he would immediately go to work and earn and save money to pay them back. There never was a time when he could not borrow money of his friends, so long as they had money to lend, because of their implicit faith in the integrity of the man; but by and by the resources of his friends were exhausted and he had to look elsewhere for assistance. He went to Mr. William Widdicomb, who was then Cashier of the Grand Rapids National Bank.

"Why do you come to me for money?" enquired Mr. Widdicomb.

"Because I know you and you know me and also because I can not permit my publication to suspend for the lack of \$200. I can see over the hill, but I can not get my feet over. The way things are coming I can certainly pay you back the \$200 inside of sixty days."

"What security have you to offer?" enquired the shrewd banker.

"No security but my hands and my head and an assured future for my publication," replied Mr. Stowe.

"Banks don't usually loan money on that kind of security," responded Mr. Widdicomb, "but you make the note and I will endorse it."

It is needless to remark that the note was paid the day it fell due, and I do not believe that Mr. Widdicomb, as he reviews his long and useful career as a manufacturer, banker and jobber, can put his hand on any act which gives him more genuine satisfaction than the one I have described.

This incident tends to show the grasp of the man. He knows where he is every hour in the day and every day in the year. He had figured out to a cent where the funds were coming from to pay back the money he owed. If he had not he would never have borrowed it. He never bases any calculation on an uncertainty. He is too wise and too cautious for that. He never makes an obligation he can not discharge and never makes a promise he can not keep. The greatest fault I have to find with him is that he seldom makes a promise, except in writing. That is where he is long headed, because promises have an unhappy way of confronting a man at the most inopportune time—occasionally when he is illy prepared to face them and make good.

By the end of the first publication year the indebtedness to friends had been extinguished and a small dividend was declared. This dividend was invested in stock in the Kent County Savings Bank, which I understand is now worth ten times its face value. If Mr. Stowe's investments had all turned out as good as this one he would probably now be rated as a millionaire, which I do not think would bring him half as much satisfaction as to be editor of the Michigan Tradesman—to be able to say what he pleases in his own way, to denounce the wrong and commend the good, to cheer those who are despondent, to rebuke those who are purse-proud and hypocritical, to lend

POST TOASTIES (Formerly called Elijah's Manna)
The "Supreme Hit" of the
Corn Flake Foods—
"The Taste Lingers."
Postum Cereal Co., Ltd. Battle Creek, Mich.

G. J. Johnson Cigar Co.
S. C. W. El Portana
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These Be Our Leaders

Our registered guarantee under National
Pure Food Laws is Serial No. 50

**Walter Baker & Co.'s
Chocolate
& Cocoa**



Registered,
U. S. Pat. Off.

Our Cocoa and Chocolate preparations are **ABSOLUTELY PURE**—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all National and State Pure Food Laws.

48 HIGHEST AWARDS
in Europe and America

Walter Baker & Co. Ltd.
Established 1780, Dorchester, Mass.

The Way of "Voigt's Crescent"

A lady not long ago ordered from her grocer a certain brand of flour. Not having it in stock he sent "Voigt's Crescent" instead.

Being a conscientious grocer, he told her the next time she came in the store that he must apologize for having to disappoint her on her brand of flour.

The lady informed him that no apologies were necessary. That he had done her a favor by sending "Voigt's Crescent," and from that time to send no other kind but "Voigt's Crescent."

Voigt Milling Co.
Grand Rapids, Mich.

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



BAGS

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

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

a helping hand to those in distress and to throw the weight of his influence in behalf of good morals and the upbuilding of the community which he has endeavored to serve well and faithfully for over thirty years and the State in which he has undertaken to live a useful life for nearly half a century.

One thing about the Tradesman—two things: It is honest and it is not afraid. There have been libel suits and plenty of chances for more than have been begun, but every one has been fought through to the court of last resort. The Tradesman says "sassy" things when Mr. Stowe thinks they ought to be said, and never recants. So far as I know, a retraction or apology has never been printed in the paper.

That is the way to run a paper. Mr. Stowe has found that it pays to map out a clean-cut, honest course for a paper and then hew to the line. He is still his own editor and always will be. No matter if he in time hires a man to sit in the editorial chair, the Tradesman will always be Stowe. That is why I thought such an article as this ought to appear in the anniversary number.

It is too bad that Mr. Stowe is not at the head of one of the Grand Rapids dailies. There has been so much horse play with water and parks and boards and grades and garbage that it seems that a sane man like Stowe ought to write 'em up. I hope he won't write me up for sending in this manuscript. Alfred B. Tozer.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, August 15—The very height of midsummer dullness. Every man who can get away is taking a vacation in the mountains or at the seashore, and for the next fortnight business will be at snail's pace. In coffee, there is absolutely nothing doing beyond the purchase of everyday supplies. Buyers all over the country are taking notice of the valorization plan and, as long as a government may dump a mountain of coffee on the markets of the world, they are not going to be caught with large supplies. Neither the speculative nor the stock market shows animation and reports from abroad indicate about the same conditions in Europe. In store and afloat there are 3,327,060 bags, against 3,933,749 bags at the same time last year. At the close Rio No. 7 is held at 6@6½c. Milds are moving slowly. Stocks are moderate, and for this reason quotations are well sustained. Good Cucuta, 9¾c.

Teas continue quiet, but there is an ever-increasing feeling of confidence and dealers look forward to a satisfactory widening of demand as the fall lengthens into winter. Most of the call at the moment seems to be for Formosas and new Japans.

Refined sugar continues without animation. Withdrawals on previous contract are of the most limited nature and yet supplies in the interior must be very light. The usual range of granulated is 5.10c, less 1 per cent. for cash.

The week has shown no animation in rice. Dealers seem to be awaiting the arrival of new stock. Prices are steady. Advices from the South indicate some delay in harvesting, owing to rains, but, as yet, no damage has been done. Good to prime domestic, 5½@6¼c.

Aside from a little call from grinders the spice market is dull, sympathizing with almost everything else. Stocks seem to be only moderate and quotations are well sustained.

Absolutely nothing is being done in molasses. The terrific heat is controlling the situation and the best that can be said is that prices are steady because receipts are small and stocks light. Syrups in moderate offering and steady.

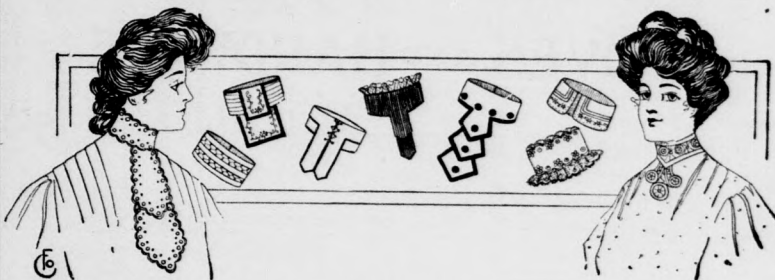
In the canned goods trade the chief interest is in tomatoes, but the truth is that almost everything on the list seems to be taking on added strength and as it becomes evident that in a good many articles there will be a shortage, sellers are tightening their grip and buyers are showing a trifle more seriousness. The Tri-State Packers' Association—Maryland, New Jersey and Delaware—estimate the tomato pack at 70 per cent. of the usual output if we have good weather for a month yet. Virginia also reports a bad outlook as the heat has greatly injured the tomatoes on the vines. Maryland tomatoes are worth 77½@82½c as to quality and general reputation. N. Y. State pea packers are short in deliveries, some of them as much as 50 per cent. The prospects for a good pack of corn in Maine are still excellent and if there is a continuation even for a fortnight the chances are good for a full pack. There is a hardening tendency apparently in California fruits, and sellers seem to think buyers are missing a good chance by not making quite liberal purchases.

There is not a great surplus of top grades of butter and such are doing fairly well, selling at about 23½c. But the hot wave has been getting in some fine work and the quality of a large part of the arrivals is "off." The supply of what may be called average prime is liberal and quotations seem to sag. One authority says the amount of butter in storage in Chicago, Philadelphia, Boston and New York is 17,000,000 pounds more than a year ago and continues, "Unless we are greatly mistaken losses on butter speculation will be greater this year than for any previous one."

The supply of cheese is rather greater than the demand can absorb and the surplus is going into storage. A good deal is affected by heat, and of course sells for what it will bring. Top grades, however are held at 12¼@13½c for specials and fancy at 12c for small size.

Eggs are unsteady. Every individual egg seems to need careful inspection and the quantity of "off" stock must be very large. Western extra firsts, 20½@21½c; fresh gathered, 18½@19½c for firsts and 17@18c for seconds.

For Ladies and Misses Wear



New items in the collar line are white with shadow stripes, white with fancy colored stitch edge, plain white "Buster Brown" shape and plain white with embroidered work. Sizes 12½, 13 and 13½. Price \$1.25 per dozen.

Ruchings are popular. We are showing some very pretty numbers in this line, also a good variety of other styles of neckwear, ties, etc.

The Ribbon Comb is new. We have it in our line of Back and Side Combs. Sample comb with ribbon properly attached included with each dozen. Price \$2.00 per dozen.

Belts that are nobby. We believe it will pay to see what we offer in this line. Prices range from 75 cents to \$4.50 per dozen.

Our salesmen will be pleased to show samples. Mail orders given careful attention.

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

Beginning June 20 and until further notice we will close Saturday afternoons at 1 o'clock.

Better Than Ever

Our line of Fall and Winter Underwear in Gents', Ladies' and Children's wool and cotton fleece and all wool in two piece and combination suits.

It will pay you to see our line before placing orders.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

We close Saturdays at 1 o'clock.

FOOTE & JENKS' PURE FLAVORING EXTRACTS



(Guaranty No. 2442)

Pure Vanilla

and the genuine



ORIGINAL TERPENELESS EXTRACT OF LEMON

Not Like Any Other Extract. Send for Recipe Book and Special Offer.

Order of National Grocer Co. Branches or Foote & Jenks, Jackson, Michigan

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman Company

Grand Rapids, Mich.



GETTING PROFITS.

Eleven Features Which Must Be Considered.*

In the beginning God created man and woman. The first thing he did with them was to immediately set the man to work for the woman and he has kept him at it ever since. He gave all men plenty to do, but the hardest of all work he assigned to the hardware men.

The first factory we have any record of was a harness shop in which collars were made to fit men's shoulders. The next plant of which we have any record, and which man was supposed to maintain, produced peek-a-boo waists and other female necessities. These endowed responsibilities have been with us for all time and will continue until the end of our lives, and the only satisfaction we will secure is that each of us has the most beautiful wife decorated in the most beautiful peek-a-boo waist. Each will have discharged his own duty and made a good fight. There are many other reasons why we work so hard, other than the ones already given. How the hardware man is to secure profits can be approached at many angles. To the public all these angles are unpopular, have lessened our waist measurements and sometimes put the red figures on the wrong side of the balance sheet.

I have struggled with this problem over forty years, have not solved it to my own satisfaction, consequently am able to give good advice. You know the less able a man is to give advice the more willing he is to give it. This extreme candor on my part becomes my shield and excuse for consuming your time.

The responsibility of my being present to-day rests on the shoulders of Henry C. Weber, who threw this pleasure my way and side-stepped what was intended as his duty. What I shall say will be optimistic, consequently cheerful and encouraging. The difficulty in prophesying to a miscellaneous audience an outlook into the future is this: Individual environments vary in different parts of the country and suggestions applicable to one section become a misfit in another. Even this has its advantages, for where it fits I will receive your cheers and encouragement; where it misfits you are free to holler "rotten."

I am told the generally expressed views of the retail merchants on the outlook for the future sound like wails from broken hearts. I think this is unfortunate, unsound and uncalled

*Paper read at annual convention Michigan Retail Hardware Association by Geo. W. Hubbard, of Flint.

for and is an impediment to prosperity. I unhesitatingly say that I believe the opportunities for profit and increased business were never better than now, and the outlook for the same conditions is likely to continue, but not if the majority are pessimists, looking through smoked glasses and thinking over the back trail. It is an old saying that "a man will be what you tell him he is." It is equally true that your business will be what you think it is and make it. To the courageous old and the hopeful young who will blaze fresh trails through the new business forests there is no occasion for lukewarmness or discouragement. I plainly see a demand for drastic changes in conducting the retail hardware business. The race is on for increased volume, conducted on safe although narrow margins. You must get out of the old rut and study the ways of the successful manufacturer, mail order hustler, and catalogue cuss of to-day, and you will see the one word "Volume" printed on all their banners.

Our population is increasing rapidly and it is possible for every one of us to increase our business to an extent not usually appreciated. If you are not lazy there is no good reason why you can not hold that old line of customers and add many new ones. The average merchant has not kept up with the improvements and betterments the spirit of the times has brought into his office and store, such as the typewriter, adding machine, printing press and telephone, the fruits of which the rural delivery stands with open arms to receive and distribute. Unused or misused the force of them is lost—it makes you look like thirty cents. Unless awake to their real values these precious assets become dead and can be used only to decorate your dying business. They are the guns which carry the bullets to the heart of your game. Are you loading and firing them with accuracy and to their full capacity?

I shall now take twelve minutes of your time on twelve thoughts, one think to the minute, in that brief time offering suggestions on "financing," "salesmanship," "stock taking," "want book," "letter writing," "advertising," "warranting," "clerks," "front door," "competitors," "agents" and "yourself."

Financing.

The success or failure of your business depends upon your financial management, and never in the history of merchandising has it been so important, which importance is increasing each year. The time for do-



\$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.

Foster,
Stevens & Co.Wholesale
HardwareFire Arms
and Ammunition

33-35-37-39-41 Louis St.
10 and 12 Monroe St.

Grand Rapids, Michigan



A Dividend
Payer

The
Holland
Furnace

Cuts 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 ½, 1 and 5 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.

Fly Nets
and
Lap Dusters

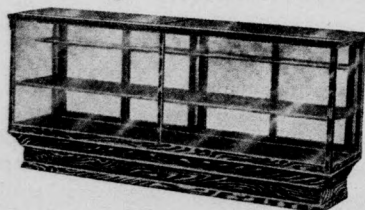
Our Line is
Very Complete

Send for
Illustrated Price List

Brown & Sehler Co.
Grand Rapids, Mich.

WHOLESALE ONLY

A Better Case for Less Money



That's saying considerable, but hundreds of merchants who have bought from us know we make good our claims. We positively guarantee to save you money and give you a case of better quality. Our direct selling plan—from manufacturer to merchant—makes this possible. We pay freight both ways if goods are not as represented. Get catalog and prices.

Geo. S. Smith Store Fixture Co., Grand Rapids, Mich.

ing too much business for your capital is past, everything that is not now being done on a cash basis soon will be. The cash discounts must be had and it is the one important stepping-stone to securing profits. The cash discount is a double edged sword, cutting down the amount you have to pay out and building up your buying power, two active agents pushing you on to larger volume of business, strengthening your purchasing powers and establishing the reputation for paying cash. You will then have much more to say about how much you will give for goods. Your business will be sought without any interview with Messrs. Dun and Bradstreet. You become your own sponsor. There are plenty of money in banks and rich estates within your reach if you have a reputation that entitles you to their confidence; if you haven't it, and can not secure it, sell out your business the first opportunity you have and get out of the race, but if you are honest, industrious and energetic there will be no necessity for doing so.

I would say to the young man: Do not waste the best days of your life struggling with a limited capital if by honest means you can connect yourselves with capital. To do it approach it with delicacy, treat it honestly and life will take on new views and your ability to succeed become unquestioned.

Salesmanship.

"If the cow doesn't give milk you have to take it from her." See that your stock is complete and well adapted to the wants of your trade. Don't get married to anybody's line of goods or any particular brand. Rarely has anything been manufactured but some one else made a better or equally good piece of the same kind. Lead your competitors by showing the new lines first instead of waiting until your trade has gone elsewhere for them. This is the duty of your buyer.

Second. One of the most important factors in profit getting is salesmanship. Some dealers, as well as some salesmen, depend upon low prices to sell their goods. This is not salesmanship. A good salesman is one who has faith in good goods and the ability to convince his customers that they are the cheapest at any price. In other words, instead of showing the prospective purchaser of a range the one you bought at \$20 and marked to sell at \$24.96 to compete with the catalogue houses, he should show, and if he is fairly well posted will, one that costs you \$35 that retails at \$45, thereby nearly doubling his sales and absolutely doubling his profits without adding one cent to the fixed charges of doing business.

Your builders' hardware salesman finds it easy to sell those lock sets at 34 cents each that cost you probably 29 cents, but if he will take the time and trouble to show the builder that by increasing the cost of the new house not to exceed 1 per cent. he can sell him a lock set for \$1.25 each that cost you \$9 a dozen that will be durable as well as ornamental, he will at the same time be doing him a favor.

Do not blame your clerks for your

failures if you have furnished them only cheap competitive goods. Place the blame on your own shoulders, where it belongs. Buy good quality of goods so a salesman has talking points which only good goods possess, and then insist on your salesmen becoming familiar with your stock and thoroughly showing it from A to Z.

Raise the standard of your business by discarding cheap goods and cheap clerks. The combination of good goods and good clerks goes a long way towards solving the difficult problem of competition.

Stock Taking.

Stock taking is the bogey man that shows up once a year and whose visits are never welcome. It means from two to four weeks of hard work for all hands. The real trouble with the average merchant is he does not enjoy the work and unfortunately sometimes he does not enjoy the results of that work. That is especially true when he padded his inventory the year before and takes an honest one this year. If he would take it four times a year he would learn to love the work; he would not be half so scared at the end of the year if he knew four times a year just how he was coming out. I do not mean to be understood that I would take four regular inventories a year, but I do mean to be understood as saying that I would go through my stock, inventorying not less than four times a year, giving it a thorough cleaning, bringing forward unsalable goods and looking up the wants. This hard work will net the following: You will know what you have on hand, what you need to strengthen your stock and keep your stock in perfect balance. It will make you stronger, your clerks more interested and your store fresher. It means more work, better discipline, injects an atmosphere of busy business into your store life, and will give a better standing with the public than if you and your clerks become expert gum chewers and smokers.

Want Book.

Next in usefulness to the family Bible comes the daily want book. If you want to be real good and popular with agents pay them for time and hotel expenses by having your wants ready instead of detaining them while you hunt over the shelves and run through the cellar.

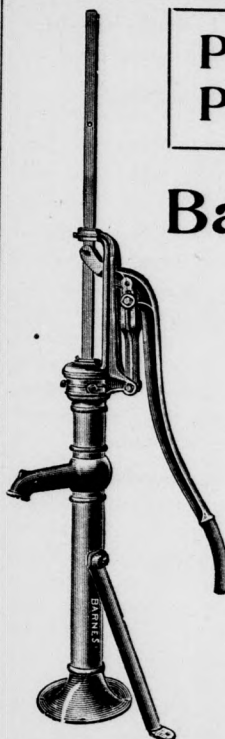
The want book closely watched is the best book asset you possess. It takes care of the thousand and one little needs that go to make up a perfect stock from which come our easiest profits. It is made up and written up when you and the clerks are calm, and free from any influence tending to over-buying. You avoid reckless buying, discuss with your clerks styles, qualities and quantities, determine what to buy on your own unbiased judgment, which, under the circumstances, is just what your stock needs in every way, while if you buy prompted by the presence of an interested agent you are running all the usual risks of over-loading, which is one of the flowery paths to later insolvency.

PUMPS PUMPS

Barnes' High Grade Pumps

Clark-
Rutka-
Weaver Co.

32 to 48
South Ionia St.
Grand Rapids,
Michigan



Established in 1873

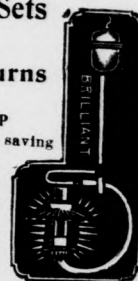
Best Equipped
Firm in the State

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.

The Sun Never Sets
where the
Brilliant Lamp Burns

And No Other Light
HALF SO GOOD OR CHEAP
It's economy to use them—a saving
of 50 to 75 per cent. over
any other artificial light,
which is demonstrated by
the many thousands in use
for the last nine years all
over the world. Write for
M. T. catalog, it tells all
about them and our systems.



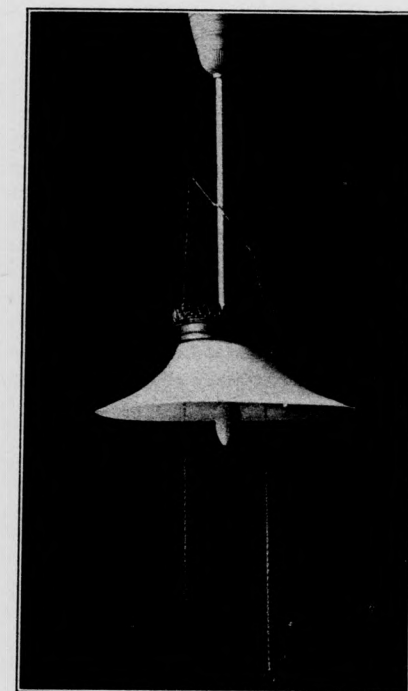
BRILLIANT GAS LAMP CO.
24 State Street Chicago, Ill.

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.



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.

Letter Writing.

The importance of this part of your daily business can not be over estimated. You buy goods from people whom you have never seen and who never saw you. It really is a courtship by mail. You are judged by the character of your correspondence. If you write a good, honest, fair letter it will not matter if you spell just with a g and violate all grammatical rules; those trifles will not count against your credit and standing so much as a single mean letter, even although it be written in faultless English and the penmanship most artistic. Never be too positive in your position, any of us are liable to be mistaken. Such a position may be the beginning of a disagreeable correspondence. Your grievances and complaints are half settled by means of the first courteous letter you write. That letter certainly removes every taint of suspicion the other party may have entertained of any unfairness. When that is removed amicable settlements are always in sight. When you feel like writing a mean letter, do not write it; if you forget yourself far enough to do so tear it up before you mail it. It will make you feel better and the other fellow will never know you wrote it.

Advertising.

To boil this subject down to a one minute talk would take a hot fire, and I am liable to burn the kettle and the contents.

Next to the follies of youth come the follies of advertising. In both cases a lot of money and time is mis-spent. The very best advertising that I can recommend comes through educating the public to know and believe that you carry a complete stock of goods; that you price that stock at a system of market changes, and that you have only one price in regular retail quantities. You keep your clerks near the front door with a cheerful, honest welcome for all. You have a Christian sister or brother at your telephone who always answers politely, never noticing when words or tones come from the party of the second part who is talking. Omit mean postscripts on your statements sent overdue customers; they may deserve all you say, but it will not help collections; leaves a bad taste and is poor advertising. As the Irishman said about whisky, "It is all good, but some is better." The same applies to general advertising. Newspapers, if watched, and advertisements freshened up to fit the goods selling during the time they run, pay, otherwise not. It is most expensive and needs a born artist to bring out results. Advertisement writers, like poets, are born not made.

The power of advertising is originality. Coin your own trade-mark. Eastman copyrighted, "You touch the button, we do the rest," and it made a market for kodaks. "Jones pays the freight" sold for Jones enough scales to send him to Congress. "I sold your grandfather ox yokes in 1865" and "We sell hardware but never sell farmers' notes" have been effective sentences in my advertising methods. It has not sent me to Congress, nor it has not made me rich, but it has made me known in a limited

section and I think has been one of the means of bringing good results.

You receive much valuable advertising matter from manufacturers. Get it out and keep it in sight. Do not run it up in the garret or down in the cellar, or treat it with the disrespect of using it for wrapping paper. Manufacturers who have been to the expense of putting this property (and it is nothing else) into your hands are entitled to the little effort it costs you to get it before the public, where both you and they are bound to receive pronounced benefits.

Warranting Goods.

More mistakes are made in handling customers who return warranted goods than inexperienced dealers realize. This is a golden opportunity if taken advantage of and can not come too often to a quick witted merchant or clerk; badly handled, although you may take back the article, replace it or refund the money, it possesses no advantage and may be an injury to you. If you have unwisely questioned the customer's word or his integrity; if you have intimated that he did not know enough to file or set his saw properly or that he has ground his ax too thin; in fact, if you have in any way raised the question of his imposing on you, you are treading on dangerous ground. The chances are that he has imposed upon you, but you must not intimate it to him and you must take back the piece of goods as though it were a pleasure if you want the result to bear profitable advertising fruit. While it is true you can not honestly or even wisely return the condemned articles for credit, I do not regard this of much importance. My experience teaches me you can afford to take them back; sell them again at a reduced price without sustaining much if any loss. You have given satisfaction to your customer, held his future business and his neighbor's, whom he will refer you to because of your fairness and promptness in always adjusting trifles.

This might properly have been referred to under the head of advertising, as I regard it one of the best means of advertising presented us. Summed up you will not find twenty-five dollars' worth of returned goods on hand at the end of each year, and if this spirit of quickly satisfying your customers on any little disputed points in your business is followed up you will have made five hundred additional friends and customers that will certainly recompense you for the little investment you have made in the small amount of returned goods that really amounts to a trifle in money.

Clerks.

You may be "It" in your business, but the case and main spring do not make the whole watch any more than the body, rubber tired wheels and honk-honk horn make an automobile. In each and every complete piece of machinery there must be important minor parts, made of good material and finished even better than the larger parts. Your clerks are the real working wheels in your machine. You are only the frame that holds

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.

Ionla, Fountain 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.

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.



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.
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.

Make an X opposite any of these that you want to know more about and mail this to us.

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

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

Name

Town

State

them in position. For the protection of the frame pay the price good working wheels are worth, and make them get busy. If the frame feels the jog of a soft spot in one of the small wheels stop the machinery long enough to throw out the soft wheel and put in a new and better one.

Teach your clerks independence of thought and action by trusting them and throwing responsibilities on them. Half the time the lack of development of clerks can be charged up to the lack of confidence of the proprietor. After a course of such discipline you will have developed your clerks into such a condition of usefulness that you will be going to school to your clerks full half the time. If they have any brains and are well bred there is no danger of their growing heady and chesty. If they do it affords you another opportunity to put in another wheel. The boys in the store are not very different from the boys at home; the home boy copies the father, the store clerk copies the proprietor. In some cases it is very unfortunate for the boys.

Your stock and profits will improve when you advise more with the boys, awaken their interest in things that interest you, which you can do by awakening your interest in things that interest them.

Front Door.

It will pay any hardware merchant who is doing a business of twenty-five thousand dollars or more a year to station his best and highest priced clerk near the front door and if required wear a label on his coat or visor of his cap bearing the words, "Front Door Clerk." Attach him to the front door latch by a rope not to exceed thirty feet in length. The rope suggestion is to be used only in those cases where you find it impossible to teach your help the importance of staying within the limits assigned. The first thirty feet of every retail store is the principal battle-ground of business and should never be without one good clerk or the proprietor. Customers are first met there and there first impressions are created. The click of the front door latch is a signal of approaching profits; there should be no delay in extending that click a hearty welcome. "Delays are dangerous" and in no part of your business are delays more so than where they consume your customers' time, which neglect created by you is frequently resented by them. The fact that they have touched your door latch is evidence that they are making friendly overtures to do business with you. It is up to you to take advantage of these opportunities, and show your desire and willingness to serve them in the best possible manner and with greatest friendliness. Competition is abundant and customers will not spend their time hunting up your lost clerks.

Competitors.

Competition is a thing that has come to stay. It is a local annoyance, twin brother to the foreign catalogue house relative, for which we have a deep, undying affection (nit). We have failed to annihilate them by legislation; now let us submit to them affection instead. It is up to us to

be as "wise as a serpent and as harmless as a dove." God put them to work in the same Garden of Eden that he did us and intended them to share equally with us in the fruits of that garden, and the sooner we grow to recognize their full right and grow to believe that they are just as fair and unselfish as we are the nearer we shall be to the solution of that difficult problem, "Competition."

There is no sense in the theory that two men in the same line of business should be unfriendly. There are many sound business reasons why they should be friendly, and I believe we are growing to be more so. I am well satisfied that this is the condition and the condition that will continue improving. It is brought about by increased business and modern methods of doing it. Only broad-minded modern merchants will survive in the present race for business. They will have no time to consider what their neighbors are doing or how they do it, having all they can attend to floating their own affairs successfully. When you are busy you will have no time for unkind words or unkind thoughts of your competitors.

Cultivate each other's acquaintance as you do the acquaintance of other merchants not in direct competition. Pull together, buy goods together, meet oftener and get better acquainted and you will learn that the other fellow is just as good as you are and he will learn that you are just the same, but both have been a long time finding it out. There is certainly more profit and satisfaction in brotherly love than the best conducted hair-pulling contest ever pulled off.

Agents.

I approach my friend—the traveling agent—with uncovered head. The wisest of us can learn something from the most foolish of them. Their name is Legion, each representing a limited number of special lines. Along their own special lines they become experts. We carry all they represent, consequently we do not become experts in any of them. That is the simple reason why I elevate the traveling man to the teacher's rostrum. If used to the best advantage they are certainly profit-getters for us. Welcome their arrival and get down to business as promptly as you do with your other business associates or your best customers. They all have some good things up their sleeves that you had better have before your customers secure them. They do not have to bring them to you, they may take these plums to your competitor who did not make their last visit personally disagreeable to them. Assumed knowledge on your part is very transparent to the experienced traveler, and while he will not show he is "on" by look or word while in your presence he will look with pity on your deficiencies and mentally register you at just your real value.

Do not overlook an agent's rights; he has them. Greet him courteously; faithfully and promptly keep your appointments with him, and then despatch your business in reference to

KINGSFORD'S OSWEGO Silver Gloss Starch

The basis of the best starching for three generations; any kind of fabric—lace or linen, delicate or plain. Whether used

FOR HOT OR COLD STARCHING



its efficiency never varies.

Absolutely pure; there is no starch more widely known, more highly esteemed, more universally demanded by women whose

judgment counts. Extensively advertised.

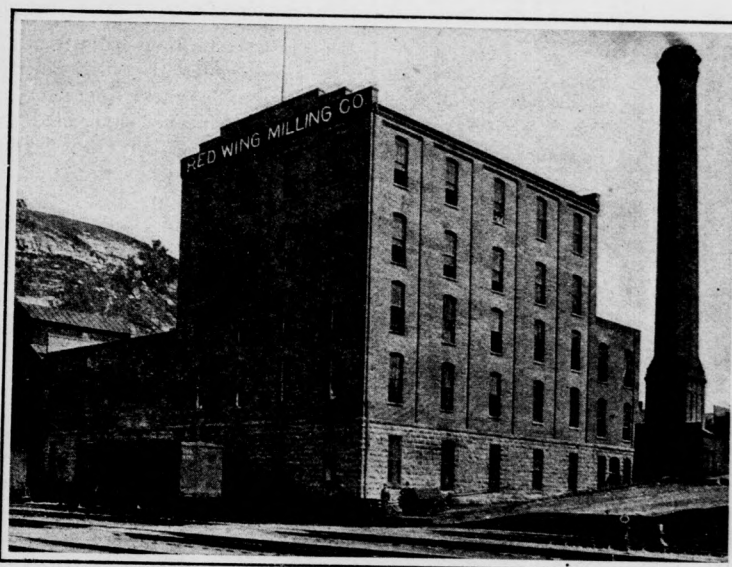
Sixty-six Years of Superiority

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

The Mill That Mills

BIXOTA FLOUR

In the Heart of the Spring Wheat Belt



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.

your own time and his expense account. Jobbers and manufacturers are represented nowadays on the road by the cleanest, brightest and strongest men from the best families in the country. They are selected in reference to their special fitness in the work assigned them. They command good salaries and the respect of the capital that employs them and are made to get results, which they do or leave the road. Occasionally you run across one who annoys you by hanging on much as "Spring lingers in the lap of Winter." You can push him off your lap to the floor, broom the remains out of the back door with other rubbish. He belongs in the same "dump" with the merchant that swells up when the traveler calls—unnecessarily retires to his office, fumbles over nothing just to show he owns the place. Of course there is nothing to him but "front." The tedious agent will not last many trips and the super-self-satisfied proprietor is probably all in now.

Agents are our profit getters when we give them a fair chance. Our interests are largely their interests; our successes become their successes.

Yourself.

I want to hand out a lot of bouquets; one to each of the officers of the State Association, and a basket of American Beauties to the officers of the National Association. Each State Association is a single gem in a great necklace, which is held together by a diamond brooch—the National Association. We should stand with uncovered heads while we give a vote of thanks and offer a silent mead of gratitude to the pioneers of these Associations. Many of the charter members have passed to their reward, but before their departure they laid an enduring foundation for the grand structure your work is completing. You must maintain the high standard of this work and keep it so attractive no desertions will occur. Make another grand rounding of all merchant derelicts floating on the commercial sea; every one of them is needed by you and you need every one of them. Your work is an honest one, organized to fight common enemies. Indeed, it is so clean it is like Caesar's wife—above suspicion. It is an organization, not a combination. The mystery to me is how any hardware dealer can figure that his interests are best served by staying outside. In a way his absence is complimentary. He must think you are doing the work so well that you do not need his help and selfishly concludes that it is an opportunity for him to save his own time and money at your expense.

I can not point out an easy road to profit getting for any retailer. Success depends entirely upon the amount of energy and force you give your business. It always has and it always will make great drafts on mind and body because of the long hours and close application demanded of you. Methods have changed, but not principles. We have one comfort remaining—that we are in a work of manly nature, naturally along safe lines; our goods are not subject to loss by decay or whims of fashion. It is abso-

lutely without speculation or excitement. Dun and Bradstreet rate the hardware business above that of other lines of merchandising.

Cultivate contentment, renew your State membership, encourage the officers of the Association and pay your dues promptly.

Province of the Kicker in the Hardware Trade.*

It is with a great deal of pleasure that I come to your convention. For five consecutive years I have been honored by your invitation, and as we gather here this year of our Lord 1908 to confer about the things that concern us I beg to submit my mite towards the interest of the occasion.

There is a feeling among a large percentage of the public that the man who objects to the ordinary run of events, methods and habits is a nuisance, and the dictionary carries out the idea when it styles such a person a "kicker," a bolter and a discontented person. And yet there is a place for this much-abused class. They have their use in the evolution of the world and the people. When things are going wrong and abuses creep in such a one is the first to notice, the first to object, the first to demand a change. He gets out his "muck rake" and goes to stirring up things. And the rest of us, "good easy souls," are aroused by the noise and join with him; and reforms that are needed are made and a higher level in morals and business methods is inaugurated, because the kicker has disturbed the even tenor of our way and has awakened us to the injustice that we have been submitting to because of our inertness.

The great public likes its ease. To be disturbed is annoying and the one who gives us trouble or annoyance is called a bolter, a discontented person, a stirrer up of trouble.

And yet, but for this class, where would be the advance in human progress? The natural tendency is to go down hill.

In the mountainous countries they have attached to the hind axle of their wagons a short piece of timber, shod with a sharpened steel point, that drags on the ground. When the wagon stops the stick, with the sharpened point, digs into the ground and keeps the wagon from running back down the hill. Some call this stick a kicker. It has its value in a hill country. All through human history the kicker has held an important place. Dissatisfied with present conditions he wants a change. It was the kicker who roused the English people to wrest from an unwilling King their Magna Charta. It was the kicker who threw the tea into Boston harbor because he was not satisfied to pay the tax. It was the kicker who wintered at Valley Forge, whose footsteps were marked by his own blood, who endured and suffered because he was dissatisfied with the measure of liberty he could get under a king. It was the kicker who was not willing to let this great country be divided, who stood for four long and bloody years of war for an undivided union.

*Paper read at annual convention Michigan Retail Hardware Association by W. P. Bogardus.

RETAIL MERCHANTS

ALL OVER THE UNITED STATES—We can convert any portion of your stock (no matter how old) into cash with a special sale of ours, by purely legitimate business methods, and sell your merchandise at a good profit. There will be no ill effects from any special sale of ours on your subsequent business. Our methods must be right and results satisfactory, or we could not refer you by permission to the Chicago wholesale houses, such as Wilson Bros., John G. Miller & Co., Cluett, Peabody & Co., Keith Bros. & Co., also retail merchants for whom we have conducted sales in most every state in the Union.

We will close out your entire stock on your premises if desired. Write for terms and further particulars. Give estimate on size of stock. The Old Reliable Firm.

C. N. HARPER & CO., 218 LaSalle St.
Continental Nat'l Bank Bldg. Chicago, Ill.

Grand Rapids, Holland &
Chicago Ry.

TO CHICAGO

In Connection With
Graham & Morton Line

Steamers

Puritan and Holland

Holland Interurban Steamboat Car
Leaves Market St. Depot

FARE \$2 Nightly 8 P.
M.

Freight Boat Every Night

100% DIVIDENDS

An Improved Hanson Gasoline Lighting System pays for itself every few months in reduced light bills and increased business. Different from all others. Let us give you full information and prove our claims.



American Gas
Machine Co.
Albert Lea, Minn.

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING
IN BANK AND INDUSTRIAL STOCKS
AND BONDS OF WESTERN MICHIGAN.

ORDERS EXECUTED FOR LISTED
SECURITIES.

CITIZENS 1999 BELL 424

411 MICHIGAN TRUST BUILDING,
GRAND RAPIDS

THE NATIONAL
CITY BANK
GRAND RAPIDS

Forty-Six Years of Business Success

Capital and Surplus \$720,000.00

Send us Your Surplus or Trust Funds
And Hold Our Interest Bearing Certificates
Until You Need to Use Them

MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT

Successful Progressive
Strong



No. 1 Canal St.

Capital and Surplus
\$1,200,000.00

Assets
\$7,000,000.00

Commercial and Savings
Departments

It was the kicker who wrote of the abuses of rebates and freight discriminations that have enabled some to pile up fortunes that to-day yield an annual income of \$25,000,000, until public opinion was aroused to such an extent that rebates and discriminations have to a large degree been abolished, and a public opinion has been formed that will back up the enforcement of the laws.

In a more modest degree the kicker has done his part in our organizations of hardware men. He was not satisfied with his conditions. He wanted a change. He was unwilling to have the methods of the manufacturer continue, who was satisfied to sell to the catalogue house at prices often less than the jobber could get, because the catalogue house was such a large individual buyer, forgetting that the catalogue house purchases would not average over 5 per cent. of the manufacturers' output, yet, because the orders were larger than individual jobbers gave, was willing to grant rebates in prices that made it a losing proposition for those who bought the 95 per cent. of the manufacturer.

It was his kick that caused the manufacturer to stop and think and realize that his favors to the catalogue house were unfair and that he was helping to build up concerns that were doing an illegitimate business. "But," says the man who looks on success as the accumulation of money regardless of how it is gotten, "is not the catalogue house a legitimate business?" No, it is not. For the reason that its success is built on the ruin of the retail trade of the country. It does not solicit city trade, but looks to the communities who draw their supplies from the store in the hamlet, the village, or the small town. And it bases its claims for public favor, not on values, but solely on prices. There is no salesmanship required. There is no personal contact with the trade, but by illustrations and highly colored statements it seeks to create the impression that the home merchants are taking advantage of their customers, and with such methods it tries to break down the home merchant so that it may get the trade that he has heretofore had and drive him out of business.

It is through the efforts of the kicker that hundreds of manufacturers and jobbers have remodeled their selling arrangements, and are more inclined to respect and protect the interests of the retailer than ever before.

It is to him that we owe the present complete organization of the hardware interests. It is in answer to the demands of the kicker that we are here to-day to discuss ways and means, to improve conditions that do not satisfy us. It is the kicker that we owe a debt for the good work done in organizing the hardware mutuals that are reducing the cost of our insurance from 25 to 50 per cent. and are furnishing us with as good insurance as we ever had.

It is the kicker who so far has kept off the statute books a scheme to send merchandise through the mails to the benefit of the city store

and catalogue house and the detriment of the country merchant and the financial loss of the general public.

It is through his efforts that the plan to graft a doubtful scheme for carrying merchandise by mail in competition with private enterprise has so far failed—a scheme that has a doubtful success in countries where the population is ten times greater per square mile than it is here. I say doubtful because we are unable to secure any data other than mere assertions upon which to form a judgment as to the value of the proposed measure.

It is the kicker who will enter a most vigorous protest against any more foolish and extravagant experiments by the Postoffice Department, such as an experimental parcels post route while there is a deficit of over \$15,000,000 confronting us.

The world owes nothing to the man who kicks for the sake of kicking, who has no suggestions to offer, no remedies to submit, no cure for the ills we have.

But the kicker who kicks to raise men up to better conditions; to elevate the moral tone of the community; to put an active morality into business so that the Golden Rule can come into its own and be a potent factor in business; to create a desire for better methods of book-keeping; better arrangements for stores; cleaner stores; greater efficiency in their management; less expense for managing them; more perfect methods of advertising to create a greater interest in the success of the business on the part of the clerks and other employees; to show how to develop the esprit-de-corps has kicked to some purpose and has become a benefactor to his time and is worthy of our respect. The useful kicker has his

place in this world with a glorious record in the past and a magnificent future before him. We wish him success in his efforts.

A Newsy Letter.

A wholesome scorn of physical ills is a good thing, according to the philosophy of a boy in the State School for Dependent Children, who wrote his father thus:

"Dear Papa: We children are having a good time here now. Mr. Sager broke his leg and can't work. We went on a picnic and it rained and we all got wet. Many children here are sick with mumps. Mr. Higgins fell off the wagon and broke his rib, but he can work a little. The man that is digging the deep well whipped us boys with a buggy whip because we threw sand in his machine, and made black and blue marks on us. Ernest cut his finger badly. We are all very happy."

Danger!

The red light has no more significance to the railroader than the absence of a telephone in the isolated home.

"Use the Bell"

IT
PAYS



CALL
MAIN
330

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys

GRAND RAPIDS, MICHIGAN

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.

**YOU ARE ALWAYS SURE of a sale
and a profit if you stock SAPOLIO.**

**You can increase your trade and the
comfort of your customers by stocking**

HAND SAPOLIO

at once. It will sell and satisfy.

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.

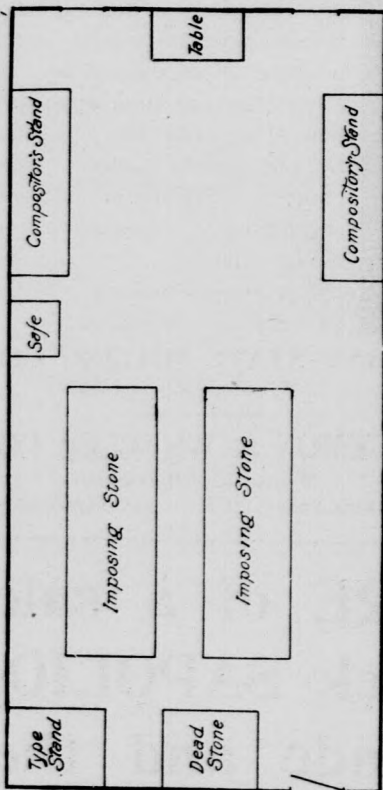
LOOKING BACKWARD.

Four Homes Occupied by the Michigan Tradesman.

The first issue of the Michigan Tradesman in 1883 was the fruition of an ambition which had been cherished by the founder for three or four years. In pursuance of this ambition the following circular was printed and mailed to the wholesale trade of this State in 1880:

To the Wholesale Trade of Grand Rapids:

Recognizing the fact that for several years the various branches of the Wholesale Trade in this city have felt the need of an authorized representative of their interests, and that the retail tradesmen who look to this market for their supplies have felt the want of a reliable commercial guide, the subscriber is pleased to announce that, in case sufficient encouragement is extended to the undertaking, he will shortly begin the publication of the Michigan Tradesman, a weekly trade journal issued from the Grand Rapids market, paying especial attention to the wants of the patrons of this mercantile center, and yet being of such a general char-



Birthplace of the Tradesman in the Eagle Building

acter that it will be of interest to all engaged in wholesale or retail traffic anywhere.

It will be the aim of the publisher to make the contents of the journal as varied and interesting as possible. One entire page will be given to current quotations, furnished by representative wholesale dealers, and a weekly review of home and foreign markets will be carefully prepared by a competent writer on the subject. The movements of retail dealers and the business changes of all who are in any way connected with the various branches of trade will be chronicled. The "Gripsack Brigade" will be given due prominence in a department which will be conducted by a retired traveler. Original and selected articles of interest to the trade and a judicious compilation of the mercantile news of the day will also be an especial feature of the journal.

The Michigan Tradesman will not partake of the nature of an advertising sheet, which is dependent entirely upon the generosity of advertisers, but rather will rely for sup-



Second Home of the Tradesman at 100 Louis St.



Third Home of the Tradesman in the Blodgett Building



Present Home of the Tradesman in the Barnhart Building

port upon an extensive and good-paying subscription patronage from retail dealers, which will be secured immediately after the publication of the paper is begun. Until that time the paper will be sent gratuitously to all merchants doing business in towns contiguous to Grand Rapids. A limited number of advertisements from reputable houses are solicited and will be given equal prominence. With a view to ascertaining whether the sentiment in favor of a publication as above described is strong enough to ensure it a living support, the prospective subscriber will shortly call upon the leading representatives of the trade.

Bespeaking kind consideration for the project, I am,

Very truly,

E. A. Stowe.

Similar circulars were issued and mailed in 1881 and 1882, but the responses were so few and feeble that the project was postponed, but not abandoned. In the meantime the room for such a publication was demonstrated by correspondence and personal interviews with several hundred retail dealers in all parts of the State, numerous pledges to subscribe for such a journal having been secured in this manner, so that when the first number made its appearance it was welcomed by several hundred merchants who felt that they were identified with the project by reason of the advice and proffered support they had given it in advance of publication. It is a noticeable fact that these merchants have remained steadfast supporters of the Tradesman, nothing short of death causing them to relinquish their patronage.

The first issue was heartily welcomed by the trade, both wholesale and retail, but many shook their heads and regretfully predicted that the limitations of the territory were too circumscribed to admit of success. These gentlemen have since acknowledged their mistake and cheerfully wheeled into line as patrons of the publication. The first issue contained the advertisements of Cody, Ball & Co., Spring & Company, H. Leonard & Sons, Hazeltine, Perkins & Co., Putnam & Brooks, Jennings & Smith and Calkins Bros. From seven advertising patrons the list has increased to over a hundred regular customers, while the subscription list has expanded from a few hundred to the largest paid list of any journal of its class in the United States.

It would be unfair to convey the impression that there has been nothing but smooth sailing all the time for the past twenty-five years. On the contrary, there have been dark days, which seem to be inseparable from every newly-established business, when patrons appear lukewarm and friends are at a premium. Fortunately, such periods have been few and far between, and they are chiefly of aid to any business by reason of their inculcating the value and necessity of self-reliance.

Homes of the Paper.

The Tradesman's first home was in a little room on the third floor of the Eagle building, at 49 Lyon street. The space was as limited as the resources of the business, but in less than a year the cramped quarters were increased by the addition of an adjoining room, which became the mechanical department, while the

original office was used as an editorial room and received accessions in the shape of carpet, desks, telephone, etc. As the business of the office increased two additional rooms were taken, giving the firm the use of an entire floor, with the exception of one small room. In 1888 the business had grown to such proportions that a change of location was imperative and in November of that year the three-story and basement building at 100 Louis street was leased for a term of five years. This lease was renewed for another five years, but before a year of the second term had elapsed the business of the office increased to that extent that it became absolutely necessary that still another change should be made. After carefully considering several locations it was deemed desirable to execute a ten year lease of the fifth floor of the Blodgett building, one of the finest office buildings in the city, comprising nearly double the floor space formerly occupied and admirably adapted to the purpose by reason of its central location, unusual amount of light (an important advantage in a printing office), and having everything, except warehouse and storage room, on one floor. The building is fitted with every modern convenience. It is heated by steam and provided with a quick passenger elevator and two freight elevators, one of which is the largest in the city. Especial care was taken in designing and fitting up the establishment, both business and mechanical departments, on the theory that best work can be accomplished where the surroundings are made as airy, light and pleasant as may be. No reasonable expense was spared to make the quarters as complete and up-to-date as possible.

While the location of the office in the Blodgett building was ideal from the standpoint of light, ventilation and immunity from interruption by those who had no particular business with the office, it was felt that the business of the establishment suffered by reason of not having its business office on the ground floor and also because it was one street removed from the beaten path of travel between the Union depot and the business portion of the city.

The retirement of the Ball-Barnhart-Putman Co. from business in the fall of 1902 afforded the company an opportunity to secure such a location and a lease of the premises occupied by that house in the Barnhart building was accordingly executed with Willard Barnhart for seventeen and one-half years, which is probably the longest commercial lease ever made in Grand Rapids. This building is located at the corner of Ionia and Louis streets and is not only on the line of the most travel by transient merchants, but it is convenient to the jobbing trade, as well as the retail, banking and other commercial interests of the city. It has been fitted up with especial reference to the needs and requirements of the business and it is generally conceded to be one of the most up-to-date and complete establishments of the kind in the country.

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.

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

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.



The Case With a Conscience

is precisely what its name indicates.

Honestly made, exactly as described, guaranteed satisfactory.

Same thing holds on our **DEPENDABLE FIXTURES**.

GRAND RAPIDS FIXTURES CO.
Grand Rapids, Mich.
Jefferson and Cottage Grove Avenues

Where Would You Naturally Expect

the best marmalades to be made? That's where we are. The nearest orange tree is just 201 yards from the front door of our plant. From this one the trees extend for miles. We get this fruit fresh and cook it at once. That's the "why" and the secret—it is what makes people buy our goods. Also, we know how. We thank you for reading our "ads" and will try to keep them interesting.

Drop us a postal for a sample and prices. It only costs a cent and a moment.

H. P. D. Kingsbury
Redlands, California
(Where the oranges come from)
W. S. Ware & Co., Distributors
DETROIT, MICH.

Policyholders Service and Adjustment Co.

J. R. SUTTON, President.

W. H. SAWYER, Vice-President.

W. E. HOIT, Secretary

FRANK B. LELAND, Treasurer.

ALFRED H. LUCKING, Counsel.

To Fire Insurance Policyholders

THE POLICYHOLDERS SERVICE AND ADJUSTMENT COMPANY OF DETROIT, MICH.,

offers its services to you and can save you time, worry and expense.

This company, with ample capital, and numbering among its stockholders over fifty well-known and successful business men representing nearly every section of the State, many of them large manufacturers and merchants, has been formed for two purposes:

FIRST: To examine the policies of its customers and suggest where improvements can be made and rate reduced, to report confidentially on the responsibility and reputation of companies in which policies are carried, and

IN CASE OF LOSS to furnish assured the services of an expert and experienced adjuster to assist in making proofs and making thorough and correct presentation of loss and to see to the taking of all proper steps in making such proofs.

A yearly contract is made for the performance of above service for a consideration which in comparison with benefits of fire loss is nominal.

SECOND: To represent the policyholders in adjustment of fire losses in all cases.

It is a matter of great importance whenever a fire occurs to have the loss so adjusted that the interests of the assured are fully protected and that he will get all that is coming to him.

This company is prepared to do this work in a thoroughly reliable and skillful manner. It has in its employ several well-known and experienced adjusters, who have been engaged in this work for many years and who will look after the interests of its patrons faithfully and energetically and see that assured get everything to which they are entitled in every case.

For information upon our method of transacting this business call at the company's office or address

Policyholders Service and Adjustment Co.

No. 1229-31-32 Majestic Bld. Tel. M. 2598.

Detroit, Michigan



THE COMMERCIAL TRAVELER

Real Salesmanship Must Be Built on Knowledge.

On a salesman's knowledge of his goods will depend, to a large degree, his success. The question that comes up is, "How is the salesman to acquire that knowledge?"

There are two distinct divisions of knowledge. The first concerns theory, the second practice.

The student of chemistry, for example, may devote a year to theoretical study. He may know a lot of symbols and reactions, and that sort of thing, but he may not be able to tell arsenic when he sees it.

The second step in chemistry is the identification of those things that make chemistry. So, in the same way, the identification of goods is the second step in salesmanship. True, this training may go on simultaneously with the primary training, but for convenience here it can be treated as if it were a distinct step.

The term "identification," too, means more than that. It means a study of the constituent elements that go to make up goods.

All real salesmanship must be built on knowledge, on the foundation of a preliminary training designed to carry knowledge.

Knowledge is not mere vocabulary.

A salesman may know that there are linen goods and cotton goods and woolen goods, but unless he can tell them, one from the other, he does not possess knowledge. He may be familiar with all the different varieties of linen, cotton and wool, so far as name goes, but he has no selling knowledge if his information stops there.

One of the commonest faults of salesmen is lack of this knowledge of goods. A salesman may think he possesses it, but let him analyze this fancied knowledge and he may discover wherein it is lacking. He may be able to identify a piece of linen, and tell the name under which that particular piece is known in the mercantile world, but if you ask him wherein it excels some other piece, he may reply that its superiority lies in its strength, or its texture, or its gloss, or lack of gloss, or something of that sort. As a matter of fact the qualities he names are effects, not causes. To get down to the foundation of knowledge, he must know what gives the strength, the texture, the gloss, or the lack of gloss. He must know the raw material, the process of manufacture, and all the elements that go into the goods.

A salesman who possesses knowledge of this sort is fortified, indeed, to go forth to sell. He is able to answer intelligently any question that

may be asked of him. Furthermore, he is in a position to volunteer information of so much interest that it may be a strong factor in effecting a sale. Salesmanship is not, strictly speaking, the art of entertaining, but if a brief description of any given process of manufacture pleases the customer, it is directly in the province of the salesman to furnish that description. Not only may the description please, but it may so impress the customer with the painstaking effort of a factory that the value of the goods will rise perceptibly in the customer's mind.

A business man, in talking with a salesman for a small automatic device, objected to the price, on the ground that so small an article, and one apparently so simple, should be correspondingly low in cost.

Had the salesman been without knowledge, he would have been poorly fitted to answer this argument. He might, of course, have argued in reply that the value of a thing ought not to be gauged by its size, but by what it will accomplish. He might have dilated on the saving which the machine would effect.

What he did argue was the process of manufacture. It so happened that he was a graduate of the factory itself—not of the office, merely. He knew the machine from the smallest screw in it to the paint upon it. He presented to the customer, in five minutes, such a graphic narration of its manufacture that there was no vestige of ground for further debate. When he had finished, indeed, the customer admitted, frankly, that the price was reasonable, considering the work that went into the device and the pains taken to make it perfect.

Take almost any article about you as an illustration. How often do you say, "It costs too much." Yet, when you reflect upon all the elements going into its manufacture, you are forced to acknowledge that it is really low-priced. The salesman who can tell you these elements is the salesman who will set you thinking. He will command your respect, as well.

The only way a salesman can get this knowledge is by going after it—studying for it. Knowledge will not come to any man. He can not get practical knowledge of goods while he is sitting on a stool or at a roll-top desk.—Macey Monthly.

It Paid.

A little boy of 5 years, playing with his sister one day, leaned too far out of the second story window, lost his balance and fell into the yard below. Very miraculously he escaped being

injured, and his parents and friends were so delighted that they gave him quite a number of pennies, nickels and dimes.

The next day, after he recovered from the shock of the fall, he was counting his money, and on seeing his little sister enter the room, exclaimed: "Gee, Gladys, look at all the money I got for falling out of the window! Why don't you try it?"

It's always easier to sing about Heaven than to serve earth.

People who practice duplicity naturally label it diplomacy.

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.

If every traveler who came to Grand Rapids stopped at

Hotel Livingston

the outside world would hear pleasant stories about this city's accommodation.



Why take a chance of losing a good customer by offering inferior toast when a package of

Holland Rusk

(Prize Toast of the World)

will win a permanent friend and customer for you?

Recommend it when your customers want the best.

Holland Rusk Co.
Holland, Mich.

LARGE PACKAGE
RETAILS
10¢



**Ben-Hurs
Are
Never
Hard to
Start**

Drag-along brands never keep in company with BEN-HURS for a day. Smokers' after once enjoying the mildness, aroma and all-around goodness of this 5c cigar call for it again and keep calling for it.

Their extraordinary merit brings to any dealer stocking them a host of steady patrons.

GUSTAV A. MOEBS & CO., Makers, Detroit, Mich.
Worden Grocer Co., Distributors, Grand Rapids, Mich.



THE NEW IOWA CREAM SEPARATOR

The machine that gets all the butter-fat at all times of the year.

The kind that doesn't come back on your hands because it breaks the back to turn it or because it won't do thorough skimming on cold milk or because it cannot be thoroughly flushed.

Have you seen the New Iowa with its anti-friction worm gear, the most wonderful invention to avoid wear?

The New Iowa has a low supply can, gear entirely enclosed in a dust proof frame, smallest bowl with the largest skimming capacity.

The farmers readily see the great superiority of the New Iowa. They know a convenient and practical cream separator when they see it.

Why not sell it to them—THE NEW IOWA? Write for our large illustrated and descriptive catalog or ask to have our representative call on you and demonstrate the merits of the easiest selling cream separator you ever saw.

IOWA DAIRY SEPARATOR CO.,

132 Bridge St., WATERLOO, IOWA

PROFITS OF A WATERWAY.

In view of the fact that this Government is building an interoceanic canal across the Isthmus of Panama and will, when that canal is completed, be interested in having it pay as good a return on the investment as possible, it is profitable to watch the progress of the only other canal in any way comparable to it either in size or importance, namely, the Suez Canal. The report of the British directors of the Suez Canal has recently been published, and the data given afford striking proof of the continued prosperity of that waterway. The net tonnage for the past year shows an increase of 1,282,930 tons as compared with that of 1906, and an increase of 1,594,329 tons as compared with that of 1905. From the 1st of January, 1906, the rate of transit dues was reduced from 8 francs 50 centimes to 7 francs 75 centimes per ton. This reduction of the tariff had not the effect of reducing the gross receipts, which amounted in 1907 to 116,000,096 francs, as against 113,866,796 francs in 1905 and 108,161,896 francs in 1906.

Thus the actual increase in the profits of the canal, notwithstanding a reduction in the tolls, shows that the directory was fully justified in making the reduction.

The great success of the Suez Canal, as demonstrated not only by the vast tonnage passing through it, but also by the value of its shares, based on its profits, holds out great encouragement for the success of the Panama Canal when that great work is completed. By that time it is expected that the business of the Suez Canal will have grown so greatly that the Panama waterway will not materially cut into its traffic. The Panama Canal will not be the nearest route from European ports to the Orient, hence the ships that now use the Suez Canal will continue to use it, but the Panama Canal will get the bulk of the trade that now goes around Cape Horn or through Magellan from Europe as well as the trade that will be promptly built up between the Atlantic coast of the United States and the west coast of South America, as well as the Orient. Great ship canals do not merely accommodate existing trade by shortening sea distances, but they create new trade by providing facilities not previously existing. The immense shortening of time as well as the great saving in distances of voyages which the Panama Canal will effect will stimulate trade just as the Suez Canal has done.

FIFTY YEARS AGO SUNDAY.

The wonder of to-day is the old story of to-morrow. What the father thinks is remarkable the son accepts as a matter of course. Progress is being made all the time and in this day and generation it is very swift. It is of interest to note that fifty years ago Sunday the first message was transmitted over the Atlantic cable between the United States and Great Britain. Queen Victoria and President Buchanan exchanged greetings. It was an occasion for great rejoicing.

What a vast amount of growth and improvement there has been in these matters since then. The cable whose laying was celebrated on the 16th of August in 1858 is not the only cable in existence now. In fact, cables connect every important point where there is business enough to warrant such an enterprise. People think no more about cabling to London or any other part of Europe than they do of sending a telegram from Grand Rapids to New York. Since then the telegraph lines have multiplied immensely and likewise the number of messages. Later came the telephone, which enabled people to talk over miles and miles of wire, an accomplishment which would have been thought impossible by those who celebrated the laying of the Atlantic cable. More wonderful still is the wireless telegraphy which came later, by means of which a ship at sea can communicate with the land and where sailors and passengers on ocean going vessels can learn the latest news from shore. What was thought a great achievement in electricity in 1858—and really was—soon came to be considered as a very commonplace affair. The cable is busy twenty-four hours in the day and is accepted as one of the established facilities as much as the locomotive. It is never safe to prophesy what the next half century may bring to pass.

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

Buffalo, Aug. 19—Creamery, fresh, 20@23c; dairy fresh, 16@21c; poor to common, 14@16c.

Eggs—Strictly fresh, candled, 21@23c.

Live Poultry—Fowls, 12½@13c; ducks, 10@11c; geese, 9@10c; old cox, 9c; broilers, 15@16c.

Dressed Poultry—Fowls, 13@14½c; 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.

A case has come to light in which an imitation \$100 bill, manufactured for state purposes, has been passed as lawful money. It is therefore proposed by Chief Wilkie, of the Government Secret Service, to test the law in relation to the rights of a firm or individual to make such money. It would be cruel, to say the least, to deprive the hero of the average melodrama of the pleasure of fingering crisp, new bills on the stage for, if popular opinion is correct, that is about the only money he ever sees. Perhaps, however, he would enjoy a check just as well.

Fine Business.

Beggar—This beggin' business is hard work.

Friendly Policeman—How so?

Beggar—You've got to look half-starved, and it's hard to keep that way when you're takin' in from \$3 to \$5 a day.

HE WOKE UP

And Shoe Store Became Most Popular in Town.

Written for the Tradesman.

Once I saw in an advertisement this sentence:

"The best way to know is to find out."

I am a shoe dealer in a town of a little over 10,000 inhabitants and have now what is conceded by the majority to be the most convenient and the pleasantest store in the city. However, such used not to be the case. I had what might be called a fair trade, but my business wasn't anywhere near what it ought to have been. I always tried to be cordial to my patrons and requested my clerks to pursue the same course. So far as I could see they carried out my instructions to the letter. But some way or other the place, despite all our efforts to the contrary, seemed to have a forbidding, a cheerless atmosphere. If it wasn't the proprietor and his help who were to blame what on earth was the matter?

I began to look critically about the store—to notice it as a stranger would.

In the first place, the shelving and all the rest of the woodwork were old-fashioned and stained a very dark shade of brown. That, of itself, was a plenty to drive away customers.

Then the seats extended in a long double row down the center of the floor. This brought patrons back to back when being waited on, so that what was said on one row of seats could be distinctly heard on the other. Now this matter was a distinct disadvantage, because sometimes foot discrepancies have to be revealed to the shoe dealer that one does not enjoy making known to the shoe-shopping public in general. Fault No. 2 to be remedied.

When I commenced to look about my store with the optics of an alien I discovered a number of other things that needed an entire renovation:

Strips of dark Brussels carpet trailed their gloomy lengths adown the store, which is half a block in linear measurement. Another item to be set down as demanding alteration.

The findings department was way at the back part of the room, completely out of sight of any one near the front door, necessitating a trip of several rods every time a person wanted so much as a pair of shoe-strings and eliminating all chance of the findings selling themselves by ease of observation.

The seats of the sales force were all out of date, clumsy, the personification of awkwardness to handle.

The electric light fixtures were of an antiquated pattern.

That day when I was feeling particularly blue as I was taking note of these annoyances a sudden resolve took possession of me. I said to myself:

"All this dingy woodwork must give way to oak of elegant polish."

"These pew-like seats shall be seen no more forever and in their places I will have comfortable leather chairs in winter and willowware in the tor-

rid season, so arranged that customers can not be subjected to the vexation of having their conversation overheard by contiguous patrons.

"The strips of dismal carpeting should no longer be seen, but the whole floor should be covered with a rich and enlivening velvet carpet, so luxuriously padded that the feet should sink into it as into a mossy path in the forest.

"The findings department should be moved right up front where it was inevitable that it should attract the attention of every one entering the establishment.

"The seats which the clerks used for trying on of shoes, etc., should be of the most approved description, leather-upholstered to match the winter chairs for customers, and these should be stored away in the summertime and willow ones be in evidence during dogdays to harmonize with the warm-weather willowware for patrons.

"The lighting equipment should come from the most reputable of concerns and should be of such a character that the visiting public would sit up and take notice."

In addition to all these innovations I had palms stationed at frequent intervals in handsome Oriental jardinières on substantial oak pedestals in keeping with the fine new woodwork.

I also made certain days sort of fete days, serving a generous dish of ice cream and dainty wafers to everybody purchasing a \$3.50 shoe on those days. Sometimes I gave away carnations to those buying a pair of 60 cent rubbers. These gratuities were varied by other novel schemes to get trade, all of which I have found to work to perfection.

Now my store is the best looking and most popular shoe place in town, and all because I followed the maxim at the beginning of this article and, "finding out," applied the knowledge to a practical improvement of nugatory conditions.

John Horace Knox.

"Trees" for Gloves.

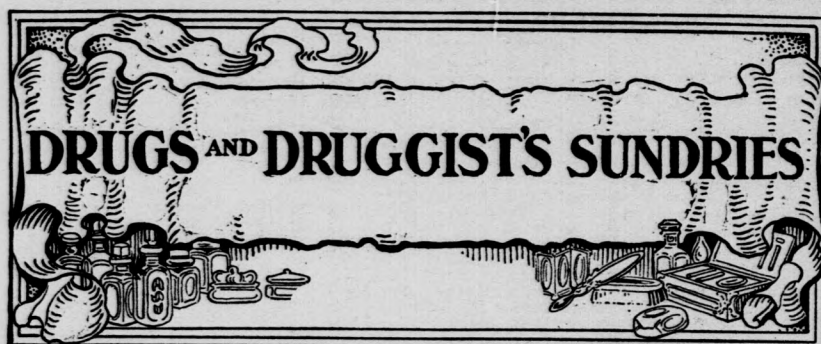
Written for the Tradesman.

A good trade on "trees" may be worked up in hot weather by exhibiting the proper use of them. Perspiration ruins gloves and the nicest care is necessary to keep them at all presentable when the thermometer stands in the 90's.

Gloves should never be jerked on and that without powder. Shake in a plenty of good-quality powder and work the gloves on slowly and evenly. A glove pulled on any old way—fingers twisted and tips sticking out half an inch—is worse than no glove at all. Many people taboo gloves utterly in summertime, preferring Nature's coating to the discomfort of a hot hand-covering. On removing gloves breathe into them, to dry them out a bit, then thoroughly powder and "tree" against the next time they are wanted. This will preserve their life twice as long as without this forethought.

J. A.

It is a popular delusion when you take sand for your foundation to imagine that you are putting it in your backbone.



Michigan Board of Pharmacy.
 President—Henry H. Helm, Saginaw.
 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—M. A. Jones, Lansing.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—A. B. Way, Sparta.

BALANCED WINDOWS.

A Drug Exhibit That Exemplifies the Idea.

Written for the Tradesman.

Here is an example of a well-balanced window:

Everything in it is put up flat. The exhibit is mostly to exploit things to assist poor humanity with its painful pedal extremities.

These articles are attached to cards which are tacked to stiff backs of pasteboard, which are placed in an upright position.

In each lower corner is a circle composed of insoles. These circles have a background of crinkly paper. Above them are placards, to each of which is glued a pair of these insoles. On the placards it reads:

Life's Walk Made Easy
 By Wearing
 Pad O' Powder
 Inshu

In the center of the window is the following announcement:

Special!
 A Pair of
 INSOLES
 and a box of
 FOOT POWDER
 25c

To the left and right of this sign are small cards on each of which are six instruments useful to those afflicted with those peace-destroyers—corns. Above these it says:

Corn and Callous Raps

Toward the central top of the window are duplicates of the insoles observed in the two wheels in the lower corners.

There are two coarsely-funny pictures in either upper corner of the display, designed to call attention to something else for corns and bunions. At the top of these pictures, which are just alike, is the name of the remedy:

Blue-jay Corn
 and
 Bunion
 Plasters

An enormous blue-jay is depicted walking down a railroad track with a Weary Willie clasping either wing. The big bird seems to step blithely along, while the tramps are appar-

ently suffering the tortures of Dante's Inferno with their poor swollen feet, the toes of the tramp under the blue-jay's left wing sticking out of his shoes in mute protest of the fact that their owner is obliged—or is it choice?—to count the ties. The tramps evidently think their foot-troubles are at an end, now that they have made the acquaintance of Monsieur Blue-jay. In each of the four corners of the picture are the tramps hot-footing it down the track before they met this bird of good omen, while in the center of each side of the picture he is seen swinging pertly on the branch of a tree.

Below the picture stands this comforting assurance:

They Stop the Pain
 Instantly
 and
 Remove the Corn
 in
 48 hours

Other placards say:

Allen's
 Foot-ease
 No More Corns
 No More Warts

Now this would be a pretty good display for the purpose for which it was designed but for two defects:

There is an appearance of too great haste in arranging the cards and goods; they are lacking in evenness.

But that fault is not so glaring as the introduction of the card directly below the name:

Blank's Drug Store
 Cut Rates

I refer to the dreadfully incongruous one which brings in the subject of eating!

Maple
 Walnut Ice Cream
 5c

I can not imagine how this came to be used in a window of this description, containing, as it does, nothing that does not conduce to relieve some of the particular ills that flesh is heir to. Surely an oversight on the part of the man who has this special window in charge.

J. Wardell.

Getting Rid of Soda Syrup Jugs.

Many druggists buy concentrated soda syrups from the manufacturers in one-gallon jugs. The empty containers are not returnable and are often allowed to accumulate in the cellar. If the druggist has any farmer trade at all it is an easy matter to dispose of the jugs at a good profit. Wash them and soak the labels off. This can be done easily even in cold water. Put in new corks and pile the jugs in a window at the proper time with a sign something like this: "Nice clean jugs to carry water to the harvest field, 10 cents."

New Process of Cooling Soda Water.

Indications seem to point to the fact that iceless soda fountains are destined soon to be on a par in popularity with horseless carriages and wireless telegraphs if the success of a new invention now in operation at a Chicago manufacturing plant can be taken as a criterion. Up to the present day the cooling of the soda water in the fountains has been a task of considerable magnitude, requiring a large amount of hard physical labor and entailing a heavy expense for ice. There are approximately 75,000 soda fountains in operation in America. At an average annual ice consumption per fountain of \$75 a saving of \$5,800,000 per year would be effected by the successful operation of a new system of cooling. The recent scientific discovery, or, rather, the practical application of former discoveries, which does away with the use of ice in fountains for cooling purposes will, it is believed, practically revolutionize the processes now in force. Specific details of the new process are withheld, but a fountain of this description was recently seen in operation and the refrigeration was said to be entirely adequate, coming apparently from the salted ice surrounding the receptacle containing the ice cream and made effective by partially concealed mechanical devices.

Accuse Rats of Bringing the Plague.

Do rats bring plague? The association between the two is an ancient observation. The dissemination of plague by rats formerly was recognized even more than at the present day, and decided views were held, particularly about those animals closely associated with man. Not only rats, but dogs, fowls, and pigs, were held to be agents in spreading disease. When plague prevailed in Europe these animals were as much inmates of the house as the people themselves, and it was observed as it is in Southern China to-day, where the same conditions prevail, that during epidemics of plague the rats, fowls, pigs, and cattle sickened and died, which was attributed to plague. The observations became so general that they formed a basis for certain orders in regard to the suppression of plague. Every European country has in its old orders concerning the checking of plague epidemics instructions to the inhabitants, under certain penalties, to kill domestic animals or to keep them confined to the house.

America's Resources Disappear.

An American fable is the idea of American natural riches, argues Gifford Pinchot, chief of the United States forest service. He says that the growth of the forests at present is but one-third of the annual consumption, and the timber will last only twenty years at the existing rate of expenditure. For a country so largely dependent on wood for building and fuel, the result of the lavish policy of the last half century will be disastrous, and Canada, the only available source of supply,

will soon heed all her timber for her own use. The anthracite coal fields are said to be in danger of exhaustion in fifty years, and the bituminous coal will fail early in next century. Some of the older oil fields are already worked out; the natural gas has been wasted, burning night and day in many townships. Fern deposits grow less every year. The ranchers in the West feed only half the cattle which they would produce under intelligent management, and the prices of meat are rapidly rising. The present is one of the most critical epochs in the National history, and disaster is sure to occur unless a policy of conserving these resources is enforced. The only practical remedy for this dangerous state of things is the appropriation of the vast supplies of water power for the production of electrical energy to take the place of coal for machinery, heating, and illumination. If this is done our second state will be better than the first.

The Drug Market.

Opium—Is weak and tending lower.

Morphine—Is unchanged.

Quinine—Is steady.

Alcohol—Is very firm on account of higher prices for corn.

Bay Rum—The Internal Revenue Department will add the taxes on August 22, when the price will be higher.

Glycerine—Is very firm and tending higher.

Canada Balsam of Fir—Is very firm on account of small stocks, prices continuing high.

Tonka Beans—Have again advanced and are tending higher.

Oil of Bergamot—Has advanced.

Oil of Peppermint—Is weak and declining.

Oil of Spearmint—New crop will soon be in the market and it is expected to be very large. Prices are steadily declining.

Golden Seal Root—Is scarce and very firm.

Jamaica Ginger Root—Has advanced.

No Lie.

Teacher—Didn't Jimmy Green help you do this sum?

Willie—No'm.

Teacher—Are you sure he didn't help you?

Willie—Yes'm. He didn't help me—he did it all.

Grand Rapids Stationery Co.

134-136 E. Fulton St.

Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

Acidum			Copaiba	1 75@ 1 85	Scillae Co.	2 50@ 2 50
Aceticum	6@ 8		Cubebae	3 15@ 2 25	Tolutan	2 50@ 2 50
Benzoicum, Ger.	70@ 75		Erigeron	2 35@ 2 50	Prunus virg.	2 50@ 2 50
Boric	12@ 12		Evechthitos	1 00@ 1 10		
Carbolicum	26@ 29		Gaultheria	2 50@ 4 00		
Citricum	50@ 55		Geranium	70@ 75		
Hydrochlor	3@ 5		Gossipil Sem gal	3 00@ 3 50		
Nitricum	8@ 10		Hedeoma	40@ 1 20		
Oxalicum	14@ 15		Juniperia	30@ 30		
Phosphorium, dil.	4@ 15		Lavendula	1 30@ 1 40		
Salicylicum	44@ 47		Limons	1 75@ 1 90		
Sulphuricum	13@ 15		Mentha Piper	5 50@ 6 00		
Tannicum	75@ 85		Menta Verid	1 60@ 1 85		
Tartaricum	38@ 40		Morruhae gal	3 00@ 3 50		
Ammonia			Myrica	1 00@ 3 00		
Aqua, 18 deg.	4@ 6		Olive	10@ 12		
Aqua, 20 deg.	6@ 8		Picis Liquida	94@ 1 00		
Carbonas	13@ 15		Picis Liquida gal.	10@ 40		
Chloridum	12@ 14		Ricina	9@ 10		
Aniline			Rosmarini	1 00@ 1 00		
Black	2 00@ 2 25		Rosae oz.	6 50@ 7 00		
Brown	80@ 1 00		Succini	40@ 45		
Red	45@ 50		Sabina	90@ 1 00		
Yellow	2 50@ 3 00		Santal	2 40@ 50		
Baccae			Sassafras	90@ 95		
Cubebae	24@ 28		Sinapis, ess, oz.	6 65		
Juniperus	8@ 10		Tigil	1 10@ 1 20		
Xanthoxylum	30@ 35		Thyme	40@ 50		
Balsamum			Thyme, opt	1 60@ 2 00		
Copaiba	70@ 80		Theobromas	15@ 20		
Peru	2 75@ 2 85		Potassium			
Terabin, Canada	75@ 80		Bi-Carb	15@ 18		
Tolutan	40@ 45		Bichromate	13@ 15		
Cortex			Bromide	18@ 20		
Abies, Canadian.	18		Carb	12@ 15		
Cassia	20		Chlorate	12@ 14		
Cinchona Flava	18		Cyanide	30@ 40		
Buonymus atro.	18		Iodide	2 50@ 2 60		
Myrica Cerifera	18		Potassa, Bitart pr	30@ 32		
Prunus Virginl.	20		Potass Nitras opt	7@ 10		
Quillaja, gr'd.	15		Potass Nitras	6@ 8		
Sassafras, po 25	24		Prussiate	23@ 26		
Ulmus	20		Sulphate po	15@ 18		
Extractum			Radix			
Glycerhiza, Gla.	24@ 30		Aconitum	30@ 35		
Glycerhiza, po.	28@ 30		Althae	30@ 35		
Haematox	11@ 12		Anchusa	10@ 12		
Haematox, 1s	13@ 14		Arum po	6 25		
Haematox, 1/2s	14@ 15		Calamus	20@ 40		
Haematox, 1/4s	16@ 17		Gentiana po 15	12@ 15		
Ferra			Glycerhiza pv 15	16@ 18		
Carbonate Precip.	15		Hydrastis	2 50@ 3 00		
Citrate and Quina	2 00		Hydrastis. Can. po	2 50@ 3 00		
Citrate Soluble.	55		Hellebore, Alba.	12@ 15		
Ferrocyanidum S	40		Inula, po	13@ 22		
Solut. Chloride	15		Ipecac, po	2 00@ 2 10		
Sulphate, com'l	12		Iris plox	35@ 40		
Sulphate, com'l, by	70		Jalapa, pr	25@ 30		
Sulphate, pure	7		Maranta, 1/2s	8@ 85		
Flora			Podophyllum po.	15@ 18		
Arnica	20@ 25		Rhel	75@ 100		
Anthemis	50@ 60		Rhel, cut	75@ 100		
Matricaria	30@ 35		Rhel, pv.	75@ 100		
Folia			Spigella	1 45@ 1 50		
Barosma	40@ 45		Sanguinari, po 18	6@ 15		
Cassia Acutifol.	15@ 20		Serpentaria	50@ 55		
Cassia, Acutifol.	25@ 30		Senega	85@ 90		
Salvia officinalis,	18@ 20		Smilax, off's H.	4@ 48		
1/2s and 1/4s	18@ 20		Smilax, M.	2@ 25		
Uva Ursi	8@ 10		Scyllae po 45	20@ 25		
Gummi			Synlocarpus	2@ 25		
Acacia, 1st pkd.	@ 65		Valeriana Eng.	2@ 25		
Acacia, 2nd pkd.	@ 45		Valeriana, Ger.	15@ 20		
Acacia, 3rd pkd.	@ 35		Zingiber a	12@ 16		
Acacia, sifted sts.	@ 18		Zingiber j	25@ 28		
Acacia, po	45@ 65		Semen			
Aloe, Barb	22@ 25		Anisum po 20	@ 16		
Aloe, Cape	@ 25		Apium (gravel's)	13@ 15		
Aloe, Socotri	@ 45		Bird, 1s	@ 6		
Ammoniac	55@ 60		Carul po 15	15@ 18		
Asafoetida	35@ 40		Cardamon	70@ 90		
Benzoinum	50@ 55		Coriandrum	12@ 14		
Catechu, 1s	@ 13		Cannabis Sativa	75@ 80		
Catechu, 1/2s	@ 14		Cydonium	75@ 100		
Catechu, 1/4s	@ 16		Chenopodium	25@ 30		
Comphorae	70@ 80		Dipterix Odorate.	80@ 100		
Euphorbium	@ 40		Foeniculum	@ 18		
Galbanum	@ 100		Foenugreek, po.	7@ 9		
Gamboge, po. 1	25@ 1 35		Lini	4@ 6		
Gauciacum po 35	@ 35		Lini, gr'd. bbl. 2 1/2	3@ 6		
Kino po 45c	@ 45		Lobelia	75@ 80		
Mastic	@ 75		Pharlaris Cana'n	9@ 10		
Myrrh po 50	@ 45		Rapa	5@ 6		
Opium	6 00@ 6 25		Sinapis Alba	8 10		
Shellac	45@ 55		Sinapis Nigra	9@ 10		
Shellac, bleached	60@ 65		Spiritus			
Tragacanth	70@ 1 00		Frumentum W D. 2	00@ 2 50		
Herba			Frumentum	1 25@ 1 50		
Absinthium	45@ 60		Juniperis Co. O T	1 55@ 2 00		
Eupatorium oz pk	20		Juniperis Co.	1 75@ 2 50		
Lobelia oz pk	25		Saccharum N E	1 90@ 2 10		
Majorium oz pk	23		Spt Vini Galli	1 75@ 2 50		
Mentra Pip. oz pk	28		Vini Oporto	1 25@ 2 00		
Mentra Ver. oz pk	25		Vini Alba	1 25@ 2 00		
Rue oz pk	39		Sponges			
Tanacetum. V.	22		Florida sheeps' wool	3 00@ 3 50		
Thymus V. oz pk	25		Nassau sheeps' wool	3 50@ 3 75		
Magnesia			Velvet extra sheeps' wool, carriage	@ 2 00		
Calcined, Pat.	55@ 60		Extra yellow sheeps' wool carriage	@ 1 25		
Carbonate, Pat.	18@ 20		Grass sheeps' wool, carriage	@ 1 25		
Carbonate, K-M.	18@ 20		Hard, slate use.	@ 1 00		
Carbonate	18@ 20		Yellow Reef, for slate use	@ 1 40		
Oleum			Syrups			
Absinthium	4 90@ 5 00		Acacia	@ 50		
Amygdalae Dulc.	75@ 85		Auranti Cortex	@ 50		
Amygdalae, Ama	80@ 85		Zingiber	@ 50		
Anisi	1 60@ 1 75		Ipecac	@ 50		
Auranti Cortex	2 75@ 2 85		Ferri Iod	@ 50		
Bergamili	3 75@ 4 00		Rhei Arom	@ 50		
Caliputi	85@ 90		Smilax Off's	50@ 60		
Caryophilli	1 10@ 1 20		Senega	@ 50		
Cedar	50@ 90		Scillae	@ 50		
Chenopadi	3 75@ 4 00					
Cinnamon	1 75@ 1 85					
Citronella	50@ 60					
Conium Mac	80@ 90					

Liquor Arsen et Hydrarg Iod ..	25	Rubla Tinctorum	12@	14	Vanilla	9 00@	
Liq Potass Arsnit	10@ 12	Saccharum La's.	18@	20	Zinci Sulph ..	7@	8
Magnesia, Sulph. .	3@ 5	Salacin	4 50@	75			
Magnesia, Sulph. bbl	1 1/4	Sanguis Drac's	4@	50	Oils		
Mannia, S. F.	45@ 50	Sapo, W	13 1/2@	16	Whale, winter ..	7@ 70	gal.
Menthol	2 65@ 3 85	Sapo, M	10@ 12		Lard, extra	85@ 90	
Morphia, SP&W	3 00@ 3 25	Sapo, G		15	Lard, No. 1	60@ 65	
Morphia, SNYQ	3 00@ 3 25	Seidlitz Mixture..	20@	22	Linseed pure raw	42@ 45	
Morphia, Mal. .	3 00@ 3 25	Sinapis	@ 12		Linseed, boiled ..	43@ 46	
Moschus Canton. .	2@ 40	Sinapis, opt	@ 18		Neat's-foot, w str	65@ 70	
Myristica, No. 1. .	25@ 40	Snuff, Maccaboy,		30	Spts. Turpentine ..	Market	
Nux Vomica po 15	7@ 10	DeVoes	@ 51		Paints		
Os Sepia	35@ 40	Snuff, S'h DeVoe's	@ 51		Red Venetian	bbl L	
Pepsin Saac, H & P D Co	21 00	Soda, Boras	@ 60		Ochre, yel Mars	1 1/2 @ 2 1/4	
Picis Liq N N 1/4 gal doz	2 00	Soda, Boras, po. .	@ 60	10	Ocre, yel Ben	1 1/2 @ 2 1/4	
Picis Liq qts	21 00	Soda et Pot's Tart	25@ 28		Putty, commer'l	2 1/2 @ 2 1/2	03
Picis Liq. pints ..	60	Soda, Carb.	11 1/2@	2	Putty, strictly pr	2 1/2 @ 2 1/2	03
Pil Hydrarg po 80	50	Soda, BI-Carb ..	3@ 5		Vermilion, Prime		
Piper Nigra po 22	18	Soda, Ash	3 1/2@	5	American	75@ 80	15
Piper Alba po 35	30	Soda, Sulphas ..	@ 2 60		Vermillion, Eng. .	13@ 16	
Pix Burgum	8	Spts. Cologne ..	@ 2 60		Green, Paris	29 1/4 @ 33 1/4	
Plumbi Acet	12@ 15	Spts. Ether Co. .	50@ 55		Green, Peninsular	13@ 16	
Purpurea 1/2 cct Opil	1 30@ 1 50	Spts. Myrcia	@ 2 50		Lead, red	7 1/2 @ 8	
Pyrethrum, bxs H & P Co. doz. .	75	Spts. Vini Rect bbl	@ 2 50		Lead, White	7 1/2 @ 8	
Pyrethrum, pv. .	20@ 25	Spts. Vini Rect 1/2 b	@ 2 50		Whiting, white S'n	@ 90	
Quassia	50@ 10	Spts. V'I Rect 1/4 b	@ 2 50		Whiting, Golders'	@ 96	
Quina, S P & W. .	15@ 20	Spts. V'I R't 10 gal	@ 2 50		White, Paris Am'r	@ 1 25	
Quina, S Ger	15@ 28	Spts. V'I R't 5 gal	@ 2 50		Whit'g Paris Eng.		
Quina, N. Y.	18@ 28	Strychnia, Cryst	11 10@ 30	10	cliff	@ 1 40	
		Sulphur Subl.	2 1/2@ 4		Shaker Prep'd ..	1 25@ 1 35	
		Sulphur, Roll	2 1/2@ 3 1/2		Varnishes		
		Tamarinds	8@ 10		No. 1 Turp Coach	1 10@ 1 20	
		Terebenth Venice	28@ 30		Extra Turp	1 60@ 1 70	
		Thebromae	50@ 55				

ELIXIR
CARENZYME
The Potent.
Palatable

The Potent, Palatable Digestive

CARRIED IN STOCK BY DRUG JOBBERS GENERALLY

PECK-JOHNSON CO.
MANUFACTURING CHEMISTS,
GRAND RAPIDS, MICHIGAN.

Holiday Goods Season of 1908

Our samples of Holiday Goods, books and toys for the season of 1908 will be on the road very soon. Our line is strictly new and up-to-date and embraces the very best values of all the leading American and foreign manufacturers.

We have added many radical and entirely new features that will greatly improve our already popular line.

We shall as usual have our samples displayed at various points in the State for the convenience of our customers and will notify you later of where and when our goods will be on exhibition.

Yours truly,

Hazeltine & Perkins Drug Co.

Ask our representative about Touraine Candy.

We still have a good stock of Hammocks and will be pleased to receive your orders.

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

Wheat
Spring and Winter Wheat Flour
Corn Syrup
Cheese
California Prunes

DECLINED

Fresh Fish

Index to Markets
By Columns

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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 80
Ceresota, 1/4s	6 70
Ceresota, 1/8s	6 60
Lemon & Wheeler's Brand	
Wingold, 1/2s	6 65
Wingold, 1/4s	6 55
Wingold, 1/8s	6 45
Worden Grocer Co. s Brand	
Laurel, 1/2s cloth	6 20
Laurel, 1/4s cloth	6 10
Laurel, 1/8s 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, 1/8s cloth	5 90
Sleepy Eye, 1/2s paper	5 90
Sleepy Eye, 1/4s paper	5 90
Meal	
Bolted	3 80
Golden Granulated	3 90
St. Car Feed screened	33 00
No. 1 Corn and Oats	33 00
Corn, cracked	32 00
Corn Meal, coarse	32 00
Winter Wheat Bran	26 00
Middlings	27 50
Buffalo Gluten Feed	30 00
Dairy Feeds	
Wykes & Co.	
O P Linseed Meal	32 50
Cottonseed Meal	31 00
Gluten Feed	30 50
Malt Sprouts	24 00
Brewers Grains	28 00
Molasses Feed	24 00
Hammond Dairy Feed	24 00
Oats	
Michigan carlots	56
Less than carlots	58
Corn	
Carlots	85
Less than carlots	87
Hay	
No. 1 timothy carlots	10 00
No. 1 timothy ton lots	11 00
HERBS	
Sage	15
Hops	15
Laurel Leaves	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@4 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 00@1 30	
Bulk, 5 gal. kegs 1 00@1 20	
Manzanilla, 3 oz.	75
Queen, pints	2 50
Queen, 19 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	85
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	
Barreled Pork	
Mess	18 00
Clear Back	18 00
Short Cut	17 50
Short Cut Clear	17 50
Bean	14 75
Brisket, Clear	15 25
Pig	18 00
Clear Family	14 75
Dry Salt Meats	
S. P. Belles	10 1/2
Belles	9 1/2
Extra Shorts	9 1/2
Lard	
Compound	8 1/2
Pure in tierces	11
80 lb. tubs...advance	1/2
60 lb. tubs...advance	1/4

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50 lb. tins...advance	1/4
20 lb. pails...advance	1/2
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
Bertha Ham, pressed	9
Minced Ham	9
Bacon	12 1/2@16
10 lb. pails...advance	7/8
5 lb. pails...advance	1
8 lb. pails...advance	1
Sausages	
Bologna	
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 Butterine	
Solid dairy	10 @12
Country Rolls	10 1/2@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, 1/8s	45
Deviled ham, 1/2s	45
Deviled ham, 1/4s	45
Potted tongue, 1/2s	45
Potted tongue, 1/4s	45
RICE	
Fancy	7 @ 7 1/2
Japan	5 @ 6 1/2
Broken	6 1/2
SALAD DRESSING	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's, large, 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 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
Sealed	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

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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	
Poppo	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 soz.	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	3 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	
Marseilles, 100 cakes	5 80	
Marseilles, 100 cakes 5c	4 00	
Marseilles, 100 ck toilet	4 00	
Marseilles, 1/2 bx toilet	2 10	
A. B. Wisley		
Good Cheer	4 00	
Old Country	3 40	
Soap Powders		
Lautz Bros. & Co.		
Snow Boy	4 00	
Gold Dust, 24 large	4 50	
Gold Dust, 100-5c	4 00	
Kirkoline, 24 4lb.	3 80	
Pearline	3 75	
Soapine	4 10	
Babbitt's 1776	3 75	
Roseine	3 50	
Armour's	3 70	
Wisdom	3 80	
Soap Compounds		
Johnson's Fine	5 10	
Johnson's XXX	4 25	
Nine O'clock	3 35	
Rub-No-More	3 75	
Scouring		
Enoch Morgan's Sons.		
Sapolo, gross lots	9 00	
Sapolo, half gro. lots	4 50	
Sapolo, single boxes	2 25	
Sapolo, hand	2 25	
Scourine Manufacturing Co.		
Scourine, 50 cakes	1 80	
Scourine, 100 cakes	3 50	
SODA		
Boxes	5 1/2	
Kegs, English	4 1/2	
SPICES		
Whole Spices		
Allspice	12	
Cassia, China in mats.	12	
Cassia, Canton	16	
Cassia, Batavia, bund.	28	
Cassia, Saigon, broken.	46	
Cassia, Saigon, in rolls.	55	
Cloves, Amboyina	22	
Cloves, Zanzibar	16	
Mace	65	
Nutmegs, 75-80	35	
Nutmegs, 105-110	25	
Nutmegs, 115-120	25	
Pepper, Singapore, blk.	15	
Pepper, Singap. white.	15	
Pepper, shot	27	
Pure Ground in Bulk		
Allspice	16	
Cassia, Batavia	28	
Cassia, Saigon	55	
Cloves, Zanzibar	24	
Ginger, African	15	
Ginger, Cochlin	18	
Ginger, Jamaica	25	
Mace	65	
Mustard	18	
Pepper, Singapore, blk.	17	
Pepper, Singap. white.	17	
Pepper, Cayenne	20	
Sage	20	
STARCH		
Corn		
Kingsford, 40 lbs.	7 1/2	
Muzzy, 20 lbs.	5	
Muzzy, 40 lbs.	4 1/2	
Gloss		
Kingsford		
Silver Gloss, 40 lbs.	7 1/2	
Silver Gloss, 16 lbs.	6 1/2	
Silver Gloss, 12 lbs.	8 1/2	
Muzzy		
48 lb packages	4 1/2	
16 lb packages	4 1/2	
12 lb packages	5 1/2	
50 lb. boxes	3 1/2	
SYRUPS		
Corn		
Barrels	32	
Half barrels	34	
20lb. cans 1/2 dz. in cs.	2 00	
10lb. cans 1/2 dz. in cs.	1 95	
5lb. cans 2 dz. in cs.	2 05	
2 1/2 lb. cans 2 dz. in cs.	2 00	

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Pure Cane	
Fair	16
Good	20
Choice	25
TEA	
Japan	
Sundried, medium	24
Sundried, choice	32
Sundried, fancy	36
Regular, medium	24
Regular, choice	32
Regular, fancy	36
Basket-fired, medium	31
Basket-fired, choice	38
Basket-fired, fancy	43
Nibs	22@24
Siftings	9@11
Flannings	12@14
Gunpowder	
Moynue, medium	30
Moynue, choice	32
Moynue, fancy	36
Pingsuey, medium	40
Pingsuey, choice	30
Pingsuey, fancy	40
Young Hyson	
Choice	30
Fancy	36
Oolong	
Formosa, fancy	42
Amoy, medium	25
Amoy, choice	32
English Breakfast	
Medium	20
Choice	30
Fancy	40
India	
Ceylon, choice	32
Fancy	42
TOBACCO	
Fine Cut	
Cadillac	54
Sweet Loma	34
Hawatha, 5lb. pails	55
Telegram	30
Pay Car	33
Prairie Rose	49
Protection	40
Sweet Burley	44
Tiger	40
Plug	
Red Cross	31
Palo	35
Hawatha	41
Kylo	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 Heidsick	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.	25
I X L, 5lb.	27
I X L, 16 oz. pails	31
Honey Dew	40
Gold Block	40
Flagman	40
Chips	33
Kiln Dried	21
Duke's Mixture	40
Duke's Cameo	43
Myrtle Navy	44
Yum Yum, 1 1/2 oz.	39
Yum, Yum, 1lb. pails	40
Cream	38
Corn Cake, 2 1/2 oz.	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.	35
Air Brake	36
Ant 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
Cute, 2 ply	14
Temp, 6 ply	13
Flax, medium N	24
Wool, 1 lb. balls	8
VINEGAR	
Malt White, Wine, 40 gr 9	
Malt White, Wine 80gr 12 1/2	
Pure Cider, B & B.	15
Pure Cider, Robinson 13 1/2	
Pure Cider, Silver	15
WICKING	
No. 0 per gross	40
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
plint, large	3 50
plint, medium	3 00
plint, small	2 75
Willow, Clothes, large	8 25
Willow, Clothes, me m	7 25
Willow, Clothes	7 25

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal



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

BLUING



C. P. Bluing

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

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32

Worden Grocer Co. brand
Ben Hur

Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritans .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass .8 @ 11
Hindquarters .10 @ 13
Loins .11 @ 16
Rounds .8 @ 9 1/2
Chucks .6 @ 7 1/2
Plates .6 @ 5 1/2
Livers .6 @ 6

Pork

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

Mutton
Carcass .9 @ 9
Lambs .12 1/2 @ 12 1/2
Spring Lambs .14 @ 14

Veal

Carcass .7 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 29

Jute

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

Cotton Victor

50ft. .1 16
60ft. .1 35
70ft. .1 60

Cotton Windsor

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

Cotton Braided

40ft. .95
50ft. .1 35
60ft. .1 65

Galvanized Wire

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

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 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

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

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

Poles

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

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's .1 50
Knox's Acidu'd. doz. 1 25
Oxford .75
Plymouth Rock .1 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, large .3 75
Halford, small .2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

We've Got the Best Paying Customers In Michigan

When Dun or Bradstreet calls us up
and asks us how Mr. "So-and-So" pays
his bills we don't have to look his account
up to find out.

We know without looking because we
haven't a customer who doesn't pay good.

So all we have to tell Dun or Brad-
street is, "He pays promptly."

And it's true.

If it wasn't he wouldn't be our cus-
tomer.

We consider our list of customers a
"roll of honor" and to be one of them is
to be one of 2,000 of the best grocers and
retail dealers in Michigan.

The standard is high. They all pay
promptly, buy intelligently and conduct
their business honorably.

And it's a good thing for a dealer to
be on this list. Doing a large business
we get many inquiries on dealers from
the Agencies and to be able to report that
"he pays promptly" does him a lot of
good.

We're glad we can do it.

Valley City Milling Company

Grand Rapids, Michigan

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.

For Sale—The retail part of a well established farmers' supply business. Stock on hand all good and the business is alive and in good shape and it stands well with manufacturers and jobbers; also with the customers to whom we sell, and we draw trade for a distance of 25 miles and it is established on a cash basis. A little push, better and larger stock, would increase business to large proportions. Located in one of the best county seat towns in southern Michigan with railroads and interurbans in all directions. About \$7,000 to buy it. Best of reason for selling. Full information to interested party. Address No. 981 care Michigan Tradesman. 981

Bargain—Horseshoeing and repair shop, residence, barn, hennery, wagon-house, etc., nearly new; 1 acre land, fruit, bee apiary; only shop in small town, 50 miles from Chicago; good business; owner going West; \$2,500, worth \$3,000. Address H. Peet, Woodstock, Ill. 980

Leading St. Paul wholesale grocery house (incorporated), supplying prosperous farm trade, will sell limited interest to meet rapid expansion. Established 30 years, never missed a dividend. Management safe and conservative. An exceptional proposition, active or silent, will be made right party. Address L. M. Paschall, 682 Inglehart St., St. Paul, Minn. 979

Best opening in the state for gent's furnishing stock, only one store in town 1,500 selling gent's furnishings. Investigate. Box 90, Oxford, Mich. 978

For Sale—Entire corporate stock or controlling interest in Detroit factory, having established business. It may appeal to you. We ask you to act at once if prepared to invest from ten to twenty thousand in something that can be made to pay big. All it needs is more cash to go after the trade. Goods sold in every state and abroad. A good chance for a hustler to build up a business larger than it now is. Best of reasons and a chance to investigate fully. The Tradesman knows us. Write No. 977, in their care. 977

For Sale—Or trade for stock of goods, seven passenger 40 H. P., nearly new touring car. Cost \$5,000. Will sacrifice on account of death. Address Car, care Tradesman. 976

Any live town wanting a newspaper, any live newspaper wanting to sell out or any publisher desiring to lease or secure services of a newspaper maker, address Al. H. Weber, Cheboygan, Mich. 975

In order to settle an estate, we offer for sale, all or a majority of the stock in a live going prosperous new band sawmill company. 25 years supply of the forest hardwood stumpage to draw from. Address The Kentucky Saw Mill Co., Hays, Ky. 974

C. W. Whittemore Co., merchandise auctioneers; 25 years experience. The auctioneer you want is the one who combines the highest grade auctioneering talent with a thorough comprehension of the mercantile business and an expert knowledge of goods. Hundreds of satisfied clients for whom we have conducted sales credit us with these qualifications. Send for free book, "The Right Way to Close Out a Stock and Realize 100 Cents." Address C. W. Whittemore Co., Galesburg, Ill. 973

Will sell or trade, a good half section North Dakota land for stock of general merchandise or hardware. Land lies about four miles from county seat town, has about one hundred fifteen acres crop and practically all can be cultivated. Address Box 101, Enderlin, N. D. 972

For Sale—An up-to-date stock of groceries in a hustling Northern Michigan town of about 10,000. Stock and fixtures invoice about \$3,000. Going West, reason for selling. Address H, care Tradesman. 971

For Sale—Small stock general merchandise, doing good business in railroad town 1,500 population Central Michigan. Cheap rent, fine location. Address No. 969, care Tradesman. 969

For sale or exchange for farm, clean stock general merchandise. Good railroad town, good location. Address 970, care Tradesman. 970

For Sale—The best paying meat business in the resort region of Northern Michigan. Established 15 years. Will sell building if desired. Reason for selling, ill health. Address Hirschman's Market, Petoskey, Mich. 968

For Sale—Clean shoe business and fixtures in busy Central Michigan town of 5,000 population. Good factories, good farming country. Bargain if taken soon. Ill health, cause of selling. Address shoes, care Michigan Tradesman. 967

For Sale—A clean live stock of drugs in Dallas, Texas. Suburban location. Invoices \$3,000. Sales \$23 per day. Small expense. A moneymaker. Reason, other business. Address Dr. Chas. T. Welke, Dallas, Texas. 966

Wanted—A young Holland registered pharmacist with some capital to join party in doing business in small town. Enquire of Hazeltine & Perkins Drug Co., Grand Rapids, Mich. 965

For Sale—A stock of general merchandise in a good town. Business has been established twenty years and has been very successful. Will sell or rent store. Address R, care Michigan Tradesman. 964

For Sale—Fine stock hardware and implements, with good established trade in the best town in Southern Michigan. Rent cheap. Address No. 963, care Michigan Tradesman. 963

For Sale—A double store building in good repair. Also a clean stock of hardware which is located in same building. If you want a growing business in a good farming locality, with no competition and where people have money, write C. M. Comer, Twelve Mile, Cass Co., Ind. 962

Hotel for sale, 60 room house, complete. Apply to Thos. E. Sharp, Lake View House, Elk Rapids, Mich. 961

For Sale—Up-to-date job printing office at a bargain. Good business. Address Lock Box 204, Petoskey, Mich. 959

For Sale—Bazaar stock, chiefly crockery, stationery and notions, in busiest town of 600 in Southern Michigan. Reason for selling, ill health. Address No. 958, care Tradesman. 958

For Sale—20 H. P. Olds touring car, like new, \$700; 12 H. P. Auto buggy, \$400; one 3 H. P., \$175. Great bargain. F. W. Fisher, Sedalia, Mo. 949

1903 Olds runabout. New engine, two new tires, first-class condition. Price \$150. Address L. W. Richard, Grand Ledge, Mich. 948

For Sale—Or will exchange for unincumbered farm or productive Grand Rapids property, a \$6,000 clean general stock doing a good strictly cash business in growing town of about nine hundred population. Address Cash Business, care Michigan Tradesman. 947

A good location for bazaar or dry goods store can be secured in the best manufacturing city in Northern Michigan of 6,000 inhabitants, and growing rapidly. Address No. 957, care Michigan Tradesman. 957

For Rent—The best store property in town 1,000 people, corner main street in town. Splendid farming country surrounding. Address No. 953, care Michigan Tradesman. 953

For Sale—Stock groceries, fine location. Doing good business. Ill health cause for selling. Address 121 Oak Ridge, Goshen, Ind. 952

Cash buyer and jobber. All kinds of merchandise. Bankrupt stocks, etc. No stock too large or too small. Harold Goldstrom, Bay City, Mich. 951

G. B. JOHNS & CO.

Merchandise, Real Estate, Jewelry AUCTIONEERS
GRAND LEDGE, MICH.

References: C. A. Smith, Grand Ledge, Mich.; Joseph Barlow, Mulliken, Mich.; Geo. J. Nagler, Freeport, Mich.; N. S. Smith, Middleton, Mich.; F. H. Ballinger, Shepherd, Mich.; Cassius Alexander, Grand Ledge, Mich.

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. 946

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

For Sale—Dry goods stock in fine condition. Best location in town of 2,500 in Central Michigan, doing a paying business. Will lease store for a term of years. Size 22x100 feet. Stock will inventory about \$7,000. Reasons for selling, my home is in another town. Owning to old age and poor health I am not in shape to attend to business of any kind. Address A. H. Olmstead, St. Louis, Mich. 955

For Sale or Exchange—For merchandise, No. 3 Gem City acetylene plant complete. Good as new. Suitable for store, residence, hall. Will Lamb, Constantine, Mich. 954

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

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

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

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

\$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.

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 gent's 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

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

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

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

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

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

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

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

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.

SITUATIONS WANTED.

Retail position wanted, by a first-class shoe salesman, 14 years' experience. Best references as to ability. State salary. Address H. F. Lueking, 7303 Myrtle Ave., St. Louis, Mo. 950

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.

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads..... \$2 75
File and 1,000 specially printed bill heads..... 3 00
Printed blank bill heads, per thousand..... 1 25
Specially printed bill heads, per thousand..... 1 50

Tradesman Company,
Grand Rapids.

POWERFUL PERSONALITIES.

The student of history finds in all the record of the past few situations so interesting as that presented by the actual world-politics of the day. In the great game of modern diplomacy the personal equation—the influence of powerful personalities—still counts for a vast deal, and if it is less decisive than it was in former centuries the decline is due to the introduction of new forces—racial, linguistic, commercial—and the advance of the democratic idea in unexpected quarters. Only thirty years ago the mutual relations of nearly all the countries of Europe seemed to be determined by the far-reaching, over-reaching and Machiavellian policy of Bismarck. They had their emperors, their kings, their parliaments, but the foreign policy of each and every one of them was, in effect, prescribed by the German Chancellor. He had in one way and another gradually brought about a state of things which rendered it almost impossible for any two powers to combine against the German empire. The condition of affairs in Central Asia and in Egypt forced England into an attitude of constant opposition both to Russia and to France. Germany's allies, Austria and Italy, were dependent upon her for safety. The triple alliance was offensive to Russia, but she did not dare to oppose it openly lest in a struggle with the powers which composed it she might have England on her back. Again, France was constrained to keep the peace because she understood that an attack upon Germany at that time would be equivalent to a surrender of Egypt to England—something that at that time seemed altogether intolerable to the French people. The whole situation was exceedingly complicated, but Bismarck had the game well in hand, when he suddenly found himself compelled to retire from office. The young ruler who took his place in the personal direction of the German Foreign Office has shown himself a man of great force and versatility, but he lacked Bismarck's immense experience, his familiar acquaintance with nearly every prominent public man in Europe; above all, he lacked the old Chancellor's finesse and secretiveness. But the German Emperor is a man of very comprehensive views, and he began at once to figure as the rival, or would-be rival, of England and Russia and France in the Far East, and a little later on in the Near East, Bismarck had been content to encourage the other powers in the pursuit of a colonial policy as the readiest means of keeping them in a chronic condition of armed neutrality with reference to each other. He found his account in the division of their strength and in the diversion of their interest from Europe. But while he had had the art to conceal his art, the German Emperor was ostentatious and vainglorious. He gave the world to understand that the German Army was always ready. Russia, Great Britain, even Austria-Hungary and all Latin Europe were kept in a state of constant uneasiness. The consequence was that they were drawn together—driven into a

coalition to keep the peace. Nothing but the four great personal acts of the Kaiser's foreign policy—the whole process connected with the seizure of Kiao Chau, the bid for sea power, the pursuit of ascendancy in the Near East and Middle East, and the intervention in Morocco—could have created a real and increasing solidarity between English, French and Russian interests.

Emperors and kings still have their uses, even although this is a democratic age. At the juncture in question, and at this very moment, no other two men could replace the Austrian Emperor and the English King. They each have a wonderful degree of personal influence with their own people and with the sovereigns of other nations. They have not been generally regarded as men of genius, and neither has set himself up as an arbiter in all questions of art and polite letters. They are very quiet and unostentatious, standing now and then in the limelight only by the necessity of their position. But they are very sensible men, they understand the whole situation, and the world believes that they are men of good will. Then they have infinite tact, and they never say too much. Together they are too strong for the German Emperor. Germany is isolated in Europe. She is very strong, but she is not strong enough to conquer a world in arms.

RETURN OF THE TAVERN.

From the good old days chronicled in "Tales of a Wayside Inn," for many, many years to follow, the inn or the tavern, as it was sometimes called, was the center of interest and activity in every village and hamlet. The hotel is a city affair. It can hold at least a hundred guests and generally several times that number. The tavern is a village affair, but all the more hospitable on that account, because somehow immensity and hospitality do not go handily together. It is the cosy little place that is most homelike, and if the landlady is a good cook and does her own work you are assured of correspondingly better meals. In the colonial days and the earlier years of the Republic the inn or the tavern figured prominently in local history as it has in local literature ever since. Along the post routes the stages stopped at the taverns. People traveling by their own conveyance put up over night and these institutions were an essential feature, with comparatively short distances between them. Their comforts and conveniences for man and beast and the good cheer and the rest they afforded made them greatly appreciated and it is no wonder that so many interesting stories have been woven about them.

This is a progressive country and great changes are going on all the time. The railroads diverted and indeed monopolized the passenger travel and it came to pass that the inn or the tavern gave way to the hotel and the hotel flourishes only in a place of some size. Many of the old taverns, while they claim the name of hotel, degenerated into plain and ordinary saloons, whose principal business was the selling of intoxicating

beverages. The tavern lost at least a share of its previous good character and took on another by no means as attractive. In the old days going over to the tavern was like going over to the club, but now going over to the village inn is too often an indication of a depraved appetite. But just as the old dam and water wheel which gave way to the steam boiler and engine are coming back to their own and are now recognized as exceedingly valuable properties, so this country is about to see the return of the tavern. The building of good roads and the general introduction of automobiles is responsible for them. About as good a business proposition as anybody can have is to conduct anywhere from ten to twenty miles away from a city a first-class tavern where a fine meal can be had, well cooked and neatly served, and where passengers if they wish can stay over night in bright, clean, airy rooms with plenty of windows to let in the fresh air. People now are touring the country by automobile as they did formerly by horse drawn vehicles and they must stop over night at the tavern along the way and those that are most favorably located and best conducted will get the bulk of the business and they will make money and as well afford a great deal of comfort and pleasure to very many people.

CONDITION OF RAILROADS.

The New York Railroad Age Gazette prints some figures on the unused or surplus freight cars that give an idea of the degree of recovery by the railroads from the worst condition in which they were plunged by the late commercial and financial panic.

For instance, on April 29 the number of surplus cars reported was 413,605; on July 8 it was 303,560, a decrease of 110,045. But in order to ascertain the total number of idle cars those in the shops must be taken into account as well as those out of service and standing on side tracks. On April 29, when the surplusage reported was the largest, the number of cars in the shops was approximately 197,000; on July 8 the number had increased to approximately 232,000. The sum of the surplus cars and of the cars in the shops on April 29 was 609,605; the sum of the surplus cars and the shop cars on July 8 was 535,560 and the difference between these sums, 74,045, represents the increase in the number of cars in actual service between these dates. The total number of idle cars on July 8 was the smallest since April 1, when the surplus and shop cars aggregated 475,000.

According to the authority quoted there has been a steady increase since the first week in February in the number of cars in the shops. A decrease or increase in the number of cars in service does not necessarily indicate a proportionate change in the volume or profitability of the traffic moving; for there always are accompanying fluctuations in empty car mileage, in the average lading of loaded cars and in the relative amounts of high grade and low grade traffic handled. Making allowance,

however, for all factors of the problem, there can be no question, concludes the Gazette, that the freight traffic and earnings of the railroads of the country have for some weeks been showing a gradual, although not by any means a great, improvement. The large increases in the number of cars that are undergoing repairs show that the roads are anticipating still further and substantial increases in their business within the next few months. Whether their anticipations will be more or less than realized will depend primarily upon the results of the harvest, and also, although to a less degree, upon the trend and issue of the political campaign.

The harvests, as a rule, all give promise of fairly large if not unusual yields, and prices are going to be remunerative, if not up to the highest mark. That the crops will make business for the railroads is certain, but whether the railroads will rise to the situation remains to be seen. The railroads, or at least many of them, are badly run down, not only in the matter of equipment, but also of discipline, not to speak of trackways. The numbers of serious accidents destructive both of life and property are very large, showing defects either in the material condition of the roads or in the care and strictness of their management, or in both.

A strenuous reform is required in the conduct and condition of the great transportation lines, but there is no immediate promise of it.

The United States Geological Survey announces that the supply of tin in this country is shrinking rapidly, and there is danger that it may be exhausted. The total output in America for 1907 was only sixty-two tons. Sixteen companies have been organized for the purpose of getting refuse tin utensils, and it is reported that in the past year they have recovered a supply valued at \$914,404. An immense quantity of tin is used in putting up canned vegetables, fruits, meat, etc., and it has been a serious question in many families what to do with the empty cans. Housekeepers will be glad to learn that they have sufficient value to induce some one to come and take them away.

A Pennsylvania genius has devised a mystic alphabet which he is endeavoring to sell to the Government. It is intended for secret correspondence and the argument is advanced that one official could communicate with another without danger of a leakage of information. No one but the receiver could read the message. The chief defect in the scheme seems to be that even he would probably be unable to do so.

It is no trouble finding short cuts to no end of trouble.

BUSINESS CHANCES.

Here You Are—If you are looking for an up-to-date grocery business, you will find no better. Stock invoices \$1,500. Cash sales \$50 daily. Busy town. Good farming district. Best reasons for selling. Address H. care Tradesman. 982

Good Location—\$104,000 bonus fund raised to bring more factories; 40 here, with 20,000 people. I have for lease, well located, new, modern store room and basement, 30x100; good opening for hardware, implements, or dry goods. Address W. S. Churchill, Coffeyville, Kan. 983



"No Other Refrigerator"

is as satisfactory in every way as my McCray. It cuts down my ice bill. Its handsome finish and workmanship attracts attention 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 materials, which will not rust, corrode, 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 today, 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., 5588 Mill Street, Kendallville, Ind.



Rapid

HEATERS

For
Hot Water
or
Steam Heat



Last as long as the house or building.

PAY FOR THEMSELVES by fuel economy.

Give perfect home-heating comfort during zero weather.

Prevent colds and sickness, and guarantee cleanliness.

INSTALL NOW. HEATING MATERIAL ADVANCES WITH THE SEASON.

We have 250 satisfied users in the city of Grand Rapids, as well as hundreds elsewhere, who consider that comfort and not first cost is by far the more important.

Wherever the saving of fuel means much you will find a RAPID HEATER. Send for free information.

RAPID HEATER COMPANY

Louis and Campau Streets

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

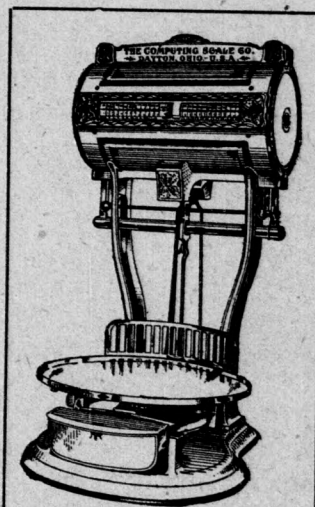
The best and safest way to secure trade and hold it is to use such methods as will promote absolute confidence. Impress upon your customers the fact that you are trying to be fair and square with them. The surest way to show this is to use

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., 58 State St., Chicago. Date.....

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

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 advertising more extensively than ever and shows an increase 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 strengthening, 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.

BLUE BELLS



JAPAN TEA

1908
Crop

Peerless

Elk

Blue Bells

Has
arrived
and is
ready
for our
customers.

Judson Grocer Company

Direct Importers

Grand Rapids, Michigan



Accounts
Acknowledged
Inspected
And Accepted
As Correct

ALL ACCOUNTS carried by the McCASKEY REGISTER SYSTEM are ACKNOWLEDGED ACCOUNTS.

Ledger Accounts contain an element of uncertainty, as they are not accepted as correct until statement is rendered and comparisons made with invoices, which causes delays and oftentimes disputes and slow collections.

With the McCASKEY TOTAL FORWARDING REGISTER SYSTEM your customers get a COMPLETE BILL and STATEMENT COMBINED with every purchase, the ACCEPTANCE of which is an ACKNOWLEDGMENT of its CORRECTNESS.

The McCASKEY handles all accounts with BUT ONE WRITING. It insures accuracy. It pleases your customers. It keeps accounts down to a reasonable amount. And as a collector IT SIMPLY PULLS IN THE CASH.

Don't have a shadow of doubt. Don't give your customers a chance to dispute your accounts. Keep them in the RIGHT WAY, the McCASKEY WAY. Ask us for information. It's FREE.

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Pads;
also the different styles of Single Carbon Pads.

Agencies in all Principal Cities.

There's
ONLY ONE
WHITE
HOUSE
COFFEE

—and its proprietors, the big Boston and Chicago coffee-roasting firm, Dwinell-Wright Co., are very jealous in protecting its name and very zealous in preserving its integrity.