

That Window Display Problem

Let Us Solve It For You

We have solved it for hundreds of grocers and are ready to help you make your window an effective salesman at no cost to you save a few minutes' time of one of your clerks.

Here's Our Liberal Offer:

We have on our staff an expert window trimmer—a man who knows window salesmanship, who devotes his entire time to the devising and installing of windows *that sell goods*.

He has planned a very simple but effective window (the other day a grocer wrote us that it had *doubled his sales* on K. T. C. F.) that your junior clerk can install in 20 minutes without worry or trouble on your part. We will send you absolutely free, *transportation prepaid*, all the necessary material and full instructions, if you will agree to install it promptly and leave it up, say two weeks.

May we do it?

A simple request on your business stationery is all we ask.

Address all correspondence to the house

TOASTED CORN FLAKE COMPANY

BATTLE CREEK, MICHIGAN

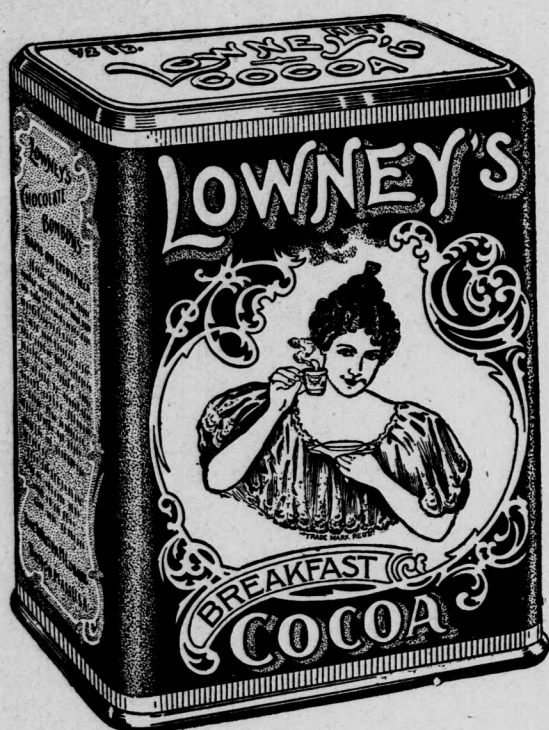
Hot Weather Candy

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.



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.

Every Cake



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

The Fleischmann Co.,

of Michigan

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

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 2, 1908

Number 1302

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advices 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.

FOR SALE

Fixtures for a small bank, including a MOSLER SAFE nearly new, outside measurements 3 ft. 2 in. by 3 ft. 7 in. by 5 ft. 3 in., equipped with a screw door, burglar proof, coin chest.

The Kent State Bank

Grand Rapids, Mich.

FIRE AND
BURGLAR
PROOF

SAFES

Grand Rapids

Safe Co.

Tradesman Building

SPECIAL FEATURES.

2. Men of Mark.
4. News of the State.
5. Grocery and Produce Markets.
6. Window Trimming.
8. Editorial.
10. New York Market.
12. Woman's World.
14. Butter, Eggs and Provisions.
16. Profitable Publicity.
24. The Commercial Traveler.
26. Drugs and Druggists' Sundries.
27. Drug Price Current.
28. Grocery Price Current.
30. Special Price Current.

A WORD FOR THE WEALTHY.

"All the women in the book are untrue, all the men thieves and all actors debauchers."

This is one sentence from the review of a book recently written by a young Chicago millionaire, who some time ago took up socialism and like all new converts went to the extreme. His wife is the daughter of one of the very richest men in the Windy City. With immense means at his disposal he of course has time to imagine a great many things and to write them out and to pay the publisher for printing them. The review says, in addition to the above quoted sentence, that this book represents every fashionable woman as drinking to excess, as unfaithful, as animated only by an ambition for vulgar display and as caring nothing for the means by which the money is obtained. It represents likewise that every person on the stage is vulgar and vile and only a notch above degeneracy. A book of this sort would have no weight or influence in any community worth mentioning were it not written by some one known to be wealthy, who presumably had ample opportunity to gain accurate knowledge of the terrible things depicted.

That there are idle rich who can not be too severely criticised, that there are people on the stage of wretched morals, and that there are men and women in so-called fashionable life who are really gross, no sensible person will undertake to deny. Admitting all the facts and even permitting a multitude of suspicions to parade as facts gives no man license to indict all the people of wealth or all the people on the stage. There are among the families of large means as many honest honorable Christian characters as can be found among the same number of people in any other walk of life. Riches brings its temptations, to be sure, but also brings its opportunities which hundreds and thousands are improving every day by generous donations to worthy causes. There are right here in this community some who are generous, gentle and kindly, who do good every day and who literally observe the injunction not to let the left hand know what the right hand doeth. It is just as fair to judge all their class by them as it is to judge it by the others. It is undoubtedly

true that there are some pretty tough people on the stage, men and women, but it is a mistake to suppose all the people who earn their living that way are base. Perhaps in no other walk of life are the temptations greater and perhaps nowhere else are they practically more irresistible, but Satan has not captured all the players by any means. Books like this are misleading, unfair and unjustifiable, creating prejudices and stirring up hatreds that are undeserved.

HEADED THE WRONG WAY.

According to press reports the Chicago Association of Commerce has taken up the project of a 20 foot canal from the head of Lake Michigan to the head of Lake Erie—at a point about midway between Toledo and Monroe. It is also stated that Mayor Brand Whitlock will use his influence to add the enthusiasm and resources of Toledo to the project.

The project is a good one if it can be carried out, but with an elevation ranging from 546 feet to 613 feet, along what is known as the Hillsdale Summit, a very serious problem exists. Moreover, if it is possible to utilize either the St. Joseph or the Kalamazoo River valleys, with the valley of the Raisin River, toward the development of such a waterway—a proposal, by the way, which is over sixty years old—it would even then be only a canal connecting the two lakes. It would be wholly out of the international deep waterway between the Atlantic Ocean, the Great Lakes and the Mississippi River.

On the other hand, the proposed deep waterway across the Lower Peninsula of Michigan, by way of what is known as the Grand-Saginaw Valley, is the logical connecting link to the east between the deep waterway now building across the province of Ontario—Georgian Bay to Montreal—and the St. Lawrence River to the ocean, or the deep waterways already located and to be built from Montreal via Lake Champlain and the Hudson River to New York. It is also the logical connecting link between the canal waterway across Illinois to the Mississippi River.

That this connecting link is feasible is shown by the fact that the greatest elevation to be overcome between the mouth of the Grand River and the mouth of the Saginaw River is less than 100 feet. In view of all these facts the Chicago Association would better join hands with the Boards of Trade of Grand Rapids, Grand Haven, Ionia, Saginaw and Bay City in securing an improvement certain to be made and naturally a great factor in the international and inter-state waterways proposition.

A man is always in earnest when he is advancing a hobby.

WOMEN MADE HARD TIMES?

It is a common saying that women are the most severe critics of women. This remark finds expression in a recent interview with Mrs. Hetty Green, the richest woman in the world, who recently started out on her month's summer vacation, which she spends in the Vermont home-stead where she lived as a bride, in a common day coach, with her noon-day lunch in the deep pocket of her rusty lawn frock. Referring to the recent money panic she remarked to a newspaper man:

And the women of America have helped to make hard times. All they live for, all they care for is clothes—the latest shape in hats, the newest fangled skirts. And they are none too particular how they get what they want or who pays for it. Oh, I am not saying the American women are not moral. But I do say that they do not care what price their husbands and fathers and brothers pay for the luxury and finery they demand. More men are driven to dishonesty by the white hand of the woman stuck all over with jewels than by their own love of horses, rich food and gay times.

It will strike the impartial observer that Mrs. Green is a little unjust in her sweeping denunciation of women as a class, because the proportion of women who rush precipitately into debt at the behest of fashion's decrees is not large. If it was the insane asylums would not be large enough to hold the husbands who would be driven to distraction by the illy-advised actions of their wives. Women who contract debts without knowing where the money is coming from to pay them are on a par with the male dead-beats who make a practice of obtaining goods under false pretenses and who sooner or later wind up in the penitentiary or the poorhouse. Merchants should under no circumstances extend credit to married women without first obtaining the consent of their husbands, unless the wives have an independent income from property left them by their parents or other relatives. To do otherwise is an act of treachery to the husbands, and men of spirit will not go out of their way to assist merchants to obtain their pay after the merchants have entered into a conspiracy with the wives by clandestinely furnishing goods which they can get along without.

A rolling stone gathers no moss, but a stone that remains in one spot gathers nothing but moss.

It takes two to make a quarrel, but it is never any trouble to find the other one.

There are lots of heroes living who will be unknown until after they are dead.

Men are to be known by their aims rather than by their origins.

MEN OF MARK.

James M. Barnett, President of Old National Bank.

The younger student of contemporary biography, if fate may have elected that he spend his boyhood or young manhood in big cities, may be excused if he find in his reading one particular note of discouragement—the fact that a surprisingly small majority of those to whom the designation “success” is applied have laid the foundations of their future business careers, with disheartening regularity, amid bucolic scenes. He of the tow path, the forest and the farm has so figured as a leader in almost any branch of commercial or professional life that to the young student of successful accomplishment a bucolic beginning seems almost an unavoidable essential to his own future.

A study of prominent careers gives almost a warrant for this apprehension. Kindly Mother Nature seems to have endowed her sons who have been most familiar with her with endurance, capacity, grasp, without which the urbanbred are handicapped.

An element in the success of the country lad, practically unknown in existence in the great cities, is the strenuous life which the country demands—that strenuousness of physical life, with its resultant mental vigor, which the President has so well emphasized and which is so conspicuous among the successful careers in American history. The country-bred lad is not without temptations that have as strong counterparts in urban life and he who passes through this experience and maintains his ability, his temper and his heart unsullied and unweakened is entitled to credit. The career of a lumberman evolves just about as great a tendency to cynicism, to carelessness in the niceties of commercial ethics and to severity as does any other career shaped out for man. The banker, who must trust to the honesty of men and whose safety lies in the truthfulness of their promises, is another whose temper is likely to be tested before he has rounded out a long commercial life. The man who combines both the banker and the lumberman in his life-work is certainly exposed to the microbe of cynicism. Such a man is James M. Barnett, lumberman and banker, and when the poet said that kindness is kingly he clothed Mr. Barnett in the robe of a monarch, for in all his life he has not forgotten how to speak kindly and deal fairly and has not learned how to do otherwise.

James M. Barnett is a native of Western New York, having been born at Brockport in 1832. He was educated at the Brockport Collegiate Institute, and later went to Buffalo, where he took a course of study at Bryant & Stratton's Business College, which fitted him admirably to begin his commercial career. In 1857 he followed the advice of a famous newspaper sage and went West to grow up with the country. It was in 1857 that he located in Grand Rapids, and he has ever since made the Furniture City his home. His first manufacturing interest was an association with the late Martin L. Sweet, in

which they conducted a flour milling business. This partnership continued until 1869.

In 1864 he associated himself with Harvey J. Hollister in the organization of the First National Bank, serving that institution and its successor, the Old National Bank, as Vice-President until 1895, when he became its President, and he has served it in that capacity ever since. For several years he carried on lumber operations in various parts of Michigan, and was associated with Harvey J. Hollister, an association that continues until this day. For forty-four years Mr. Hollister and Mr. Barnett have been in the banking business together and identified with the management of Grand Rapids banking institutions.

The lumber operations of Mr. Barnett and Mr. Hollister continued from 1870 for several years, when Mr.

known as the Cummer Lumber Co. The other was the Cummer Co., of Norfolk, Va. Under the name of the St. Tammany Land & Lumber Co., the same interests also owned a large block of timber in Louisiana. This tract was sold in 1902.

In the same year Mr. Barnett and Mr. Hollister exchanged their holdings in the Jacksonville plant with Mr. Cummer for his share of the Norfolk business, and the latter was reorganized under the name of the Fosburgh Lumber Co., of which company Mr. Barnett is President, Mr. Hollister Treasurer, E. C. Fosburgh Vice-President and General Manager and McGeorge Bundy Secretary. Mr. Barnett's lumber interests and those of his associates were thereby centralized.

Mr. Barnett is also identified with a number of local business interests.



James M. Barnett

Barnett transferred his activities to other lumber interests. In company with Thomas Byrne and John Murray, under the style of John Murray & Co., he was engaged in lumbering in Roscommon and Crawford counties, with a mill at Muskegon for the manufacture of lumber.

In 1880 Mr. Hollister and Mr. Barnett again associated in the lumber business. In that year Wellington W. Cummer, of Cadillac, Mr. Hollister and Mr. Barnett organized the Cummer Lumber Co., which carried on its business in and near Cadillac until 1894, when the timber holdings of the company became exhausted.

Like many other Michigan lumbermen, they then sought a new field in the South, and active business operations were resumed in North Carolina and Florida. One company was located at Jacksonville and was

Besides being President and Director of the Old National Bank of Grand Rapids, he is a Director of the Grand Rapids Gaslight Co., the Michigan Trust Co. and the Michigan Barrel Co. and is Director and Vice-President of the Antrim Iron Co. One who has known him intimately for nearly half a century recently remarked:

“In my judgment the State of Michigan has never numbered among its people a man of finer qualities than Mr. Barnett. His business career has been a remarkable one, and he stands to-day as one of the most honored leaders of the great financial institutions of his State. Endowed by Nature with a genial disposition that has endeared him to everyone with whom he comes in contact, he is rounding out a life that might be the envy of any man. During all the twenty-five years that I

have known and been in close personal relations with him I am free to say that I have never yet known his sunny disposition to be ruffled for even a single moment, nor have I ever known him to say an unkind word to anyone or of anyone. He is one of those men whom it is always a pleasure to know and those who have been associated with him in commercial and fraternal relationships fully appreciate his good qualities.”

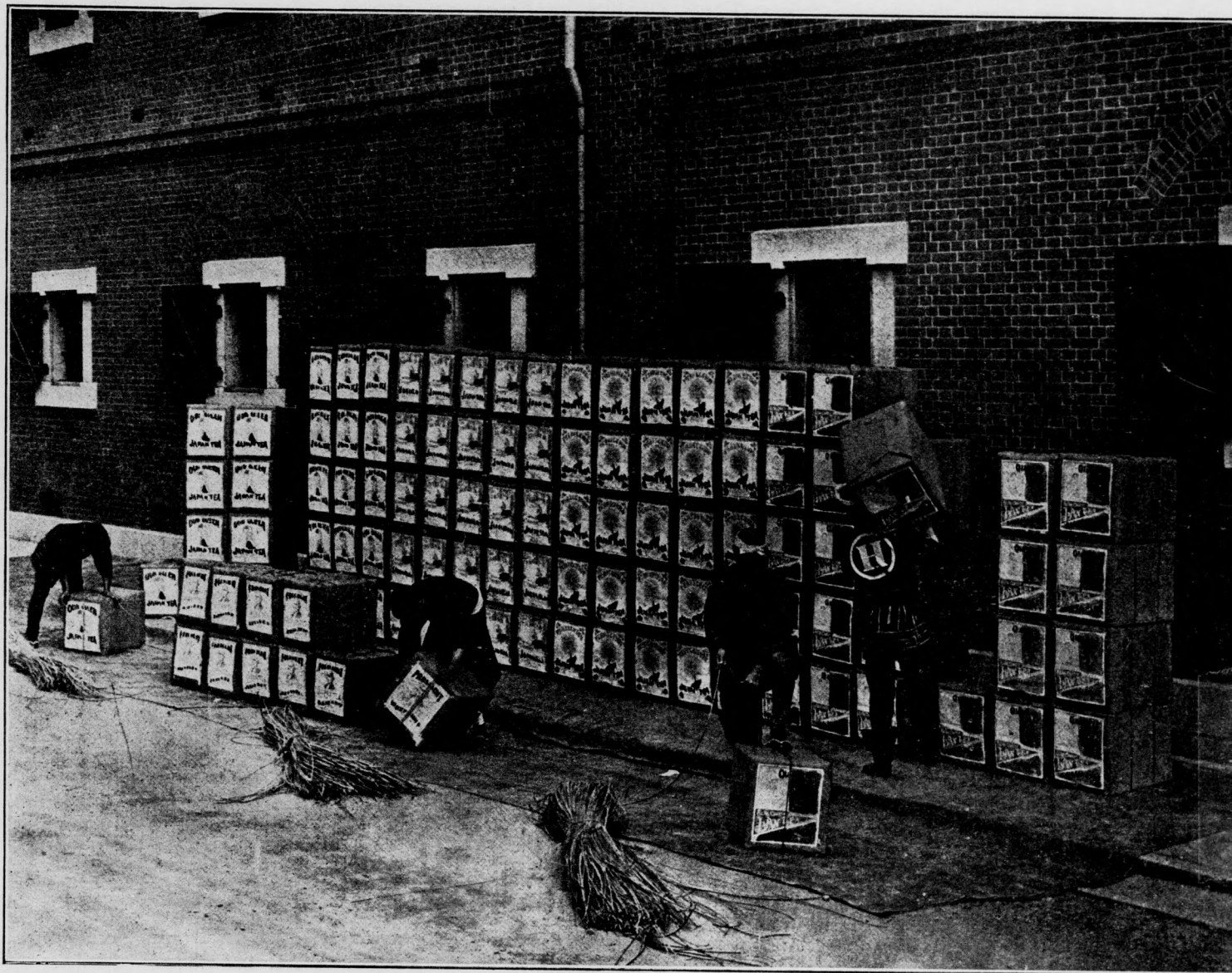
Mr. Barnett is a conservator as well as a creator of wealth. In panic times the lines he controls are not disturbed. Capital, most timid of all things, does not lose confidence in him. He is recognized in the financial world as one whose word is good, who is as interested in the welfare of the institution he presides over as in life itself. On this foundation of a lifetime's building he stands unshaken through the tempest. He is consistent in his belief. He wastes neither time nor money—not his own nor that of other men. He wishes both to be made productive. At any time within twenty years he could have shifted the burden of his responsibilities to other shoulders, escaped the cares they brought him and lived an easier life. To the benefit of the bank he managed, to the benefit of the community it served, he did not do this, but accepted as a proper life the one of continued work, of continued endeavor.

Mr. Barnett believes in men as individuals. He is devoted to business, but not blind to the bloom of life. His most intense interest is, perhaps, in the evolution of the individual. He is a strong believer in self-help. Looking deep, he sees the thorns upon the rose of life; but he sees, too, the ways around and above them. Frugal, temperate, industrious, he loses no opportunity in pointing out to young men the way which he knows leads to success. He has no patience with the man who believes the world owes him an unearned living. His theories carried on to universal practice would make socialism practicable—and as a formal doctrine unnecessary. No system of fraternity meets his approval that does not permit the freedom of the individual, nor keep him moving onward and upward.

An Enemy To the Shoe Trade.

A German professor, who has made a study of the human foot, asserts that many of humanity's troubles would disappear if only boots and shoes could be dispensed with. Nature, he maintains, intended man to walk bare foot, and to use every bone and muscle of the foot in locomotion. The wearing of boots and shoes defeats this purpose in a large measure, by distorting the natural shape of the foot and cramping its activities. One of the painful results is the production of corns, which the expert declares to be the beginning of decay in these portions where the blood has been pressed out of the vessels. If women could only be induced to wear sandals, he argues, many cases of nervousness, spinal disease, rheumatism and other ills would speedily be cured.—Footwear.

Ready For Shipment



This shows the last step in preparing the tea for market. After the boxes or chests are nailed, they are covered with a sort of matting which is laced together at the edges. The labels are then pasted on the end and the chests are bound with rattan strips ready for shipment.

A part of one of our shipments is shown here piled for photographing. In the original picture the names of Queen, President, Quakeress and Perfection are very plain but do not show so clearly in the copy here given.

The tea is taken in small boats to the seaport and shipped direct to Grand Rapids to supply the wants of the retail merchants.

WORDEN GROCER COMPANY

Grand Rapids, Michigan

The Prompt Shippers

Be sure and visit the West Michigan State Fair
September 14 to 18



Movements of Merchants.

Owosso—Frank Russell has sold his meat and grocery stock.

Lansing—J. F. Waidehich, of Jackson, has opened a shoe store here.

Ionia—G. W. Dewey has sold his grocery stock to F. E. Bradford.

Omer—G. Reichle is succeeded in the meat business by Ed. Gleason.

Manistee—T. J. Ford has sold his grocery stock to Samuel Slingerland.

Calumet—W. J. Bloy is succeeded in the furniture business by Henry Bloy.

Holton—The warehouse of the Farmers Produce Co. is nearly completed.

Monterey—H. J. Kibby & Co. have sold their general stock to Joseph Smalla.

Merrill—A general store is to be opened about Sept. 15 by Schaefer & McKinnon.

Montgomery—Wm. H. Lockerby has purchased the general stock of St. John Bros.

Eaton Rapids—George P. Honeywell has moved his drug and grocery stock to the Knapp store.

Alpena—The capital stock of the Alpena County Savings Bank has been increased from \$85,000 to \$100,000.

Pontiac—W. J. Kitchen has purchased the interest of Mr. Bromley in the bakery firm of Bromley & Overshire.

Boyer City—S. E. Edelstein, whose clothing stock was destroyed by fire six months ago, has re-engaged in business.

New Era—The foundation is being put in for an addition, 22x80 feet in dimensions, to the hardware store of M. Looyengoed.

Ithaca—The general merchandise business formerly conducted by F. H. Kinney is now carried on by Kinney & Passing.

Port Huron—Fire recently destroyed the cigar and confectionery store of L. N. Wagar, his loss being estimated at \$1,900.

Otsego—Harry Witz announces his intention of engaging in the manufacture of cigars here under the style of the Otsego Cigar Co.

Muskegon—The Sibley Drug Co. has sold its stock to Victor Roussin, who was formerly engaged in the same line of trade in Cadillac.

Burlington—B. G. Clothier, formerly with N. Phillips, clothing merchant at Union City, has engaged in the same line of trade, having opened a store.

Howell—C. L. Cook, who has been engaged in the grocery business for the past twenty-five years, has sold his stock to Wesley Kruger and Norman Larkin.

Mancelona—The old office building

of the Cadillac Lumber Co. has been purchased by the W. L. McManus Lumber Co., of Petoskey, which will establish a branch yard here.

Ludington—Joseph T. Blouin is succeeded in the grocery and meat business by Dittmer & Kieson. Mr. Blouin had been engaged in trade here for the past twenty-six years.

Ionia—The coal and wood businesses of W. C. Page & Co. and Frank M. Wirtz have been consolidated and will be continued under the style of the W. C. Page-Wirtz Co.

McBain—Rice & DeYoung have purchased the stock of the Cavanaugh-Strong Co. and will continue the hardware and implement business formerly conducted by that company.

Webberville—A company is being formed by local business men to form a stock company with a capital stock of \$20,000 to continue the banking business now conducted by C. D. Stanley.

Bay City—The Fashion Boot Shop has been incorporated to conduct the shoe business with an authorized capital stock of \$10,000, of which \$7,500 has been subscribed and paid in in cash.

Detroit—A corporation has been formed under the style of the House of Herbet to deal in clothing and cloth, with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and paid in in cash.

Bay City—There is a marked improvement in the hardwood trade, and particularly for flooring, due to more extended building operations. Local firms have received a considerable number of orders the last week.

Honor—R. N. Conklin, who has been located at Nessen City, has purchased James Wyse's interest in the Wyse & Conklin hardware store at this place and entered into copartnership with his brother Frank on September 1.

Fair Haven—B. J. Schnoor has merged his general merchandise business into a stock company under the style of the B. J. Schnoor Co. with an authorized capital of \$1,000, all of which has been subscribed and \$500 paid in in cash.

Ypsilanti—B. G. Moorman has merged his produce business into a stock company under the style of the B. G. Moorman Produce Co., with an authorized capital stock of \$10,000, all of which has been subscribed, \$956.65 being paid in in cash and \$7,043.35 in property.

Boyer City—W. W. Bailey is making arrangements to convert the old Presbyterian church into a business block and work will be begun in a few days. The building will be moved north to the Ray street line and eighteen feet added to the front end,

which will bring it to within three feet of the Park street line. The building will be raised and made into a two story block, which will be covered with steel siding and a gravel roof. The lower story or a portion of it will be used by Mr. Bailey for his drug store, while the second story will be leased to the athletic club or some other good organization.

Detroit—Gustave M. Zanger, dealer in furs, has merged his business into a stock company under the style of the Zanger Bros. Co., which will deal in women's clothing generally, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Detroit—Christ Bootz, grocer at 484 LeWerenz avenue, died in the Red Cross Hospital Aug. 28 as the result of injuries received earlier in the day. A wagon in which Bootz was riding was struck by a Sherman street car at Porter and Twenty-second streets, and Bootz was thrown to the pavement, his skull being fractured.

Manufacturing Matters.

Kalamazoo—The Standard Paper Co. has increased its capital stock from \$120,000 to \$180,000.

Cadillac—The A. F. Anderson Lumber Co. has been organized with a capital stock of \$150,000.

Bergland—G. A. Bergland's sawmill is operating at full capacity and considerable lumber is being shipped.

Hastings—The Randall planing mill has been purchased by F. C. Tunge, who has begun to operate the same.

Grayling — The Salling-Hanson Company's sawmills here are running full time and with a full force and appear to be receiving a good trade, especially for hemlock.

Millersburg—S. F. Berry has dismantled his sawmill on the Ocqueoc River and moved the machinery to this place, where he is erecting a new mill. He will put in some logs during the winter.

Detroit — The American Metal Screen & Rack Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$6,000, all of which has been subscribed, \$1,500 being paid in in cash and \$4,500 in property.

Bay City—The M. Garland Machine Co., one of the largest manufacturers of lumber machinery in the State, has notified its men that owing to the large number of orders on hand it will be necessary to withdraw the usual Saturday half holiday.

Detroit — The business formerly conducted by the Way Ear Drum Co. will be continued by a corporation under the style of the Artificial Ear Drum Co., with an authorized capital stock of \$10,000, of which \$7,000 has been subscribed and \$6,500 paid in in property.

Grayling—N. Michelson & Son have their shingle mill running at their new place of business near Houghton Lake. They expect an extension of the Lake City branch of the Grand Rapids & Indiana road to reach their site about the end of this month and expect to build a single band and resawmill.

Menominee—The Prescott Co. has closed the contract for building the

big Government sawmill on the Menominee Indian reservation at Nio-pet, near Keshena. The mill is to be completed in ninety days. It will be a double band resawmill and will be modern and complete in every detail. The company is already at work upon it. This, with the new mill for the Goodman Co.'s new mill at Goodman, and a number of smaller orders, is giving the Prescott Co. a very prosperous season.

Ewen — Keeler Bros., who have been operating a portable sawmill at Covington, have decided to permanently locate at this place, and will install a saw, planing and feed mill.

Trout Creek — The Trout Creek Manufacturing Co.'s sawmill has nearly finished its cut. The shingle mill will then be placed in operation with stock enough to keep it busy well along into the winter. This plant requires about the same number of men to operate it as the sawmill and, by this plan, the same crew is furnished employment nearly the year around.

Menominee—Cedar is beginning to move, a large number of consignments having been shipped to Central and Western points, where construction work is being done by telegraph and telephone companies. The outlook for a good fall trade in poles and posts is good, and the local yards are able to fill the demands of the market. The tendency of the wholesalers is to discourage the cutting of cedar during the coming season and it is believed that the output next winter will be below that of last. This action will prevent the crowding of the market and mean fair prices for next summer's trade.

Cadillac—For many years it has been a common sight on the streets of this city to see large loads of logs being hauled to our mills. But now comes a sight that indicates the existence of an industry which is nearly the only one of its kind in this State. Large loads of pine stumps are being hauled to the city every day and are being piled on the grounds of the Cadillac Turpentine Co. and within a few months will be used not only in the manufacture of turpentine oils, but very likely in the making of paper pulp. The buildings of the turpentine plant are being rapidly pushed to completion. Stump pulling machines are at work on the pine barrens near this city, and after the stumps are reduced in size by the use of dynamite they are brought here. The consequent clearing of the land in this city from pine stumps, which number hundreds to the acre, begins a new era in the history of Cadillac and adjacent territory which gives evidence of being of great value agriculturally and industrially. The land will sell more rapidly after the removal of the stumps and in a few years thousands of acres of land in this vicinity regarded now as almost worthless for farms will be under cultivation. Experiments are being made with the pulp after the turpentine has been extracted from the stumps, and it has been found that a good quality of paper can be made from it.

Richville—C. Kuhler is about to engage in the meat business.

GROCERY AND PRODUCE MARKET

The Produce Market.

Apples—Wolf Rivers command \$1.50 per bu.; Duchess fetch \$1.25; Maiden Blush, 90c.

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 market is steady and unchanged, with a fair demand for all grades. Fresh receipts clean up every day. The bulk of the receipts still show heat, and the percentage of butter running fancy is very small. The market is healthy and is expected to rule along the present basis for the next few days. Fancy creamery is held at 24c for tubs and 25c for prints; dairy grades command 17@18c for No. 1 and 16c for packing stock.

Cabbage—Home grown commands 75c per doz.

Carrots—60c per bu.

Cauliflower—\$1.25 per doz.

Celery—18c per bunch for home grown.

Cocoanuts—\$4.50 per bag of 90.

Cucumbers—60c per bu. for large.

Eggs—The market is firm. The percentage of fancy eggs is very light and the bulk of the receipts show hot weather defects and sell for what they will bring. The trade look for a large percentage of fancy eggs in the near future, with probably no early change in the price of any grade. Present prices scarcely warrant bringing fancy eggs out of storage in any quantity. Local dealers pay 17@18c on track, holding case count at 19c and candled at 20c.

Grapes—Wordens command 20c per 8 lb. basket.

Green Corn—10@12c per doz.

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

Honey—16c per lb. for white clover and 15c for dark.

Lemons—The market is strong on the basis of \$4.50@5 for both Messinas and Californias.

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

Musk Melons—Michigan Osage, \$1@1.25 per crate.

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

Oranges—California Valencias are in good demand on the basis of \$4.50@5 per box.

Parsley—25c per doz. bunches.

Peaches—Elbertas and Early Crawford's fetch \$1.75 per bu.; Barnards, \$1.25; Engels, \$1.50. The crop is good and the quality fine.

Pears—Clapp's Favorite, \$1 per bu.; Bartletts, \$1.25 per bu.

Peppers—\$1.25 per bu. for green and \$1.50 for red.

Pickling Stock—White onions, \$2

per bu.; small cucumbers, 20c per 100.

Plums—Burbanks and Abundance are in plentiful supply at \$1.25 per bu.; Bradshaws, \$1.50 per bu.; Green Gages, \$1.35 per bu.; Egg, \$1.50 per bu.

Potatoes—Local dealers pay 75c per bu. on the local market, holding at 85c. The market is now on a very firm basis. The situation is somewhat uncertain, but a heavy demand will likely send prices higher again.

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—60@70c 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.

Watermelons—\$2 per bbl. for Missouri and \$2.25 per bbl. for Indiana.

The West Michigan State Fair.

Advance information from officials of the West Michigan State Fair furnishes proof that in every particular the annual exhibition which will begin Monday, Sept. 14, will be far superior to any show of such a nature ever given in Western Michigan. A week ago nearly every foot of exhibition space in the machinery and vehicle departments had been engaged, the demand for space in the main building being greater than ever before, while the entries in the departments of horses, cattle, sheep, swine and poultry were not only very large, but of a superior quality. In the speed department the promises are of the best as to speed records, breeding and management. It will be remembered that the July races at Comstock Park were the best that had been seen in this city in years so that when it is declared that the races that week will be better than the July races, high grade sport is certain. Manager Stevens, of the amusement department, has engaged a high grade of specialties to be presented free to all as follows: Mat Gay, who dives from the top of a 60 foot ladder and turning a back somersault lands in a tank of water 6 feet square; Handy, the American Blondin, who sports on a high wire; Norins, the Roman Ring Artist; the Malverns, a troupe of acrobats; Mlle. Gazellos, single trapeze artiste; the Beldinos in a casting act and the Western Reserve Quartette—a troupe of four colored comedians and vocalists, who provide their own instrumental music.

The Grocery Market.

Tea—The market remains about the same as last week. Retailers are with difficulty brought to realize that the advance in medium and low grade Japans is permanent and, in consequence, the purchases are limited to present wants. Japan Nibs are very scarce and the market is unusually high. China teas of the higher grades are in good demand. Ceylon and India teas of late arrivals have shown the effects of unfavorable weather in those countries and the quality is rather below the standard. The demand for these teas is still strong.

Coffee—The feature of the week in Brazil coffee has been the passing by the government of Sao Paulo, the Brazilian province which produces the entire Santos crop, of a new valorization law. This runs for a series of years, and merges into one loan of \$75,000,000 all the loans which have been previously raised to float the coffee corner. The new loan has been underwritten very largely by the same interests that underwrote the others. The important part of the new law, so far as the trade is concerned, is the fact that it puts a maximum limit on the amount of Santos coffee that can be exported from Brazil in any one year, and imposes an extra tax of 20 per cent. on all coffee exported after that maximum is reached. The maximum for 1909 is 9,000,000 bags, for 1910, 9,500,000, and after that 10,000,000 bags. Not only is this not a reduction from present exportations, but it allows some leeway. The trade look on the new law as an acknowledgment by the government that the coming crop will be larger than last year, in spite of the syndicate's reports to the contrary. This because less than 9,000,000 bags of Santos was exported last year, and if next year's exports were not likely to be heavier, there would have been no need for the maximum limit and the extra tax. There is no question that while the valorization plan has not increased the prices of Rio and Santos coffee, it has narrowed distributing channels for coffee in a large way to a few powerful houses. The new law, if enforced, will go further in this direction.

Canned Goods—A firm feeling prevails on tomatoes in spite of the indifference shown by buyers. The market for corn remains firm, but there is not much new business in evidence. Packing has begun in Maine and the prospects are said to be excellent for full deliveries. While the market on all fine grades of California fruits is firm, owing to the relative scarcity of those goods, the tone of the market on standards and seconds is rather easy. Some California packers are said to be out on extra standard apricots, the pack of that grade having been short and the demand good. Red Alaska salmon for future delivery is selling freely at opening quotations and the market is firm. The spot market is in a very strong position. An easier tone is noted for 1908 pink and chum salmon, the business in which so far has been disappointing. Domestic sardines remain firm.

Dried Fruits—Peaches are unchanged in price and dull. Raisins

show no change from the last advance and are in very light demand. It is likely that lower prices will be obtainable on both as soon as the strain between the grower and packer is relieved. Apricots are very firm and scarce, demand fair. Currants are in moderate demand at unchanged prices. Apples are unchanged in price but rather weak. Other dried fruits are quiet and unchanged. Prunes are about unchanged but steady to firm. The coast basis for Santa Claras is still 4½c for 50 to 90 size, outside prunes about ¼c less. The average asking for spot old prunes is 4c. For new 30s and 40s a premium of 1½c and 1c respectively is asked. The demand for prunes is light.

Syrup and Molasses—Glucose has advanced 10 points and compound syrup, both in bulk and tinned, also. Compound goods advanced 1c per gallon and tinned goods several cents per case. The demand for syrup is poor. Sugar syrup is in moderate demand at unchanged prices. Molasses is dull and unchanged.

Cheese—The quality of the cheese arriving is very good and the situation generally satisfactory. The consumptive demand for cheese is good.

Provisions—Pure lard rules ¼c above a week ago and everything in this line is cleaned up. Compound lard is very dull at ¼c decline, due to the prevailing low prices on cottonseed oil. No further decline is looked for, but a steady market. Canned meats, dried beef and barrel pork are all unchanged.

Fish—Cod, hake and haddock are selling fairly for future delivery at prices that show no change from the last quotation. Sardines of all grades, domestic, French, Norwegian, etc., are unchanged and in moderate demand. There has been an excellent demand for new red Alaska salmon on the basis of \$1.15, coast, although some sales are said to have been made at \$1.12½c. Other grades of salmon are unchanged and in fair request. The supply of Irish mackerel is small and receipts of Irish are also light. New Norway fat mackerel are expected soon, at prices considerably higher than those now ruling on the fish now in this country.

The appeal to consumers to pay their grocery bills, put forth in no uncertain sound by the Valley City Milling Co. in its advertisement in the Tradesman of last week, should strike a responsive chord in the heart of every retail merchant in the land. The appeal is both terse and timely and ought to result in great good to retail merchants generally.

J. M. McCleary, who conducted a meat market at 67 South Division street, which was recently burned, has moved his stock to 605 Cherry street until a new building is erected at the old location, where he will resume business.

George Smoonge has opened a blacksmith shop at Fillmore Center, purchasing his stock and tools of the Sherwood Hall Co., Ltd.

Kalamazoo—Joseph Hecht will open a women's clothing store at 140 South Burdick street.



Review of Some of the Immense Fall Hats.

In the dressing of your windows make use of every little point that shall tell in your favor.

I notice in quite a good many windows there is the use of neat cards with simply the name thereon of the man or firm owning the store. A few get the name too large, while others err on the other side.

The employment of a card with the proprietor's name thereon is a first-rate idea, as visitors unfamiliar with the town do not always think to—or bother to—turn their eyes skyward to the sign over the doors and windows, but while they are looking at the pretty things on display they see the firm-name card willy-nilly. Best to place one on either side of the main entrance where people can not get past one or the other without remarking it.

Make the sign eye-compelling but not too showy. Don't cover up the white—or light—space with a bushel of curlycues; the fewer flourishes the better. If a color scheme is carried out in the window the sign may be in harmony with it, but if no especial color is used therein then a white—either pearl or cream—background is preferable for the card. Sometimes the sides are straight, sometimes the sign is cut oval or round or diamond shape, sometimes the edge is jagged.

As I said, the name may be too large or it may be too small. The size of the card should have some reference to that of the window. One Monroe street window had the name card so conspicuous—of such mammoth proportions compared to the dimensions of the window—that it entirely eclipsed the goods on exhibition, the merchandise being insignificant articles and there were not so very many of them.

Women's Fall Hats Wickedly Large.

I recently had the privilege of a before-the-Opening glimpse at Jozeus of new hats for ladies' fall and winter wear. The mushroom hats under whose weight they struggled were puny indeed by the side of the awfully heavy affairs to be carried around the coming cold season. I "hefted" several of these abnormally large head riggin's soon to appear in store windows and, 'pon my word, they would tip the scales at a couple of pounds or so! There was a great multiplicity of shapes, but the main characteristic of all was their great "unusualness." Everything as to foundations was of sumptuous material and the feathers, flowers and buckles were of resplendent quality. A very neat big plain hat in black velvet with

two long plumes is to retail at \$50. Others, on the so-called "Indian" order, because of the stand-up-straight arrangement of the gay single flat feathers, are priced all the way from \$25 "up." You can not see value in these, but there is "style" and that is what is paid the most for nowadays.

Affected by the rust, copper and mahogany and peacock blue shades in all sorts of woolen fabrics, voiles and silks, these tints are reproduced in the new hat trimmings. All four of them are extremely "trying" to the complexion, especially peacock blue. The proper shade of the first three mentioned may be found to go with almost any complexion; but there still remains the hair to be considered, which often "kills" the color on the hat, or the color on the hat "kills" the hair, while still going well with the tints of the skin. As to any shade bordering on peacock blue, which is to be very fashionable this winter, it is suicide for many brunettes to attempt it. The color of the peacock's plumage should be left to the women of fair hair and flesh of baby hues.

The Directoire gowns call for Directoire hats. Many of the latter are such staid, sober things that, as one young woman said, "They make you feel as if you'd never see 70 again!" "What do you yourself think of these hats, anyway?" I questioned the charming milliner to whom I was indebted for this pre-fall chapeaux-inspection.

"Oh, the women will have to get used to them," was the noncommittal reply, with a shrug of plump and pretty shoulders.

"Will they wear these enormous hats?" Oh, my, yes. Why, these that you see here are tiny concerns by the side of what will soon be 'all the go' in Chicago. There they are about three-quarters of a yard in diameter, and it is an utter impossibility for one of these to enter a street car or door without a lot of tipping on the part of its owner, and, as to a brace of them sitting on a seat built to accommodate two people—well, the one next the aisle will have to hang out in the passageway about a foot. Goodness only knows what will become of them on a crowded car of a rainy night.

"By the way, talking about rain puts one in mind of parasols, also, and that the Merry Widows that have roamed around all the summer have had a most adverse influence on the trade in parapluies. Even with its jaughter, the Merry Maiden, a parasol was utterly superfluous."

Linguistic Difficulty of John Chinaman.

Speaking of Merry Widows recalls

the dilemma of the Hatten Chinay when he essayed to describe that festive headgear. The best English at his command was pithy and expressive:

"Man, he dead—woman, she glad!"
It Was for His Mother-in-Law.

I was looking at some of the fall showings in crape veils, for although mourning for friends gone before changes no more than do the everlasting hills, its insignia undergoes various transformations as time glides by.

The veils recollected to me the story of the man who went to the undertaker's to select the crape to hang on the door for the departed.

"Do you know, I don't understand a thing about this mourning business," he explained to the one in charge. "How do you manage?"

"Well," said the undertaker, "you see, we use crape a yard wide, and lay it in pleats, for a relative who was greatly loved."

"Uh-hu."

"Then for some one not quite so dear we employ crape three-quarters of a yard wide, and, for some one still less regarded, crape half a yard wide, and so on down."

"Oh, that's it, is it?" said the man seeking information, a light breaking in on his ignorance. "Well! give us a shoestring, and be sure and iron a crease in it. It's my mother-in-law that's dead!"

He who spreads himself in prayer is not likely to rise in it.

The divine is not discovered by definition.

Business Changes in the Hoosier State.

Butler—John Kenestruck is succeeded in the bakery business by Thomas & Pommert.

Danville—Henry H. Bahls will continue the shoe business formerly conducted by Bahls & Son.

Hartford City—L. L. Shull is about to engage in the drug business.

Jonesboro—H. A. Acker has sold his grocery stock to John E. Smith & Co.

Lakeville—Floyd Annis is succeeded in the meat business by Ransberger Bros.

Logansport—S. R. Long will continue the meat business formerly conducted by J. H. Spittler.

Monroe—John F. Hocker has sold his hardware stock to Jeff. Leichty.

Napoleon—Harry Behlmer has purchased the hardware stock of Luther Hazelrigg.

Ossian—T. H. Kenefrick has just embarked in the drug business.

Fremont—Harlan A. Stauffer has sold his hardware stock to Ben A. Burke.

Huntington—John McGourty is about to engage in the grocery business.

Hudson—C. L. Wagoner is succeeded in the meat business by W. F. Watkins.

Lookout—The Ripley Valley Creamery Association has been incorporated with a capital of \$5,000.

Shelbyville—The Silver Leaf Baking Powder Co. has changed its name to the Elliott Baking Powder Co.



No Scattered, Random Shots

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

H. B. Hard Pans

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

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

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

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Be sure and visit the West Michigan State Fair September 14 to 18



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



Vacation Money Makes Frenzied Financier of Mrs. Jarr.

"Well, here's my vacation money," said Mr. Jarr, presenting a bulky envelope to his good wife.

Mrs. Jarr had begun counting:

"And five is ten and ten is twenty and twenty is forty and ten is fifty—oh, dear me, why do you interrupt me when you see I'm counting, and now I'll have to begin all over again?"

"Never mind counting," said Mr. Jarr; "it's all there—this week's salary and next two weeks."

"They gave you a week too much if it's three weeks," said Mrs. Jarr; "you only get two weeks' vacation on pay. But they'll find out the mistake and send for it."

"There's no mistake," said Mr. Jarr. "When I come back I'll have to work a week before I get any more money, so that will make three weeks, see?"

"I knew there was a cheat about it somewhere," said Mrs. Jarr, her face falling—"and ten and five is fifteen and ten is twenty-five and five is thirty and twenty is fifty—"

"Oh, let it alone," said Mr. Jarr; "it won't increase by being counted."

"Let me see," said Mrs. Jarr, musingly, "I haven't got a thing this summer except that little white suit, cheap thing at that, and it was reduced to half. I can not go away without some clothes, and the children will need new suits, and I will have to get them shoes and barefoot sandals, and little Emma has to have slippers to wear with her white frocks in the afternoon."

"I thought we were going to some quiet place where the children could wear rompers and where you wouldn't need to dress?" suggested Mr. Jarr.

"I'll have to have some clothes, even if we go to the backwoods," replied Mrs. Jarr. "I'm going to see something and somebody, and I'm not going to be dressed like a scarecrow!"

"Well, hardly," said Mr. Jarr. "I need a new outing suit and a pair of low-cut shoes, and you can get me some socks and negligee shirts."

"You've got plenty of socks; there is a whole drawer full I just darned," said Mrs. Jarr, "and you do not need any new outing suit; there's your blue serge I've had cleaned and pressed, and you have plenty of shirts. If you think you need anything, get it yourself—and ten is twenty and twenty is forty. Dear me! I wish you wouldn't bother me while I'm counting my money!"

"Your money?" asked Mr. Jarr. "Don't you mean our money?"

"Let me see," said Mrs. Jarr, ignoring him. "I'll just have to pay some bills before I go. I promised the grocer I would be sure and pay him in full, and that's twenty dollars, and ten to the milkman and five to the iceman—it's terrible how the bills run up on one—and twenty to the butcher, and five to the gas, and I simply must get some shirtwaists—and six dollars to the vegetable man—and why you should be so selfish as to want to take every cent from me and spend it on yourself! Talk about women being vain and wanting to wear their best all the time. I

think men are worse—and twenty is forty and five is forty-five!"

"I guess there's enough there for me to get some collars and neckties, isn't there?"

"I'll see," said Mrs. Jarr, "and five is fifty and ten is sixty—oh, do go away and don't bother me! And there is the rent—the rent must be paid, you know."

"Oh, yes, I know," said Mr. Jarr, resignedly. "But if you pay the bills and the rent and buy new clothes for yourself and the children, how'll we have money enough to go anywhere?"

"That's what I'm trying to figure out," said Mrs. Jarr; "but if I tell the butcher and the grocer and the iceman I'll pay them next week, we will be gone then and they can wait."

"I don't like to do that," said Mr. Jarr. "Never mind getting anything for me, and pay the bills."

"Take the old money," said Mrs. Jarr. "I don't want to go anywhere! First you want to spend it all on yourself, and then you want to pay everybody!"

"Let's go visit our folks in the country," suggested Mr. Jarr. "They visit us enough in the winter."

"I suppose we'll have to," said Mrs. Jarr, with a sigh. "There won't be enough money to go anywhere and pay board if I'm to get the things I simply must have!"

"And we can pay the bills," said Mr. Jarr.

Mrs. Jarr gave him a crushing look. "As if anybody in Chicago pays their bills before they go away!" she said, scornfully.

People who are true blue never suffer much from the blues.

He has no force with men who has no faith in them.

Business Changes in the Buckeye State.

Coaltown—Bryce Brown is succeeded in the bakery business by J. S. Wilson.

Lima—S. P. Sproul has sold his grocery stock to Miller Bros.

Bucyrus—Chris Scheib will continue the meat business formerly conducted by Fred Rhinehart.

Byesville—Geo. Hilderbrand has sold his grocery stock to Sarchet & Walker.

Fostoria—Park Bros. have sold their hardware stock to C. H. Lines.

Mansfield—The H. L. Reed Co. is about to open a general store.

Portsmouth—C. H. Griswold & Sons are about to engage in the grocery business.

Stoutsville—A bakery will be opened by Chas. Tisdale.

Toledo—F. Kennerman has purchased the grocery stock of L. Corns.

Zanesville—The business formerly conducted by the Wagner Shoe Store will be continued by Page & Rissler.

Savona—Martin & Fourman have just started in the grocery business.

Edon—Ham & Co. are succeeded in the drug business by M. L. Lacey.

Guernsey—J. H. Larrick is succeeded in the bakery business by C. B. McCoy.

Harveysburg—Frank Harris is about to discontinue the grocery business.

Lima—The meat business formerly conducted by Reiff & Geach will be continued by Spencer & Ridenour.

Salem—M. S. Hawkins has sold his drug stock to Frank Fladding.

Staubenville—The Old Oaken Bucket Oil Co. has been incorporated with a capital of \$10,000.

Toledo—A corporation has been formed under the style of the Denman Vestibule Storm Shield Co. with a capital stock of \$25,000.

Wapakoneta—The capital of the Krem Manufacturing Co. has been increased from \$100,000 to \$125,000.

Youngstown—Thos. Vahey has purchased the grocery stock of L. Tinny.

His Idea of Filing.

The Merchant—Rastus, just file these letters for me.

The New Colored Porter—Boss, I kin trim 'em off easier wif a pair of scissors, sah.

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.
26 Jackson Boulevard, Chicago

**Foster,
Stevens & Co.**

**Wholesale
Hardware**

**Fire Arms
and Ammunition**

33-35-37-39-41 Louis St.
10 and 12 Monroe St.
Grand Rapids, Michigan

IF A CUSTOMER

asks for

HAND SAPOLIO

**and you can not supply it, will he
not consider you behind the times?**

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

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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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O. L. Schutz, Advertising Manager.

Wednesday, September 2, 1908

THE WRONG IDEA.

There is and long has been the idea abroad that the man with a college training behind him need not and should not earn his living with his hands. Somehow in the popular mind there is something incongruous in the thought that brain and brawn have anything to do with each other. So the New England farm boy first, and the rest of the country afterwards, the moment that the lad showed early in life that he knew the difference between chalk and cheese was prepared for college at any privation and expense. If, as sometimes happened, a venturesome neighbor presumed to doubt the wisdom of such action, the reply was ready and earnest: "I never had any schooling to speak of and what property I have I have earned by the sweat of my brow, if anybody ever did. Now if schooling and college can make living any easier for my children than it has been for me, they are going to have it;" and that one thought will be heard to-day, not only from the farmer, but from the miner and from the man of every life-calling, irrespective of the locality he calls his home.

The result, take it all in all, has not been satisfactory. In the earlier days it filled first the New England pulpits and then professional life generally with some very commonplace material and so prejudiced the business man that he began at last to believe that education and culture were detrimental to commercial success. So the boy who hated the school began to run away from it. "Learning by doing" was the only road to success and he tested the theory by blazing a way cross lots to the business office. The multiplication table was the only mathematics a boy with wit needed; business life was crowded with men who could hardly read and knew no difference between noun and verb; and so far as other school knowledge was concerned the time spent in acquiring it was so much time worse than wasted, because it kept the boy with business in him away from the practice of those prin-

ciples which can be best learned by "doing" at that particular period of his life. The inevitable followed. There was untrained commonplace everywhere and with that had grown and strengthened the pernicious idea that wit, like learning, had nothing to do with work, especially the kind that consorts with muscle and elbow grease.

With the world peopled with villainy as a result of that doctrine, reason has begun to assert herself and common sense is crowding to the front with the query how it would do for the brain and the hand to form a partnership. Mens sana in corpore sano is Latin for a pretty fair idea. How will it work for the sound body and the sound mind to pitch in and find out? To the credit of all concerned they have pitched in. The college man, farm-born and farm-bred, has worked his way to college and through, and now at home on the ancestral acres he is proving that this last idea in theory and in practice is the one and the only one that Americanism will ever be satisfied with. Proof? Here it is with the New England stamp on it. "I sometimes think," says the New England mother whose life has been devoted to the education of her children, "that they both," her daughter and college-trained husband, "with the education they have had might do something a little easier; but they seem to think it is the place for them;" and then follow statistics, which show the young people have the better of the argument: "They are very much rushed through the summer. They have from nine to fifteen in the family all through the hot weather. They raise string beans for the canning factory—\$1,750 worth so far this season—a side product, while the rest of the farm is given up to almost everything, except peaches, which Vermont soil can produce."

The conclusion of the whole matter is this: Not a training which keeps the hands clean and the muscles flabby; not a little knowledge which, the maxim tells us, is a dangerous thing; not brute strength alone, whose record so far is only violence; but a happy combination of mind and matter—the combination that the college-trained Vermonter and his accomplished wife are living; that means education and hard physical work with, by and by, a well earned competence and, what it all amounts to, a culture and a refinement which, while not separating them from work, has enabled them to stand unabashed in the presence of kings.

INTEGRITY OF PURPOSE.

Introducing Governor Hughes at Oswego, N. Y., the other day the chairman said he admired His Excellency for his fidelity to his oath of office. It was at the State Firemen's convention and the executive had been criticized for vetoing a bill by which the volunteer firemen would have profited had it passed. Accordingly they thought to get even with him by denouncing his action in this matter, but instead, as is usual in such cases, they gave him the opportunity to make an argument for upright and strong moral character in high office. He pointed out that one may have

good will toward an association or particular interest, and still not permit that good will to influence his action to the extent of signing a law that would be unconstitutional or of wronging half a dozen other interests to benefit one. If friendliness to some person or interest were to be permitted to influence an executive then right would not prevail, but the Governor would be run by a combination of personal interest and it is just that sort of thing which the people denounce.

There are scattered all over the State what in the aggregate would make a good many fellows so narrow minded that they think the executive should do this, that or the other thing, simply because some one with influence asks for it. The most natural argument for them to present to an office holder is to say that there are so many hundred or thousand members in this Association and they all want it, or to say that favorable action means so many votes. That is what they call playing practical politics in high places. More than one executive has listened to this sort of thing and been influenced by it. A second thought is sufficient to convince anybody that under a governor's oath of office it is his bounden duty to do what to him seems right, irrespective of whether one man shall be pleased and 10,000 displeased. That is the only sort of a man who can be trusted. When there is a governor in the executive chamber or a judge on the bench that anybody can go to and get more consideration than anybody else, then there is a dangerous man occupying a position to which he is not entitled. Honesty of motive and integrity of purpose, a determination to do right as he sees it, are about as good characteristics as any office holder can have, and they are especially important with those who have judicial and executive places.

PASSING OF A TYPE.

A good deal of newspaper notoriety has attached to the fact that the Republican managers in Ohio did not ask Senator Foraker to be one of the speakers at the Youngstown meeting which was the opening gun of the campaign in that State. What might have been only a flicker has been fanned into a flame of discontent by the Senator himself, who has been frequently interviewed on the subject, declined an invitation to be present and sit on the stage and who has taken a great deal of pains to show his sore thumb to whoever had time to look at it. There is no better advice to give the dissatisfied than that which bids them tell their troubles to a policeman. The world is not worrying about what ails you. Every man is looking out for himself and each has troubles of his own. The incident has assumed proportions far greater than it is entitled to, through the agency of Senator Foraker himself and some of his ill advised friends. Probably he would have been asked to speak at other meetings just as big and been afforded opportunity to co-operate and get as much glory as anybody, but he has kicked himself out of everybody's good graces

and is endeavoring to pose as a martyr, when as a matter of fact he is only a political boss out of a job.

With the misfortunes of a disgruntled politician in Ohio the general public has little concern save as it may serve as an exhibit of the passing of a type. Foraker is one of the old style machine politicians, something after the Quay stamp, but perhaps not so far advanced along certain questionable lines. The Ohioan stakes his all on organization and possession of it he holds to be nine points of the law. When he was the machine in Ohio Mr. Hitchcock's steam roller was not a very formidable piece of apparatus by comparison. It is really a good thing for politics, for public office and for the country that the Foraker style of leader is giving way to bigger, better and broader men whose methods are more commendable. Personally the Senator is less objectionable than many others who would come under the same classification, but he belongs to a sort that is giving way before progress and improvement. He can continue in power only through patronage and machine tactics. When they fail to appeal to the people that kind of a leader can lead no longer. Most of the male citizens over 21 years of age in Ohio are prospective statesmen and some of them big enough and bright enough to note the tendency of the times and improve the opportunities thus presented. Foraker clings tenaciously to the old methods and his own unhappy, grasping disposition has contributed to his unpopularity and loss of political strength. Unless all signs fail his days of bossism in Ohio are numbered.

Mlle. Lubia Behrend, of St. Petersburg, one of the most popular of Russian actresses, it is said, adds \$75 a week to her income with her nose. She is the expert smeller for a prominent firm of Russian perfumers. Mlle. Behrend is gifted with an exceedingly delicate sense of smell, which renders her assistance invaluable when determining the proper proportions of the various ingredients in a new perfume. Much of Queen Alexandra's favorite scent—violet—is distilled in Russia. It costs \$50 per ounce bottle, and it has to run the gauntlet of Mlle. Behrend's nostrils, as well as those of four subordinate professional "smellers" before it is passed as being correctly blended and ready for her use.

Uncle Sam is still "rich enough to give us all a farm," but he has found it poor policy to give away his great domain except under conditions that will insure its occupancy and development. The General Land Office at Washington has compiled its annual statement showing the area of the public domain remaining undisposed of July 1, 1908. From this it appears that the Government still has, including Alaska, an area of 754,895,296 acres of surveyed and unsurveyed public lands. When this great territory is occupied by actual settlers the United States will have an increase in wealth and population that may make it the most prosperous nation on earth.

THE STAFF OF LIFE.

Wheat, or as the Anglo-Saxons spelled it, "hwaete," which means white, is the only white grain used for bread, with the exception of rice, and next to rice is used by the greatest numbers of the human race. The origin of wheat is unknown, and the botanists tell us that there is no wild grain that corresponds to it.

The distinction between white bread and the darker varieties made from rye, barley and oats has been observed from the earliest times, white bread having been considered the proper food of the ruling and wealthy classes, while brown and black bread were good enough for the workers and people of the humbler grades.

In the United States all classes eat white bread, and the rye and barley loaves are chiefly used by dietitians. Next to wheat in the United States bread of Indian corn is consumed by all classes in the Southern States, and largely in other parts of the country. Oat cake is almost unknown in this country, that grain, when used for human food, being put in the form of a gruel. Rice, which is extensively produced in Louisiana and other Southern States, has not become in this country an article of daily food like bread, but in China and Japan and in some other European countries it is the staple food of five hundred millions of people. The American maize or Indian corn, while it is a grain of great value for food, is not consumed to any great extent out of North America. In many parts of Europe it is regarded as fit only for beasts of burden, and was rejected with disgust by supposed starving people in famine districts of Europe.

According to Prof. E. C. Parker, of the Minnesota Agricultural Experiment Station, winter wheat that is put in the earth in the autumn and is able to withstand the winter cold and snows is grown in all the states east of the Mississippi River and north to the Canada line. Spring wheat, which is planted only after the close of winter, is grown chiefly in Minnesota and the Dakotas. There is considerable difference in the character of the two, but winter wheat will make the greater amount of bread to the bushel of grain.

According to Prof. Parker, while the wheat areas in the United States have been continually shifting during the last forty years, the acreage of unoccupied land available for wheat production has been so great that shifting might occur and the total acreage increase in proportion to the increase in population. The acreage utilized for wheat production in the United States has tripled in the last forty years, having risen from 15,424,496 acres in 1866 to 47,305,829 acres in 1906. From 1880 to the present time about one-third of the total wheat product has been exported. In 1903, however, the per cent. of total wheat product exported decreased to 18.92 per cent., as compared with 30.28

per cent. the preceding year. In 1904 it dropped to 7.99 per cent; in 1905, to 14.09 per cent. and in 1906, to 19.95 per cent.

These figures would seem to indicate that within the last few years the population of the United States has increased at a faster rate than the total wheat supply of the country, and that we shall soon cease to be exporters of wheat and begin to import this staple. In a recent address President James J. Hill, of the Great Northern Railway, estimated that the United States would be importing wheat in twenty years from the present time.

The natural increase of population in the United States is approximately 15 per cent. in each decade, and the increase from immigration about 750,000 annually. At this rate of increase the population of the United States in 1910 will be 95,248,805; in 1915, 106,142,562; in 1920, 117,036,229, and in 1930, 142,091,663. The present consumption of wheat per capita in the United States, including seed, is approximately seven bushels. Thus the population of the United States in 1915, at seven bushels per capita, will require a wheat crop of 742,997,934 bushels; in 1920, a crop of 819,253,603 bushels, and in 1930, a crop of 994,641,641 bushels.

The statisticians are constantly prophesying that the world's supplies of coal, food and other necessities will soon be exhausted, but there is little doubt that the people will still manage to live. Some relief will be found in the extension of the wheat acreage into the semi-arid regions of that part of the United States lying between the Mississippi River and the Rocky Mountains, through knowledge of "dry land farming," and also into the irrigated regions of the Far West. The possibilities in cereal production on these areas are as yet unknown. The value of these regions for cereal production has been greatly overestimated, and although their value will increase as experience dictates methods of cropping, it is doubtful if they can ever be relied upon as are the agricultural regions of the Mississippi Valley and the South.

The greater portion of the unappropriated public domain of the United States now lies in Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah and Wyoming, and consists of about 425,000,000 acres, approximately one-half of which, or 212,500,000 acres, might be used for cereal production by means of artificial irrigation if water could be secured.

The prospect is that the greatest part of the water of the Missouri, Arkansas and Red Rivers will be used to irrigate the arid plains, and those rivers will cease to be factors in the floods of the Mississippi Valley. Such a consummation will be a great blessing in two ways, vastly increasing the wheat area, and diminishing in like proportion the flood peril. Doubtless there will be bread enough for many generations to come.

The potato can not understand why roses are popular, since they can not be eaten.

Tea Talk

Our new crop **Japan Teas** have arrived.

The quality is excellent.

They are picked and fired specially for and imported by us direct from Japan.

Our 1908 crop **Congous and Gunpowders** are now en route direct to us from China.

A new importation of **Ceylon Teas** is now on the water direct to us.

We Do Not Buy Old Crop Teas

because they are cheap.

Our goods are fresh and new. Our grades are maintained to the highest point and our prices as low as the lowest.



We are Western Michigan Distributors for Tetley's Celebrated Ceylon and India Teas.

Judson Grocer Co.

Direct Tea Importers

Grand Rapids, Mich.

Be sure and visit the West Michigan State Fair September 14 to 18.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Aug. 29.—There is a slow but apparently steady improvement in general business. People will be returning in hordes from their summer haunts and the consuming demand from the city will show steady augmentation. Many buyers are here and they come from every section of the country and they are making liberal purchases. As to the grocery staples, coffee seems to be in light jobbing demand and buyers still take limited quantities. There is so much uncertainty as to the course of the Brazilian government and its big reserve of actual coffee that affairs are "wobbly" and will be so until the whole valorization scheme is settled and placed before the buyers of the world. In store here and afloat there are 3,349,675 bags, against 3,925,367 bags at the same time last year. At the close Rio No. 7 is quoted at 6@6½c. Mild coffees are doing fairly well and quotations are well sustained. Good Cucuta is worth 9½c in an invoice way. East India sorts are in about the usual request and quotations are practically without change.

There is not the activity in the tea trade that has been hoped for. Buyers continue taking small lots and the call is largely for low grades. New arrivals will be here next week and it is believed the fall and winter trade will take on greater activity. But it seems a mighty difficult matter to increase the per capita tea consumption in the United States.

Refined sugar is quiet. Every day we hear of an expected great demand for canning and preserving, but just the same the amount of orders seems to be at a minimum, and unless the hoped-for revival sets in pretty soon the canning will be done and we will wonder where the sugar came from.

There is a fair call for rice. This demand, while not large in any single instance, is gradually wearing away the stocks and prices are very well sustained. Prime to choice domestic, 6@6½c.

Spices show a little better demand, and with the advancing season holders seem to have a good deal of confidence in a good trade for fall and winter. Quotations show little, if any, change.

Molasses is dull. Through the whole market this is the stereotyped reply. Sales are simply of quantities sufficient to keep assortments in condition and no improvement is looked for until later on. Good to prime centrifugal, 22@30c.

In canned goods there is quite a diversity of quotations of standard threes. One packer, it is said, has been unable to dispose of two cars, even although he offered the goods at 72½c. Others hold for 77½c and say the recent storms have created crop conditions which fully warrant them in holding for this. The demand, however, is not what has been hoped for, and when a buyer really means business, he can probably find the goods he wants for 75c. Little is being done in peas and the general market is easy. Corn shows little change

and there is certainly no animation in the trade. In California fruits the situation seems to favor the buyer. Volume of business is said to have been rather disappointing and probably some concession might be made in order to effect sales.

The week has been rather discouraging for holders of butter. The demand has been of the most limited nature. Receipts have not been excessive, but still seem to be ahead of current requirements and advices indicate that a full supply is being put up in the interior so that no great increase in price is anticipated here. Creamery specials are quoted at 24c; extras, 23½c; firsts, 21@22½c; imitation creamery, 19½@20c; factory firsts, 19c; process, 20@21½c.

Cheese shows no change. The weather has been propitious for the making and arrivals show excellent quality. Full cream, 12¼@13¼c.

Eggs are steady. Arrivals are soon absorbed and the general situation is in favor of the seller. Western extra firsts, 22½@23c; fresh gathered firsts, 21@22c; seconds, 19½@20½c; refrigerator stock, April pack, 21@22c; May, 20@21½c.

Growth and Development of Dutch Bulb Industry.

Written for the Tradesman.

The Dutch bulbs are on the way. They will arrive about the middle of the month. Next winter and spring their bloom will gladden us with a message of singing birds and summer coming again.

The so called Dutch bulbs are the tulips, hyacinths, narcissuses, scillas, crocuses and similar plants which reach their highest perfection in the Netherlands under Dutch cultivation. Many of these bulbs are raised in this country, but the great source of supply is Holland. The local supply of these bulbs used to come through Eastern dealers and importers, but in recent years Grand Rapids has placed its orders direct and does its own importing. The Wealthy Avenue Floral Company, Henry Smith, Eli Cross, Crabb & Hunter and the Crescent Avenue Floral Company are the heaviest importers, and their orders combined will call for the following:

100,000 tulips.
10,000 hyacinths.
25,000 narcissuses.
20,000 daffodils.
20,000 crocuses.
10,000 Roman hyacinths.
8,000 alliums.
10,000 other bulbs.

In addition about 20,000 bulbs will be imported for the city schools, and a few private importations will be made. The department stores handle many thousands of bulbs every fall, but these come chiefly through Eastern importers. Thousands of bulbs are ordered every fall also from the Eastern dealers, who send out their catalogues. A moderate estimate of the bulbs brought to Grand Rapids every fall is a quarter of a million, and the actual number will probably exceed rather than be below this figure.

Of the bulbs imported by the florists it is estimated that not to exceed 20 per cent. go to the buying public to be planted in the flower beds

or borders for early spring bloom. The remaining 80 per cent. are used by the florists themselves for forcing. The bulbs, as soon as received, are planted in pots and stored in some quiet, sheltered place out doors and are left there until it is time to bring them in to the light and warmth of the green house for a quick growth and speedy bloom. If the bulbs freeze while waiting for the forcing process it matters not, at least not with the hardy tulips, hyacinths, daffodils and crocuses. It is necessary to keep the potted bulbs out of the light and heat for from six weeks to two months that they may grow their roots. With good root growth the flowers are sure to come. The florists know almost to a day when the bulbs will bloom after being brought in, and they bring them in in installments so as to have flowers from Christmas to Easter. The installments that will hit St. Valentine's Day and Easter are especially large, for on these occasions the popular demand is greater for flowers of all kinds. The narcissuses make root and top growth at the same time and their period of retirement is comparatively brief. Many pots have already been planted of these and they will be ready for the market for Thanksgiving and Christmas.

The bulbs are popular with the flower buying public, but the florists do not look upon them with the highest favor. The reason for this is that the bulb flowers cut into the sale of roses and carnations. The bulbs are at the height of their season just when the roses and carnations are at their best and in the greatest profusion, and are relatively cheaper and at the same time yield a much smaller margin of profit. In Chicago and other cities many of the florists have quit handling the bulbs because of the inroads they make on the sale of other flowers.

Many flower lovers try forcing their own bulbs for winter bloom, but modern conditions, gas light and furnace heat, are against success in this direction. Very often the home grower obtains results, but the handicap is so great that after a couple of years' experimenting the conclusion is reached that it is cheaper and more satisfactory to buy of the florist. The paper white narcissuses and Chinese sacred lilies are, however, very easily handled and success with them is almost certain, even under the adverse conditions of the modern home. Partly fill a bowl or basin with gravel or sand, place the bulbs and fill with water until the base of the bulb is well covered. Put away in the dark for a few days or until it is seen the roots are well started and the bulb has begun to grow, and then bring to the light. The bloom is due in about six weeks. The narcissuses can be grown in pots and are as certain to give satisfactory results as in water. A pretty way to deal with the narcissuses is to plant them singly in ordinary water glasses, partly filled with sand or gravel. When the bulb comes to bloom it makes a nice gift to send to a friend. After the flower has faded the leaves remain green for several weeks and in midwinter this bit of green is in itself a charm.

The Dutch bulbs are not the only ones that interest the florist. They have orders in for about 25,000 Bermuda lilies, grown in the Bermuda Islands or Japan and received not direct but through importing houses. These will be planted to be in bloom during the Lenten season, with Easter as the culmination of the sale. Many thousands of callas will also be planted, in fact, are now being planted, to bloom about Christmas. The callas are not sold in pots as are the other bulbs, but the florists cultivate them chiefly for their blooms, to be used at funerals as cut flowers. In the days of the wood stove and plants in the window no home was thought quite complete without its calla. But they are rarely seen now. Coal stoves and furnaces have put them out of the running, together with most other house plants. The private house collection has been reduced for the most part to ferns, palms and rubber plants, with an occasional geranium or Paris daisy and such pot flowers as may from time to time be purchased at the florists' to be sent to the cellar when they fade.

Returning to the subject of bulbs: The householder who wants early spring bloom in his yard or garden will have to do his planting this fall, and the earlier the better. The bulbs can be planted as late in the season as it is possible to make holes in the soil, but early planting insures strong root growth and better flowers when flower time comes. Bulbs now are very cheap and the satisfaction they give in the spring makes the money spent for them an excellent investment. In the limited space of the city yard scillas, crocuses, snowdrops and tulips are most satisfactory, with perhaps a few hyacinths, jonquils, daffodils and narcissuses. The scillas, crocuses and snowdrops are not as showy as the tulips, but they are in bloom before the snow is fairly off the ground and they are exceedingly cheery to the eye.

Lewis G. Stuart.

Mosquitoes Caught in a Trap.

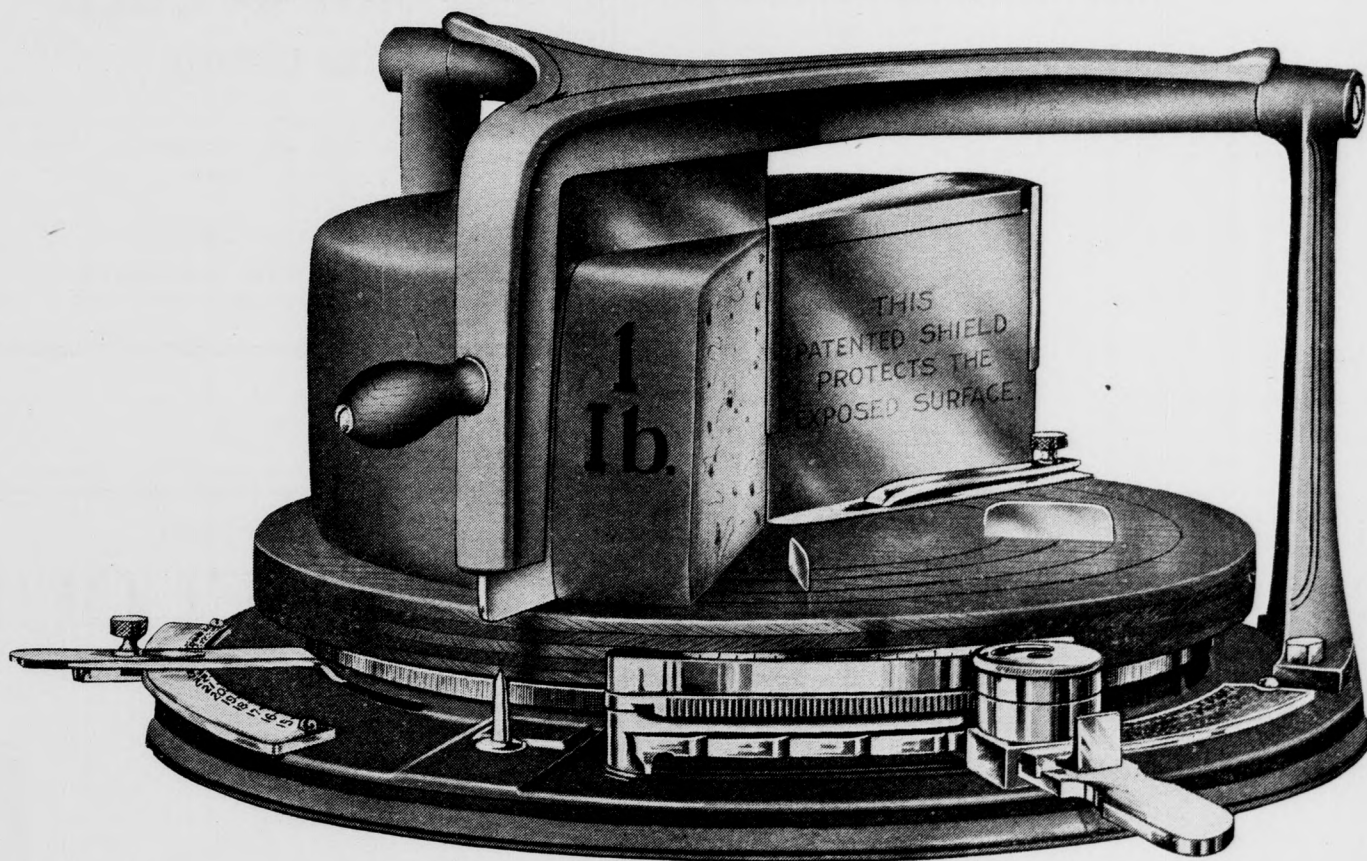
A mosquito trap looks big in importance and small in size. It is the invention of Maxwell Lefroy, of the Indian Entomological Department, who has found it distinctly effective in a tropical residence. The trap is a small box some twelve inches square and nine inches wide fitted with a hinged lid provided with a small orifice, over which moves a sliding cover. The box is lined with dark green baize, and has a tin floor. The trap is placed in a shady corner of the room, and the mosquitoes upon entering the house in the morning seclude themselves therein to escape the sunlight. When the insects have duly settled, the lid is shut, and about a teaspoonful of benzine is injected into the box. Within a short time the mosquitoes succumb. Mr. Lefroy continued this process daily until the mosquitoes ceased to be troublesome, and within thirty-one days he caught and killed over 2,300 of these insects whose ravages are familiar to many outside the torrid zone.

"Let's Play Supposin'"

Supposing that an old established manufacturer—one in whom you always have had confidence for straight business dealings—were to tell you that there is a limit to the selling cost of an article, and that he was making that same article the best he knew how and selling it right down to the "limit," wouldn't you have confidence in such a statement, and wouldn't you want his goods rather than risk getting "a cheap make shift" from some fellow who is here to-day and gone to-morrow, practicing his art of palming off cheap and poorly constructed imitations.

There is a small margin of profit in the sale of a Cheese Cutter made as fine as we make them and sold as low as we sell them.

Dayton Templeton Cheese Cutters at \$20.00



We claim and justly claim that we now, as in the past, make the only high grade Cheese Cutter ever marketed.

Unlike all other Cheese Cutters, because it is built with the greatest care by skilled workmen and of the finest materials, and it has more points of merit and does more than any other Cheese Cutter claims to do.

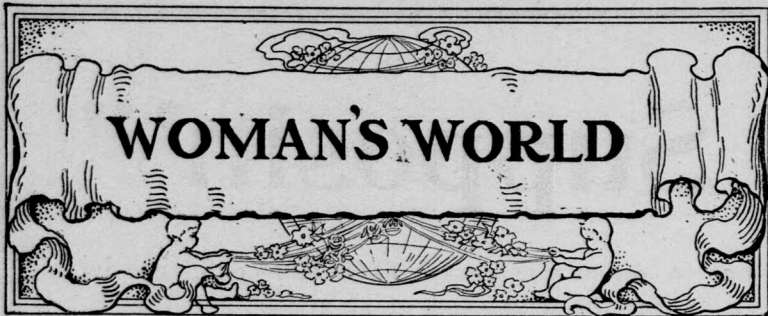
It cuts to weight by ounces, by quarter pounds, and full pounds; and cuts in money value in cents' worth, and gives you the correct computed value of any size cutting.

Where other cutters are made of cast iron and rough cast gears, this machine is made of Pressed Steel and with the finest of machine work. Will outlast and outclass anything of its kind ever built. Our record is one complaint in one year.

Built by the makers of the finest Computing Scales in the world, and sold through the Jobber or direct at \$20.00, F. O. B. Dayton, Ohio.

The Computing Scale Co.

DAYTON, OHIO



Why So Many Marriages Are Wild Cat Speculations.

Is it possible for a man to become really acquainted with the woman he marries before he does so? Can any woman ever really know the man who leads her to the altar until after she has taken that fatal journey with him?

There will be two answers to these questions. The matrimonial amateurs, who are still enjoying single blessedness, and who have no experience to guide them, will say "yes." Every debutante believes that she understands man. Every unmarried man is convinced that woman is an open book that he can read at pleasure, and so they can see no reason why any fairly intelligent man or woman can not size up the party of the other part in advance to the last hair of their head and the last quirk in their characters.

Those who have been up against the matrimonial proposition, however, will return a different reply. Some will say that had they known beforehand what they were getting in marriage they never would have gotten it, while even the happiest Darby and Joan must admit that the things that astounded them most in matrimony were the things that they did not know about each other.

You may have been familiar with Johnny Jones ever since the days when you made mud pies together, but when you become Mrs. John Jones you have to become acquainted with a man, the inner workings of whose mind, and temper, and crankiness are as much a mystery to you as if you had never seen him before. You may have known Mary Smith since you went to the kindergarten with her, but the minute she becomes the wife of your bosom you have to deal with a bunch of peculiarities, and nerves, and ways that you never suspected her of having concealed about her angelic disposition.

It is this universal theory that marriage is a lottery, and a belief that when you go into it you might as well be guided by a dream book, or a hunch, as anything else, that makes people so reckless about the way they plunge into it. Every day we hear of so-called romantic marriages in which two fools who have never seen each other, but who are to recognize each other by a bow of white ribbon pinned on the left shoulder, travel across the continent to meet and marry on sight. All of us know heart-rending stories of lovely and trustful young girls who have been permitted to marry fascinating strangers, who turned out to be escaped convicts and bigamists, and of noble young men who, bewitched by the beautiful face

of some woman they had casually met, have married her only to find out that she was an unprincipled adventuress who ruined their lives and dragged their names into the mire.

For such folly and such mistakes as these there is no possible excuse. With the present facility for travel, with the telegraph and telephone ready to everyone's hand, with the commercial agencies willing for an insignificant sum to make a detailed report of anybody's social position, financial standing and moral habits, there is no reason why any man or woman should not at least have accurate knowledge of the outward life of the person whom they are marrying. That people so seldom take the trouble to acquire this information is one of the most curious contradictions of life. A man would not buy a house and lot in a distant city without employing a lawyer to see that its title was clear, or purchase a horse without ascertaining that it was sound and of good temper and easily driven. A woman would not buy a jewel without having the opinion of an expert as to whether it was genuine, but both men and women invest their whole capital of happiness in marriage without ever even enquiring as to the quality of goods they are getting. No wonder that so many matches are wild cat speculations that end in bankruptcy.

It is much, of course, to find out whether the individual with whom you contemplate entering into a life partnership has any mortgages on the past, or foreclosures on the present, but it is not all the information we need, and by the time we have found out the balance it is too late to do us any good. It is one of the pathetic facts of existence that experience always comes at the wrong end of life, and no matter how intelligent, how prudent, how cautious a man may be there is no possible way by which he can judge beforehand whether a woman will make him a good wife, nor is there any way by which a girl can get an accurate line upon the sort of a husband the man will make. Both may dope out a system of choice like the race handicappers do, and with about the same chances of success. They win out if they are lucky; otherwise they lose, but with the wisest it is a matter of guessing, with no sure thing.

Of course, there are men who deceive women into marrying them by pretending to be what they are not, and there are women who inveigle men into matrimony by means of a false assumption of charms and virtues that they do not possess, but these cases are exceptional. The majority of men and women do not

KINGSFORD'S OSWEGO Silver Gloss Starch



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

Absolutely pure; contains no harmful elements whatever.

For HOT or COLD Starching

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

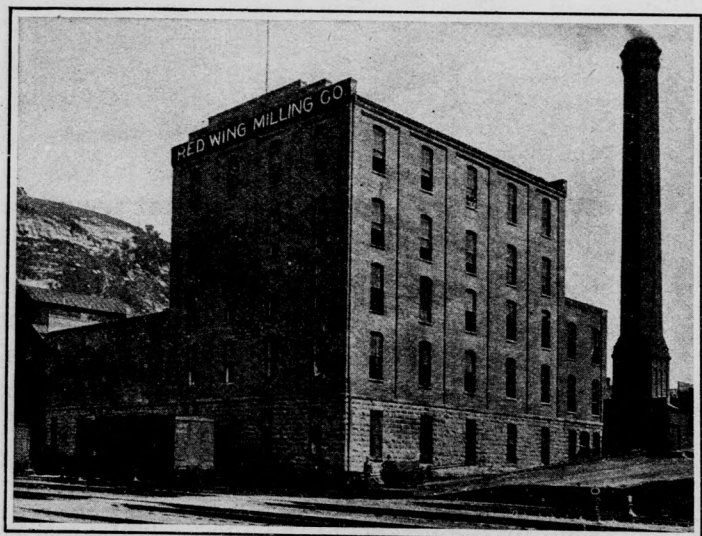
SIXTY-SIX YEARS OF SUPERIORITY

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National Starch Company, Successors

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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.

consciously desire to pose as anything other than what they are, but for all that, every courtship is conducted on a platform of false representations. It is a little stage set with a scene representing an earthly paradise, in which the man and woman gaze rapturously at each other, and utter the things they think the other would like to hear, and throw bouquets at each other, and when the curtain rings down on the wedding, and they have washed their make-up off, and face each other in an every day world in their every day clothes, each finds that the other is no more like the hero or heroine of their romantic drama than in real life the John Jones and Malissa Smith are like the Romeo and Juliet they enact nightly on the boards.

What can a woman know of the real disposition and character of a man whom she has never seen except when he was shaven and shorn and fine as his tailor could make him, and who was bending every energy to please her? What can a man know of a woman whom he has never seen except when she had on her best company clothes and manners—when her beauty was enhanced by the most becoming raiment that money could buy, and she was striving to win his admiration by all the arts and wiles known to her sex? Under such circumstances neither discloses the real character. Lovers have an idea that they probe deep into their inner nature when they ask each other, "Are you really, truly, unalterably sure you never loved before, and that you will never, never love again?" but that is no more an investigation into a man's generosity or a woman's temper than a candy heart is like the muscular organ that keeps life going. A very honest man sometimes makes an anti-nuptial confession of his past to a woman he is going to marry, but he never confides to her that he is inclined to be stingy, or a conscientious woman may feel it her duty to tell her fiancé about a previous flirtation, but she carefully conceals from him that she has a tongue that can raise a blister and that she is given to nagging. These are the joyous revelations of matrimony that make married life a perpetual surprise party.

Roughly speaking the virtues of a good husband are sympathy, consideration, tenderness and generosity, while the qualifications that make a woman a desirable wife are an amiable disposition, a faithful and loving heart, a soft tongue and a skilled hand. It looks as if it ought to be easy enough for each man in search of a wife and every woman desiring a husband to find out if their intended possesses these qualities, yet it is practically impossible to do so.

Take the case of a man, for instance. How is a girl to judge if he will make her a tender, considerate and loving husband, who will forgive her faults, pity her when she is racked with nerves, and bear with her during all the times of mental and physical anguish that come to a woman, and that makes her a torment to herself and to those about her? Not by his conduct as a lover, for every lover tells his lady love that she is perfect. Not by his popularity

with men, for the good fellow is generally the worst of husbands, "the joy of the street and the sorrow of the home," as the old French proverb pithily puts it. Nor has she any way to tell whether he will be niggardly or generous to her about money. She can not argue that he will be a liberal husband from the gifts that he made her before marriage, for many a man who lavishes expensive presents upon his sweetheart stints his wife in street car fare, nor can she be guided by the reputation he may have for generosity among men, for many a man who spends with both hands when he is down town is so close fist at home that his wife has to pry every nickel out of him with a crow-bar.

The old axiom that a good son makes a good husband is also a fallacy, for chief among feminine martyrs are the women who have married devoted sons, and who have not only had to take second place in their husband's affections, but have had their husband's mother's perfection, and her ways, and her pies thrown up to them as long as they live. On the other hand there is many a man who has been a careless and indifferent son, but whose whole emotional nature seems to be awakened by the fact that a woman is his wife, and who shows her a tenderness and devotion that no other woman has called forth.

Men are equally helpless when they seek for tips about how to choose a wife. When they are on the anxious seat all girls are so amiable, and sweet, and anxious to please that it really seems a choice among angels. After marriage—but that is another story. A man can't judge of a girl's disposition by what her family say of her, for they want to marry her off and are not going to give her faults away. He can't go by what her girl friends say, for no girl is booming another girl's stock in a depressed matrimonial market. He can't even figure out from her angel's food whether she is domestic or not, for the cook may be responsible for the crime and things may not be as hopeless as they seem.

It is not safe for him to marry a poor girl because he argues she has been raised to be economical and will know how to be thrifty for the chances are that, never having had any money to spend before, she will rush into riotous extravagance and keep his nose to the grind-stone. Nor can he be certain he is wise in passing up the flighty girl for she has a trick of turning sensible as soon as she is married, and making the most industrious and practical of wives.

So there we are when all is said, still facing our unsolved conundrum—the man or woman who is to be our husband or wife, and whose real self we have no means of gauging. Undoubtedly if people could know each other before marriage as well as they do afterwards, it would make for matrimonial happiness—if it did not break up matrimony altogether.

Dorothy Dix.

"Send me a sack of good flour."

SHE has shown by this order that she wants good flour but 'doesn't know its name, so she's left it to you, Mr. Grocer.

Be good to her. Send flour you positively know to be good.

She will thank you, her folks will thank you, and when you get a whole family telling about the good things in your store you're bound to succeed. Be prepared by having "Voigt's Crescent" in stock. You'll be surprised at the opportunities you'll have to boost your business.

Voigt Milling Co.

Grand Rapids, Mich.

Be sure and visit the West Michigan State Fair September 14 to 18.

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.



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

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

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



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.

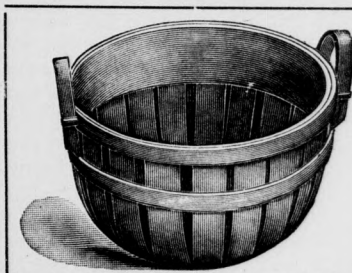
48 HIGHEST AWARDS
in Europe and America

Walter Baker & Co. Ltd.

Established 1780, Dorchester, Mass.

BALLOU BASKETS ARE BEST

Just A Basket



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

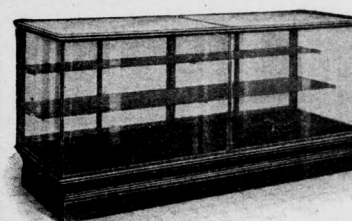
Demand Ballou Baskets and get them—All Kinds—especially Stave Baskets with Wide Band.

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.



No. 600
Display Case

We Can Give You Prompt Shipments

We carry at all times 1,000 cases in stock, all styles, all sizes. Our fixtures excel in style, construction and finish. No other factory sells as many or can quote you as low prices, quality considered.

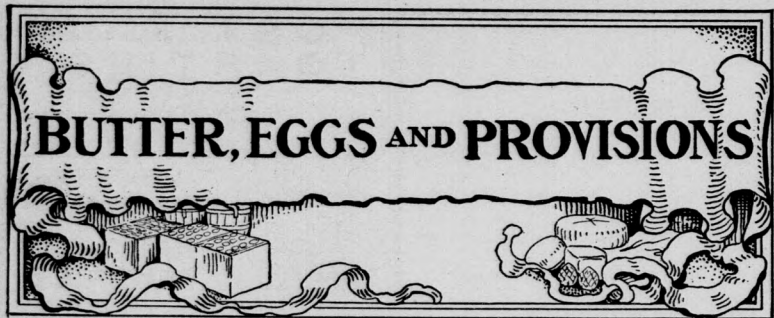
Send for our catalog G.

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

New York Office and Showroom, 750 Broadway
(Same floors as McKenna Bros. Brass Co.)
St. Louis Office and Showroom, 1331 Washing'n Ave.
Under our own management

The Largest Show Case Plant in the World



Plea for Fairness in Dealing with Oleomargarine.

Few butchers appreciate the close relation existing between butter and butterine, because they either do not care or from a spirit of wanton indifference they accept these food commodities with the sufferance of necessity. More interest, however, has been manifested since the Government, under the Department of Animal Industry, took up the origin, production and value of all food products which are manufactured or in any way susceptible to adulteration or debasement. Not only has the Government undertaken to enhance the physiological value of food products, but to standardize their value and their characteristics, such as labels, packages and colors. At the present time, more than ever in the history of our country, is the science of food production a subject of national importance.

Butter made from milk and cream and the product of a dairy, whether it be produced on the farm or manufactured in a creamery, has for its basis a certain fat value, and it is this value that chiefly concerns nutrition.

Chemically speaking, after deducting the water, salt, ash and other non-oleaginous substances from butter, there remains a residuum of 100 per cent. fat. This fat is of extreme importance to the destruction or promotion of health, because of its susceptibility to contamination, and more particularly, to atmospherical changes which cause butter to become rancid. Great care is exercised in manufacturing butter to keep it sweet, large quantities of high-grade salt being introduced for this purpose; yet science has so far failed to discover an effective remedial agent to prevent speedy deterioration, on account of these fats being manufactured in their raw state.

Inventive, adaptable and appreciative genius combined reason and science, concluding that, if butter were the fat extract from milk and cream, and milk, being the direct natural result of Nature's marvel of converting the mammary fat glands of the animal into the fluid product milk, why could not a new butter be made from the primary fat? Further reasoning admitted that this method would lessen the danger of contamination, lessen process of manufacture and lessen the cost of the product. Also greater quantities could be produced, assuring, above all, uniformity of quality.

Science followed reason by selecting the choicest fat of the beef, freeing it from tissue and fiber by a simple but effective cooking process,

from which resulted a choice oil called "oleo oil," which was microscopically and chemically the counterpart of butter fat.

Another fat was later discovered which proved an equivalent to beef fat, in that by the process of melting and cooking the select leaf fat of the pig, called "neutral," was added to the beef fat and made a combination more acceptable and adaptable for butter purposes than the original "oleo oil." To these two ingredients were added milk and cream sufficient to blend and harmonize the other fats, and the same amount of salt and color usually used in making butter.

To the satisfaction of reason and science this "new butter" product proved a revelation, not only in that a more uniform, equally nutritive and cheaper product was discovered, but one which would not become rancid, because all of the fats used in the composition were thoroughly cooked.

The fact that this new process of buttermaking necessitated the cooking of fats was more satisfactory than any other, because it eliminated the use of the only raw fat on our table, and brought into use a thoroughly cooked butter product.

Unluckily, but subsequently fortunate for this new discovery, manufacturing pirates and unscrupulous dealers debased this food article and sold it for butter with such abandon and audacity that many states passed stringent laws to regulate its sale. In 1886 Congress enacted a law that not only regulated its sale, but manufacture also, placing the enforcement of the legal provisions under the critical and unrelenting Department of Internal Revenue. This enactment immediately drove the unscrupulous manufacturer and dealer out of business and placed prominent and responsible men in control of industries for the manufacture of this "new butter." As a result, the manufacture of butterine is confined to less than fifty large producers in the United States, enabling not only the Government but the various states to give the enforcement of this law closest scrutiny.

The main feature of the law concerned itself in the manufacturer's tax of \$600 per annum, requiring a registration of the place of manufacture and the names of the officers of the corporation. The manufacturer has, from that time on, been compelled to make a monthly return to the Government of each and every pound of ingredients used in his product, together with each and every sale, showing, in detail, the amount produced, sold and on hand at the end of each month. This report must be

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

I buy and sell Eggs and all grades of Dairy Butter. I handle on commission Veal, Poultry, Honey and all Farm Produce, and have cold storage facilities on premises.

I ship peaches and all home grown fruits and vegetables.

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

Clover and Timothy Seeds

Can furnish all kinds of Clover and Grass Seeds—Send us your orders and they will have quick attention.

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS

Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

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

made in duplicate for the Government, one being sent to the Collector of Internal Revenue of the district in which the factory is located, and the other to the Honorable Commissioner of Internal Revenue at Washington. This report must be sworn to by the officers of the corporation, to which their seal is affixed, and innumerable severe penalties follow failure to make full and accurate returns.

Factories must be kept open, subject to the inspection of Federal officials at all times, so that they may inspect not only the premises as to their sanitary and hygienic condition, but that the materials composing butterine shall be pure, clean and free from contamination and adulteration.

The law of 1886 further provided that butterine must be packed in "new wooden" tubs or boxes, and that a package once used could not be used for butterine again. A label must be pasted on the side of the package announcing this dictum to the public.

The law imposed a tax of two cents on every pound of butterine produced and sold, which fact is announced by a stamp affixed on the outside of each tub or box of butterine, giving the name of the manufacturer, his location and the number of pounds of butterine the package contains, to which is added a prescribed stencil for the lid of the package, detailing all information contained on the revenue stamp, so that the package is almost entirely surrounded by safeguards against deception.

After this package is registered, stamped and stenciled, under the Federal enactment, it is subject to seizure and forfeiture in event of irregularity or fraud.

It seems only reasonable to assume that if this product had not been exceptional in all of its qualifications to even satisfy the most scrupulous its manufacture and sale would have been prohibited. The "Dairy Press" has insistently belittled, maligned, bedraggled and falsely accused this product and its manufacture, and unreservedly denounced legislation and legislators that in any manner favored butterine.

It is justifiable to assume from a competitive standpoint that butterine has kept butter to a normal standard of quality and price.

Figures of the Elgin Butter Board show that creamery butter is, on the average, five cents per pound higher since the amendment of 1902 became effective, and this average increase means a gain of 23 per cent. over former prices. This, however, is only the average increase in the price of butter, which, at certain seasons of the year, mainly the severe winter and early spring months, is nearly doubled, on account of the insufficient quantity.

We never experienced a milk or butter famine prior to 1902, but with the encroachment of municipalities on our farm and prairie lands, owing to the tremendous and astounding increase of population, it is only reasonable to assume that more frequent shortages of dairy products are awaiting us.

Butterine is not now and never

again will be an unknown product, and will and should be made under Government supervision, to guarantee its purity and healthfulness, and then, when the law of our land has stamped its approval on its manufacture, competitive and other interests should be made to recognize the paternal edict and extend a fraternal hand, that there may be an evolution of quality and quantity of butter products for those of our citizens dependent upon our supply. We should work hand in hand to produce an article of diet in its most acceptable form or sightliest color, in order to please the consumer to his fullest satisfaction.

It is not meet nor just to ask of Congress the privilege of using artificial coloration for butter and at the same time to estop the same privilege for butterine. "Equal rights to all" should prevail, with a spirit of brotherly love manifested, and not the "survival of the political fittest."

There seems to be but one remedy to please all interests, and that is to put up butterine in individual "Government stamped" packages ranging from one to ten pounds each, with such superscription containing the word "oleomargarine" that will safeguard the consumers and prevent deception in its sale. A small tax of, say, one-fourth cent or one-half cent per pound should be placed on this product, to reimburse the Government for the actual expense of supervision, and make the penalties for deception or fraud so severe that no one will dare infract.

With the enactment of a National law providing for a betterment of manufacturing conditions and a product satisfactory and sightly to the consumer, surrounded with safeguards to prevent deception in its sale, the various states would undoubtedly harmonize their laws for this product, just as they have adopted Government regulations and requirements for many others.

In conclusion, let it be understood that "color" in butter or butterine does not enhance its "quality"—that either product, uncolored, would be just as healthful and nutritious, and that our appeal to be permitted the use of "butter color" without paying the prohibitive tax of ten cents per pound, is based upon that interpretation of our Constitution which provides "equal rights to all, special privileges to none."

Henry C. Pirrung.

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

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.

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.

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.

Freight Boat Every Night

Look Here!

One post-card - - - - - 1 cent
One moment of your time - ?

Write our name and address on one side and on the other put, "Send us a sample of your goods; we saw your 'ad' in the Michigan Tradesman," and sign your name and address.

We will send you a sample jar of one variety of our Jams, Marmalades or Preserves so that you can taste and see that the goods are right. We will also send you a price list and a letter telling about our proposition. Then if you like the goods we want an order. That's why we buy this space. We thank you for reading this "ad" whether you write us or not, but you better write and see what happens.

H. P. D. Kingsbury
Redlands, California

(Where the oranges come from)

W. S. Ware & Co., Distributors
DETROIT, 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.

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

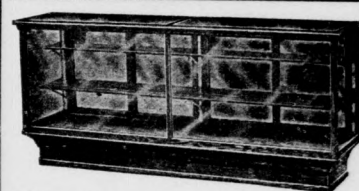
We can handle your huckleberry shipments to good advantage.

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.



The Case With a Conscience

Although better made than most, and the equal of any, is not the highest priced. We claim our prices are right. You can easily judge for yourself by comparison. We are willing to wait for your business until you realize we can do the best by you.

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

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.

BAGS

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

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

PROFITABLE PUBLICITY.

Original Ideas by a Large and Successful Advertiser.*

Advertising and business are inseparable terms. The effect of intercourse is publicity. It may be good, bad or indifferent according to circumstances, but knowledge can neither be acquired nor imparted without some degree of publicity resulting therefrom.

Advertising is a complex art of such infinite variety and so rich in possibilities that its study has become a subject of universal interest in every department of human activity.

For the purpose of this paper, however, I will endeavor to confine my remarks on the subject of publicity to its normal relations with merchandise, the production and sale of which involves a degree of skill and ingenuity requiring aptitude and special training.

I shall also avoid the subject in its fraudulent forms and relations to any business that depends on deception, trickery or other questionable practices for its success.

Profitable enterprise depends on publicity opportunity, fitness and many other considerations. There must be something for which a demand can be created, or enlarged, and there must be real honest merit in the proposition with a definite purpose behind it.

Business is a contest for gain, and when crowned by success in any line it implies merit, and the degree of success usually determines the degree of merit. It will also be found that publicity in one or many forms has contributed largely to the result.

Publicity may take the form of favorable location, inviting displays, attractive values, square dealing, prompt service, courtesy, skill, energy, as well as paid space. All of these are important factors in business and deserve careful consideration. The science of business and the art of advertising find their best expression in the skillful employment of every favorable factor while steering clear of pitfalls and errors.

Paid space is only one form of publicity, but it is the customary form with which advertising is generally associated. Under this head we find the newspapers, magazines, bill boards, signs, booklets and many other channels of publicity which are for sale, and may be purchased in very much the same way as other merchandise.

Space is the stock in trade of the publisher, upon the sale of which he is dependent for a livelihood, hence the buyer should exercise the same care and intelligence that he would use in making any other purchase, or expenditure of equal importance. Space which may be warranted not to fade and possessing good honest value to one customer may be quite worthless to another.

Every person who contemplates the purchase of paid space publicity should be qualified by experience to select that which will be most suitable for his purpose.

Be the publisher and his solicitor

*Address delivered at the fourth annual convention of Advertising Clubs of America at Kansas City, August 28, 1908, by O. H. L. Wernicke.

ever so honest and well meaning it is not to be expected that they will do more than to look out for their end of the bargain.

The advertising agencies are publicity brokers, who depend on the commissions which are paid by one side or the other in the transaction. They represent what may be termed the professionals in the advertising game. They are also the clearing houses where ideas are sifted and where information is reduced to something like system and order.

The agency is the hope and sheet anchor of the paid space advertiser who is not himself an authority in such matters. It should occupy the same relation towards an advertiser as a lawyer towards his client, but as it is usually conducted where the

has the capacity to become equally proficient in many lines nor even in several.

I have mentioned these considerations briefly to show that the purchase of publicity for cash involves the same risks and requires the same training, experience and careful preparation necessary in other pursuits.

Those who have publicity for sale, as well as those who accept compensation for their services from either side in that connection, must also observe the same rules and practice the same principles which govern in other lines of business.

Generally speaking, where you find a successful enterprise you may look for competent management, and vice versa. Competent management seeks to win success along the lines of least

views on advertising in a general way, I desire now to deal with the subject in more concrete form, and have chosen for this purpose the dormant possibilities in furniture publicity.

There are certain specialties classed as furniture, such as sectional bookcases, certain kinds of office furniture, kitchen cabinets, carpet sweepers, stoves, etc., which owe their prominence in a large degree to paid advertising. Such goods, however, are produced and sold on the strength of their practical usefulness. Questions of art and sentiment are but minor considerations, and, therefore, the methods and forms of publicity successfully employed in their exploitation may not, and probably would not, prove to be equally effective in exploiting furniture wherein the utilitarian features are matters of secondary importance.

The mail order system of selling furniture has also been tried, but it has not been a success, and I do not believe it will ever become a permanent factor in the trade. It was the custom of mail order concerns to mislead the public. Their advertisements, while perhaps not absolutely untruthful, were at least so worded that the average customer was led to believe he could obtain better furniture and at lower prices from mail order concerns than from a legitimate merchant; while as a matter of fact it costs more for advertising, clerk hire, handling, re-selling returned goods, and other expenses that go with mail order schemes to sell furniture than it does the average merchant to do the same amount of business. This has been proven by reliable information covering a large output for a long period of years.

It stands to reason and is confirmed by experience that mail order concerns must either sell inferior goods or obtain higher prices than the retail merchant or go out of business.

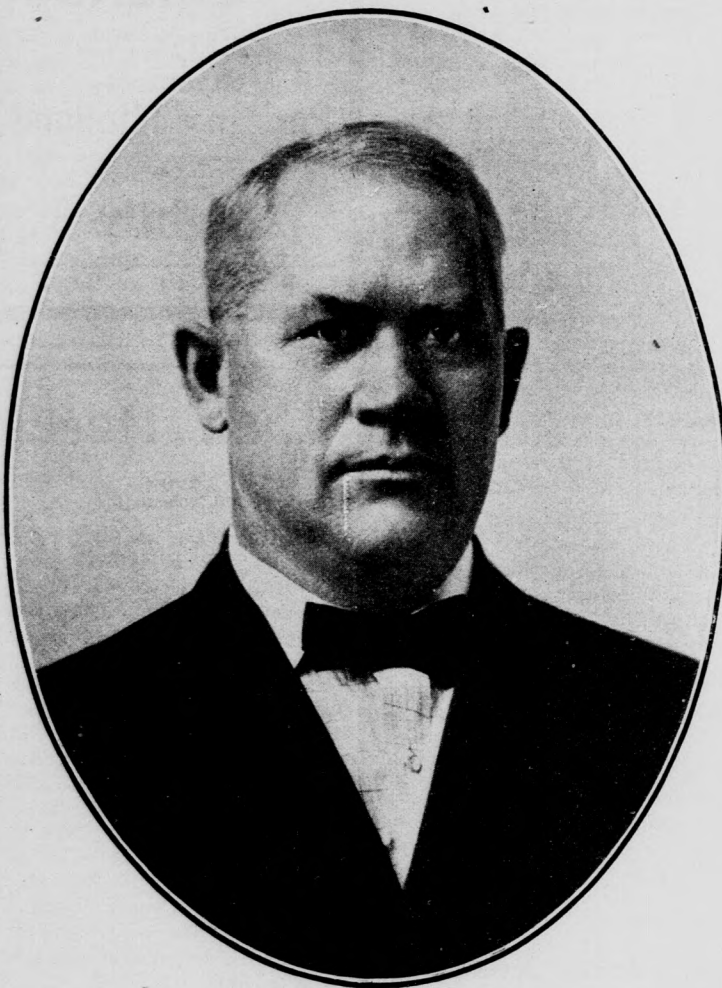
Furniture is something that householders do not buy every day and they prefer to see the goods before making a selection. The matter of damage in transit is a serious one and involves a large expense in the furniture business.

When a consumer receives furniture direct it must be carted from the depot, unpacked, set up, cleaned and often refinished and repaired. The packing material, consisting of boards, paper, excelsior, straw, etc., must be disposed of. This expense and trouble are avoided by the consumer when doing business with a merchant who delivers the goods in perfect order in your home set up ready and fit for use.

It is a fact not generally appreciated that nearly all furniture, after it has been transported by rail, requires more or less repair and cleaning by experienced persons before it is in fit condition to be placed in the home.

The character of furniture which I shall discuss here is the kind that borders on luxury and expresses art in its design, or in its relations to the decorative scheme of the home, or is reminiscent of some period or epoch in history. Let us call it furniture of character, or good furniture, to distinguish it from the other.

Here we have a virgin field in



O. H. L. Wernicke

amount of commission is determined by the size of the appropriation the agency should be regarded in the light of a broker until its further value is known.

The agencies are beginning to realize more and more that it is poor policy to kill the goose that lays the golden egg, and they are beginning to specialize and to qualify as experts in various lines of trade. They realize that in order to retain patronage it is necessary to benefit the patron, and that this can not be done unless they are familiar with all sides of the business in question, and also with the particular circumstances, possibilities and limitations surrounding each individual patron.

It is self evident that no one person, however intelligent he may be,

resistance, and will employ every available form of publicity which can be made to produce profitable results whether it be of the paid space variety alone or a combination of things.

Paid space advertising is a weapon which when skillfully used can be made wonderfully effective. It is also equally dangerous in the hands of the ignorant and unskilled.

Before entering upon a campaign of paid space publicity the advertiser should be certain that the stage setting is complete in all other respects, and that the merit of the advertised proposition will not fail to command and retain the interest of the audience after the curtain goes up and as the play proceeds.

Having thus outlined some of my

Where The Difference Comes in

The merchant who wants to make the most out of conditions will come to Chicago this fall to sort up and buy some of the really new things.

He buys his dry goods from us, because here he finds large variety of new goods at attractive prices.

We do not sell to Catalogue Houses.

You can tell, the minute you enter a man's store, whether he is a pessimist or is conservatively making the most out of conditions.

If the first—his stock is run down—he is short on Prints, although they cost more today than a month ago and are still going up—he has only a few small pieces of apron gingham, although they are as staple as sugar and rising in cost—his stock of notions is “shot to pieces”—he hasn't a new belt, bag, buckle or hat-pin on display—he couldn't show you a No. 60 white silk ribbon.

The other man—possibly trade hasn't been what he expected when he bought, but every woman who enters his store is met with a smile—she finds a good range of styles in every staple line—she finds some of the real novelties attractively displayed—and she is almost sure of buying a good-sized bill before she goes out.

JOHN V. FARWELL COMPANY

Sole Distributors of **DEPENDON** Dry Goods

TRADE MARK

CHICAGO, THE GREAT CENTRAL MARKET

which the art of publicity is almost unknown. It is an ideal situation where the lavish hand of opportunity remains outstretched, laden with treasure to be had for the taking.

I may not be able to convince any one else why such a condition exists in the furniture trade, but some of the reasons appear to me to be very plain indeed. Chiefly they are restricted publicity and absence of the personal element or evidence of personal responsibility.

Here as in other lines permanent success depends on a high degree of efficiency, but whether it consists of publicity, economy, activity, skill, or a combination of them all, publicity is the most important factor and should receive the greatest consideration.

The trade-mark can be made one of the most valuable forms of publicity in connection with furniture of character, and it is almost inconceivable why it is neglected. The makers of our day have failed to grasp the full significance of this fact and do not seem to realize the value and importance to themselves of the trade-mark idea.

When we think of all that is required to produce good furniture the conditions existing seem like a travesty on justice, right and reason. Why the production of America's best furniture should remain anonymous is beyond my understanding. It is a matter of common knowledge that the greatest value can not be realized from any article, be it ever so good, while its origin is in doubt, or its producer is unknown, and this is just as true of furniture as it is of a picture, poem, or any other human creation.

Every person and every concern that produce something good take pride in it, and should take pains to proclaim its origin. It is a mistake and an unwarranted sacrifice to omit a proper brand or trade-mark.

The experience and skill of the craftsman is a very important part of his stock in trade, upon which he is entitled to a profit, the same as upon his other capital, or the materials he puts together, but a nameless thing always creates doubt, for which there is no room in business. It is confidence that draws the big rewards, and there is no lasting confidence where important information and evidence of responsibility are lacking.

No manufacturer who is deserving of a favorable reputation can afford to sell his wares without a mark or stamp that proclaims their origin, and when the makers of good furniture have learned to appreciate this important fact it will be the dawn of their emancipation.

When the good will of any business rests upon a well known trade-mark it has a value that can be converted into money, and like a cumulative interest bond it works while you sleep.

The lack of accurate and interesting information regarding certain kinds of furniture is a fault which the makers have permitted to exist; they seem to proceed on the assumption that the middleman and in turn the consumer will understand their products, or take their values and other excellent qualities for granted; but this is a costly mistake and should not be tolerated.

Every producer of something good and useful should tell his story about it in a truthful manner, and also in such a way that it will be as interesting and convincing as possible. The consumer is always interested in what the maker of any article may have to say about it.

Every satisfied user of an article becomes a living advertisement for it. It is human nature to mention that which affords us pleasure and satisfaction, and the more we know about any particular thing the more we are apt to talk about it.

Makers of good furniture have not sufficiently insisted on the use of their trade-marks, and in consequence thereof find themselves embarrassed by the attitude of those merchants who believe it is to their interest to be allowed a free hand in the selection and sale of such goods without regard to special branding or the manufacturers' trade-mark.

There are some very good merchants who believe it is to their advantage to keep the public in ignorance regarding the origin of the furniture they have for sale. This theory it seems to me is not only wrong in principle, but harmful in its results to all parties concerned. It is responsible for many of the evils in the trade which are complained of by the dealers as well as by the manufacturers.

Furniture merchants are as a rule honest, able and conscientious in their dealings, but they are also human, and it is hardly to be expected, even if it were possible, that they and their salesmen will understand all of the numerous products from many concerns, and be able to present them with the same degree of interest and intelligence as the maker can do it for himself.

When the origin of a piece of furniture is unknown and its particular points of excellence are not readily apparent to the prospective customer, the merchant who has it on sale may easily and without wrongful intent be led into errors which the manufacturer would not make nor stand responsible for.

The up-to-date merchant renders a valuable service to the manufacturer and to the community, for which he is entitled to a liberal reward; no sensible person denies this, but the manufacturer has the right to be faithfully represented and to share in the benefits of good will and publicity which his own efforts and his particular products deserve.

To illustrate some of the benefits which a merchant derives from well known trade-marks I need only mention Studebaker Vehicles, McCormick Reapers, John Deere Plows, Elgin Watches, Steinway Pianos, Stetson Hats, Rogers' Silverware, Royal Baking Powder, Singer Sewing Machines, Garland Stoves, Globe Files, Macey Bookcases, but there are hundreds of others, and the agencies for such goods are always earnestly sought after and reluctantly surrendered. There is no difference in principle between such articles as I have mentioned and good furniture whether it be viewed from the standpoint of the maker, the merchant or the user.

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.

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, the world's greatest Account Register.

Let others buy systems that are incomplete—machines that soon "bog down." You be wise—buy value.

Get the system and machine that are absolutely right in all points—in beauty—permanency—perfection.

The complete American is years in advance of all others. It takes care of every credit account with speed, ease and perfection. It has the automatic light, automatic alarm and the auditing indicator. But still more it has the greatest of advertising devices, the automatic moving signs. These spur customers to buy and clerks to sell.

No such money saving and money making proposition was ever offered by any other company to the merchants of America. You owe it to your business to investigate.

The American Case and Register Co.

Alliance, Ohio

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

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

Send more particulars about the American Account Register and System.

Name

Town

State

The great producers of America's best furniture have not prospered in the same degree as manufacturers in other lines where equal skill and judgment are required. I am convinced that this would not be so except for the fact that the products of the furniture craftmasters, amounting to millions of pieces annually, have been anonymously offered for sale, and the legitimate benefits of publicity have been thereby sacrificed.

The creator of creditable designs and the producer of good furniture are constantly contending with the evils of piracy and imitation, which rob him of his just reward and are responsible for constantly changing styles which bear with equal force upon the manufacturer and the merchant.

Let me emphasize the fact, however, that trade-marked goods must excel, and that they must be all that is claimed for them. The mark alone will not insure their ready sale at a profit. The maker must see to it that the price of such goods is fair to the consumer while providing equitably for the middleman, and that it be strictly maintained.

From my own experience and extended observation in other cases I feel safe in saying that the makers of articles sold under popular brands have done more to insure fair profits to the merchants than they have done for themselves.

It seldom occurs that the maker of trade-marked goods will demoralize the market; his interests are utterly opposed to it, and he can usually prevent it. Such methods are more frequently resorted to by the vendors of articles which have no established reputation.

In connection with furniture we all recognize such names as Sheraton, Hepplewhite and Chippendale, whose skill and craft have preserved their names through succeeding generations. They stood for ideals and were most careful to see that their productions were either branded or that the origin of every piece was otherwise boldly proclaimed; except for this publicity the names of these skilled craftsmen and designers would have faded out of history long ago.

There are many makers of furniture in Grand Rapids, my home town, who are equally deserving of renown with any of the older craftmasters. They know this, and so do the retail merchants know it, but in the minds of the great purchasing public they are hardly known to exist.

This illogical condition would not prevail had these modern craftmasters learned to appreciate the virtues and value of a trade-mark in connection with their art.

I am fully aware that it takes courage and involves risk to overturn precedents, but the world does not admire that kind of conservatism which is fostered by timidity; the positive man may have some unpleasant qualities, but he is wanted everywhere; the fearless man, acting on conviction, is the one trusted to achieve in every line of endeavor.

There is to my mind no higher form of art than that which appeals to the finer senses, and is so happily combined with the useful and the

practical, as it is exemplified by good furniture. The art of the painter, poet or composer only excites the emotions, and is not to be compared with furniture art, where the useful and the beautiful may find their fullest expression in such endless variety that they are sources of constant pleasure.

The American people are the most able and willing of any in the world to buy furniture art, but it must be genuine and must be understood and appreciated for its real worth; they must be taught how to distinguish tortured wood from furniture of character. This educational process, when it is once put in motion, will be rapid, but it is up to the manufacturer, who will receive the greater benefit, to take the initiative.

There is no such thing as over-production in well made and correctly designed furniture. If the maker would only take advantage of his opportunities to employ the power of publicity and the forces of suggestion in connection with his trade-marks on meritorious goods increased business could thus be created almost without limit.

I will instance the automobile as an example of what may be accomplished by the adroit use of the power of suggestion. Perhaps not one person in a hundred uses an automobile, while almost every person is a constant user of furniture. Yet within ten years the annual sale of motor cars has reached a figure which exceeds the annual sales of furniture, which in my opinion contains the greater possibilities for publicity and profitable exploitation.

Every piece of good furniture contains the material for a story, which can be told in a way to fire the dull-est imagination. Nature has been at work for hundreds of years to produce the beautiful wood from which it is made. There are no two pieces of wood exactly alike, hence there can not be two pieces of furniture one just like the other.

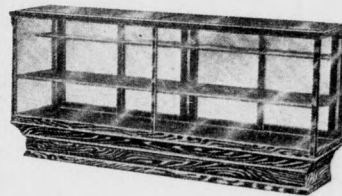
Nature in its slow but generous process has provided us with wood of such beauty, character and variety that the productions of the world's greatest artists suffer by comparison.

The selection of wood and the shaping of it so as to give expression to its greatest beauty is both a science and an art, to which man must be born as well as educated, and a lifetime of effort is not sufficient to reach the end of possibilities in this direction alone.

When you look upon a fine piece of furniture your imagination reaches beyond the mere human elements of design, construction, practicability and finish, all of which are important and interesting, but you also realize that in its creation Nature's workshop has been active for hundreds of years in producing each piece of wood of such character that its exact counterpart does not exist and will never be found.

Recently in passing through the sample room of a furniture company of my city my attention was attracted by an upholstered chair of unusual form and without arms. The designer, a talented man in his profession, at once explained that the piece was

**SAVE
MONEY**



**Buy Direct
from
Manufacturer**

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

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

A HOME INVESTMENT

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

HAS REAL ADVANTAGES

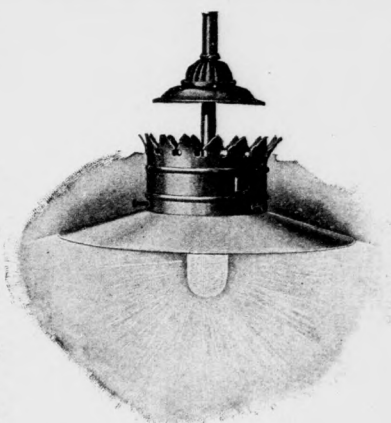
For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

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

**The Eveready
Gas System
Requires
No Generating**

Nothing like it now on the market. No worry, no work, no odor, no smoke, NOISELESS. Always ready for instant use. Turn on the gas and light the same as city gas. Can be installed for a very small amount. Send for descriptive matter at once.



Eveready Gas Company

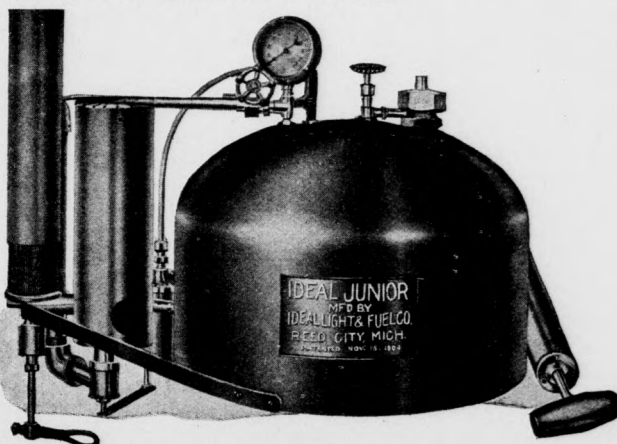
Department No. 10

Lake and Curtis Streets

Chicago, Ill.

The Ideal Junior Lighting System

is conceded by all to be the safest and most durable, and furnishes a better light at less cost than any other. Write for our latest catalog which explains fully our machine.



If you want a cheap light don't write

IDEAL LIGHT & FUEL CO.

Reed City, Michigan

a reproduction of a chair in common use during the period when ladies wore hoop skirts. The absence of side arms and other seemingly peculiar characteristics were details of importance during the period when that fashion was in vogue.

This little story at once created in my mind a new and deeper interest in that chair and endowed it with greater value in my estimation.

Every shape, every line and, in fact, almost every feature of well designed furniture had its origin in some period or in response to some condition, which can be told in a most interesting manner by the designer, and will be retold ever so many times by the informed owner.

As a seat the chair in question is equally as practical now as it ever was, but its historic significance brings to it new interest and added value.

In this respect furniture differs widely and advantageously from old candle sticks, spinning wheels, and the like, which in the march of events have become mere relics that no longer serve a useful purpose, yet there are numberless persons who yearly expend fortunes for the possession of useless relics without giving furniture a serious thought, because their education in that direction has been neglected for other things of less value.

In order to appreciate good furniture the public must understand it, and to understand implies information easily obtainable and of such character that it can not fail to be interesting, instructive and convincing.

What a field for education and development for profits! I regard it as one of the great undeveloped opportunities of the age; it is virgin soil that only awaits the plowman to make it blossom with untold riches.

The furniture maker will find it profitable to study the lesson which the history of the kodak teaches. The article is a trinket serving the sentiments, but it has been exploited with a degree of intelligence seldom equalled, and has produced some great fortunes. The originator perhaps began without capital other than an idea, plus courage and foresight.

It serves to illustrate the methods by which many of the evils in the furniture trade may be overcome; most of these are the result of under-education and not over-production. It also proves that the mark of the craftmaster can be made an asset of great value, which neither fire nor panics can destroy.

There is surprisingly little literature which tells anything about furniture either instructively or interestingly. Almost every other industry has an abundance of literature carefully designed to educate purchasers, and to create the desire of possession by illustrations, and other information not generally known or appreciated.

In the furniture field the histories of styles and designs alone are so interesting that householders generally would welcome such information with open arms if it were easily obtainable.

It is a well known fact that the public does not spend its wealth for

the things about which it knows the least, but for the things regarding which it knows the most. The makers of furniture have thus far done almost nothing to stimulate the interest of the consumer in their products. The sums annually paid out for the possession of luxuries, either sentimental or ornamental and without the least semblance of practical value, far exceed the expenditures for furniture, and it seems to me that with the proper effort in the right direction on the part of furniture makers wonderful results could be obtained.

Certain manufacturers of good furniture believe that the trademark idea is not practical in connection with their products. This belief is directly traceable to the opposition manifested by some retailers, but so far as I am able to judge this opposition had its inception in the sins of omission that have been committed by the manufacturers themselves.

The makers of anonymous furniture have been doing little or nothing to assist the retail merchants. They have made no effort at co-operation and helpful support. On the contrary, some manufacturers, after stocking up their most reputable and desirable dealers, have permitted identical goods to find their way into the same community through unusual or injurious channels to the detriment of the legitimate merchant.

The retail merchant is a consistent and persistent worker for gain. If it can be shown to him that your goods have merit, and that you are in a position to co-operate with him in creating or enlarging a profitable demand for them, he will have no prejudice against your trade-mark. It is the absence of helpful co-operation or failure on the part of manufacturers to protect the merchant from ruinous competition which is at the bottom of the dealers' opposition to trade-marked furniture.

When a merchant receives no help or protection from the manufacturers and realizes that he is taking all the risk it is not only natural but logical that he should demand, and insist upon it, that he be allowed a free hand in the selection and sale of furniture.

I will further illustrate this point by taking Acorn stoves for an example. They are good stoves and have a reputation as such with users of stoves. They are so conspicuously marked that no one could possibly mistake one for any other make, and that is what protects the user and what helps the manufacturer. Moreover, it enables the maker to fix the retail price at a figure so fair that it does not retard or prohibit sales, and yet high enough to leave a proper margin for the retailer. This constitutes the kind of helpfulness which removes the prejudice against trade-marks from the mind of the dealer; in fact, if the identical stoves, minus marks and price protection, were offered by the same maker and at a lower figure the merchant would buy the branded stoves in preference.

The same merchant who most strenuously objects to the mark of the most reputable maker on the most elegant creations in furniture will insist with equal strenuousness that his

stoves and carpet sweepers shall bear the brands of their respective producers. In each case the reasons are plain. The fault lies with the maker of furniture and the remedy must come from the same source.

The constantly changing styles and the multiplicity of designs are evils in the furniture trade which the trademark and other forms of publicity would reduce.

The creator who employs the highest priced designers and who searches the world for the inspiration, skill and knowledge which constitute the distinctive merit and character of his productions has no sooner popularized a piece or line of furniture than imitations make their appearance from sources where genius and originality are entirely lacking. This game of hide and seek will continue so long as the genuine article remains unstamped and until the consumer is taught how to distinguish the genuine from the spurious or from the copy.

Under the existing state of things the furniture craftmaster does not reap the rewards due him for his skill and effort, and he does not rise to the greatest possibilities of his art, because the exigencies of competition which he has made possible are a constant drain upon his resources and compel him to adopt policies which cheapen his art and against which his whole nature rebels.

I am reminded in this connection of the publicity policy which a certain "Good Clothes Maker" follows. The concern in question publishes a style book, an authority in matters of correct dress for gentlemen, quality of fabrics, skilled tailoring, etc. Its advertisements describing its style book at length appear regularly in the highest priced publications, and during the spring of 1908 they received requests for over two millions of these books at six cents per copy.

Here is a case where the consuming public paid one hundred and twenty thousand dollars as an evidence of its interest in what this concern might have to say regarding its own products, and, mind you, this concern does not sell one dollar's worth of goods directly to the consumer; its entire output goes to dealers, who are fairly scrambling for the privilege of handling its goods.

Just imagine, if you can, what it would be worth to any furniture manufacturer in Grand Rapids to receive requests for millions of his style books every year. Do you believe any dealer would decline to handle his goods? Most assuredly not.

There is a large and increasing class of furniture merchants who give preference to branded specialties, because they are easy sellers and seldom become dead stock. While it is true that the margins on such goods are sometimes narrower than the dealer makes on other things, they are more stable and the capital invested is turned over oftener, so that the actual profits when everything is taken into account are no less attractive and much more certain.

I am firmly convinced that the adoption of trade-marks and certain other aids to publicity, together with

effective methods to protect retail prices, would result in better made furniture, fewer changes in styles, increased sales, larger earnings, decreased expenses and consequently decreased hazards, not only for the manufacturer but for the retailer as well.

I am advocating no untried principles nor hazardous theories. Every industry that has followed these general rules has proven their worth and could not abandon them without inviting disaster.

At the present time educational literature dealing with furniture to which the average householders may turn for help or knowledge hardly exists. The trade papers do not reach the consumer, and the articles dealing with furniture which appear from time to time in monthly periodicals are fragmentary and superficial at the best. They are also in such form that their preservation and classification for future reference are difficult or impractical.

This is a deplorable situation and should not be allowed to continue by the army of craftmasters and designers who at great expense to themselves and after long years of travel and study have become eminently qualified to express themselves interestingly and authoritatively on every subject pertaining to furniture in its varied relations to our home comforts and its refining influence on the members of society.

It is not alone the layman whose furniture interest is being starved and stunted for the want of proper food, but the retailer, the salesman and everybody connected with furniture in any way is relatively affected to the lasting detriment of all concerned, but more especially to the detriment of the manufacturer.

I wish to sound a word of warning to publishers as well as to manufacturers regarding furniture advertising. Established customs and existing conditions are such that there is great danger to both in entering upon an advertising programme which may involve considerable expenditures without careful and well matured plans.

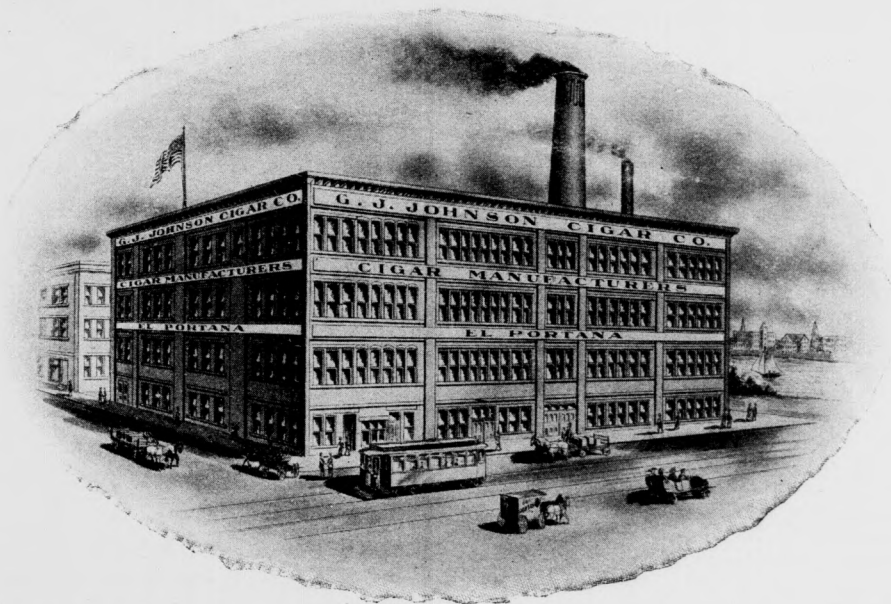
The future welfare of the furniture industry, as well as that of the advertising fraternity, depends upon profitable results and the avoidance of costly errors. Furniture in its characteristics and in its practical and sentimental relations to society differs widely from every other commodity and requires different treatment in any campaign for educational publicity. I am firmly convinced that the opportunity for such publicity exists, but I am equally certain that hasty or haphazard methods would involve expenditures which the results would not justify and thereby establish harmful precedents, the effects of which would not be overcome for years.

Advertising experts sometimes allow their anxiety for business to outweigh their judgment and their regard for the interests of the man who pays the bill. A person may be expert in devising profitable publicity for the maker of automobiles and be quite incompetent to serve the maker of furniture in a like manner. While I am not prepared to say

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

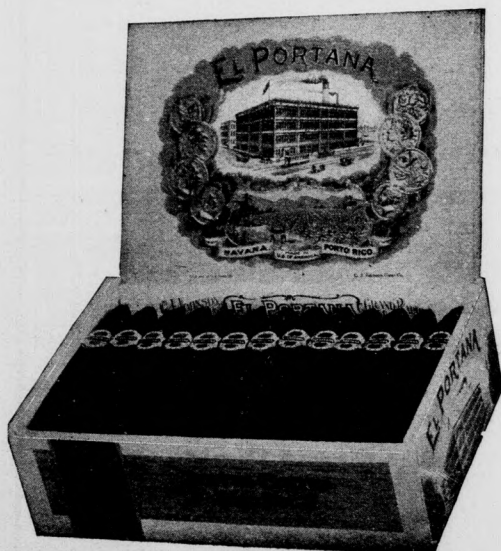
Made in

Five Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.



that any particular kind of advertising would prove profitable for the furniture-maker, I am certain that there are many forms of helpful publicity which deserve his serious consideration.

Something About the Shoes of Our Predecessors.

Although the shoe man of to-day has no practical use for the fashions of customs of bygone times, not even footwear styles of his immediate predecessors, such as will incite him to go rummaging among the obsolete things in footwear of antiquity, nevertheless there is no good and valid reason why he should not be permitted to spend a few of his leisure hours in glancing at some of those foot-coverings of the past.

Unjust censorship of antiquarian facts concerning the shoemaking art is as unfair as the same species of criticism would be directed against researches into the manners and customs of people of former ages, and the tools and implements and apparel of our remote ancestors.

It is probable that every intelligent shoe man of to-day has a natural and irrepressible desire to inform himself on the history of so old and honorable a trade as shoemaking, to become better acquainted with its products as they existed in remote times; just as he desires to inform himself about those curious relics of antiquity that have been unearthed and rescued from oblivion from the ruins of ancient destroyed cities, such as Pompeii and Herculaneum.

The fact that these relics had remained buried for 1600 years before being brought to light again rather increases the interest they have for the scholar and the antiquarian.

We have had scholars and antiquarians in the ranks of shoemakers in times past, to whom the finding of ancient footwear was an interesting revelation, and one by which they were enabled to compare styles nearly 2,000 years apart, and some of which proved that shoemaking retained some of the general features during that long period.

It proved, however, that artisans in very remote ages used similar tools and implements in the cordwainer's craft in constructing foot coverings; while it brought to light the fact that mechanics then had but one trade each, to which they held tenaciously and perfected themselves in.

It was then "Every man to his trade," and although we may sneer at some of the crudities of ancient handicrafts, there were, nevertheless, shoemakers in those days—men who could, unaided, turn out a foot covering complete to the last stitch.

On the other hand, the veteran shoemaker now points to the fact that modern shoemaking is split up into a sort of sectional mechanism in which we have only lasters, heelers and solers, but no all round maker of shoes.

Now, it may be that a mechanic of exceptional ability can pursue two trades at the same time, or a trade and a profession, but in the case of the shoemaker it has always been considered, by universal consent, heresy for the shoemaker to venture

outside of his last into other fields of industry, and so he has stuck generally.

Since the days of Apelles, the Greek artist, some twenty-two hundred years ago, who resented the cobbler's criticism of his picture when his strictures rose above the feet of his image, and he was commanded to "stick to his last," there has always been a jealous tendency to restrain this humble craftsman to his legitimate calling.

And, as the cabalistic words "Cave canem" remain indelibly graven on the stone of Pompeii after more than eighteen hundred years, so the famous "on dit" of the celebrated painter of Colophon still stands out in tradition to restrain the hypercritical cobbler of to-day from overstepping his prescribed boundary: "he sutor supra crepidam."

However inflated with pride the modern Crispin may have become, it may not be altogether uninteresting for him to glance backward over some of the odd and dainty productions of his predecessors in the craft, and to inform himself of the curious and quaint customs of old time shoe wearers.

Our modern women in dainty, ornate slippers of gold and bronze, running the gamut of iridescent colors, with the accompanying splendors of silk hose in every conceivable shade and pattern, may, after all, have no cause to exalt over their ancient sisters.

Her Highness, the Lady Paramount, who was the chief favorite among the three wives of the Viceroy of Egypt, on the occasion of the three days' pilgrimage to Mecca wore pink silk stockings of the most costly and elaborate kind, with high-heeled embroidered white satin shoes. She had good reason to believe, at that remote distance in time, that the splendor of her footgear and hosiery would never be excelled in after ages. We have no record of the nature of those dainty things. Nor can we moderns claim a monopoly on pretty illuminated slippers, as they existed in various forms centuries ago, either in high or low cuts.

A boastful and amusing announcement of their advent in shoedom was made several years ago in which their glories and usefulness were set forth:

"Illuminated morocco slippers have been produced for women's and men's wear. Aside from the masculine variety, which must be ticketed by the variety of colors in which they are produced, the gold and silver flecks by which they are profusely decorated, and the beauty and fineness of the material of which they are constructed, it would seem as if they must fill, in the masculine world, a long-felt want. Although the primary object of their invention was supposed to be purely aesthetic, and they were intended solely for indoor use, many

An Excellent Fall Business

is anticipated by retail merchants generally, and with the extraordinary good crops and prevailing high prices for farm produce, certainly these optimistic views are well founded.

A good trade means a demand for good shoes. Your stock is not complete without part or all of the following line of Elk Skin Shoes with Slaughter Sole Leather bottoms:



- 4944 Men's Bl'k Elk-Circle Seam, Klondyke Eyelet, Pl. Toe, Heavy ½ D. S. Stand. Screw.
- 402 Men's Bl'k Elk-Blu. Heavy ½ D. S. Cap Toe, Stand. Screw, Klondyke Eyelet.
- 494 Men's Tan Elk-Circle Seam, Klondyke Eyelet, Pl. Toe, Heavy ½ D. S. Stand. Screw.
- 400 Men's Tan Elk-Blu. ½ D. S. Cap Toe, Stand. Screw, Klondyke Eyelet.
- 6508 Boys' Bl'k Elk-Circle Seam, ½ D. S. Cap Toe, Stand. Screw.
- 6408 Youths' Bl'k Elk-Circle Seam, ½ D. S. Cap Toe, Stand. Screw.
- 6510 Boys' Bl'k Elk-Blu. Cap Toe, Heavy ½ D. S. Klondyke Eyelet, Stand. Screw.
- 6410 Youths' Bl'k Elk-Blu. Cap Toe, Heavy ½ D. S. Klondyke Eyelet, Stand. Screw.
- 6512 Boys' Tan Elk-Blu. Cap Toe, ½ D. S. Stand. Screw.
- 6412 Youths' Tan Elk-Blu. Cap Toe, ½ D. S. Stand. Screw.

There is nothing better made than this line of shoes; but our prices are **not** the highest.

Write us for quotations.

Be sure to attend the West Michigan State Fair, Sept. 14-18, and make us a call.

Hirth-Krause Co.

Grand Rapids, Mich.

Shoe Manufacturers

MAYER Honorbilt
Shoes are Popular

a belated man will find it to his advantage to have a pair of these things in his pocket on going home from lodge or other late gatherings in the 'early hours,' in order to cast a glimmering ray over the elusive key hole."

Modern shoe men have sometimes been on the "ragged edge" of despair to find some suitable substitute for leather from which to make shoes. Various materials have been tried and found wanting, and the shoemaker has been obliged to confess, with his ancient brother of the craft, that there is nothing like leather. The ancient shoemakers did try various substitutes, such as grass, papyrus and even straw, and found them but poorly adapted to take the place of the skins of animals for making foot coverings.

About the cheapest and least durable of these substitutes was straw. Of this material the facetious scribe once delivered himself as follows:

"A straw may seem to show which way the wind blows, and also to assist the bibulous man to extract the liquid nectar from the cracked ice slowly but surely and satisfactorily.

"The drowning man seizes the same straw—if he can reach it; and the inventive modern shoemaker also has grasped at straws in order to produce a so-called novelty in footwear, unmindful of the fact that straw shoes covered human feet thousands of years ago."

The pretty summer slipper which the modern shoemaker has evolved from this light, flimsy material seems to take us back to the ages of earliest civilization when the Egyptian shoemaker produced the straw and papyrus sandals to cover the fair feet of the damsels who strolled along the banks of the River Nile two thousand years ago. Truly there is nothing new under the sun, even in footwear!

When the furore was at its height a few years ago for extremely long shoes with slender, pointed toes, it occurred to the shoe antiquarian that this extreme in footwear was not original with us; that the ancients rode this sort of hobby to more ludicrous extreme than we dreamed of or dared.

Allusion is made to the period when the ridiculous looking scorpion-tailed shoe fashion was at its height, and the ancient elite were vying with each other in their efforts to obtain and display the longest and crookedest thing in toes. At that time a courtier of the name of Robert Something or Other improved on the first plan—and no patent was applied for—by filling the vacant space forward of the natural toes, in what the

sailor would call the fore-castle, with tow and then twisting the thing around like a ram's horn.

This absurd fashion, like many a modern one, excited the envy and admiration of all who were unable to imitate it or to afford the novel luxury. It was copied and adopted at once by all of the "haut ton" with eagerness, and the author for his felicitous idea was honored, feasted and toasted as a benefactor of the human race. A Latin title was at once coined and tacked to him, such as the honorable L. L. D. is nowadays to the learned men.

But "horn" is a name that we moderns do not admire, because it suggests a bibulous tendency, but we still have our shoe inventors who think they know when they have turned up a good thing; but scapion tails have never been popular here, and the shoe that sells the best does not end in a horn. Still, if there had not been a halt called in the growth of the long toed shoe, it is quite probable that it might by this time have assumed some wonderfully fantastic shapes in twists and graceful convolutions.—Frederick W. Fielding in Boot and Shoe Recorder.

Your use of leisure throws a light on the whole of your life.

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.

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

MICHIGAN SHOE COMPANY

"Mishoco" New Specialty Shoe
for Men and Boys

"Josephine" for Women

Made in all Leathers Snappy up-to-date Lasts
Selling Agents Boston Rubber Shoe Co.

DETROIT



Do It Now

Before Fall Trade begins look carefully over your stock of Rubbers. See what sizes you are out of and what kinds and how many you are going to want, and then write us to send you Boston Rubber Shoe Co.'s goods.

Bostons are always durable.

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



**Overland
Shoes**

Up-to-date Quality, Style and Fit

Men's Patent Colt, Gun Metal and Velour Blucher	-	\$2 60
Men's Russia Calf and Wine Calf Blucher	-	2 75
Boys' Patent and Velour Blucher	-	2 00

Carried in Stock

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

Michigan



Agents

Be sure and visit the West Michigan State Fair September 14 to 18



How a Clever Salesman Can Revive a Demand.

There is an old saying that all men are worth about a dollar and a half from their feet to their chin, but for the rest of the way, from the chin up, their value is apt to range anywhere from two cents to a million dollars.

This rule applies to salesmen more than to any other class of men I know. One salesman is as good as another from the feet up to the chin—it doesn't make much difference whether he is young or old, tall or short, foppish or slouchy—his value to himself and his house all depends on the quality of stuff inside his cranium.

If all conditions are right, a certain amount of business can be secured by any automaton with a grip who turns up in a prospect's store with exactly the kind of goods that prospect is prepared to buy, and he can take orders enough in this easy-going fashion to make a living for himself.

But he is not a salesman unless he can think out new ways of getting business—unless he anticipates what articles in his general line are likely to be the best sellers and the best "repeaters" according to the peculiar conditions of each market; and unless he has a faculty for pushing these articles and getting the utmost possible advantage for his firm at every turn of the game.

Salesmanship is a good deal like a game of cards: It is not enough merely to "follow suit" and play when your turn comes—it takes the ability to anticipate all the plays that the other fellow may make and to outline accordingly a campaign that will turn to the fullest account every card that you hold. To pursue this illustration a bit further: In a case of a game of whist every card has an individual value. The queen and the knave have a higher value than the ten or the eight. But there are places where a court card of one suit had better be sacrificed than a lower card of another—all depending on what cards are out and what ones your opponents may be expected to hold.

The salesman who handles a general line, say, of sixty items, is practically playing whist with every customer he approaches. Every article in his line represents an individual value in net profits to his house. But there are times when it is better business to take an order for one thousand dollars' worth of new specialties of different kinds—that need a seasonable introduction and are likely to prove "repeaters"—than to take a three-thousand dollar order for staples which are already famil-

iar to the trade, and on which there is less net profit to the manufacturer.

One of our men found that in his territory through the Northwest the demand for sachet powder was entirely dying out. This was not a specially important item in his line, and an ordinary man perhaps would have dropped it in order to devote himself to the staples and specialties that sold more readily. This salesman, however, decided that we could not afford to let one article in our line be unanimously turned down; for buyers, if allowed to take this course of action, would soon be disposed to treat other items in the line in the same cavalier manner—and that would mean eventually a weakening of the entire line. He, therefore, put all his attention on reviving the trade for sachet powders. For some time that was practically all he sold. He devised schemes for advertising and forcing it on the notice of the public, and at last enlisted his buyers' co-operation in stimulating the fad for powders of this sort. As a result the demand for sachet powders in his territory became enormous. Women throughout the Northwest were attracted by the displays, and the advertising, and by the blandishments with which the retail dealers forced this powder upon their notice. They came to the conclusion that sachet powders were again the proper thing, and busied themselves thinking up novel ways to use them.

Re-orders on sachet powder poured in from this territory. The boom in this one item strengthened the demand for other items in the line.

All the men whom I have known to succeed as salesmen were hungry for orders. They were like your "natural born" fishermen who rather "fish than eat." The men who love a hard proposition in salesmanship—who feel a sportsmanlike zest in going after business that is difficult to land—are the men who are bound to succeed and who can not be kept down. Their ingenuity is good for any emergency, and they depend upon it rather than upon their ability to make friends, or to talk effectively, or upon the demand for the easy sellers in their line.

The work of the real successful salesman is head work—ability to conceive ways and means, and executive ability to carry them out with promptness. He can not rely altogether on instructions from his manager, for no manager's instructions can cover every condition that may arise, or anticipate all the problems that a salesman has to solve.

In order to keep his brain clear the salesman should look out for his health—too few of them give suffi-

cient heed to this. Plenty of sleep, exercise and careful diet—these things the salesman owes himself. On the other hand, I believe that the house should relieve the salesman from all the unnecessary clerical details of the business, in order to leave him more time for rest and recreation after working hours. We formerly had a system which required the salesman, in making out his orders each night, to separate all the items of one class onto one sheet for the convenience of the shipping department in the home office. Sometimes the salesman would work long after midnight laboriously going through these orders to classify them in the manner described. This method, however, has been improved upon—the men now send their orders in to be sorted at the other end of the line before being turned in to the shipping room.

All companies having extensive and general lines would do well to evolve some system which would relieve the salesman from unnecessary clerical work.—Salesmanship.

Explaining.

"Aha, Mose! What are you doing with those chickens?"

"Is dem yo' chickens, boss?"

"You got them out of my coop."

"Whut kinda chickens is dey, boss?"

"They are Rhode Island reds. What are you doing with them?"

"Why, boss, I done bought some Rhode Island reds f'm a man yesterday an' I come ovah to git some o' yo'all's chickens to see ef mine was lak yo'all's. Ah doesn't lak tu git cheated, boss."

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 You Go Fishing

and don't catch anything, just remember that

Hotel Livingston Grand Rapids

has an exceptionally appetizing way of cooking FISH that someone with better luck just caught.

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

Movements of Michigan Gideons.

Grand Rapids, Sept. 1—Grand Rapids Camp held a meeting on Saturday evening, Aug. 29, at the home of the Secretary, D. W. Johns, 73 Ethel avenue, at which time we had the pleasure of having Brother A. B. Gates, of Detroit, with us to tell us how they do the King's business in the Detroit Camp. A very profitable time was spent, partly in devotional exercises and in discussing the work and business of the Camp. After singing "Blest be the tie that binds" and prayer by Brother Andrews the meeting adjourned, to meet again on Sept. 12 at the home of Brother F. M. Luther, 97 Powell street, to be particularly a devotional meeting, to be led by Brother Chas. P. Foote.

Grand Rapids Camp has been called again to mourn the loss of one of its faithful workers in the calling to his reward of our brother, S. T. Kinsey. Until his health made it impossible Brother Kinsey was ever ready to respond to any call to go and talk to the people about Jesus and His great salvation. He had had for some years a blessed experience of soul. He had lived very near to the Lord and knew what it was to walk with Him. He knew Him and His power to save and to keep and he loved to tell about it. D. W. Johns, Sec'y.

Detroit, Sept. 1—H. W. Meeker, State Secretary of the Gideons, is now working for the Kalamazoo Corset Co. The writer called to see him last week and was ushered into a room about a block square filled with piles of corsets in every stage of manufacture from the cloth to stays, laces, springs and shapes and hundreds of real live beautiful girls wearing corsets and smiles. It is no wonder that the Kalamazoo Corset Co. has attained perfection in its shapes when its models wear smiles. Brother Meeker has changed somewhat. He never was large, so that it is not expected he would wear a corset, but he now wears smiles which flit over his face, radiating joy and happiness and a return of youth, dispelling the weight of years for the rose and blush of youth.

Harry Mayer and wife, of Grand Rapids, spent last Sunday with friends at Kent City and they were doubtless seen in some of the churches doing work for the Master.

At the National convention it was decided to raise a bible fund to purchase and put bibles in the hotels. The publishing company has agreed to furnish the books at less than cost, so that for less than one-fourth the regular cost bibles can be procured. Gordon Z. Gage, State Vice-President, pledged for the State camps a sum which each camp will at once raise proportionately.

Charles M. Smith, who has given much time free for the past three years for the Gideon cause (it is safe to say more than one full day each week), paid \$100 for bibles for hotels. The State of Michigan, through people of wealth, should send to Gordon Z. Gage, 743 North Grand boulevard, W., Detroit, several thousand dollars for this bible fund. If anyone who reads this article would like to add to this fund he can send the money to Brother Gage for this purpose.

pose. There are many in Michigan who would be glad to aid this enterprise and they can send Gordon Z. Gage any amount they may desire, which will bring back returns with compound interest.

F. S. Frost is an "ideal" sort of a brother. We never knew the secret until we were informed that Rev. R. W. McLaughlin and his wife ate supper with them last Saturday evening and had frosted cake and gave him a coaching as to how to be perfect and up to the "ideal" standard.

Mrs. D. W. Johns returned recently from Canada, where she had been visiting friends and recovering from the operation which has partially brought back strength and health.

J. C. Ballard, of Grand Rapids Camp, is selling shoes and raising babies. He says he has two—his wife and one 4 months old. Life now with him is worth living. He always cherished the wife, but four months ago the whole realm changed, the birds sang sweeter, the flowers took on brighter colors and now it is wife, baby, home, selling shoes and a round of pleasure all the time.

Aaron B. Gates.

Detroit, Sept. 1—W. D. Van Schaack and family have returned to their Englewood avenue home, this city, after a stay of two months at their cottage on Hickory Island, near the mouth of Detroit River.

At the Volunteers of America service on Saturday night—Gideons' night—one soul was led out into the light, making four for the week, to the credit of this faithful and earnest body of people who are working so zealously for the Lord. Chas. M. Smith was the speaker. Text, Isa., L.V., 1-2.

At the late convention held in Louisville there was presented unto the Gideon organization by Ex-Vice-President J. K. Hemphill, Nashville, Tenn., a gavel made from the root of a laurel tree taken from Lookout Mountain, the scene of that great "above the clouds" battle fought by General Hooker. It was accepted and used throughout the convention proceedings by the President, and is now in safe keeping at National headquarters until another year shall have rolled around, when it may do like service. In the meantime it will serve to keep the National trustees in line at sessions of the Cabinet.

The Griswold House Sunday night service was conducted by the auxiliary and splendid was its quality. Mrs. Geo. Webb was the leader and did her part well. Miss Evo rendered two solos. Master Clarence Joslin recited. There were present about twenty persons, including Frank Kelsey, of Ft. Wayne, than whom there is no more effective speaker and whose face it is always a pleasure for the Detroit boys to look upon. Brother E. J. Edmond, of Bangor, was also present and added his testimony. The tone of the meeting was decidedly uplifting and helpful and it seemed the consensus of opinion of all those present that Detroit Camp was on the right track in supporting and conducting this service. Chas. M. Smith.

Doings in Other Cities.

Written for the Tradesman.

The Board of Education of Hillsdale has decided to open the shower baths, now installed in the Central school building, to the general public. There are eight shower baths, with hot and cold water. The hours are from 2 to 6 p. m. and 7 to 10 p. m. each Saturday. Bathers must supply their own soap and towels.

By order of the Health Board of Dayton milk must be sold in the city only in bottles by dealers who do not handle milk exclusively. Dairymen, who sell direct to the homes are not included. The object is to guard against contamination.

Waste paper boxes painted a bright red have been provided by the Civic Committee and placed at street intersections in the city of Portland.

The Commercial Club of Kalamazoo is assisting John VanHaaften, of that city, a successful grower of garden stuff, in securing a tract of 200 to 500 acres of muck land near the city, to be developed as a truck farm. It is felt that such a project would be of advantage to the business interests of the city.

The Wholesalers and Manufacturers' Association of Saginaw met in the Board of Trade rooms in that city Aug. 28 and discussed plans for a Greater Saginaw. F. F. Kleinfeld was elected acting Secretary until such time as new officers are chosen, and the following Executive Committee was named: Max Heavenrich, Jr., W. C. Britton, J. D. Swarthout, John A. Cimmerer, O. D. Gilbert, J. C. Vogt and S. Symons. Almond Griffen.

Evidently Limit Has Been Reached.

The G. R. & I. has done it once too often.

There are gratifying signs that the Kalamazoo public, long guilty of leniency and implied forgiveness toward the notoriously insolent and inadequate Grand Rapids & Indiana Railway, is liable to be permanently reformed through the exasperating experiences of over a thousand citizens who tried to attend the pioneer picnic at Long Lake Thursday. The Gazette conservatively voiced the disgust and anger felt by several hundred patrons and many people have taken occasion to endorse the stand of the paper. The general criticism is that the "roast" was not half warm enough.

It is up to the G. R. & I. to reform its working force and change its policy toward Kalamazoo. The Railroad Commission has some powers and it may consent to look this way. If so the G. R. & I. will be roughly handled. No man with red blood will excuse the G. R. & I. for deliberate mistreatment of its patrons and for its consistent policy of extreme idiosyncrasy. Other corporations are made to be decent. Why not regulate this one?—Kalamazoo Gazette.

Died Twelve Hours After Selling His Store.

Muskegon, Sept. 2—Gerrit Wagner, a pioneer Holland settler of this city and a veteran grocer, died at his home, corner of Spring and Myrtle streets, above his store, Aug. 29, death being due to heart failure.

Mr. Wagner came to this city in

1855. He was a charter member of the First Reformed church, has always been an elder and for years has been a member of the consistory. Mr. Wagner was born in the Netherlands and was 70 years of age. He came to Holland in 1853 and moved to this city a couple of years later.

Coming to this city he first worked in the mills and clerked in the stores. He removed to Fillmore in 1870, where he operated a flour mill for several years. On returning to this city he purchased the grocery business of Captain William Smith, at the corner of Spring and Myrtle streets, which he had conducted until Friday, when he disposed of the business to F. A. Robins, of Shelby. Death occurred within twelve hours after the sale was effected.

New Mutual Insurance Company.

The Michigan Mutual Creamery and Cheese Factory Fire Insurance Co. was recently organized in this city to undertake the insurance of factory dairies. The officers of the new company are as follows:

President—Colon C. Lillie, Coopersville.

Vice-President—Geo. C. Myers, Shelby.

Secretary—E. K. Smith, Hart.

Treasurer—E. S. Powers, Ravenna.

Directors—John Dobbins, Newaygo; J. B. Hoffman, Oakley; E. M. Fuller, Montague.

Another meeting will be held in Grand Rapids Sept. 3 to complete the work of organization and adopt plans for the government of the company.

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

Buffalo, Sept. 2—Creamery, fresh, 20@24c; dairy fresh, 16@21c; poor to common, 14@16c.

Eggs—Strictly fresh, candled, 21@23c.

Live Poultry—Fowls, 11½@12c; ducks, 11@12c; geese, 9@10c; old cox, 9c; broilers, 14@15c.

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

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

Potatoes—New, \$2 @2.25 per bbl. Rea & Witzig.

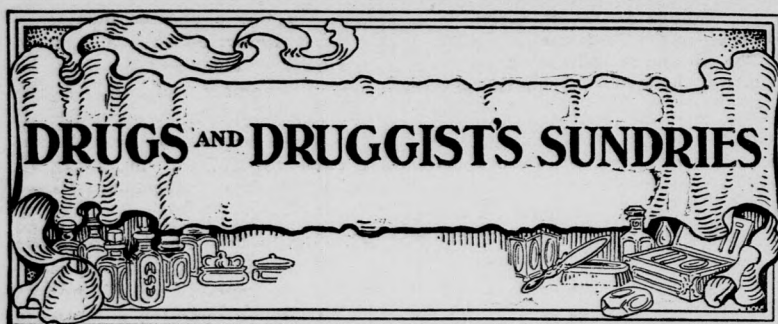
A Petoskey correspondent writes: Arthur J. Nyman leaves Sunday for Chicago, where he has accepted a position as representative of the Watson Plummer Shoe Co., manufacturers of the celebrated "Little Red School House" shoes. He will have all of Michigan for his territory and will commence work immediately.

Fountain—John Jensen has the foundation built and frame up for a 36x40 building for a shoe store.

Fountain—Thomas Snodgrass is building a large general store opposite the depot and hotel on the site of the old livery barn.

The weariest man in this world is the one who is running from work.

A crusty man is often soft on the inside.



Michigan Board of Pharmacy.
 President—Henry H. Heim, 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.

Mercantile Changes in the Badger State.

Balsam Lake—John Berlin has sold his grocery stock to Elijah Blodgett.

Belmont—A grocery store has just been opened by Henry Sander.

Burlington—T. Jacobs is succeeded in the shoe business by Alb. Ruechlein.

Fort Atkinson—Bernard Wilson is about to engage in the grocery business.

Milwaukee—The Gans, Nicholl & Ruscha Co. has been incorporated to conduct a clothing business with a capital stock of \$25,000.

Shawano—A. H. Gustman is succeeded in the grocery business by R. P. Rohloff.

Stevens Point—W. F. Voigt has sold his drug stock to Orin Parmenter, Jr.

Turtle Lake—Henry Nelson is about to engage in general trade.

Wausau—H. Berman is about to engage in the dry goods business.

Bloomington—W. H. Holford is succeeded in general trade by the Grand County Co-operative Co.

Stevens Point—E. Luffman succeeds S. M. Jacobs in the confectionery business.

Waukesha—T. J. Davis has purchased the grocery stock of John J. Hankey.

Chilton—The Chilton Canning Co. has been incorporated with a capital of \$40,000.

Dodgeville—The general merchandise business formerly conducted by Jones & Owens is now being carried on by the Jones Mercantile Co.

Eau Claire—Ole Dahl has just engaged in the shoe business.

Fond du Lac—Jacob F. Beck is about to engage in the meat business.

Jonesdale—The Anderson Department Store has been incorporated with a capital of \$10,000.

Kennan—Henry Lenz has purchased the shoe business of Reichert Bros.

Lima—Nathan J. Lammers is succeeded in the manufacture of cheese by Fred Nussbrumer.

Manitowoc—Emil Heideman is about to engage in the meat business.

Oshkosh—Wm. Konrad has sold his stock of general merchandise.

Plymouth—O. R. Ullrich & Co. have sold their general stock.

Rhineland—Fred Lanlois is about to engage in the meat business.

Sheboygan—Geo. Miller has sold his stock of harness to John M. Ryan.

Superior—Jas. Deal is succeeded in the meat business by A. J. Jameslund.

Waukesha—Urban Ruekert is about to engage in the bakery business.

At the Finish.

His aunt was rich and elderly. She had called unexpectedly while he was out, and his wife was trying to entertain her by such methods as she thought to be best conducive to their future welfare.

The old lady had recently added a gramophone to her establishment, and when she heard that early that morning her loving nephew had made for her a record of her favorite cornet solo she was delighted.

"How nice of him," she said. "Can I hear it?"

"Well," said the niece, "we haven't tried it yet, but still I'll put it on."

It was a pronounced success, and the old lady was charmed. But her feelings changed, when, after the solo was finished, the instrument brought out with fatal clearness—

"Whew! If that's not good for an extra hundred in the old girl's will, I'm a Dutchman!"

CHATEL MORTGAGE SALE.

Default having been made in the conditions of certain Trust Chattel Mortgage made and executed by Meade Bros., of the city of Grand Rapids, county of Kent, state of Michigan, to Heber A. Knott, Trustee, of the city of Grand Rapids, Kent county, Michigan, dated the 22nd day of January, A. D. 1908, and filed in the office of the City Clerk of the City of Grand Rapids, in said county, Notice is, therefore, hereby given that, by virtue of the power of sale contained in said mortgage and of the law in such case made and provided, there will be sold at public auction, or vendue, to the highest bidder, on Friday, the 11th day of September, A. D. 1908, at 11 o'clock in the forenoon of said day, at the front door of the store occupied by said Meade Bros., known as No. 136 Canal street, in the city of Grand Rapids, county of Kent, state of Michigan, the property covered by, and described in, said mortgage, or so much thereof as may be necessary to satisfy the amount due, including the principal and interest, and the costs of such foreclosure sale, as provided for in said mortgage.

The property covered by, and described in said mortgage, and to be sold as aforesaid, is described as follows, to-wit:

All of said mortgagors' stock of merchandise, consisting of ladies' and gentlemen's clothing and furnishings, hats, caps, shoes and rubbers, together with furniture and fixtures, and all book accounts, contracts and other evidences of indebtedness of every name and nature.

Dated at Grand Rapids, Michigan, September 1st, 1908.

Heber A. Knott,
 Mortgagee.
 Peter Doran,
 Att'y for Mortgagee.

The Drug Market.

Opium—Is fairly steady.
 Morphine—Is unchanged.
 Quinine—Has declined 1c per ounce.

Denatured Alcohol—Has advanced 2c per gallon.

Glycerine—Is very firm and advancing.

Sulphuric Ether and All Alcoholic Preparations—Have advanced on account of higher price for alcohol.

Guarana—Has declined on account of larger stocks.

Balsam Copaiba—Is in better supply and has declined.

Tonka Beans—Have advanced and are tending higher.

Oils Cassia and Anise—Have advanced.

Oils Peppermint and Spearmint—Are both declining.

Oil Pennyroyal—Has declined.

Oil Sassafras—Is lower.

Gum Camphor—Is firm and unchanged in price.

Errors

are rectified—yes, and often prevented—by the use of the telephone.

No business man can afford to be without one.

"Use the Bell"

IT
PAYS



CALL
MAIN
330

Grand Rapids Stationery Co.

134-136 E. Fulton St.

Grand Rapids, Michigan

Trunks Suit Cases Traveling Bags

We have just put in the celebrated line of these goods manufactured by ABEL & BACH CO. It's the finest line on the market.

All prices.

Ask for catalog.

Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY

The Jennings Line of Natural Flower Odors

Special Offer for Fall Season

The line comprises the following popular perfumes



\$3.50
 per
 Pint
 in
 Halves

Crab Apple
 Fleur de Lis
 Frangipanni
 Harvard Carnation
 Heliotrope
 Hyacinth
 Just Lilac
 Kent Pink Roses
 Kent Violets
 Lily of the Valley
 New Mown Hay
 Patchouly
 Rose Clover (Trefle)
 Rose Geranium
 Sweet Arbutus
 Trailing Azalea
 True White Rose
 Wilhelmina Lily
 Ylang Ylang

With every order for five pints of perfume above listed we will give one pint FREE.

Take advantage of our offer NOW.

The Jennings Company
 Perfumers
 Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

Aceticum	6@	8	Copaiba	1	75@	1	85	Scilla Co.	50	Liquor Arsen et	Hydrarg Iod	25	Rubia Tinctorum	12@	14	Vanilla	9 00@																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Acetium	6@	8	Cubebae	2	15@	2	25	Tolutan	50	Liq Potass Arsinit	10@	12	Salacin	50@	4	75	Saccharum La's.	18@	20	Zinci Sulph	7@	8																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
Benzoinum, Ger.	70@	75	Erigeron	2	39@	2	50	Prunus virg.	50	Magnesia, Sulph.	3@	5	Magnolia, Sulph. bbl	1 1/2@	50	Sanguis Drac's	40@	50	Whale, winter	bbl gal.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
Boracie	@	12	Evechthitos	1	00@	1	10			Mannia, S. F.	45@	50	Menthol	2	65@	2	85	Sapo, W	13 1/2@	16	Lard, extra	85@	90																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Carbolicum	26@	29	Gaultheria	2	50@	4	00			Morphia, SP&W	3	00@	3	25	Morphia, SNYQ	3	00@	3	25	Morphia, Mal.	3	00@	3	25	Sinapis	@	18	Snuff, Maccaboy,	@	51	Red Venetian	1 1/2@	2 1/2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Citricum	50@	55	Geranium	oz	75					Morphia	3	00@	3	25	Moschus Canton.	@	40	Nux Vomica po 15	25@	40	Os Sepia	35@	40	Pepsin Saac, H &	@	1	00	P D Co	@	1	00	Picis Liq N N 1/4	gal doz	2	00	2	00	Picis Liq qts	@	1	00	Picis Liq pints	@	1	00	Pil Hydrarg po 80	75	Piper Nigra po 22	18@	20	Piper Nigra po 35	30@	35	Pix Burgum	50	Plumbi Acet	12@	15	Pulvis Ip'cet Opil	30@	1	50	Pyrethrum, bxs H	50	P D Co doz	@	75	Pyrethrum, pv.	20@	25	Quina, S P & W.	17@	27	Quina, S Ger	17@	27	Quina, N. Y.	17@	27	Thebromae	50@	55																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
Hydrochlor	3@	5	Gossypii Sem gal	70@	75					Anconitum Nap'sR	50	Anconitum Nap'sF	50	Aloes	50	Alumina	50	Alumina & Myrrh	50	Asafoetida	50	Aurant Belladonna	50	Aurant Cortex	50	Benzoin	50	Benzoin Co.	50	Barosma	50	Cantharides	50	Capicum	50	Cardamon	50	Cardamon Co.	50	Castor	50	Cinchona	50	Cinchona Co.	50	Columba	50	Cubebae	50	Cassia Acutifol	50	Cassia Acutifol Co	50	Digitalis	50	Ergot	50	Ferri Chloridum	50	Gentian	50	Gentian Co.	50	Gulaca	50	Gulaca ammon	50	Hyoscyamus	50	Iodine	75	Iodine, colorless	75	Kino	50	Lobelia	50	Myrrh	50	Nux Vomica	50	Opil	1	25	Opil, camphorated	1	00	Opil, deodorized	2	00	Quassia	50	Rhatany	50	Rhel	50	Sanguinaria	50	Serpentaria	50	Stromonium	50	Tolutan	50	Valerian	50	Veratrum Veride	50	Zingiber	50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50		50

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

Rolled Oats
Hominy
Corn Starch

DECLINED

Canned Plums and Peaches
Fresh Fish
Spring Wheat Flour

Index to Markets
By Columns

Col	1	2
A	Ammonia	Ammonia
B	Baked Beans	Baked Beans
C	Candies	Candies
D	Dried Fruits	Dried Fruits
E	Farinaceous Goods	Farinaceous Goods
F	Fish and Oysters	Fish and Oysters
G	Gelatine	Gelatine
H	Herbs	Herbs
I	Jelly	Jelly
L	Licorice	Licorice
M	Meat Extracts	Meat Extracts
N	Mince Meat	Mince Meat
O	Molasses	Molasses
P	Mustard	Mustard
R	Nuts	Nuts
S	Olives	Olives
T	Pipes	Pipes
V	Pickles	Pickles
W	Playing Cards	Playing Cards
X	Provisions	Provisions
Y	Rice	Rice
Z	Salad Dressing	Salad Dressing
	Saleratus	Saleratus
	Salt Soda	Salt Soda
	Salt	Salt
	Salt Fish	Salt Fish
	Seeds	Seeds
	Shoe Blacking	Shoe Blacking
	Snuff	Snuff
	Soap	Soap
	Soda	Soda
	Soups	Soups
	Spices	Spices
	Starch	Starch
	Syrups	Syrups
	Tea	Tea
	Tobacco	Tobacco
	Twine	Twine
	Vinegar	Vinegar
	Wicking	Wicking
	Woodenware	Woodenware
	Wrapping Paper	Wrapping Paper
	Yeast Cake	Yeast Cake

1	2
ARCTIC AMMONIA	Oysters
12 oz. ovals 2 doz. box. 75	Cove, 1lb. 90@1 00
AXLE GREASE	Cove, 2lb. 1 00@1 85
Frazer's	Cove, 1lb. Oval 1 20
1lb. wood boxes, 4 doz. 3 00	Plums
1lb. tin boxes, 3 doz. 2 35	Peas
3 1/2 lb. tin boxes, 2 doz. 4 25	Marrowfat 95@1 25
10lb. pails, per doz. 6 00	Early June 1 00@1 25
15lb. pails, per doz. 7 20	Early June Sifted 1 15@1 80
25lb. pails, per doz. 12 00	Peaches
BAKED BEANS	Pie 90@1 25
1lb. can, per doz. 90	No. 10 size can pie 3 00
2lb. can, per doz. 1 40	Pineapple
3lb. can, per doz. 1 80	Grated 2 50
BATH BRICK	Sliced 2 40
American 75	Fair Pumpkin 85
English 85	Good 90
BLUING	Fancy 1 00
Arctic 40	Gallon 2 50
6 oz. ovals 3 doz. box 40	Raspberries
16 oz. round 2 doz. box 75	Standard @
Sawyer's Pepper Box	Salmon
Per Gross.	Col'a River, talls 1 95@2 00
No. 3, 3 doz. wood bxs 4 00	Col'a River, ats 2 25@2 75
No. 5, 3 doz. wood bxs 7 00	Red Alaska 1 45@1 60
BROOMS	Pink Alaska 1 00@1 10
No. 1 Carpet, 4 sew 2 75	Sardines
No. 2 Carpet, 4 sew 2 40	Domestic, 1/4s 3 3/4 @ 4
No. 3 Carpet, 3 sew 2 25	Domestic, 1/2s @ 5
No. 4 Carpet, 3 sew 2 10	Domestic, Must'd 6 1/2 @ 9
Parlor Gem 2 40	California, 1/4s 11 @ 14
Common Whisk 90	California, 1/2s 17 @ 24
Fancy Whisk 1 25	French, 1/4s 7 @ 14
Warehouse 3 00	French, 1/2s 18 @ 28
BRUSHES	Shrimps
Scrub	Standard 1 20@1 40
Solid Back 8 in. 75	Succotash
Solid Back, 11 in. 95	Fair 85
Pointed Ends 85	Good 1 00
Stove	Fancy 1 25@1 40
No. 3 90	Strawberries
No. 2 1 25	Fair 95@1 10
No. 1 1 75	Good 1 10
Shoe	Fancy 1 40
No. 8 1 00	Gallons 2 75
No. 7 1 30	CARBON OILS
No. 4 1 70	Barrels
No. 3 1 90	Perfection @ 10 1/2
BUTTER COLOR	Water White @ 10
W. R. & Co.'s 25c size 2 00	D. S. Gasoline @ 15
W. R. & Co.'s 50c size 4 00	Gas Machine @ 24
CANDLES	Deodor'd Nap'a. @ 13
Paraffine, 6s 10	Cylinder 29 @ 34 1/2
Paraffine, 12s 10	Engine 16 @ 22
Wicking 20	Black, winter 8 1/4 @ 10
CANNED GOODS	CEREALS
Apples	Breakfast Foods
3lb. Standards 90@1 00	Bordeaux Flakes, 36 1lb. 2 50
Gallon 2 25@2 50	Cream of Wheat 36 2lb. 4 50
Blackberries	Egg-O-See, 36 pkgs. 2 85
2lb. 1 25@1 75	Excellor Flakes, 36 lb. 4 50
Standards gallons @ 5 50	Excellor, large pkgs. 4 50
Beans	Force, 36 2 lb. 4 50
Baked 85@1 30	Grape Nuts, 2 doz. 2 75
Red Kidney 85@ 95	Malta Ceres, 24 1lb. 2 40
String 70@1 15	Malta Vita, 36 1lb. 2 85
Wax 75@1 25	Mapi-Flake, 36 1lb. 4 05
Blueberries	Pillsbury's Vitos, 3 doz 4 25
Standard 1 35	Kalston, 36 2lb. 4 50
Gallon 6 25	Sunlight Flakes, 36 1lb. 2 85
Brook Trout	Sunlight Flakes, 20 lbs 4 00
2lb. cans, spiced 1 90	Vigor, 36 pkgs. 2 75
Clams	Voigt Cream Flakes 4 50
Little Neck, 1lb. 1 00@1 25	Zest, 20 2lb. 4 10
Little Neck, 2lb. @ 1 50	Zest, 36 small pkgs. 2 75
Clam Bouillon	Rolled Oats
Burnham's 1/2 pt. 1 90	Rolled Avena, bbls. 6 75
Burnham's pts. 3 60	Steel Cut, 100 lb. sks. 3 40
Burnham's qts. 7 20	Monarch, bbl. 6 50
Cherries	Monarch, 90 lb. sacks 3 10
Red Standards @ 1 40	Quaker, 18-2 1 50
White @ 1 40	Quaker, 20-5 4 65
Corn	Cracked Wheat
Fair 75@ 85	Bulk 3 1/4
Good 1 00@1 10	24 2 lb. packages 3 50
Fancy 1 45	CATSUP
French Peas	Columbia, 25 pts 4 15
Sur Extra Fine 22	Snider's pints 2 35
Extra Fine 19	Snider's 1/2 pints 1 30
Fine 15	CHEESE
Moyen 11	Acme @ 13 1/2
Gooseberries	Elsie @ 12
Standard 1 75	Gem @ 13 1/2
Hominy 85	Jersey @ 14
Lobster	Riverside @ 13
1/2 lb. 2 25	Warner's @ 14
1 lb. 4 25	Springdale @ 13
Picnic Tails 2 75	Brick @ 15
Mackerel	Leiden @ 15
Mustard, 1lb. 1 80	Limburger @ 19
Mustard, 2lb. 2 80	Pineapple 40 @ 60
Soused, 1 1/2 lb. 1 80	Sap Sago @ 22
Soused, 2lb. 2 75	Swiss, domestic @ 16
Tomato, 1lb. 1 50	Swiss, imported @ 20
Tomato, 2lb. 2 80	Buttons @ 28
Mushrooms	
Hotels @ 24	
Buttons @ 28	

3	4	5
CHEWING GUM	Family Cookie 8	DRIED FRUITS
American Flag Spruce 55	Fancy Ginger Wafer 12	Apples
Beeman's Pepsin 55	Fig Cake Assorted 12	Sundried @ 9
Adams Pepsin 55	Fruit Nut Mixed 16	Evaporated @ 9
Best Pepsin 45	Frosted Cream 10	Apricots
Best Pepsin, 5 boxes. 2 00	Frosted Honey Cake 12	California @ 13
Black Jack 55	Fluted Coconut Bar 10	Citron @ 20
Largest Gum Made 55	Ginger Gems 9	Corsican @ 20
Sen Sen 55	Ginger Gems, Iced 9	Currents
Sen Sen Breath Perf 1 00	Graham Crackers 8	Imp'd 1 lb. pkg. 8 1/2 @ 9
Long Tom 55	Ginger Nuts 10	Imported bulk .8 1/2 @ 8 1/2
Yucatan 55	Ginger Snaps N. B. C. 7	Peel
Hop to it 55	Ginger Snaps Square 8	Lemon American 15
Spearmint 55	Hippodrome Bar 10	Orange American 14
CHICORY	Honey Cake, N. B. C. 12	Raisins
Bulk 5 7	Honey Fingers, As. Ice 12	London Layers, 3 cr.
Red 5 7	Honey Jumbles 12	London Layers, 4 cr.
Eagle 5 7	Honey Jumbles, Iced 12	Cluster, 5 crown 2 25
Franck's 5 7	Honey Flake 12 1/2	Loose Muscatels, 2 cr.
Schener's 6	Household Cookies 8	Loose Muscatels, 3 cr. 7
CHOCOLATE	Household Cookies Iced 8	Loose Muscatels, 4 cr. 8
Walter Baker & Co.'s	Iced Honey Crumpets 10	L. M. Seeded 1 lb. 8 1/2 @ 9
German Sweet 26	Imperial 8	California Prunes
Premium 38	Jersey Lunch 8	100-125 25lb. boxes @ 4
Caracas 31	Kream Klips 20	90-100 25lb. boxes @ 4 1/2
Walter M. Lowney Co.	Lem Yem 11	80-90 25lb. boxes @ 5 1/2
Premium, 1/4s 32	Lemon Gems 10	70-80 25lb. boxes @ 6
Premium, 1/2s 32	Lemon Biscuit Square 8	60-70 25lb. boxes @ 7
COCOA	Lemon Wafer 16	50-60 25lb. boxes @ 7
Baker's 39	Lemona 8	40-50 25lb. boxes @ 8
Cleveland 41	Log Cabin Cake 10	30-40 25lb. boxes @ 8 1/2
Colonial, 1/4s 35	Lusitania Mixed 11	1/4c less in 50lb. cases
Colonial, 1/2s 33	Mary Ann 8	FARINACEOUS GOODS
Epps 42	Marshmallow Walnuts 16	Beans
Huyler 45	Mariner 11	Dried Lima 6 1/2
Lowney, 1/4s 36	Molasses Cakes 8	Med. Hd. Pk'd. 2 75
Lowney, 1/2s 36	Molasses Cakes, Iced 9	Brown Holland
Lowney, 1/4s 36	Mohican 11	Farina
Lowney, 1s 40	Nabob Jumble 14	24 1 lb. packages 1 50
Van Houten, 1/4s 12	Newton 12	Bulk, per 100 lbs. 3 50
Van Houten, 1/2s 20	Oatmeal Crackers 8	Hominy
Van Houten, 1s 40	Orange Gems 8	Flake, 50 lb. sack 1 00
Webb 35	Oval Sugar Cakes 8	Pearl, 100 lb. sack 2 45
Wilbur, 1/2s 39	Oval Sugar Cakes Ast. 8	Pearl, 200 lb. sack 4 80
Wilbur, 1s 40	Penny Cakes, Assorted 8	Maccaroni and Vermicelli
COCOANUT	Picnic Mixed 11 1/2	Domestic, 10 lb. box 60
Dunham's 1/4s & 1/2s 26 1/2	Pretzels, Hand Md. 8	Imported, 25 lb. box 2 50
Dunham's 1/2s 27	Pretzeltes, Mac. Md. 7 1/2	Pearl Barley
Dunham's 1/4s 28	Raisin Cookies 8	Common 3 00
Bulk 12	Ravena Jumbles 12	Chester 3 00
COFFEE	Revere, Assorted 14	Empire 3 65
Rio	Rube 8	Peas
Common 10@13 1/2	Scalloped Gems 10	Green, Wisconsin, bu. 2 50
Fair 14 1/2	Scotch Cookies 10	Green, Scotch, bu. 2 70
Choice 16 1/2	Snow Creams 16	Split, lb. 04
Fancy 20	Spiced Honey Nuts 12	Sago
Santos	Sugar Fingers 12	East India 5
Common 12@13 1/2	Sugar Gems 16	German, sacks 5
Fair 14 1/2	Sultana Fruit Biscuit 8	German, broken pkg. 5
Choice 16 1/2	Sunside Jumbles 10	Tapoca
Fancy 19	Spiced Gingers 9	Flake, 110 lb. sacks 6
Peaberry 19	Spiced Gingers Iced 10	Pearl, 130 lb. sacks 5
Maracaibo	Sugar Cakes 8	Pearl, 24 lb. pkgs. 7 1/2
Fair 16	Sugar Cakes, Iced 9	FLAVORING EXTRACTS
Choice 19	Sugar Squares, large or small 8	Foot & Jenks
Mexican 16 1/2	Superba 8	Coleman Brand
Fancy 19	Sponge Lady Fingers 25	Lemon
Guatemala 15	Sugar Crimp 8	No. 2 Terpeness 75
Java 12	Sylvan Cookie 12	No. 3 Terpeness 1 75
African 12	Vanilla Wafers 16	No. 8 Terpeness 3 00
Fancy African 17	Victors 12	Vanilla
O. G. 25	Waverly 12	No. 2 High Class 1 20
P. G. 31	Zanzibar 10	No. 4 High Class 2 00
Mocha	In-er Seal Goods	No. 8 High Class 4 00
Arabian 21	Per doz.	Jaxon Brand
Package	Albert Biscuit 1 00	Vanilla
New York Basis	Animals 1 00	2 oz. Full Measure 2 10
Arbuckle 16 00	Arrowroot Biscuit 1 00	4 oz. Full Measure 4 00
Dillworth 14 75	Butter Thin Biscuit 1 00	8 oz. Full Measure 8 00
Jersey 15 00	Butter Wafers 1 00	Lemon
Lion 14 50	Cheese Sandwich 1 00	2 oz. Full Measure 1 25
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	Cocoa Nut Dainties 1 00	4 oz. Full Measure 2 40
Holland, 1/2 gro boxes 95	Faust Oyster 1 00	8 oz. Full Measure 4 50
Felix, 1/2 gross 1 15	Fig Newton 1 00	Jennings D. C. Brand
Hummel's foil, 1/2 gro. 85	Five O'clock Tea 1 00	Terpeness Ext. Lemon
Hummel's tin, 1/2 gro. 1 43	Frotana 1 00	Doz.
CRACKERS	Ginger Snaps, N. B. C. 1 00	No. 2 Panel 75
National Biscuit Company	Graham Crackers 1 00	No. 4 Panel 1 50
Brand	Lemon Snap 50	No. 6 Panel 2 00
Butter	London Cream Biscuit 1 00	Taper Panel 3 50
Seymour, Round 6	Marshmallow Dainties 1 00	1 oz. Full Meas. 90
N. B. C., Square 6	Oatmeal Crackers 1 00	2 oz. Full Meas. 1 50
Soda	Oysterettes 50	4 oz. Full Meas. 2 15
N. B. C. Soda 6	Old Time Sugar Cook. 1 00	8 oz. Full Meas. 3 50
Select Soda 8	Pretzeltes, Hd. Md. 1 00	No. 2 Assorted Flavors 1 00
Saratoga Flakes 13	Royal Toast 1 00	GRAIN BAGS
Zephyrette 13	Saltine 1 00	Amoskeag, 100 in bale 19
Oyster	Saratoga Flakes 1 50	Amoskeag, less than bl 19 1/2
N. B. C., Round 6	Social Tea Biscuit 1 00	GRAIN AND FLOUR
Gem 8	Soda, N. B. C. 1 00	Wheat
Faust, Shell 7 1/2	Soda, Select 1 00	New No. 1 White 87
Sweet Goods	Sugar Clusters 1 00	New No. 2 Red 87
Atlantic, Assorted 10	Sultana Fruit Biscuit 1 50	Winter Wheat Flour
Cadet 11	Unedda Biscuit 50	Local Brands
Campaign Cake 10	Unedda Jinjer Wayfer 1 00	Patents 5 50
Cartwheels 8	Vanilla Wafers 1 00	Second Patents 5 25
Cassia Cookie 9	Water Thin 1 00	Straight 5 05
Cavalier Cake 9	Zu Zu Ginger Snaps 50	Second Straight 4 75
Current Fruit Biscuit 10	Zwieback 1 00	Clear 4 00
Cracknels 16	In Special Tin Packages	Flour in barrels, 25c per barrel additional.
Coffee Cake, pl. or iced 10	Per doz.	Worden Grocer Co.'s Brand
Cocoa Nut Taffy Bar 12	Festino 2 50	Quaker, paper 4 60
Cocoa Nut Bar 10	Nabisco 2 56	Quaker, cloth 4 80
Cocoa Nut Drops 12	Nabisco 1 00	Wykes & Co.
Cocoa Nut Honey Cake 12	Champagne Wafer 2 50	Eclipse 4 80
Cocoa Nut Hon. Fingers 12	Per tin in bulk.	Kansas Hard Wheat Flour
Cocoa Nut Hon. Jumbles 12	Sorbetto 1 00	Fanchon, 1/8 cloth 5 70
Cocoa Nut Macaroons 18	Nabisco 1 75	Judson Grocer Co.
Dandelion 10	Festino 1 50	Grand Rapids Grain & Milling Co. Grain & Milling
Dinner Biscuit 20	Bent's Water Crackers 1 40	Wizard, assorted 4 40
Dinner Pail Cake 10	Holland Rusk	Graham 4 40
Dixie Sugar Cookie 9	36 packages 2 90	Buckwheat 5 75
Family Snaps 8	40 packages 3 20	Rye 4 50
	60 packages 4 75	

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 80 Golden Horn, baker's 5 70 Duluth Imperial 6 26 Judson Grocer Co's Brand Ceresota, 1/8s 6 80 Ceresota, 1/4s 6 70 Ceresota, 1/2s 6 60 Lemon & Wheeler's Brand Wingold, 1/8s 6 55 Wingold, 1/4s 6 45 Wingold, 1/2s 6 35 Worden Grocer Co's Brand Laurel, 1/8s cloth 6 10 Laurel, 1/4s cloth 6 00 Laurel, 1/2s cloth 5 90 Laurel, 1/8s & 1/4s cloth 5 90 Laurel, 1/2s cloth 5 90 Wykes & Co. Sleepy Eye, 1/8s cloth 6 10 Sleepy Eye, 1/4s cloth 6 00 Sleepy Eye, 1/2s cloth 5 90 Sleepy Eye 1/8s paper 5 90 Sleepy Eye, 1/4s paper 5 90 Sleepy Eye, 1/2s paper 5 90 Meal Bolted 3 80 Golden Granulated 3 90 St. Car Feed screened 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 Crains 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 25 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 1/4 lb., 6 lb. box 18 OLIVE Bulk, 1 gal. kegs 1 20@1 40 Bulk, 2 gal. kegs 1 10@1 30 Bulk, 5 gal. kegs 1 00@1 20 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 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 83 No. 15, Rival, assorted 1 25 No. 20 Rover, enameled 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 98 Bicycle 2 00 No. 632 Tourist whist 2 25 POTASH 48 cans in case Babbitt's 4 00 PROVISIONS 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. Belies 10 1/2 Belies 9 1/2 Extra Shorts 9 1/2 Lard Compound 8 1/2 Pure in tierces 11 80 lb. tubs 5 1/2 60 lb. tubs 5 1/2	50 lb. tins 1/2 advance 1/4 20 lb. pails 1/2 advance 1/4 Smoked Meats Hams, 12 lb. average 13 1/2 Hams, 14 lb. average 13 1/2 Hams, 16 lb. average 13 1/2 Hams, 18 lb. average 13 1/2 Skinned Hams 14 1/2 Ham, dried beef sets 20 California Hams 9 Picnic Boiled Hams 14 Boiled Hams 22 Berlin Ham, pressed 9 Minced Ham 7 Bacon 12 1/2@16 10 lb. pails 1/2 advance 7/8 5 lb. pails 1/2 advance 1 8 lb. pails 1/2 advance 1 Sausages Bologna 7 Liver 7 Frankfort 9 Pork 9 Tongue 7 Headcheese 7 Beef Extra Mess 9 75 Boneless 13 50 Rump, new 17 00 Pig's Feet 1/4 bbls. 1 00 1/2 bbls. 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, 1/4s 45 Potted ham, 1/2s 45 Potted ham, 1/4s 45 Potted ham, 1/2s 45 Potted tongue, 1/4s 45 Potted tongue, 1/2s 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 3/4s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 15 28 10 1/2 lb. sacks 2 00 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2@10 1/2 Pollock @ 5 Halibut Strips 13 Chunks 13 Holland Herring Pollock @ 4 White Hp. bbls. 7 50@9 00 White Hp. 1/2 bbls. 4 00@5 00 White Hoop mchs. @ 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 5 80 No. 1, 10 lbs. 1 65 No. 1, 8 lbs. 1 35 Whitefish No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75	10 lbs. 12 55 8 lbs. 92 48 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 9 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 8oz. 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. toil. 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wrisley 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 Kirkline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 16 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. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/4 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 12 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 46 Cassia, Saigon, in rolls. 55 Cloves, Amboyina 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 20 Pepper, Singapore, blk. 15 Pepper, Singp. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 28 Cloves, Zanzibar 55 Ginger, African 24 Ginger, Cochon 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/4 Muzzy, 20 lbs. 5 1/4 Muzzy, 40 lbs. 5 1/4 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/4 Silver Gloss, 16 lbs. 6 1/4 Silver Gloss, 12 lbs. 8 1/4 Muzzy 48 lb. packages 5 16 lb. packages 4 1/2 12 lb. packages 6 50 lb. boxes 4 SYRUPS Corn Barrels 32 Half barrels 34 20 lb. cans 1/4 dz. in cs. 2 00 10 lb. cans 1/2 dz. in cs. 1 95 5 lb. cans 3 dz. in cs. 2 05 2 1/2 lb. cans 2 dz. in cs. 2 50	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 Fannings 12@14 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails. 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 49 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kylo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 44 Toddy 34 J. T. 38 Piper Heidsieck 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 31 Gold Block 40 Flagman 40 Chips 33 Kilm 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 Plov Boy, 1 1/2 oz. 39 Plov Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 35 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 20 Cotton, 4 ply 20 Jute, 2 ply 14 Hemp, 6 ply 14 Flax, medium N 13 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 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 10 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round head, 5 gross bx 55 Round head, cartons 70 Egg Crates and Fillers Humpty Dumpty, 12 doz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 15 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in 70 Cork lined, 9 in 80 Cork lined, 10 in 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 85 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 60 Northern Queen 3 50 Double Duplex 3 30 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/2 Fibre Manila, white 2 1/2 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 1 1/2 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 20 Whitefish, No. 1 12 1/2 Trout 12 Halibut 9 1/2 Herring 7 Bluefish 16 Live Lobster 25 Boiled Lobster 25 Cod 10 Haddock 8 Pickered 13 Pike 8 Perch 8 1/2 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel 16 Finnan Haddie 15 Roe Shad 15 Shad Roe, each 9 Speckled Bass 9 HIDES AND PELTS Hides Green No. 1 8 1/2 Green No. 2 7 1/2 Cured No. 1 10 Cured No. 2 9 Calfskin, green, No. 1 12 Calfskin, green, No. 2 10 1/2 Calfskin, cured, No. 1 13 Calfskin, cured, No. 2 11 1/2	Pelts Old Wood 20 Lambs 25@50 Shearlings 10@30 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 17 Unwashed, fine 13 CONFECTIONS Stick Candy Standard 8 Standard H H 8 Standard Twist 8 1/2 Cases Jumbo, 32 lb. 8 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case 8 1/2 Mixed Candy Grocers 7 Competition 7 1/2 Special 8 1/2 Conservé 8 Royal 8 1/2 Ribbon 10 Broken 10 Cut Loaf 8 1/2 Leader 9 1/2 Kindergarten 9 Bon Ton Cream 10 1/2 French Cream 10 Star 11 Hand Made Cream 17 Premio Cream mixed 14 Paris Cream Bon Bons 11 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 13 Fudge Squares 13 Peanut Squares 10 Sugared Peanuts 12 Salted Peanuts 13 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 11 Lozenges, printed 12 Champion Chocolate 13 Eclipse Chocolate 15 Eureka Chocolate 15 Quintette Chocolate 16 Champion Gum Drops 10 Moss Drops 10 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drops 70 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 60 Lozenges, printed 65 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80@90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Ass'tmt 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't 10 00 Pop Corn Cracker Jack 3 25 Checkers, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 17 Almonds, Avica 17 Almonds, California sft. shell 12@13 Brazil 12@13 Filberts 13 Cal. No. 1 13 Walnuts, soft shell 18 Walnuts, Marbot 16 Table nuts, fancy 13@16 Pecans, Med. 12 Pecans, ex. large 12 Pecans, Jumbos 13 Hickory Nuts per bu. Ohio new 15 Cocoanuts 15 Chestnuts, New York State, per bu. 15 Shelled Spanish Peanuts 7@7 1/2 Pecan Halves 45 Walnut Halves 32@35 Filbert Meats 27 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 6 1/2@7 1/2 Roasted 8 Choice, H. P. Jumbo 8 1/2 bo 8 1/2

Special Price Current

AXLE GREASE



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

BAKING POWDER

Royal



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

BLUING



C. P. Bluing

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

CIGARS

Johnson Cigar Co.'s Brand



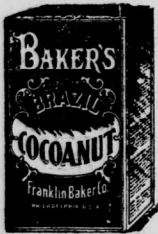
S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32

Worden Grocer Co. brand
Ben Hur

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

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
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 .5 @ 5 1/2
Livers .6 @ 6

Pork

Loins .13 @ 8
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 96
No. 19, each 100ft. long 2 16

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 25
Large 34

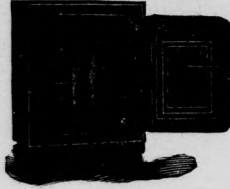
Poles

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 burglar 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.

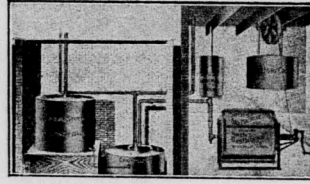
H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

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

GRAND RAPIDS, MICHIGAN

BRIGHT LIGHT Twenty Cents



Better light means better results in either business or home. More and better light for the least money is the result you get from the Improved Swem Gas System. Write us.

SWEM GAS MACHINE CO. Waterloo, Ia.

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.

GRAND RAPIDS, MICH.



The trade—already created—is yours if you want it.

To get it, simply stock up with

Holland Rusk

(Prize Toast of the World)

It is the means of bigger sales and more profits to many enterprising grocers. Are you one of them?

Large Package Retailers 10 Cents.

Holland Rusk Co.

Holland, Mich.

Largest Exclusive Furniture Store in the World

When you're in town be sure and call. Illustrations and prices upon application.

Klingman's Sample Furniture Co.

Grand Rapids, Mich.

Ionian, Fountain and Division Sts.
Opposite Morton House

will light your store for 30 hours and give you a bigger candle power light, if you use an Improved Hanson Lighting System. 100 per cent. more light at 50 per cent. less cost than other systems.

Write for descriptive catalogue.

American Gas Machine Co.

Albert Lea, Minn.



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.

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.

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—Building in Hartford, Mich., 24x40, two stories, steel roof, stone foundation, one-half acre on sidetrack. C. L. Northrup, Hartford, Mich. 11

For Sale—Clean stock of hardware, invoicing thirty-five hundred to four thousand dollars, in growing Southern Michigan city of five thousand. Heating and plumbing a feature. Address L. O. Miller, care Michigan Tradesman. 5

Hotel and Furniture For Sale—No other in city; doing a fine business; 16 sleeping rooms; furnace heat; gasoline light. Death of wife cause for selling. G. W. Phettaplace, Central City, Iowa. 4

Fore Rent—Fine large new cement block store building in town of 400, in grape belt. Will be ready for occupancy about Sept. 5. Maccabee hall on second floor. Building directly opposite hotel. Busiest corner in town. Excellent location for drug store, none in town. Ample room to run drug store on one side and general store on other. Rent \$150 per year. Address B. E. Wheeler, Mattawan, Mich. 7

For Sale—Nice clean stock of groceries in Duluth, Minn. Excellent location; splendid business. Reason for selling, ill health. Address Harry Christian, 2303 Superior St., Duluth, Minn. 6

Wanted—Stock of dry goods in exchange for improved farm. Address No. 3, care Michigan Tradesman. 3

FOR SALE

One-half of the stock of an incorporated company conducting a general store in a thrifty town in Northern Ohio. Want to get into different business. \$2,500 will buy my share. Party buying would work with other partner owning other half of stock. Stock clean.

Address No. 1000

Care of Tradesman.

For Sale—A first class meat market in town of 1,400. The shop is an up-to-date one with good double Butcher Boy cooler, gasoline engine, tools and fixtures, good slaughter house, horses and wagons. Reason for selling, ill health. Address W. J. Clark, Hartford, Mich. 2

For Sale—Clean stock of general merchandise, doing a good strictly cash business in rapidly growing Michigan town of about 900 population. Inventories about \$9,000. Will take unincumbered farm or productive city property worth five to six thousand and balance in cash. Address Good Business, care Tradesman. 1

A little money will buy a clothing and shoe stock in small town, doing a nice business. Address N. A. C., care Tradesman. 10

For Sale—\$5,000 stock general merchandise, located in Genesee county. Sales this last year, \$14,000. Stock in fine condition. Easy terms. Address Box 23, Swartz Creek, Mich. 999

There is a good opening for a third men's clothing and shoe store in a town of 3,000, central Iowa, county seat; good territory; prosperous people; town growing; we have a store room ready for the right merchant; steam heat, electric lights, gas, oak shelving, good display window; rent reasonable; will be pleased to correspond with parties desiring a location; no transients, junk stocks or bankrupt sales considered. Address Peoples Savings Bank, Nevada, Iowa. 997

Must sell stock of dry goods and ladies' furnishing goods. Clean stock of about \$4,500, located in manufacturing town of 3,500. No trades. Cash only. Address No. 984, care Tradesman. 984

Wanted—A stock of general merchandise, clothing or shoes. State size of stock and price. W. A. Bash, Macomb, Ill. 986

For Sale—Good paying bakery, splendid opportunity. Poor health only reason for selling. Address L. S. Baker, Lidgerwood, N. D. 988

For Sale—\$4,000 general merchandise stock. Sixteen years' established trade, good chance for the right party. No trades considered. Write Lock Box 610, Neillsville, Wis. 989

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

British Columbia Timber Investments—275 million feet of standing fir, cedar and cypress, twelve miles from Vancouver, price, \$125,000; 300 million feet on and near tidewater 150 miles from Vancouver, price, \$65,000. Address W. H. Lembke, Box 972, Vancouver, B. C. 991

Wanted—Partner with three thousand or more cash to invest in a good clean stock of general merchandise in good live town. Address Box 97, Antler, N. D. 993

For Sale—An old established grocery and seed business. Central location. Bargain for right man. Good reason for selling. Address Box 101, Youngstown, O. 994

G. E. Breckenridge Auction Co.
Merchandise Auctioneers and Sales Managers
Edinburg, Ill.

Our system will close out stocks anywhere. Years of experience and references from several states. Booklets free. Recent sales at Fairfield, Forest City and Moeaqua, Ill. Write us your wants.

For Sale—At a snap, to close up an estate, 240 acres land in Northeastern Nebraska, and three lots in St. Paul, Minn., by owner. H. C. Smith, 700 Central avenue, Minneapolis, Minn. 995

For Sale—Only hardware stock in good business town. Invoices \$2,500; can be reduced. Best of reasons for selling. Address 996, care Michigan Tradesman. 996

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 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

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

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

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.

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 Rent—A new and up-to-date store building, 18x60 feet, with large plate glass front, formerly used for a shoe store. Suitable for most any kind of retail business. Rent reasonable. Call or write J. C. Yeakey, Wayland, Mich. 985

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—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

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 money maker. Reason, other business. Address Dr. Chas. T. Welke, Dallas, Texas. 966

\$25 CASH PAID

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

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

For Sale—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

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

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—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 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

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

SITUATIONS WANTED.

Tinner Wanted—Young man for shop and furnace work. Man experienced in plumbing preferred. Good recommendation necessary. Morton & Doudna, Marion, Mich. 9

HELP WANTED.

Wanted—Registered druggist for country department store. Good salary to right man. State age, married or single, and salary wanted. Arthur Steere, McBrides, Mich. 8

Want Ads. continued on next page.

MERCHANTS

The best is the cheapest in everything
When you have that

AUCTION or SPECIAL SALE

Get the BEST and you will be the gainer by
LONG ODDS

Let us tell you all about what our twelve years' experience can do for you in reducing or closing out your stock at a profit.

We can please you as we have hundreds of others, and leave you smiling when we say good-bye.
Our methods are strictly up-to-date, everything high class, and we get the business.

W. A. PALSTON & CO.

Suite 407-409 Exchange Place Bldg.
Rochester, N. Y.



\$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.

Want Advertisements in the
Tradesman are dividend
payers.

ONE WOMAN'S PROBLEM.

She Worked It Out to a Pronounced Success.

Written for the Tradesman.

Business had been quiet all day and for that matter there had been, comparatively speaking, little doing for more than a week, so that as Martin Keek went the rounds in his little store to see if everything was all right for the night he was just tinged by a touch of dissatisfaction. Was it all worth while, this steady, daily grind for a mere living and not a very exciting or inspiring existence at that?

"What's in it anyhow?" he asked himself as he spitefully, almost viciously, turned the key in the front door lock.

"That's just what I came over to ask you," was the immediate response Martin heard at his elbow, and turning quickly he recognized a lady, one of his best and most agreeable customers.

It was at the humid, heat-heavy close of a day in July, when the katydids, the frogs and the crickets were telling their beads in thankfulness to the Omnipotent, while all about them were tired, impatient, anxious human souls wishing for rain and a change of weather, wishing for less of effort and an increase of desired results, and not the least disturbed in the community was Martin Keek, who with more asperity than curiosity observed: "What are you talking about, Mrs. Bellew?"

Mrs. Bellew, a plump, healthy, good natured and good looking woman of about—well, she had frequently confessed to 30 years of age and had the appearance of being about 25 years old, replied that she had hoped to get over to the store before closing time, and now that she was there, even although Mr. Keek had locked up, she would walk along with him and tell her story.

Then she called to mind the fact that she was a widow, at which Keek softened up a bit and observed good humoredly that he was married. In turn Mrs. Bellew expressed her congratulations and ended with, "It's mighty lucky for you, for I don't know of another woman that would have you."

Then the lady explained briefly that being childless and left with little else than a nine room house and a Dutch oven in that house it occurred to her that she was in duty bound to begin earning an income of some sort. "I don't want to take boarders, I can not take in washing and will not go out to work, I'm not a good seamstress, am too slow and too exacting and—but I'm a first class all 'round home baker and I've got a great big and at present practically useless Dutch oven. Everybody in town knows my reputation as a baker, they know that I have taken first prizes on white bread, brown bread and salt rising bread at our county fair the past three years and I want to go into the business of baking bread for you to sell in your store. Now, as you said, what is there in it?"

Mr. Keek was conservative. He was known as a man who had never taken any appreciable chances in business; a

man who bought carefully, paid cash and had no loose ends to the little business he had built up, but he was undoubtedly impressed by Mrs. Bellew's proposition.

"How many loaves of bread can you turn out in a day?" he asked, at the same time stopping under an electric light that he might better see the lady who had selected him for her sales manager.

"Just as many as you can find customers for," was the reply, but Mrs. Bellew did not stop there. "That is not the point," she continued. "I simply want you to sell my goods, at my price and let me do the advertising. I will deliver the goods at your store and we will settle our account with each other weekly—you to receive a commission on all sales. You need run no risk whatever."

"And what commission would you pay me?" asked Keek.

"For every dollar's worth of my goods that you sell I will pay you 5 per cent. and I will guarantee that after the first thirty days your sales will average ten dollars a day."

"That would be three dollars a week for my trouble," put in Keek, and Mrs. Bellew followed with: "Yes, three dollars a week and the best advertising ever given to your store or to any other store in Swansea."

And so, with a promise to think it over and give his reply the next day, Keek bade the widow good night and turned up the street leading to his home, while Mrs. Bellew sought her domicile.

Swansea was a busy, growing town of about 6,000 people, mostly artisans and of New England descent, who were industrious, thrifty, intelligent and law-abiding, and so were a contented people, strong in their self reliance and moral sense, with no respect for or intercourse with labor union agitators or organizers. And Keek's store, one of half a dozen corner groceries in town, had a very desirable location, even although there were competing establishments which did a much larger business.

Keek accepted Mrs. Bellew's proposition and on the following Monday fifty families living within five squares of his store each received, by special messenger (Mrs. Bellew), a loaf of bread wrapped in paraffin paper with a neatly printed announcement enclosed in an envelope, stating that Mrs. Bellew's bread (white, brown or salt rising) might be obtained at Keek's store and nowhere else.

This initial notice started people Keek's way. Within a week he was selling a hundred loaves of the bread a day, customers coming from all directions and from far distances. Men on their way home at noon or in the evening would stop, little boys and girls and shop girls, clerks and people of all sorts would call, and each morning's paper published a card "top of first column, first page," signed by Mrs. Bellew, stating the numbers, respectively, of brown, white and salt rising bread sold at Keek's store on the previous day. The Swansea Milling Co. was surprised by an order from Mrs. Bellew for 2,000 pounds of flour; the Swansea Hardware Co. was given a commission

to install a Ferris Wheel oven at the lady's house; four excellent women, all widows with children, found steady employment at good wages at the Bellew Bakery, as it was called, and Mr. Keek, inspired to new life and vigor by the phenomenal increase in his general business, invested over a thousand dollars in a new front and internal improvements.

The leading daily paper in the State sent a representative and his camera to Swansea and on the following Sunday came out with a half page special, illustrated, telling the story of "Widow Bellew and Her Bread."

Within a year Mrs. Bellew had an accountant-stenographer in her service and had fitted up the wing of her house as an office. She also employed a teamster with his team and was shipping breads to two adjacent states besides turning out large quantities of home made fried cakes and cookies.

"How did you manage to preserve the home made character of your goods and produce them in such quantities?" asked the representative of the metropolitan daily, and her reply was: "By personally supervising every phase of the process of making them. That is to say, cleanliness was the first requisite and I enforced that to the last degree. In this I was faithfully supported by the four women who controlled the mixing of doughs, the manipulation and baking of loaves and the packing and shipping."

"But you were forced to adopt the use of machinery?" ventured the reporter, and the lady responded, "Yes, but I subordinated the machines to the honor, loyalty and skill of those women who had charge of them. If your operatives have a pride in their work they will be loyal to that work and to their employer, and if cleanliness is the first essential, as it is with us, you may depend upon the complete and constant presence of that factor. Under such auspices a machine is bound to do just what is wanted exactly as desired."

"Then you believe that human skill, pride and devotion can be injected into and become a living part of a machine?"

"I do most emphatically," answered Mrs. Bellew, "but I believe, also, that such skill, pride and devotion are entitled to better recognition than merely a daily wage, and so, from the beginning, I have carried out an accurate and fair system of profit-sharing. Every one of the fourteen persons in my employ receives a just share of the net profits of this business every three months; and more than that, there is not one of them who is without a savings bank account."

"And how about Mr. Keek? Does he profit likewise?"

"He does most assuredly, else how is it," asked Mrs. Bellew, "that he has a branch store at the North End and is doing a business at each store twice as large as was the case when I began my enterprise less than four years ago?"

Asked if she did not find her work very hard, the lady said:

"I worked sixteen hours a day the

first year, but I was healthy, strong and reasonably young and could stand the tax. I could do it also because I had faith in the system I had evolved and followed and because I had pride and ambition along the lines I had marked out."

"And you have won out?"

"That is not just the way I would put it. I have worked out my problem and proved its feasibility."

Chas. S. Hathaway.

Advertising in the Light of Business Insurance.

Written for the Tradesman.

I often wonder how many retail merchants have ever considered advertising in the light of an insurance policy.

They will insure against such contingencies as fire, dishonest employees, burglars, plate glass, etc., as a matter of course, but the moment some one mentions advertising as a business-builder for their particular benefit they begin to hedge and vow they can not afford such an expensive luxury.

Have they ever stopped to think that the greatest of all calamities—yes, greater than fire, loss of trade—can be insured against?

The "premium" represented by the cost of advertising is, in proportion to the importance of the security afforded, no higher than any other insurance; in fact, it is considerably smaller and soon becomes a minus quantity. Any other kind of insurance is an expense; worse than that, it is a dead loss, so long as there is no "claim."

But the insurance of trade represented by advertising carries a direct profit with it. It covers not only the risk of losing trade, but also the risk of being compelled by competition to carry on business at a diminishing profit.

Thus the "insurance premiums" represented by the advertising outlay are so systematically recouped by the current and simultaneous increase of profits that, instead of being regarded as an investment of capital, as they ought logically to be, they are almost invariably written off year by year as a current expense.

A considerable proportion of such "premiums" could properly be treated as invested capital, since the good will and assured maintenance of demand are tangible and salable assets.

Think it over—those of my readers who have been accustomed to regard advertising as so much blue sky and hot air. It is a thoroughly practicable business proposition and should be considered in no other light.

Keep up your advertising "premiums" and you won't have to "die to win."

W. H. Myers.

Life barriers that resist all force crumble before friendship.

BUSINESS CHANCES.

Wanted—Drug stock in Michigan town, \$1200 down, balance on time. Address No. 12, care Tradesman. 12

Large stock first-class second-hand machinery, special 18x42 Vilter Corliss engine, one 36 inch band saw, one 6 inch Saunders pipe cutter, also 3 smaller ones, 3 gas or gasoline engines, 5 H. P., 10 H. P. and 25 H. P. One 11 inch by 5 ft. Barnes combined foot power and belt driven lathe. Shafts, hangers, belt-ings, in fact, everything in the line of second-hand machinery. Write and get our low prices. The Adams Machinery Co., 35th and Ashland Ave., Chicago, Ill. 13

Policyholders Service & Adjustment Co., Detroit, Michigan

A Michigan Corporation organized and conducted by merchants and manufacturers located throughout the State for the purpose of giving expert aid to holders of Fire Insurance policies.

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

We issue a contract, charges based upon amount of insurance carried, to do all of this expert work.

We adjust losses for property owners whether holders of contracts or not, for reasonable fee.

Our business is to save you Time, Worry and Money.

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

Bell Phone Main 2598



THE NEW IOWA.

The Easiest Selling and Stays Sold.
Awarded the Only Gold Medal at the
Jamstown Exposition.

The New Iowa is entirely different from any other makes of cream separators. It has all the good features of other makes and a great many entirely new and practical improvements not possessed by any of its competitors.

It has a low supply can, gear entirely enclosed, smallest bowl on earth with a large skimming capacity. It will skim thick or thin cream, hot or cold milk. Upon investigation you will be convinced of the phenomenal merits of the New Iowa which is built accurate and strong in the best equipped cream separator factory in the world.

Write for our new and large illustrated and descriptive catalog or ask to have our traveling representative call on you with a separator and demonstrate its unequalled merits.

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

Any Merchant Can Sell Canvas Gloves Because Nearly Every- body Has Some Use For Them.

We aim to offer only the well-made, good-fitting article. Our range of styles and prices is as follows:

Men's gloves with plain wrist, 65, 75, 85, with knit wrist, 75, 80, 90; gauntlets, 90 cents per dozen.

Men's mittens, 75 cents per dozen.

Boys' gloves with plain wrist 62½, and with knit wrist 72½ cents per dozen.

Mail orders given prompt attention.

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

Until further notice we will close Saturday afternoons at 1 o'clock.



Instant Popularity

Has attended the introduction of the **Moa Cigar**. Its rich, mellow flavor has captivated all lovers of a good smoke and has transferred a mere smoking habit into a daily-looked-for pleasure. It will pay you to stock this cigar and acquaint your trade with its great merit.

"The Moa you smoke, the Moa you want."

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

Worden Grocer Co., Distributors
Grand Rapids, Mich.

P. Steketee & Sons

Come to Michigan's Best Fair September 14 to 18. Make our store your headquarters and inspect our lines of Fall Dry Goods and Gents' Furnishings.

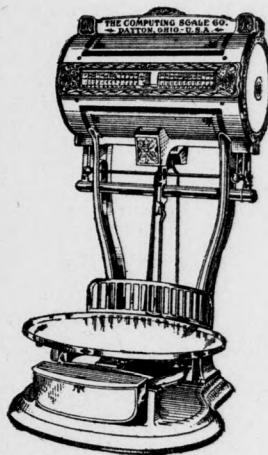
P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

We close Saturdays at 1 o'clock.

MECHANICAL PRECISION



The new low platform
Dayton Scale

Nothing stimulates confidence as quickly and surely as **absolute reliability**. This fact is especially true in connection with accuracy of **weights and values**. Your customers do not ask or expect you wilfully to give more than 16 ounces to the pound. They are satisfied to get what they pay for.

Loose Methods Unsafe

A slipshod way of serving your trade discourages confidence. You must be **careful** but **not slow**. There is only **one system** which will give **perfect results** in **rapid and accurate weighing**.

Dayton Moneyweight Scales

are recognized by all competent authorities as having reached the **highest degree** of scale construction. They are **accepted** and are being **used** not only in the **United States**, but in **England** and many other foreign countries.

Four High Court Decisions

attest to the **efficiency** and **accuracy** of our computing scales. Now is the time to decide whether or not it will pay you to use this system. Investigation costs nothing, so send the attached coupon or a request for catalog by return mail.

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

Over Two Thousand Shredded Wheat

persons passed through "The Home of Shredded Wheat" on August 17, 1908, and saw the unique and interesting process of making

The exact number was 2,141, establishing a high-water mark for one day's visitors to this plant. On August 13 the number of visitors was 2,016. The daily average for the summer was about 1,500 visitors.

No other food factory in the world throws open its doors to so many visitors. This advertising costs money, but it makes consumers of Shredded Wheat and customers for YOU. It is only a small part of our advertising expense. We don't allow Shredded Wheat to stick to your shelves.

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.

Rapid HEATERS

For
Hot Water
or
Steam Heat



WILL CUT YOUR FUEL
BILLS INTO THREE PARTS,
SAVING ONE FOR NEXT
SEASON.

33 1/3% LOOKS PRETTY
GOOD, DOESN'T IT?

If convinced that you could invest your money in real estate and receive a dividend of 33 1/3% per annum, you'd do it, wouldn't you?

We have thousands of Rapid Users who enjoy 33 1/3% dividends on their fuel investment EVERY YEAR. ASK THEM.

RAPID HEATERS are reasonable in price,
Everlasting in their service,
Far beyond the ordinary in their efficiency,
AND

There is no heating apparatus in the country
That can touch them in fuel economy.

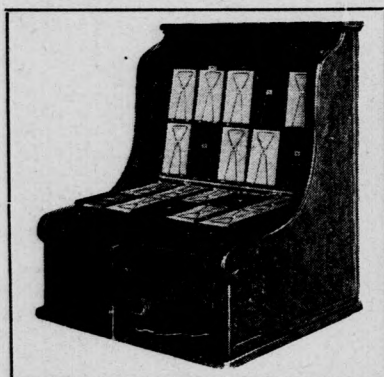
Unprejudiced Heating Engineers recommend the RAPID.
Send for information and free printed matter.

RAPID HEATER COMPANY

Louis and Campau Streets

Grand Rapids, Mich.

You Can't Stand Still



Mr. Merchant, you are either GOING AHEAD or GOING BACK. Many Merchants THINK they are GOING AHEAD but they don't KNOW for a positive fact.

If you don't KNOW just how your BUSINESS STANDS at ALL times, your chances of success are very poor.

The McCASKEY ACCOUNT REGISTER SYSTEM takes care of every detail of your business from the time the goods are purchased until they are sold and the money is in the bank.

IT SHOWS YOU

the amount of stock on hand.
your accounts receivable,
cash on hand and in bank.
cash and credit sales.
goods purchased.
amount of bills payable.
your net assets.
your gross profits.
the cost of doing business.
your NET PROFITS.

It does not require hours of figuring to get this information with the McCaskey. It is UP TO THE MINUTE, JOHNNIE ON THE SPOT all the time.

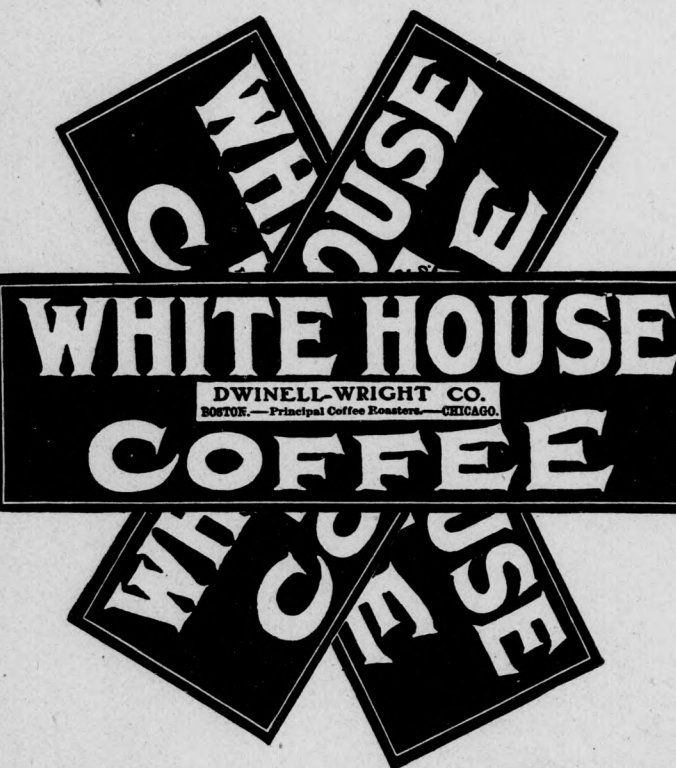
It won't cost you anything to investigate. Drop us a postal.

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.



THE KIND THAT SUITS

JUDSON GROCER CO

GRAND RAPIDS, MICHIGAN
WHOLESALE DISTRIBUTOR