

Michigan Tradesman



*Grand Rapids
Market Number
May, twenty-seven
Nineteen-eight.*

Our Answer



THIS beautiful work of art is now in the hands of the lithographers, being printed in 14 colors—size 21 x 14 inches. We will gladly send one of these to any retailer who has not already received one, for use in window or store display. Simply send us your name and address on your business stationery and same will be sent you as soon as finished.

Toasted Corn Flake Co., Battle Creek, Mich. *W. K. Kellogg* President

P. S.—This is our ONLY answer to the malicious and uncalled for attack which was published in recent issues of trade papers by one of the imitators.



The Ben-Hur Cigar Brings About Confidence

There's nothing made that better advertises a store or inspires greater confidence than a good cigar—the Ben-Hur.

The Ben-Hur has always been put out to cater to particular, notional as well as popular, trade, and the care shown and the success attained is seen in the Ben-Hur today after 22 years of trial.

Is your show case showing the Ben-Hur in our new **Hermetically Sealed Glass Package**? If not, the sooner it does the sooner will an added pleasure come to you and your customers. Ben-Hurs sell for 5c, but give back 10c of satisfaction.

Gustav A. Moebis & Co., Makers
Detroit, Mich.

Worden Grocer Co., Distributors
Grand Rapids, Mich.

This cut shows exactly the appearance of our new glass hermetically sealed package

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.



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

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

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

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter—Work Easier—Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, MAY 27, 1908

Number 1288

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GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

HOME MARKET EDITION.

A community is strong in proportion as the constituent elements of the community work together for the common good. The jobbing trade of a market is strong in proportion as the individual members of the trade work together with an eye single to the expansion of their territory and an increase in the volume of their sales.

There may have been a time when the jobbing trade of Grand Rapids was not united, but that day has gone by. No market ever presented a more solid front to its competitors than the Grand Rapids market does at the present time. As an illustration of this fact the Tradesman takes pleasure in presenting this week its Home Market edition, the first of the kind ever issued from the Grand Rapids market, but which will probably be a permanent feature hereafter so long as the Merchants' Week idea is carried out as successfully as it has been during the past two years. The Tradesman bespeaks a careful perusal of this issue, both as to the special articles prepared by experts in their respective lines and the advertisements. They both carry a message which the buyer of retail merchandise can well afford to consider carefully, because they both set forth unmistakable reasons why the retail trade of Michigan should look to Grand Rapids as its depot and storehouse.

There are several very good reasons why the Grand Rapids market is a good one with which to deal.

In the first place, Grand Rapids jobbers as a class are high-grade men. They conduct their business along up-to-date lines. They carry large stocks. They sell close to cost. They are prompt in filling orders. They invariably undertake to meet their customers personally and to know them individually. Their shipping facilities are excellent. Their influence with the transportation companies is such that they can usually ensure prompt service in the transportation and delivery of goods. The reputation this market enjoys for manufacturing high-grade goods applies with equal force to the stocks carried by our leading jobbers. Grand Rapids is not a cheap town, so far as the quality of goods is concerned. We have never had a house which made a specialty of handling trashy goods, and because our patrons have been educated along these lines there has never been any demand for goods of this character.

Another reason why retail merchants prefer to deal in Grand Rapids is that they like the town. It is the commercial, financial, social, religious and educational center of

Western Michigan. Our schools and churches, our hospitals and public buildings are models of their kind. Our city government, while by no means an ideal one, will average up with cities of similar size. Our streets are well paved. Our lawns, shade trees and flower gardens are glorious. No one can come to Grand Rapids without being inspired with the civic spirit which has taken so firm a hold on our people and which finds expression in both the residence and manufacturing districts of the city, as well as in the outlying suburbs and the surrounding country.

THE GRAND ENCAMPMENT.

It is not everybody that knows how to be a Sir Knight, but it is a safe wager that there will be very few people in Grand Rapids during Tuesday, Wednesday and Thursday, June 9, 10 and 11, who will be in ignorance as to the make-up and extent of Templarism in Michigan.

The annual encampment of the Grand Commandery of Knights Templar of Michigan will be held in this city on the dates named, and it is expected that the forty-eight Commanderies in the State will be represented by about 3,000 Sir Knights in uniform on the occasion of the greatest Templar parade ever seen in Michigan. There will be thirty-eight bands of music in this parade, which will traverse West Bridge, Canal, Monroe, Lagrave and Sheldon streets, with the grand reviewing stand on Campau Square.

The merchants of Grand Rapids have agreed to make special efforts toward the decoration of their store windows on this occasion, and it is expected that the business blocks in the retail district of our city will be alive with National colors and Templar flags and emblems.

As the Grand Encampment occurs on two of the days assigned to Merchants' Week it is probable that about 5,000 strangers will be in the city every day of the week in question. And this fact emphasizes the splendid ability of Grand Rapids as an entertainer. Every hotel will be full, of course, and every apartment and private house will also be full, but there will be no raising of rates and no excitement or difficulty in caring for all comers. Grand Rapids is built that way. Everybody turns in and lends a hand for the sake of defending the city's reputation for hospitality. Semi-annual experiences for years with the large crowds of strangers who attend the furniture fairs have taught us how to turn the trick; and our ability in that direction is one of the best assets of our community.

LOOK AHEAD WISELY.

"There is not much use in making plans very far ahead," said a merchant who had recently suffered the loss of his wife and was perhaps entitled to the hopeless mental condition thus expressed. In such a case there is abundant excuse.

But there are altogether too many men who, for no other reason than inordinate selfishness, coupled with avarice, can see no possible benefit or reason in looking ahead in municipal affairs, and so sneer at all suggestion in the direction of assuming liabilities extending over a term of years in order that the city may ultimately—within the next ten or twenty years—assume a rational, comprehensive and beautiful plan.

One of the best, if not the very best, thoughts impressed upon our community by Professor Zueblin was the suggestion of community interest, sociability and harmony; that the more men a man knows well and in genuine comradeship the broader and better he is as a man. He finds out that the average man is a pretty good fellow, has about the same pride, the same ambitions, the same sympathies and approached in a fair, honest, manly spirit is capable of bestowing equal service in a general effort for the betterment of a community or a neighborhood. "Democracy is a policy more preached about than practiced; the American people lay great claim to the observance of that policy and have extremely slight foundation for that claim."

Talk such as this from a man who has the knowledge and the courage to state the facts causes people to take notice, and while the citizens of Grand Rapids are awakened, the effect of the Zueblin lectures is reaching out to the smaller communities adjacent to our city.

The small villages and cities in Western Michigan having lake fronts or river or creek banks, like Lowell, Belding, Ada, Cedar Springs, Spring Lake, Hastings, Middleville, Holland, and so on, will not, it is probable, commit the error made by Grand Rapids by permitting those picturesque frontages to get permanently away from them so that forty or fifty years hence their descendants will wonder what sort of short-sighted, thoughtless people they had for ancestors. It is a physical as well as a psychological fact that nine men out of ten prefer to live in a village or city which has either a running stream or a large lake immediately adjacent thereto, and it is this fact which suggests most forcibly the preservation to the public in the most picturesque way of all such assets, a result possible only through earnest Democratic co-operation.

MEN OF MARK.

H. M. Reynolds, the Veteran Roofing Manufacturer.

It would be impossible for a single individual to carry forward a large business enterprise unless he had the ability to call to his aid other individuals who possessed the capacity and special experience and training to act as successful assistants under direction of the executive head of the undertaking. Success depends largely on the faculty of the manager of any business to discriminate in the selection of men to discharge the several functions of the enterprise. In this selection the personal characteristics of the candidate for place often are a determining factor. Several men of ability and of about equal experience may be applicants, but the selection is finally made because the manager conceives an especial liking for the one whom he may select as his choice.

There are men who carry about them a happy temper, an amiability of approach, an inspiration to confidence, a persuasive power, the convincing air of faith in self that is irresistible. Such men generally succeed, while others of equally good ability, soundness of character and trustworthiness may fail to acquire positions of importance and responsibility in business life. They lack that personal power that pushes one into the recognition of masters of business and finance or any other important function in the broad lines of human activity.

The foregoing reflections have been suggested by the career of the man of whom a life sketch is here attempted. Mr. Reynolds is a shining example of one who possesses personal magnetism and force, that has made him a winner of recognition and place amid many who have had equal opportunities but have failed in the general competition. By this it is not meant that Mr. Reynolds has won his spurs merely by meretricious advantage of attractive personal traits; for if he had not been equipped with the right order of ability and the faculty for and disposition to untiring zeal for hard, intelligently directed and persistent work his career would have been a succession of brilliant starts to be followed by equally as ignominious failures.

A good judge of human character will discover in Mr. Reynolds a man of energy, courage, quick resolve, confidence in self, aggressiveness when competing with others, fertility in resources, facility for advantageous changes and a disposition to work even against great odds and under discouraging conditions rather than to be idle. Until he became partially incapacitated for continuous effort by reason of his army wounds, he cared little or nothing for relaxation or rest; activity was his recreation. While others were at play he would be busy with mind or hand in the furtherance of objects that appeared to him the most important in a business sense. It is his fertility of resources and his untiring activity that brought him suc-

cess in such good measure.

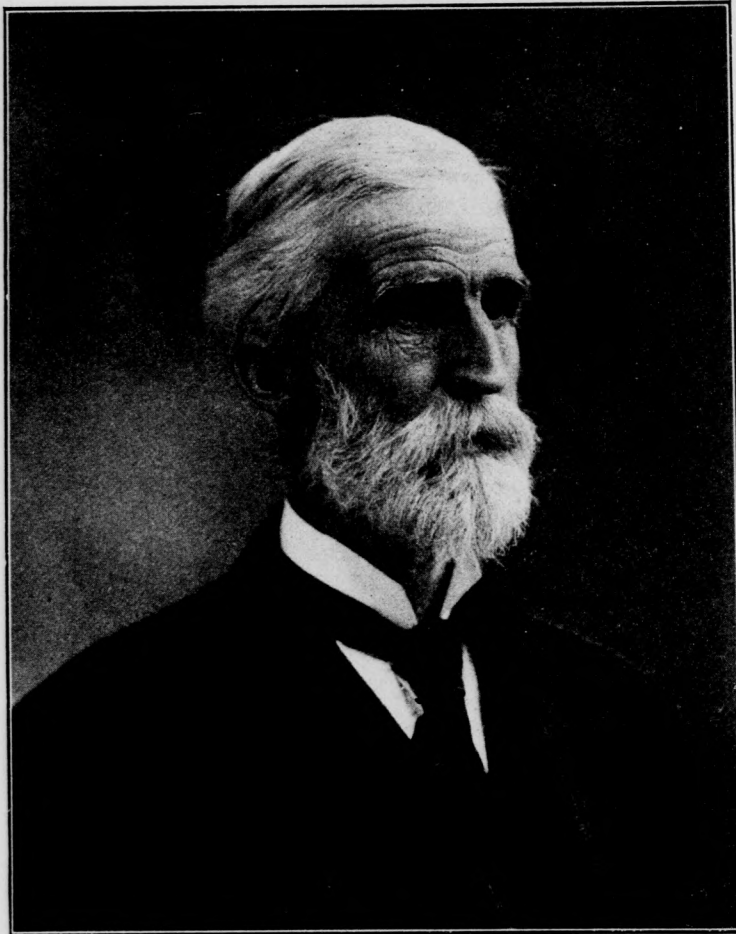
Herbert Morton Reynolds was born at Auburn, N. Y., June 12, 1836. His father, Jehiel M. Reynolds, was born in Tompkins county, N. Y., October 10, 1812. His mother was Lavinia Clough, born at Homer, Cortland county, N. Y., August 5, 1812. Mr. Reynolds comes of patriotic stock. Some of his ancestors fought for liberty in the Revolutionary War, and his grandfather, Jedediah Reynolds, was a soldier in the War of 1812. In 1844 his father and family moved to Erie, Pa., and from that place, in 1850, to Adrian, Michigan, and three years later returned to Erie, where the father died. Herbert M. Reynolds had in his boyhood such educational advantages as the schools of the places mentioned afforded. When his fa-

ther died he was 16 years old, and on him devolved the support of his mother and two sisters, and the education of the latter, a duty which he performed with manly fidelity. He procured employment in a wholesale drug establishment, but, that being not suited to his taste and ambition, he relinquished it to engage in other mercantile pursuits. Subsequently the family moved to Kingsville, Ohio, and to better fit himself for successful business life he entered the academy there. After leaving that institution he returned to Adrian and served an apprenticeship at stone cutting. This occupation he followed for some time at Adrian, Hillsdale and Constantine. Active, earnest and alert to advance in the world, he entered later the employ of a large lumber firm at Louisville, Ky., and next learned photography,

which he pursued as a business in Western Pennsylvania, then in Cincinnati and again at Niles, Mich., where he resided at the outbreak of the Civil War in 1861. At this juncture the loyalty and patriotism inherited from his ancestry stirred his pulses and he enlisted in the Twelfth Michigan Volunteer Infantry and was made Color Sergeant. At the front this regiment was assigned to General Prentiss' division of the Army of the Tennessee under General Grant. At Pittsburg Landing this division was given a central position. At the battle of Shiloh, April 6, 1862, the Confederate General Albert Sidney Johnston hurled the flower of his forces against the center of the Union Army, and General Prentiss' division was the first to receive the shock of that terrific

hospital for weeks; it was a desperate case, with the odds seemingly against him; but a remarkable vitality and will power, and courage of the highest type, supplemented with good surgical skill and careful nursing, saved his life. Among the ladies of Louisville true to the Union cause and aiding in the care of the wounded soldiers was the noble wife of the late Judge James Speed (Attorney General in Lincoln's second Cabinet), from whom the subject of this sketch received many marks of sympathy and kindly attention. When sufficiently recovered to travel Mr. Reynolds returned to Niles, Michigan, and rapidly regained strength. The Rebellion was not subdued; more calls for soldiers to battle for the integrity of the Nation were made; and, notwithstanding he had already so nearly given his life in the cause, Mr. Reynolds, in August, 1862, again enlisted in the Nineteenth Michigan Infantry, then organizing at Dowagiac. While in camp there he was made Commissary Sergeant; and when a vacancy occurred he was commissioned Second Lieutenant. Subsequently he was appointed Post and Brigade Commissary at Buy's Gap and McMinsville, Tennessee, occupying that position until the spring of 1864. Upon the reorganization of the army for the Atlanta campaign he was transferred to the staff of General John Coburn as Aide-Camp and served in that capacity from Chattanooga to Atlanta. By reason of two slight wounds and a severe injury caused by the fall of his horse he was ordered by General Coburn into a hospital at Louisville. Afterward he was detailed and placed in charge of ordnance at Barracks No. 1 in that city and served in that position until the close of the war. Returning to Michigan he obtained a position in the postoffice at Niles and afterward for a time was mail agent between Detroit and Chicago. In 1866 he was agent of the Merchants' Union Express Company at Paw Paw, which position he held until its consolidation with the American Express Co. in 1868. Looking then for a place wherein to settle in business on his own account, he selected Grand Rapids and decided to engage in roofing. From a small beginning, through perseverance and patience, he has built up a business of which he may be justly proud. Under his management it has not only kept pace with the wonderful growth of the city during these twenty-one years, but it has extended widely outside. Originally confined to the actual laying of roofs, the business was subsequently enlarged to include the jobbing of roofing material and building papers, but at the present time it consists of the manufacture of roofing, which is sold to jobbers and dealers in all the states from Pittsburg on the east to Omaha on the west and from Duluth on the north to Chattanooga on the south. Thirty men are employed in the factory and four traveling salesmen are kept busy on the road. In 1890 Mr. Reynolds took his son, Charles H., into the business,

(Continued on page six.)



Herbert M. Reynolds

ther died he was 16 years old, and on him devolved the support of his mother and two sisters, and the education of the latter, a duty which he performed with manly fidelity. He procured employment in a wholesale drug establishment, but, that being not suited to his taste and ambition, he relinquished it to engage in other mercantile pursuits. Subsequently the family moved to Kingsville, Ohio, and to better fit himself for successful business life he entered the academy there. After leaving that institution he returned to Adrian and served an apprenticeship at stone cutting. This occupation he followed for some time at Adrian, Hillsdale and Constantine. Active, earnest and alert to advance in the world, he entered later the employ of a large lumber firm at Louisville, Ky., and next learned photography,

onset. In that battle Mr. Reynolds was terribly wounded, a bullet entering his body near the lower rib, passing through and coming out at the back, carrying away a piece of the process of the spinal column. He lay upon the battlefield twenty-six hours, and was then taken to the enemy's headquarters near Corinth. The nature of the wound was such that his death was deemed inevitable, and it was not until Saturday, six days after the battle, that it was dressed. The Brigade Surgeon proposed to the Confederate officers in charge of the Union prisoners the exchange of thirty badly wounded soldiers, man for man. This was agreed to. The wounded ones returned by the exchange were placed on a sanitary boat furnished by the citizens of Louisville, and sent to that place. Mr. Reynolds lay in a

Clark-Rutka-Weaver Co.

Wholesale Shelf and Heavy Hardware

TO THE TRADE:—You are cordially invited to make our house your headquarters while in Grand Rapids during Merchants' Week, June 10, 11 and 12.

In addition to the many entertaining features of the week your visit can be made an exceedingly profitable one by inspecting the large stocks of seasonable merchandise in local wholesale houses.

We shall be pleased to show you our complete stock of Shelf and Heavy Hardware, and particularly such lines as the following:

Cutlery

Builders Hardware

Acme Paints and Varnishes

Everything in Jap-a-lac

Light Agricultural Implements

Washing Machines

Fire Arms

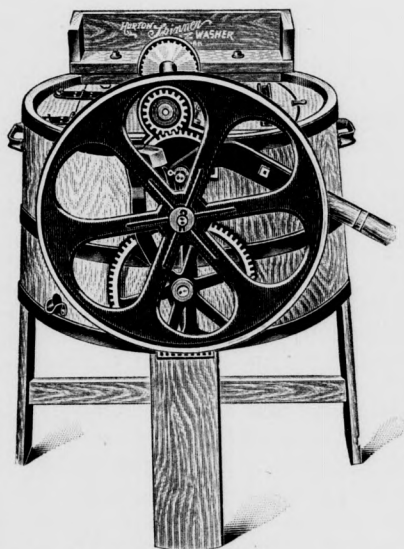
Ammunition

Stoves and Ranges

Mechanics' Tools

Do not fail to take advantage of the opportunity to carefully look over the line. We greet and invite you to call upon us at any time.

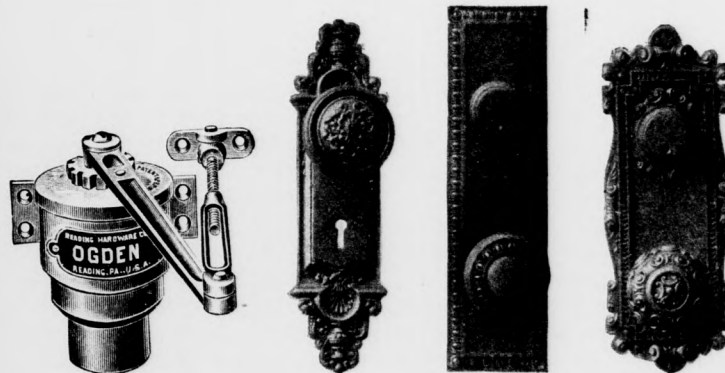
The Washers That Make Good



If you want to get the washing machine business of your town

it will pay you to stock the line that has an established reputation for making good, both to dealer and consumer.

Built by the Horton Mfg Co., Ft. Wayne. Made along new ideas—scientific principals—entirely different from the ordinary—have been a great success.



Dealers are getting more business and added profits on

Builders Hardware

that is made by the

Reading Hardware Co.

The whole line is superior in every particular—better made of better material—handsome in appearance—better sellers. Especially their bronze door sets which are not only the very latest patterns and designs, but have been gotten up with a view to being more artistic than any in this or any other country, and the price as low as consistent with the quality and class of goods.

We are agents for this line and carry complete assortments of builders' hardware and Ogden door checks.

Everybody Knows the Excellence of

"W. & B." High Grade Lawn Mowers

Made by the Whitman & Barnes Mfg. Co.

Nothing on the market that compares with them for strength, durability and ease of operation. We have selected a half dozen different numbers out of this big line for our stock, and recommend the following to our trade when they ask for the best lawn mower they can get for the money:

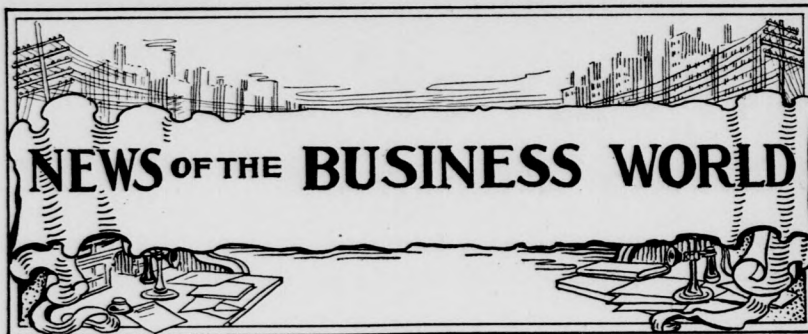
New Diamond New Electric New Jewell

Made in all sizes, either in the regular or ball bearing machine. Come in and look them over. You'll find them the best values on the market.

Anything in hardware and cutlery bearing the mark "Our Travelers" is guaranteed to be of the highest quality. This is our private trade mark and every effort is made to keep these goods up to the highest standard.

CLARK-RUTKA-WEAVER CO.

32 to 46 South Ionia St., Grand Rapids, Mich.



Movements of Merchants.

Adrian—Godkin Bros. have opened a new stationery store.

Walloon Lake—W. A. Ransom has opened a grocery store here.

Howell—Andrew J. Keary has sold his grain elevator to G. E. Taylor, of Lansing.

St. Louis—Wm. Howland has put in a new stock of groceries and has opened his store.

Clare—Kirkbride & Co. are succeeded in the milling business by O. M. Ayres & Co.

Detroit—The McCormick Mercantile Co. has increased its capital stock from \$25,000 to \$50,000.

Barryton—The new store recently remodeled by Chas. Wheeler and B. E. Crandall, grocers, is now ready for occupancy.

Jackson—George G. Holding has purchased H. A. Barber's interest in the Quality tea shop, located at 107 North Mechanic street.

Benton Harbor—A new general store will be opened by J. T. Welton as soon as the building which he is to occupy is remodeled.

Borland—A. Benson has sold his general stock to Ray VanAuken, who formerly clerked in the general store of L. Harding, at Morley.

Richland—The Richland State Bank has been purchased by the Farmers' National Bank. It is understood that the consideration was \$25,000.

St. Louis—C. N. Sharp is succeeded in the coal firm of Sharp & Smith by I. D. Suydam. The business will be conducted under the name of Suydam & Smith.

Union City—Smith Bros., meat dealers, will succeed Herbert Hayner, who has been engaged in the same line of trade. The two businesses will be consolidated.

Scottville—The O. B. Oldt bankrupt stock of general merchandise has been sold to S. S. Wilson, of Cadillac, who intends to make this place his permanent home.

Big Rapids—Thurman S. Rogers has sold his shoe stock to C. Harvey Knapp and will give possession August 8. Mr. Rogers will then remove to Jackson and open a new shoe store.

Detroit—A corporation has been formed under the style of the McDonald Coal Co., which has an authorized capital stock of \$7,500, of which amount \$4,000 has been subscribed and \$15,000 paid in in cash.

Shepherd—The Central State Savings Bank has been incorporated to conduct a commercial and savings banking business, with an authorized capital stock of \$20,000, all of which

has been subscribed and paid in in cash.

Lake Odessa—Wm. Brummeler, has purchased an interest in the milling business of L. H. Heaton, the firm to be known as L. H. Heaton & Co. Mr. Brummeler was formerly connected with the general store of Wm. Miner.

Detroit—The W. J. Hartwig Co., dealer in electrical supplies, has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Grace Harbor—The Grace Harbor Lumber Co. started its sawmill here two weeks ago. The plant has cut out the shingle timber and is now about ready to tackle the sawing of lumber. It is calculated that the mill will have a two months' run.

Gaylord—George F. Qua, formerly of this place, but more recently located in Texas, where he has been engaged in the real estate business, has purchased the W. E. Bell bankrupt clothing stock and will arrange to open for business within a few days.

Marquette—Jacob Smith, the Washington street grocer, announces that he will open a cash grocery in his store in South Marquette. Mr. Smith will have personal charge of the store, while his son, Edward H. Smith, will manage the Washington street business.

Ironwood—The Commercial Investment Co. has been incorporated to erect and own buildings to be occupied or leased for dwelling houses, halls or business purposes, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Rockford—Thos A. Welch, who started in the grocery business here last fall, has sold his stock to A. W. DeWolfe, formerly an express messenger on the G. R. & I. Railroad. R. D. Stocum, who clerked for Mr. Welch, will remain in the same capacity with Mr. DeWolfe.

Saginaw—Railroads entering the Saginaw Valley have notified the members of the Saginaw Valley Lumber Dealers' Association that the advance rate of 2 cents on lumber eastbound would not be made effective until October 1. The proposed increase has met the determined opposition of the Association. A committee has been chosen to at once investigate the matter of the advance ordered, which, it is claimed, will disrupt the present competitive basis.

Manufacturing Matters.

Howell—The capital stock of the Eureka Low Water Alarm Co. has been increased from \$100,000 to \$350,000.

Three Oaks—The Warren Featherbone Co. of Michigan has taken over the Warren Featherbone Co., an Illinois corporation.

Hawks—H. Horwitz will rail his shingle timber from this place to Millersburg, where it will be manufactured at the Thompson sawmill.

Mt. Pleasant—A corporation has been formed under the style of the Mt. Pleasant Creamery Co., with an authorized capital stock of \$6,000, of which \$4,540 has been subscribed and paid in in cash.

Cadillac—The Cadillac Turpentine Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$150,000, of which \$75,000 has been subscribed and \$15,000 paid in cash.

Rose City—A corporation has been formed under the style of the Rose City Creamery to make butter. The company has an authorized capital stock of \$4,000, all of which has been subscribed and paid in in cash.

Battle Creek—The Brown Machine Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$9,500 paid in in property.

Birmingham—The Birmingham Handle Co. has been incorporated to make handles, neck yokes, etc., with an authorized capital stock of \$10,000, all of which has been subscribed, \$300 being paid in in cash and \$9,700 in property.

Adrian—Willbee Bros., casket manufacturers, who have engaged in the manufacture of national steel enforced cement burial vaults, will soon begin operations and are establishing branch offices in Jackson, Calhoun, Hillsdale and Branch counties.

Escanaba—The A. & J. DeGrand Co. has merged its business into a stock company under the same style to continue dealing in hay, grain, flour and feed. The authorized capital stock of the corporation is \$20,000, of which \$10,500 has been subscribed and \$2,000 paid in in cash.

Monroe—Sidney E. Younglove, who is engaged in the manufacture of gloves, has merged his business into a stock company under the

style of the Younglove Co. The corporation has an authorized capital stock of \$30,000, of which \$16,200 has been subscribed and \$5,090.11 paid in in cash and \$11,109.89 in property.

Bay City—Some of the local mills and factories are running light handed and on short time, but there is a perceptible increase weekly. More enquiries for lumber are being received, and while the orders are for comparatively small quantities the stuff is wanted at once. The box trade is just fair for both domestic and export. A moderate business is being done in doors and sash, and there is a call for building material.

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

Buffalo, May 27—Creamery, fresh, 20@23½c; dairy, fresh, 16@20c; poor to common, 14@15c.

Eggs—Strictly fresh, 16½@17c.

Live Poultry—Fowls, 13@13½c; ducks, 11@12c; geese, 10c; old cox, 9@10c.

Dressed Poultry—Springs, 14@15c; fowls, 13@14c; old cox, 10c.

Beans—Marrow, hand-picked, \$2.35 @2.50; medium, hand-picked, \$2.35 @2.40; peas, hand-picked, \$2.60 @2.65; red kidney, hand-picked, \$1.75 @1.80; white kidney, hand-picked, \$2.30 @2.40.

Potatoes—White, 80c per bu.; mixed, 70@75c. per bu. Rea & Witzig.

Attention is directed to the advertisement of the Boston Piano & Music Co. elsewhere in this week's issue. The goods advertised are staple and the plan presented is attractive.

Roy F. Bakeman, of Benton Harbor, has engaged to represent the American Cutting Machine Co., making his first trip through Southern Michigan.

The Richfield Co., which manufactures a line of patent medicines, has increased its capital stock from \$2,000 to \$20,000.

H. K. Mulder has started a blacksmith shop at Grandville. Sherwood Hall Co., Ltd., furnished the stock and tools.

R. H. King has started a blacksmith shop at Reno. Sherwood Hall Co., Ltd., furnished the stock and tools.

Bread

Have you as big a bread trade as you ought to have? If not, make arrangement with us to ship you each day the following brands:

**MOTHER'S BREAD
BUSTER BROWN BREAD
POTATO BREAD**

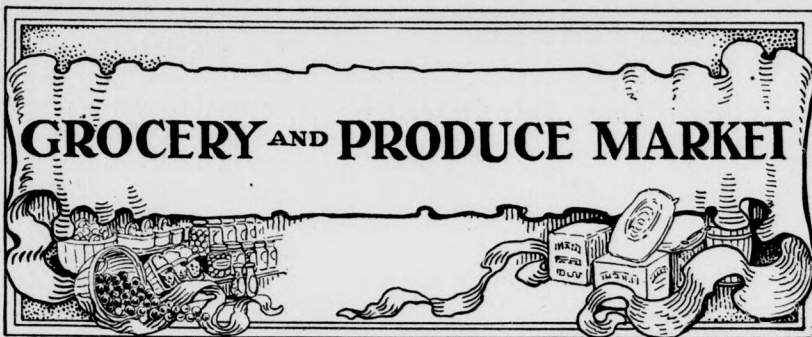
No bread on the market so white, light and wholesome as either one of these brands, and they will help you to greatly increase your bread trade.

We ship to outside points within a radius of 100 miles from Grand Rapids.

HILL BAKERY

Wealthy and Division St.

GRAND RAPIDS



GROCERY AND PRODUCE MARKET

The Produce Market.

Asparagus—70c per doz. bunches for home grown.

Bananas—\$1.50@2 per bunch.

Beets—\$1.25 per box for Southern.

Butter—The receipts of fresh have increased during the week. The majority of the receipts are showing grass flavor and good keeping qualities. The market declined late last week, but recovered later and now rules unchanged. There is a very good consumptive demand and some speculative demand and the market is now healthy. If the present weather continues there is likely to be a good supply of butter at unchanged prices. There is, however, a strong speculative feeling, and if the weather should turn dry the make would shorten and prices would likely advance. The above applies to nearby butter as well as the Western grades. Creamery is held at 23c for tubs and 24c for prints; dairy grades command 18@20c for No. 1 and 14c for packing stock.

Cabbage—Mississippi commands \$1.25 per crate. Tennessee \$1 per crate.

Carrots—\$1.20 per box for new.

Celery—\$1.25 per bunch for California.

Cocoanuts—\$4.50 per bag of 90.

Cucumbers—90c per doz. for hot house and 60c per doz. for Southern.

Dressed Hogs—Dealers pay 7c for hogs weighing 150@200 lbs. and 6c for hogs weighing 200 lbs. and upwards.

Eggs—The market is unchanged. The quality of the present receipts is very good, and there is still some speculative demand. There will probably be no change in price during the coming week. The receipts are about normal, and the consumptive demand is good, although the market is 5 per cent. below a year ago. Local dealers pay 14c delivered for case count, holding case count at 14½c and candled at 15½c.

Grape Fruit—Florida commands \$5.50 for 80s and 90s and \$6 for 54s and 64s.

Green Onions—12c per doz. bunches.

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

Lemons—Californias have advanced to \$3.25 and Messinas have advanced to \$3@3.25. The advent of warm weather will probably result in further advances in price.

Lettuce—10c per lb. for hot house.

Onions—White Silver Skins (Texas Bermudas) command \$1.75 per crate. Yellows fetch \$1.50. The sale of these goods has been heavier this year than ever before.

Onions—Continue to be firm, with

some sizes of Navels getting scarce, causing prices to advance 25c. The late offerings comprise some fancy bloods and they are proving fine sellers. Navels, \$3.75@4; Mediterranean Sweets, \$3.50@3.75.

Parsley—30c per doz. bunches.

Peas—\$1.75 per box for Southern grown.

Pieplant—90c per 50 lb. box of Illinois.

Pineapples—Cubans commands \$2.75 for 42s, \$2.90 for 36s and \$3 for 30s and 24s.

Plants—60c per box for cabbage and tomato.

Potatoes—New are in plentiful supply and prices are a little lower than a week ago. Old potatoes are in better supply than last week and prices have declined. New, \$1.15 per bu.; old, 60@65c.

Poultry—Local dealers pay 9@10c for fowls and 25c for broilers; 10c for ducks and 15c for turkeys.

Radishes—20c per doz. bunches for Round or Long.

Spinach—60c per bu.

Strawberries—Receipts are now exclusively from Illinois. Price fairly firm at \$2.25@2.75 for 24 quarts.

Tomatoes—\$3.50 per 6 basket crate.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 7½@8½c for good white kidney. The veal market shows a weaker front than a week ago, due to heavy arrivals. In fact, supplies have exceeded the demand, which has had a tendency to demoralize the market, but the present situation is more satisfactory.

J. H. Brockmeyer, who is now engaged in the manufacture of pianos at Warren, Pa., and F. L. Brockmeyer, who was formerly engaged in the manufacture of organs at Freeport, Ill., have formed a copartnership under the style of the Brockmeyer Piano Co. and have leased the Grand Rapids Table Co.'s plant on Canal street for the purpose of engaging in the manufacture of pianos. They will employ about fifty hands to begin with and expect to have a capacity of 600 pianos the first year. The second or third year they expect to have a capacity of 1,500 pianos. Both men are practical men in the business and the incoming institution will undoubtedly grow into one of the strong manufacturing establishments of the town.

William Judson leaves Friday for Atlantic City, where he will preside over the third annual convention of the National Wholesale Grocers' Association. He will be accompanied by his wife and daughter.

The Grocery Market.

Tea—The demand is fair, without quotable change in the price of any grade. The new season for all teas is approaching, and holders of old teas are desirous of cleaning up before new teas arrive. Stocks this year, however, especially low and high grades, are much smaller than usual, and for that reason this year is not seeing as many bargains about as usual.

Coffee—There has been no change in actual Rio or Santos coffee, and the demand for both is from hand to mouth. Mild grades are very firm and show an upward tendency. Some grades, notably Venezuelas, have advanced ¼@½c during the week. Javas and Mochas are unchanged and steady.

Rice—Stocks are very light, broken rice being entirely off the market. Reports from the South indicate great firmness prevailing there.

Canned Goods—Tomatoes are unchanged in price, both spot and future, but the market is very sensitive, and some jobbers believe that if there is any change it will be to a higher basis. Corn, which has been one of the dullest items in the list for some time, shows a little improvement on account of better demand, but there has been no change in prices. Peas are in good demand and prices hold firm. No change in string and baked beans, the market ruling steady. Canned fruits of all kinds are pretty closely sold up. The demand is beginning to pick up and the market holds very firm. Prices on futures are considerably lower in some lines than prices on spot goods. This is particularly true of apricots and peaches. Salmon is in better request and prices are firm to strong on all grades. Supplies are very short. Sardines of all kinds are firm. Cove oysters are steady.

Dried Fruits—Currants are unchanged and dull. Raisins are weak and very quiet. Apples are dull and weak. Citron for future delivery is moving well, but the spot demand for it, as well as for figs and dates, is light. Prunes are unchanged. The market on the coast is much firmer than anywhere else. On spot they are asking around 3½c basis out there, and for futures 3¾c. The demand, however, is not brisk. Peaches are quiet on spot, but are selling fairly well for future delivery. Apricots can be described in the same way. Many holders believe both future peaches and apricots will be lower.

Cheese—New make is arriving, but it does not show much grass flavor and will not for about two weeks yet. Meanwhile the price will depend on the consumptive demand. There is now a normal movement, and cheese is selling about 10 per cent. below a year ago. As soon as new cheese becomes full new grass there will likely be a slight advance. Old cheese is about used up and what is about is bringing a good price.

Syrups and Molasses—No change has been made in the price of glucose, although the corn market has advanced. Compound syrup is dull

and unchanged. Sugar syrup is in some demand for mixing at unchanged prices. Molasses of all grades is unchanged and dull.

Fish—Cod, hake and haddock are unchanged and dull. Domestic sardines are unchanged, no new prices having yet been made by any packer. The demand is light. Imported sardines are unchanged and light. Salmon is unchanged in price and in very moderate demand, this applying to all grades. The demand for mackerel is decidedly better than it was, and all grades maintain about unchanged prices.

Provisions—Both pure and compound lard are firm and unchanged. Barrel pork has advanced \$1 per barrel. There is a better demand and the producing cost is higher. Dried beef is firm at an advance of 2c per pound, owing to scarcity and better demand. Canned meats are unchanged and in fair demand.

J. J. Herrick, with the A. J. Brown Seed Co. as salesman for the past nine years, leaves June 3 for Omaha, Neb., where he will enter the employ of the Nebraska Seed Co. as traveling salesman.

Geo. Smeenge has started a blacksmith shop at Filmore. Sherwood Hall Co., Ltd., furnished the stock and tools.

Geo. D. Stover has started a blacksmith shop at Big Rapids. Sherwood Hall Co., Ltd., furnished the stock and tools.



\$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.

MEN OF MARK.

(Continued from page two.)
which for eleven years was conducted under the style of H. M. Reynolds & Son. In 1901 the business was incorporated under the style of the H. M. Reynolds Roofing Co., with \$55,000 capital stock, all paid in. The present officers of the company are:

President—H. M. Reynolds.

Vice-President—H. G. Reynolds.

Secretary and Treasurer—J. E. Bowen.

Superintendent—Harry M. Reynolds.

Harry has charge of the factory, while Mr. Bowen, who is also a hustler, like everyone else connected with the business, looks after the business office.

Mr. Reynolds was married May 23, 1863, to Anna E. Glenn, daughter of Thomas T. and Sarah Glenn, of Niles, who were among the pioneers in the Territory in 1834. Mr. and Mrs. Reynolds reside at 423 Fountain street. They have four sons, Harry Morton, Charles Henry, Herbert Glenn and Lewis Seal Reynolds, all of whom are married.

Mr. Reynolds is a Universalist in religion. He is not a member of any fraternity, being very much attached to his home, where he puts in all his time except when he goes to California or Florida for the winter, in which event he is always accompanied by his wife.

Among those who know Mr. Reynolds personally and well, he is recognized as a man of broad and liberal views, of energy, tact, sterling integrity and generous impulses; a public spirited citizen, and ready also to extend a helping hand, if in his power, when misfortune overtakes a friend.

Mr. Reynolds has attained his present position in the business world in the usual way. There is no royal road to business success, any more than to learning; and honesty, hard, unremitting work and economy are the prime factors in his success.

For the Man Who Worries.

Much of the popular philosophy current to-day is based on the theory: "You will be dead a long time—don't worry." May not a word of commendation be found for him who worries? They are indeed superficial and have profited little from history who insist that the men who worried have not held prominent places in the van of the forces of civilization. The phlegmatic were not those who led the movements resulting in a broader freedom; more cheerful environment and greater possibilities for the masses.

It was he who worried that blazed the way toward every human uplift. The pioneers of progress were not they who felt that "sufficient unto the day is the evil thereof," but on the contrary were those who worried because of the evil of to-morrow and of the day hereafter.

Many a man who has always guarded the door of his lips will look small when the door of his heart is opened.



Great Grocery Market

Sells More Goods Than Any Other City of Its Size

This city enjoys the reputation of the second city in size in the State. It is only fair in presenting this matter to pay our respects to those sturdy pioneers of the earlier days: The early settlers of Grand Rapids were broad minded men of sterling character who builded the foundations for this city by methods which have produced a city and generation of men who have carried on the business of our community on lines that have produced a substantial growth in our city's population and wealth.



Guy W. Rouse

States. Grand Rapids is of growing importance regarding the jobbing of drugs and holds a very strong position in the dry goods market.

This result in the grocery line, as well as in the others, is due partly to the men engaged in the business at the present time and largely to the past history of this city and the progressive spirit of the men who have gone before. It may be interesting to know that a number of cities in the State were towns of considerable size before Grand Rapids was anything more than an Indian trading post. Ionia, Muir, Lansing, Grand Haven and a number of others were cities that were known by people who had never heard of Grand Rapids; but to-day we are proud of the fact that our city has forged steadily to the front and is

As we look about the city and see the beautiful churches built more than a generation ago, which are a credit to the city of to-day, and beautiful shade trees which were planted in the early days and which now help to make ours one of the most beautiful of cities, we realize the care and thought which have been given to the development of our city.

This same spirit was carried into the business life of the community and, instead of the petty jealousies and animosities which have retarded the growth of many communities and cities, we find a spirit of friendly but earnest competition has helped each generation to contribute its share toward the upbuilding of our city and its prestige as a jobbing center.

In the early days Grand Rapids had a certain advantage in the jobbing of groceries, for the reason that a large number of the lumbermen were residents of Grand Rapids or interested here; and, being loyal to their home town, they used their influence to have the groceries which went to the lumbering communities come from the Grand Rapids market. These lumber companies and the storekeepers who were supplying them were in the habit of buying in large quantities and formed a large part of the consumers for a number of years. This, undoubtedly, helped the jobbers of that day to do business on a large scale and to establish themselves more strongly than they could otherwise have done. As the lumber operations moved farther from Grand Rapids the manufacturers continued their loyalty to their home city and thus the city's influence was gradually strengthened and carried into new country. This advantage the Grand Rapids jobbers appreciated and they were keen to take and hold all territory as soon as it was opened and to establish themselves so strongly that they have always maintained a hold on this trade which no other market has been able to gain. As the lumbermen with their crews of men cleared the way and the land was taken up by farmers, the Grand Rapids jobber who had been looking after the larger interests was just as keen to hold the trade of the smaller dealers who were starting in the farming communities. These small dealers have grown to be large and influential merchants, but they have continued loyal to Grand Rapids and our jobbers have always been proud of the fact that they have kept such a strong hold on the trade of these merchants.

With the growth and development of the western part of Michigan there have been gradual changes from time to time in the business conditions. In the early days of the lumbering interests goods were sold on large profits on long time, and the whole scheme of the grocery business from the jobber to the consumer was in keeping with the conditions which existed at that time. From that time to the present the profits to the wholesaler and the retailer have gradually declined. This has been partly due to the increase in the volume and partly due to the fact that business has been gradually working to a closer cash basis, which always means closer profits for the jobber at least. The retail merchants of Michigan rank very high, when compared to those of other states, and it is due to the fact that these men have been good and careful merchants that they have been successful. On account of this success they have been forehanded, and with money in their pockets they have been close buyers. This in a measure has been responsible for the narrow margin of profit in the jobbing business. However, the increased volume has offset this and the local jobbers have at all times been so aggressive and persistent that

(Continued on page seventy-four.)

There's Room For All

The shoemaker sang as he hammered away,
Oh, who is as happy as I am today?
I save twenty souls where the parson saves one
And I always heel where the doctors heal none.

CHEER UP!

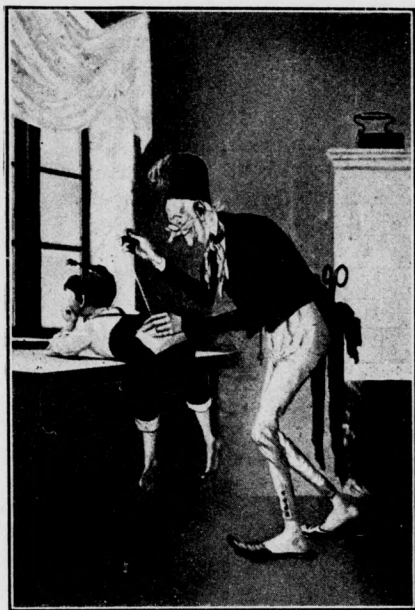
'Tis easy enough to be pleasant
When the world moves on like a song,
But the man worth while
Is the man with a smile
When everything goes DEAD WRONG.

E. W. W.

THIS cobbler's happiness was due to the fact that he took an occasional play-day. Now, Mr. Merchant, we have talked shoes to you for 51 weeks. You need a change, as a too steady diet is not conducive to the best of health. Therefore, Mr. Merchant, let us suggest that you take a little time off to save **your** soul and to heel yourself and visit Grand Rapids Merchants' Week.

If You Will Pay Us a Visit on June 10, 11 and 12

We will guarantee the Grand Rapids Board of Trade will fill you to overflow with good things, so you will keep smiling for the next 365 days even though things occasionally do go dead wrong betwixt times.



Keep a Goin'

If you strike a thorn or rose
Keep a goin'.
If it hails or if it snows
Keep a goin'.
'Taint no use to sit and whine
When the invitation 's on your line,
Just pack your grip and keep on cryin',
I'm a goin'
Till you strike Grand Rapids.

This is neither a barbecue nor a dress suit affair, but a blend beyond description and which you must taste to appreciate. You Auto appreciate an Auto ride in the most beautiful city in the United States in the most beautiful month of the year. At the banquet there will be a feast for both body and soul.

If you haven't already sent in your application DO IT NOW.

HIRTH-KRAUSE CO., Grand Rapids, Michigan
Shoe Manufacturers



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Grand Rapids, Mich.

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Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, May 27, 1908

STUPID INCONGRUITY.

One of the most common as well as most inexcusable blunders among business men of high standing and ability is to invest many thousands of dollars in a magnificent structure architecturally and then abuse that investment by putting the structure upon a site that is inadequate or unsuitable or both.

This kind of a mistake is most frequently seen, perhaps, in the location of church buildings, court houses, city halls and postoffices. Any man able to build a home costing \$20,000 or upward can afford to place that home on acreage sufficiently large to give such a house the proper setting. So, too, is it as to the location of churches and other public buildings costing from \$100,000 to \$1,000,000. The idea of placing a great public building like a court house, a city hall or postoffice in a location where it is visible only from a distance of 100 feet or less is absurd, and this absurdity already recorded in Grand Rapids as to city hall and county building is to be duplicated in the new Federal building.

There are several examples in this city where this identical "penny wise and pound foolish" judgment has been displayed as to the location of churches. Ever so many years ago the late Henry Ward Beecher declared that the walls, entrances to and windows of no church building should be placed nearer than 50 feet to the lot lines of the site upon which it is located, and his kinsman, Rev. Lyman Beecher, observed: "Henry falls short just 50 feet on all sides of the proposition." That is to say, a church building 50x100 feet in area should stand on a site 250x300 feet in area.

The public nature of the uses to which city halls and county buildings and postoffices are put do not demand that the sites upon which they are located should be narrow and contracted, and the fact that they are public structures not liable to

taxation should not, as it too often does, suggest niggardly limitations because of the cost of real estate.

Church buildings, in the new order of things, will hereafter embody many other things besides merely an auditorium to be used for worship twice on Sundays and once on prayer-meeting night. There must be reading rooms, gymnasiums, billiards, dining rooms—available also for lectures, concerts and public entertainments—bowling floors, baths, etc., open the year around to all people in the neighborhood every day and evening each week. Such buildings must have adequate grounds for trees, shrubbery, flowers, lawn tennis and basket ball. With such attractions and the spirit of genuine fraternal good will back of them, such a church will become the social as well as the religious center for the neighborhood in which it is located. Such a church squarely managed socially and devotionally will become a power for great good in the city in which it is located and will never lack a congregation intensely interested in and devoted to its welfare.

THIRD MERCHANTS' WEEK.

Just why the jobbers of Grand Rapids should have had the privilege of setting a pace for jobbers during the past three years is not quite clear, but they have had it and have profited thereby.

The first Merchants' Week, two years ago, was an experiment and resulted in bringing about 600 retail merchants from all parts of Michigan to Grand Rapids for two or three days as the guests of the Board of Trade.

The second Merchants' Week, a year ago, was less an experiment and so much more of a success that we entertained upward of 1,200 retail merchants, a few from Northern Indiana and Ohio and the remainder from points in both of the Wolverine Peninsulas. And what a good time they had and how they asserted and reasserted that they would be on hand again this year if the entertainment were repeated.

On Wednesday, Thursday and Friday, June 10, 11 and 12, the third Merchants' Week enterprise in Grand Rapids will take place and already there is abundant assurance that all who were with us last year will make good on their promise and visit us, besides several hundred newcomers. Indeed, the Wholesale Dealers' Committee has arranged to seat 2,000 guests in one banquet room and simultaneously—the largest number of people served at one time ever seen in Michigan. And there will be automobile drives about the city, free tickets for all guests to every attraction at Ramona Theater and Park, free street car rides, a grand balloon race between three contestants and many other attractions.

Best of all the Grand Rapids jobbers will be on hand in person, as will numerous of their representatives, to entertain their guests personally and to show that the hand-to-hand shake and the cordial "How

are you?" are worth more than all the rest.

"Does that sort of thing pay?" asks the pessimist who can not see beyond the shadow of the dollar mark. Of course, it does not pay, that is why the retail merchants come to Grand Rapids by the hundreds; that is why the jobbers of Grand Rapids co-operate harmoniously to the tune of about \$10,000 to make the thing a "go." They all indulge in the matter solely for the pleasure of doing something that does not pay—directly. That is the Grand Rapids civic spirit.

INTEGRITY AS AN ASSET.

Most of us wish to be counted honest, yet how many succeed so far as to be really justified in checking this quality among their business assets? It is valueless unless so patent that our customers recognize its existence. Its worth to us from the commercial point of view rests solely with their opinion as a basis. Of course, there is a moral value to us which is quite a different matter and will be appreciated only as we approximate the real article.

If our customers must habitually doubt whether or not they have received the full amount of sugar paid for; if they look with doubt upon any special bargains we may offer, apparently questioning the fact that there is any real reduction in price or are skeptical as to quality; if they look words which they do not express, it is scarcely worth while to make honesty serve as a large balance wheel in the ledger account.

If, on the other hand, we have numerous customers who are not afraid to buy goods after night, even if they can not see the colors; who order over the phone, leaving the selection, to a certain extent, to the judgment of the dealer; who tell Johnny to be sure and trade with you if he must be sent for something about which he knows little, be sure that you have at least a good measure of public confidence—enough to aid materially in bringing in trade.

The confidence which is inspired by the feeling that goods are as represented counts in the end for many purchases. Strive for it, hold fast to it, deserve it and it will not fail you.

When will the world's supply of iron give out? Charles Kenneth Leith, of the University of Wisconsin, believes that the aggregate tonnage of ore of the West will equal a considerable part of the Lake Superior region, to which a billion tons have been assigned as a minimum. And he considers that it would be rash to conclude that it is impossible that an equal amount of iron may be found in the West fully equivalent to that in the Lake Superior region. If his data approximate the truth he finds little cause for alarm that North America really will suffer for lack of iron ore.

If you are victimized in some purchase do not try to victimize your customers in turn. Sell it for what it is; not for what you bought it for.

KEEP OUT FLIES.

Flies are more than a nuisance; they are a pest. And with the modern light of science charging them with scattering typhoid fever and other pestilences broadcast, is it any wonder that the prospective buyer of food articles shrinks instinctively from a storeroom well filled with flies?

Granted that the dealer in fruits and vegetables, bakers' and confectioners' goods is forced to use extra precaution to render his stock acceptable to a public which is every year growing more fastidious and discerning, it is a duty which he can not evade.

Absolute cleanliness is one of the best safeguards. Incipient stages of decay in fruit or vegetables always augment the trouble. Get rid of all stock past its prime, even although it must be almost given away. In warm weather it deteriorates so rapidly that delay is dangerous every time.

Insist on having the streets kept clean. Town authorities should be urged to enforce this in fly season if at no other time. Flies breed largely in waste animal products. A country resident who noted with wonder the increased number of flies in her home traced the trouble to the fact that a meadow across the road from the residence had been converted that season into a horse pasture. With this fact in mind, it will be seen that the question is not so much one of neatness as a sanitary necessity.

Of course, all doors are kept well screened, and the springs are sure to be stiff. But even then, with so many passing in and out during the day, some of them not at all particular about how many flies they let in, enough of the unwelcome visitors are sure to invade the premises. You keep the cheese under screen, yet they flock unpleasantly near. Everything edible must be kept under cover or the public will object. The less you adhere to this rule the more will the flies persist in finding it an agreeable place.

If you use fly poison of any kind you need not expect to retain your trade. Fly paper must be kept out of the way of possible contact with customers. The patron who gets a patch of this upon hands or clothing will not soon forget nor forgive the injury.

Oil of lavender sprinkled freely about the room or, better, applied with an atomizer will not only tend to keep out flies but moths and Buffalo moths. It is said that a bouquet of mignonette has a similar effect. This last antidote is certainly worth the trial and, if effectual, it might yield to some enterprising boy or girl who would supply certain customers regularly through the season a nice bit of pin money.

Anticipate the needs of your customers. Do not wait until they are ready to use the standard stock in trade before you order it.

It is not the chance sale that is made but the sale that results in a patron for years that really counts.

National Industry

Roofing Products Extensively made by H. M. Reynold Roofing Co. Give Grand Rapids Merchandise Prominence

Grand Rapids already enjoys the reputation of being a National market in many lines of manufactured articles, but those most prominently before the American people are the many furniture specialties made by the city's immense furniture factories.

While "Grand Rapids Made" furniture has a commendable reputation in every section of the United States and in most parts of the world, this is not the only industry that has given the local market prominence as a manufacturing center.

One of the many important products made in this city and sold in all parts of the country is that of roofing material, which has been manufactured in increasing quantities for more than ten years, and which has carried the Grand Rapids "quality goods" banner through every section of the United States and remote points in Canada. The concern that has built up this immense industry in Grand Rapids is the well known firm of H. M. Reynolds Roofing Co., which has been identified with the trade of this city since 1868.

The founder of this business is Herbert M. Reynolds. He came to this city from Niles, Mich., in 1868 and entered into the roofing business as a contractor. He continued in this line until 1898, when he began to manufacture portable, or ready-to-lay, roofing, and it was not long before this branch of his business grew to such proportions as to require most of his time and concentrated efforts.

The demand for the roofing manufactured by them has grown to such an extent that they are now manufacturing nearly \$200,000 worth of goods annually, and indications point to greatly increased future business.

The H. M. Reynolds Roofing Co. was incorporated in December, 1901, and from that time on the business has assumed immense proportions. In 1903 they disposed of the contracting branch of their business to enable them to devote their

entire time to the manufacture of ready roofing.

Their present factory, which is located on Oakland avenue, G. R. & I. and Pere Marquette Railway tracks, was erected in May, 1901. Improved facilities and other changes made since then give the plant a daily capacity of 90,000 square feet, which is equivalent to about seven

company warrants the production of a roofing of superior quality.

Among the many extensive dealers in Reynolds roofing are carload buyers at Chattanooga, Memphis, Nashville and Louisville in the South; at Cleveland, Cincinnati, Columbus, Toledo, Youngstown, Wellsville and Plymouth in Ohio; at Fort Wayne and Indianapolis in Indiana; Detroit, Bay City, Muskegon, Ann Arbor, Greenville and ten other important Michigan points; at Dubuque and one hundred and twenty other Iowa towns; at Milwaukee, Madison and La Crosse in Wisconsin; at Minneapolis, St. Paul and forty other Minnesota towns, as well as at important points in North and South Dakota.

Being unable to secure the proper kind of granite in Michigan the com-

They have recently placed upon the market granite shingles, size 8x16 inches, which belong to the high class of roof coverings, such as slate, tile, etc. These shingles are intended to lay five inches to the weather, and owing to their fire resisting quality they are a very desirable covering for the best class of residences. The company can point with pride to upwards of one hundred nice residences in Grand Rapids and elsewhere which are covered with these shingles.

The cost of the prepared roofings in the roll is far less when applied and finished on the building than wood shingles, while the cost of their granite shingles is about the same as wood shingles. The buildings covered with their roofings are permitted inside of the fire limits of cities and take a lower rate of insurance than those covered with wood shingles.

Every square of roofing made by the company is fully guaranteed, and the responsibility and financial strength, together with the excellent reputation of the company, assures the purchaser a square deal.

At each of the points where they have carload buyers there is an established agency, and all enquiries from the vicinity where an agency is established are referred to the dealer at that point. The organization of their selling force is very near perfect, and their system of handling the business in each state has proved successful.

The firm has a very large trade in the smaller towns, in Michigan especially, in less than carload lots. An idea may be had of the magnitude of this enterprise when it is known that the company handles in and out of Grand Rapids nearly 700 cars of freight each year.

Lumber dealers, building supply houses and hardware companies principally handle their product.

They also manufacture roof coatings and high grade black paint. Theirs is the only factory making goods of this class in the State of Michigan.

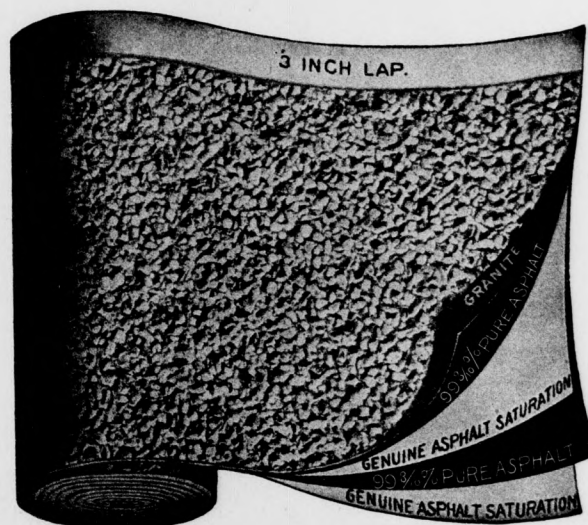


Illustration showing principal of construction—the fabric being made in both rolls and shingles

miles of continuous roofing, 32 inches wide. Making roofing is as much of a science as the manufacture and preparation of many delicate and painstaking products for which the American public pays proportionately a great deal more money. But thoroughly experienced men and specially prepared machinery, a combination used in all big industries, enables this firm to turn out large quantities of "quality goods" at a cost that enables them to compete with any and all manufacturers of this class of goods.

Prepared roofing fabric, referred to, is put up in rolls made of pure natural asphalt surfaced with crushed granite. It is built with a view to permanency and is adapted to all classes of buildings. The long experience of the members of this

pany has a connection with three large quarries in Wisconsin, from which the granite is brought to their works, and as they own their own crushing plant they produce the crushed granite in the proper sizes to make the best surfaced roofing possible to obtain.

For years the Reynolds Company were Western distributors for smooth surfaced goods, but after a number of years' experience in the handling of smooth goods they became convinced that it was not practical to apply a roof to any building which would require painting every year or two, therefore they discontinued its sale. Then they conceived the idea of a crushed granite roofing fabric, which has resulted in the present perfect ready roofing which the company is furnishing.

Lighter Then.

"You say Atlas held up the world?"

"I did."

"Carried it on his shoulders?"

"Yes, sir."

"He must have been a remarkably strong man. No man could do that nowadays."

"But things are different now."

"In what way?"

"Well, you see there was but a small part of the world discovered when he held it up."



A Millinery Market

Why Grand Rapids Leads in Woman's Headgear

Grand Rapids, on account of its splendid location geographically, affords an excellent distributing point for Northern, Eastern and Southern Michigan and Northern Indiana and Ohio, and is not altogether limited by these boundary lines. It may be somewhat of a surprise to know that Grand Rapids is selling quantities of women's hats as far east as Buffalo, N. Y., and west to the Pacific coast, sending her travelers into these far-away markets where it becomes necessary to compete with the largest houses in the country. It is a well-known fact that Grand Rapids furniture is sold in every city in the United States, but that Grand Rapids covers so vast a territory in the millinery line would in the minds of many seem almost unbelievable.

It is a self-evident fact that this could not be accomplished if the goods produced in this market were not of a superior quality and of most artistic design. In this case the old adage, "The proof of the pudding is in the eating," holds good, and when it is found possible to secure profitable business from such towns as Chicago, St. Paul, Omaha, St. Louis, Kansas City, Cincinnati, Louisville, Pittsburg, Cleveland and Buffalo, we are forced to believe that the trimmed hats produced in the Grand Rapids market must have merit and selling qualities.

The prestige that this market has gained over other towns of about the same size and larger cities has been attained not by carrying cheap, shoddy merchandise and advertising to sell cheaper than competitors, but rather by carrying a superior class of merchandise and placing the emphasis upon the desirability of the article. Quality and style have more to do with the selling qualities of an article than the mere question of price. This may not be true in all lines, but it is true beyond a shadow of doubt in the millinery line.

Perhaps one of the most attractive sights in a wholesale millinery establishment is the flower and feather department. A "look in" on one of these enormous displays reminds one of a step into Fairyland, where the art of designing and coloring almost rivals Nature itself. In this particular line formerly the New York importer supplied the jobber with his stock. The importer, not satisfied to confine his dealings to the jobber, commenced to solicit the retailer.

This attitude on the part of the importer naturally forced the jobber to go to Europe and buy direct from the European manufacturers in order to compete with the New York importer. So to-day the jobber who does not send his buyers to Europe is not taken seriously by the average retailer. He finds it impossible to compete with the larger markets unless he imports direct. As a matter of fact, the imports of the Grand Rapids market for the year 1907 in

flowers, feathers and millinery ornaments amounted to more than two hundred and fifty thousand francs, all of which were cleared through the local custom house.

Another branch of the millinery business that is of great interest to the milliner is the wire and buckram frame industry. There was a time not so long ago when the jobber was entirely dependent upon the Eastern manufacturer for all goods in this line. Considering the large quantities of frames used by the milliners in the construction of hats, the long delays in getting them delivered, the enormous amount of the express

was almost unknown. Conditions during the past years have worked marked changes in the millinery business, as well as in many other lines, and to-day the successful jobber is compelled to manufacture and import direct in order to compete with many of the smaller manufacturers who sell direct to the retailer.

Another important factor in a well-regulated millinery house is the annex workroom. This department usually occupies one entire floor of a building, and is used about four months in the year. During February and March, August and September the annex is in full operation and presents more evidence of activity than any other department.

Hundreds of milliners can be seen at this time in these rooms copying the latest Paris models and prepar-

as its advantages to the milliner are many.

It can truthfully be said that the jobbing millinery business has one distinctive feature possessed by no other class of wholesalers—an employment bureau. It does not always call itself by that name, but it amounts to the same thing. This is a feature that seems to have grown along with this particular line of business and will probably never be divorced from it.

The thousands of trimmers and designers engaged in this business nearly all receive their positions through some wholesale millinery house, and the larger the town the larger the clientele. If the trimmer sent out to the customer proves to be a good one and pleases her employer, the jobber escapes criticism, but if she happens to be incompetent it is difficult to convince the customer that her incompetency was not known before she was sent out, and that the wholesaler has her interest at heart.

One who has not had experience along this particular line little knows how many are the difficulties and complications with which the jobber is confronted. To satisfy both the customer and the trimmer requires an abundance of patience and diplomacy.

To return to our text, What about Grand Rapids as a millinery market? Volumes could be written upon this subject if space would permit. Suffice it to say, no city offers better opportunities for the buyer from the merchandise standpoint, our shipping facilities are unexcelled, and taking into account the perpetual half-fare buyers' excursion rates inaugurated some three years ago by the Wholesale Dealers' Committee of the Board of Trade, the cost of transportation to this market has been reduced to a minimum.

Heber A. Knott.

This Poison Costs Money.

One of the costliest articles of commerce is snake venom, for which there is a growing demand in medicine and other branches of science. At the present time a large part of the venom supply comes from Australia, and a Sydney quotation placed the market price recently at \$5 to \$6 a grain, or about \$30,000 a pound troy.

Venoms are now being classified. Tiger snake venom comes first, as it is sixteen times as deadly as that of the black snake and four times as powerful as that from the brown snake or death adder. In average yield a bite the death adder supplies three times as much as the tiger snake and seventeen times as much as the brown snake.

So far the snakes have been mostly captured by hand to avoid loss of the poison. They are made to bite through a rubber band, ejecting upon a glass plate the venom from the two poison fangs in the upper jaw.

You have no power to help mankind until its sins move you to compassion rather than to condemnation.



Heber A. Knott

charges to be paid at this end of the line, to say nothing of the long prices charged by the New York manufacturers, the larger jobbers have been forced into putting in their own frame plants and making these goods at home.

Grand Rapids was not slow in discovering the advantages of this plan, and now practically all the frames jobbed from this market are made at home. The benefits are twofold: The jobber is able to supply the customers more promptly and at a lower price, and, in addition to this, it gives employment to a score of girls who are able to earn good wages.

In the early days the jobber was strictly a jobber in every sense of the word. He bought his goods from the manufacturer and importer, and the jobber who manufactured any part of his line or imported direct

ing for their openings, which occur later in the season. This department has never proven a money-maker for the jobber, but is no doubt a great advantage to the retailer for the reason that it enables her to reproduce these expensive Parisian models at prices within reach of customers. The original pattern hat would be prohibitive to the milliner in the average town, consequently the annex workroom helps her to solve her problems, and thereby offers a strong inducement for her, when deciding on a market, to select the one where these privileges can be secured.

In the course of the evolution of the millinery business the time will, no doubt, come when the annex will pass out of existence, as it has already done in some places, but the Grand Rapids market will be slow in discontinuing the copying room

C. W. Mills Paper Co.

Paper and Supplies

Novelties, Notions
Ledger, Journal, Cash and Day Books

Citizens Phone 9476

87 Campau St.

Grand Rapids, Mich.

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



**More
Business**
**More
Ready Money**
**More
Profit**

The McCaskey Account Register System is a Business Getter

WHY? Because it handles the accounts **correctly** and the customers have confidence in the merchant that uses it.

The McCASKEY SYSTEM supplies you with **MORE READY CASH**.

HOW? By furnishing your customers with a bill showing the total of their account with every purchase, they pay up more promptly.

The McCASKEY REGISTER SYSTEM **INCREASES** your **PROFITS**.

HOW? By handling the accounts with **one writing**.

By saving time and expense of handling accounts.

By stopping all forgetting to charge goods.

By eliminating disputes.

By drawing new trade.

By collecting your accounts.

For further information drop a postal for 64-page FREE catalog.

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

Mrs. of the Famous Multiplex, Duplicate and Triplicate Pads; also
End Carbon, Side Carbon and Folded Pads.

Agencies in all Principal Cities.

Peoples Savings Bank

OF

GRAND RAPIDS, MICHIGAN

S. W. Cor. Monroe & Ionia Sts.

An examination of the financial statement of this bank is requested, and we place at your disposal our facilities for transacting all business that may come to a Savings and Commercial bank.

Our resources are ample to enable us to care for all legitimate demands of our customers and it is our policy to be as liberal as balances and responsibility will warrant.

Our convenient location, together with our excellent organization, the result of years of experience and a desire to please our patrons in every way, qualifies us to give the best of service and justifies us, we believe, in soliciting new business.

We appreciate the liberal patronage with which we have been favored by our depositors and express the hope that it may continue. Those who are not customers of this bank are earnestly requested to consider giving us their accounts.

Condensed Report May 14, 1908

RESOURCES

Loans and Discounts	\$ 476,465.55
Bonds and Mortgages	1,154,374.45
Banking House	36,524.99
Overdrafts	211.42
Exchanges for Clearing H. use.	2,895.79
Due from Reserve Banks	262,071.70
Cash in Vault	95,891.60
Other Cash Items	730.97
	<u>\$2,029,156.47</u>

LIABILITIES

Capital Stock	\$ 100,000.00
Surplus Fund	50,000.00
Undivided Profits	27,209.86
Dividends Unpaid	12.50
Com. Deposits	249,263.96
Due to Banks	8,077.12
Savings Deposits	657,059.09
Savings Certificates	936,756.44
Cashier's Checks	755.00
Certified Check	11.50
	<u>1,851,946.61</u>
	<u>\$2,029,156.47</u>

THERE IS NOTHING IN
SAFE BANKING THAT WE
CANNOT PERFORM

Officers and Directors

THOMAS HEFFERAN
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EUGENE D. CONGER
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CHRISTIAN BERTSCH
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JOHN W. BLODGETT
Lumberman

WM. H. ANDERSON
President Fourth National Bank

ALFRED D. RATHBONE
President Rathbone-Panigot Co.

JOHN T. BYRNE
Capitalist

J. BOYD PANTLIND
Morton House and Pantlind Hotel

SAMUEL M. LEMON
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Berkey & Gay Furniture Co.

WM. ALDEN SMITH
United States Senator

EARLY DAYS.

Grand Rapids Seventy, Fifty and Forty Years Ago.

Written for the Tradesman.

Seventy years ago the frontier hamlet of Grand Rapids had a dozen or so merchants, most of whom had graduated into pretentious store buildings and exact merchandising systems from being merely Indian traders who followed the trails and exchanged their goods en route for furs and peltries.

Antoine Campau's store was at the intersection (old style) of Canal and Monroe streets, with its rear doors opening upon the river. Across the street Orson Peck had a grocery store. Next south of Mr. Campau's store was Jefferson Morrison's store. At the corner of Kent and Bronson (now Crescent avenue) streets John W. Peirce had a book store with somewhat of general merchandise accessories, and across Bronson street J. J. Hoag had a drug store. At the intersection of Waterloo (now Market) and Louis streets J. M. Nelson & Co., Toussaint Campau, A. Hosford Smith & Co., James Lyman and Richard Godfroy had stores.

The race was triangular as to what should be the chief business center of the town, with Louis Campau as the promoter of the Waterloo street district, Antoine Campau favoring the foot of Monroe street and the Kent Company pressing the interests of the Bronson street section. All merchandise received at that time from the East came by boat via the Great Lakes and Grand River.

Twenty-five years later (1861) Grand Rapids had a population of about 8,500, with a total population in Kent county of 31,000; with the Grand Trunk Railway from Detroit to Grand Haven, two or three steamboats plying the river route and stage lines and freight teams traversing the highways between Grand Rapids and Kalamazoo, Big Rapids, Hastings and Holland as the means of public transportation to and from the outside world. At that time Monroe, Waterloo and Canal streets on one side of the river, and Bridge street on the other side, were the only business streets. Fulton, Division, Pearl (from Exchange Place to Division street), Kent, Ottawa and Ionia streets were given over entirely to residences. Ottawa and Ionia streets did not extend south of Lyon street, and from Pearl street south to Fulton street were Greenwich and Justice streets—now known as Ottawa and Ionia streets because these thoroughfares opened to the public from Lyon through to Pearl street suggested the discontinuance of the other names.

The territory south of Fulton street and west of Commerce street was traversed by a brook originating near the head of Washington street and, marshy and boggy, was occupied chiefly by squatter citizens who had come into the city during the construction of the Grand Trunk Railway. Waterloo (now Market) street was quite an important business street as far south as Fulton street, and beyond that point was

known as the River Road, with the Lower Steamboat Landing a short distance below Wealthy avenue.

At this time Grand Rapids was already the metropolis of Western Michigan so that the coming of the Civil War precipitated an unexpected volume of business on the community, with the Federal Government as the controlling factor. The fair grounds at Hall street became the rendezvous for the organization of the Third Michigan Regiment Volunteer Infantry; a military district for Western Michigan was created with Grand Rapids as headquarters for the Provost Marshal in charge thereof. Later the fair grounds encampment was abandoned and a new rendezvous was established upon Baldwin's Berry Field—the tract of land bounded by Lyon, Bridge and Union streets and the present line, extended north, of Lyon Place. Here were organized and equipped the Second, Third, Sixth, Seventh and Tenth Regiments of Michigan Cavalry, the New Third Michigan Infantry and portions of the First Light Artillery and Thirteenth Battery.

During these years the principal merchants in the city were Messrs. Spring & Avery, John Kendall, Ransom C. Luce, James Lyman, C. B. Allyn, W. D. Meeker, A. Roberts & Son and John W. Pierce, dry goods; Lemuel D. Putnam, John Harvey, Chas. N. Shepard, Dr. James Gallup and E. B. Escott, drugs; Perkins & Woodward, Cole Bros., A. B. Morgan and John Riordan, boots and shoes; Foster & Stevens, Goodrich & Gay, John McConnell and W. S. Gunn, hardware; J. Morrison, L. D'Ooge, F. D. Waldron, Wm. Bemis, George Waterman, George W. Thayer, John Cordes, Joseph Finkler and Jos. Martin, retail groceries; H. B. Jarvis and J. C. Wenham, hats and caps; Aaron Dikeman and A. Preusser, watches and jewelry; Charles Burchard, Julius Houseman and Louis Porter, clothing, and L. H. Randall, wholesale groceries. Jacob Barth kept a fancy goods store and operated a hoopskirt and corset factory; E. K. Powers operated a candy store and bakery, the Sears bakery was established, Henry M. Hinsdill had the leading book store in Western Michigan, P. J. G. Hodenpyl was proprietor of the "Curiosity Shop," where dolls, toys, notions, fireworks, etc., were to be had, and the leading meat markets were managed by W. W. Westlake, E. D. & D. H. Waters, Joseph Clinton, Thos. Martin, J. C. Widoe and Henshaw & Huntley. About the only suburban store in the city was Blake's grocery, at the corner of Fulton and Lagrave streets.

During all this time the Detroit & Milwaukee road had a monopoly on railroad freights to Grand Rapids, the only competition being by boat from Grand Haven and by teams from Kalamazoo. About this time the railroad situation developed into a triangular race between the Grand Rapids & Indiana, the Grand River Valley and the Lake Shore as to which road should reach the city first. The Lake Shore won out, hauling its first through train into town in March, 1869; the Grand Riv-

FEED DEALERS!

How Much Do You Make a Ton on Feed?
Do You Want to Make MORE MONEY
and Serve Your Customers BETTER?

Here's Your Opportunity



Makes 30 per cent. more milk than bran, shorts or cornmeal and costs you less per ton.

Results absolutely guaranteed.

Exclusive sale to live dealers.

Plenty of excellent advertising matter to help you make the first sale.

Sells itself next time.

Read what a few "Hammond" dealers say:

Moline, Mich., March 7, 1908.

Messrs. Wykes & Co.

Dear Sirs:—Since receiving the car of Hammond Dairy Feed from you I have watched the results very close and find that where a customer is once induced to try it, he is a steady customer after that. This, I think, speaks plainer than words as to the satisfaction it gives them. I am,

Yours truly,

MILO F. GRAY.

Hastings, Mich., Feb. 4, 1908.

Wykes & Co.

Gentlemen:—The car of Hammond Dairy Feed bought of you is taking well with dairymen in this vicinity. A great many prefer it to bran and it can be sold at the same price or better. A dealer who has a good feed trade will certainly make no mistake by putting in some Hammond Dairy Feed. It being very rich in protein, its palatability appeals to stockmen.

Yours truly,

EDMONDS BROS.

Zeeland, Mich., Feb. 10, 1908.

Messrs. Wykes & Co.

Gentlemen:—We are glad to say that Hammond Dairy Feed is giving satisfaction among our customers and we find a ready sale for it. We are ready to give it a strong recommendation to anyone desiring a good feed. Trusting that your product may always retain its quality and present high standard, we are,

Yours respectfully,

VERHAGE MILLING CO.

Dutton, Mich., Feb. 10, 1908.

Messrs. Wykes & Co.

Gentlemen:—The Hammond Dairy Feed was brought to my notice last October. I bought a few tons and distributed it to my dairy friends to find out if it was something they really wanted. The results have been very satisfactory both to myself and my customers. I now have a nice trade and find the Hammond an easy seller.

Yours truly,

J. W. GOOD.

Lake Odessa, Mich., April 3, 1908.

Wykes & Co.

Gentlemen:—Please have last shipment of car Hammond Dairy Feed rushed and followed with tracer. As you know, I HAVE SOLD FOUR CARLOADS OF THIS FEED, AT RETAIL ONLY, IN ABOUT EIGHT WEEKS. I thoroughly investigated this Feed, and the result to my customers and the consequent large sales have been very pleasing to me.

It is a proven fact that Hammond Feed is no experiment, but a high-class scientific Feed that will take care of every part of the cow.

Yours very truly,

KART'S FLOURING MILLS.

Per Geo. E. Kart, Prop.

Write today for our proposition if you want to control this money-making, easy-selling Feed in your town.

Our Mixed Car Deal Will Surprise You

Wykes & Co.

Michigan State Agents

Shippers of Flour, Grain and Mill Products

Wealthy Ave. and South Ionia St.

Grand Rapids, Michigan

In answering this advertisement please mention the Tradesman, or, better still, come and see us Merchants' Week and talk it over.

er Valley road (from Jackson) came in early in 1870 and on September 13, 1870, the G. R. & I. brought its first through train into Grand Rapids.

Monroe and Canal streets were paved during the war with cobble stones and on May 10, 1865, just at the close of the conflict, the first car over the first street railway track in Grand Rapids was run from the old D. & M. station to the corner of Fulton street and Jefferson avenue—the entire length of the road.

It was a new thing and served to recompense the merchants and their clerks for the drudgery of cleaning the paved streets, once each week, of the muddy accumulations which lodged in the surface inequalities of the pavements. Strong, sharp hoes and abundant muscle were necessary for the street cleaning job, so that a ride up and back to Saunders' Hotel, at the depot, costing but ten cents, was a popular recreation for clerks and merchants after the stores shut up at 9 o'clock each evening.

Storekeeping those days meant putting up shutters every night and taking them down each morning; it meant that everybody had to take a hand in unloading freight, unpacking, and so on; it meant that every store must be open not later than 6 o'clock in the morning, with the 9 o'clock evening closing time. Merchants visited New York twice each year to buy goods, and Chicago once in awhile for the same purpose. There were no traveling salesmen to speak

of and the retailer who spent \$150 a year for advertising his goods was considered indiscreet.

Chas. S. Hathaway.

An Employer Who Insisted on Being Shown.

A certain firm which has been successful in the department store business thought it would be a good investment to open a store in some other large city.

The new store required *Ar men*, "money heads," as the firm termed the smart buyers. So some of the old store's buyers were transferred to the new store. That gave an opportunity to some of the wideawake assistants to step into a buyer's position. Many of the young men were watching for this opportunity and worked hard and studied, so in case they got a chance they could make good.

When Smythe took charge of the department and was given all the details of his department he carefully examined the figures that the department netted each month. He thought he could do as well because he knew the stock so well. When Smythe took stock he found things not at all to his liking. His figures were a few thousand dollars less than what the previous buyer valued the stock. He found that stock worn, soiled, and slightly damaged goods were marked their natural value, and he, of course, marked such goods at prices which he thought were right. He could not see how he was to make money with goods at such prices. He knew the buyer he had worked for marked all

such goods down at stock taking, so there was one thing he did not understand. This firm would not have it; they wanted their goods marked what they paid for them, so stock was taken several times without any satisfaction on either side, till finally Smythe thought he had the wrong people to deal with, and the firm that they had the wrong man, so a few days later found Smythe back at his old job, whose boss was only too glad to get him back.

The next man to apply for the position was Brown, a quiet individual, who had only worked four years as an assistant in that line and made a study of the "ins and outs" from the business point of view. When Brown took stock and noticed at what an unreasonable price some goods were marked he did not like it, but let it go and said nothing. When the firm asked him how he liked the stock he answered: "Fine, but we need new goods. The stock is run down."

Within a few weeks Brown got busy, as the firm seemed not to care how much goods he bought. Brown knew a bargain when he saw one. He was not a bit slow in getting it, as he had every advantage to do so. He knew how to do some clever advertising and was a firm believer in it.

When things were in their running order and Brown noticed his department was netting more than the previous year at that time he saw a chance to get rid of some of the shop-worn, soiled, and slightly damaged goods, so he advertised some great

bargains. The firm wanted to know why he was selling goods that cost \$1 at 50 cents, but Brown merely remarked that they must give the public a bargain once in awhile, and it would not do to sacrifice new goods. In this way Brown gradually got rid of his old stock.

Whenever he was ahead in profits according to the figures of the previous year he would sacrifice the old goods. When six months passed and stock was taken he marked the old goods that were left at the same figure at which he got them. At the end of the year Brown signed a satisfactory contract and smiled at the thought of Smythe's mistake.

Hiram Siegfried.

A Telephone Opiate.

The elder's wife was seriously ill, and the doctor advised rest and quiet. But the lady was very devoted to church work, and worried herself into hysteria because she could not attend services and hear her favorite pastor preach.

"She must not leave the house," warned the doctor, "but you can easily arrange to have her hear the sermon by telephone."

The elder grasped the suggestion and made the necessary arrangements for transmitting the sermon into his wife's room.

At noon on the Sabbath the doctor called and asked: "How did it work?"

"Fine," declared the elder, rubbing his hands gleefully, "ten minutes after the sermon began she fell sound asleep."

THE SIMPLE FACT
THAT WE GUARANTEE THE SALE OF

Post (Formerly called
Elijah's Manna)
Toasties

IS PROOF OF MERIT

We create the demand by continuous, heavy advertising, and the merit or quality pleases customers and holds them.

POST TOASTIES have a delightfully crisp, toasty flavor that appeals to young and old folks alike, and

"The Taste Lingers"

Supplied by All Jobbers

Made by Postum Cereal Company, Ltd., Battle Creek, Mich.



Rubber Shoes

Why Grand Rapids Can Handle Them Advantageously

When Charles Goodyear first authorized the production of rubber shoes under his patents the manufacture was begun in the East, and a very large proportion of the rubber footwear is still manufactured in New England and New Jersey. The largest producer of rubber shoes has its corporate home in New Jersey, but its principal factories are in Connecticut, Massachusetts and Rhode Island. But within recent years several features have been started in the Central West.

Michigan has created a large demand for rubber footwear. Her early large timber interests called into use many styles of warm footwear—felt boots and socks of various kinds. In the manufacture of these Michigan has been prominent, and Grand Rapids has had a share in this. Every pair of these socks and felt boots calls for a pair of rubbers, and the result has been a variety of styles of rubber shoes known as lumbermen's shoes, the production of which has constituted an important feature of every rubber shoe factory.

Grand Rapids, too, has its rubber shoe factory; but through an unfortunate chain of circumstances that valuable plant is now idle, which, let us hope, is only temporarily.

By reason of climatic conditions Michigan and the adjoining states rank high in the consumption of rubber footwear. From October until April rubbers are almost a daily necessity to a large majority of the people of these states. Naturally, then, the sale of rubber footwear constitutes an important part of the shoe merchant's business; and it is highly important that the retailer have a convenient source of supply with quick transportation facilities. That is where Grand Rapids comes to the front as a wholesale market for rubber boots and shoes. The lines of railroad reach out in every direction, furnishing quick conveyance to all parts of Michigan and to the adjoining states. When the sun shines and the dust flies you can not give away rubbers, but when the snowstorms cover the ground stocks are quickly exhausted and the dealer must have a quick source of supply—that means Grand Rapids. That merchant who follows the policy of placing his first order in some distant city and then relies on the nearby market for sizing up when the season is at its height is making a serious mistake. Such action is wholly unfair to the local jobber and should be frowned upon by every fair-minded dealer.

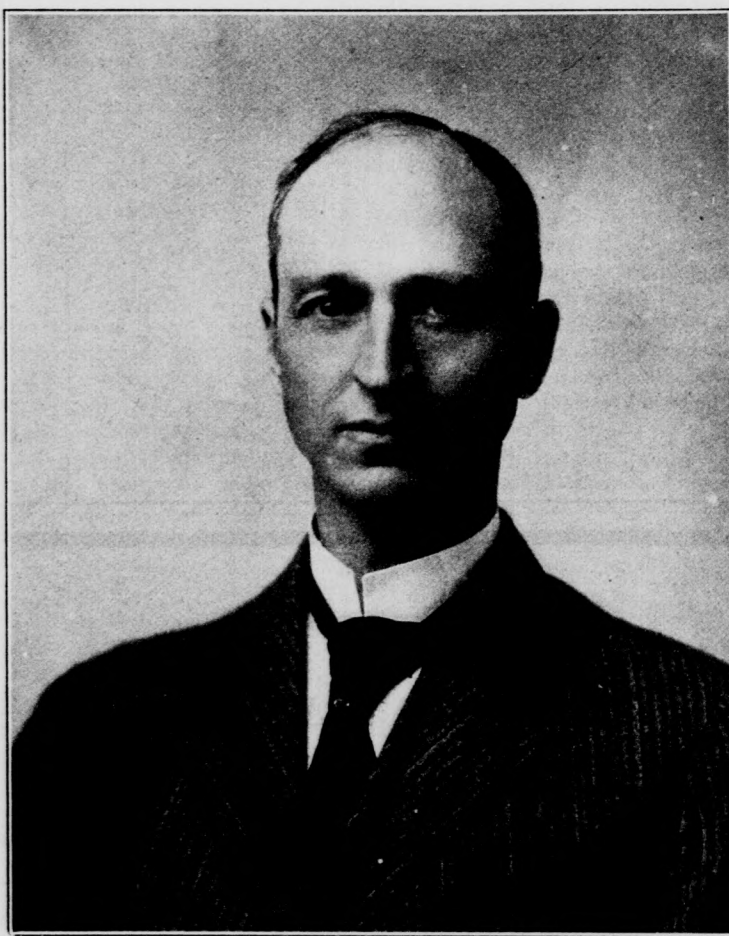
The United States has established a wall of protection around its commerce, in order that home industry might be fostered. Why should not the same principle apply in our State? The man who is loyal to his home town buys everything that he can from the local merchants. The merchant who takes pride in the

growth of his state, in the strengthening of her resources and in the prosperity of all her people will patronize the factories and the jobbers of his own state when possible. As the individual can not suffer loss of hand or foot without affecting the whole man, neither can the state suffer much of a business depression in any one section without its reflecting upon the whole state. As the training of the hand and eye of the boy in the manual training school gives new character and usefulness to the whole boy, so the business growth of any section of a state is of value

ten years' time it has made necessary the largest rubber shoe factory in the world. With a choice of four of the leading brands, with every style of last, with the best wearing, best fitting, best looking rubbers to be had right here in Grand Rapids, why should the retailer go elsewhere? Joseph E. Coulter.

Wonderful Inhabitants of Jupiter.

The jolly Jovians are said to be realities and not myths. Not only are there said to be inhabitants on Jupiter but also on some of his moons, in the midst of which the vast planet, 1,300 times the size of the earth, spins at such tremendous speed that it causes around the equator a furious wind that blows perpetually at a rate of about 250 miles an hour. Those who believe in the Jovian say that his height runs



Joseph E. Coulter

to the whole state. It is then not only a patriotic duty to promote and foster home industry, but it is the best business policy, because ultimately the good effect is reflected upon him who promotes the good work.

Grand Rapids is a natural market for rubber footwear, because it is located in the center of a large section of country where the climatic conditions make rubber footwear a positive necessity; because it has conveying lines of railroad reaching in every direction which give quick and adequate transportation; because the jobbers of Grand Rapids are prepared with the goods. Here may be found those brands of rubbers which have been favorably known since the beginning of rubber manufacture. Here also may be had that brand which has proven so popular that in

from 50 to 55 feet and that he exists for about 800 to 1,000 of earth years. The Jupiter year, however, consists of 144 months. The oceans of Jupiter, torn into fury by the hurricanes, would pay no attention to one moon such as moves the tides of our earth, and it takes no fewer than five of these satellites to perform this work for Jupiter. They travel at various rates of speed, some flying close to Jupiter's surface, others far off. They have atmospheres like ours on earth, and a moonlight on Jupiter is indeed a glorious sight, for these moons have a variety of color; two are blue, one is yellow and one red. Jupiter needs all her moons at night for illumination, for without them her five hours of darkness would be black indeed. So distant is the sun that broad daylight is hardly brighter than twilight on

earth, and one lone moon would not reflect enough of the sun's rays to guide the Jovian footsteps.

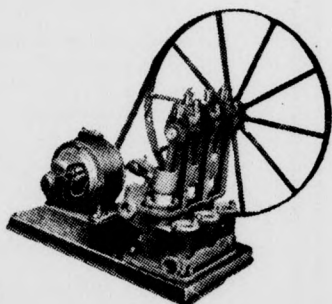
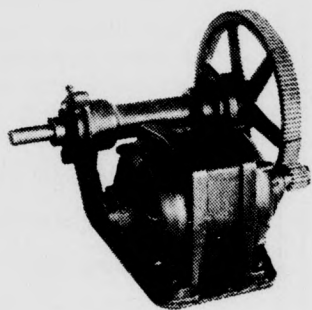
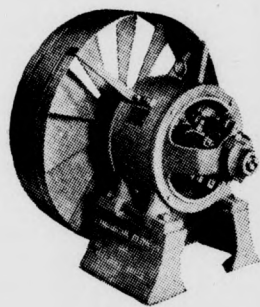
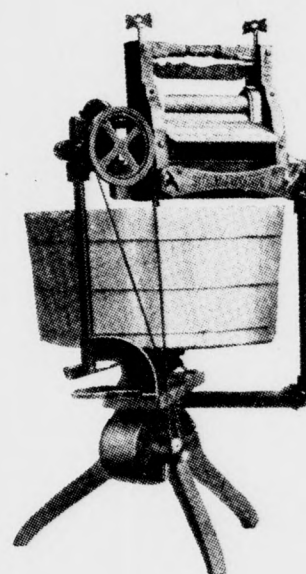
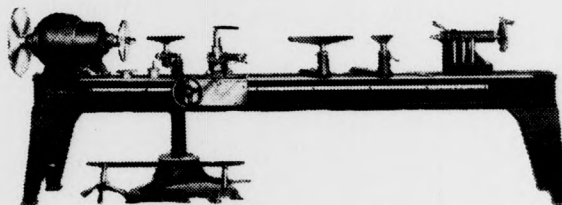
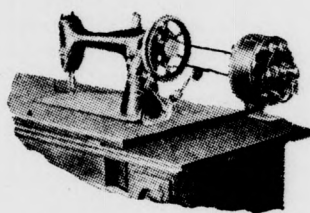
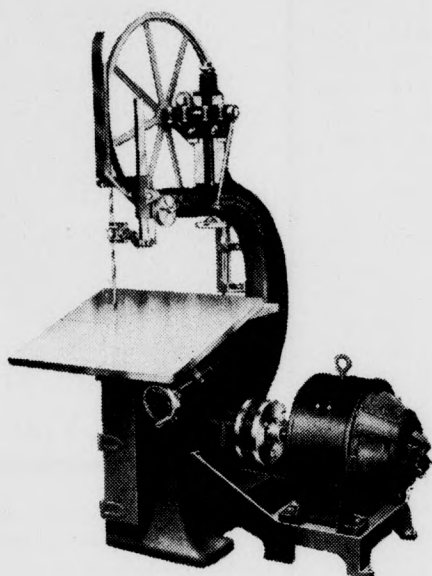
Big Turtles Are Queer Fishermen.

There is a canny reptile fisherman which makes effective use of the bait which he carries in his own mouth. This is the alligator snapping turtle, a giant among reptiles, known to attain a maximum weight of 144 pounds with a length of shell of about 28 inches. It haunts rivers flowing into the Gulf of Mexico, including the Mississippi, where it is common. In appearance and actions it is an enlarged duplicate of the common snapping turtle. Its pale brown hues will match the soft muddy bottoms on which it lies motionless, angling for fish with decoy. The bait is attached inside the lower jaw, close to the tongue, and is a well developed filament of flesh, white and distinct from the yellowish mouth part, and closely resembling a large grub. While waiting the turtle keeps this grub in motion, giving it the aspect of crawling about in a small circular course. Its mud colored shell, often studded with a growth of fine waving moss, looks like a great round stone, and close to it is a second smaller stone, the head. Close to this smaller stone crawls the plump white grub. A fish sees it and makes a natural mistake, only to be seized by a sudden snap of the powerful jaws. The jaws are remarkably strong; the common snapper, which attains to only a third of the size of his larger relative, will bite a finger clean off, and the alligator snapper could bite through a wrist or foot.

Microscope of Unusual Power.

A molecule microscope is the latest dream of Dr. Bechhold, the German explorer and experimenter. The most powerful microscope shows objects about one-hundred-thousandth of an inch in size, but the latest ultra-microscope of Siedentopf and Zsigmondy has revealed particles not more than one-millionth of an inch in diameter. Dr. Bechhold declares that with stronger illumination, such as more powerful sunlight on Mount Kilimanjaro, in Africa, we could unquestionably see molecules. This German investigator has been experimenting with the extremely minute in another way. By impregnating paper and fabrics with gelatin in a vacuum he has made an ultra-filter, varying its fineness by using different concentrations of jelly and producing a medium apparatus with maximum pores of less than 1,250,000th of an inch. This just separated from blood the maemoglobin, or red coloring matter, and the serum albumen. The finest filters extract particles too small to be shown by the ultra-microscope and smaller than the largest molecules, and it is believed that they will be useful for eliminating disease germs, like those of smallpox, rabies and yellow fever. Human blood corpuscles only measure 300 millionths of an inch.

The amount of any man's possessions depends on his powers of appreciation.



Electric Power

Moves any machine better than any other power. CLEAN—SAFE—SURE—SPACE SAVING—SIMPLE—ECONOMICAL.

Anyone Can Use It

Electric Light

The light of the day.

The MATCHLESS Light.

SAFE—COOL—CLEAN—MODERN.

A child can safely turn it on or off.

Electric Heat

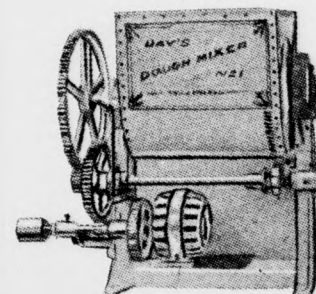
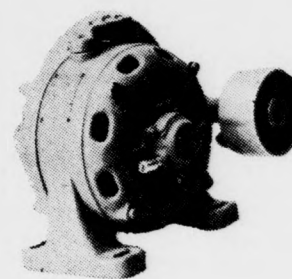
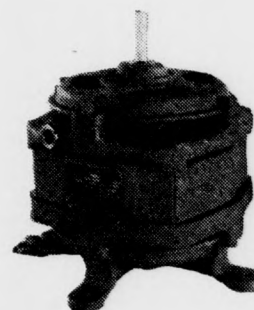
Right where you want it and no place else—for instance, the FLAT-IRON—needs no iron-holder—the coffee percolator or chafing dish.

**Grand Rapids-Muskegon
Power Co.**

47 Monroe Street

Citizens 4333

Bell 2477



WORKING GIRLS.

Does It Pay Them To Go Out Evenings?

Written for the Tradesman.

"Yes," said the Pretty Young Thing with the pink cheeks and coquettish little ways, "yes, it's a strenuous task a girl has before her if she wants to go out to parties four or five nights a week—and still hold her 'job.'"

"Sometimes I wonder if it really pays; if it is worth all the bother of breaking your neck to catch your homebound car, hustle, hustle, hustle after you reach home so as to get the proper car to bring you in time to your destination, and when the party's over you hustle some more to return to your home. Then you have lost a lot of sleep, that you can't make up until next Sunday, and you look like 30 cents the next day for want of it and go blink, blink, blinking over your work half the time.

"On the other hand, if you never go out with your set you soon arrive to be considered an 'old fogey,' and when you've been counted one of this undesirable class for just about so long, people fall into the way of never expecting you to be anything—or much of anything—else. Next you become bumped good and plenty when you're dropped entirely from the invitation lists of your clique—and—there you are, there you are! If it were not for mixing metaphors I should say you were like a shipwrecked vessel that is left stranded high on the beach; you're not 'in it,' you're 'out of the swim.'"

"After hurrying home at 6 o'clock, if I'm invited out, I don't even stop to eat my dinner; I rather eat it, after I am all ready to put on my cloak and hat, standing up and nibbling as much as the clock will allow me. Many and many's the time that I've gone a great deal more than half hungry in order to be ready at an appointed minute.

"Speaking of 'appointed' brings to mind the fact that, when we go to a party or the theater, I have to meet my 'stiddy,' at some convenient drug store, whence we go to keep the engagement or to the show, as the case may be. Sometimes it's one drug store and sometimes another—which ever one happens to be most handy to start from. Of course, it is not nearly so nice a way as for him to come out to our house and get me, but 'tis much more sensible, for we'd never get to a party or entertainment until 9 o'clock if my beau had to come way out for me where I live. My ma thinks 'it's no way to do,' declares that 'People didn't do that way when she was a girl, no indeed,' says 'It's unseemly conduct in me, perfectly dreadful,' etc., etc. But 'tisn't anything I can help, so I don't let it worry me.

"I have my getting-ready operations reduced to a science; I know just how much I can accomplish in a given period. And I let no grass grow under my feet, I can tell you, when getting ready to go anywhere. In the first place, I never can bear to 'fix up' without beginning at the

foundation—I can't feel that I'm well dressed without a good scrubbing. Next, twenty minutes goes to smash in fixing my hair. It takes just twenty minutes to curl it and do it up; I've often timed myself and it always comes out just about the same—occasionally a little less, occasionally a little more. Of course, I might go as some girls I know of do, in preparing to go out—go any old way so long as dirt doesn't show; but if I can't be clean and, moreover, be better dressed inside than out I can't have near so good a time; I feel mean and sneaky, somehow.

"When I start downtown I try my best to take the car that will land me at the prementioned drug store at about the same time as my 'stiddy' arrives. I don't like to be behindtime nor yet ahead of time; the latter is really a little the worse of the two, for people stare at you so suspiciously, don't you know. If you are a few minutes late you don't have to run the gauntlet of their looking at you so, for as soon as you see your 'stiddy' you can make the grand skidoo.

"When I pass a pleasant evening I feel repaid for all the 'fuss and feathers,' but if I have a stupid poky old time then I wish I hadn't gone to so much bother. It seems much harder to go back home than to come from there. It's always late and if the weather's inclement it is just so much the worse.

"Well, as I say, it's a toss-up whether or not it pays for a work-

ing girl to use up her strength in trying to 'keep up with the swim' in her own little circle of acquaintances, besides going to entertainments of a public character."

And this young girl is but one in thousands situated just like her, and who also wonder "if it pays."

Jeanie Hirt.

The Merry Widow Hat.

The wind is blowing a perfect gale, and it is cold as the back of an Arctic whale; and the people are standing with craning necks looking aloft at the little specks that drift around in the wintry sky almost too small for the naked eye. And one man says, "It's a flock of geese; they're hiking South to the Isles of Greece, where the seas are warm and the skies are clear, for it's too darned cold for a goose round here." And one man says that the specks are dust from some old meteor that has bust, and so they guess and spring their dope, until a sage comes up with a telescope, and he cries, "Be silent, ye rubber necks, until I have a squint at those gosh darned specks." And he looks and looks while the wild wind whirls, and he cries, "I'll be hanged—they're a lot of girls. The wind has hoisted them by their hats, and they're sailing around like a lot of bats. And when the tempest no longer toots, those hats will serve them for parachutes."

—Walt Mason in Emporia Gazette.

You never will move the world toward Heaven by going through the motions of religion.



Which Side of the Door Are You On?

When closing time comes are you on the **inside** or **outside** of your store door?

Do you have to stay a couple of hours to fix up your books?

Do you have to go back and work until midnight to get ready for pay day?

If you lock the door on the inside instead of the outside you need an American Account Register.

The one that sends you home at closing time with every account posted to the dot, ready for **instant** settlement, pay day or any other day.

Would you like to experience the pleasure of doing business with the drudgery left out—with jangles left out—with disputes left out—worry left out?

Install an American

Lock your business door on the outside—chase a multitude of evils away from your business and bring a host of good things in—be systematic—progressive—up-to-date.

The American

The **only** Account Register in **all the world** that **both** makes and saves money for its users.

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.

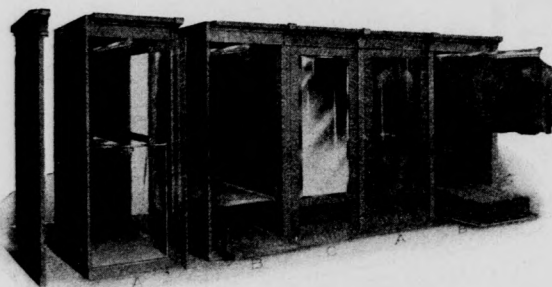
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Send more particulars about the American Account Register and System.

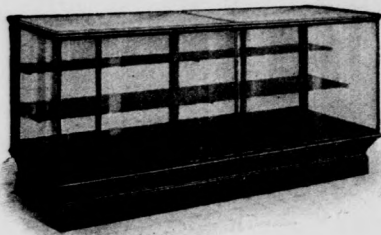
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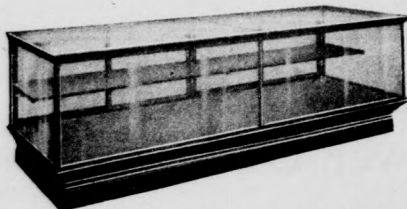
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Twentieth Century Wardrobe No. 70



No. 600 Display Case



No. 33 "Crackerjack" Plate Top Dress Goods Counter

New York Office, 750 Broadway (same floors as McKenna Bros. Brass Co.)
St. Louis Office, 1331 Washington Ave.
Under Our Own Management

The Largest Show Case Plant in the World

YOUR success in the future will be enormously increased by the installation of new and up to-date

Fixtures

and now is the time to buy at "rock bottom" prices. Write for catalogue N.

Grand Rapids Show Case Co.

Grand Rapids, Mich.

TOUCHING ELBOWS.**How Cole Bros. Regard Merchants' Week.**

Kalkaska, May 26—As a natural consequence the merchant who never gets outside the limits of the town where his business interests are becomes narrow and can not possibly be in possession of the newest ideas and methods of transacting business that one gets by occasionally visiting the outside world.

To the merchant purchasing all or a portion of his goods in Grand Rapids "Merchants' Week" offers special inducements that make it a splendid opportunity to visit that busy mart. Grand Rapids is fast becoming one of the leading markets of the country, simply because her merchants and manufacturers are ever on the alert to offer inducements for buyers to come that way. Speaking for ourselves we feel that our visit to Grand Rapids on the occasion of

benefit of the wholesale merchant and his customer.

Then think of the opportunity to get acquainted with fellow merchants from different parts of the State and from other states. The interchanges of ideas in relation to business methods all tend to better equip a man for these times of fierce competition. If the attractions this year are similar to those of last we shall have an opportunity of seeing and hearing many of our public men. We believe it is the duty of every man and especially every business man to avail himself of opportunities to become as well acquainted as possible with those men to whom is entrusted the conduct of the affairs of state and nation. We were particularly impressed by one of the addresses given at the banquet last year. It was full of good business advice, yet there could be traced a thread running through the entire speech that tended to show that the piling

in giving us Merchants' Week without saying anything about it being treating week. Let us show our appreciation by giving them one of the largest crowds they have ever had for an occasion of this kind.

Cole Bros.

A Needed Resolution.

The Rev. Dr. William R. Huntington, of New York, said recently that it was more dangerous to be a railway brakeman than to be a murderer, and proved his assertion with statistics showing that one murderer in seventy-three was hanged, whereas one brakeman in thirty was killed.

Discussing this startling fact the other day Dr. Huntington said that the widespread spirit of selfishness was no doubt responsible.

"We incline," he said, "to put ourselves too far ahead of other people. We could all make no better new year resolution than to be less self-



A good view of a part of Grand Rapids

Merchants' Week last year marked an epoch in our business career. We do not hesitate to say that we returned to our homes with new inspirations and new desires.

We were inspired by the fact that we met many who had with a very meager beginning overcome obstacles which seemed almost insurmountable, built up great business enterprises, and we said that what had been done can be done again.

We were desirous of more friendly relations with our competitors. Some one has said that co-operation is better than competition; and, in a sense, this is true. When a merchant becomes fearful lest his competitors shall make money, then he is in a fair way to lose money himself. Let us cultivate more friendly relations with competitors.

It is a satisfaction to meet and become acquainted with members of firms with whom you are having constant dealings and we believe, in most cases, it will be to the mutual

benefit of the greatest business success.

The prosperous business man should strive to make the community in which he lives a better one. By so doing he not only makes the lives of others better and happier, but brings added blessings to himself.

There is not a brand of advertising which brings better results than tasty window trimming, and general store decorating and we do not know of a place that one can get better ideas along this line than in Grand Rapids, and we are sure that on the occasion of Merchants' Week she will be at her best from this standpoint.

The beautiful parks, the public buildings, the great factories, the splendid drives, the large number of fine automobiles all help to solve the problem of entertaining the great crowd which is sure to be present on this occasion. Grand Rapids has certainly shown a magnanimous spirit

ish. As it is, we are too much like the art student.

"There was, you know, a poor Vermont art student who shared a studio bedroom with a journalist from Wisconsin.

"The Vermonter went out one morning to do the marketing and brought home two chops. He laid them on the table, and the cat leaped up and devoured one.

"Hang it," he said to his Wisconsin friend, "the cat has eaten your chop."

To Manufacture Omsite.

Advices from Pittsburg state that business men of that city and Cleveland have organized a company, capitalized at \$10,000,000, to be incorporated under the laws of Delaware, for the manufacture of omsite, a patented product of skimmilk. It is proposed to establish ten factories in as many leading milk producing districts of the country.

The Michigan Trust Co.

of
Grand Rapids

Capital \$200,000.00
Additional Liability of Stockholders 200,000.00
Surplus and Undivided Profits 280,000.00
Deposited With State Treasurer 100,000.00

DIRECTORS

WILLARD BARNHART
JAMES S. BARNETT
DARWIN D. CODY
W. W. CUMMER,
Jacksonville, Fla.
E. GOLDEN FILER
Filer City
F. A. GORHAM
THOMAS HEFFERAN
HARVEY J. HOLLISTER
THOMAS HUME,
Muskegon
HENRY IDEMA
S. B. JENKS
WM. JUDSON
J. BOYD PANTLIND
EDWARD LOWE
W. W. MITCHELL,
Cadillac
SAMUEL SEARS
WM. ALDEN SMITH
DUDLEY E. WATERS
T. STEWART WHITE
LEWIS H. WITHEY

**Can act as
Executor or
Administrator
in any part of
Michigan without
Extra expense.**

**Has high grade
Bonds and other
Securities for sale.**

**Has Safe Deposit
Vaults—Boxes \$5
Per year and upwards.**

Send for copy of our
Pamphlet entitled
"Laws of Michigan,
Relating to the descent and
Distribution of property."
Also blank form of will.

FRIENDLY CO-OPERATION.

The Keynote of the Wholesale Grocer's Success.*

The officers of the National Wholesale Grocers' Association are forbidden by the constitution and by-laws of the Association to take any action which will tend in any manner whatsoever to fix or regulate prices or in any way operate in restraint of trade.

Along educational lines, supplemented by the modern method of friendly co-operation and neighborly conduct, we have been able to accomplish much good for the members of our fine Association. Friendly co-operation and neighborly conduct are always to be commended, and this applies to any line of business, to any body of professional men, as well as to wholesale grocers.

I am sure we are all in sympathy and will give our assistance to any rational movement that will legalize fair and friendly and necessary trade co-operation. Under the Sherman law, and in some of the states under local laws, we are on the danger line all of the time, and I think unnecessarily so.

In the interest of good government there should reside somewhere the power to protect legitimate merchants and manufacturers of this country against waste and wrong. It has been suggested that this power should be placed in the hands of the Federal Government under fair restrictions, that the Bureau of Commerce should be authorized to promulgate reasonable rules that would govern legitimate business co-operation. At the present time we are in a position where the great merchandising interests of our country can be almost persecuted by politicians. Many thoughtful merchants agree that a comprehensive plan should be evolved that will minimize, if it does not completely cure, the unsatisfactory trade conditions which at present prevail.

The enforcement of regulations relating to the merchandising of food commodities should be done with much care and without prejudice by the officials upon whom the law lays the responsibility. As wholesale grocers we are deeply interested in pure and wholesome food standards. The buyers of our grocery houses are particular in their buying departments to purchase pure and wholesome food commodities, goods that can go to market under the letter of the food laws. The well educated, carefully instructed traveling salesmen operate our selling departments along lines which come squarely and fairly within the letter of the law.

The wholesale grocers through their associations and the retail grocers through their associations had much to do with the enactment of the National pure food law. They are all giving good influence to the enactment of state laws that will correspond with the National law, thus establishing in our big country a much-needed uniformity of food

law enforcement. Our physicians advise that the purity of the food supply has more to do with the good health of the public than anything else, unless it is the purity of the water supply.

In bringing about a betterment of food standards, through our valuable associations, we claim the credit of well and truly serving the public and safeguarding the health of the families. We think we are entitled to the prompt commendation and assistance of our representatives in Congress and in all of the state legislatures. We believe that we will receive, upon the basis of our merit, the sympathetic and friendly co-operation of all public officials that have to do with the enforcement of the law.

The keynote of progress is clearly and unmistakably "organization."

wholesale grocery trade of Ohio if it is conducted along lines of open and friendly co-operation, which will greatly dignify your profession. Meetings such as you have enjoyed here to-day are highly instructive and profitable.

Most Foolish Doctrine Ever Preached.

Be a busybody. Strictly minding your own business is a folly. Persons who mind their own business, it can be shown, usually are of small value in their own communities or to the world in general. Be a busybody and become great—all great men have become great exactly in proportion to their ability to know other people's business.

"Mind Your Own Business" is the most foolish doctrine ever preached. Men and women, through tradi-

George Washington and Abraham Lincoln were men who were capable of minding the business of all the people of the nation. Of what effect would have been the mentalities and energies of these two and other great statesmen had they been distinguished only for their ability to mind their own business? Washington and Lincoln both had the ability to mind other people's business when other people's business sorely was in need of minding. What would become of the nation today if its great men minded no one's business but their own?

One of the most valuable developments of the present age is the growing tendency of the public to take an interest in public affairs. This interest in current events is public spirit—a spirit which all our great men constantly are trying to inspire the people to feel. This spirit prompts us to do things as much and as often as we can for other people.

Would you have much respect for the man who, having been told that San Francisco had been visited by a disastrous earthquake, or that hundreds of lives had been lost in an eastern mine catastrophe, remarked: "Glad it wasn't here—out there, though, it's a thing that doesn't concern me. I'm minding my own business here in Chicago."

In parts of Europe our freedom in America is referred to as "their vaunted liberty—their license to meddle with other people's affairs." This "vaunted liberty"—so-called—and "license to meddle with other people's affairs" are what make America the best country in the world. It is the license to dabble in other people's affairs that makes our civilization more highly developed than that of any other of the world's countries. In no other country does mere man enjoy the privileges that are manifest in all lines of American industry and development. These privileges easily have been turned to opportunity by successful men and this one American advantage spells the reason why America has taken first place in the list of progressive nations.

An eastern capitalist and financier of international reputation for his cunning business methods once was asked the secret of his success.

"I know my own business first and then I find out all I can about my neighbor's," was his answer.

Opportunity is everywhere—be a busybody. John Meddler.

Taking His Measure.

"Do you ever drink to excess?" asked the girl's father.

"I never touch liquor of any kind, sir."

"How about tobacco?"

"I do not smoke. I have never had a cigar or a cigarette in my mouth." "Ever gamble?"

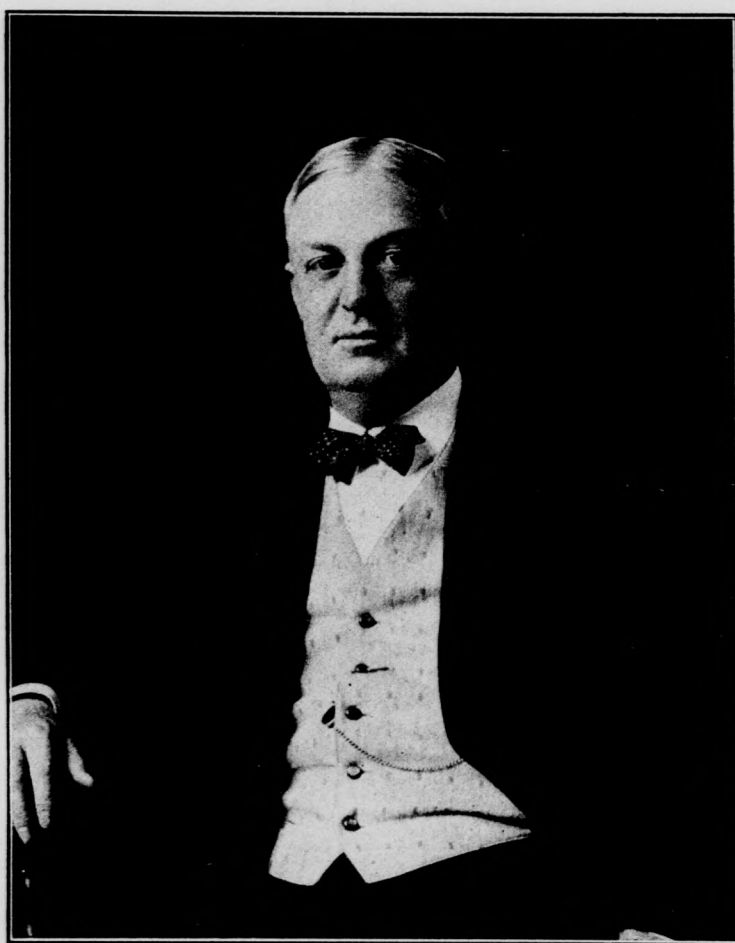
"Never. I do not know one card from another."

"I suppose you swear sometimes?"

"No, sir. An oath has never passed my lips."

"Um. All right, come out and have your shoes shined. It's my treat."

When money talks everybody sits up to listen.



William Judson

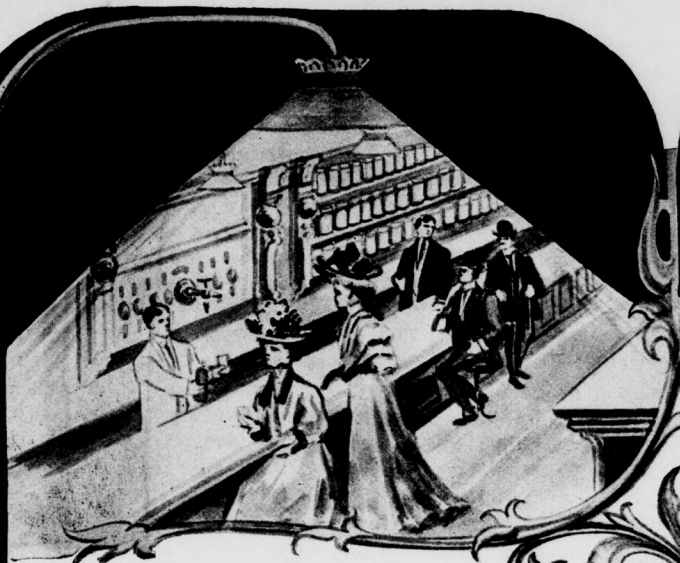
It should be organization along the line of open and free discussion. We hear much criticism of the "irresponsible press." Are we not often ourselves to blame for many erroneous newspaper articles? Anything that relates to the public welfare should be given to the public through the newspapers. I have found in my experience with newspapers that they are willing to give full publicity to any matters pertaining to trade conditions, if the facts are given to them. Business men are quite often unmindful of their duty to the newspaper reporter. If we have anything to cover up in our business, it is usually something that should not be advocated.

I am much pleased to see here a spirit of friendly co-operation. I believe much value will accrue to the

tional teachings, live in terror of violating it. Enthusiasm, ambition, and achievement are throttled by it. Opportunity is lost through its observance. Educational advantages are not taken advantage of through belief in it.

The work of the universe, in fact, could be better done were it not for this fallacy, "Mind Your Own Business." It is a duty every human being owes himself to be ever on the alert to mind, not scrupulously his own business, but everybody's business. Frequently affairs of moment, which should be everybody's business, becomes nobody's business because of the efforts of everybody to let strictly alone what they understand to be other people's business. Look about you. Other people's business often requires attention.

*Address delivered by Wm. Judson before Ohio Wholesale Grocers' Association, May 21, 1908.



We Light The Store

Have you been able to decide correctly how you can improve the artificial light of your store and at the same time cut your light bill in half?

Why don't you get the advice of an expert—one who thoroughly understands every detail of store lighting?

If you wish, ask us. We will be pleased to help you solve your lighting problem by giving you the benefit of our expert's many years of practical experience in the scientific construction and installation of light plants.

Tell us about your store and we will tell you how much it will cost to install and operate a plant.

99 times out of 100 we would recommend the IDEAL, JR., because it is most economical, producing

500 Candle Power at 1/4c Per Hour Cost

Then, too, 1,500 Michigan merchants testify that the IDEAL, JR., gives a better and brighter light, always making a store more attractive. This invariably means increased business to the dealer.

Guaranteed to be absolutely safe—never an explosion—never a fire—no smoke—no soot—occupies small space.



We Light The Home

Nearly every one realizes that many of the real comforts of home are lost simply because a few modern (although comparatively inexpensive) conveniences are lacking.

One of the most necessary of all is gas—proper gas for lighting, heating or cooking—and in these days a home without it is quite incomplete.

No matter where the home—in city or country—the best and cheapest gas is that which is produced by an IDEAL GAS PLANT.

66% Less Cost Than City Gas

Do you realize what that means?

Gas for light, heat or cooking in your own home for less than 50 cents per 1,000 cubic feet.

What do you think of that?

Don't you think the IDEAL ought to be the plant for you? There isn't a day goes by but that some critical buyer decides on the IDEAL for his use.

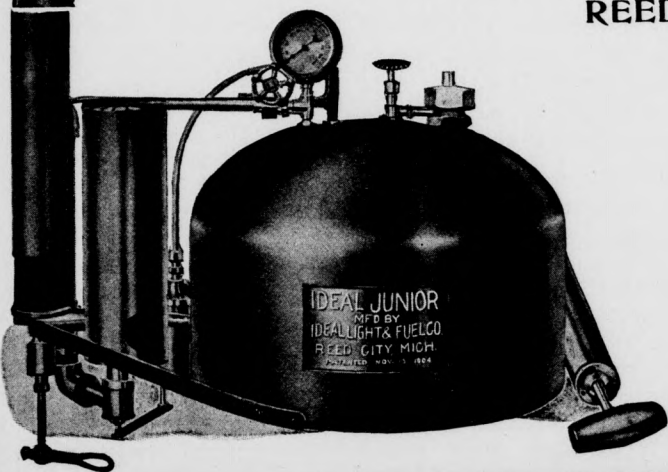
Light from an IDEAL is steadier, clearer and brighter—that's why it is popular. Needs no generating and is always ready for use.

IDEAL LIGHT & FUEL CO.

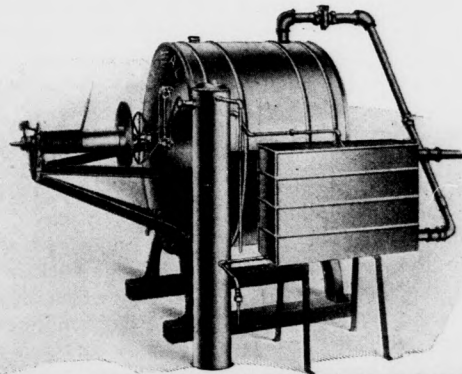
REED CITY, MICH.

W. R. Minnick, Michigan Sales Mgr.

Grand Rapids Office, 363 Houseman Bldg.



Complete
Catalogues
and
Prices
for
the
Asking



GOOD CREDIT MAN.

Some Qualifications Which He Must Possess.*

This seems to be a compound subject—if there were no credits there would be no need of the credit man.

We all know, or at least think we know, what a man is because we have touched all kinds of them, and perhaps we have as clear and definite a conception of what is termed "credit," but knowing or having a definition fixed in our mind and being able to clearly express its meaning to others is sometimes a very different problem.

A student was called upon to define the word "life." The answer as given by the lexicographer is the "state of being alive," or "the present state of existence," but the answer given in his text book was: "The property of an organism to appropriate to itself other organisms and to assimilate them to the building up of its own structure." The student started off bravely, "Life is." Here he stopped, looked at the floor and ceiling, put his hands in his pockets, looked at his boots and out of the window, but the proper answer did not come to his troubled brain. He finally looked the Professor in the face and just before taking his seat he said, "Life is all a fleeting show," and for fear that I might share a similar fate I have made sure that my answers do not get away from me, but this is not the principal reason why I have a typewritten paper. I believe the Credit Men's Association should be and is a great educational institution, and that those who take part in these most excellent programmes should have the proper methods of handling such subjects clearly outlined, and if all of the speakers would arrange to have their addresses typewritten, it should right here in Grand Rapids largely increase the sale and use of typewriters.

Webster says that credit "as applied to men is reputation, derived from the confidence of others, the good opinion founded on the belief of a man's integrity, veracity, abilities and virtue."

How often this fact is lost sight of by the credit man in dealing with men and corporations. Some have learned by bitter experience that it is not always safe to go by the figure in the commercial book in determining the amount of credit that it is safe to extend.

The good credit man must always bear in mind that credit is the time given for the payment of goods sold on trust, that all goods are sold with an expressed or implied promise that the purchaser will pay for them at some future time. At least this should always be in the mind of the salesman, and if the credit man does not believe in the solvency and the probability of the purchaser meeting his obligations he would be very foolish to part with his goods on promise of future payment.

The salesman is the fellow who

brings gray hairs and the nightmare to the credit man. He thinks that the credit man will drive all the business away from the firm if his customers do not get the financial accommodations to which he thinks they are entitled. His judgment on credits is about on a par with the man who said that "good judgment" was finding out what advice a man wanted and then giving that to him; or the fellow who defined "conscience" as the internal whisper that says, "Don't do it; you might get caught."

He is willing to make the same compromise in making terms to his customers that the "henpecked" husband said he had made with his wife, which was that he had an amicable understanding with her by which he had agreed to let her have

back on that good old saying that all men should be given the credit of being honest until they are proved to be the reverse, but the credit man who is "on to his job" and if he has been "stung," possibly more than once, is liable to reach the conclusion that the statement, so far as his code goes, should be reversed.

The credit man should always keep in mind that the credit of a man depends on his virtues, but that the credit of things depends on their intrinsic value.

We look upon an established character as we do an established business, that it is something that is fixed and safe, but if this is so, why are there so many men, and the best men in the community, who are to-day under an honesty bond?

It is not common, but men have

the credit man has to pass on the purchase?

It is my belief that there are in this country of ours at least one or two men who have in the past and who are now deliberately laying their plans to beat our company out of as many goods as they can get into their possession. I base my belief not on any theory that may have been exploited in the "Credit Men's Bulletin," but because I know from an experience that is not easy to forget that the game has been played successfully in our past history, and we are told on very high authority that history is sure to repeat itself, and we are in constant fear that it will. That is one of the reasons why we find a credit man a necessity in our line of business.

I presume in this particular the selling of typewriters is different from all other lines of business. Why it should be I have not been able to discover, unless it is because we build such a fine machine, one that looks such a thing of beauty, runs so lightly and writes in colors and so perfectly that it has such a hypnotic effect on the man that he can not resist the temptation to have one, even if he has to perjure himself to get it in his possession; or perhaps he associates the machine with the pretty, soul-inspiring young woman who is always expected to accompany every well made typewriting machine.

They say that there are at least two classes of office employees who in their youth are given to exaggeration. They are credit men and stenographers.

How much romance is wrapped up in these office professions and how, when they are away from home, they not only live on the fat of the land, but they claim to own most of it. Last summer a high grade credit man from Grand Rapids was spending his vacation down at the lake, where he met socially a stenographer from Chicago. He said he was a millionaire and she said she was a banker's daughter. At least she said she was as they walked on the sandy beach by the water.

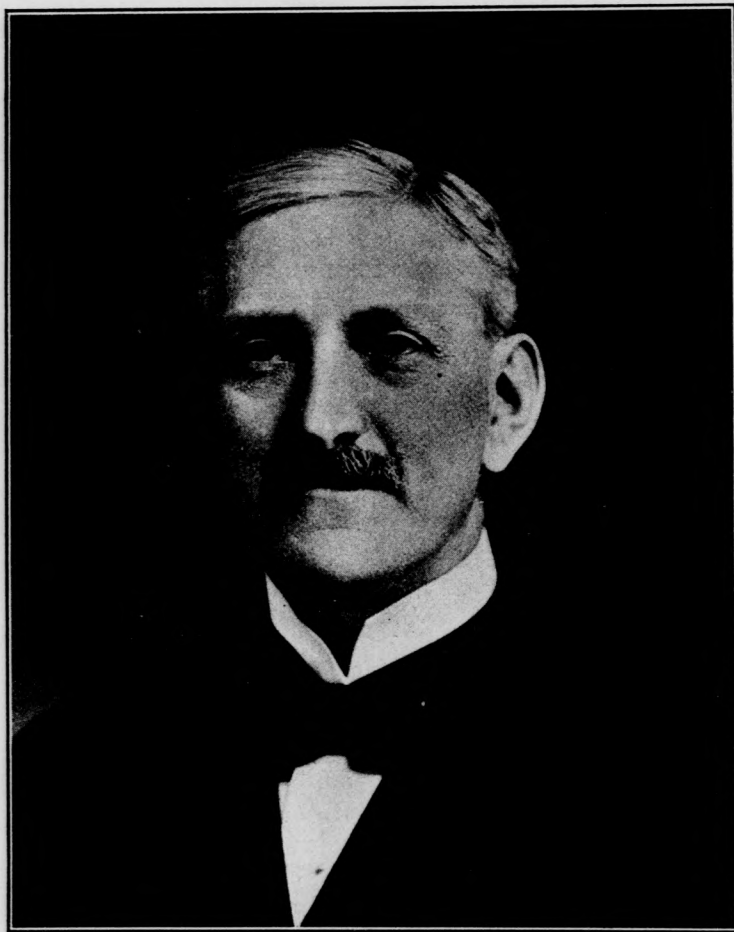
They talked of the wealth that each one had,

And life it seemed much brighter; But he had to return to his credit man's job—

And she to her Fox typewriter. I said that perhaps our line of business was in a class by itself, and sometimes I feel a trifle humiliated when obliged to ask for credit.

I remember at our last meeting one of our most prominent members urged that the merchants in his class were unwise in granting credit; and this sentiment was confirmed recently by the President of one of our large wholesale grocery firms who said to me that everybody ought to pay cash; but what use would there be for this Association if such a practice prevailed, yet from the present outlook there does not seem to be any immediate haste in disbanding, for I would not be surprised if these exponents of a strictly cash business were sometimes found in the debtor column.

A rather amusing incident occurred



William R. Fox

her own way.

The salesman thinks that the credit man is an optimistic dealer in pessimism.

The salesman is liable to analyze his customers' financial make-up about as the school boy did the "anatomy of the human body," which was about as follows:

"Anatomy is the human body, which consists of three parts, the head, the chest and the stummick. The head contains the eyes and brains, if any. The chest contains the lungs and a piece of the liver. The stummick is devoted to the bowels, of which there are five, a, e, i, o, u, and sometimes w and y."

The salesman who is anxious to swell the volume of sales is nearly always optimistic and willing to bank on the purchaser meeting his obligations. He is very liable to fall

gone wrong who for a lifetime have apparently been building up a credit based on a character of virtue and integrity, and the same can be said of business houses, and our experience is that some of our losses have been from cases of this kind.

Did you ever stop to think of the almost unsolvable problems that confront the credit man, for if the State, municipalities, railroads, corporations and banks can not determine whom of the men that are directly under their daily supervision they can trust, how is the credit man to solve the same problem with customers that he never sees and who may be a thousand miles away—men who have a dozen opportunities to go wrong between the time at which the commercial or other report is made up and the time that

*Paper read at monthly meeting of Grand Rapids Credit Men's Association by William R. Fox.

Third Annual Merchants' Week

Grand Rapids, Mich., June 10, 11, 12

THE Wholesale Dealers' Association of the Grand Rapids Board of Trade cordially invite every merchant doing business in Michigan and Northern Indiana outside of the city of Grand Rapids to a free entertainment, theatre party and banquet, to be held on the afternoon and evening of June 12.

During "Merchants' Week" on June 10, 11 and 12 every wholesale house in Grand Rapids will offer extra inducements to merchants to make their purchases here, and a grand free entertainment has been arranged to take place at Reed's Lake during the afternoon and evening of June 12.

On your arrival in the city you will be furnished with tickets entitling you to free transportation on the street cars to and from Reed's Lake on Friday afternoon, June 12, and to all the entertainment features there, including Ramona Theatre at 3 o'clock, Toboggan or Figure Eight, Palace of Mirth, Ye Olde Mill, Circle Swing, Trip on World's Fair Electric Launches, Steamboat Ride, Miniature Railway, Roller Skating Rink, Panama Canal, etc., ending with an elaborate banquet at the Reed's Lake Auditorium at six o'clock in the evening, preceded by a thrilling Balloon Race.

An Automobile Ride

will be given about the city on Thursday, starting from the Board of Trade rooms on Pearl street at two o'clock.

Eminent after dinner speakers will give addresses at the banquet and we can promise you one of the best affairs of the kind you ever attended.

It is absolutely necessary that the committee know at the earliest possible moment how many are coming to the banquet, and tickets for that event will be furnished only to those who apply by mail signifying their intention to attend that **particular** function.

Please bear in mind that **no banquet tickets will be issued after the sixth day of June**, and if you do not get your request for a ticket in before that time it will be too late, as the caterer will not permit us to change the number of plates ordered after that date.

All other tickets will be issued to you on your arrival in this city, and you do not need to ask for them in advance, but if you wish to attend the **banquet** you **must** apply for your ticket **before** June 6.

Don't forget or overlook this. We want to treat everybody right and so we ask your help. Make up your mind about the banquet just as soon as you can and write to H. D. C. Van Asmus, Secretary of the Board of Trade, if you want a ticket.

Merchants' Week Committee of the Wholesale Dealers' Association of the Grand Rapids Board of Trade

HEBER A. KNOTT,
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JOHN SNITSELER
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F. E. WALTHER
FRANK WELTON

ed not many years ago. I say it is amusing for I certainly know you would smile audibly if I should mention the name of one of our charter members, one to whom we are always delighted to listen, and who is authority on any subject pertaining to credit. The story runs about like this:

We did not find it convenient to pay cash for a purchase made from his firm and wrote a very nice letter to the financial head, who is also the credit man of the company, thanking him in advance for his kindness in accepting the enclosed short time note in lieu of a cash settlement.

We were very much surprised to receive a rather formal reply advising us that since he had taken charge of the finances of this company he had made it a rule not to accept notes. I believe he stated that the company had in times past lost much money by transactions of this kind, and he disliked very much to break over this established rule, but that in view of the most excellent standing of our firm? and the high esteem in which he held its President? he would grant the request, but it must

ly to be found in the bankruptcy court, or a similar place, and what is left of such a family in some orphan asylum.

You can not form a correct estimate of the value of some things without a living experience with them. What does the young man of 20 know about the value of a noble and true wife? He may have seen this uncrowned queen, the most noble work of God's creation, but to estimate the value of such a partner must be left to those who have experienced by living contact the true value of the association.

Will you agree with me when I say that to appreciate the value of a good credit man to a business you must have something beside theory on which to base your estimate?

Young women who will make the best of wives are to be found by numbers too large to enumerate, but how often we hear the young ladies say that all of the best men are engaged or married, and to them it does look as though that were true, and when I have in times past been in search of a good credit man I have almost been forced to the same conclusion, that they were all engaged.

was manifested by a member of a juvenile class to whom the teacher had recited "The Landing of the Pilgrims," after which she requested them to draw from their imagination a picture of Plymouth Rock. Most of the class went to work at once, but one little fellow hesitated, and at length raised his hand. "Well, William, what is it?" asked the teacher. "Please, ma'am, do you want us to draw a hen or a rooster?"

This Association should be a great help to any man to whom Nature has given the proper qualifications, and we must not forget that good credit men, like men who make good in any calling, are born and not made. Training will develop good qualities, but you can not make a trotting horse out of a mule.

I will close by quoting a few lines by a prominent business man of Cleveland. He calls it a morning invocation. I recommend it not only to the credit man, but to the lawyers present and also to their clients:

Now I get me up to work,
I pray the Lord I may not shirk.
If I should die before the night,
I pray the Lord my work's all right.

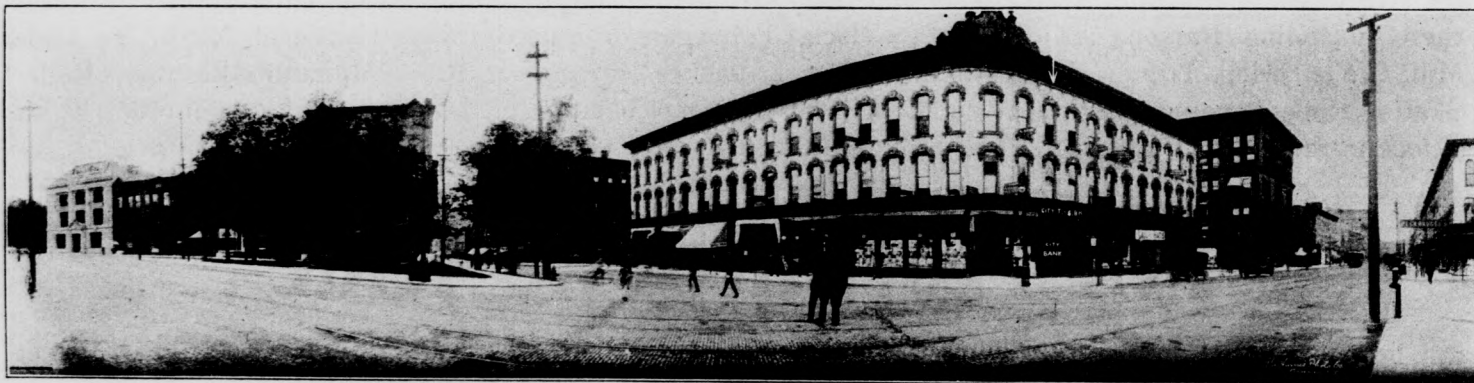
that I haven't time to pay attention to. And he knows them well. If I am out of the office he knows exactly what to do and how to do it. He can handle emergencies. In a word he is indispensable."

The employe was a high salaried man because he was worth the salary. He started in as an office boy, but he had the sense to know that he must know the business before he could expect to be advanced.

The president of a big land company was bewailing his inability to obtain competent help. "That man just outside the door," said he, "will be let out of his position just as soon as I can get a man to fill his place. Why? Because he doesn't know how to help me."

"I am like many business men, I can handle the big things, but I need a man to watch the details for me. I want an assistant who will keep my things in order and tell me what I want to know when I ask him. For instance, I don't call things by the same name twice and I must have a man who understands me if I call for a map one time and a plat another time."

"The trouble is that too many men



Corner of Monroe and Division Streets

be with the distinct understanding that when the note matured it would be promptly paid as there should be no extension of any part of it.

Of course we felt very grateful for such a high compliment and the favor extended exclusively to us, but we remembered the sale of a typewriter to his firm, and in acknowledging the letter, felt under obligation to quote a very old saying, that "Those who live in glass houses should not throw stones," having in mind the Fox typewriter previously sold this most worthy company and the fact that they were paying for the same in installments of \$10 per month.

The value of a good credit man to a successful business may be compared to the value of a good wife to a successful family.

Some kinds of business may be built up with an indifferent sort of a credit man; and we have heard of families having been reared by an indifferent helpmate in the home.

It may be even possible to build up some species of business without a person holding such a title as a credit man, and in this particular the comparison holds good, but the business, or what is left of it, is like-

There is one peculiarity that I have noticed in credit men that was not good, and that is, that they could not be made to see why they did not have all the qualifications for success, when, in fact, they only possessed about the same number as did the daughter of one of the "new rich" families, who was sent to a noted college in Germany to study music.

The mother called on the great professor and enquired of him how her daughter was getting on with her music, asking if in his opinion she would ever become a great singer.

His reply was that it would be very hard to say.

The mother in surprise asked if she did not possess some of the qualifications, to which the good professor replied, "Yah, madam, she has a mouth."

I have had such credit men who were college graduates, and I have imagined that the books that helped them the most in their struggle for an education were their dad's check books. I imagine that if they ever wrote an essay on commercial problems it must have been with the same conception of the subject that

Are You the Man Who Knows?

The world makes way for the man who knows and knows that he knows. In every big business house, in every profession or calling when a perplexing question arises or a difficult problem of any sort comes up, there is some man who is sent for as the man who knows.

Were you ever sent for as the man who knows? Have you ever felt the sensation which comes from telling your employer something that he did not know before, something connected with his business? If you have never felt this sensation you have missed something well worth trying for.

The man who knows is the man for whom not only the praise and the distinctions of the world are reserved but the high pay, the big salary, the immense fee. He is the man who gets the plums. Ask yourself if you have ever tried for one of those plums by knowing everything to be known about your business.

"I wouldn't take \$300 a month for the services of that man," said a prominent business man recently in speaking of the ability of his employes. "Because he knows the things about the business that I don't know,

are out looking merely for jobs. They do their work mechanically and don't get into the spirit of the game. The man who knows his particular business and has the confidence which comes from knowing that he knows is the man I want to work for me."

The question is still here, are you the man who knows? If not, there is small chance for your promotion. If not, it is time for you to get busy.

Marc Newell.

Every Man For His Own Country.

An Irishman was returning to his own country after a long absence, and as the green hills and valleys hove in sight he became very enthusiastic.

"Hurrah for Ireland!" he cried.

An Englishman, passing, exclaimed sarcastically:

"Hurrah for hell!"

"That's roight," said Pat, "ivery mon for his own country!"

Money Talks.

Smawley—Do you believe that money talks?

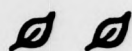
Ardup—You bet I do. I no sooner get my hands on a dollar than it says "Good-by."

Musselman Grocer Co. Branch

National Grocer Company

19-21-23 South Ionia St.

Grand Rapids, Michigan



WE ARE located just one block from the Union Station. The latchstring is always out, and the front door will be **WIDE OPEN** June 10-11-12, Merchants' Week. Don't fail to come in and see us. We will be "mighty glad" to meet you and get better acquainted. We are one of the branches of

The National Grocer Co.

The Largest Distributors of Groceries in the United States

The President of this great company is Mr. Amos S. Musselman, who is well known throughout the entire State, having been connected with the Wholesale Grocery Trade in Grand Rapids for the past 28 years.

The principal office of the company is located in Grand Rapids, where Mr. Musselman can be found and where he will be very glad to meet the many friends and customers of the company.

This great chain of houses consists of the following branches:

MUSSELMAN GROCER CO., Grand Rapids, Michigan
M. D. ELGIN, Manager

MUSSELMAN GROCER CO., Traverse City, Michigan
H. A. MUSSELMAN, Manager

MUSSELMAN GROCER CO., Sault Ste. Marie, Michigan
J. V. MORAN, Manager

C. ELLIOTT & CO., Detroit, Michigan
C. ELLIOTT, Manager

PHIPPS, PENOYER & CO., Saginaw, Michigan
WM. C. PHIPPS, Manager

GUSTIN, COOK & BUCKLEY, Bay City, Michigan
F. J. BUCKLEY, Manager

F. SAUNDERS & CO., Port Huron, Michigan
R. H. HERR, Manager

JACKSON GROCERY CO., Jackson, Michigan
W. J. BUTTERFIELD, Manager

NATIONAL GROCER CO., Lansing, Michigan
J. E. GAMBLE, Manager

NATIONAL GROCER CO., Cadillac, Michigan
C. S. BROOKS, Manager

NATIONAL GROCER CO., Escanaba, Michigan
J. V. MORAN, Manager

NATIONAL GROCER CO., South Bend, Indiana
W. R. SPENCER, Manager

NATIONAL GROCER CO., Decatur, Illinois
J. S. McCLELLAND, Manager

The company also operates its own Coffee Mills and Manufacturing Plant at Detroit, Michigan, under the name of **THE NATIONAL GROCER CO. COFFEE MILLS.**



Two Million Dollars

Estimated Value of Our Fruit and Berry Crops

Grand Rapids is the natural geographical and railroad center of Western and Northern Michigan. The products of this broad and fertile territory naturally gravitate to this city for consumption and distribution to all parts of the country and the products of other climes are shipped here in carlots for local consumption and reshipment to all towns located on steam and electric roads centering here.

The importance of Grand Rapids as a fruit and produce center would naturally be determined by three things:

1. The extent and value of its hothouse products.
2. Its open air fruit and vegetable products.
3. Its local consumption of Southern fruits and vegetables and its importance as a distributing point for the same.

Grand Rapids ranks among the very first cities of the United States in the extent and value of its hothouse products. It is conservatively estimated that fifty acres, 2,178,000 square feet, are under glass in and around Grand Rapids. In addition to this great area under glass about 300 acres more in the open air are owned and used by these establishments to carry out their plans in the most profitable manner. At least 100 persons are engaged in this business, with an investment variously estimated at from \$1,000,000 to \$1,500,000, and an annual gross income of from \$750,000 to \$1,000,000. Employment is furnished to from 500 to 1,000 people, or from 2,000 to 5,000 persons derive their living directly from the hothouse industry of Grand Rapids.

Lettuce is one of the chief crops. From two to three crops of this are grown during the season from November to June and approximately from 15,000 to 20,000 100-pound barrels are shipped out each season at an average price (one year with another) of \$10 per barrel. About 2,000 bushel boxes of parsley and 1,000 of radishes are raised here annually. From forty to fifty carloads of hothouse cucumbers are grown and shipped from here each year. Our hothouses are devoting more space every year to tomatoes, and this year from three to four acres (think of it!) of tomatoes will be grown under glass in and around Grand Rapids. Millions of tomato plants are grown under glass here and shipped to the tomato growing sections of Michigan, Ohio and Indiana, and our hothouse products in general are marketed largely in Michigan, Ohio, Indiana and Illinois.

I have mentioned only the leading products of our hothouses, but from what has been said the reader can gain some idea of the value and importance of the industry. I venture the assertion that not one in one hundred of the inhabitants of

our fair city knows anything about this industry at our very doors. How many of our public school teachers and children are aware of the growth and value of this industry? Superintendent of Schools W. A. Greeson could not give the thousands of children and teachers under his supervision a greater treat and a more practical lesson regarding our city's beauty and commercial importance than to arrange for visits by schools to our city of glass.

With our open air products all are more familiar. Western Michigan is known the country over for its fruits, especially peaches, and buyers

ing figures, which are conservative estimates of the shipments from Grand Rapids in the fall of 1902, when we had a bumper crop:

	bushels	carloads
Peaches	1,706,000	5,700
Pears	7,416	25
Plums	42,650	142
Apples	174,000	435
Crabapples	2,000	7
Quinces	1,100	2
Cherries	42,000	140
Pieplant	7,300	25
Grapes, tons	125	40
Strawberries	213,000	1,065
Raspberries	92,000	460
Blackberries	96,000	480
Gooseberries	2,100	7
Currants	5,400	27

This totals the grand sum of 2,360,966 bushels, 8,556 carloads, or approximately 285 trainloads of 30



Clifford D. Crittenden

from many important markets come here every fall to purchase on our city's market our fruits of superior quality and flavor. Statistics are dry reading, but the following convey some idea of the growth of this industry:

The first carload of peaches was shipped from Grand Rapids to Saginaw in an ordinary box car in the fall of 1874 or 1875 by the father of Robert Graham. This carload consisted of about 100 bushels, one tier of baskets, all resting on the floor. Now several hundred bushels are shipped in one refrigerator car and the baskets are piled four and five high. The fruit industry developed until, in 1883, over 25,000 bushels of peaches were sold in Grand Rapids. The tremendous growth of the fruit business is evidenced by the follow-

cars each. The estimated value of this is \$1,750,000 to \$2,000,000.

Grand Rapids not only furnishes a shipping market for these fruits but also a local demand. The desires of our 100,000 inhabitants for the best that grows absorb thousands of bushels annually and three local canning factories take many thousands more. Five to six hundred acres of tomatoes will be grown around Grand Rapids this year. The three canning factories have contracted for three hundred acres, and will probably buy a large part of the remainder. If the season is favorable this means that at least 200,000 bushels of tomatoes will be marketed in Grand Rapids this fall. The Heinz Co. annually contracts for a large acreage of cucumbers and this year has rented a

large farm on which to grow its products as it wants them.

Pages might be written on the possibilities of every line of farm produce in Western Michigan. The territory north of Grand Rapids is a veritable gold mine, both in soil and climate, for the growing of potatoes, and as time passes the value and importance of this broad territory will be realized. Annually thousands of carloads of choice tubers are shipped from this section to nearly all parts of the country, and Grand Rapids is the natural gateway for the distribution of this staple food. I can not mention in detail any more of our many products, but we have the soil, the climate, the great variety of products, the intelligent farmers, the honest dealers, the consuming public and Grand Rapids as the natural railroad and geographical center for the collection and distribution of the variety of products for which Western Michigan is already famous. It is our pleasure and privilege to enjoy and develop this growing industry.

The general introduction of the refrigerator car as a safe means of transporting Southern fruits and vegetables at any season of the year to any climate has placed that industry on a safe business basis and developed and expanded it beyond all expectations. To-day we have delivered at our doors nearly all the products of the South in as sound condition as the day they were picked. As a result Grand Rapids receives approximately for local consumption and distribution to other Western Michigan towns during the year the following from California and other tropical and semi-tropical countries:

- 200 carloads of oranges.
- 100 carloads of lemons.
- 500 carloads of bananas.
- 35 carloads of pineapples.
- 25 carloads of strawberries.
- 10 carloads of cabbages.
- 70 carloads of Virginia white potatoes.
- 65 carloads of sweet potatoes.
- 15 carloads of onions.
- 7 carloads of cucumbers.
- 5 carloads of grapefruit.
- 50 carloads of watermelons.

Of this amount about one-third is consumed locally and the remainder is distributed to tributary towns.

In this brief outline I have tried to show what Grand Rapids has been and is as a fruit and produce center. Its future must be even greater, but how much greater will depend upon the honest, earnest combined and co-operative efforts of all classes, from grower to consumer, in any way interested in or connected with this business. Let us all boost Grand Rapids as the great consuming and distributing center for all kinds of fruits and produce in Western and Northern Michigan.

C. D. Crittenden.

Clever.

"Our new stenographer is a remarkably clever girl."

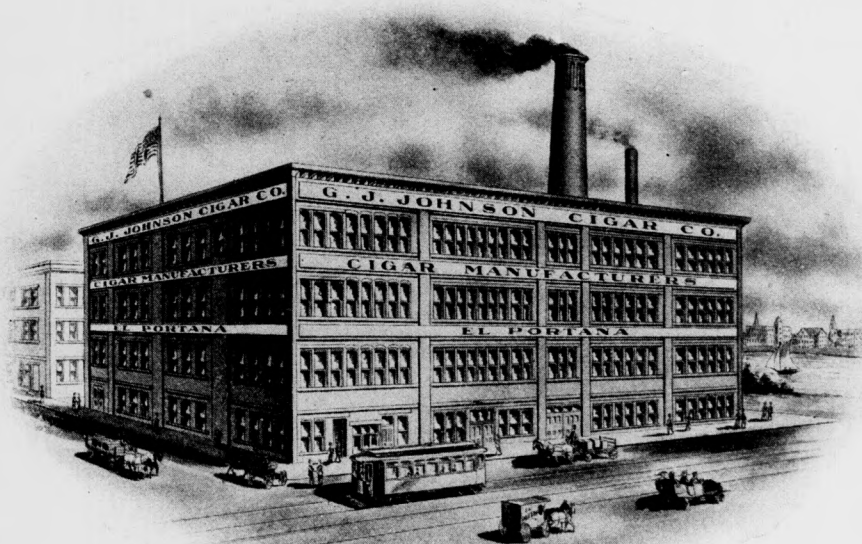
"How's that?"

"She got her 'Merry Widow' on straight with nothing to aid her except a tiny hand-glass."

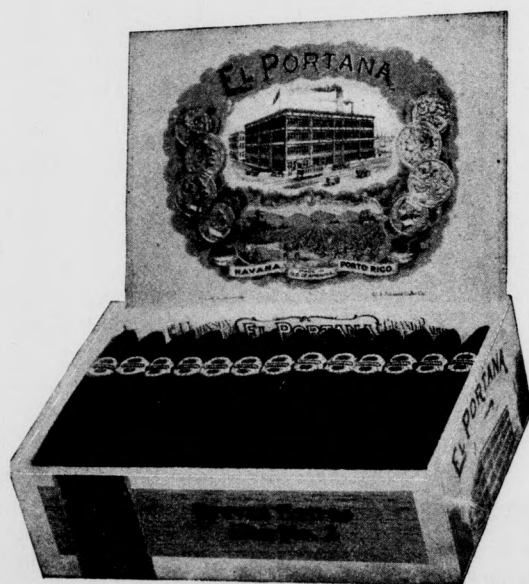
EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions



Made in
Five Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.





A Hardware Center

Why Western Michigan Dealers Should Patronize Grand Rapids

Grand Rapids has so many furniture factories that it has been rightly named the Furniture City, but it must not be taken for granted that furniture is the only industry here.

We have a large number of other industries and a large variety of good jobbing houses, among them two first-class, up-to-date wholesale hardware jobbers who handle a full line of shelf and heavy hardware, tinware, enameledware, stoves, cutlery, paints, oils, glass, iron, steel, etc. We have also one other large heavy hardware house which handles blacksmiths' supplies, buggies, harnesses, wood stock, etc., also another large implement house handling agricultural implements, buggies, wagons, harnesses, blankets, etc., also three large jobbers in the mill supply business who handle mill supplies, pumps, fittings, belting, shafting, emery wheels, etc., also several manufacturers of hardware specialties, articles of hardware, belting, etc. All the hardware and specialty jobbers and manufacturers are well equipped and have facilities for making prompt shipment.

The prices made by Grand Rapids jobbers are strictly competitive and all association goods are sold by them in Grand Rapids at the same prices that they can be bought at from any other jobber anywhere, while all staple articles are sold at a price, taking freight into consideration, that makes it possible for the retail dealers to lay them down at their doors from Grand Rapids at the same price or less than they can be had from any other jobbing center. If the hardware dealers of Western Michigan take this into account they will see it is to their advantage to buy in Grand Rapids.

Some of the reasons why all Western Michigan retail dealers should buy in Grand Rapids:

1. They can get anything they want.
2. They can get it quick because the distance is shorter and railroad facilities for shipment from Grand Rapids are excellent.
3. Freight charges are less than from any other point.
4. Liability of breakage is less.
5. They can do a larger business on a smaller stock because they can get the goods from Grand Rapids quick.
6. They do not have to pay any fancy prices to get excellent service.
7. By buying in Grand Rapids they are helping to build up Western Michigan and so indirectly helping themselves.

Grand Rapids jobbers are wide awake, up-to-date business men who are constantly studying how to please their customers. They invite investigation. They ask the retailers of Western Michigan to give them their business and they will be treated right.

The hardware market in Grand Rapids is well worth investigating.

The friendly feeling existing among jobbers in Grand Rapids makes it possible for each jobber to pick up from the other any article he may be short on, thus orders are filled as complete as possible.

Buy near home. Build up your side of the State. It will not cost you any more and you profit by it. Buy all your goods in Grand Rapids.
J. J. Rutka.

Moving Stock Before the Demand Wanes.

Hardware stock deteriorates mainly through rust, tarnish and rough

not a serious drawback to certain classes of tools, especially when the customer is able to judge their real value on the basis of quality. But it is human nature to select the most perfect articles, and in selling an edge tool, for instance, which has commenced to show signs of deterioration, a shrewd salesman will succeed in getting the customer's O. K. upon the specimen presented.

It is evident that the accumulation of hard stock is the result either of the before mentioned causes or unwise buying and the holding over of seasonable goods; for customers will not buy out of season, and obviously it does not pay to advertise unseasonable goods.

If held over from year to year, seasonable stock runs great risk of becoming shopworn, and in that case

displaying such goods by themselves.

In clearing out seasonable goods which threaten to be left over, it is seldom necessary to cut prices, provided attention is directed to them in time, and extra effort is used to work them off. For this reason it is necessary to pay strict attention to the seasons, based on past results, and a record showing dates at which demand is at its height as well as on the wane will prove a great convenience. Some hardwaremen keep this information in a separate book, in which is entered a list of all seasonable goods, when to buy, when to commence advertising, and when to wind up.

It is certain that if this feature is neglected there will be not only much left-over stock, but also an uncertainty in regard to the right course to pursue throughout the year. Seasonable demands should be anticipated far in advance, and the use of some automatic reminder such as we have suggested will not only relieve the mind but insure appropriate stocks when they will be called for. Go through your jobbers' catalogue and enter in alphabetical order all items of seasonable demand. Enter the correct dates at which these stocks should be put on sale, and then re-enter in an order-book, advancing the dates sufficiently to allow the goods to arrive.

Either a slacking in demand for a certain item of stock or buying the same in too large quantities will frequently leave a balance on hand at the close of the season which it will be unwise and unsafe to carry over. Then it is that a little positive information in handy shape as to when to wind up these stocks will allow the same to be sold at full price and the money turned over again before the next season arrives.

It is a case of "strike while the iron is hot," and, above all, don't let your competitor get ahead of you from lack of any attention that you can give to slow or hard-moving stock. Are you going to strike while the iron is hot, or are you going to be one of those who are "too busy" and consequently let the iron cool off without having it feel a blow from your push hammer until it is too late?

Now — to-day — to-morrow and every day is a good time to watch your slow-moving goods and put them to the front.—Hardware.

Both Fooling.

"A man tells every girl she is pretty, you know."

"Yes, and a girl gets even, you know."

"What do you mean?"

"A girl tells every man he is so original, but that she understands him perfectly."

Careless.

"I'm getting careless."

"What's the trouble?"

"Billinger came into the office to-day to borrow an umbrella, and I was idiot enough to let him take that fine umbrella I borrowed from him six months ago."



J. J. Rutka

handling. Change of style, which consigns much of the dry goods and clothing merchants' stock to the bargain counter, does not materially affect hardware. Mould and decay, the terrors of the grocer, are unknown quantities to the hardware dealer.

The latter is especially favored in the fact that his goods do not deteriorate rapidly; yet this often breeds carelessness, and results in the accumulation of hard stock, which can be moved only at a sacrifice. No stock of any description will take care of itself. Items such as cutlery, and tools, which are liable to spot and rust through frequent handling, should receive the regular attention of clerks, so that special effort can be made to dispose of them as soon as they show signs of change, and before their value is affected. A small amount of rust is

a sacrifice will be necessary to sell it anyway. So if sacrifices must be made, it is better to make them when they will appeal to customers. In disposing of stock at special prices, a certain amount of diplomacy is necessary. The majority of customers come into the store for new goods, and to call their attention to special sales or bargain offers will deprive the store of a higher profit. If, for the sake of being on the safe side, it is decided to put up the balance of seasonable stock at a sacrifice in order to dispose of it all before the demand slackens, the offer can be advertised openly and above board. But shop-worn goods should be worked off in such a way as not to interfere with the sale of perfect stock. This is usually done through special advertising and a manner of



No. 887
8 inch Top
Half Double Sole
Hard Pan

Quality Counts Big

QUALITY is always the winner in the competitive race. Nothing but good honest leather and good honest work are put into every pair of H. B. Hard Pans. On this basis we've won a splendid trade in the face of magnificent competition.



No. 835
Elkskin
Blucher—Leather Sole
Tan or Olive

H. B. Hard Pan Shoes

For Men, Boys and Youths

are selling as steady as a clock. They are the kind that take right hold of the man who starts out to buy a pair of good-looking hard-to-wear-out shoes, and the man who has worn them can't forget when it comes time to buy another pair.

The H. B. Hard Pan trade mark on the strap of every pair is your insurance against dissatisfied customers—it guarantees H. B. Hard Pan quality.

Deliveries right out of stock. Let us have your orders today.

Michigan Merchants

Make our office, Pearl street, one block west of Pantlind Hotel, your headquarters Merchants' Week. No need to buy to win a welcome—we want you to know us better, and to show you the plant where the goods you sell are made.



No. 926
Elkskin
Men's, Boys' and Youths' Elkskin Sole
F. S. Brass Nailed

Herold-Bertsch Shoe Company

Grand Rapids, Mich.



No. 844
Elkskin
Tan or Olive
Leather Sole—Klondyke Eyelets





The Bell Telephone

Origin and Development of Alexander Bell's Invention

The story of the telephone never grows old. This public utility, which comes in personal contact with more people than any invention of similar character, is absorbingly interesting.

This great invention, which is used by every civilized people on the globe, has been perfected within a generation. It was in the latter part of 1874, when Prof. Bell, then a resident of Boston, was steadily working to make mechanically practicable his ideas as to the transmission of human speech by means of electricity, which were then in theory perfect.

His father had long devoted himself to phonetics and to the physiology of the speaking voice. Alexander Graham Bell had enjoyed the benefits of this instruction from his early years and had devoted himself as an instructor in the same line in giving instructions in lip reading to deaf mutes particularly. Being then out of money and anxious to repay the loans which friends had assisted him with, he took up lecturing in November, 1875, but the telephone was constantly in his mind. He prepared specifications with a view to taking out patents in the United States and in foreign countries. In December, 1875, he submitted his specifications to patent attorneys in Washington, and these were filed in the Patent office early in January, 1876, and on the morning of February 14 and March 17, 1876, were granted the fundamental patents covering both method and apparatus.

In 1876 occurred the Centennial Exposition at Philadelphia, and here for the first time the speaking telephone was to be exhibited to the public. Through the earlier period of this great Exposition the telephone was disregarded or was regarded as nothing but an inconsequential toy. Through a singular combination of circumstances Don Pedro II., Emperor of Brazil, was a guest at the Exposition and he came in contact with Prof. Bell in a trip about the city of Boston. Being interested in the instruction of deaf mutes himself he attended one of his lectures purely as a private gentleman.

At that time Gardner G. Hubbard, of Boston, to which one man more credit for the development of the telephone is due than to any one after its inventor, was in charge of the Massachusetts educational exhibit at the Centennial Exposition. This exhibit was in an isolated location in one of the less popular halls of the Exposition. Mr. Hubbard was a particular and intimate friend of Prof. Bell. The telephone had been placed in the educational exhibit, and wires of moderate length permitted in that building connected the new invention, which was labeled "Telegraphic and Telephonic Apparatus by Alexander Graham Bell."

The judges of the Exposition were busy about more important matters and delayed investigating this inven-

tion. However, a special inspection was promised for it on June 25, 1876. This proved to be a very warm day in Philadelphia and the judges and a few scientists with them viewed other apparatus. The time slipped rapidly by and, growing tired, they were about to leave the hall when Mr. Hubbard called their attention to their promise to inspect Prof. Bell's invention. They hesitated, but Don Pedro, who was with them, insisted that they should look over his apparatus.

They went without delay to the educational exhibit and were soon engrossed in the new discovery. The

other in a manner that was heretofore not known in methods of communication.

In August, 1876, Prof. Bell experimented over a five mile telegraph wire at Brantford, Ont., but the first long communication ever carried on by telephone was had on the evening of October 9, 1876, between the Walworth Manufacturing Co., of Boston, and its factory in Cambridge, a distance of about four miles. In November, 1876, a connection between Boston and Salem, Mass., via North Conway, N. H., a distance of about twenty miles, was successfully made over telegraph wires. A few days later Prof. Bell talked from Boston to New York City over Western Union wires. It was in April, 1877, that the first real telephone wire was put up. This was from the office of Charles Williams,

which it has continued to the present time. The first lease of territorial rights was made on October 24, 1877, to the Telephone and Telegraph Construction Co., of Detroit, one of the predecessors of the Michigan State Telephone Co. W. A. Jackson, then in the employ of the Western Union Telegraph Co., was one of the earliest to foresee the benefits of this great invention. He has many times told the writer of his early experience in the promotion of that company and introducing the telephone, and the great difficulty he met with in bringing out this invention until he became associated with the late Senator James McMillan, who at once saw the great possibilities this invention held out. Associated with Mr. Jackson were George W. Balch, a capitalist, Hugh McMillan, brother of James, J. S. Newberry, W. K. Muir, M. D. Woodford and Chas. Reed, all of Detroit.

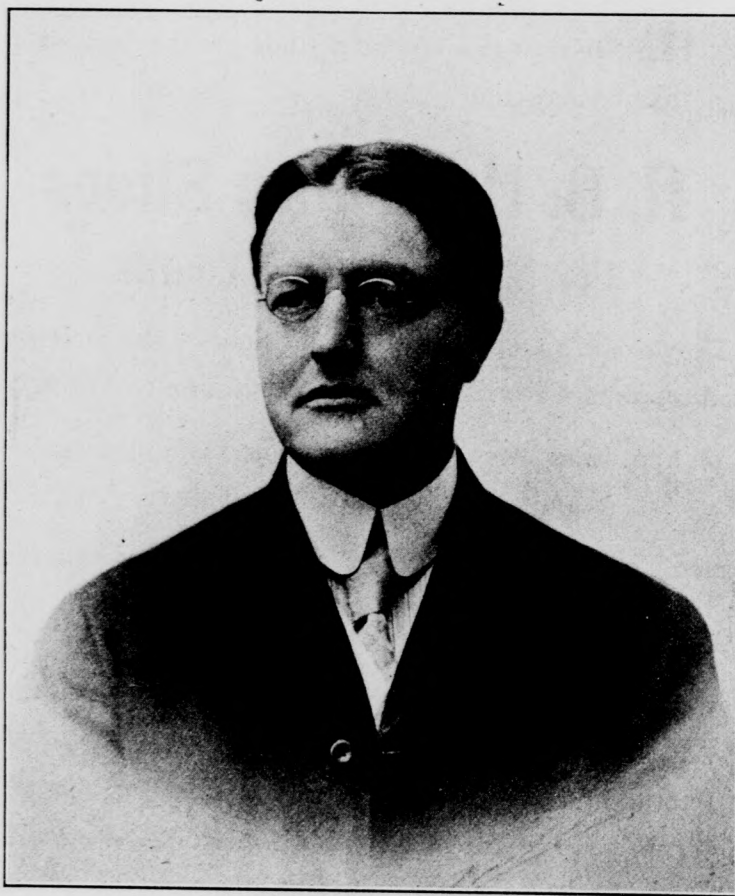
George W. Balch saw the apparatus at the Centennial Exposition and was much interested in it and had mentioned the matter to Mr. Jackson, and he wrote Prof. Bell, and later received a pair of the "machines," as they were then called locally. A line was constructed from the old office of the Detroit Free Press, then located at Woodbridge and Griswold streets, to the American District Telegraph Co.'s office. Hundreds of persons inspected the machines and the invention was pronounced marvelous.

Not much interest was taken in it as a business enterprise, but it was decided to try it out and a few telephones were installed. Mr. Frederick K. Stearns, of Detroit, is credited with being the first customer to contract for telephone service in the State of Michigan. He had a line from his store, at Larned and Woodward avenue, to his laboratory at Woodbridge and Fourth streets. The Michigan Car Co. was the next subscriber and later the Detroit Water Works. In 1878 an exchange was established. There were about forty subscribers, but there were only four or five lines with eight or ten subscribers on each line at that time. The telephone had no transmitter and it was necessary to both speak and listen into the receiver.

In Boston, the home of the telephone, the struggle in getting capital to invest was long and tiresome. It is a matter of history that the telephone was peddled around New York and Boston for weeks before sufficient capital could be subscribed to place the invention in a position where sufficient instruments could be furnished to make it a practical possibility in a commercial sense.

A story goes that one universally known capitalist of New York was approached on the subject and offered a half interest in the invention for \$30,000. After testing the instrument he stated "that it was no doubt a wonderful invention, but providing the thing works what will people care to talk about?" Thus a great fortune passed him by.

In 1879 Mr. Jackson and others decided to use the telephone as a



Charles E. Wilde

future of the telephone was then and there assured. Among the judges was Sir William Thomson, subsequently Lord Kelvin and a world-renowned electrical scientist and a man of great learning. Lord Kelvin went to one end of the wire and talked into the instrument, reciting certain quotations from Hamlet, and made careful and accurate inspection of the telephone and its workings, and he and Don Pedro showed remarkable enthusiasm. They saw in the future the worldwide effect this invention was to have on the welfare of the human race. The simplicity of the instrument likewise impressed this great scientist and others who examined it. They saw the few rods of wire stretched around the world and words transmitted from one end of our country to the other and communities in close touch with each

Jr., in Boston to his residence in Somerville, Mass., a distance of probably six miles. This was the beginning of commercial telephony in the world. In May, 1877, the Bell Telephone Association was born in the shape of an unincorporated association. In the same month several subscribers were taken on at Boston and centered at the burglar alarm office of the Holmes Burglar Alarm Co. This was the beginning of the telephone exchange idea, but the first bonafide exchange was put in operation in New Haven, Conn., on January 25, 1878.

In the party of judges who made the inspection on June 25, 1876, was Prof. James C. Watson, of the University of Michigan, so that Michigan at the incipency of this great discovery took a leading part in the development of this great industry,

ESTABLISHED 1865

This Is Where the Double A Kind of Candy Is Made



High Grade Chocolates Lozenges, French Creams, Caramels Gum and Jelly Work

Stick Candy, Pan Work, Hand Made Creams

LATEST NOVELTY: Auto Kisses with Peanut Butter Center

Sole Distributors for Western Michigan of LOWNEY'S Chocolate Bonbons

PUTNAM FACTORY, National Candy Co.

Grand Rapids, Michigan

means of communication between towns, and the first outside line was constructed from Detroit to Port Huron. From this time forward these State lines were constructed, so that eventually they reached from Detroit across the State through Grand Rapids and Kalamazoo.

Coming down to local history: In the fall of 1877, J. W. Converse, of Boston, a friend of Prof. Bell's, brought two of these instruments to Grand Rapids. These receivers are still in Grand Rapids and the property of the Grand Rapids Plaster Co. It is believed by some that these were the first electrical telephones ever used in the State of Michigan. These receivers, which are numbered 440 and 435, have pasted on each an inscription reading as follows:

"First phones used in the State of Michigan, presented by Prof. Bell to his friend, J. W. Converse, of Boston, Mass., and by the latter brought to Grand Rapids and used from the Grand Rapids Plaster Co.'s office to Eagle Mills. Property of the Grand Rapids Plaster Co." These receivers are still serviceable. They are made of mahogany and, with that exception, are the same as the standard Bell receivers in use for many years.

The first electrical telephones ever installed in Grand Rapids were put up by Wm. S. Hovey, of the Grand Rapids Plaster Co., and were tested out on the evening of October 30, 1877, on telegraph wires belonging to the Lake Shore & Michigan Southern Railroad Co. between the Grand Rapids Plaster Co.'s office, over 16 Monroe street, now occupied by the Boston Store, and the Plaster Co.'s mill at the plaster quarries or cave on the West Side at Eagle Mills, a distance of 11,000 feet.

The late A. M. Apted, Superintendent of the Plaster Mills, was kept busy singing and whistling for persons who were eager to test the new invention. Those whom he favored and who recognized his voice were confident that the whole thing was a clever trick and that Mr. Apted was concealed somewhere in the Plaster Co.'s office. Even after service was made successful between the two offices Mr. Hovey, who had in the meantime secured a license from Alexander Graham Bell for the use of the patent in Grand Rapids, was skeptical about its use and for this reason made no attempt to push the service. He, in common with other residents of Grand Rapids, looked upon it as a toy for the use of the wealthy only. It was in the latter part of 1878, or nearly a year afterwards, W. A. Jackson, with others, organized the Michigan Telephone and Telegraph Construction Co., and the first exchange in Grand Rapids was opened on June 1, 1879.

It would appear from statements at hand that these receivers were possibly used in Michigan prior to the test made in Detroit, and are, therefore, as the inscription on them states, the first electric telephones ever used in the State of Michigan.

The first manager of the telephone exchange at Grand Rapids was Samuel E. Watson, then an operator with

the Western Union Telegraph Co. The first telephone exchange was located in the Lovett block, over 12 Canal street, and was opened for business with twenty-one subscribers. Mr. Watson was the manager, lineman, operator, collector and clerk. The first list of subscribers was as follows:

First National Bank.
Michigan Barrel Co.
A. D. & F. S. Noble.
Putnam & Brooks.
Crescent Mills.
Valley City Mills.
Berkey & Gay.
H. D. Wallen, Jr.
O. E. Brown.
Phoenix Furniture Co.
W. T. Lamoreaux.
Cody, Olney & Co.
Foster, Stevens & Co.
Robinson, Letellier & Co.
Rathbun House.
Curtiss & Dunton.
Julius Berkey's residence.
W. D. Stevens' residence.
G. R. & I. freight depot.

named date was found listed the first public pay station.

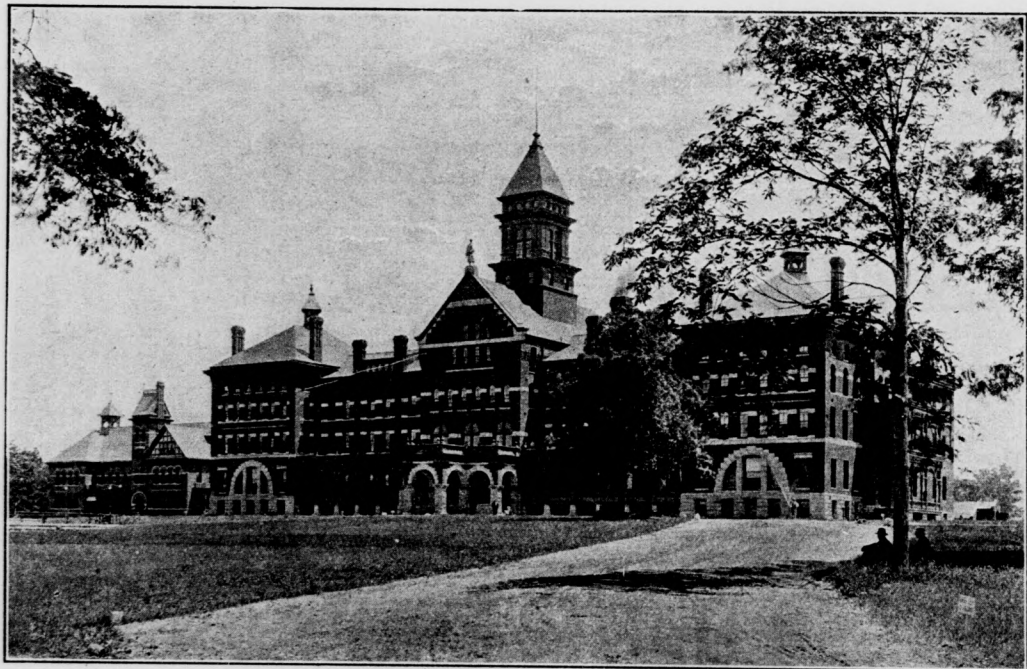
August 1, 1882 406
February 1, 1883 471
April 1, 1883 530

At this time service with outside towns and exchanges became effective. Exchanges at Muskegon, Grand Haven, Ionia and Big Rapids had been established. In November, 1883, the business had expanded to such an extent that Mr. Watson was made Superintendent and Charles L. Boyce, the present Engineer of the Michigan State Telephone Co., was appointed Local Manager of the Grand Rapids exchange. On April 22, 1884, night service was first inaugurated.

In October, 1888, the quarters in the Lovett building having become too small to properly handle the business, the exchange was moved to the top floor of the new Blodgett building, which had just been completed. At that time it is interesting to know that the Grand Rapids exchange had about 800 subscribers

one on the South Side, were established.

On January 1, 1896, there were 300,000 telephones in use in the United States. On January 1, 1908, included in the Bell system were 3,839,000 stations. The estimated number of exchange connections daily in the United States, made from actual count in some exchanges, was 18,130,803, or a total per year of about 5,838,100,000 connections. The number of calls per subscriber varies in different exchanges, the average throughout the United States being about six per station. The total number of exchange employees is 88,274. There are about 7,000,000 miles of wire in the Bell system, averaging two miles of wire for each subscriber, one-half in underground conduits. The real value of a telephone exchange system depends entirely on the distribution and number of members of the same community or other communities connected with the same or connecting systems with whom any subscriber can have



Michigan Soldiers' Home

The first completed connection after the exchange was opened was a call from Curtiss & Dunton, who were then in business at 17 Canal street, where Menter, Rosenbloom & Co. are now located, who wanted to talk with the Rathbun House, which then occupied the site of the present Widdicomb building.

The business grew rapidly. Soon the services of a young lady were secured to attend to the switchboard. In two weeks the exchange had grown to sixty-five subscribers, so that on June 15, 1879, the first directory had that number. On August 1 the number had increased to ninety-two. On June 1, 1880, there were 160 telephones connected. Thereafter the growth was as follows:

March 1, 1881 223
July 1, 1881 286
Nov. 1, 1881 316
March 1, 1882 371

In the directory issued on the last

and on December 4, of the same year, it had grown to 1,000 subscribers, or one telephone for every sixty persons in the city, the population being estimated at 60,000 at that time.

This was a wonderful showing in comparison with other cities throughout the country. Boston at that time, with a many times larger population, was serving about 2,450 subscribers; Brooklyn had only 3,110; Buffalo, 1,737; Chicago, 4,197, and New York but 6,383. The other large cities of the State, while their growth had been satisfactory, were overshadowed. Saginaw had 525 subscribers and Bay City 483. There were about 6,666 subscribers in the entire State of Michigan.

In August, 1899, the Michigan State Telephone Co. moved its exchange from the Blodgett building to its present quarters at the corner of Ionia and Fountain streets, and at the same time two branch exchanges, one on the West Side and

prompt and satisfactory communication.

Connecting with the Bell system are 755,316 subscribers operated by local companies, rural and independent associations, having sub-license contracts with the Bell system, and this number is rapidly increasing. The long distance lines of the Bell company include 163,218 miles of poles and 1,664,081 miles of wire. The average number of long distance connections daily is 493,775, or a total per year of 158,996,000 connections.

The growth and extent of the Michigan State Telephone Co. during the last four years has been very rapid. At the present time over 140,000 subscribers are connected with this system, an average of 19,777 new subscribers every year since 1903.

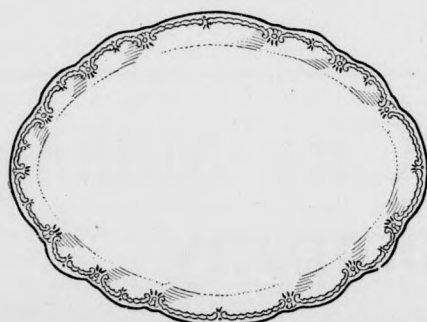
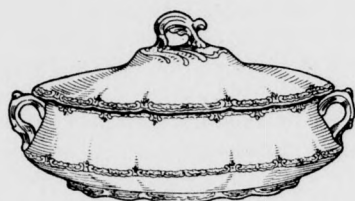
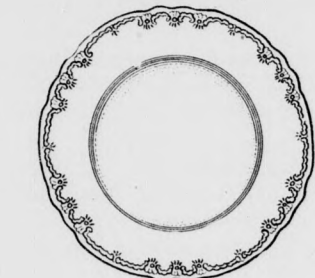
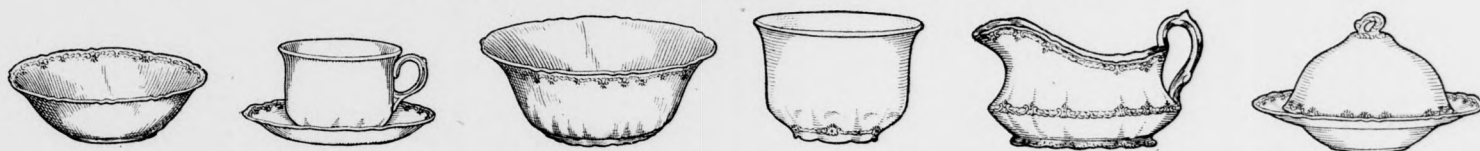
December 31, 1903 60,510
December, 31, 1907 139,507

There are 439 exchanges, 725 toll stations, 30,000 farmers and 264 Lo-

HOMER LAUGHLIN'S SEMI-PORCELAIN

SHIPPED FROM POTTERY ON A

COMMISSION BASIS



WE are selling agents for the famous Homer Laughlin potteries and handle their celebrated ware on a

Strictly Commission Basis

By dealing with us you save the middleman's profit and secure the finest product of the American pottery world at

Factory Prices

F. O. B. AT POTTERY, AND NO CHARGE FOR PACKAGE

The "HUDSON" pattern, illustrated herewith, is the latest design on the market, very handsome, light, of a pure white color and embellished with a beautiful embossed border design.

Every piece is absolutely guaranteed against crazing. Don't confuse this ware with the coarse, common wares that are offered. Homer Laughlin's China is in a class by itself and will help you in

Building Up Your Crockery Trade

because the better class of trade will like it and appreciate its superior qualities.

The assortment enumerated below gives you a nice variety (plenty of cups and saucers and plates) and requires but a small investment.

No. 32. 1000 Assortment

"Hudson" Shape White Porcelain

Shipped From Factory—No Charge For Package

9 dozen Handled Teas	\$0.85	\$7.65	Forward	\$24.66
6 dozen 5 inch plates	.50	3.00	3 only Bakers 8 in	\$0.17 .51
3 dozen 6 inch plates	.60	1.80	3 only Scollops 7 in	.10 .30
9 dozen 7 inch plates	.69	6.31	3 only Scollops 8 in	.17 .51
1 doz. 7 in. Coupe Soup	.69	.69	3 only Scollops 9 in	.20 .60
6 dozen 4 inch Fruits	.32	1.92	2 only Pickles	.10 .20
6 only Bowls 30s	.07	.42	2 only Cov. Sugars 30s	.20 .40
3 only 1 1/4 pint Jugs	.09	.27	2 only Sauce Boats	.14 .28
3 only 2 pint Jugs	.10	.30	1 only Cov. Butter	.32 .32
3 only 2 3/4 pint Jugs	.14	.42	2 only 8 inch Dishes	.09 .18
2 only 3 1/4 pint Jugs	.17	.34	2 only 10 inch Dishes	.17 .34
2 only 5 pint Jugs	.24	.48	2 only 12 inch Dishes	.27 .54
1 dozen Bakers 3 inch	.76	.76	2 only Cov. Dishes 8 in	.42 .84
3 only Bakers 7 inch	.10	.30	1 only Cov. Dish 7 in	.38 .38
		\$24.66	Total	\$30.06

REMEMBER WE MAKE NO CHARGE FOR PACKAGE on this assortment, thus saving you the usual cost of \$1.90 to \$2.40 for casks, and the quality and grade of the ware will bring customers back to your store, it is so fine, so smooth and so handsome.

MAIL US YOUR ORDER

H. LEONARD & SONS

GRAND RAPIDS, MICH.

cal Independent Companies connected with this system. The growth in wire mileage is shown as follows: 17,674 miles of copper wire put underground every year since 1903; fully 42,104 miles of new wire added every year since 1903, or once and a half around the earth every year with one wire.

Outside of Michigan they are connecting with the Bell system, which adds an average of a new subscriber every minute, day and night, at 5,108 exchanges in every city, village and town east of the Rocky Mountains. Charles E. Wilde.

Experiments With Powdered Eggs in Germany.

Consul Thomas H. Norton, in a report from Chemnitz, says that much interest is felt among German chemists charged with food investigation over the reported degree of success which has attended efforts to preserve eggs by desiccation. This leads him to furnish the following information:

"The process was invented by a chemist of Victoria, Australia. The results obtained have been so satisfactory that the Farmers and Settlers' Co-operative Society of Sydney has erected an extensive plant for the manufacture, on a large scale, of 'egg powder.'

"The process is as simple a one in principle as that of preserving fruit by sealing it hermetically at a boiling temperature or of pasteurizing milk. Eggs, freed from the shells, are dried at the relatively low temperature of 54.5 degrees Centigrade (130 degrees Fahrenheit). The operation can be rapidly executed in containers kept at this temperature from which the air has been exhausted, and from which likewise the aqueous vapor is withdrawn as fast as given off by evaporation from the eggs.

"The advantage of this method consists in the fact that there is no alteration in the chemical composition of the eggs. There is simply a loss of the greater part of the water held mechanically in combination, as when fruit is dried by free exposure to the air and sun or by more rapid artificial methods. When thoroughly desiccated and brought by pulverization into the state of coarse powder the egg material can be preserved for an indefinite period in ordinary packages, if kept in a dry place.

"The eggs are 'reconstituted' by the simple addition of water to the dry powder, the resultant mass being quite indistinguishable from newly beaten up eggs. Before the method was accepted as a basis for industrial exploitation, it was submitted to exhaustive critical tests by the Victorian Department of Agriculture, which demonstrated that purity, ease of digestion, flavor, etc., were entirely unaffected by the operations of desiccation, preservation for a long period and reconstitution by the addition of water, provided that fresh eggs were employed at the outset. This latest novelty in the processes of insuring the inexpensive and healthful preservation of staple articles of popular diet forms a welcome

addition to those already so highly valued, such as the freezing of fresh meat, the evaporation of fruits and the desiccation of milk.

"From the economic standpoint it is evident that the cost of eggs as an article of food will be notably reduced when large tracts in remote regions are utilized for the purpose of poultry raising. An important factor would be the low cost of freight for a compact powdered material as contrasted with the expense of transporting eggs in the natural fragile condition, containing 74 per cent. of water and involving much waste space in packing. Equally important would be the certainty of securing egg meat guaranteed as prepared from absolutely fresh material. The simplicity of preservation and the ease with which a variety of savory dishes can be expeditiously prepared from eggs enhance the value of such a food preparation, not only for the ordinary household, but also for the emergencies of travel."

Proper Treatment Profitable To the Retailer.

Every traveling man that comes into your store has a story to tell you that is worth telling.

It must be worth it, or else his firm would not keep him on the road day after day at a cost of dollars and dollars.

The story may not be worth your listening to, but that you can not tell until after you have listened.

Every traveling man that comes into your store should have your courteous attention, whether you want to buy goods or not.

Aside from a polite standpoint, this is so for the sake of a policy.

In the words of a "notorious" knight of the grip, "The traveling man is an appreciative cuss and when a merchant is easy to get at, he gets the best that the traveling man has."

If you are nice to the traveling man you can be sure that he will be nice to you, and when he has a "pad-din'" up his sleeve he will save part of it for you.—General Merchants' Review.

Encourage the Clerk.

Do you encourage your clerks to read the trade papers or do you hide them out of sight as soon as you receive them and forbid them to read during store hours? Why should it not be a good plan to save the back numbers of your trade papers and let some of the clerks take them home for home reading? Many dealers get it into their heads that their clerks are not interested in such things out of store hours and others say that they want them to play while outside of store duties in order to be fresh for the next day, but the clerk who is ambitious and desires to rise in his position will pick out the best ideas in the trade papers and save them for future use or use them in his daily work.—Shoe and Leather World.

It's not the misery but the motive makes the martyr.

It is hard to be convincing without convictions.

What Do They Do For You?

Dozens of salesmen call on you urging you to handle their flour, requesting you to give it store room and expecting you to pay for it promptly.

Each one tells you he has the only real article, the one that makes the most bread, the whitest bread and the best bread.

But you never heard of the brand before the salesman came in to see you and no one ever called at your store and asked for a sack of it.

The chances are no one ever will.

What is the use buying something you can't sell? Why put in a brand of flour your customers never heard of? Why work yourself to death trying to make customers for some miller?

Mention the name of

Lily White, "The Flour the Best Cooks Use"

to these fellows and they'll almost explode with indignation. They'll tell you you're paying for a NAME and they can sell you better flour for less money.

Don't let them fool you.

If their flour was better than Lily White, or even "as good as", they would never sell it for less money because they wouldn't HAVE to.

The reason they offer it for less money is because it is NOT as good as Lily White and because they CAN'T get more for it.

And no matter how cheap they offer it, what would be the use of BUYING it if you CAN'T sell it?

No use whatever. You simply get "stung" each time you do it.

You can SELL Lily White and lots of it. We are extensive advertisers and the flour has the QUALITY to back up the advertising. We're practically doing the advertising for thousands of grocers who are co-operating with us.

We can do it better and cheaper than each grocer individually and all the grocer has to do is to hand out Lily White when it is asked for and pocket his share of the profit.

That's what WE'RE doing for grocers.

Join us, you will find it worth while.

**Valley City Milling
Company**
Grand Rapids, Michigan.

Manhood Pays Best in the End.

A vigorous manhood is the crowning glory of life. Without it existence must be negative and fail to fulfill its end, passing into the unknown without achieving those results the accomplishment of which is the object of life.

Weakness can never pit itself against strength with any hope of coming out the victor. It must always go under. There are many weak men simply because they will not exert themselves. They allow themselves to sink into vacillating creatures, hesitating, cowering, cringing, and begging as a favor that which they should demand as a right, and hence pass through the world without benefiting it or themselves. Instead of writing their names deep on rocks of porphyry, many are content to trace them on the sand for the first wavelet to blot them out forever.

In courage alone can be found that strength of character which is indispensably necessary to carry on successfully the battle of life and conserve the true aim of existence. It alone can put forth that resistless force which breaks down all barriers and clears the way for the best endeavors of both body and brain.

It is within the power of all to call courage to their assistance to enable them to overcome obstacles, but the misfortune is that many men are too lazy or too careless of their own interests to do so, and willingly sink into the mire of defeat to be covered by the slime of failure. Such individuals detract from the race instead of adding to it, instead of positive they become negative quantities in the equation of human life.

Cowardice is a rank weed, once it finds a soil congenial to its growth; it springs up as a gourd and its unlovely foliage hides the good traits of head and heart in its blackened shade, shutting out the light and warmth which emanate from the strength of a true manhood. As Shakespeare says, "The coward dies many times, the brave man once." In truth, life is one long agony to a coward, while to the brave man it is a series of triumphs, of attempts well made, and of mighty deeds accomplished. No one has ever heard of a coward rising to sublime heights; 'tis only the courageous can sit upon the lofty peaks and look on the multitude below.

Men must assert manhood to make their way in the world, especially nowadays, when certainly the race is only to the swift and the battle to the strong. It is not necessary to be rough or bearish, not necessary to trample down others to hew a path and crush the life blood out of them beneath an iron heel. Tyranny can never be confounded with courage, but on the contrary is often a synonym for cowardice. The brave man has every consideration for the feelings of others.

Some, however, in their endeavor not to be rough are inclining too much to the side of gentleness, which is often only another word for weak-

ness, and through it many make themselves merely buffers to deaden the force of the concussion produced by other men's passions. There are men who are good—goody good—so good that they are good for nothing. They may emulate the patience of Job and the meakness of Moses, but if they lack the boldness of Peter and the heroism of Paul their other qualities count but little in the sum total of the measure of their manhood. With the amiability of John must go the backbone of Daniel, with the piety of David must be joined the incorruptibility of Joseph.

Truth and honesty are powerful allies in helping a man to wage the conflict successfully. Truthfulness has never to hang his head in shame, whether defending the right or making apology for the fault it acknowledges. As for honor, as long as it remains manhood always keeps it company; where the one is there will the other be found.

'Tis often the little things which are liable to be overlooked, that joined together become the strongest supports in the edifice of character. Don't neglect them. A book and an umbrella may be little things, and some may not think it worth while to return one of these articles when borrowed, but neglect to do so is a breach of promise liable to become wider and wider, until the opening, or rather defect, in character becomes so large that no one will take the word of one who has allowed himself to be consoled with the sophistry that little things don't count. The clerk's using his employer's stamps for his private correspondence is a trifle, but the principle is important.

Many a man stultifies himself by this disregard for the common things of life, and unintentionally throws away his own chances to rise in the world. A man must not be selfish if he would be manly; he must not try to sink others to certify his own safety; he must not use his friends for the sole purpose of furthering his own interests. Let him be loyal to those for whom he professes devotion; let him not disclose matters entrusted to him in the sacredness of a confidential relationship, but preserve inviolable the trust reposed in him. He must not be close or hard, must not higgler for the lowest penny when he pays and the highest when he sells, nor must he pay his just debts under protest, but always willingly and cheerfully.

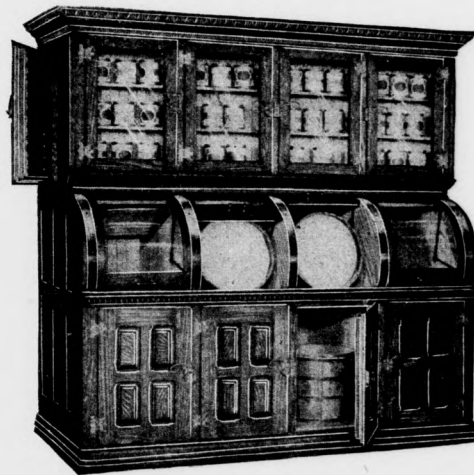
He must not be suspicious of every one he meets, for suspicion begets distrust. "Till you know a man is honest, treat him like a rogue," is the aphorism of meanness.

Do not accept favors without returning the compliment. Don't be small souled. Don't be niggardly. Don't be parsimonious. Be open, be just, be upright, and deal square in all your transactions. Be a clean, manly man. Manhood will pay the best in the end, an investment that will give good dividends in life, and a security that will last throughout the vast forever.

Dr. Madison C. Peters.

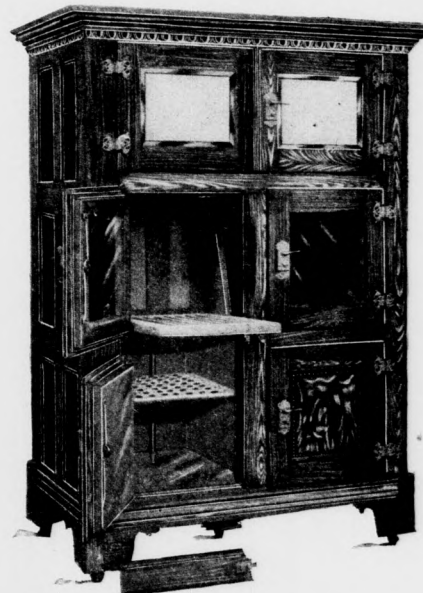
Do You Sell Butter?

If you do you should take advantage of Merchants' Week and examine our line of Grocers' Refrigerators



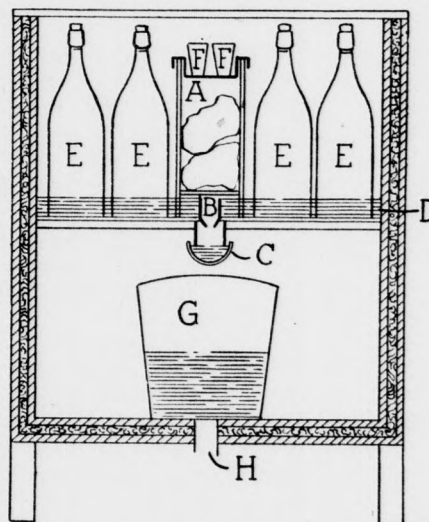
Roll Top Refrigerators

Made in two, three, four and five rolls. Polished oak, nickel plated trimmings. This will not only save your goods but is a silent salesman that will double your sales. The upper compartments can be used for fancy cheese, yeast cakes, etc., and the lower compartments give large cold storage.



Upright Grocers' Refrigerators

Made in three sizes. Solid ash, gloss finish. This is the old stand-by, general utility refrigerator for butter, bottled goods, etc.



Sectional view of our New Water Cooler for bottled water for store use. The bottles stand in two inches of ice water. The water is always refreshingly cool. Made in two sizes, 6 and 12 bottles. Call and see us, the latch string is out, at 17 to 27 Ottawa St., cor. G. R. & I. R. R.

Grand Rapids Refrigerator Co.

C. H. Leonard, Pres.

F. A. Harvey, Sec'y

H. C. Leonard, Treas. and Supt.

THE STAR CUSTOMER.

Person Merchants Can Sometimes Dispense With.

Written for the Tradesman.

The star customer is not always a fixed star. Not infrequently he swings in an orbit of stores, turning the light of his countenance now upon this dealer, now upon that one. Wherever he may take his trade, however, and whether he pays his bills or not, the really, truly star customer manages to keep in the zenith all the time, and to receive more attention and better goods than more desirable customers.

It is an old saying that the world is inclined to take people at their own estimate of themselves, and it appears to me to be a true one. Anyway, the business world, as represented by retail dealers, is inclined to accept the star customer at his own valuation of himself. I don't know why. I suspect that the star customer knows why.

There was a star customer at Whipple's. He was a smooth and low-voiced man who was chairman, or glad-hand man, or something, in a holding company, with an office in a high building. This office was fitted up with a counter with brass railings around it, which made it all the more expensive for the public to do business there.

The star customer's name was Dearing. His wife's name was Mrs. Almont Seaton MacFadden-Dearing, and she didn't care who knew it. In fact, she cared so little that she caused it all to be printed on a card and circulated in the city. She was a haughty woman, with a classic front elevation and a habit of gravity which made a deep impression wherever she went.

Whipple was the new proprietor. He was graduated from the road to the big desk by grace of an uncle who acquired a hundred thousand dollars buying old iron and left it all to Whipple, expecting that he would pelt the birds with it until some agent of an Audubon society came along and had him pinched. But Whipple had already performed all the agricultural labor he cared for, so he left the wild oats crop to other and more gifted hands and went into the grocery business. In about three days everybody in the store knew that Whipple was from Missouri. The fellows who tried to work him soon discovered that he wasn't buying any rights of way for an air-ship line. Whipple was surely next to his job, and that is why one star customer was switched off into space.

The first day that Whipple appeared at the store as the big bounce he was informed that Mr. Almont Seaton Dearing was the star customer. The clerks told him that all the grocers on the street wanted to get the Dearing trade. They didn't exactly know how they had acquired this information. They might have received it from Dearing himself. Couldn't say. Anyway, Dearing was the star customer. He always ordered the best of everything and made more kicks than all the other

customers put together. To many men engaged in the retail trade these things constitute a star customer.

Later in the day Dearing came in and left an order. Whipple thought the man looked like oil was oozing out of him. He saw not only that the man was smooth but that he aimed to be smooth, and to inform people of the fact that he was smooth.

"Look here," said a clerk, after Dearing went out, "you mustn't send that butter up to Dearing's. It isn't first class, and he won't stand for it."

"It is the best we have," said the man who was putting up the goods. "Can't help it. Dearing won't stand for it."

Whipple went back and sat down. "Say," he heard a clerk say, in a moment, "if you send that granulated sugar over to Dearing's it will be sent back."

"What's the matter of it?" asked the other.

"Don't know. Sent some back yesterday. Beet, I guess."

"Well?" went back.

"This Whipple's?"

"You've got Whipple's, yes."

"This is Mrs. Dearing."

"All right!"

"Why don't you send up our goods?"

"The wagon has just left the store."

"Oh, dear! The things ought to be here now. Why don't you get your wagons out earlier?"

"The goods are probably at your door by this time," said Whipple.

There was more talk, but Whipple rang off.

Presently the delivery boy returned with a crock of butter and a package of sugar.

"What's up?" asked Whipple.

"Dearing sent 'em back."

"What for?"

"Dunno."

"Do they do things of this sort often?"

"Yes, sir."

Then the telephone bell rang again. It was Mrs. Dearing.

"We filled the order," said Whipple.

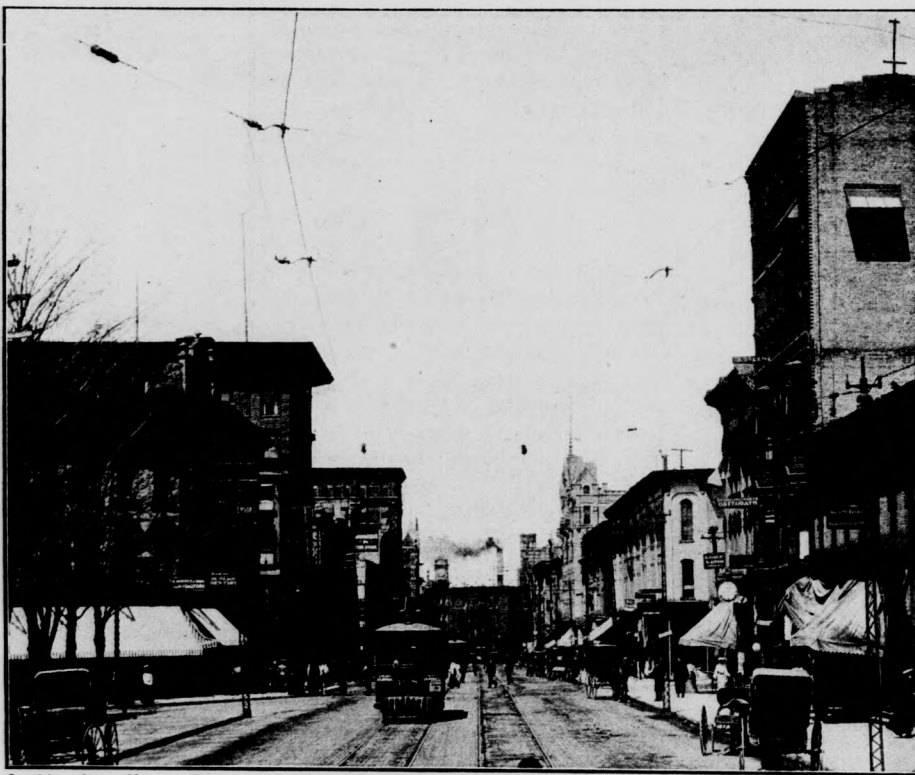
"The stuff you sent was no good." "Sent the best we had. Buy elsewhere if you're not satisfied."

As Whipple walked out in front his collector came in and stopped him.

"I was up at Dearing's," he said, "and he's hot because you sent his bill. He says he'll pay at the end of the month. You'll lose him if you don't look out."

"Is there anybody in the world but Dearing?" asked Whipple. "It seems to me I can feel Dearing, see him in the air, smell him. Say, you go back there and tell him you want a check right now. Soon!"

The collector came back with a check for \$25 and a violent message. Whipple went out to the bank with the paper and found that there was not so much money in Dearing's account. The teller said that Dearing had only \$20 on deposit there, and that many large checks had been turned down. The teller didn't like Dearing a little bit, for he was do-



Looking down Monroe Street

When the boy started out with a load of goods the clerk said to him:

"Now, you drive up to Dearing's the first thing. We're a little late this morning, and they're liable to send all the stuff back if it is not there on time. Get a move on, now."

"What's the matter with these Dearings?" asked Whipple.

"Mighty particular," was the reply.

"Big buyers?"

"Oh, not so very big."

"Extra good pay?"

"I don't know about that."

"Well, I think that all customers ought to be treated alike," said Whipple.

"Well, they all want Dearing's trade."

Whipple put his hands into his pockets and walked back to the office. The 'phone bell was ringing viciously. He took down the receiver.

"Hello!" came over the wire.

"You must send that butter and that sugar up before dinner," she said.

"What's the matter with the goods we sent?" asked Whipple.

The clerk who had waited on Dearing pulled the merchant's sleeve.

"They won't stand any back talk," he said.

"Oh, they won't, eh?"

Whipple turned back to the 'phone.

"What's that? We sent you the best we had. If they won't answer you'll have to buy elsewhere. Sorry."

Whipple rang off and turned to the clerk, who looked as if he had heard something that was too coarse to be true. It didn't seem possible that the star customer was being treated just like the common herd.

In a moment the 'phone rang again. This time it was Dearing himself.

"Wife says you refuse to fill our orders," came over the line.

ing the grand and lofty there also.

"I'll fix him," said Whipple. "Here, I'll deposit \$5 for him, and then the \$25 check will be good. I guess the little \$20 will help some, and if he gives out any more checks he'll get himself into trouble."

"Mrs. Dearing has been here," said the clerk, when Whipple went back to the store, "and Dearing has been on the 'phone. Both had a kick about something."

"I'm trying to clear the atmosphere of Dearing," said Whipple, with a grin, "and I guess I'm succeeding. Say, if you hear anything more about a star customer around this store, don't you believe it. These star customers are like star boarders, who never miss a meal or pay a cent. Cut 'em out. Treat every one according to business rules. Use 'em all alike. If we've got rid of this star one, we've done a good day's work."

Alfred B. Tozer.

Home of "Quaker" Family



We wish to urge our customers and friends to accept the invitation of the Wholesalers' Association to visit Grand Rapids on Merchants' Week, June 10, 11, 12. We invite you to make an inspection of our modern jobbing plant and to make our office your headquarters while you are in the city.

WORDEN GROCER COMPANY

Corner Island and Ottawa Sts.

Grand Rapids, Michigan

The Prompt Shippers

WOMAN'S WORK.

It Is Peculiarly Appropriate in Village Improvement.

Many years ago there was observed a unique custom in the little town of Guilford, Connecticut. On one day in the fall of the year the women of the town assembled on the village green. Each carried a favorite color, and each was dressed in white, decked out with colored ribbons. It was a day of fete, and it was called The Raking of the Green.

Then with song and laughter and with many a jest this band of women cleaned the village green of all the leaves and refuse and dirt of a year's accumulation. When the job was done, they adjourned to the town hall, where they were joined by their husbands and brothers and the village farmers. A public banquet celebrated the occasion.

While this was not the first chartered Village Improvement Association in the country, it was probably at that time the most enthusiastic, and had perhaps the largest attendance. New Haven, Connecticut, can rightly claim the first effort in Village Improvement, while Stockbridge, Massachusetts, should be remembered as offering the second.

More than a hundred years ago James Hillhouse, of New Haven, organized what he called the Public Green Association. He raised fifteen hundred dollars for grading the green and for planting elms. One man is said to have donated five gallons of rum for this purpose. James Hillhouse was also United States Senator for twenty years. Almost every one had forgotten what he did at Washington, but no one is ever likely to forget his services in making the city of New Haven classic by the beauty of Nature's Gothic architecture. The whole country owes him a debt of gratitude that can only be paid by planting elms in his memory. The tree that a man plants to-day becomes the glory of the next generation.

In 1853 Stockbridge was a typical country town, slovenly, ill kept, down at its heels. Its streets were crooked and ungraded, with deep pools of water here and there. Its sidewalks were few and disgraceful. Its green was littered with cattle and refuse. Its cemetery was surrounded by a dilapidated fence, and full of intoxicated headstones and branches. There were a few trees—but nothing that could suggest pride or beauty. To-day, by reason of a few public-spirited citizens and the Improvement Association, Stockbridge is one of the most beautiful and attractive towns in the world. Visitors are drawn by the magnet of a wonderful village charm. After a visit there Canon Rawnsley, of England, said: "I am surprised to find in your new country a town of such finished beauty and elegance."

From the standpoint of the investor there is not known any better way to increase village valuation than to clean up the town and park it. Like attracts like, and lovers of order and beauty and ideal country

conditions will seek for their soul's desire until they find it.

The most unkempt and unpromising country town can be made attractive so that it shall be a subject of pride, if not of advertisement.

In 1872 New Milford, Connecticut, was about as unalluring a spot as the chance traveler could find. The average village seems to be a garbage can and a mud hole. This was no exception. Its spacious green was then a combination of mud swamp and stream gridironed with deep ruts. Refuse and papers and cattle contested for the right to the

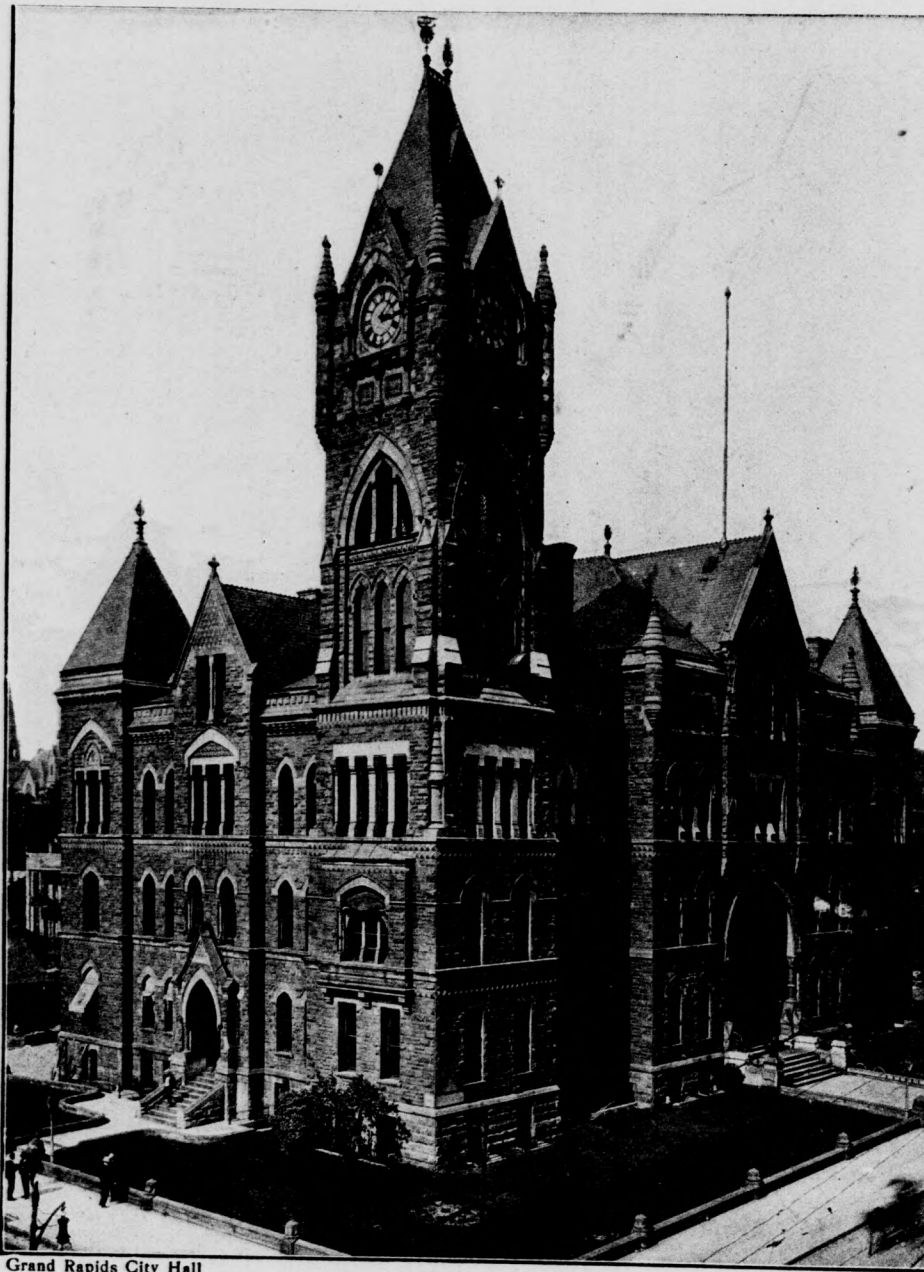
in the value of property since the Association started has been phenomenal.

Indeed, advance in real estate values has always accompanied the Improvement Association. This is true in cities, as well as in the country; it can not be better illustrated than by Nebraska City. Every one ought to know that the Honorable J. Sterling Morton, former Secretary of Agriculture, is the originator of Arbor Day. At his residence, Arbor Lodge, tree planting was first made a sacred rite, and it was also there that the State of Nebraska learned its first lesson in village improvement.

worked, until to-day there is a new, clean station of attractive design, and the square has been transformed into a beautiful and inviting park.

Woman ought always to be the beautifying factor in our public life, just as she is the charm of our private existence. But it takes indomitable public spirit to dress in proper garb the public places in our cities and towns.

I wish I had space to illustrate the value to Ohio of the Wyoming Village Improvement Society. I should like to enlarge on Bishop Whipple's monument to landscape beauty



Grand Rapids City Hall

few sidewalks. It was a typical town; such as thousands still left—that is all.

To-day, under the auspices of the Village Improvement Association, New Milford is one of the most beautiful towns in the State, if not in the country. Its green has been transformed into the finest park of its kind in Connecticut. Shade trees, cool shrubbery, splendid roads and firm sidewalks, the public library, and other beautiful buildings have conspired to attract wealth and culture. The town has been transformed from a tattered mendicant into a rich aristocrat. The increase

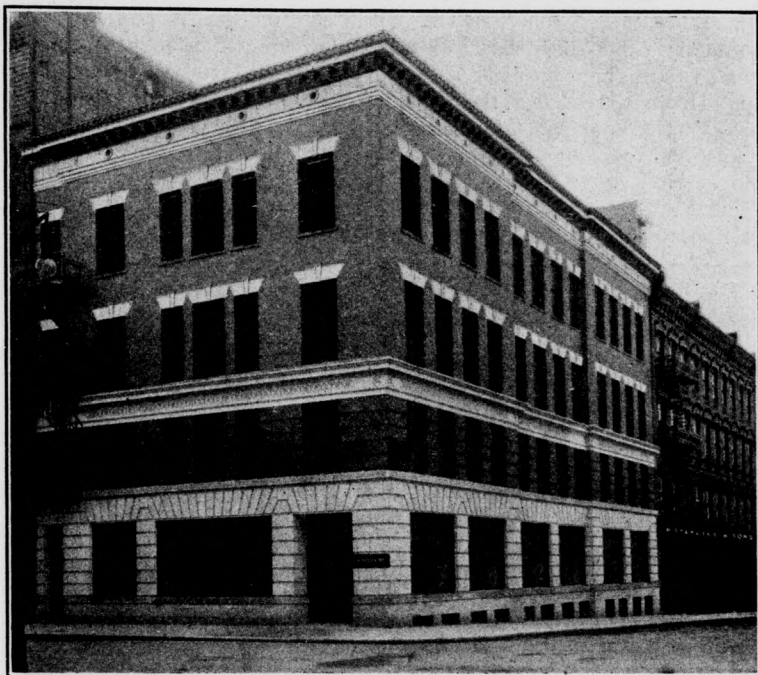
It naturally and loyally leads all other states in tree planting.

Ten years ago one of the most unattractive, dusty, cindery stations on the Gloucester branch of the Boston & Maine Railroad was that of Beverly. This is situated on one side of a public square which at the time was the dreariest introduction that a chance visitor could have to a pleasant city. That station and square probably lost Beverly thousands of dollars a year in taxes.

Then a group of women began to do what the men would not. They recognized the municipal outrage. They organized, pushed, pleaded,

which he reared in Fairbault, the model town of Minnesota.

I should like to dilate on the Sheridan Road Association, which has made Evanston the most beautiful suburban town in Illinois. Although Honesdale, Pennsylvania, is the largest coal-storing station in the world, and therefore likely to be in a desperately untidy condition, its Improvement Association has caused the disappearance of unsightly buildings, it has removed bill-board advertisements, and it has laid out, in co-operation with all citizens, parks, shrubs, flowers and trees, and has remodeled the streets, so that the



*We cordially invite you to be present
at the*

Opening

of our

New Wholesale Building

on

Wednesday, June 10, 1908

*Merchants' Week will be celebrated in
Grand Rapids June 10-11-12, and ex-
tensive preparations have been made for
your entertainment. Do not miss this
opportunity of inspecting our new quarters.*

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

Gain a Reputation

for selling good merchandise and it will
prove to be your best advertisement.



Good Hosiery

is one of many items we offer of interest
to Dry Goods and General Merchants.
We have the **Knickerbocker** line for
girls, **Sadow** for boys, **Bear Skin**,
Ipswich and **Billy Goat** for girls and
boys, **Shawknit**, **Columbia**, **Middle-**
sex, **Soldiers and Sailors**, **Uncle**
Sam, **Nelson**, etc., for men, as well as
an exceptionally fine assortment from 90
cents to \$3 per dozen for women's wear.

Give Us a Trial

in this department, also let us figure with
you on Staple and Fancy Notions, Un-
derwear, Shirts, Trousers, Overalls,
Ribbons, Embroideries, Laces and Piece
Goods.

Visiting Merchants

even though not intending to buy, are
invited to make our store their head-
quarters.

Grand Rapids Dry Goods Co.
Exclusively Wholesale

town can challenge the admiration of the State for its courageous effort to evolve neatness and beauty out of impossible conditions. In this respect Honesdale is a stimulus to the whole country.

I remember the time when Montclair, New Jersey, was almost the limit as a muddy, dusty, unattractive suburban bedroom. In March, 1878, there was given a lecture on village improvement. The ideas advanced were greeted with enthusiasm. The next morning a Committee on Street Planting purchased hundreds of trees, which were immediately planted. To make the town neat and beautiful became a public enthusiasm.

In 1894 a Woman's Town Improvement Association was formed. Six months after this was organized, trees, telegraph poles, fences and billboards were no longer used for advertisements of quack medicines and low theaters. Door-to-door circulation of handbills is no longer permitted. Dead sanitary laws were revived and enforced.

Eleven hundred children vie with each other to put waste papers into the neat, galvanized iron waste boxes. The people are doing everything to make the town healthier and more beautiful. Where the town officials failed, the unpolitical women succeeded.

This is the story of the Springfield, Massachusetts, Improvement Society, and of the Village Improvement and Library Association of Pasadena, California, as well as the story of a hundred other similar organizations that have evolved order out of chaos, and value out of neglect. These illustrations have been given to show the vitality, economic value, necessity and growth of such improvement associations. They al-

complish. What has already been done speaks for them.

The best way to organize an Improvement Society is to have an expert give a lecture on the subject, illustrated with stereopticon with "before and after" pictures, if possible. Then an Improvement Association can be formed to include all sets and political parties. The Ex-

free town libraries will then follow.

In reality there is no limit to the community value of a wise and vigorous village improvement association. In my own town the society is working at present most usefully for the improvement of the local train service.

Here are a few practical hints for local improvement:

6. Remove all unsightly objects in the village. Waste cans should be situated in prominent places, and the children and citizens encouraged to make use of them.

7. Encourage the giving of prizes to the best kept home and village; then go to work and win the prize.

Make your town a model of neatness and beauty.



Canal Street looking north

ecutive Committee should number fifteen, of which at least eight should be women. Each one should be the chairman of a special committee, such as sidewalks, streets, public buildings, advertisements, etc. The annual dues should not be over a dollar a year. The movements of the society should be at first slow and conservative, until it has gained the confidence of all the people; only the most glaring faults in the

1. Beautify the front and back yards. Improvement begins at home. Keep the paths clean and weeded; plant shrubs and flower beds in front and vegetable beds with grape arbor and fruit trees in the back yards. Keep the house painted and repaired.

2. Clean village streets and sidewalks.

3. Encourage the planting of flowers, shrubs and trees along

There is very little literature as yet on the subject. Write the American Civic Association, 121 South Broad street, Philadelphia, for any leaflets they may have printed upon this matter. Also send to 14 Beacon street, Boston, Massachusetts, for the Massachusetts Civic League Leaflet No. 5 on Village Improvement, by Frederic Law Olmstead.

This is peculiarly woman's work. Let the club become a public benefactor in the town where natural beauty has been all but ruined by habits of village slovenliness. There is no town but has within it the possibilities of a charming resort.

In closing, let me reiterate the necessity of persistent work—drudgery, if you choose—to accomplish anything to-day in our municipal life. Of course, the severest portion of such labor must be performed by women who can do it without injustice to the first claims of young families.

To improve and beautify a village is no longer "a lark," like the raking of the green in Guilford. Study, courage and fortitude under disappointments, and undaunted faith in the future—these are the qualities of a successful public worker.

The serious-minded woman must be unmindful of glory. Her watchword must be that of General Gordon: "Honor, not honors." Her first duty to her community is to have things done, no matter who does them. No woman can be a successful factor in civic life who goes into it for reputation or show or to have her name chiseled on the public drinking fountain. For all noble action, self-effacement is the secret of achievement.—Woman's Home Companion.



West Bridge Street looking east

so show that village improvement is practically housekeeping on a village scale, and therefore is the peculiar domain of women. What warring factions of petty men can not or will not undertake, women in their club organizations can readily ac-

town should be at first touched—such as litter and refuse around the public buildings and square, or the elimination of unsanitary sinkholes. Pure water for drinking purpose, drinking fountains for horses and dogs, the removal of nuisances, and

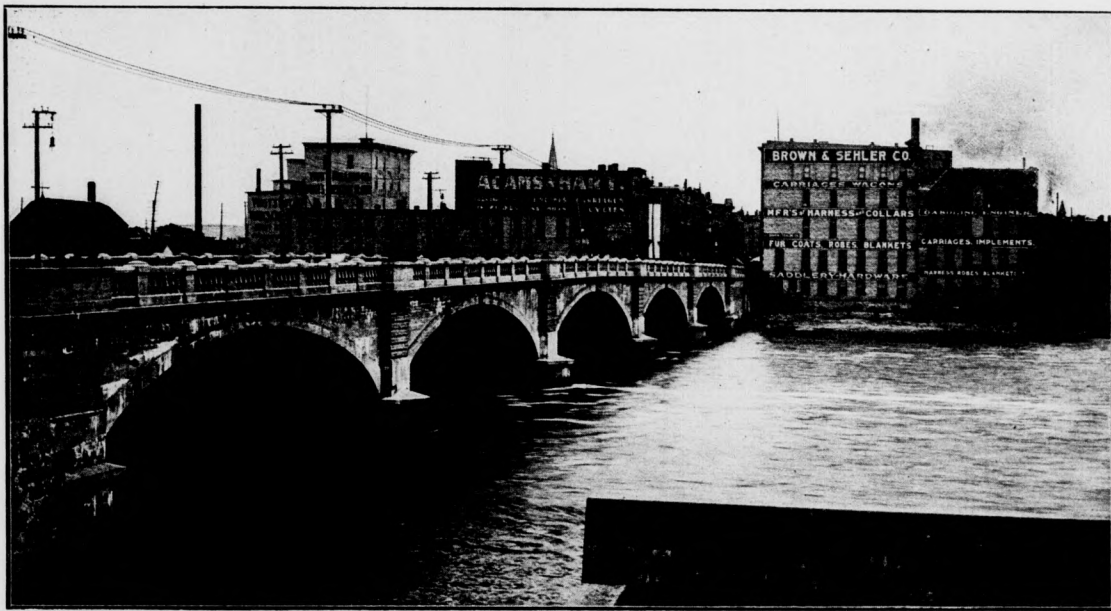
streets and in all public squares.

4. Have the yards of the schools, public buildings and railroad stations cleaned up and laid out with flowers and shrubs.

5. Eliminate all advertising nuisances.

WELCOME

WE WELCOME our many friends and customers to visit us "Merchants' Week." We want you to make your headquarters at our offices. Our traveling men will all be in for the week to extend you every possible attention. Let us give you the "Glad Hand."



Bridge St.-by-the-Bridge

INCIDENTALLY, we would like to show you through our establishment, which we are sure would convince you of the superior quality of our goods and our facilities for handling orders. Send your orders to us when in need of Harness, Horse Collars, Saddlery-Hardware, Blankets, Robes, Fly Nets, Lap Dusters, Cravenettes, Gloves and Mittens, Etc.

Carriages and Implements

Brown & Sehler Co.

Manufacturers

We Sell to Dealers Only

Grand Rapids, Michigan

ALLEGED PUBLIC OPINION.

Where Much of It Is Made To Order at Low Cost.

Written for the Tradesman.

"The daily newspapers," said the druggist, "have been printing a lot of rot against the temperance sentiment. They have taken pains to show how much a county 'loses' by going dry, and they have tried to show that the saloons went out of business in a blaze of glory the last night in April. All of which looks to me like the first reader."

The salesman sat down to hear the rest of it. The druggist is quite an orator when he gets his thinking machine in order.

"I saw one report," continued the druggist, "which said that all the jugs and bottles in a town of good size were sold on the last day of April, the inference being that they were used to carry away whisky. Any dummy would know better than that. One barrel would be a lot of tanglefoot for a country saloon to carry. How many jugs and bottles would it take to carry it all away? These country correspondents talk as if they were having pipe dreams."

"And they said that the streets were filled with excited crowds," added the salesman.

"Look here," said the druggist, "do you know that these papers are making public opinion look like change out of a postal card? What do the people of a town care whether some low-browed chap has a chance to get a drink in the morning or not? Say, three saloonkeepers, four bartenders and six saloon bums can make more noise that is mistaken for public sentiment than ten brass bands."

"This alleged public sentiment has the farmers going over the county line to do their trading," said the salesman.

The druggist lighted a cigar and stepped to the door.

"What day is this?" he asked.

"Saturday. Are the birds bad today, that you can't keep track of the day of the week?"

"Well, look out there. Does that look as if the farmers were going over the county line to trade?"

"Is that the usual crowd?"

"That is the usual Saturday crowd. I miss old Sam Covell. He is probably in a whisky town over the county line. He goes to town to trade horses, and it is his habit to treat the man he trades with. He treats him before the trade, not after. There are some men, you know, so constituted that they can't keep up their end in a deal unless their opponent is dazed with whisky. Old Sam is one of these."

"There's a lot of whisky and wine used to induce people to make foolish bargains," suggested the salesman.

"Of course there is. Intoxicants look pretty good to the man who does not use them until after business is transacted, but how is it about the other fellow who wakes up to discover that he has traded himself out of a team or a farm?"

"I've used the bottle myself, in

desperate cases," laughed the salesman.

"And I miss Mike Shawley," continued the druggist. "He's probably over the county line in a whisky town. Mike doesn't do much trading when he goes to town. He will go to a saloon town instead of a temperance one because he is a student of human nature. Mike surely is a student of humanity."

"Come again," said the salesman.

"Mike thinks he is a scrapper," continued the druggist, "and he dearly loves to see a 'go.' He would rather see a young man get up against some saloon bully and get his face cut to pieces with iron knuckles than to have a good dinner. Yes, Mike will go to a town over the county line."

eral have crossed the county line this way."

"Possibly," admitted the salesman.

"Yes, they will come this way, all right. There's Charley Dygett. When this county was 'dry' before he used to go over the line to trade. He took his boys with him until the lads got so they had to have a jug of rye whisky in the fence corner. After a time they got so he didn't have to take them to town. They used to sneak out of their bedroom window and go while he was asleep.

"One morning one of them came home with his head cut open, and in the afternoon an officer came out and arrested him for assault and battery. It was said that he had given some bum the worst of it, and of

business or start you through college. It is now up to you whether you will be bums or decent men."

"The old man won out on that sort of treatment, but he quit going over the county line to do his trading. The boys are now most through college. I presume that this 'public opinion' people are talking about has already figured up how much it has cost the county to induce these boys to quit drinking and go to college! You can take half a dozen men whose wives take in washing and set them out on a horse block in front of a saloon, and they will make all the 'public opinion' you want. That is, the kind of 'public opinion' the newspapers are talking about."

"The newspapers," said the salesman, "declared that in some towns



Kent County Court House

"Is he really a scrapper himself?"

"Oh, no. Mike just hangs around on the edge of scraps. If he can say anything to get a fight going, he will do it, but he won't fight himself. He likes to see the streets so cluttered up with fighting, swearing men that ladies can't pass, and so he will go to a town just over the line."

"Then Mike will not be missed?"

"Missed? I'll help to make up a purse to keep both Mike and Sam out of the town."

The druggist stepped out on the walk and looked up and down the street.

"I see more new faces than I thought I should," he said, returning to the salesman. "I reckon sev-

course a decent boy who wollops a bum ought to be arrested. When the bum wollops him that is different."

"I suppose that affair cost Charley a lot of money. In fact, it cost him more than it ought to, for he got at the keeper of the saloon one day and put him in the hospital. Then he bought a keg of whisky, took it home and put it in the barn. He showed the boys where it was."

"There it is," he said to them, "drink your heads off if you want to, but don't mix with bums. Drink night and day if you can stand it, but if I find that keg just as full as it is now in a month, I'll give you a hundred each. If in a year it is still full, and you haven't taken a drink during that time, I'll set you up in

the saloon men poured whisky and beer into the street until the gutters ran red with it. Now, what do you think of that for a bluff?"

"Just as I have always said," replied the druggist, "the men who deal in whisky are the ones who are killing the business. The idea of sending out a story like that to show that prohibition causes a waste of property. Why, they could have shipped it out of the county, couldn't they? Or, for all I know, they might have started a drug store and retailed it themselves."

"They might have done that."

"There are new drug stores to be started in the county, I understand, but I'm not lying awake nights worrying about my trade. If new stores are set up by ex-saloonkeep-

What You Want

In residence and store
lighting, in addition
to an artistic light, is

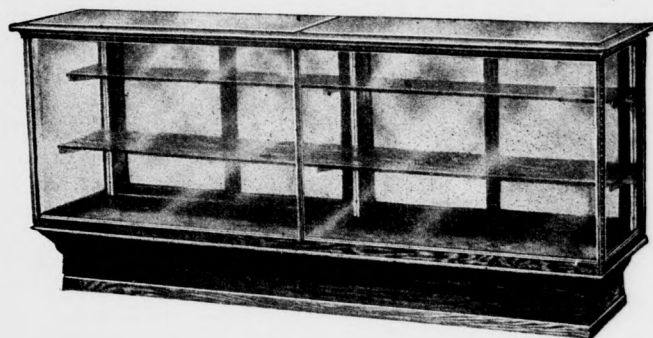
Inexpensiveness,
Quality of light,
Quantity of light and
Reliability.

Have you seen the latest thing
in lighting—the

“INVERTED” Gas Light?

A revolution in Gas Lighting.

Gas Company

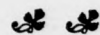


Procrastination

is not only “the thief of time,” as
they used to say in the copy books,
but he is a crooked partner in any
business.

With which moral introduction we
will again suggest that the merchant
who will do the most business this
Spring is the one who has the best
equipped store.

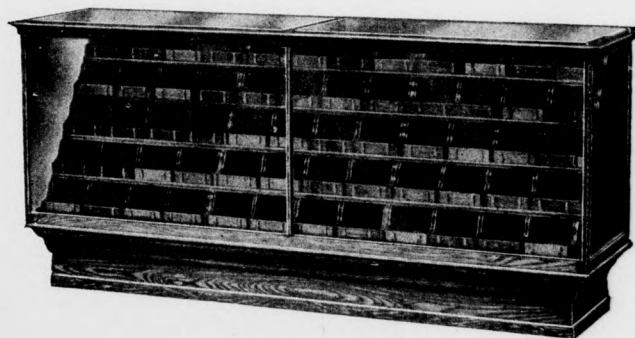
Our **Case with a Conscience** and
Dependable Fixtures are the best
store equipment offered you.



Grand Rapids Fixtures Co.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues



ers they will be watched. It is up to the public officers whether the laws are to be enforced. If they don't there will be something doing here.

"The liquor men will try to make good on pre-election argument that as much beer is sold in a 'dry' county as in a 'wet' one. They will fall back on the horseblock makers of public opinion to prove their case. Oh, you can get public opinion made in carload lots at mighty low rates for the next few weeks—until, in fact, the makers have to go and get jobs or quit eating."

Just then a man in his shirt sleeves came driving down the street. He had a package of bee juice that was a caution. His horses were weaving this way and that, and everywhere pedestrians and drivers were skurrying out of the way. Finally the rear wheels of his wagon locked with those of another and there was a crash.

"There," said a red-nosed man in front of the drug store, "I always said there would be just as much drunkenness here under the 'dry' law as under the 'wet' one. This shows that I was right."

can never hope to attain any high degree of perfection.

We must be in earnest in our labors, using every effort that we can command to excel in the particular line in which we are engaged.

Nothing great or worthy has ever been done in the world in a slipshod, half-hearted, listless manner. The whole soul must enter into the work in order to produce a successful result.

The men who have enriched their kind by mighty deeds and added to the progress, civilization and enlightenment of the race have all been men not alone of endeavor but of intense earnestness, with a fixed purpose in view and who unceasingly toiled until they gained their end.

What we mistakenly call genius often is but this earnestness of purpose which knows not failure, which never dreams of defeat and will allow no obstacle to impede its onward march to the goal of victory.

The secret of the superiority of one man over another does not always lie in mental vigor or excellent skill of hand, but in most cases is to be found in close application to work, in the enthusiasm with which the

the earth to commerce and progressiveness.

Without it the torch of civilization could have never been kindled and mankind would still be huddled beside the dead hearth of darkness with the ashes of ignorance around them.

Every great deed, every brave action, every step toward the emancipation of the race from the chains of barbarism have had enthusiasm and earnestness behind them spurring them on to achieve results.

It was enthusiasm and determination, earnestness of purpose, that caused Columbus to persevere in face of every opposition and finally caused him to triumph in the discovery of a new world.

The man who lacks enthusiasm for his work can never be in earnest and so can never produce a worthy resultant from it.

From the humblest laborer to the highest mechanic, from the lowest rank to the most exalted, from him who toils with his hands to him whose teeming brain evolves the laws that govern the doctrines of nations, enthusiasm is absolutely indispensable to make his work count

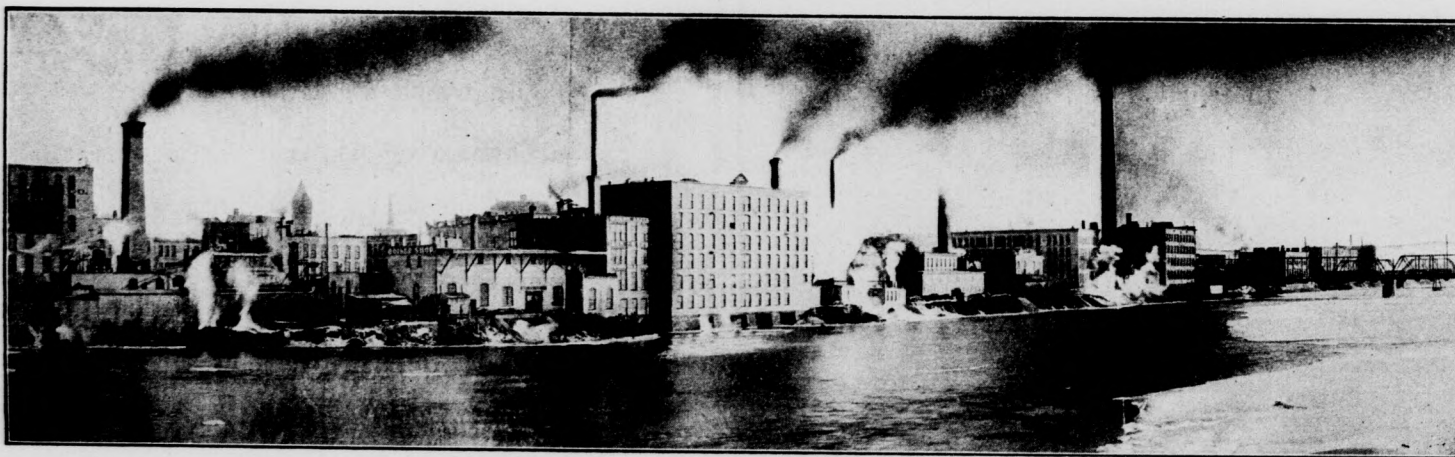
what it was, and herein lay their greatness.

Some of the great masters spent twenty and even thirty years in perfecting single canvases. Authors have rewritten their works so many times that not a vestige of the original has been transmitted to the public.

We all admire the "Deserted Village." Certainly it is one of the most thrillingly pathetic pastoral poems in our or any other language, but it took Goldsmith seven years to write it. He was much in earnest to turn out a perfect poem.

We wonder at the depth of human feeling and the insight into human nature displayed in "Les Miserables," never considering that Victor Hugo spent thirty-three years in its composition, studying individual character all the time as perhaps man never studied before.

It took Bunyan twelve years to give us the "Pilgrim's Progress." Many other great works which we attribute to genius, but which were the result really of patience, perseverance and earnestness, occupied the best years of their authors to produce them.



Factories on the Banks of Grand River

"There's a public opinion maker," laughed the druggist. "In two days it will be all over the county that the streets of this village were filled with drunken men on the first 'dry' day. Yes, there's your public opinion factory, in good working order, and probably in the pay of some brewery."

A constable came along, shook the drunken driver out of a heap in the bottom of his wagon and started to move him along towards home.

"Hold on," said the druggist, "that man came here to make a show for whisky. If you don't run him in you will get into trouble."

"Now you watch the newspapers for reports of the carnival of crime here on the first 'dry' day," added the druggist, as the fellow was led off to the lockup. "Follow him, and you will hear him making public opinion for the papers in jail."

Alfred B. Tozer.

No Task Daunts the Earnest Man.

To accomplish anything well, to bring it to a successful completion, it is necessary—imperative—that we call to our assistance the best that is in us of energy, of skill, of application, and perseverance, otherwise we

task becomes lightened and therefore easier of accomplishment.

The man who is earnest will become enthusiastic, and enthusiasm is the lever by which the heaviest burdens of life are lifted and the most difficult tasks raised to a plane of comparatively easy endeavor.

Enthusiasm is the breath that animates the body with the vital essence of its being and gives it force to move onward to fulfill the destiny of its creation.

Without it man is not a piece of soulless clay, a mere automaton of flesh and blood and bone, moved only by the animal instincts of nature and with no distinguishing characteristics to mark his eminence above the rest of creation.

It was this divine essence in the soul that led primitive man from the crude state of barbaric darkness, step by step, into the broad light of knowledge and progress.

It was this that made the pioneer go out into unknown lands and explore their secrets; it was this that sent daring spirits down to the sea in ships in quest of adventure; it was this that brought the light to illumine the savage in his primeval ignorance and opened up all parts of

in the aggregate of human accomplishment; without it his toil is barren and himself a failure. He neither enriches the world nor benefits himself.

Soul Must Be in Work.

A man can never be a good shoemaker unless he puts earnestness into his shoes, an earnestness that forces him not alone to rival but to surpass all competitors in his line.

A bricklayer must bring enthusiasm to bear on the setting of his brick if he would become an expert workman. 'Tis the same with all trades and professions, and this is just the reason why many fail miserably in certain departments of endeavor who could be successes in others.

A doctor without earnestness and enthusiasm in his profession would be much better off himself and of more good to the world guiding the plow with enthusiasm helping him to guide it right.

All the great men who have soared above their fellows, whose names are carved on the adamant rocks of time for the deeds they accomplished, were all, without exception, in love with their work, no matter

excel all others in sculpture? Because they were in earnest about their work, and no detail, however minute, was too insignificant to claim their best attention. Michaelangelo followed along similar lines, hence his great success as a sculptor.

Energy is a lever which can raise the world, but it needs enthusiasm for a fulcrum and earnestness for a force.

In no matter what direction employed, the daring of enthusiasm and the perseverance of earnestness will carve its way to success.

Cultivate these qualities, call these forces to your aid, and you have nothing to fear in the battle of life. Keep your powder always dry, ready to go off any moment with explosive force.

Remember, within yourself you have power, and all you have to do is to call earnestness and enthusiasm to your aid and to exert this power to the best advantage and overcome every stumbling block in your path.

Dr. Madison C. Peters.

The man who never earns any more than he is paid for is usually the man who is always complaining because he is underpaid.

The Old National Bank

Grand Rapids, Michigan

Established 1863



OFFICERS

J. M. Barnett, President.
 Willard Barnhart, Vice Pres. Harvey J. Hollister, Vice Pres. George C. Peirce, Vice Pres.
 Clay H. Hollister, Cashier. H. A. Woodruff, Asst. Cashier.

DIRECTORS

James M. Barnett, Willard Barnhart, W. W. Cummer, Jos. H. Martin, W. R. Shelby,
 Wm. Judson, L. H. Withey, Geo. C. Peirce, H. J. Hollister, W. D. Stevens, Clay
 H. Hollister, Wm. Alden Smith, J. C. Holt, Henry Idema, Edward Lowe.

CAPITAL STOCK, \$800,000

SURPLUS AND UNDIVIDED PROFITS, \$639,929.65

RESOURCES, \$7,000,000

This, the pioneer bank of Grand Rapids, in the above splendid statement, shows that the careful, prudent and progressive management, the personal administration by its officers, courtesy and faithfulness to details, has inspired confidence and brought it popularity and a steady growth.

It cordially invites the accounts of banks, bankers, individuals and firms, feeling confident that, once a business relation is established, it will result in mutual benefit.

WORSHIP WEALTH.

The Bowing Down To the Golden Calf.

Success hunting is a practical game, so let us be practical in our suggestions. Money chasing is a harsh, grasping pursuit, innocent of pleasant delusions, so why should we be anything but hard headed in our rules for prosecuting the same? Why lay down fragrant, delicate rules for the conduct of a game which reeks with brutality, trickery and double crossing? No reason in the world, save that we have a habit of being dishonest when the truth is not soothing.

But let us be honest just once and admit that a man must worship wealth, money, as the heathen worships his idol, if he is to win what the world, commercially speaking, has sought to dignify by the title of success. For it is wealth that is the end of it all—a bank account with six figures is the ultimate achievement of all efforts, and wealth, money, is to be found only by him who seeks it hat in hand—with the reverence of the worshiper in his actions.

Observe the recent fate of a young man who did not worship the wealth which the world says is success:

Young Salesman Had Intuition.

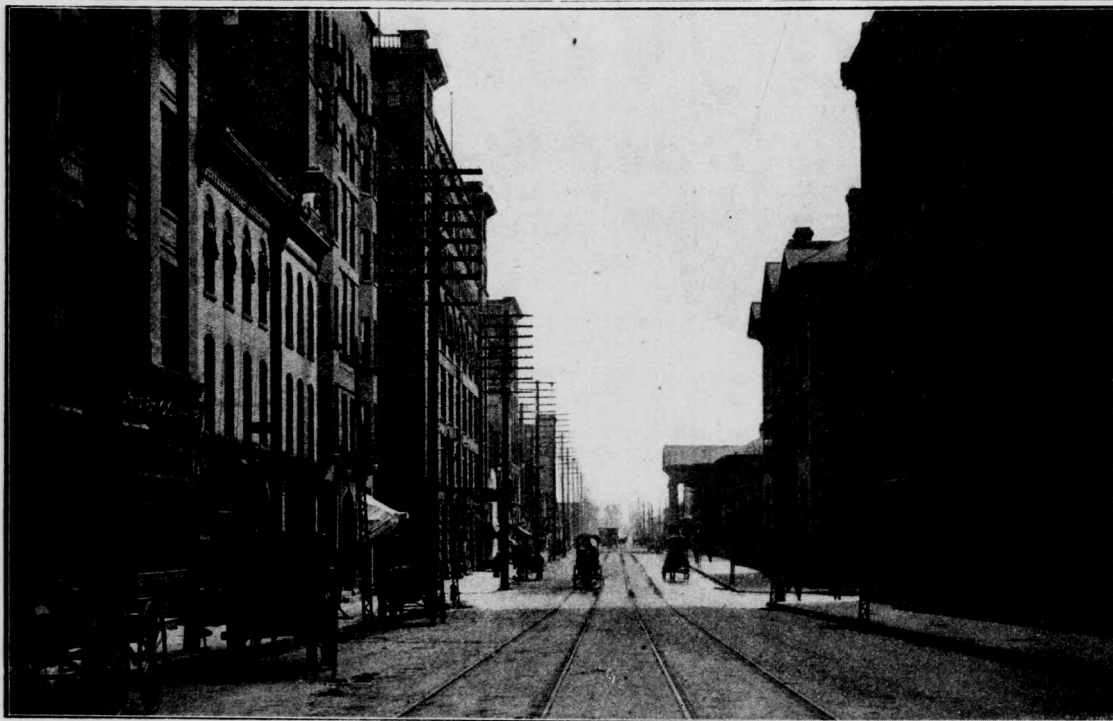
He was a brilliant young man of first class opportunities. The first of these qualifications deprecated the second as it is solid mediocrity that wins most often, but the opportunities were wide enough and many enough to give him a first class chance. He had one great practical faculty that was not interfered with by his brilliance, and that was the one of interesting people in a conversation involving the selling of a bill of goods. He could get next to a man, comprehend his point of view,

company made were to be found in quarters that never had been touched until he came to work in its selling force. His brilliance was practical so far as his immediate services to the firm were concerned. He conceived startling ideas, and worked them out so they brought profit to his employers. He shone very bright in the institution of a new selling

to the office and talked to him with great solemnity. They told him in a fashion calculated to awe him what a possibility the future held for him. He might, if he continued to work and progress as he had since his entry to the firm's employ, become manager of the sales department. Merely to think of this ought to take his breath away, they intimated.

dent when the young man was gone. "Actually said that it was to be considered after work, and so on. Preposterous!"

The President agreed. "Evidently we have been too favorable in our estimate of the young man's ability. He apparently is not the man we thought him to be. He is wholly lacking in—in business respect. I



South Ionia Street looking south from Fulton Street

campaign, and the head began to speak of him with great respect.

As he continued conceiving his new ideas and continued to put them through and profits continued to accrue therefrom the powers that ruled the destiny of the firm began to cast up the respective values of the young man and the sales manager, considering them solely from the

"I don't know as I would like that job," he said.

"But—but—"

"A man's so tied down in it; he's a desk slave."

"But—but think of the money in it!"

"Oh, the money isn't so much if your duties and surroundings are

suggest that we leave him as he is until his place may be filled."

Violates First Business Rule.

He was a little surprised when he was discharged, but he need not have been. He had struck at the most sacred tenet in the creed of the business man, had violated the first commandment of the commercial world, and there was nothing for him to expect except to be cast into the outer darkness where abide the others who have failed to be born with or to develop a spirit of reverence for the great god—Money.

There is a young architect in this town who can not understand why most of his acquaintances consider him a failure. As he puts it: "I do just about as I want to, and I make enough to live on in a way that just suits my taste. What in the deuce more can a man want? I can't see why I'm not a blazing success."

Poor, benighted architect! He should know, as his friends know, that "there he is, going along making \$2,500 a year, when he might just as well get in and fight his way up and get those big contracts and make six times as much. He's got it in him. Why, he might make \$20,000 a year as well as not. And all he makes is \$2,500."

Irreverence Fatal to Success.

The architect has talents unsurpassed; he has some reputation; he has much experience. But one thing was left out of his composition when he was being made up, and the lack of it is fatal. He had no reverence for work. He doesn't envy the man who makes \$20,000, has a house on the drive and two automobiles. If he did he would seek to follow his example. As it is, he



South Division Street looking south from Fulton Street

and realize how best to present a proposition to him in a flash. This is the gift of intuition. The one without it is a snail in comparison.

As a result this particular young man earned a first class income and received it, and the machines that his

standpoint of selling goods. They found that in everything but experience and length of employment the young man was in the lead, but on these two counts the present manager outweighed him.

So they called the young man in-

burdensome to you," said the young man.

The powers looked at him aghast and intimated that the interview was at an end.

"He made the money a secondary consideration," said the Vice-Presi-

ESTABLISHED 1872.



You Can Make Money "There's a Reason"

Thirty-six years ago we began to manufacture flavoring extracts with the basic idea of superior goods and close trade relations with our dealers for better mutual profit.

Every year has strengthened the union between us and our customers, until now, the name JENNINGS, on Flavoring Extracts, is proving a powerful help to a bigger, better and more profitable business in thousands of grocery stores.

These 36 years making superior quality goods means that the public has confidence in the name and is guided by it in buying.

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

It means easier selling, bigger business, better profits.

And remember, back of all, is the merchandise that makes good.

Direct or Through Your Jobber

Jennings Flavoring Extract Co.

Established 1872

C. W. Jennings, Mgr.

Grand Rapids

Serial No. 6588

Established 1872

Lemon & Wheeler Company



Grand Rapids

Wholesale Grocers



Kalamazoo

GRAND RAPIDS AND KALAMAZOO

A most cordial greeting and hearty invitation is extended to all merchants visiting this city during Merchants' Week to make our offices their headquarters and accept our warm hospitality.

Faithfully yours,

LEMON & WHEELER COMPANY.

is a failure, a \$2,500 vs. \$20,000 failure, and his acquaintances look at him and feel sorry and wonder why.

That the fellow himself happens to be entirely satisfied with things just as they are doesn't enter into the situation from a business standpoint. Ask your employer about it and he'll tell you just what kind of a fool the young man is.

Learn early to cultivate this requisite reverence for money if you are, as of course you naturally are, a seeker after success. Don't scatter your energies over a lot of little resolves like being industrious, economical, sober and reliable. These all lead to one thing, are formulated with only one thing in view, to get money. Thus a spirit of reverence for wealth embraces them all. That is the creed that makes men rich, makes them successful. No one ever got rich without it, no one ever will.

If you want to get rich, be successful, get it into your system in a hurry. If you don't, if you are satis-

Some of the Qualifications of a Good Credit Man.

To be a good credit man it is necessary to have an extended knowledge of human nature, a keen business judgment, ripened by experience, and an ability to judge as to the possibility of success on the part of the person asking for credit.

If credits could be judged wholly upon the basis of commercial reports, the problem would be a far easier one, but the present equation is a factor that enters very largely into the granting of credits.

A man with all of the attributes that I have described requires a knowledge and experience that would render him capable of filling the highest places in our industrial and commercial life.

In my opinion, the making of a good credit man requires that the same fundamental training be had as for any branch of business. There is, however, just as much difference between a credit man and a bill clerk as between a manager of a

in, but the field for that kind of a man is limited. He can never be a John Wanamaker or an Andrew Carnegie.

No more potent reason can be given for the success of Mr. Carnegie than that he developed the young men in his employ; in other words, gave them an opportunity to develop themselves. The wonderful position that the Carnegie Co. occupied in the steel industry at the time of the organization of the United States Steel Co. was never brought about by any one man's brain. It was due to a great organization, consisting of such men as Mr. Frick and Mr. Corey, who have since made themselves a power in the industrial world.

Success for the young man in business depends upon two things, ability and opportunity. One is just as important as the other, and I believe that far more men fail to make what we commonly call "success" because of the lack of opportunity than from the lack of ability, at least,

surprised at the number of good ideas that will be suggested for the advancement of your business that you had never thought of before.

Robert W. Irwin.

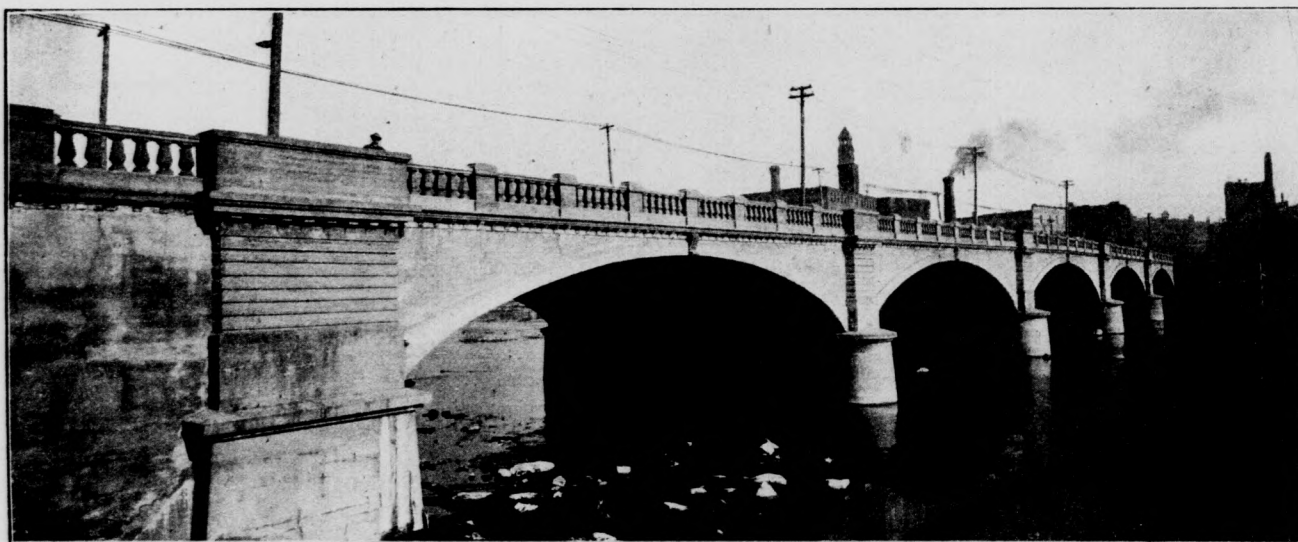
Millions Wasted Every Year.

"If we waste other things the way we do stamps," said a stamp clerk the other day, "we Americans are just about the most wasteful people on the face of the earth."

"Uncle Sam is much more than half a million dollars in pocket every year as a result of carelessness in the use of stamps. The Government never loses anything by such carelessness and always gains."

"How many stamps do you lose in a drawer of your desk or in a corner of your pocketbook and never think of again until you come across them, aged and torn, while rummaging about months later? Then they are tossed into the waste basket."

"Lots of people are careless about putting stamps on envelopes and paper wrappers. The result is that



Bridge Street Bridge

fied not to be— But perish the thought before it is uttered! That's impossible in this day and age.

Martin Arends.

Are You Still Chore Boy?

Away back when you first started you simply had to be all things to all customers.

Then yours was a one man business. As your business grew, have you grown with it?

Probably you have nodded your head in agreement many a time to the statement that the modern business problem is how to avoid waste.

But—is there any more costly form of waste than to use the time and energy of yourself for what could be done by a low priced clerk?

All through your store seek the answer to the question—am I paying more than I should for this particular class of work, either directly or because I do not provide lower priced help that would relieve other help for more valuable use elsewhere?

Think it over—are you still chore boy?—Butler Bros. Drummer.

It is the keeping everlastingly at the telling of your goods and prices that brings the buyers to your store.

business and his subordinates. You can not make a credit man any more than you can make a bank president, but what you can do is to help every young man in your employ to develop into a credit man or a man fitted for the more responsible places.

Unfortunately, far too few of the men we employ have the ability to develop beyond the doing of routine work. Why this is so, it is not for me to say, but I do believe that if every employer would give a little more study to the people in his employ, especially the young men; give them a word of good advice now and then, and show his confidence in them by giving them an opportunity to take the initiative and use their own judgment, that he would soon find that he had more talent around him than he supposed—some one to turn over the details of his business to, giving him an opportunity to devote his time to greater things.

Sometimes we see a successful merchant who must buy all of his own goods, make all of the prices and, in fact, attend to every little detail of the business, or a manufacturer who has to both purchase and examine all of the raw material that he uses, or crawl into or under the boiler before a new flue can be put

from the lack of that fundamental ability which opportunity would have developed.

It was my good fortune to have in my earlier days just such an employer as I am urging you to be. He would not hire any young man that applied when he wanted a boy to lick stamps or fold circulars, but took just as much care in selecting that kind of help as he did for the more important positions. Why? Because he was looking to the future for "credit men." Every employee was given a chance to use his own brain to a large extent in handling the affairs of the business. Honest errors of judgment were overlooked and good advice given in a kindly spirit, not with an admonition of "If you do that again you will get fired."

If a young man is fortunate enough to have a position with such an employer he has his "opportunity," and such an employer will have around him an organization that is bound to bring greater successes to his business than he could possibly accomplish alone.

So, I say to you that the qualifications for a credit man are those necessary for a general manager, and if you will try to develop "credit men" in your ranks you will possibly be

often before the stamp has been canceled it has fallen off and the letter is held up at the other end of the line until postage is paid.

"A great many more folks put on too much postage. They slap on two or three stamps to a package that requires only one. They are too busy or too indolent to take the trouble to have the package weighed and find out how much postage the it requires."

"If too little postage is put on a letter Uncle Sam simply holds it up at the other end until the postage due has been paid. But if too much is put on Uncle Sam simply pockets the excess to which he is not entitled and says nothing."

Leslie Davis.

Not That Kind.

A young woman in Philadelphia recently married was enjoying the delightful novelty of marketing one morning shortly after the termination of the honeymoon.

"I wish to get some butter, please," said she to the dealer.

"Roll butter, mum?" asked the man.

"No," promptly replied his customer; "we wish to eat it on toast. My husband does not care for rolls."

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Michigan

Manufacturers and Wholesalers of

Boots, Shoes and Boston Rubbers



You will find in our line a complete assortment of everything you need in footwear from baby shoes to boots.

From the points of view of price, style, fit and wear you will find in every shoe we offer a good full value in profit-bringing quality as well as foot satisfaction.

It will pay to look through our Fall Samples.

We go everywhere for business.

A GIRL'S STORE.

How It Developed from a Childish Wish.

Written for the Tradesman.

It's a young woman over in a Wisconsin town of some 7,000 population, mostly Germans, who is making a great success along her chosen line of work, which is storekeeping.

Her name?

It is Marie Staufenberger.

This girl had, from earliest childhood, wanted to have a store of her very own. As a young one the little mud pies and the funny images she made of the same plastic compound she sold to her playmates, from a "play" (box) counter, for so many pins apiece. Also she could fashion wonderful dollies' clothes. These, too, she sold and from the same improvised counter. You see, she had the trading instinct strong in her make-up even at those tender years.

As the girl grew up she was of frugal habits, and the second year of her work as a stenographer saw in the bank the major part of her income, after paying her people liberally for her board and washing and ironing. This latter they would have done for her willingly, but the girl loved to be independent and consequently insisted on having her own way about that. On birthdays and on Christmases she gave all the members of her family fine presents. There wasn't a stingy hair in her curly pate; nobody could accuse her of parsimoniousness when it was a matter of doing for her kin. But when it came to paying out for herself—well, "that was another story," she said.

The first year after Miss Marie Staufenberger was graduated from the high school her parents sent her to a commercial school where she studied stenography, typewriting and book-keeping. She intended to get a position that would require only the first and second of the three branches, but she knew that some knowledge of book-keeping would never come amiss and sometime might stand her in very good stead.

Then she got herself a situation. She found a position where the employing one was a man who was a firm believer in the theory that he should have good work and lots of it out of an employee; but, on the other hand, he was just as firm a believer in the theory that conscientious, swift work called for commensurate wages for a woman as well as for a man.

So Miss Marie was happy in her employment. She knew that she was giving satisfaction. Not that she never made a mistake. She did. But the discrepancies were few, and never caused her employer much loss. They were never heedlessly made and were generally easily rectifiable. The man she worked for was well aware that he himself quite frequently committed errors and he was sensible enough not to look for perfection in another along places where he himself was somewhat weak.

As I said, he paid her a liberal salary—not the paltry wages that

are just sufficient to keep body and soul from disintegrating and a dollar or two a week besides for postage, car fare, cleanliness, clothing, possible doctors' bills and a few other like trifles!

He wasn't that stripe of philanthropist. Oh, no. He paid his stenographer \$18 a week. In return he was exacting, but not offensively so. He was ever considerate of Miss Marie's feelings. Never did he humiliate her by a reprimand before other people. If there was anything of that sort coming to her the rebuke was administered in private—not megaphoned to her from the housetop, where he who ran might hear. If expostulate he must it was not done in a way to make her wish the earth would open and swallow her up.

This situation she held for six or seven years after she left the commercial school.

Along toward the last of her stenography work she got more and more restless as she saw in imagination her cherished project take form and grow into a fine success. As her people observed this restlessness they did all they possibly could to discourage her pet longing for they hardly thought her competent enough nor strong enough to carry on a work of such magnitude and responsibility. They advised her, if she must go into store life, to seek a situation as a clerk with some reputable establishment.

No, she wouldn't listen to that idea. The store where she entered to work should have over the door no other name than

Marie Staufenberger

or she would have none of it!

In due process of time Marie Staufenberger did go over the door—in letters not so large as to be untasty, but still, you didn't need specs to see the cognomen of the proprietor!

You never saw such a tidy store in all your born days!

Everybody likes to trade at a grocery where the cat is not allowed to preempt the prunes nor the mice to confiscate the cheese nor the flies to play squatter sovereignty with the molasses! So she gets the cream of the trade of that town.

Three years have flown over the flaxen head of Miss Marie Staufenberger since she carried out her darling desire. To-day a happier girl does not exist, I believe. She's simply a brick!

Why, what do you think? She even organized a business men's association and a good roads club and a more beautiful city society—and she's the President of 'em all!

Did you ever hear of such a thing? I never did, and I'm old enough to be her daddy. Well, as I said before, that girl's a corker an' no mistake. The wish of her heart when she manufactured and sold for pins those sticky mud pies and the queer little mud images and the dollies' clothes has reached splendid fruition. Her career plainly shows what may result when a child is left to develop its natural tendencies.

Ph. Warburton.

Hazeltine & Perkins Drug Co.

(Established 35 Years)

Importers and Jobbers in

Drugs

Stationers' Supplies

Medicines

Blank Books

Chemicals

Druggists' Sundries

Sporting Goods

Hammocks

You are most cordially invited
to make our store your headquarters during Merchants' Week and at all other times when you are in the city.

Our Sundry men will call upon
you in the near future in the interest of our Holiday Line, the best selected and most complete we have ever shown.



Grand Rapids Shoe & Rubber Co.

INCORPORATED



Rubbers

Do you know that **Hood** and **Old Colony** rubbers are made in the largest rubber shoe factory in the world

—And that it has taken the Hood Rubber Co. only 10 years to build up this immense business from a beginning of practically nothing?

But there's a reason for this remarkable showing.

When this company began manufacturing **Hoods** and **Old Colonies** 10 years ago its predominating policy consisted of—

Quality Merchandise—Perfect Fit—Stylish Goods and close trade relations with the dealer.

This policy has never been changed, and the result is Hood and Old Colony rubbers have proven more satisfactory to the wearer and more profitable to the dealer.

Hood and Old Colony Rubbers



SKIPPER—The very latest. Popular because it FITS and STAYS ON.



PLYMOUTH OVER—A special line that has no equal and for which there is a great demand.

Shoes

Shoes of genuine merit and good value are the only kind you'll find in our stock.

They're the kind that meet all requirements of your customers—made from high quality leather—shapely—stylish—and fit well

In other words—the kind that satisfy so well that when once worn they will bring the customer back to your store when in need of another pair.

It is good business on the part of the merchant to stock up with this kind of a line because it means more business and better profits.

Overland Shoes

If you want something especially fine that will get the shoe trade of your town, add a line of Overland Shoes. It only takes a small trial order to convince you of their superior quality and selling power.



Grand Rapids Shoe & Rubber Co.

Selling Agents for
HOOD RUBBER COMPANY
Boston

Jobbers of Shoes, Soft Soles, Slippers, Etc.

Grand Rapids, Mich.

OLD COLONY
RUBBER COMPANY
BOSTON

U. S. A.
TRADE MARK



Pharmaceuticals

How Their Manufacture Has Developed in This City

Grand Rapids is most prominently known outside our own territory as the Furniture City. This title was probably correct some years ago, furniture being the great staple manufactured here. At the present time, however, the principal lines of manufacturing are so diversified that a comparatively small number of our own citizens fully appreciate the wonderful progress made in recent years or the results obtained by the Grand Rapids Board of Trade in assisting in various ways the establishment of new lines of merchandise, both in manufacturing and distributing. The wisdom of this effort must be apparent to all observant people. A city dependent upon a limited number of manufacturing interests for the distribution of labor products is the first to feel the effect of a lull in business if it affects those products, but the more diversified the manufacturing, the less the effect is felt by the city as a whole. The present time is decidedly opportune to call the attention of the merchants within our natural distributing radius to the exceptional advantages offered them in obtaining their supplies from Grand Rapids. Merchants throughout our immediate territory are subjected to the ever changing conditions of trade, no less than ourselves, and at no time in the history of our city have we been able to supply their wants to better advantage than at the present. The most important factors producing this desirable condition of affairs are the advantages offered by obtaining or replenishing stocks from manufacturers or jobbers near at hand, the exceptional shipping facilities enjoyed by our city and the saving of time resulting from these two causes. The manufacturing of pharmaceutical products on an extensive scale in Grand Rapids is of recent date. The distribution of drug products, however, has been so energetic that almost all towns in Michigan have products for sale bearing the local labels. The opportunity to verify the fact that we are in an advantageous position to supply pharmaceutical products in Grand Rapids is now presented to merchants who have not enjoyed this privilege heretofore, and is one more strong argument in favor of our city as a purchasing center. Visiting merchants are now enabled to enter another important manufacturing industry on their list for investigation when in the city, and possibly may have an unexpected chance to renew old acquaintances of that time, when the now enterprising and prosperous merchant was an unpretentious drug clerk. The opportunity of inspecting a modern pharmaceutical plant will also prove interesting to those not engaged in pharmacy.

The manufacturing of pharmaceutical products in years past was radically different than in the present.

The evolution produced by competition and also by new ideas has changed materially the methods used and perfected many new forms for the exhibition of drugs and chemicals for internal administration. In former years a patient was called upon to take nauseating and vile tasting drugs as a matter of course. At the present time, however, the pharmaceutical manufacturer offers the same drugs in delightfully palatable form and many medicaments formerly given are now condensed and presented in the form of tablets, coated with sug-

ployment of expert labor, each man specializing in producing his own class of goods.

The expense of assaying and standardizing small amounts of pharmaceuticals prohibits the retail pharmacist from doing this work himself; the manufacturer, on the other hand, by operating on large batches of drugs, is enabled to do the work economically and distribute the expense.

The system required for safeguarding the liability of errors occurring in manufacturing has been reduced to a science. This fact enables the retailer to handle the goods with absolute confidence and assurance of the correctness of their composition. Uniformity in the strength and appearance of pharmaceuticals means

the individuals. This accounts in a great measure for the superiority in general of manufactured pharmaceuticals.

The element of congenial personality is far-reaching in effect in modern business; co-operation and fair business dealing is a necessary factor in attaining permanent success. These, from my own observation, have been characteristic features of the relationship between the large majority of Grand Rapids manufacturers and distributors and the great broad minded liberal purchasing merchants who have made our city their purchasing center. Speaking for the Grand Rapids manufacturers and distributors in general and my own business associates in particular, we will take personal pleasure in extending every courtesy to visiting merchants, and endeavor to make their investigation of Grand Rapids as a purchasing center not only pleasant, but profitable and instructive as well.

Robert Johnson.

Belladonna as a Preventive.

Many sensitive persons can not have their hair cut without taking more or less cold. The removal of even a small part of the covering of the head provided by nature exposes the skin to the cool air and a cold in the head is the result. In such cases the timely use of a dose or two of belladonna will prevent these colds. Up to a few years ago a man in comparatively good health would invariably contract a cold after having his hair cut, especially if some considerable hair was cut away. At that time he began the practice of taking a drop or two of belladonna tincture after coming from the barber's, and has had no more bad colds. Beringhausen places belladonna in the first class of remedies where there is aggravation from a draft of air.

Particular Time.

Antiseptic underclothes,
Antiseptic shoes,
Antiseptic furniture,
Antiseptic booze;
Antiseptic poodle dogs,
Antiseptic kids,
Antiseptic overcoats,
Antiseptic lids;
Antiseptic carriages,
Antiseptic cars,
Antiseptic smokables,
Antiseptic bars;
Antiseptic tableware,
Antiseptic meats,
Antiseptic houses on
Antiseptic streets;
Antiseptic soap to use,
Antiseptic tubs,
Antiseptic water for
Antiseptic scrubs;
Antiseptic I. O. U.'s,
Antiseptic cash,
Antiseptic boarding with
Antiseptic hash;
Antiseptic notions are
Getting pretty rife,
Everybody's leading the
Antiseptic life.

Making and Dispensing Ointments.

When an ointment becomes lumpy, or contains gritty substances and it becomes impossible to rub it smooth, force the ointment through cheese cloth, which will collect all lumps; such chemicals as yellow iodide of mercury should always be rubbed with a little castor oil before incorporating into the ointment base. In dispensing an ointment, never wipe the lips of the pot off with cotton, as small fibres will stick to the ointment. Tissue paper is preferable.



Robert Johnson

ar or chocolate, the workmanship and accuracy of dosage of which are most remarkable.

The manufacturing pharmaceutical chemist of to-day is the product of changing conditions of trade. The old time apothecary manufactured his own preparations of medicines; the modern manufacturing pharmaceutical corporation offers the pharmacist products representing skill of a high order, and often at a price at which he could not afford to produce them himself and can supply him products which for beauty of finish would be impossible for him to duplicate with his facilities.

The equipment of the modern pharmaceutical plant is expensive but absolutely necessary for economic production. The great number of items of manufacture and their distinct classification necessitate the em-

much to the physician and this is guaranteed by the pharmacist in dispensing reputable goods. The advantage enjoyed by the manufacturer in buying his crude materials in quantity enables him to offer the manufactured product to the trade almost at the small buyer's material cost, besides furnishing him absolutely standard goods to sell; thus saving him much time and expense.

A pharmacist by using the manufacturer's products is enabled to stock an amount of goods sufficient for his present wants; he guards himself against loss by deterioration on quantities which it would be necessary for him to make for the sake of economy in labor and does away with unnecessary investment. The composite effect of several minds working on one general subject produces results far superior to the effort of

The Berry Season Is Now On

We can furnish you the
Fruit Sugar

Not the lumpy kind, but fresh ground for your sifter

Peerless XXXX Sugar
Extra Fine

Peerless Stand or Fine Frosting

We grind these Sugars and can
furnish you any quantities on short notice

Judson Grocer Co.

12-14-16-18-20-22 Market Street, Corner Fulton

Grand Rapids, Mich.



The Banking Interest

Past History and Present Condition of the Business

With the growth and progress of our country banks have ever been a prominent factor and are to be considered along with the pioneers in the settlement of the West. Whenever the Government opened new territory and the day for the "run" came there—sandwiched in with the real estate brokers, blacksmiths, merchants, saloonists and adventurers—was to be found the banker with his chest of money, guarded by nerry men with the Winchester, ready to take his chance with the rest, first in a tent, then in a temporary building and a square front with plate glass, destined, perhaps, to become a substantial institution housed in granite or marble.

Grand Rapids in its early history had its banks. The first was established in 1838. Reference to records of those early institutions illustrates the fact that there has been a great evolution in banking since that time. In those days there were no bank examiners to call attention to excess loans, overdrafts and defective systems of book-keeping. It was not thought necessary then that the debit and credit side of the ledger should be in balance. Balancing must have been easy for the tellers. No checking was necessary to find the overs and shorts—mostly "shorts." How easy to take a few dollars from the till and not be found out. Honesty in those days must have been at a premium, as it ever will be.

It is only by comparison of figures and dates that we discover we are progressing, slowly but surely. Every decade shows its imprint upon society and the machinery necessary to its proper conduct. Laws, usages and ideals are advanced and adjusted with new requirements.

No doubt the early banker filled his niche as well as the men of the present day and did what he could and all he could to conduct business through the proper channels and perform his part in the groundwork of our National structure.

There is, in the minds of some ignorant people, the thought that the banker creates nothing and therefore is not essential to society. Wherever in this world there has been a civilization there has been found the banker. The ancient Assyrians in Ninevah and Babylon had their bankers and money changers who helped to make their civilization by financing great undertakings, such as the building of canals and irrigation of the arid wastes of the country, through which might flow the sources of their wealth and power—the Tigris and Euphrates. They likewise carried on commerce with India on the east, Egypt to the south and Media and Persia on the north and west.

Ancient history does not tell us that banks as we know them existed. No banks are found among the ruins of Assyria, Egypt, Greece,

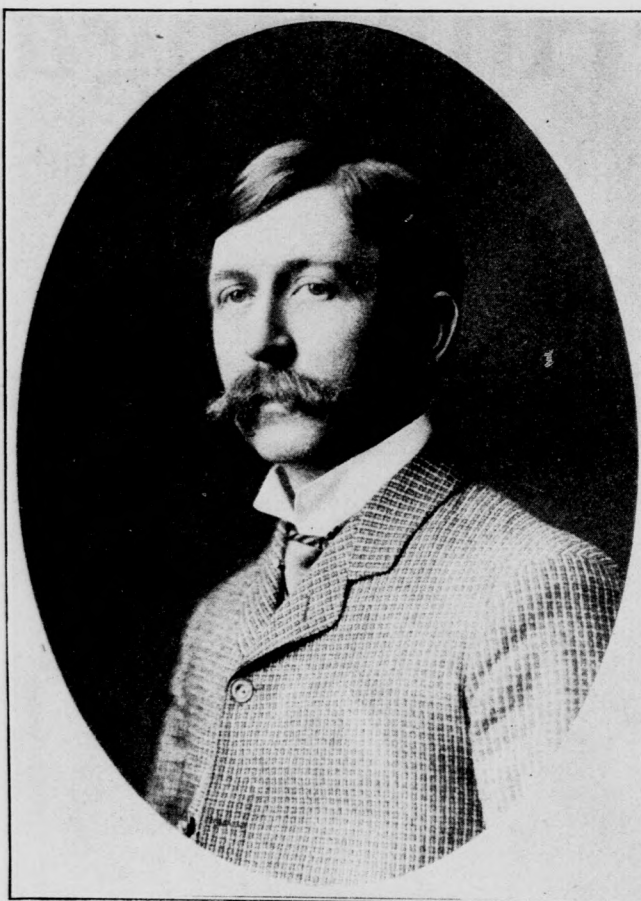
Phoenicia nor ancient Rome. Trade in those times was largely barter. Yet Herodotus, in writing of Babylon, speaks of the great quantities of silver brought over from Spain. This, no doubt, was kept in a treasure house, subject to the order of the King of Kings, as the ruler was pleased to have himself called. Much of this silver was made into coins bearing seals as an attest of their genuineness.

Who can believe that the powerful Queen of Assyria, the great Semiramis, with her 2,000,000 slaves to feed and care for, could provide

orders, rich and poor, great and small, young and old, male and female. Every condition under the sun contributes to this treasure, which is the very sinew of our business existence.

Banks and banking enter into every enterprise, public and private, church and state. The missionary in China or Zanzibar, the fleet in the Pacific and the manufacturers and farmers of Michigan are all beneficiaries and a part of the system. The manufacturer pays for his raw material through the bank by check—a form of credit—and draws from the bank the cash for his payroll. The farmer, with his growing crops of wheat, corn or cotton, must be financed by the bank until the harvest is over and disposed of.

Banks are of several kinds. Some are National, receiving charters from



Charles B. Kelsey

for their keeping save by some well conceived plan of financing their necessities while employed in her wonderful schemes of construction?

No great undertaking, involving construction by large bodies of men, can be conducted without a well-ordered system of finance. From the building of the pyramids to the Panama Canal the first need was labor, but a close second has been the need for money with a careful plan of finance, and money and finance taken together are synonymous with banking. Banks are the treasure houses, the institutions where money is collected to be used in the various avenues of commerce.

A bank, very much like a beehive, is a place where treasure is stored; the result of collections from thousands of workers, made up of merchants, manufacturers, farmers, lab-

the General Government and subject to federal laws and supervision. These are known also as "banks of issue" because of the currency or money put out by them, which is secured to the holder by a deposit of securities with the Government. Of such banks the United States in August, 1907, had 6,544. These range from the bank capitalized at \$25,000, in small communities of 3,000 population and less, to those in New York City having a capital of \$25,000,000 and a surplus of as much more. These banks are scattered through every state in the Union, and with their combined capital, surplus and deposits, on May 20, 1907, had, of the people's money, the immense sum of \$8,476,500,000, all of which is in active use, performing an incalculable service to the commerce of our country.

The state and savings banks and the trust companies receive charters from the several states, and are therefore under state supervision. The functions of these banks vary in the different states. None of these are banks of issue.

These state institutions are more numerous than the National banks and, for this reason, the business done by them is of great magnitude. Some of these banks in the large cities are enormous institutions. There are, for example, in New York City, five savings banks with deposits aggregating more than \$430,000,000, made up of small deposits belonging largely to the working classes. On June 7, 1907, the Comptroller of the Currency, by courtesy of the State officers, reported figures showing banks other than National as follows: Commercial banks, 9,967; loan and trust companies, 794; savings banks, 1,415. From this number 678 were of the mutual class, without capital stock, and 1,141 were private banks. Their resources amount to \$11,168,500,000, of which about \$200,000,000 belong to the private banks. The total resources of all these banks was in round numbers \$20,000,000,000, or an amount about equal to the assessed valuation of the empire of Japan.

The experience of Grand Rapids banks in many particulars has been like that of most cities. Their growth has been regular and steady, always keeping pace with the other business, furnishing capital for new enterprises and lending to those already established, carrying the farmer from seed to harvest, extending help to the furniture and other industries, employing their money in commerce and trade and always in a manner to best promote the business interests of the community. The statements that have appeared in print, from time to time, are perhaps familiar to nearly all and it will not be the purpose of this article to present many figures for consideration.

There are at present in this city five National banks, six State banks and one trust company, with total assets on December 3, 1907, of \$32,692,782.84.

The banks are proud of their past record, as they may well be, for there has never been a failure in the city of a National or State institution. This, perhaps, is not remarkable, but should be remembered. During the panics of 1873, 1893 and 1907 the banks stood the stress of the hard drains on their resources and came out stronger each time as a result of the experience gained by them.

There were few cities of 100,000 during the last "financial stringency," as the panic of 1907 will probably be known, where the banks made pay rolls in cash and did not resort to clearing house certificates. In order to have the cash the banks paid premiums as high as 3½ per cent., obtaining by this means several hundred thousand dollars, which was paid out on checks and pay rolls without cost to the depositors. In most cities the banks posted notices, requiring thirty, sixty or ninety days' time before



Hot Water for the Home

Rapid

HEATERS

For
Hot Water
or
Steam



Steam for the Store



Showing Fire Travel and Heating Surface of Rapid Hot Water Heater

Is a Business Proposition

For the home or store. Why? Because it costs less than most people think, when installed lasts as long as the building and heats *all* the building *all* the while at a minimum fuel cost and little attention without dust or dirt or any danger of fire.

Mr. Riechel says after using a "rapid" five years:

"It's proving very satisfactory to me. It's the best heating and most economical apparatus I have ever used and I have used all kinds."

There are hundreds of satisfied users of "rapid" heaters, in fact, they *insure heater satisfaction*.

Write us about your heating troubles and get valuable information *free*. Write now—don't wait until you need heat.

Come and see us Merchants' Week, we are only one block from center of city, corner Louis and Campau streets.

RAPID HEATER CO.

Grand Rapids, Mich.

TEN YEARS OF GROWTH!

THE FOURTH NATIONAL BANK

ESTABLISHED 1868

GRAND RAPIDS, MICH.

NAT'L CHARTER RENEWED 1902

RESOURCES:

	May 14th, 1908	May 14th, 1898	Increase
Loans and Investments.	\$2,103,691.07.	\$1,412,640.33.	\$ 691,050.74
U. S. Bonds	515,000.00.	127,000.00.	388,000.00
Banking House, furniture and fixtures	125,000.00.	4,250.00.	120,750.00
Other real estate none		14,126.09.	Decrease 14,126.09
Cash on hand and in banks	876,627.90.	396,007.98.	480,619.92
	<u>\$3,620,318.97</u>	<u>\$1,954,024.40</u>	<u>\$1,666,294.57</u>

LIABILITIES:

Capital Stock	\$ 300,000.00.	\$ 300,000.00.	
Surplus and Undivided Profits, Net .	243,859.74.	54,446.43.	\$ 189,413.31
Circulation.	300,000.00.	45,000.00.	255,000.00
Deposits	2,776,459.23.	1,554,577.97.	1,221,881.26
	<u>\$3,620,318.97</u>	<u>\$1,954,024.40</u>	<u>\$1,666,294.57</u>

Dividends paid during period 1898—1908, **\$255,000.00**, and surplus account increased **\$189,413.31**

A growth in deposits is always gratifying. BUT THE ONE THING which best demonstrates a bank's strength, and the safety it affords depositors, is its ability, after paying reasonable dividends, to build up a strong surplus, which enables it to easily meet the time of stress. Your attention is invited to that feature in the above statement.

money could be withdrawn. This the Grand Rapids banks did not do and during both these panics any depositor could use his or her money in bank if desired.

The knowledge of these facts by the people has done much to remove from them the fear that makes panics, and they, in turn, by their confidence in the Grand Rapids banks have made it possible for the banks to point with pride to a record almost unique.

The banks of Grand Rapids have always been managed by safe and conservative men and have been conducted on safe lines, so that when panics came they could without injury to their depositors and borrowers, outlive the storms and live for the sunshine of better days.

There is a general impression that the banking business is profitable—more so than other business. This is not true. The fact that there are few banks that fail is, perhaps, an argument that banking is safer than most business. This may be so, indeed it is so, but largely because of the safeguards that have been placed around banks by the State and Nation and more particularly because of the public character of the business. There are many rich men in the banking business, but they were not made rich in the business of banking.

The banker is looking for good men constantly for his board of directors, and naturally finds them among those who have been successful in other lines of trade, and drafts them to his bank for their strength financially, and that he may have the benefit of their experience and judgment.

A canvass of the boards of directors of the banks generally will prove to the reader that this statement is correct. This is, however, an argument that banking is safer, if not more profitable, than other business, and attracts to itself the best business minds of every community. If one should think otherwise let him pick out the strong men of his city, financially and otherwise, and see if he does not find among the number a preponderance of bankers.

Time was when courtesy in business was perhaps not expected. This was particularly true with banks some years ago, especially in small towns. But it is not so now. There is no place in the modern bank for a man who is haughty and uncivil. Competition has had much to do with eliminating the crabbed man from the bank.

Every good banker knows the tactful and pleasant men at the window in themselves are good capital, and young men having these requisites are sought for, which is an evidence of the evolution in the business.

Banks are servants of the people, and probably so because most of the money in their care belongs to the people; their custody of the funds is that of agent. The State recognizes this by the regulation it has over the use and conduct of the money in the care of the banks.

Perhaps there is no instance in modern finance where a man has served his country better than did J. Pierpont Morgan last fall, when he called about him for counsel a few trusted bankers, amidst the black clouds of panic on every hand, and with strong words and strong heart directed that \$25,000,000 should be put into the market to save from disaster the financial credit of \$5,000,000 of people of the richest nation on the earth.

Every banker, and indeed every citizen, should be proud of the patriotism of this giant of finance, and of the fact that in the critical moment of National peril we have in this great country men who step into the breach as Horatius of old to save the day, be they soldiers, sailors, statesmen or financiers.

Every community has its Morgans ready for the call, Grand Rapids not excepted. Charles B. Kelsey.

\$1.30 to \$1.50, Mexican, a square foot, while the better qualities readily bring from \$2 to \$5 a square foot. The quality most in demand, however, ranges in price from \$2 to \$2.40 a square foot. They are made in all sizes and are made for floor, table and piano covers and wall draperies.

The wool rugs are in far greater demand and are largely used throughout China, Japan and the East. Many are exported to Europe, and lately to America. They are made on the same loom and in the same manner as are the silk rugs. Those of all sheep's wool, with cotton warp, range in price from 40 cents to \$2.50, Mexican, a square foot, the size, design and color to suit the taste of the purchaser. The wearing qualities of these carpets make them a very economical floor covering, and age softens and blends the colors, which are,

Don't Let a Man Do Boy's Work.

In shoe stores where there are several employees it is poor policy to permit one of the higher salaried clerks to do the work of the stock boy or porter rather than insist upon his doing it. We once knew a head clerk—as honest, earnest and conscientious a fellow as ever lived—who used to go around dusting and putting up stock because somebody else who was paid to do that particular work was remiss in his duties. He got \$25 a week and had enough of his own work to do. The boy who should have done the work got \$3 or \$4 a week.

This head clerk was not incompetent; he was simply one of those thoroughly capable but easy-going and mild-mannered men who dislike to ask from another a service which they can perform themselves. He was worth his salary, but he missed his chance to become more valuable by messing around with little things



Looking up Monroe Street

Chinese Rug Makers.

Hand manufactured rugs and carpets of silk, sheep's and camel's wool, yak hair, jute, hemp and felt are largely manufactured in China, especially in Tien-Tsin and Peking. The industry has recently been introduced in several schools for the employment of the poor. The silk carpets are much like those produced in India, Turkey, or Persia in colors and quality of material, but vastly different in design if left to Chinese selection. Foreign designs, if furnished, are faithfully copied.

These rugs differ greatly in quality. In some the warp is cotton, while in others the warp, as well as the nap or woof, is silk. Some are made of even surface, while in others the figures are raised. The quality also differs in the number of warp threads used to the inch, which vary from 12 to 20. The cheapest are sold at from

in all reliable places of manufacture, of vegetable dyes.

The carpets especially favored by the local residents and tourists are made from camel's wool, the prices ranging from 25 cents to \$1 a square foot. These rugs are heavy, and frequently are fully one-half inch in thickness. They are fashioned in all kinds of designs—floral, geometrical and dragon.

The rugs made from the other materials mentioned (the yak excepted) are used only by the natives and range in price from 5 to 25 cents a square foot. Those made from the hair of the yak are very rare and expensive, comparing in style and beauty with the finest silk rugs. They are made only in the interior provinces of China.

True charity knows nothing of absent treatment.

that cheaper men could do as well.

Perhaps, Mr. Dealer, you are doing that very thing yourself, or allowing somebody else to do it. There are heads of firms that waste a great deal of valuable time over petty details that ought to be done by minor employees.

We have known dealers to keep their noses to the grindstone, doing work that should have been done by a boy, who complained that they were too busy to read trade papers, too busy to listen to traveling salesmen, and too busy to get out once in a while and look around and see what their business competitors were doing.

This is all wrong, and the man who is doing boy's work should stop it if he ever expects to attain the full measure of success.—Shoe Trade Journal.

*A few of the many reasons
why stock in the Citizens' Telephone Co.
is a safe investment*

IT IS essentially a home institution, almost entirely owned by local stockholders. Its pay rolls and dividends are disbursed in the localities in which they are earned.

Any business based on public necessity is absolutely safe, and telephone communication ranks second only to necessities of life, like water. History proves that the telephone business is the least affected, if at all, by panics and financial depressions, and from its inception development has been unchecked. The business of the Citizens Telephone Company has increased forty fold in its twelve years of existence. Epidemics and strikes cannot interfere with the automatic service.

There are no bonds or mortgage debts or preferred stock and no inflation. Every shareholder has equal rights and privileges and equal value for his money. There are no rival elements among the stockholders fighting for control. They are a large body with small average holdings.

The Pooling Agreement safeguards the shareholders from the danger of the majority of the stock being acquired by interests adverse to the prosperity of the company.

Dividends are paid four times a year from the earnings of every quarter, and stockholders have the benefits of the profits as earned at times when they need them. Forty-three dividends paid in the past eleven years without a break justifies future expectations.

For further information or particulars, call upon or address the Secretary of the company.



Great Fruit Market

Grand Rapids Has Created and Maintained It

The first essential in creating a market is to have a product to supply any legitimate demand. Buyers seek a supply and, other things being equal, will usually go where the supply is the largest, best and most varied.

Grand Rapids had the supply in ample quantity before we had the demand; consequently our market was built up in a natural and legitimate manner. Buyers came here not because of our advertising but from the knowledge that they could here find what they wanted in quantities sufficient to enable them to load full cars of any variety of a dozen different kinds of fruit. I do not want it understood that they discovered us by accident, for that was not the case. When we had a crop of fruit we let them know about it through our organization, the Grand Rapids Fruit Growers' Association. But we had the fruit before we advertised, so we always made good.

As a fruit-growing section the country adjacent to this city can not be surpassed. Our soil is well adapted to peaches, plums, pears, apples, grapes, cherries and all the berries, to say nothing of the enormous quantity of vegetables annually grown, both in the field and under glass.

We must not lose sight of the fact that fruits and vegetables are handled by the same class of merchants, and many times it is most convenient and profitable to load mixed cars. This makes our market especially desirable from a buyer's standpoint. This is not all: Our market methods are different from most in many respects. Our fruit and vegetables are offered for sale in the open market in a large way in every respect. A buyer can and does see just what he is getting. The fruit is offered mostly in bushel baskets without covers and the buyer passes from one wagon to another and makes his selection, on some occasions having as high as 50,000 bushels of peaches alone to select from in a single morning.

To prove the assertion that a supply will create a demand it is a well-established fact that our years of great crops always brought many buyers, and it was then we had the best market. We are not packers, in the sense that our fruit is selected, graded and put up ready for retail. Ninety per cent. of it would grade Standard. When shipped much of it is repacked at destination and placed upon the retail market in such manner as the trade require. But a supply will not always create a demand. It must be accessible, and here Grand Rapids stands preeminent. We can put our fruit in any market North, South, East or West with minimum of cost and maximum of facility. We hear sometimes of the railroads being unable to care for the fruit in some localities and of

large quantities spoiling on the platforms awaiting cars. No such thing has ever occurred here. No matter what the quantity offered it has always been taken care of daily. Our icing facilities are unsurpassed, and this is a matter of the greatest importance, for with long distances nearly all fruit must be shipped under ice and there must be plenty of it.

To be sure, like all others we have our bad days and in common with all other fruit-growing sections we have suffered with severe winters, rainy harvests, diseases and insect

Keeping Vegetables for Winter Use.

Tests have shown that powdered cork is very efficacious for packing and preserving fruits and vegetables. A bed of cork is placed at the bottom of the case, and the fruits or vegetables and the cork are then disposed in alternate layers, with a final one of cork at the top. Care should be taken to fill up the interstices, in order to prevent friction. Fruit may thus be kept fresh a year, provided any unsound parts have been removed preliminarily. When unpacking it suffices to plunge the vegetable into water. Various fruits, such as grapes, mandarins, tomatoes and early vegetables are successfully packed in this way.

Years ago the United States Government supplied the soldiers with rations of compressed, dried vege-

immediately after cooling. Before the vegetables are used they could be washed in pure water to get rid of most of the preservative. Formaldehyde, in weak solution, could be substituted for the organic acids named.

R. G. Eccles, M. D.

Dangerous Henbane Now on the Market.

Attention is directed to a spurious henbane which has appeared on the American market, which yields eight-tenths of one per cent. of alkaloid, apparently pure hyoscyamine. This is ten times the total quantity of alkaloid present in the official hyoscyamus, which moreover depends almost wholly for its medicinal action, not on the small proportion of hyoscyamine present, but on the hyoscyne contained.

If the spurious drug is used instead of the official the therapeutic effect will be widely different, even if the total alkaloidal strength is standardized in accordance with the Pharmacopeia. In view of the fact that the official assay methods call for an essay of the total alkaloids only, without any differentiation between the hyoscyne and the hyoscyamine, the substitution of the spurious drug for the genuine might easily go undetected, save for the marked difference in the therapeutic effect.

This is a remarkable illustration of the impossibility of standardizing fluid extracts, etc., so far as the physician is concerned. In our work as physicians the large content of alkaloid would, of course, be desirable, even of this spurious henbane, and the same is true as to the manufacturer of the active principles.

But where does the poor druggist get off? The drug-handler will sell him anything that he thinks will answer the purpose, and if this drug has eight times the ordinary strength of alkaloid in it, he will furnish him eight pints of tincture or fluid extract from the same quantity of the hyoscyamus he formerly employed to furnish one pint. The advantages to him are obvious; and the galenic manufacturer may be depended upon to welcome the new hyoscyamus, which Dr. Lyon identifies as a native of Egypt.

One on the Husband.

A young mother had the habit of airing the baby's clothes at the window. Her husband didn't like it, and believed that if she saw the practice as others saw it she would desist. He directed their afternoon walk one day so as to bring the nursery window into full view. Stopping abruptly, he pointed to the baby's dress flapping unconsciously in the breeze, and asked sarcastically: "My dear, what is that displayed in our window?"

"That?" she replied. "Why, that is the flag of our union."

The Well-Dressed Man.

The recipe for being well-dressed is to go to a good tailor, get really good clothes, pay a really good price for them, and let them be perfectly unostentatious and unremarkable in every way.



Robert D. Graham

pests; but altogether we have suffered as little as any, and our growers are awakening to the fact that selections of proper lands and locations, good cultivation, thorough spraying and more business-like methods produce results, and they are again planting and will continue to produce a supply which will keep Grand Rapids where she rightly belongs: the best fruit market in the country.

Robert Graham.

The leading merchant who has been quite successful in a long career put considerable truth into a few words when he said to the writer: "The first dollar I ever earned I went out after. All the dollars I have ever earned I have had to go out after. Money is shy. It very seldom rolls toward a man in business of its own accord."

tables for making vegetable soups. Why this process of preserving vegetables came to an end I do not know, for it worked very well. I remember having eaten some of the soup made from such cakes, and it tasted about as fine as with fresh vegetables. If vegetables are to be preserved undried then the best plan is by freezing them and keeping them frozen until needed. If small quantities are to be preserved, in bottles or cans, they should be surrounded by a saturated solution of benzoic or salicylic acid in water, after thorough cleaning in pure water. As neither of these acids is very soluble in cold water, the solution should be made in warm water and allowed to cool. Should a great excess be taken up the solution should be filtered promptly from the precipitate

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Merchant's Side

Will largely influence your choice of a Scale. There is no better Scale than the Angldile and the price is of interest to every one who uses a Scale. For the first time you can buy an honest Scale at an honest price.

Any comparison you may make will convince you that the Angldile represents the greatest value ever offered in Computing Scales.

The way we weigh will please you.

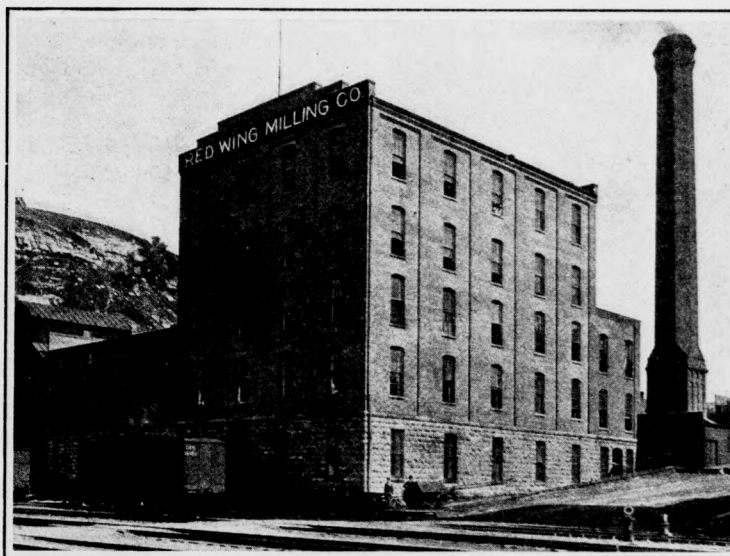
Let us convince you.

Angldile Computing Scale Company
Elkhart, Indiana

The Mill That Mills

BIXOTA FLOUR

In the Heart of the Spring Wheat Belt



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

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

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

Red Wing Milling Co.

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Many people blame the cook for bad coffee when it isn't the poor woman's fault at all, but because the coffee itself isn't up to the mark.

They cannot expect the rich flavor and exquisite bouquet of "White House" unless it really is "White House." See!

That's why we trust you'll see your way clear to help your customers to a good thing.

Symons Bros. & Co.
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B.



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Shreds"

Through the daily newspapers in

200 CITIES

through magazines, demonstration, and other forms of publicity we are making new consumers of SHREDDED WHEAT, the cleanest, purest cereal food made.

We are making more business for YOU. Are you ready to take care of it? Remember there is

No "Substitute" for Shredded Wheat

It stands alone—the only "hard times" food because it is the only cereal that can take the place of beef, eggs and other expensive foods.

The Natural Food Company, Niagara Falls, N. Y.

YOUNG NAPOLEON.

The Reason He Came To Be a Pedagogue.

Written for the Tradesman.

"Do you ever think back to your boyhood days, Larry?" asked the schoolmaster as the grocer and his old friend rode in company to the railway station one fine morning in May. "No? Well, that's queer. I like to go back in thought to my boyhood. You see I was a farmer's son; that is, we lived in the woods on a new farm when I was a lad not yet in my teens. I had no thought then that my life was to prove a failure."

The old man sighed and seemed cast down.

"Pshaw," said Larry, "what's the use saying that? If your life has been a failure, what do you think of me?"

"You are a comparatively young man yet; you may become a rich merchant, a second A. T. Stewart before you die."

Then the schoolmaster's companion burst into a derisive laugh.

"There's likelihood of that," he jeered, "with nothing but a country store on my hands, and me making a living and no more."

"There may be a screw loose somewhere," and old Tom laughed grimly. He had always viewed the store management of Mr. Woods with not a little misgiving; in fact, he was almost persuaded that if he were a few years younger he could beat the corner groceryman hands down.

"Half a dozen of them loose, Tom," echoed Larry. "I really never liked my present business. I never expect to make a success of it."

"Then why don't you quit it?"

"Simply because I am not fitted for anything else. I manage to live at the store business. At anything else I might starve."

"Exactly," assented the schoolmaster, "yet, if you don't like the business you were certainly not cut out for it. There are so many misfits in this world."

"True as preaching, Tom. I once wanted to be an editor. Our folks frowned on such an idea, and being a backwoodsman like yourself, and a bit timid as well, I just drifted along, taking up one thing after another without succeeding at anything until I am where you see me now."

"A round peg in a square hole, eh?"

"I think that's about it, Tom," admitted the other.

The schoolmaster sighed again and plucked at his white mustache.

"Now, as for yourself," began Larry. "I suppose—"

"That I was born to the ferule and text book. You are mistaken, my boy." Tanner chewed his lip and smiled a trifle bitterly. "I had some great ideas when I was a kid. I was a great reader and consumed some of the midnight oil right there in that old log cabin in the woods. I never once thought of being a school-teacher at that time. Circumstances

quite frequently decide for us, Larry; that's my belief."

"And you may be right."

"You can't guess what was my boyhood desire, not if you'd guess a thousand years. I ached to be a great warrior, another Napoleon Bonaparte. I read half a dozen lives of the great Corsican and I tell you it filled me full of military ardor. I dreamed of war, more times than I can tell you, figured out great campaigns, with myself leading a victorious army into some beleaguered town. General Scott was another of my heroes. I remember seeing a picture of the tall general, standing drawn to his full stature, with a sword raised aloft defying two painted savages, the latter allies of Great Britain. My childish imagination placed General Scott high among the heroes of war. He ranked next to Napoleon with me. The latter, however, was my ideal of a military hero, and to tell the truth I haven't quite gotten over that feeling to this day."

"You should have gone to West Point," said Larry.

"I don't know. I am not by nature warlike," returned old Tom, smiling grimly. "I don't think I should have cut much of a figure in history, even had I been sent to that military academy."

"Perhaps not. We all have our dreams, I believe, and they seldom if ever resolve themselves into realities."

"That's quite true. The only battle I was ever engaged in was one that I shall never forget. I got the worst of the deal and have never essayed the military role since."

"Let us hear about it."

"It is simply an incident of my before-teens experience," chuckled the schoolmaster. "My cousin Bob had come from Down East to visit us and he and I conceived the idea of having a little fun all by ourselves. I discovered two hens' nests in the barn loft one day, each full of eggs. The sight suggested a plan."

"Since the folks knew nothing

about the eggs we lads resolved to make use of them in a novel manner. Bob and I had often discussed historical subjects. He was a decided Duke of Wellington chap, contending that the Iron Duke was a greater military genius than Napoleon. Of course, I combatted that idea to the finish. Dividing the eggs between us Bob stationed himself in the barn, while I took a position outside and bombarded his citadel from a clump of alders.

"It was a glorious battle. Bob

opened the small door and would thrust out a gibbering face at me, daring me to fire. Away would go an egg, spattering its yellow stream against the barn. Then, of course, he would fire back. The battle lasted until our ammunition was exhausted, and I must say that barn door, and the part fronting the road, was one horrid smirch of yellow daubs when the end came.

"When my eggs were down to two I resolved on a sudden coup de main. With a whoop like a Comanche In-

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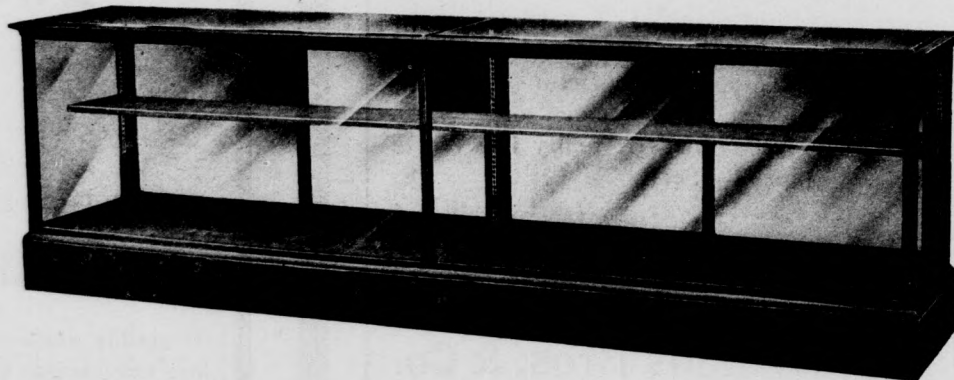


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Built of highest grade glass and material. Originality in design, beautiful finish and durable construction all have combined to give our cases an enviable reputation as business builders. Get our catalogue, tell us what you want and if you like we will send you a sample of finish and wood from which our cases are made. We guarantee to refund money and freight if goods are not as represented. Write us.

GEO. S. SMITH STORE FIXTURE CO.

GRAND RAPIDS, MICHIGAN

dian I broke from cover and made a dash for the open barn door. 'Here,' I yelled, 'comes Napoleon at the Bridge of Arcole!' Bob thrust out his head with an answering yell. I let fly an egg and took him square in the mouth. He went back sputtering. Just before I gained the door, however, Bob flung his last egg, which struck me full in the breast. You may imagine the looks of my clothes after that! They were a sight to behold. I had donned a new jacket only that morning, and mother was very particular about her children's garments, striving to keep them neat and clean.

"The worst of it was mother caught us before we got cleaned up. I was proud to know that Napoleon had won the battle and set out to explain to mother. She wouldn't listen, but gave me a sound thrashing. She intimated that she meant to give the Corsican the time of his life, and she kept her word. Bob was that frightened he hid in the hay and could not be found. I felt badly worked up over my punishment. My new jacket was removed from me and an old wammus substituted, while I was forbidden to leave the house again that day.

"My Aunt Lucretia, who had been a witness to my humiliation, attempted to speak a good word for her disgraced young cub of a nephew. It did not work, however. I was locked in a room and forbidden to make a noise. I was too stubborn to shed tears. I thought mother was too harsh with a boy who was simply acting out an event in history.

"I was destined to lose my supper, which, you know, is a severe punishment to a hearty growing lad of 10. When night fell I prowled about the room and managed to raise the window. I crawled through and dropped to the ground. I was by this time very much in the dumps. The folks didn't care for me, and I felt like going off somewhere and dying all alone.

"There was a lump in my throat as big as a hen's egg, and I actually let out a quick, shaky sob, as I stood under the summer stars and contemplated the ills of life. When pa and ma found their boy dead under a tree in the woods they'd be sorry for using me so mean. I wondered where Bob was. He hadn't been whipped, but he hadn't dared show his face at the house, I was sure of that.

"I entered the barn and called to Bob. He soon crawled out of the hay and stood before me, a sorry looking sight, although it was too dark for me to see all his disfigurement. I knew his hair was towseled and stuck together with fresh egg.

"Did she most kill ye, Tom?" asked Bob.

"Blamed near it," I returned. "I'm never going to live with them folks another day," I declared.

"What'll ye do?"

"I'll run away, that's what."

"Good!" ejaculated Bob, "and I'll go along."

"We tramped across the field and found an old straw stack built against the side of an old, unused

stable. There was a moon so that it wasn't very dark. We peered into the building, but didn't like the smell and the spooky appearance. Finally we found a spot between the ribs of the stable and the stack where we felt quite comfortable.

"We will stay here a spell and see what to do after a while," I said.

"I think we fell asleep. Anyhow, along about midnight I awoke with a start, to hear a soft voice calling my name. It proved to be Aunt Lucretia. She said the folks were alarmed for our safety, and were searching everywhere for us. This news pleased me. If they could feel scared once on our account it was something gained.

"After considerable coaxing we boys agreed to go back to the house with Aunt Lucretia. She was a kind old body and smuggled us upstairs to bed without our being discovered. I was glad enough, I tell you, to get between the sheets of my own comfortable bed once more. Thoughts of dying or running away vanished with the night.

"The next day we were duly forgiven and father took us to the village with him, where we saw a tent show and had a fine time."

"Almost every boy has some such trouble," said the grocer. "I had a few experiences myself, but none quite like yours. The ills of small folks are often underrated by the grown-ups, I know that."

"Sure they are," assented the schoolmaster. "Did I ever tell you about Columbus and the egg?"

"Another egg experience, eh?" laughingly returned Mr. Woods. "I don't call to mind that I ever heard it."

"Sometime you shall. I get off here; thank you for the ride, Larry."

The schoolmaster leaped down

with the agility of a youth, and walked briskly away. Larry Woods smiled as he noted the old man's springy step and wondered if Tom Tanner would ever grow older than the boy he really was at heart.

J. M. Merrill.

Keep Mail Order Catalogues on Hand.

Never fail to keep mail order catalogues in your store as a means of comparing prices in order to intelligently meet this competition. Write to those who you know are in the habit of sending away for hardware goods and tell them it always pays to ask the home merchant for prices before sending elsewhere. Therein comes your opportunity to prove yourself a salesman. If the goods wanted are the same as shown in the catalogue, you can possibly sell at the same price; if your stock is superior, explain why, and try to obtain a quality price. If nothing else can be done, take the order at the catalogue price and furnish it yourself. You will lose on a few things, but in the long run will be ahead.

For advertising purposes a mail order catalogue will give you many ideas. The descriptions are the work of high salaried men, and you can always afford to adapt these descriptions to your own needs in your newspaper advertising. Any kind of a description sounds good to a customer, but goods listed without descriptions are not calculated to create much of a demand.—Hardware.

One Cure.

"I believe I'll rock the boat," declared the man in the stern.

"Don't do it," advised his companion. "It might discharge this unloaded pistol I have in my jeans."

Many a heartache is just plain old indigestion.

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.
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**Whiter—Lighter
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Delicious. More
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THE FINEST FLOUR IN THE WORLD

Many tests have proven this a fact. Just you try a sack and see for yourself that "WINGOLD" really has no equal. Milled from the choicest northern wheat by our patent process, and scrupulously cleaned—never touched by human hands in the process of making. Ask your grocer for "WINGOLD" FLOUR.

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**YOU ARE ALWAYS SURE of a sale
and a profit if you stock SAPOLIO.
You can increase your trade and the
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HAND SAPOLIO
at once. It will sell and satisfy.**

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

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

MOTHER-IN-LAW.

Some Observations of an Important Problem.

The question of how to treat your mother-in-law is admittedly one of the most difficult problems in the world. Sometimes a man treats her as he would, sometimes he has treated her as he could, and occasionally he treats her as he should, so it is interesting to learn that this vexed point in ethics and etiquette has just been definitely settled by the Supreme Court of Indiana, which has decreed that a mother-in-law is entitled to filial respect and love from her daughter's husband.

This is a righteous decision—the words of a second Daniel come to judgment—but a good many women will have difficulty in collecting their debt of affection from their sons-in-law, for, to the average man, the Biblical command to love your enemies and bless those that spitefully use you will seem a picnic compared to the legal order to give the glad hand to your mother-in-law. She is the one person on earth that a man feels that he has a right to suspicion without just cause and dislike without reason, and if any court thinks that it has the power to enjoin him from going about with the air and expression of an early Christian martyr every time his mother-in-law comes on a visit, it has got another guess coming to it.

Just why a mother-in-law should be persona non grata to a man, unless he cherishes a secret grudge against her for having provided him with a wife, has never been sufficiently explained. If he loves his wife, by every law of gallantry he should be filled with the deepest gratitude to her mother as the real author of his domestic bliss. So far from doing this, it is indisputable that most men regard the necessity of acquiring a mother-in-law as the chief drawback to matrimony, and that if all girls were orphans most men would be benedicts. Failing this ideal condition, for it is a little too much to ask even the most unselfish mother to die to help along her daughter's matrimonial prospects, men seek to hedge against possible trouble by hating their mother-in-law in advance, and the one unbreakable oath that a bridegroom swears to himself on his wedding day is to circumvent her machinations and never to let her have a word to say about the management of his house.

Being thus primed and ready for her, he views her every act with a dark and sinister apprehension gathered from the mother-in-law jokes in the comic papers. He resents her every suggestion, and flares up at every word of advice, and the only time when his wife's mother is really welcome in a man's home is when she arrives to take charge of a red and colicky infant—to straighten out the kinks in a household wrestling helplessly and hopelessly with the first baby. Then, indeed,

she appears not as a usurping tyrant but as a guardian angel with soothing syrup in her hand.

Of course, it is very sad that men should be thus prejudiced against mothers-in-law. More than that, it is unjust. One can bring a hundred sentimental arguments to prove that a mother-in-law is entitled to a man's tenderest affection and should be cherished as if she were his own mother, but, as a matter of fact, while the mother-in-law is far from being the terror she is painted, she does not often do much toward endearing herself to her daughter's husband. She means to do what is right, but there are few things in this world more full of trouble for other people than a good, conscientious woman in the high pursuit of her duty.

First and foremost she considers

would say: "Come back to mother, you poor persecuted angel."

But while love blinds a woman to the shortcomings of her own children, it gives her spectacles with which to see the faults of her son-in-law, and as a general thing she feels it her duty to call his attention to them. Heaven alone knows why a woman should think that her son-in-law married to get two women to take charge of his manners and morals. One critic on the hearth is more than enough, nevertheless, ninety-nine women out of a hundred act as if they thought that they had a perfect right to force their own beruffled and lace-trimmed theories of virtue on a man if he happens to marry their daughter. If they are white ribboners there must be no more cakes and ale for him, if they are church goers he must attend ear-



Dorothy Dix

it her sacred mission to protect her child, and there is nothing more characteristically feminine than the diametrically opposite views that a woman holds concerning the proper code of marital conduct for her son and her son-in-law. She believes that her son should be a pampered autocrat in his house, and that his wife should peel and pare, and pinch and scrimp, economizing so that he will not have to work so hard; and that she should be content to spend her life burning incense at his feet. On the other hand, she thinks that her son-in-law should be a meek domestic slave whose business in life is to work himself to death providing her daughter with luxuries. If any man treated her daughter the way she thinks her son ought to treat his wife, she would be the advance agent for separation and alimony, and

ly service, if they disapprove of the races or theater he must take his pleasures on the sly, or else submit to a continuous lecture performance. Hence the strained relations in so many families, and which makes the general family gathering a kind of armed peace conference, where everybody has a hammer up his sleeve and is waiting for a chance to use it.

The prevailing lack of entente cordiale between mother-in-law and sons-in-law is to be deplored on many accounts. Practically, because it is one of the chief causes that leads to divorce, statistics showing that last year in the petitions for divorce filed by men the interference of the mother-in-law, and the troubles stirred up by her, were the reason assigned oftener than any other for the failure of marriage.

Sentimentally it is equally to be regretted for it forces the wife to choose between husband and mother—the two people dearest to her on earth and the two who should have her happiness most at heart. Many a woman is made miserable by the bickering between them. Many a woman feels that her whole life is a walking on eggs, a nerve-wrecking effort to juggle with conditions, and keep her mother off the toes of her husband's prejudices, and her husband from walking rough-shod over her mother's hobbies.

The pity of this is that it is so unnecessary, and that a legal order should be required binding a man to keep the peace with his mother-in-law. A man should be amenable to no court but Cupid's Court so far as his wife's mother is concerned, and dull indeed must be the woman who can not win the heart of a man when she has so many and such advantageous points of attack as a mother-in-law possesses.

Why, for instance, should she not try to placate a son-in-law instead of antagonizing him? Why not feed him on flattery instead of criticisms, when praise sets so much better on the masculine stomach? Why not cajole him along the road it is desirable for him to travel instead of vainly trying to drive him? Why not lap him in the soothing comforts of good housekeeping? Above all why not give him the sympathy, comprehension and affection that only an older woman can give a man, and that no young woman ever bestows on any human being except herself? In reality there is every reason that a mother-in-law and a son-in-law instead of being traditional foes should be traditional chums. More than this, considering how glad mothers are as a general thing to get their girls married off, common gratitude demands that they should show their very best consideration to the man who has assumed their daughter's board bill and shopping ticket. This is not exculpating the man. It takes two to make a quarrel even when the party of the other part is your mother-in-law, and there is not any account of any man having worn himself out trying to make his wife's mother enjoy her visit. At her worst he regards her as an aggressive and marauding dragon that it is his duty to combat, and at the best he looks upon her as a mysterious affliction designed by Providence to reconcile man to the shortness of life.

Choose a mother-in-law that you would be as glad to welcome at the train as you would be to see her off is a dead-straight tip to the man who would be happy, although married. If this were done, and if women made as great an effort to please their sons-in-laws as they do to boss them, we should need no legal decisions on the subject of how to treat a mother-in-law. Dorothy Dix.

Correct Definition.

Teacher—Johnny, what do you understand by that word deficit?

"It's what you've got when you haven't got as much as if you just hadn't nothin'."

TESTED SEED CORN

Four years ago when good Early Yellow Dent Seed Corn was so hard to find we supplied the trade with Early Huron Dent, which proved suitable to our climate and gave good satisfaction. We have a limited supply of this same kind today and offer subject to unsold

**"Dakota Grown" Tested Early Huron Yellow Dent
\$1.70 bushel**

We guarantee this corn to germinate 90 per cent. or better.

ALFRED J. BROWN SEED CO.

GRAND RAPIDS, MICH.

No Argument Against Facts

Success in merchandising is a result of close attention to the **little things** and the application of methods which have been proven efficient by actual experience.

If your present system is subject to **losses** by errors in computation or the giving of overweight, remember that it is **your** money and **your** merchandise that are getting away from you.

We offer you our services **gratis** for the purpose of showing you where the losses occur, and how they can be successfully prevented.

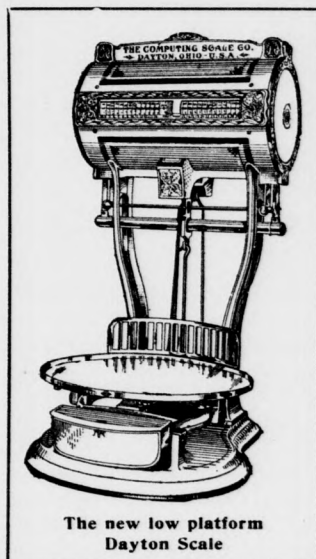
We make no claims or statements regarding

Dayton Moneyweight Scales

which cannot be proven to your entire satisfaction. The accuracy and efficiency of our scales are proven, not only by successful users, but by

Four High Court Decisions

If you are at all interested in knowing how to improve your present system of weighing, send us the attached coupon or your name and address. Don't be the **last** to investigate.



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



Moneyweight Scale Co.

58 State St., Chicago

ADVERTISING SOLICITOR

After Much Argument Convinces the Merchant.

Written for the Tradesman.

He was trying to land the merchant for a new contract, the old one having expired.

"Not any more for me," remonstrated the merchant, "that is, no more contracts. If once in awhile I felt that a little advertising will do some good I will do it, and in the paper that I think will do the most good, but this regular thing with the big appropriation is not worth the money and I won't do it again."

The solicitor was somewhat nonplussed. He had landed the merchant a year ago after a hard struggle and he could hardly understand how a man could advertise in a good newspaper for a whole year and not get enough returns out of it to make him want to keep it up. But he was a wise advertising man, and had met all kinds of merchants, and it was his business to watch the copy the merchants handed in to him. So when the merchant came at him with his reason for not signing a contract for the next year he knew just why the merchant was not pleased with the result of his advertising outlay for the year, and was ready and loaded with reasons why no mortal man could expect it to pay as big returns as it should. Of course, he was familiar with the idea of a great many merchants that one dollar paid out in advertising should bring back five in business, and he was used to explaining in a weary manner that, although advertising was the greatest thing on earth, it could not accomplish everything, although it could do wonders. Therefore, knowing the merchant pretty well, he went after him hammer and tongs:

"Oh, you make me tired," he said vigorously. "What do you expect from advertisements that have nothing to attract but the display the printer is able to make? A printer if he is a good one can make even the most commonplace copy look attractive, but he can not make the subject matter interesting if it is not written that way. I will be candid with you. I have noticed your advertisements many times and they look as if they had been written by a man who learned the advertisement writing game when it was considered sufficient to make the startling announcement that John Jones sold the best goods at prices that were right. I intended to speak to you about it, but I have been so busy watching advertisers that I have not had time to chase everybody out of the woods; and if I had gently intimated that your advertisements were not up to snuff you would probably have told me that you were in business while I was getting lickings for running away from school and going in swimming. Lots of them have told me that in a very nasty sort of way. I am not a very forgiving man, and I have had considerable pleasure in seeing some of these 'wise old owls' sweating blood in order to keep up with competitors who did not try to

make the city directory last four years instead of getting a new one every spring."

The merchant wore a seventeen collar and his neck was getting rather red under it by the time the advertising man paused for breath, but he restrained himself and said with great dignity:

"Ours is an old and established house. A few simple statements are all that we deem necessary. We are not running a side show nor an amusement park and we have no hippodrome races to tell the people about—our plain statement is sufficient."

"There is where you are making the mistake of your business career," said the advertising man. "Your simple statement is not enough. I don't care if you have been in business since Adam was a little boy, are deacon in the church, trustee of the trust company and principal donator toward the new Y. M. C. A. building. People want more than a man's word nowadays. They want to be shown. It is a wonder how the good old State of Missouri ever held all the people that claim to hail from there, where showing is absolutely essential, but it is the truth. Lots of men of standing have made statements which they expected the people to believe and the people have believed them to their sorrow because some of them have failed to make good—not meaning you, of course," said the advertising man hastily as he saw the merchant's face begin to get purple, "but bank cashiers who were prominent in the church and patent nostrum promoters who were looked up to as solid business men in their home towns but were called grafters elsewhere. The people have to be shown. You can do that when you get them to your store, but to show them you first have to get them there. And the way to get them there is to make a statement and then make them believe it. The minds of most people are open to logical argument if it is put at them right. Don't tell them facts that you confidently think will 'sink home' after a while; what you want is some facts that will butt in. If you wait for your argument to sink home the man will have forgotten what your name is by the time he gets the argument pat. Facts that create the impression at once are what you want. Nobody is particularly interested in the fact that Bill Smith is the most reliable grocer in town; what they want to know is that Bill Smith is going to do something pretty swell in the way of a little special sale on something or that he has just received a consignment of strawberries from the South or something to that effect, and they don't want to read a story as long as the Declaration of Independence to find it out either."

"Oh, I don't know," said the merchant, just to show that he still had a little argument up his sleeve. "The Declaration is pretty dry in spots and yet it is fairly well known in this country even now, and at one time

KINGSFORD'S OSWEGO

Silver Gloss Starch

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

FOR HOT OR COLD STARCHING



its efficiency never varies.

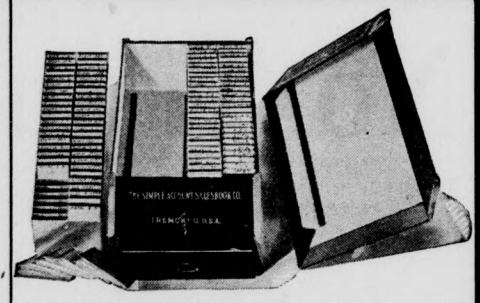
Absolutely pure; there is no starch more widely known, more highly esteemed, more universally demanded by women whose

judgment counts. Extensively advertised.

Sixty-six Years of Superiority

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

How Much Are You Losing



Through Forgotten Charges,

Through Disputed Accounts,

Through Bad Accounts, as a result of overtrading,

Through Wrong Balances being brought forward,

Through bills not always being in readiness for settlement?

Of course, you don't know what your losses are, but isn't it a fact that they are enough so that it would be to your interest to investigate our New Fireproof Keith System, which will reduce your present losses to a minimum and place your business on a profit paying basis?

We have a system especially adapted for your business.

Write today for our latest catalog.

The Simple Account Salesbook Co.

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use

1062-1088 Court Street

Fremont, Ohio, U. S. A.

created considerable comment in England.

"Advertising, that's all," said the advertising man. "With the exception of the Bible the American public consider the Independence paper about the greatest piece of literature that ever happened, simply because they have heard people talking about it since they were kids. Do you suppose that if home grown orators from Maine to California did not burst their lungs every Fourth of July telling about that time 'When in the course of human events it becomes necessary, etc., etc.' anybody would ever take the trouble to read that historic document? Not yet. It is the advertising. But this talk is not getting us anything. Now just let me give you some real tips:

"Get some cuts. I can get them for you at little money. Get something to make your particular space look just a little better than your competitors'. You seem to think we rather put it over on the English with the Declaration, which seems to be your favorite literature, but let me tell you that English merchants have got you fellows lashed to the mast when it comes to using cuts; they have always used more and better illustrations than the Americans.

"And by cuts I do not mean the old wood cut—of a watch, for instance, which could be used to illustrate a dollar ticker or a twenty-eight jewel timepiece. Get something that looks like a real cut, instead of something that looks as if it had been whittled out on short notice by a small boy with a Christmas jack-knife. Get pictures of real people doing real things. I don't mean photographs, although even they are useful in newspaper advertising many times, but line drawings. What is more dainty or attractive than a neat line cut of a woman with some pretty thing sold at your store as the principal part of the picture? If it shows a nice young man pulling on a shoe it attracts attention. Don't get any old picture you can pick up and then try to write an advertisement about it. This usually results in something like this: The cut is a picture of a man being arrested by a funny-looking cop. The man has a very considerable souse, which he is evidently handling with extreme difficulty, although assisted by a lamppost. After scratching your head a long time and wasting many golden moments you evolve this brilliant thought, which you proceed to spread on paper and send down to the office as advertising copy: 'This man is pinched. Our \$3.50 shoes never pinch. B. Y. Gosh & Co., Reliable Shoe Dealers.' Is it not a great advertisement? Yes, it is not! Funny cuts are not as good, generally, as serious ones. Spending money is to most people a serious business when they are sober or not trying to show off before their friends, and a serious advertisement that tells them how they are going to save some coin makes a hit with them."

The advertising man stopped abruptly.

"Here," he said, shoving the con-

tract all ready for the merchant's signature under that man's nose, "sign this. I'm tired of talking and I have given you half an hour of my time, which is worth at least ten dollars a minute!"

"Land!" exclaimed the merchant, as he scrawled his signature on the paper, "I am talked to death, and I have to admit that what you said was about right, with the exception of those implied slurs on the Declaration of Independence."

"I take that all back," said the advertising man. "The Declaration of Independence is a noble document and will live when Joe Miller and Hoyle and their masterpieces will have been forgotten."

Glenn A. Sovacool.

The Passing of the French.

The population of France, whose thirty millions formed the most numerous national monolingual group in Europe at the opening of the last century, has increased only 26 per cent. during the last hundred years, as against England's 350 per cent. and America's 1,600 per cent.

The total population of France is now 38,350,788. The female sex exceeds the male in numbers, the figures being, respectively, 19,533,809 and 18,816,889. On the other hand, an excess in the number of the unmarried is shown on the masculine side, the respective figures being 9,917,178 and 9,114,356. There are 2,384,897 widows and divorced women, as against 1,005,884 widowers and divorced men.

The number of French families is 9,781,117, of which 1,314,773 are without children; 2,249,337 have but one child; 2,018,665 have two; 1,246,264 have three; 748,841 have four; 429,799 have five; 248,159 have six; 138,769 have seven; 71,841 have eight, and 33,917 have nine children. These figures continue to represent, in a rapidly decreasing proportion, the number of families having a larger number of children. Upon comparing these groups of figures it will be perceived that for about two-thirds of the families of France the average number of children does not exceed three, while for about one and one-half per cent of them the average number is seven, and for less than 1 per cent. of the same, eight children. Twenty-four families are recorded, however, as possessing seventeen, and thirty-four as possessing eighteen children.

Why He Married Again.

An Ohio lawyer tells of a client of his, a German farmer—a hard-working, plain, blunt man—who lost his wife not long ago. The lawyer had sought him out to express his sympathy; but to his consternation the Teuton laconically observed:

"But I am again married."

"You don't tell me!" exclaimed the legal light. "Why, it has been but a week or two since you buried your wife!"

"Dot's so, my frent; but she is as dead as effer she will be."

Many a man thinks he is fighting sin when he is only flaying his neighbor's foibles.



"The Best Thing I Ever Put in My Store

was a McCray Refrigerator. It attracts attention because of its elegant finish and workmanship. It has brought me new customers, and it keeps my provisions in such fresh, perfect condition that everybody is anxious to buy them."

McCray Grocer's Refrigerators

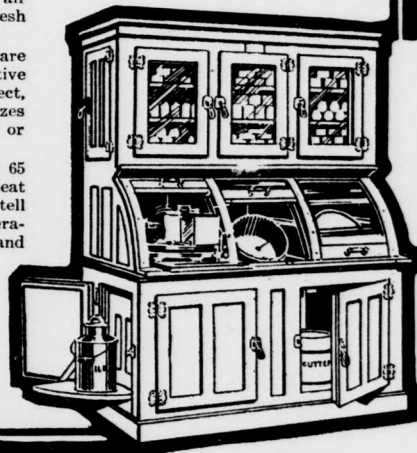
cut down the ice bill. They actually pay for themselves in the ice they save. They are built right, and have a perfect circulation of pure, cold absolutely dry air. They cool the entire contents evenly and keep everything absolutely dry. It is impossible for one article to taint another with its odor or flavor in McCray Refrigerators, because there is a constant circulation of cold, dry air which keeps everything fresh and untainted.

McCray Refrigerators are guaranteed to give positive satisfaction in every respect, and are made in regular sizes for immediate shipment, or built to order.

Write for catalog No. 65 for grocers, or No. 58 for meat markets today and let us tell you why a McCray Refrigerator will be a most sensible and profitable investment.

Write now before you forget it.

McCray Refrigerator Co., 5558 Mill St.,
Kendallville, Ind.



FIREWORKS

This being presidential year we look for a big demand for fireworks and other

Fourth of July Goods

We carry everything in this line and are prepared to make prompt shipments. Catalogue mailed for the asking.

Our "Leader" Fireworks Assortment is a Winner. Price \$8.50

PUTNAM FACTORY Grand Rapids, Mich.



THE NEW IOWA.

The Easiest Selling and Stays Sold.

Awarded the Only Gold Medal at the Jamestown 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.

SURE CURE FOR BLUES.

Value of Exercise To the Business Worker.

"All of the crowded cities," says Dr. Welzmler, "have a regular nerve trap for their citizens. I call it the circle of melancholia. It starts with the failure of the average American business man to take any exercise whatever.

"The business worker, somehow, has got the idea that what he needs after business is the sort of rest supposed to come from lounging at home in an easy chair after a leisurely evening or Sunday dinner, at which he eats altogether too much. This he follows by a night of sleep which is about equivalent in recuperative value to the comatose nap of a snake which has just had his semi-annual gorge. And he can't understand why he wakes up in the morning feeling tired and lacking in energy. Or if he does not believe in the easy chair, he does believe in amusement, and after a rushed dinner hurries downtown to a theater, and, after a late supper on rich food, gets to bed after midnight. Such men start the day, in consequence, with depleted energy and have not stored up enough energy over night to make up for the previous day's inroads. They soon feel weak, and this leads to despondency. Things become too hard to do and are accomplished only by tremendous effort of will and resultant further nervous exhaustion. The weakness and despondency, of course, lessen still further any desire for real muscular activity, and soon the liver takes its place in the circle.

"Instead of throwing off poison the organs actually retain it. This pollutes the blood supply to the brain and at the same time spreads through the system certain alkaloids which act as depressants on the nerve centers. The bilious condition works again to increase the feeling of weakness and lassitude, this further adds to despondency, and the necessity for more will to make brain and body do their normal work, and finally the man in this circle has steady 'blues,' with possibilities of melancholia and fixed delusions.

He Thinks of Suicide.

"If a sudden emergency arises the man is physically incapacitated to deal with it sanely. He probably resorts to stimulants, which are but temporary in their effect and are really overdrawing the physical bank account, and shortly the 'circler' finds himself a physical and nervous bankrupt and he begins to think of pistols or poison as the only means of escape from the circle. His business or social troubles, which ordinarily would simply stimulate him to lively action, instead of being a call to charge, have a sound like 'taps' in his tired ears. If he does kill himself the explanation given is 'financial worry,' 'fear of poverty,' or 'chronic disease,'—even more frequently 'temporary insanity.' In about 95 per cent. of the cases the man's brain is all right in formation, but because he never exercised he has let his physical machinery below his midriff get all out of gear.

In other words, lots of what passes for brain derangement is really the effect of an outraged liver.

"Blue Monday is only an example of this same condition. Men on Sunday lounge around home, read the papers all day except at meals, move around far less than they do on a business day, and eat more 'good home cooking,' including pie. And then they wonder why they feel so stale Monday morning and nothing goes right. It is an old saying, 'Don't throw up your job on a Monday.' Other men go to the other extreme. On Sunday they put in the entire day in violent exercise, the only exercise they get during the week, and, of course, they are tired out Monday morning. It is the

as they say. The gymnasium people probably find it hard to get the visitor to begin exercise; he is 'too tired.' By jollying him they finally get him out on the floor or running around the track, and at the end of half a hour of vigorous exercise he finds to his surprise that the work of exercise has actually rested him.

Exercise Must Be Interesting.

"A brisk shower and rub down put him in a condition to enjoy his dinner and evening and to sleep in a way that recuperates. The trick about it is that the man has simply used muscles which have been idle all day while his brain was working. An hour a day of this exercise, provided it be of such a character that it is interesting in itself and so occu-

as medicine. The results are remarkable. Neurasthenics, sleep seekers, melancholy men, after a few hours of real exercise—often the first they have taken since boyhood—become cheery, self-reliant, confident men. Sometimes they think there must be some magic in it all. But the truth is that for the first time they have given their adult livers a show and are breathing enough good clean air and opening their long barricaded pores. All they needed was the sort of rest that restores the used up tissues and gives the animal side of them a chance to function, as it was intended. Frequently the same thing exactly is effective to cure men of excessive drinking or smoking or drug habits. For no one can conquer a



Views in John Ball Park

same as if they tried to do all their eating on Sunday and expected the food to keep them well and strong during the week. A bath in a lake on Sunday will not do you as much good as a daily shower bath. It isn't the quantity of water that counts, nor is it merely the quantity of exercise that counts.

"And yet these men—these business men and professional men who become nervous wrecks and blame the whole thing on overwork—are simply paying the penalty of not spending thirty minutes a day in keeping themselves 'good animals.' This is not a theory; it is the experience of every observer in a gymnasium. A business man will come into the gymnasium after banking hours, 'exhausted nervously and physically,'

pies the tired man's mind and attention, will keep a man in a city in good physical condition and put him in trim to meet business emergencies without becoming either blue or melancholy. But it is essential that the exercise be made interesting. In the Y. M. C. A. gymnasium we have abandoned formal exercises with apparatus for this class of men, because they will perform these drills in a merely passive way, and passive exercise is far less beneficial than that which has snap and mental interest back of it. For these men we now use competitive games which embody all necessary exercise in the form of competitive sport.

Increasing the Earning Power.

"Business men will engage in these games because they are 'fun' as well

habit until his body is itself in condition to supply the reaction formerly sought in a drug.

"If every city dweller would devote one-half hour a day to sensible exercise I am firmly convinced that the earning power of our country would be increased tens of millions each year. A man can make more money when he is fresh and bright and well than when he is sluggish, or dull, or sick. Moreover, there would be far fewer confirmed drunkards and drug victims if only the people of the cities would lead a normal life.

Robert Fiske.

He knows no good who boasts he does no harm.

He who has work has no will to wander.



Largest Millinery House in Michigan



*6 Floors 80 x 100—48,000 Square Feet of Display Room
Devoted Exclusively to Millinery*

Corl, Knott & Co., Ltd.

Importers and Jobbers of

Millinery and Straw Goods

20-22-24-26 North Division St.

Grand Rapids, Mich.

Paris: 4 and 6 Rue d' Hauteville New York: 713 Cable Bldg., Broadway.





Based on Merit

Reputation Enjoyed by Grand Rapids as Shoe Center

A poet may be known the wide world over for his genius, and so far does he excel all others in that particular sphere that his achievements in other directions may be to a considerable extent overlooked.

This same condition oftentimes holds: good in a city's industries. Grand Rapids is known as a furniture center the world over. As a shoe center it has not reached these proportions, but as a manufacturing center of shoes of quality its reputation extends far beyond the limits of its own State.

The pioneers of the shoe industry of Grand Rapids had quality in mind when they first engaged in the manufacture of shoes, and by virtue of quality have extended their trade to the Pacific. To-day Grand Rapids is represented by three manufacturers and four jobbers of shoes, keeping upwards of thirty traveling salesmen employed.

Within the boundaries of the State you will not find a city (Detroit not excepted) nor hardly a hamlet in which Grand Rapids shoes are not represented. In other states their business is constantly growing, based entirely upon the merits of the goods made.

The success attending the manufacture of an article depends, first, upon the thorough knowledge of the article to be manufactured; second, its proximity to the raw material; third, the intelligence of its labor; fourth, ample capital. For Grand Rapids as a shoe center the above questions can all be answered in the affirmative. Grand Rapids has practically within its borders three large tanneries, two more within thirty miles and a night's ride across the Lake puts its manufacturers in touch with one of the largest leather markets in the United States. As jobbers everything in the shoe line is carried in stock from a dainty little soft sole to a size 13 brogan, so that the shoe dealer can place his orders with the assurance that they will be filled with despatch.

Adolph G. Krause.

Gets New Hat by Selling Husband's Old Clothes.

This is the harvest season for old clothes. Now it is that the frugal housewife swoops down upon her husband's collection of old garments and declares that all of them must be sold or given away. If he can not think of any one who needs a coat or a pair of trousers she will undertake to dispose of them—and keep the change.

Great is the harvest. She garners in the closets and she gleans through old trunks with results that astonish the head of the house. The heap of condemned garments grows to remarkable proportions. The frugal housewife declares that her helpmeet must choose between her and the old clothes. All—all—every cast-off garment must go or—or—she

will pack up and go home to mother.

Clothes Piled on Kitchen Floor.

In the brief period given him to make up his mind the lord of creation takes in the many salient and significant phases of the situation. He observes how many of his own clothes and how few of his wife's make up the heap on the kitchen floor. He discovers from a hasty inventory that he has been left one suit besides the one he has on, that his stock of extra trousers has been depleted, his neckties weeded out, his shirts censored, and his most comfortable shoes segregated. Upon

fish market on a warm day. It only invites moths and she declares she won't have it in the house another year. At this juncture the lord of creation, at bay, desperate and fighting hard, asserts his superior cunning. He proposes a compromise—one of those compromises of which married life, the philosophers say, is constructed. He agrees to let her have the dress coat and waistcoat for any old purpose she likes if she will permit him to renew his lease of the fishing togs for one more year.

The lord of creation wins, or thinks he does. After which he demonstrates his cunning further by interpreting the agreement to cover a disreputable fishing hat which he subsequently trails to the bottom of the heap. The frugal housewife actually was going to dispose of that

three suits and \$5 for the dress coat. Oh, horrors! The jaw of the old clothes man drops and his figure trembles. Impossible that he has heard correctly. Oh, shades of the prophets, what can the lady mean—\$9 for the suits and \$14 for the whole thing! The old clothes man will give \$1 for each suit and \$1.25 for the coat. He won't make any profit at that—it will just be an accommodation. The clothes are in such awful condition. They can only be used for making vests and caps.

Trade Consumes Three Days.

The frugal housewife stands her ground. She might take \$7.50 for the suits, but not a cent less. The old clothes man sustains another terrible shock. After recovering he leads back with an offer of \$1.25 apiece. The frugal housewife, being an old hand, only laughs and eventually the old clothes man raises the ante to \$1.75 a suit. At that he sticks and goes away without the clothes.

The next day he looks in just in passing to enquire if by any chance the frugal housewife has decided to let him have the suits at his last price—what price?—\$1.50 each. No, nothing short of \$2.25 each, the frugal housewife smiles. The old clothes man returns to \$1.75 and goes away. Next day he returns and the upshot of it is he gets the castoff garments for \$2 a suit and \$3 for the coat—a total of \$9.

"That will buy a fairly good hat," observes the frugal housewife as she watches the retreating figure of the despondent old clothes man.

Arthur Henning.

His Daughter's Question.

Some little while ago a shoe dealer who did some scribbling at odd moments visited a jail in order to take notes for an article on prison life for his local paper. On returning home he described the horrors he had seen, and his description made a deep impression on the mind of his little daughter. The shoe man and his offspring, a week later, were in a train together, which stopped at a station near a gloomy building. A man asked:

"What place is that?"

"The county jail," another answered promptly.

Whereupon the young girl embarrassed her father and aroused the suspicions of the other occupants of the car by asking, in a loud, shrill voice:

"Is that the jail you were in, father?"

Novel Advertisement.

A shoe dealer in Montana presents the schools and churches in his town with coupons that read as follows:

"Being a friend of the church, you are requested to present this coupon when you buy your shoes of Blank & Co. Five per cent. of the amount purchased will go to the church."

Below is a blank space in which to set down the amount purchased.

It is easy shutting our eyes to the brother who is down when our hungry hands are going out to those who are up.



Adolph G. Krause

closer investigation he finds the trousers of his dress suit missing.

"Why, I sold those trousers last year, dearie," explains the frugal housewife, "and you see you haven't missed them. I think you'd better let me have the coat now."

The dress coat is added to the heap under vociferous protestations from the lord of creation, whose immediate attention, however, is distracted by the discovery that his favorite fishing suit is concealed in the pile of domestic contraband. Speechless with horror, the husband rescues the stained and tattered regimentals and bears them breathlessly back to the closet.

Compromise in Which Man Loses.

The frugal housewife does not surrender without a struggle. She implores her helpmeet to rid the closet of that nasty suit that smells like a

hat into which were thrust three perfectly good trout flies costing \$1.50!

"I suppose this suit will cost me my fur lined overcoat next year," observes the lord of creation. "Well, go as far as you like and keep the change."

Bartering With Old Clothes Man.

Then begin the adventures of the frugal housewife in disposing of the old clothes. Already the old clothes men are going up and down the alleys, penetrating the courtyards of the flat buildings and knocking at kitchen doors. One after another they call and paw over the heap of garments and sadly shake their heads. It is a pretty sorry lot of clothes, says the old clothes man. What does the lady want for them? What will he give? No, that is not the question—what does she want?

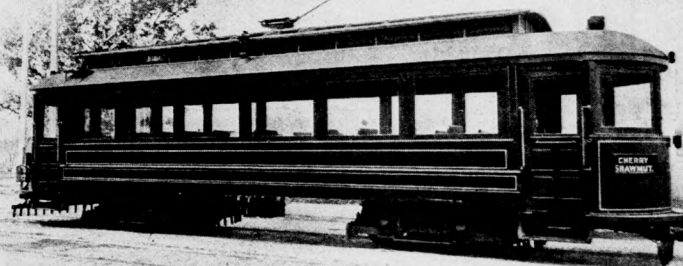
Well, she wants \$3 a suit for the

Michigan's BIG 3 Summer Resorts

Reed's Lake, John Ball Park
and North Park

are in

Grand Rapids



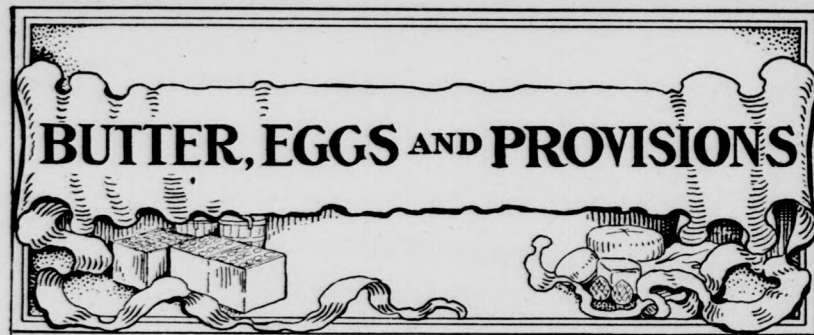
Scenes about Ramona Resort

Visitors to Grand Rapids, Notice:

The Grand Rapids Railway Co. has an established general information bureau at No. 38 N. Ionia street, where a corps of competent clerks is maintained for the purpose of answering all questions regarding the city and in assisting to guide visitors to hotels, streets, depots, places of amusement or anything of public interest.

In the way of amusements we can tell you what to do and where to go to make your stay in the city more profitable and enjoyable. There is something of interest going on almost constantly, at the many big beautiful parks, or the lakes where boating, fishing and bathing is at its best. We can direct you to other open air attractions of equal interest, if you will call at our bureau of information.

Grand Rapids Railway Co.



Observations of a Gotham Egg Man.

The volume of egg movement in May in comparison with last year has a manifestly important bearing upon the situation and prospects of the storage deal. The receipts show a falling off of 90,307 cases at New York, Chicago, Boston and Philadelphia as compared with the first half of May of last year. This may, however, give an erroneous impression as to any decrease in actual production that may have occurred; for it appears that the early storage—up to May 1—was relatively much greater in these large centers than in the smaller interior warehouses, and it would be natural to expect that a larger part of the May surplus would be going to the interior houses. But a shrinkage of 90,000 cases in the receipts at the above markets in two weeks, compared with last year, in the heart of the storage season, is an item of considerable moment and it has dispelled most of the hope formerly entertained by many operators that we can have any cheaper eggs for storage during the season of average fine quality. In fact, the tendency has so far been in the other direction and so far as this market is concerned we have been experiencing a remarkably close clearance of May receipts with the warehouses getting only moderate additions to their stock for the season, and a gradually hardening tone in prices for nearly all grades.

Some of our local dealers have been expecting that the recent advance in prices here would attract a considerably larger quantity of eggs this way and that we might soon experience a surplus beyond current needs greater than would be stored on the present basis of value; but other markets have hardened also and it does not seem improbable that the general distribution may keep about the same proportions as of late, especially as the improved feeling in the trade as a whole is likely to induce a more liberal absorption of eggs by interior houses than was the case earlier in the season.

We are approaching the heated term when eggs coming in at primary points of collections will show the usual irregularity of quality and value. The Board of Health here is determined to prevent the sale of spot eggs in consumptive channels and shippers are earnestly urged to take some means of keeping such out of their current shipments, together with all eggs that are so badly heated as to come into the contraband class during the natural course of distribution. There is only

one way to do this properly and that is to candle all eggs before they are packed—no matter how small or how large the shipments this should be done in every instance and the goods properly graded. It is useless to pay freight and packing charges on eggs that are not only practically worthless when they reach market, but the presence of which, mixed with better goods, is likely to cause trouble with the authorities.

In spite of all that has been said and written about the damage to eggs arising from the use of weak and flimsy fillers many shippers continue to use them. In my rounds among the stores of egg receivers cases are constantly brought to my attention in which serious breakage and generally mussy condition of the contents have resulted from this cause alone. I do not know just what the difference in cost is between these thin, weak fillers and the good, strong and substantial kind, but it certainly can not be more than a very few cents a case. It seems manifest folly to use them since the breakage of even a few eggs would more than pay for the difference, if not for the entire cost of good fillers, and since the loss is not only in the eggs actually broken but in a decreased value of the whole lot due to the bad condition shown on opening the goods for buyers' inspection.—N. Y. Produce Review.

Takes Years for Preservatives To Injure.

In speaking of the importance of pure food and drugs in relation to public health at the National Conference of Charities and Corrections at Richmond, Va., last week, Dr. W. H. Wiley, Chief of the Bureau of Chemistry at Washington, said that there is a generally mistaken idea in regard to adulterated or impure foods, in that they are associated with effects of a very violent character, producing sudden illness or even a fatal result. He said in part:

"As a matter of fact, the effect which adulterated foods produce is slight and their harmful results are insidious. They tend rather to undermine gradually the vitality of the system and its power of resistance to disease, finally affecting the health of the principal organs of the body. The effects are of such a character as to be usually entirely overlooked when the doctor comes to make his diagnosis. The disease from which the patient is suffering is usually one difficult to trace to years of use of harmful food products, particularly substances which are added to foods

in the form of preservatives or coloring matter, which have no food value and undergo little or no change in the system."

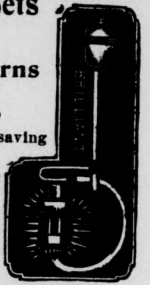
Hard Lines.

Tess—Mad at him? Why, he wrote a lovely poem to her.

Jess—Yes; but she never read it. When she saw the title of it she tore the whole thing up in a fit of anger. You see, he called it "Lines on Mabel's Face."

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.

Dairy Butter

I can use all grades, but especially want No. 1 full grass dairy butter in crocks or well soaked parchment lined, double headed sugar bbls.

Write or phone me today what you have to ship and I will give you my best offer and keep you posted on market changes. If you can not ship on refrigerator car ship early in week so butter will not be in transit over Sunday. Of course, I am always in the market for eggs.

13 Years' Square Dealing

F. E. STROUP (Successor to Stroup & Carmer) Grand Rapids, Mich.

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

L. J. Smith & Co., Eaton Rapids, Mich.

Manufacturers of

Egg Cases and Egg Case Fillers

WE can always furnish Whitewood or Basswood Sawed Cases in any quantities, which experience has taught us are far superior for cold storage or current shipments.

Fillers, Special Nails and Excelsior, also extra parts for Cases and extra flats constantly in stock. We would be pleased to receive your inquiries, which will have our best attention.

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

BAGS

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

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

WIRE BOUND EGG CASES

last twice as long as the ordinary cases and cost no more money. The wire strap absolutely prevents the bottom from falling out. We also manufacture a complete line of boxes and shipping cases. Quotations and particulars upon request.

veneer box co., grand rapids, mich.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 23—The coffee market shows a good degree of steadiness in speculative trading and quotations seem to favor the bulls. In spot trading, however, business with jobbers is generally reported as showing little, if any, improvement. Buyers take small lots and are content to let the other fellow carry larger stocks. At the close Rio No. 7 is worth 63¢@6½¢ in an invoice way. In store and afloat there are 3,511,495 bags, against 3,989,464 bags at the same time last year. Mild stocks are of sufficiently large proportions to meet requirements, which are now especially active. Roasters manifest little interest.

There is not much change in the sugar market. The demand for refined has been very moderate and sellers are not feeling very much encouraged by the frightful amount of rain in this part of the country. Two refineries have adopted a new business arrangement whereby business will not be accepted "except when accompanied by assortments." This appears to mean that in the future only seven days will be granted instead of thirty-seven. How long this will remain in effect is to be seen. Prices on granulated have been considerably "mixed" during the week.

There has been more enquiry for tea this week and larger withdrawals from warehouses would seem to indicate decreasing stocks generally and, upon the whole, there is a better feeling throughout the trade. Prices have not been affected as yet, although advices from Japan indicate a condition of the crop there not altogether satisfactory; in fact, a shortage of 10 per cent. is anticipated in the yield, as compared with last year.

Rice is steady. Assortments are becoming well reduced, and with a fairly good demand the situation is in favor of the seller. Good to prime, 5¼¢@5½¢.

Stocks of spices seem to be light in the country, but this is only what may be expected at this season. Supplies here, while not over-abundant, are seemingly sufficient and demand is fair. Prices show little, if any, change.

Grocery grades of molasses have been in better request from local and out-of-town dealers and at the close the market is very well sustained. Good to prime centrifugal, 22¢@30¢. Syrups are quiet and unchanged.

In canned goods there is a better tone to tomatoes. If the rains continue another week as they have this the fields in Maryland will be navigable. But there is plenty of time for a reform in this weather business. Tomatoes in cans are showing a bit more activity this week, and while buyers do not want to pay over 72½¢ for full standard 3s. f. o. b. factory, they vow they will not pay more and that the goods at this figure must come up to the scratch in every particular. But the amount of goods that will meet all

these requirements is said to be not extremely large. While jobbers are almost all said to be buying, they are taking small lots. But if they are doing anything at all it is an improvement on past weeks. Little has been done in future canned tomatoes and sellers—packers—will not talk less than 75¢ f. o. b. for standard 3s. Corn is quiet. Peas are moving in a very moderate way and the market is awaiting the advent of new goods. California fruits are quiet.

Top grades of butter show some advance. Just why it would be rather hard to tell, as pasturage is in magnificent condition. Special creamery is quoted at 24¢ and possibly in certain instances this has been exceeded by 1¢. Extras, 23½¢; firsts, 22½¢@23¢; Western factory firsts, 17½¢; seconds, 17¢, and so down to 15¢; process has shown some advance and is quoted at 21¢.

Old full cream cheese is wanted and the market is now pretty well cleaned up. Fifteen cents is readily obtained. New stock, 10¢@10¼¢. The quality of new arrivals shows steady improvement as to quality.

Eggs show little, if any, change from a week ago. Best Western are worth 17½¢@18½¢; regular pack, 18¢@18½¢; fresh-gathered, 17¢@17½¢.

Londoners Burn Waste as Fuel.

To burn as fuel sewage, sludge, coal washings, shale, and other waste is the latest fashion in London. Tar, crude naphtha, or other tarry substance is mixed with petroleum, shale, Texas oil, or other hydrocarbon oil in such a way as to produce a solid precipitate which can be separated from the remaining thin liquor. The thin fluid from which the precipitate has been separated is used to produce a binding agent for the artificial fuel. For this purpose resinous matter is dissolved in the liquor until the whole becomes a thick viscous mass to form the binding agent. This mass may be mixed with a tarry substance in equal proportions and a little common salt added. The combustible rubbish is reduced to a dry powder and thoroughly mixed with a small proportion of the dried precipitate produced as described. A little of the binding agent is added and the whole is mixed at a suitable temperature. The result is pressed into blocks or briquettes or otherwise treated to produce artificial fuel as desired. With slight changes the same formula is used for making artificial coke, an achievement hitherto impossible.

A Real Freak.

"Better send an inspector down to see what's the matter with this man's meter," said the cashier in the gas company's office to the superintendent.

"Oh!" began the superintendent, "we throw complaints about meters —"

"This is no complaint. He sends a check for the amount of his bill and says it's 'very reasonable.'"

Live the ethics of Christianity and its arguments will take care of themselves.

M. O. BAKER & CO.

Toledo, Ohio

Jobbers Potatoes and Apples
Correspond with us

Morris Kent Co.

Kalamazoo, Mich.

Wholesale Grain and Produce
Potatoes and Beans a Specialty
We Can Supply You in Car Lots or Less

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.

Decoration Day Leaders Now

Four cars Port Limon Jumbo Bananas, Messina Lemons, Oranges, Fancy New Potatoes, New Cabbage, Texas Tomatoes, Texas Onions, Berries, AND FOR CANNING FANCY PINEAPPLES.

We have plenty of all kinds of fruit and vegetables. Buy of us. Our goods make money. Bear in mind goods bought well are half sold. Well displayed the other half sold.

Yuille-Miller Co. Grand Rapids, Mich.
Citizens Phone 5166 Bell Phone 2167

Be Conservative

and ship to a conservative house—you are always sure of a square deal and a prompt check.

L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York

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

We want 50,000 pounds of packing stock and 25,000 pounds of fancy June dairy butter in jars for storage. Don't fail to write or phone us for prices before selling. Both phones 2052.

T. H. CONDRA & CO.

Manufacturers of Renovated Butter

Grand Rapids, Mich.

SEEDS

Our seeds have behind them a good reputation of more than twenty years. They are good; they have always been good.

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

We sell all kinds field seeds

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

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

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS
Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

WRIGHT & WINSOR Eggs and Butter

COMMISSION MERCHANTS

Experienced, reliable, prompt. Location unexcelled.
Familiar with every outlet for every grade. Cold storage on premises.
Ship us. Will honor drafts for reasonable amount. Will advise daily.

12 Harrison St., New York

References: First National Bank, New York; Commercial Agencies.



Dry Goods Trade

Some Lines in Which Grand Rapids Excels

Probably few people are aware that Grand Rapids does a business of nearly \$3,500,000 annually in textiles, divided between manufactured goods and merchandise sold by the wholesale trade.

Although this total volume may seem small as compared with business done every year by the larger markets, such as Chicago, Cleveland, Buffalo and other cities of large size, nevertheless, taking into consideration the class of goods manufactured, the general location and size of the city, Grand Rapids stands well towards the top of the list in this branch of commercial industry.

In most lines of staple textiles Grand Rapids jobbers and manufacturers do not attempt to cover a great deal more than the scope of territory which is commonly known as its "natural territory," but to meet the requirements of the trade in this section large and complete assortments of merchandise are carried.

In special lines, such as custom made shirts, Grand Rapids is the greatest market of its kind in the country west of New York City, and the business of local manufacturers will aggregate more than \$300,000 annually. In this line of industry the local market has been prominent before the American public for over twenty years and a large corps of traveling men, representing these houses, are doing business every day in all parts of the United States.

Therefore, the national prominence of Grand Rapids as a custom shirt market at least gives this city something to be recognized for in the textile line.

The making of men's work shirts, overalls, etc., has developed into large proportions and the manufacturers located in Grand Rapids are doing an annual business of nearly \$500,000. These goods are shipped to all parts of the territory immediately surrounding Michigan and that lying west to the Pacific coast. Local manufacturers of these goods enjoy a favorable reputation as originators of more new ideas in making up their lines than almost any score of manufacturers of similar lines combined.

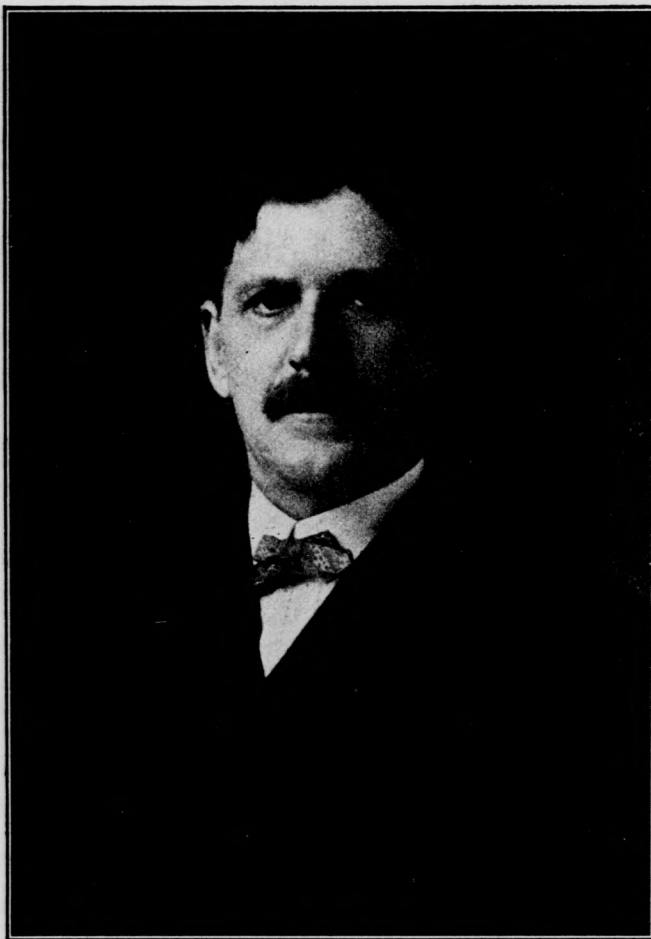
Another industry that is rapidly forging to the front is that of manufacturing various descriptions of knit goods: Three factories in the city are doing close on to \$1,000,000 worth of business annually and each season shows an increase over the previous year. A considerable amount of hosiery and underwear made by the local factories is shipped all over the country. Among the big buyers of these lines in the East are Macey & Co., New York; Siegel, Cooper & Co., New York and Chicago, and stores of similar size. Every indication points to a pretentious future growth of factories making this line of goods.

The manufacture of muslin under-

wear is assuming large proportions and local houses are making each year over \$350,000 worth of goods in this line. This class of merchandise is shipped to all points in the Central West.

Besides these there are several smaller factories in Grand Rapids devoted to the making of corsets, hats, gloves, mittens, etc., the total output of which may foot into the thousands of dollars.

Buyers of fancy goods, notions and general lines of dry goods will find almost anything they want in Grand Rapids. There are two wholesale



John Snitseler

dry goods houses here and each carries complete lines of such goods as are required by the trade in this territory.

Local wholesalers are better equipped to care for the trade of this section than houses from any of the larger cities, and the result is they are doing an annual business of over \$1,500,000.

Furthermore, Grand Rapids houses have an advantage over outside competition in the way of freight rates and quick deliveries.

Both of the local houses have been engaged in the wholesale branch of the business for more than twenty-five years, and during that time have established close trade relations with dealers in this territory.

John Snitseler.

Some of the Advantages of Being Rich.

It is well enough to lust after riches for their own sake. But those who do might better consort with poorer folk. For they have fixed their hearts upon the same base concerns which it is the chief privilege of wealth to escape. If riches have worth at all it is in relieving the mind of thoughts of money. It is in letting soul and sense freely flower unimprisoned by paltry pennies. The ignominy of poverty is the barbarous necessity of interpreting all one's experiences in terms of dimes and dollars; of counting pennies over food, shelter, amusements, charities, everything; of choosing evil things for lack of pennies to get the good. It is vulgar thus to do violence to one's taste, to one's delicacy, elegance,

giving the fingers delightful things to touch, and the nostrils redolent perfumes to inhale, and the palate delectable flavors to taste. What is the difference between the patrician mold of figure and daintily chiseled features and the stubby plebeian irregularity of face and form if it is not the difference between wealth and poverty? Refinement and grace of body and perfection of feature are the first legacies of the rich. But only the first of many. It is through wealth that these dainty hands are taught to paint beauty with wonderful colors and to mold it out of marble and to weave it marvelously out of music. It is through wealth that the fine faculties of the intellect are educated, that they are enriched by the storied knowledge of the ages, that they win their perfect efflorescence in invention, creation, imagination and the unfoldment of genius. The few poor boys who have become famous in arts, learning, letters, or science, nearly, if not quite, all have been helped by fairy godmothers in human guise who discerned their promise and equipped them for performance. Lucky wights to be thus raised above the unhappy case of the toiling millions whose parts may be as promising but whose lives are haplessly bound to the grinding wheels of indigence, foreordained to perpetual grappling with bread and butter problems.

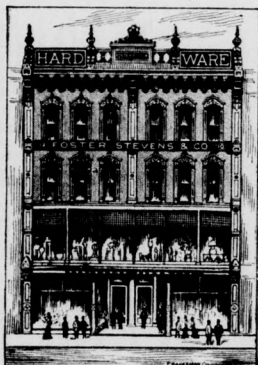
It is futile and naively barbaric to propose the simple life near to nature's heart. As evolution advances organisms wax more intricate and refined, and physical as well as mental and spiritual pabulum must needs grow in complexity and delicacy and variety. 'Tis not seemly for men to revert to human potatoes. Rather let them abet the development of trees and tubers, of horses, sheep, and kine into men. And it is quite futile to counsel money making. The pursuit of gold proves an ungrateful calling ever, and terribly warps and shackles the souls that are to be liberated, narrowing their vision upon those sordidnesses they should shun.

The larger, saner, and lovelier rescue, however, for impecuniosity comes through the evolution of such conditions as provide for civilized man the same facile bounty that is furnished simple savage society in tropical fields and forests by the dropping fruits and luscious unspringing weeds. Such meager necessities as the crude organism of the aboriginal requires are all his for but slight exertions. And his sluggish mind is left free to revel in its dull delights. When the civilized man so attunes his life to his surroundings, so harmonizes organism to environment that each responds perfectly to the other, his pitiful battles for existence will come to an end. Wealth will abound. Trivial toil will supply all the gentle luxuries he needs, and his superb mental and spiritual forces will be set at leisure to engage in those noble exercises which are their proper and worthy employment.

Ada May Kreckler.

No man is true to the truth of today who does not press beyond it.

Everybody Welcome



FOSTER STEVENS & CO.

Wholesale Hardware

Grand Rapids, Michigan



Get our prices and try
our work when you need

**Rubber and
Steel Stamps
Seals, Etc.**

Send for Catalogue and see what
we offer.

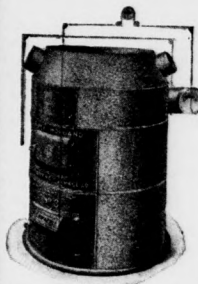
Detroit Rubber Stamp Co.
99 Griswold St. Detroit, Mich.

Lightning Rods



We manufacture for the trade—Section Rods
and all sizes of Copper Wire Cables.
Send for catalogue and price list.

E. A. Foy & Co., 410 E. Eighth St.
Cincinnati, O.



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.

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

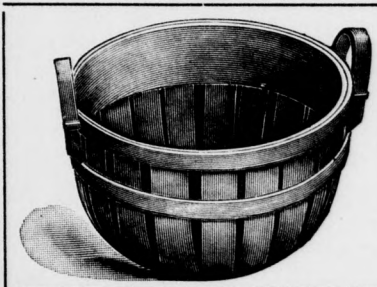
Made in all Leathers Snappy up-to-date Lasts

Selling Agents Boston Rubber Shoe Co.

DETROIT

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.



Don't Talk Your Projects To Death.

What are you intending to do—today, to-morrow, next year, in the far future?

Few persons approached with such a question would consider an answer as due until they had pressed upon the likelihood of the question's being an impertinence. What right has the person to ask?

Yet without even an implied question on the part of another, thousands of young men are expressing themselves every day on intents and purposes which they are nursing in resolution and hope. There is no limit to these utterances, depending upon the temperament of the person speaking. Under influences of optimism and cheerfulness, not to say inexperience, the young man may need only a listener in order to run the gamut of his hopes and prospects.

"Yes, yes," was a set phraseology of a wise old friend of mine who often was chosen as a confidant; "that's all right, John, that's all right, but if I were you I wouldn't tell the barber."

Somewhere in the nervous organism of man, who, of all the animal kingdom, is endowed with the faculty of speech, a subtle penalty seems to be imposed upon his store of nervous energy because of the use of the faculty. It is not that the talkative man, per se, seldom does things. The cause lies deeper in the fact that talking with any degree of intelligence involves an elaborate mental and even physical process which almost unconsciously tends to mental tiredness; also that much talking of something upon which a man may anticipate spending physical and mental energies at a future time of itself detracts from the nervous energies which the speaker may have in reserve for the working effort.

Considering the condition of physical tiredness resulting from much talking, it is overlooked often that the man mentally tired inevitably has become physically tired. No matter what the mental work which tires a man, he is physically worn out when he is mentally tired out. Inversely, too, he is mentally tired when he is physically tired. His nervous energy is gone and without it he is incapable of thought or action.

But even more than this energy involved in talking of what he means to do the talker may discover if he will that somewhere in much talking of his ambitions, aims and means to an end he is making an old story of them and, when the time comes for doing things, he has been doing these things so long by word of

mouth that, in connection with the energies wasted in the talking, the impulse to do is weakened. The opportunities themselves have suffered from their wordy anticipations.

As the antithesis of the wordy man whose intentions eternally are emblazoned on the sleeve, the world long has marked the silent man who does things, leaving the world if it pleases to do the talking. That type of man carries with him the impression of stored, guarded energy. One gets the impression that in preserving silence this type of man has at least a subconscious feeling that to talk of his intentions is to weaken their execution, merely through the effort of talking.

When a man has talked widely of the things he means to do and when circumstances arise which make the doing impossible, the talkative one finds he has committed himself to his friends as an incompetent. Explanations of an embarrassing nature devolve upon him. Questions as to why he has not accomplished those things are now in order and good taste and in the answering of them the talker discovers for the first time that he has been talking too much.

Then always in talking there is the chance that knowledge of what the talker means to try to do may be used selfishly by some one to prevent the doing. Some one who merely dislikes him may move to balk him. Some one who discovers value to himself in the idea may appropriate it. Men have been embarrassed by having such confidences thrust upon them. Their experience has shown them how unwise such confidences are and they are made unwilling parties to suspicion if such plans miscarry.

Many men are close of speech, nursing exaggerated suspicions. Such a man is not likely to be popular and number his friends by scores. But on the other extreme, the confidences of the garrulous man are cheapened until the confidence itself implies little confidence in the confidant. Don't talk too much about what you mean to do. Especially don't bother to tell the barber.

John A. Howland.

No Cause To Worry.

"Say, what about Taft?" queried the humble little man of the man who was reading a paper on the street car.

"I guess Taft is all right," was the reply.

"I hope he is—I hope so, but do you know I'm worried about it. I didn't sleep an hour last night."

"But why do you worry?"

"You see, sir, if Taft is not nominated he will have only a few months more to hold office."

"That is so."

"He will then be thrown out on a cold and cruel world to make his living the best way he can. The hard times will still be with us. It may be months and months before he can strike a job."

"I don't imagine he would have much trouble," smiled the other.

"But do you know, sir—can you assure me that he wouldn't? I am a journeyman tailor, and I know how hard it is to strike a paying job. Two or three nights ago I dreamed of Mr. Taft. I dreamed of seeing him enter a grocery with a pitcher after a quart of molasses, and when he asked for credit the grocer turned him down. The look on the poor man's face will haunt me for days."

"But it needn't. I have it on the very highest authority that Mr. Taft has over \$600 in the savings bank, and that his wife can do her own housework if necessary, and there is no doubt of his getting along some way. It is kind of you to interest yourself, but don't let it upset you too much."

"Let us shake hands, sir," said the little man as a glad smile came to his face. "You have taken a great burden off my mind, and I thank you. I was troubled, but I'll take your word for it and trouble no more. I can go home and tell my wife that Mr. Taft is all right, all right, and that no grocer can turn him down on the molasses question, and that if he wants a new white vest for summer he hasn't got to go to a second-hand store to get it."

Some Window Dont's.

- Don't slight the windows.
- Don't let the glass become dirty.
- Don't depend too much on fixtures.
- Don't neglect the upper part of the window.
- Don't stick to one style of trimming. Branch out.
- Don't skimp on elbow grease in cleaning the glass.
- Don't wait until a trim is fly-specked before changing it.
- Don't overlook the utility of a certain number of fixtures.
- Don't be afraid to try something new in the way of a display.
- Don't let the window stand too long. A week is about the limit.
- Don't fill a sunny window with goods that the sun will discolor.
- Don't be afraid to spend a little money on the trim. It will come back.

Not His Fault.

A first-grade boy brought perfect spelling papers home for several weeks, and then suddenly began to miss five and six out of ten.

"How's this, son?" asked his father.

"Teacher's fault," replied the boy.

"How is it the teacher's fault?"

"She moved the little boy that sat next to me."

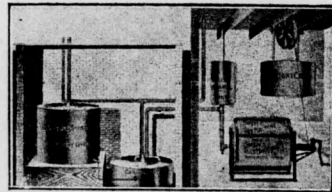
Faith is the power to discount the toil of the night by the promise of the day.

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.

COST—LIGHT



How to produce the greatest amount of light at the lowest cost is the combination you are looking for. The Improved Swem comes nearer giving these results than any other system made. Write us.

SWEM GAS MACHINE CO. Waterloo, Ia.

Good Sunday Reading

We recommend that you read our Sunday dinner menu card next Sunday. It makes excellent Sunday reading.

Dinner 5:30

Hotel Livingston Grand Rapids

Grand Rapids, Holland & Chicago Ry.

TO CHICAGO

In Connection With
Graham & Morton Line

Steamers

Puritan and Holland

Holland Interurban Steamboat Car
Leaves Market St. Depot

FARE
\$2 Nightly 8 P.
M.

Freight Boat Every Night

Economy

is the result of eliminating the unnecessary.

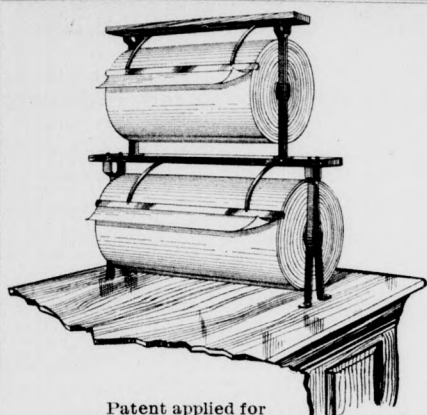
A single telephone system having a universal development is the best example of it.

"Use the Bell"

IT
PAYS

CALL
MAIN
330





Patent applied for

BEFORE

Placing an order with your jobber drop us a card and we will send you circulars descriptive of the best

**TAKE-UP TWINE
HOLDERS, PAPER
BAG HOLDERS,
BROOM RACKS,
ROLL PAPER CUT-
TERS, ETC.,**

upon the market.

THE E. O. BULMAN MFG. CO.
GRAND RAPIDS, MICH.

**HOLLAND
RUSK**

Several Thousand Merchants find

Holland Rusk
(Prize Toast of the World)

a profitable Seller.

Are you one of them?

If not—stock it at once and you'll be surprised to see how much nice, clean profit you can make on the line.

Holland Rusk Co.
Holland, Mich.

LARGE PACKAGE
RETAILS
10¢



Thomas' Canned Goods

Packed by

Howard Thomas & Son

Grand Rapids, Mich.

Our twenty years' experience in packing this line, and the location of our factory, right in the heart of Michigan's Famous Fruit Belt, enables us to produce a product unexcelled in quality, natural flavor and uniformity of pack. Our serial number is J076.

We make a specialty of packing a strictly fancy sanitary can hand-packed tomato under the Pride of Michigan and Furniture City labels, besides a full line of berries and fruits of different grade, under the following

Brands:

Park, Rapids, State of Michigan

Pride of Michigan

Furniture City, Shadow Brook

ANNOUNCEMENT

THE KENT COUNTY SAVINGS BANK

AND

THE STATE BANK OF MICHIGAN

Have arranged to consolidate and form a new Bank, to be known as the

KENT STATE BANK

WITH

CAPITAL,	-	-	-	\$500,000
SURPLUS,	-	-	-	100,000
UNDIVIDED PROFITS,	-	-	-	50,000

TOTAL ASSETS NEARLY \$6,000,000

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

DIRECTORS

L. H. WITHEY	EDWARD LOWE	T. STEWART WHITE	DANIEL MCCOY
HENRY IDEMA	A. W. HOMPE	E. H. FOOTE	JOHN A. COVODE
WILLIAM H. JONES	M. S. KEELER	J. A. S. VERDIER	B. S. HANCHETT

GREAT GROCERY MARKET.

(Continued from page six.)

they have maintained the trade resulting from the increased consumption for the Grand Rapids market.

It is very pleasing to note at this time that the trade conditions existing among the retailers of Michigan compare favorably with those in any other state of the Union; and our retail merchants are far above the average in their credit standings and in the general conduct of their business.

It is a significant fact that the Grand Rapids market imports direct a large part of the goods it uses from foreign countries and that customers of the Grand Rapids market receive the benefit of these direct importations in fresher goods and closer prices.

All of the jobbers in Grand Rapids conduct big businesses and consequently are large buyers. This means that they are able to receive the benefit of quantity prices, which, in many lines, means a material saving for our jobbers and a consequent saving for our customers.

The territory supplied by Grand Rapids comprises people of all classes, who demand many different grades of goods; and our jobbers, in the effort to handle the trade of our customers, have supplied themselves with lines which are complete. They can supply everything from the notions for the small country store to the highest grade of table luxuries which the trade can furnish, and it is very evident that this careful attention to all of the calls of all of the retailers has helped Grand Rapids to maintain her position as the jobbing center for so large a part of Michigan.

The railroads of the State have played an important part in making Grand Rapids so strong a factor in the growing jobbing market. In addition to the network of tracks running from Grand Rapids in all directions, the jobbers have the benefit of an exceptionally fine freight service from the different railroads; and it is particularly fortunate for the jobbers and their friends that the officials of these railroads are ever diligent in trying to give the shipping service they do out of our city.

A look at the map will show that a very large part of the territory is on a direct line from Grand Rapids, and the result is that most of the customers of the Grand Rapids jobbers receive their goods on the day following their shipments.

In this connection it is significant that the houses because of their size have been able to perfect strong working organizations to handle their business. While in the larger cities there is some delay in the shipping, we find that the Grand Rapids jobbers maintain a return freight service which has helped very materially in adding to the city's reputation for "knowing how."

In conclusion it seems fitting to call the reader's attention to another side of the jobbers' life which, perhaps, has helped materially in the growth of our city's business. It is

a well-known fact that the Grand Rapids jobbers, individually and collectively, have always taken a deep interest in matters which concerned their interests and their customers' interests and have not confined themselves entirely to the narrower channels of moneymaking alone. The Grand Rapids jobbers have spent considerable time and attention in assisting in pure food legislation, and it is without presumption that we take some credit for the very satisfactory conditions of the pure food laws of the State and the Nation. The jobbers have taken a deep interest in laws which pertained to the rights of the retailer, as well as the wholesaler, and have co-operated with the retailer in his efforts to better the conditions and ethics of his business. The broad-minded



Never before in the history of Grand Rapids have the electrical industries of this city been so forcibly and extensively exhibited as at the Electrical Show, which ended May 16. For the entire week, ending Saturday night, thousands of people visited the exposition daily, and no less than 15,000 visitors inspected and commented favorably upon the exhibition of devices there shown.

The event has a broad meaning to the city and to the State, which will be more fully appreciated as time passes. At present, however, the

Water Power Electricity

Destined to Promote Rapid Industrial Growth

trically, in addition to the extensive water powers and the aggressiveness of the Grand Rapids-Muskegon Power Co.

The Rathbone-Panigot Co., of this city, is now manufacturing electric grates of various styles, classes and finishes. It not only has ample facilities for immediately increasing the production, but there is every reason to believe that such increase will be quickly forthcoming, because its patent situation is a strong one, protecting it against competition. It has associated itself with the formidable General Electric Co. and is now working on a large order for electric grates for that corporation. Thus we have in our midst a manufacturing plant destined to become large and strong quickly, and the electrical city of Grand Rapids has promoted a new industry for manufacturing electric grates, with the entire world for its market.

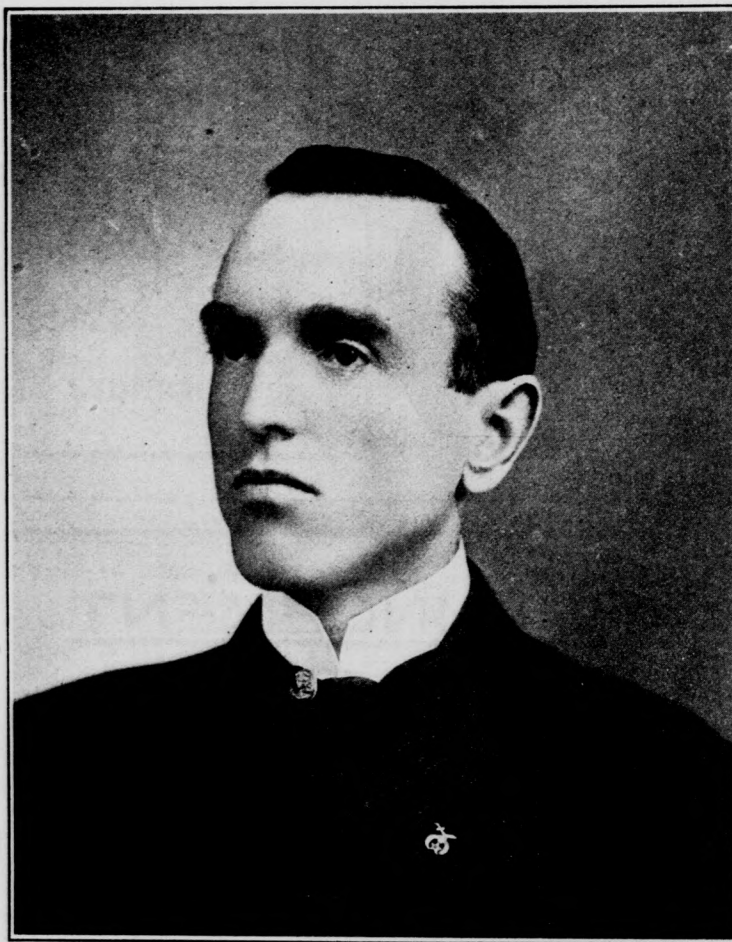
The inventory of devices at the Electrical Show also discloses the aggressiveness of the Oliver Machinery Co., of this city. From a space of about 600 square feet it exhibited various classes of lathes, band saws and machinery specially manufactured for operation by electricity. On one lathe it had installed a direct connected motor of small size and power. It was attached direct to the revolving shaft of the machine and the entire installation represented utmost simplicity. Alongside, in full view of visitors, a meter was installed to show cost of operating the lathe per hour. It attracted much attention and thousands of visitors marveled at the remarkably low cost of operating the lathe by electricity for less than three-quarters of a cent per hour. To all parts of this country and Europe Oliver machinery is being shipped daily, and its up-to-date methods encourage the larger percentage of its product electrically equipped. Hence, another industry is being extended, due in a great measure to electricity.

The Electrical Educational Club of Grand Rapids has been invited to hold its next meeting at the factory of the Oliver Machinery Co. to listen to an address by one of its competent engineers on the subject of "The Relation Between the Mechanical and Electrical Side of Machinery."

The Fox Typewriter Co. has been greatly impressed with the advantages of electric power. Mr. Fox is very much in favor of the electric system for light, heat and power. Heat is mentioned because the Fox Typewriter Co. was one of the first factories in the world to simplify and make practical the electric system for drying Japan on typewriter parts.

The best engineers in the country had determined ideas that gas was much cheaper, that it was useless to

(Continued on page seventy-six)



H. W. Hillman

spirit of friendly competition and brotherly co-operation with our customers has resulted in producing in Grand Rapids a jobbing grocery market which is second to none in any city of its class in the United States.

Guy W. Rouse.

An Egg Laying Contest.

The Connecticut Agricultural College will conduct an egg-laying contest at the college October 1, to be continued for one year, in which any poultryman may take part in the State. Those who take part will send six pullets to the college agricultural station, where they will be cared for and fed according to a regular system.

When your religion is nothing but listening it hears nothing from heaven.

Electrical Show serves as an inventory of what we have electrically here in our city. It has led us to think of the advancement in the electrical arts throughout the State and to prophesy the future possibilities regarding the multitudinous uses of electricity for promoting the welfare of our people industrially, commercially and domestically. At first thought it may seem presumptuous that Grand Rapids, with its population of 120,000, should closely follow New York and Chicago with an Electrical Show, but after deliberate consideration we are impressed with the fact that Grand Rapids now has more electrical contractors, supply dealers and local electrical manufacturers than any other city of its size in the country. These are prominent and strong reasons why we are among the first in the country elec-

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba	1 75@1 85	Scilla Co.	50
Aceticum	6@ 8	Cubebae	2 15@2 25	Tolutan	50
Benzolcum, Ger.	70@ 75	Erigeron	2 395@2 50	Prunus virg.	50
Boracie	12@ 12	Evechthitos	1 00@1 10		
Carbolicum	26@ 29	Gaultheria	2 50@4 00		
Citricum	50@ 55	Geranium	oz 75	Tinctures	
Hydrochlor	3@ 5	Gossypii Sem gal	70@ 75	Anconitum Nap'sR	60
Nitrosum	8@ 10	Hedeoma	3 00@3 50	Anconitum Nap'sF	50
Oxalicum	14@ 15	Juniper	40@1 20	Aloes	60
Phosphorium, dil.	@ 15	Lavendula	30@3 50	Arnica	60
Salicylicum	44@ 47	Limons	50@1 50	Aloes & Myrrh	60
Sulphuricum	1 1/4@ 5	Mentha Piper	1 80@2 00	Asafoetida	60
Tannicum	75@ 85	Menta Verid	8 00@8 2	Atrope Belladonna	60
Tartaricum	38@ 40	Morruhae gal	1 60@1 85	Aurant Cortex	50
		Myrica	3 00@3 50	Benzoin	60
Ammonia		Olive	1 00@3 00	Benzoin Co.	50
Aqua, 18 deg.	4@ 6	Picis Liquida	10@ 12	Barosma	50
Aqua, 20 deg.	6@ 8	Picis Liquida gal.	@ 40	Cantharides	75
Carbonas	13@ 15	Ricina	98@1 04	Capsicum	50
Chloridum	12@ 14	Rosmarini	@ 1 00	Cardamon	75
		Rosae oz.	6 50@7 00	Cardamon Co.	75
Aniline		Succini	40@ 45	Castor	1 00
Black	2 00@2 25	Sabina	90@1 00	Catechu	50
Brown	80@1 00	Santal	@ 4 50	Cinchona	50
Red	45@ 50	Sassafras	90@ 95	Cinchona Co.	50
Yellow	2 50@3 00	Sinapis, ess. oz.	10@1 20	Columbia	60
		Tigil	10@1 20	Cubebae	50
Baccas		Thyme	40@ 50	Cassia Acutifol	50
Cubebae	24@ 28	Thyme, opt	@ 1 60	Cassia Acutifol Co	50
Juniperus	8@ 10	Theobromas	15@ 20	Digitalis	50
Xanthoxylum	80@ 85			Ergot	50
				Ferri Chloridum	35
Balsamum				Gentian Co	40
Copaiba	70@ 80	Potassium		Gulaca	50
Peru	2 75@2 85	Bi-Carb	15@ 18	Gulaca ammon	60
Terabin, Canada	75@ 80	Bichromate	13@ 15	Hyoeyamus	50
Tolutan	40@ 45	Bromide	18@ 20	Iodine	75
		Carb	12@ 15	Iodine, colorless	50
Cortex		Chlorate	12@ 14	Kino	50
Abies, Canadian	18	Cyanide	30@ 40	Lobelia	50
Cassia	20	Iodide	2 50@2 60	Myrrh	50
Cinchona Flava	18	Potassa, Bitart pr	30@ 32	Nux Vomica	50
Buonymus atro	60	Potass Nitras opt	7@ 10	Opil	1 25
Myrica Cerifera	20	Potass Nitras	6@ 8	Opil, camphorated	1 00
Prunus Virgini	15	Prusslate	23@ 26	Opil, deodorized	2 00
Quillaja, gr'd.	15	Sulphate po	15@18	Quassia	50
Sassafras, po 25	24			Rhatany	50
Ulmus	20			Rhel	50
		Radix		Sanguinaria	50
Extractum		Aconitum	20@ 25	Serpentaria	50
Glycyrrhiza Gla.	24@ 30	Althae	30@ 35	Stromonitum	60
Glycyrrhiza, po.	28@ 30	Anchusa	10@ 12	Tolutan	40
Haematox	11@ 12	Arum po	@ 25	Valerian	50
Haematox, 1s	13@ 14	Calamus	20@ 40	Veratrum Veride	50
Haematox, 1/2s	14@ 15	Gentiana po 15	12@ 15	Zingiber	60
Haematox, 1/4s	16@ 17	Glycyrrhiza pv 15	16@ 18		
		Hydrastis, Canaua	@ 2 50	Miscellaneous	
Ferru		Hydrastis, Can. po	@ 2 60	Aether. Spts Nit 3f	30@ 35
Carbonate Precip.	15	Hellebore, Alba.	12@ 15	Aether. Spts Nit 4f	34@ 38
Citrate and Quina	2 00	Inula, po	18@ 22	Alumen, gr'd po 7	3@ 4
Citrate Soluble	55	Ipecac, po	2 00@2 10	Annatto	40@50
Ferrocyanidum S	40	Iris plox	35@ 40	Antimoni, po	4@ 5
Solut. Chloride	15	Jalap, pr	25@ 30	Antimoni et po T	40@ 50
Sulphate, com'l	2	Maranta, 1/4s	@ 35	Antipyrin	@ 25
Sulphate, com'l, by	70	Podophyllum po.	15@ 18	Antifebrin	@ 20
bbl. per cwt.	7	Rhel	75@1 00	Argent Nitras oz	@ 53
Sulphate, pure	7	Rhel, cut	1 00@1 25	Arsenicum	10@ 12
		Rhel, pv	75@1 00	Balm Gilead buds	60@ 65
Flora		Spigella	1 45@1 50	Bismuth S N	1 75@1 95
Arnica	30@ 35	Sanguinari, po 18	@ 15	Calcium Chlor, 1s	@ 12
Anthemis	50@ 60	Serpentaria	50@ 55	Calcium Chlor, 1/2s	@ 10
Matricaria	80@ 85	Senega	85@ 90	Calcium Chlor, 1/4s	@ 9
		Smilax, off's H.	@ 48	Cantharides, Rus.	@ 90
Folia		Smilax, M	@ 25	Capsici Fruc's af	@ 20
Barosma	40@ 45	Scilla po 45	20@ 25	Capsici Fruc's po	@ 22
Cassia Acutifol.	15@ 20	Symplocarpus	@ 25	Can'l Fruc's B po	@ 16
Cassia, Acutifol.	25@ 30	Valeriana Eng.	@ 25	Carphylus	20@ 22
Salvia, officinalis.	18@ 20	Zingiber a	12@ 16	Carmin, No. 40	@ 4 25
1/2s and 1/4s	8@ 10	Zingiber j	25@ 28	Cera Alba	50@ 55
Uva Ursi	8@ 10			Cera Flava	40@ 42
		Semen		Crocus	30@ 35
Gummi		Anisum po 20	@ 16	Cassia Fructus	@ 35
Acacia, 1st pkd.	@ 65	Apium (gravel's)	13@ 15	Centaria	@ 10
Acacia, 2nd pkd.	@ 45	Bird, 1s	@ 6	Cataceum	@ 35
Acacia, 3rd pkd.	@ 25	Carul po 15	15@ 18	Chloroform	34@ 54
Acacia, sifted sts.	@ 18	Cardamon	70@ 90	Chloro'm Squibbs	@ 90
Acacia, po.	45@ 65	Coriandrum	12@ 14	Chloral Hyd Crss 1	35@1 60
Aloe Barb	22@ 25	Cannabis Sativa	7@ 8	Chondrus	20@ 25
Aloe, Cape	@ 25	Cydonium	75@1 00	Cinchonidine P-W	38@ 48
Aloe, Socotri	@ 45	Chenopodium	25@ 30	Cinchonide Germ	38@ 48
Ammoniac	55@ 60	Dipterix Odorate	80@1 00	Cocaine	2 70@2 90
Asafoetida	35@ 40	Foeniculum	@ 18	Corks list, less 75%	@ 45
Benzoinum	50@ 55	Foenugreek, po.	7@ 9	Cresotum	@ 25
Catechu, 1s	@ 13	Lini	4@ 6	Creta, bbl 75	@ 4
Catechu, 1/2s	@ 14	Lini, gr'd. bbl. 2 1/2	3@ 6	Creta, prep.	9@ 11
Catechu, 1/4s	@ 16	Lobelia	75@ 80	Creta, Rubra	@ 8
Comphorae	75@ 85	Pharlaris Cana'n	9@ 10	Cudbear	@ 24
Euphorbium	@ 40	Rapa	5@ 6	Cupri Sulph	8@ 10
Galbanum	@ 1 00	Sinapis Alba	8 10	Dextrine	7@ 10
Gamboge, po. 1	25@1 35	Sinapis Nigra	9@ 10	Emery, all Nos.	@ 8
Gaulacum, po 35	@ 35			Emery, po	@ 6
Kino, po 45c	@ 75	Spiritus		Ergota, po 65	60@ 65
Mastic	@ 75	Frumentum W D.	2 00@2 50	Ether Sulph	35@ 40
Myrrh, po 50	@ 45	Frumentum	1 25@1 50	Flake White	12@ 15
Opium	90@5 90	Juniperis Co O T	1 65@2 00	Galla	@ 30
Shellac	45@ 55	Saccharum N E	1 90@2 10	Gambler	8@ 9
Shellac, bleached	60@ 65	Spt Vini Gallii	1 75@2 50	Gelatin, Cooper.	@ 60
Tragacanth	70@1 00	Vini Oporto	1 25@2 00	Gelatin, French.	35@ 60
		Vini Alba	1 25@2 00	Glassware, fit boo	75%
Herba				Less than box 70%	
Absinthium	45@ 60	Sponges		Glac, brown	11@ 13
Eupatorium, os pk	20	Florida sheeps' wool		Glue white	15@ 25
Lobelia, os pk	25	carriage	3 00@3 50	Glycerina	15@ 20
Majorium, os pk	28	Nassau sheeps' wool		Grana Paradisi	@ 25
Mentha Ptp, os pk	23	carriage	3 50@3 75	Humulus	35@ 60
Mentha Ver. os pk	25	Velvet extra sheeps'		Hydrarg Ch. Mt	@ 90
Rue, os pk	29	wool, carriage	@ 2 00	Hydrarg Ch Cor.	@ 90
Tanacetum, V.	22	Extra yellow sheeps'		Hydrarg Ox Ru'm	@ 1 00
Thymus V. os pk	25	wool, carriage	@ 1 25	Hydrarg Ammo'l	@ 1 15
		Grass sheeps' wool,		Hydrarg Ungue'm	50@ 60
Magnesia		carriage	@ 1 25	Hydrargyrum	@ 80
Calcined, Pat.	55@ 60	Hard, slate use	@ 1 00	Ichthyobolla, Am.	90@1 00
Carbonate, Pat.	18@ 20	Yellow Reef, for	@ 1 40	Indigo	75@1 00
Carbonate, K-M.	18@ 20	slate use	@ 1 40	Iodine, Resubi	3 85@3 90
Carbonate	18@ 20			Iodoform	3 90@4 00
		Syrups		Lupulin	@ 40
Oleum		Acacia	@ 50	Lycopodium	70@ 75
Absinthium	4 90@5 00	Aurant Cortex	@ 50	Maais	45@ 70
Amygdalae Dulc.	75@ 85	Zingiber	@ 50		
Amygdalae, Ama	8 00@8 25	Ipecac	@ 60		
Anisi	1 60@1 70	Ferri Iod	@ 50		
Aurant Cortex	2 75@2 85	Rhel Arom	@ 50		
Bergamii	3 75@4 00	Smilax Off's	50@ 60		
Caliputi	85@ 90	Senega	@ 60		
Caryophilli	1 10@1 20	Scilla	@ 50		
Cedar	50@ 90				
Chenopadii	3 75@4 00				
Cinnamoni	1 75@1 85				
Citronella	50@ 60				
Conium Mac	90@ 95				

Peck-Johnson Co.

Mfg. Chemists

Grand Rapids, Mich.

Originators of

OVALACTOL

The Ideal
Tissue
Builder
and Reconstructant

Carried in Stock by Drug Jobbers Generally

Removal Notice

The Grand Rapids Stationery Co.

will remove to

134 and 136 E. Fulton St. About May 1

Store at 29 N. Ionia St. For Rent

Increased Business

follows with better light in your store. The public prefers to buy in well-lighted, bright, inviting stores. The Hanson Lighting System costs little to install and reduces your light expense 50 per cent.

Let us tell you how.

American Gas
Machine Co.
Albert Lea, Minn.



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.

BRUSHES

Deck scrubs, floor, wall and ceiling brushes, wire scrubs, moulders' brushes, radiator brushes, etc.

MICHIGAN BRUSH CO.
211 So. Division St. Grand Rapids, Mich.

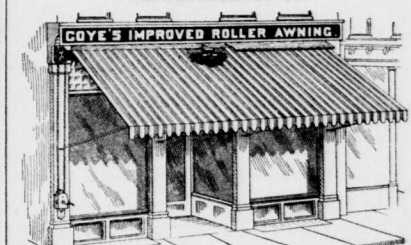
PILES CURED

...without...
Chloroform, Knife or Pain
Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

Booklet free on application

Chas. A. Coye

Manufacturer of



Awnings, Tents Flags and Covers

Send for samples and prices

11 and 9 Pearl St.
Grand Rapids, Michigan
Mention this paper.

WATER POWER ELECTRICITY

(Continued from page seventy-four)

experiment with electric heat; yet Mr. Fox forged ahead and soon stumbled upon a plan of application of electric heat by which he has won out in his experiment. He found that electric heat differed from all other kinds of heat because it could be confined practically in a tight compartment. When the compartment was once heated up to the desired temperature the current could be switched off and the residual heat would continue doing work. As a result the electric oven in the Fox factory is a great success. Plans are being made to enamel all parts with electric heat also and to install electric ovens in the individual departments close to the point of production, which is cheaper in producing compared with the old method of carrying the material to the so-called oven room. Thus, again, a Grand Rapids factory has, by an application of electricity, set the pace of the country for low cost of production operations, the minimum number of rejections in finished parts, and yet has adopted the very latest and most cleanly light, heat and power devices for the use of its employees.

It was here in this city that the first large installation of electric heaters was proven practical at the Eagle Hotel. So prominent have both these heating accomplishments become that the editor of the Electrical World has requested the writer to send him articles of description and illustration. Already one such article has been printed in the April issue, and electrical companies all over the country are watching the electrical progress in Grand Rapids with much interest.

The Grand Rapids Brass Co. is considering at the present time the manufacture of an electrical device. One of the officers of that company, while using an electric household utensil, saw an opportunity for improvement in its design; hence another department may be opened in that company, where electricity is being employed throughout all its departments for all classes of machines.

The Leonard Refrigerator Co. was much impressed with the electric refrigerator exhibit at the Electrical Show. The design was so simple, and the demand for the device so self-evident that it contemplates the manufacture of electric refrigerators, in which event it will have them on exhibit at the next Electrical Show here in 1909.

The many electric signs exhibited at the Show offer evidence of the large business which is being transacted by the Neuman Electric Co., another prosperous electrical manufacturer of this city.

The Lamb Electric Co. is noted for its variety of motor designs. This local company has kept pace with the changes in electrical arts. From direct current motors, with their many sizes and special features, it entered the field of alternating motors, furnishing sixty cycle apparatus apparently as easily as the largest

electrical companies in the country which maintain a large engineering corps for creating and maintaining their many designs. With such talent in our midst the future of the city is assured as an electrical center.

From the above it is plain that Grand Rapids naturally becomes the first city of its size to annually support an Electrical Show, practically following in the same footsteps as New York and Chicago, cities a great many times its size. At Chicago a few days ago the writer met the manager of one of the largest furniture factories in the country. He handles a plant in Chicago operated by steam and one here which is operated from the current of the Grand Rapids-Muskegon Power Co. He stated that he was well satisfied with the Power Co.'s current and if electric power at Chicago could be obtained at anything like the figure which he secures from the Grand Rapids Co., he would immediately change from steam to electric power. This is but one of many illustrations proving that the rates of the Grand Rapids-Muskegon Power Co. are lower than the rate per horse power cost of operating by steam, and, in addition, the advantages of electricity over steam are too numerous to relate.

Dwelling particularly upon the subject of comparative cost of operating by steam or electric power, the writer was recently associated in a deal for about 100 horse power with the President of one of the factories here in the city. The costs of operating by steam were carefully prepared, and for the same amount of power used the steam cost figured 2.7 cents per horse power hour against the Power Co.'s rate of 1½ cents. Electric installation was made and has been operating satisfactorily for some time.

The solicitors of the Power Co. are so skillful in presenting such data, and the manufacturers appear to be so impressed with the low cost of electric power, together with its advantages, that the Power Co. took on additional business during the month of April amounting to several thousand horse power hours. Compared with a city of the same size in New York State, this is as much as the increase during six months. It offers ample evidence that the manufacturing managers of the industries of Grand Rapids are alive to the advantages of electricity, and the result of their activity in adopting electric power means the rapid promotion of the city's industrial growth.

The combined inventory of the electric industries of this city exhibited in the form of an Electrical Show was the result of co-operation. The supply dealers and contractors of this city have shown their breadth of character; they have contributed in a large degree to make the city prominent electrically; expense has not been spared, nor has labor been wanting on their part; but, most important of all, they have known how to co-operate. In a recent address before the Holland Merchants' Association, by E. A. Stowe, President of our Board of Trade, the speaker

emphasized how great accomplishments would follow hearty co-operation. In fact, his subject was "Co-operation." The high degree of co-operation exhibited in connection with the recent Civic Revival resulted in the grandest success for the undertaking. As one of the leaders in the movement for the Electrical Show, I can safely say that it was the hearty co-operation on the part of all interested in the electrical fraternity in this city which made the Show so apparently successful.

Therefore, we may rightly infer that the bodies and organizations are harmoniously co-operating together, having in mind the promotion of the city's welfare along lines which will not only make it the most beautiful city of homes, but it is destined to rapidly become one of the most prosperous industrially and commercially. Nature has endowed our city with beauty of remarkable character; it is a season of beauty when Nature exemplifies to the maximum extent the possibilities for beautiful homes and streets. Nature has also endowed us with vast water powers, which have been wisely and skillfully developed in the interest of not only our city, but of adjacent cities and towns within a radius of several hundred square miles. For all of the above reasons the writer, as President of the Michigan Electrical Association, recommended to its Executive Committee that the next annual meeting of that Association should be held here in Grand Rapids August 18 to 21. Many new members

have joined the Association recently, and with the delegates and members, with their families, it is expected that several hundred visitors will make it the largest State electrical convention which Michigan has ever witnessed. We shall entertain them in our city with a feeling of pride in its beauty, aggressiveness in its industrial accomplishments, and without fear as to its commercial supremacy, compared with any other city in the State or any other cities of its size in all the United States; but, best of all, we shall be able to impress upon them that the entire electrical fraternity of this city, having pledged itself to work in harmony with important civic movements, has made greater progress electrically; and that this electric city is more rapidly promoting its industrial growth by such means. The keynote of "co-operation" recently sounded by President Stowe, and further emphasized by the success of the Electrical Show, will be the watchword at the meeting of the Michigan Electric Association. The writer prophesies that the spirit will be caught by all the delegates, who will return to their several home cities and towns bound to make the State of Michigan a leader of the States electrically; bound, also, to promote the highest degree of co-operation with important civic movements, following the example set by Grand Rapids, the Electric City, destined to promote rapid industrial growth.

H. W. Hillman.

BISHOP'S**"Kaltex" Fibre Furniture**

While in Grand Rapids you should not fail to call and see this new substitute for wood furniture.

It comes in a variety of rich colorings that will harmonize with the color of the woodwork or decorations of any room.

"Kaltex" Fibre is stronger and will wear longer than ordinary wood furniture and can be worked into far more artistic shapes.

"Kaltex" Fibre Furniture is something new. You have never seen any of it before and will surely be interested in it.

Our salesrooms are conveniently located in the wholesale district, on the way from the Union Depot to Monroe street.

You are cordially invited to leave your bundles with us and make our store your headquarters while in town.

Visitors Welcome

If you do not come to Grand Rapids write us for illustrations and prices of anything you need in the line of furniture.

BISHOP FURNITURE CO.
GRAND RAPIDS, MICHIGAN



Mr. Grocer:

You're right, there are too many breakfast foods on the market. And we agree with you that following breakfast food styles is mighty tough on the grocer.

It's all right to please customers and give them what they want, but they want "that kind" just about once. There seems to be something lacking either in flavor, crispness or real food elements.

So we would respectfully call your attention to a breakfast food that really "breaks fast".

If you want to get your customers' attention all on one breakfast food and keep it there just tell them about

VOIGT'S CREAM FLAKES

—and they're made in Grand Rapids—made of the finest wheat, toasted crisp and tender and have a flavor fit for the gods.

Put up in cartons containing either a beautiful piece of china or a decorated water glass.

ASK US

Voigt Cereal Food Co.

Grand Rapids
Mich.

Mr. Grocer:

Do you know that at the price you now ask you might give that lady a better grade of flour—might increase her respect for your ability as a good grocer, and at the same time make a fair profit?

If you really know this you're one of the 3,000 grocers now selling



If you don't know it and some one finds it out before you do it's going to show up on the wrong side of your profit and—loss account.

We would like to talk quality to you—would like to quote prices.

May we send our price list which covers everything in the milling business?

Voigt Milling Co.

Grand Rapids
Mich.

That "Piano Advertising Plan" From Iowa

Pulls Prosperity out of a Lean Year of Panic



IT NEVER had an equal among advertising and premium propositions for building up trade in the teeth of a gale of adversity. It doubles sales for merchants and puts on subscriptions for the newspaper publisher. And it's brand new to-day.

The smallest merchant can work it just as successfully as the largest. The puzzle of it is that it does not cost the merchant one dollar but actually makes him big money.

Nobody ever fails at this money-making enterprise who uses my plan and my pianos, which are of uniformly excellent quality. I superintend the manufacture of them myself, so I know.

And let me tell you, it would be suicidal for any merchant to give away a cheaply made, inferior piano to any customer if he wants to reap a permanent benefit from the enterprise.

Here is a plan by which the merchant and publisher alike can turn hard times into hard cash, increase their business amazingly—literally make two dollars grow where there was one before—and pocket no possible loss for their thrift. Live ones—write me. Needy ones—wake up. I'll show you how it's done.

SALESMEN—boys with grit and "go"—it's your chance. I want a few reliable salesmen to canvass the retail trade. Samples in coat pocket. Don't worry trying to revive dead lines. Get one with breath in it now. It's a boom year for you if you connect right. Get wise to the "Iowa Idea." Mention Michigan Tradesman.

Boston Piano & Music Co.

W. F. MAIN, Proprietor

Iowa City, Iowa

Special Price Current

AXLE GREASE



Mica, tin boxes... 75 ¢ 00
Paragon 55 ¢ 00

BAKING POWDER

Royal



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

BLUING



G. P. Bluing

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

CIGARS

Johnson Cigar Co.'s Brand



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

Worden Grocer Co. brand
Ben Hur

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

COCOANUT

Baker's Brasil Shredded



70 1/4 lb. pkg. per case 2 60
85 1/4 lb. pkg. per case 2 60
88 1/4 lb. pkg. per case 2 60
18 1/4 lb. pkg. per case 2 60

FRESH MEATS

Beef

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

Pork

Loins 9 @ 9
Dressed 7 @ 7
Boston Butts 9 @ 9
Shoulders 8 1/2 @ 8 1/2
Leaf Lard 9 1/4 @ 9 1/4
Trimnings 7 @ 7

Mutton

Carcass @ 10
Lambs @ 13
Spring Lambs @ 18

Carcass 6 @ 8 1/2

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 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

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

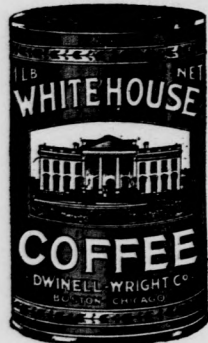
Cotton Braided

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

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

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fleibach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 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 30
Medium 36
Large 34

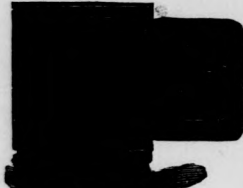
Poles

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

GELATINE

Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gro. 14 00
Knox's 1 50
Knox's Acidu'd. doz. 1 25
Plymouth Rock 1 25

SAFES



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

SOAP

Rever 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.

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.

If you want to buy fruits,
vegetables or produce

Buy From Us

If you want to sell vegetables,
butter, eggs, poultry, etc.

Sell to Us

We can fill orders promptly
for any quantity of strawber-
ries, Bermuda onions, pine-
apples, South and home grown
vegetables, oranges, lemons,
bananas.

Our Market Letter Free

The Vinkemulder Company
Grand Rapids, Mich.



"Always Our Aim"

To make the best work gar-
ments 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.

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.

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.



TRADE WINNERS.

Pop Corn Poppers,
Peanut Roasters and
Combination Machines.
MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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

MAYER Martha Washington

Comfort Shoes hold the trade

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.

QUALITY

Our Harness

have a reputation for quality.
They are correctly made
and we guarantee them to
give absolute satisfaction.
It will pay you to handle
our line.

Write for catalogue.

Sherwood Hall Co., Ltd.

Grand Rapids, Mich.

Merchants' Week

We shall be glad to have you call
and visit us during Merchants'
Week. We can then explain our
facilities for handling your orders
promptly.

When you order goods, as a rule
you want them shipped the same
day, or the day following at the
most. We aim to give immediate
shipment together with quality of
goods that brings repeat orders.

We manufacture all kinds of
coarse feeds and specialties.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

\$10 cash and \$10 per month will buy a beautiful California vineyard, the income from which will be sufficient to make you independent for life. Handsome pamphlet, valuable information, and contract free. Sacramento Valley Improvement Co., St. Louis, Mo. 745

A ten room brick residence including basement, with hot water, furnace heat, electric lights, modern improvements, large lawn, shade and fruit trees, a half block land. Cost \$14,665; ask now \$8,000. Will trade for pine lumber and shingle poplar or gum. In city of Olney, Ill., in Illinois oil fields. Robert Tate, Owner, Ridgway, Ill. 749

Young man, who understands book-keeping, wants position as clerk in store; has temperate habits and desires to work where he will be given an opportunity to learn the business. Can furnish good references. Address No. 748, care Tradesman. 748

An experienced corset salesman wanted. Empire Corset Co., McGraw, New York. 747

For Sale—Well-established hardware business with building in a thriving city of 5,000. Located in a fine farming community. A rare opportunity to get a clean stock of goods and a good location. Wish to retire on account of age. Address Lock Box 2, Berlin, Wis. 746

To Rent—Modern shoe store, 17½x60 feet, steel ceiling, oak shelving, basement. Liebermann & Baird, St. Clair, Mich. 763

For Sale—Summer cottage at Highland Park, Grand Haven, Mich.; a very desirable and finely located summer cottage, on wooded bluffs overlooking Lake Michigan; eleven rooms and bath; fully furnished; price very reasonable. Address Geo. Stevens, 5460 Delmar Bl., St. Louis, Mo. 751

For Sale—Drug store in best resort town in state. New oak fixtures, invoicing about \$2,000. W. B. Minthorn, Petoskey, Mich. 762

To settle an estate, drug stock for sale. Good location. Address H. J. Bonebright, St. Joseph Co., Constantine, Mich. 761

For Sale—Drug store. A good opportunity for a registered pharmacist. Must have at least \$2,000 cash. U. S. Drug Exchange, Three Rivers, Mich. 759

For Sale—Drug stores in Michigan. U. S. Drug Exchange, Three Rivers, Mich. 760

For Sale—A 3-chair barber shop; all modern. Money maker. Investigate. Address C. H. King, Mount Carroll, Ill. 758

Bargains in Iowa farms, \$30 and up per acre. Buy now and get the rent. Write for list. P. E. Johnson & Co., Ottumwa, Iowa. 757

Am unable to stand this climate with catarrh. Will sell my stock of general merchandise and fixtures invoicing \$3,000. No old stock. Doing a paying spot cash business. Rent reasonable. Frank Sterne, Verona, Ill. 756

For Sale (Cash)—A well assorted stock of hardware and steam fittings. Will invoice about \$6,000. Also two story brick store, built for hardware, with dwelling rooms on second story. This is a strictly cash business and will bear investigation. Address A. W. L. Hardware, Mt. Jackson, Va. 755

Cigar Salesman Wanted—Experience unnecessary. \$100 per month and expenses. Peerless Cigar Co., Toledo, Ohio. 754

For Sale—Stock and fixtures of a fine combination grocery and meat business. Best of location. Only \$1,800. E. T. Clauser, Watervliet, Mich. 753

\$25 a month made during your spare time at home. For particulars send 10 cents to the Booth Specialty Co., L. B. 421, Madison, Wis. 752

Wanted—Stock of general merchandise, shoes or hardware, \$2,000 to \$3,500, in exchange for desirable real estate renting for \$360 per year. O. W. Rice, Traverse City, Mich. 742

Wanted—General merchandise, jewelry stock or groceries for farm. "Phillips," Manchester, Tenn. 733

Wanted—Stock clothing, shoes or groceries in exchange for 40 acres of land in Indiana. Not above \$2,000. Address L. L. Shepard, Edgewood, Iowa. 732

Shoe store for sale. Clean stock, well established shoe business in lively, prosperous community; good high school, etc., grand opportunity; neatest store; best shoe trade in radius many miles; elegant "corner location" in attractive block; modern conveniences; low insurance; will lease above store reasonably. Agency for best rubbers made; inventory about \$3,000. Hurlbut & Preston, Heuvelton, St. Lawrence County, N. Y. 743

Wanted—A partner who can take active part in outfitting store and invest \$5,000. Business of 25 years standing. Has paid net profit of 25 per cent. every year for the last five years. Splendid chance to get into good paying business. Proprietor has too much business to attend to. Address No. 741, care Tradesman. 741

Attention, Mr. Merchant—Is your business dull? Do you want to reduce your stock or sell out? Do you want to raise a large amount of money quickly? My new original method will accomplish big results for you at a trifling expense. Endorsed by manufacturers, leading Chicago wholesale houses and large numbers of reputable merchants. High-grade proposition. No bad after effects. One-third to one-half of your stock turned into cash in seven to ten days' time, at good profits. Your case receives my personal attention. I am the "man of the hour" in the sales business. Stocks adjusted and appraised. Write to me and I will tell you what I can do for you. J. C. Adams, 123 North Hickory St., Joliet, Ill. 737

For Rent—The Miner Hotel and livery barn. Wm. Miner, Jerome, Mich. 736

Wanted—Stocks of merchandise for two elegant farms. Garrett Bros., Rochester, Ind. 731

Tobacco habit cured or no cost. Address Ni-Ko Assn., Wichita, Kan. 729

For Sale—For part cash and good securities, all new clean stock of groceries; invoice about \$1,200; fine location. Well established trade. Address Box 118, Lake Station, Ind. 724

For Sale—Drug stock in city of 5,000 Southwestern Michigan. Local option county. Will invoice about \$3,000, including Twentieth Century soda fountain. One-half down, balance easy terms. Rent of building, \$30 per month. Address Drug Store, Carrier 2, Grand Rapids, Mich. 723

For Sale—Stock general merchandise, invoicing \$2,500; store building and residence; cash. Address Box 111, R. F. D. No. 3, Waukesha, Wis. 715

Why pay second-class freight rates and stand loss of breakage, when I furnish heavy steel egg case bands, at \$1.50 per hundred sets. Make your cases last twice as long. Special prices on large lots. Arthur T. Barlass, Creamery & Dairy Supplies, 1st. National Bank Bldg., Chicago, Ill. 711

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

Mr. Johns handles an auction sale the best of any man I ever saw. I cannot say enough in his favor. NELSON S. SMITH, Middleton, Mich.

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

To Buy—Dry Goods. Ex-merchant desires correspondence with party doing profitable business. Live town 3,000 upwards. Owner wishes to retire. Stock \$5,000 to \$10,000. Mention size store, show-windows, case, sales, expenses. Will be in Michigan in July. Address No. 697, care Tradesman. 697

For Sale—Barred Plymouth Rock eggs, \$1.50 per setting of 15. Incubator eggs \$5 per hundred. My yards are headed by some of the best laying strains in the country. I. W. Harris, Box 540, Hampton, Ia. 696

For Sale—Duplicating sales books. We will save you 25% on this store necessity. Battle Creek (Mich.) Sales Book Co. 722

For Sale—Stock of jewelry in one of the best towns in Michigan. Bench work, \$5 per day. Wish to retire. Might exchange for free and clear income property. Address G. L. 7, care Michigan Tradesman. 721

Wanted—Best prices paid for coffee sacks, flour sacks, sugar sacks, etc. Address William Ross & Co., 57 S. Water St., Chicago, Ill. 719

For Sale—A good clean stock of general merchandise. Will inventory about \$2,000. Located on railroad in Central Michigan and in a good farming community. Address No. 717, care Michigan Tradesman. 717

Clothing Stock For Sale—About \$1,500 worth men's and boys' clothing in first-class condition at a liberal discount for cash or exchange for real estate. Address Lock Box 10, Gagetown, Mich. 716

For Sale—Only drug store in town of 500, with country trade of 2,000 people. Will invoice about \$3,000. Rent low. Terms reasonable. Address No. 691, care Michigan Tradesman. 691

For Sale—A retail lumber yard. Fine location. Good patronage. For particulars address The Ewart Lumber & Hardware Co., Topeka, Kansas. 690

For Sale—At half off inventory price. Just like finding \$1,000. Great opportunity to start in business. Good assortment; fine location. Proprietor going west. John Cook, Box 62, Owosso, Mich. 702

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

100 to 20,000 Pairs of Shoes Wanted

or part or entire Shoe, Dry Goods, etc., Stocks
Quick deal and spot cash
Write to

P. L. Feyreisen & Co., 12 State St., Chicago

Good feedmill cheap. Run 5 years. Reason, ill health. Feedmill, Wixom, Mich. 688

If you want to sell your shoe business for spot cash, address No. 676, care Tradesman. 676

For Sale—An up-to-date grocery and meat market in a lively town of 5,000. Annual sales over \$60,000. Stock will invoice about \$1,500. Have been in business 28 years and want to retire. Will only consider cash deal. Address J. W. B., 116 South Front St., Dowagiac, Mich. 671

Hardware, furniture and undertaking in best Michigan town. Stock well assorted and new. A winner. Owner must sell. Other business. Address No. 587, care Tradesman. 587

For Sale—One Dayton computing scale, almost new. Cheap. Judson Grocer Co., Grand Rapids, Mich. 617

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. 661

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

For Sale or Exchange—Small hotel; forty rooms, mostly furnished; will sell or exchange for farm. Enquire Winegar Furniture Co., Division and Cherry Sts., Grand Rapids, Mich. 685

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

Wanted—Stock of groceries in exchange for real estate, not above \$2,500. Address C. T. Daugherty, R. D. 2, Charlotte, Mich. 592

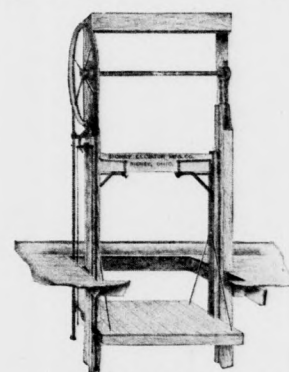
HELP WANTED.

Wanted—Men for office and warehouse work. Young men with high school education and two years' or more experience in retail hardware. Address Wholesale, Lock Drawer 773, Duluth, Minn. 734

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

Want Ads. continued on next page.

ELEVATORS



We make a Specialty of Hand Elevators of All Kinds

Our Elevators are time, labor and money savers and are the standard of perfection—strong, durable and easy running.

Any carpenter can install in a few hours. Write for further information, stating your requirements.

Ask for List No. 55

SIDNEY ELEVATOR MFG. CO.
Sidney, Ohio



Clipper Lawn Mower Co.
DIXON, ILL.

Manufacturer of Hand and Pony Mowers and Marine Gasoline Engines

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

MEN OF MARK.

C. G. A. Voigt, Founder Voigt Milling Co.

The world lauds always—sometimes unconsciously and involuntarily but always—the acquirement of success, as the world measures success. Be it envious or critical or frankly condemnatory of it, freely or reluctantly it accords to him who has "arrived" a high place in its mental Hall of Fame. The moralist, the priest, the reformer or the disciple of the Simple Life may condemn the theory of worldly so-called success, but in their heart of hearts, whether they confess it to themselves or not, the mass of mankind hold in high respect one who has wrested from his fellows by honorable means an accumulation of substantial possessions greater than is held by the average. There the world's gauge of a man rests. Comparatively little criticism, commendatory or disapproving, is directed to the future employment of success, however acquired.

Critics of the conventional climax of fiction have said that novels end where they should begin—that the attainment of the hero's great object should initiate the real story of his life, with that attainment beginning the crucial test of his real strength and character. Similarly, a faithful biography of a successful business man, to depict the real story of his career, to hold the mirror up before the real man, would begin at that point in his life—if in the ambitions it may be that such a point can be identified—where he has reached an assured competency, and would note what use he has made of his success. The acts and lives of comparatively few could safely be exposed to the glare of publicity, beginning at such a period in their careers. On the roll of that few may appropriately and safely be recorded the name of Carl G. A. Voigt, merchant miller and sterling citizen. This story has to do with his life up to and beyond the point where his brains, probity and industry placed him among the ranks of successful business men, but the character of the man since that attainment is reflected by the story of his struggles and triumphs.

C. G. A. Voigt was born in the Province of Saxony, Prussia, in the year 1833. In 1847 the family emigrated to America, settling in Michigan City, Indiana. The boy had little liking for his father's calling, which was farming, so he soon quit it and went into a grocery store as "boy of all work." As a boy he gave little evidence of the remarkable commercial sagacity which has since made him so successful in business. As illustrating this, Mr. Voigt tells this story on himself: On one occasion while in the grocery store his employer, Colonel Taylor, gave him 25 cents and sent him out to buy a fish for the family dinner. He soon came across a fish peddler and asked the price of a fish of rather large size and was told it was a quarter of a dollar. The peddler showed him another kind for which he only asked

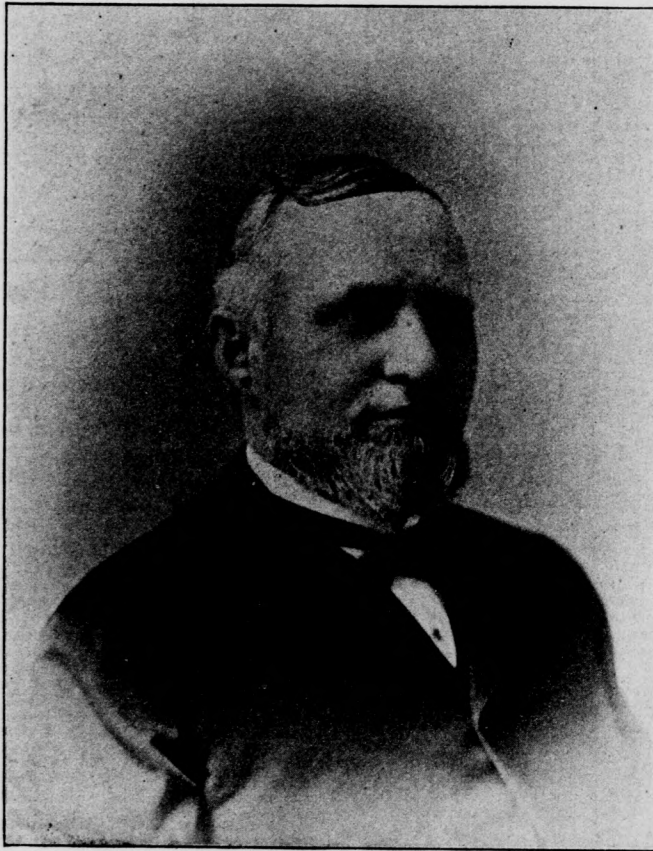
25 cents a dozen. This was a bargain not to be despised. A dozen fish for the price of one! He took the dozen. Hastening back to the store he triumphantly displayed his purchase. The Colonel looked at them, then at the boy, and uttered the one word "suckers," and the lad was sent back, somewhat crestfallen, to buy a fish that "a gentleman could eat," and was told not to attempt any more bargain making in the fish line. He remained in the grocery store about two years, when he concluded that dry goods was more to his liking. He soon secured a situation in a dry goods store, where the first article he sold was a grindstone. It was while in this situation that he made the acquaintance of Wm. G. Herpolsheimer, with whom he was so many years associated in business.

name was changed to Voigt, Kusterer & Co. Mr. Kusterer was a passenger on the ill-fated steamer Alpena, which foundered in a gale on Lake Michigan in the fall of 1880. All on board were lost. Shortly after this terrible event the firm became known as C. G. A. Voigt & Co., which was the style until 1898, when it was again changed to the Voigt Milling Co. When Mr. Voigt assumed charge of the Star Mills it was a "stone" mill, having seven runs of burrs and a daily capacity of 150 barrels. It is now one of the best equipped roller mills in the State. To be first a successful dry goods merchant and then a successful miller is the record which Mr. Voigt has made for himself, and it is to his business foresight, enterprise and energy that the success of

member of St. Mark's Episcopal church, which he has served in the capacity of vestryman and at present is junior warden.

Mr. Voigt was married to Miss Elizabeth Wurster, of Michigan City, Indiana, in 1860. Of the children born to them six are now living, the oldest of whom, Frank A., has been for twenty-five years manager of the Crescent Mills and for nine years manager of the Star Mills. Another son, Carl, is manager of the Voigt Cereal Food Co. Mr. Voigt has been in poor health for about a year, in consequence of which he has temporarily relinquished the active management of the business. It is hoped that the return of warm weather will restore his health and strength, so that he may be able to resume his wonted place at the headquarters of the institution over which he has so long and so ably presided.

Personally Mr. Voigt is one of the most peculiar men in the city. Gruff in manner and severe in statement, he impresses a stranger as being the incarnation of discourtesy, but a slight acquaintance mellows the gruffness into gentleness, and those who are well acquainted with him forget the reception he invariably accords the stranger. He is a man of marvelous discernment and intuition, reading men at a glance as easily as many people read a book and forming conclusions of men and methods which invariably prove to be correct. Whether his advice is asked on matters pertaining to the milling business, politics or religion, his reply is always pertinent and his conclusion so sweeping as to admit of no argument. He is a strong friend and will go to any extremity to serve one who has done him a favor. On the other hand, he is a good hater, and was never known not to go out of his way when there was an enemy to punish. Taken as a whole Mr. Voigt possesses an individuality that is unique in the extreme, and his life presents many features which can be taken as patterns by the young men of the day.



Carl G. A. Voigt

Mr. Voigt remained as a clerk in that establishment for twelve years. In 1865, with Mr. Herpolsheimer as a partner, he embarked in the dry goods business in Michigan City on his own account. The venture prospered from the start, and it was not long before the firm began looking about for a new and larger field. Grand Rapids was finally decided upon as the new location, and so, in 1870, Mr. Herpolsheimer came here and started a dry goods store, which has since grown to large proportions. Mr. Voigt remained in Michigan City until 1875, when, the firm having purchased an interest in the Star Flouring Mills, the business in Indiana was closed out and Mr. Voigt came to Grand Rapids to take the active management of the mills. The mill firm was known as Mangold, Kusterer & Co. until 1877, when the

the milling interests of the firm is due. In 1882 the firm purchased the Crescent Mills. This mill has also prospered since becoming the property of the Voigt Milling Co., the present capacity of the two mills being about 1,000 barrels per day.

Mr. Voigt has long been a member of the Michigan State Millers' Association, in which organization he has at different times held office, including that of President. He is at present President of the Michigan Millers' Mutual Fire Insurance Co., of which he was one of the founders. He was also one of the founders of the Michigan Commercial Insurance Co., which has a capital stock of \$300,000 and a surplus in excess of \$100,000. He is at present a director of this corporation. He has long been a director of the Fourth National Bank. He is a

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The following resolution unanimously adopted by the National Retail Grocers' Association endorses the policy of the Egg-O-See Cereal Company. The Egg-O-See policy is a policy of *co-operation with the retail grocer*. The Egg-O-See Company is *for* the retail grocer, *not against* him.

"Resolved, by the National Retail Grocers' Association in convention assembled at Boston, Mass., that we condemn the policy of those magazines which have prostituted their reading columns in furtherance of the selfish designs of certain advertisers who have sought to prejudice the public against the retail grocers of this country by means of a campaign against what they have chosen to call 'substitution'; we condemn the policy of those manufacturers who are responsible for this campaign and who seek to force their goods upon the shelves of the retail grocers by any and all means, regardless of the margins of profit allowed for handling them.

"Resolved, that we condemn any practice or policy on the part of manufacturers of grocery products which robs the retail grocer of any part of the legitimate profit on any of the goods he handles.

"Resolved, that we cordially approve and recommend the sale of those goods of quality on which the grocer can make a proper and a living profit, regardless of whether such goods are or are not advertised in magazines of general circulation."

The Egg-O-See policy has always been in full accord with the spirit of the above resolution.

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