

MICHIGAN TRADESMAN

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Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JUNE 2, 1909

Number 1341

*Rouge
Rex
The Red King
Warrior*



*Bids
You
Welcome*

HAVING been so warmly greeted and entertained by the merchants of Michigan, through whose influence he has gone into so many of the homes of the state, and where having been once entertained he is always welcome, Rouge Rex now desires to reciprocate, and herewith most heartily invites you to come and participate in the festivities of Merchants' Week and make his home your headquarters. 16-18 South Ionia Street, one block from the depot, is his address. Leave your luggage there and enjoy yourself unencumbered.

Sincerely yours, ROUGE REX.

Just a word or two on our ELKSKIN SHOE. Since the advent of the Elk tannage, so many imitations have been put upon the market that so nearly resembles the genuine article that many shoe dealers are misled by this outward appearance. But a doctored shoe, like a doctored horse, is sure to show its defects when it is put to use. You may be able to buy a good horse cheap for the reason that someone has a horse that he doesn't need. The legitimate manufacturer does not come under this head, because he is obliged to replace his product constantly and cannot afford to sell below cost. We aim to, and are producing shoes of the highest merit, made from the best tannage, and we don't cut the quality to fit a shoe to a price.

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

If our shoes are not represented in your town write us, for they will be.

Policyholders Service & Adjustment Co., Detroit, Michigan

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

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

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

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

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

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

Bell Phone Main 2598

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.

Klingman's

Summer and Cottage Furniture: An Inviting Exposition

It is none too soon to begin thinking about toning up the Cottage and Porch. Our present display exceeds all previous efforts in these lines. All the well known makes show a great improvement this season and several very attractive new designs have been added.

The best Porch and Cottage Furniture and where to get it.

Klingman's Sample Furniture Co.

Ionia, Fountain and Division Sts.

Entrance to retail store 76 N. Ionia St.

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.

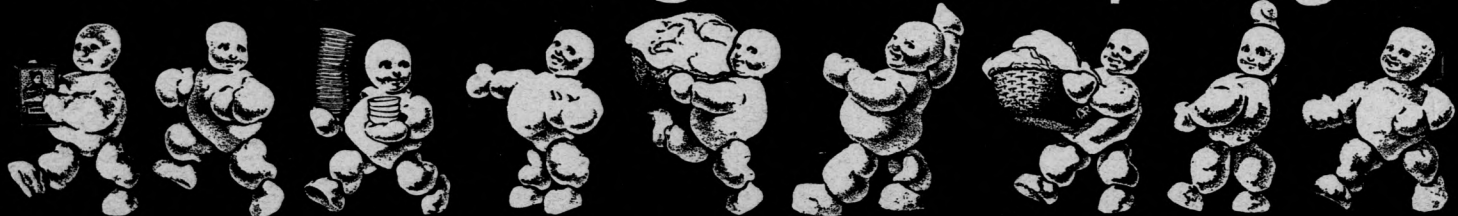


"State Seal" Brand Vinegar

is a repeater—the consumer comes back and demands the same kind, that means satisfied customers: What does this mean to you Mr. Retailer? Order now. Ask your Jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.

Snow Boy keeps moving out - Profits keep coming in



Start your Snow Boy sales a'moving
The way they grow will make your friends sit up and take notice

Ask your jobber's
Salesman

Lautz Bros. & Co.
Buffalo, N.Y.

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MERCHANTS' WEEK 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 Merchants' Week edition, the second 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 three 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.

THINK THIS OVER.

"Grand Rapids Knows How."

Does she?

Knows how to do what?

There must be some esoteric sentiment in the phrase if it applies to Grand Rapids as a municipality, as shown by a variety of records in precise opposition to the idea that as a community she fulfills the assertion quoted.

For a dozen or more years Grand Rapids has been almost constantly striving to secure a supply of water that is potable and at the same time fit to bathe in, drink and use for laundry purposes. And she has not succeeded. Indeed, the indications are that her practice of laying a heavy tax upon citizens for water fit only for lawns and stables; of compelling citizens to maintain cisterns, filters and distillers when they are able to do so and to buy bottled water or use the supplies available from the now-and-then drive wells or open and doubtful ones will continue indefinitely.

For several years Grand Rapids has been in a state of anxiety and alarm over the inadequacy of her system of water storage and distribution, and to-day, with one standpipe declared unsafe and a menace to property and possibly to human life, and the other a new storage reservoir, unavailable through lack of power to fill the same, she remains in about as unpleasant a

situation as to protection against fire as can be imagined.

If there is any single unimpeachable evidence in existence which flatly and successfully contradicts the "Knows-How" slogan, it is furnished by the map of Grand Rapids or, rather, by the plats which have been added to that map since the creation of the original Louis Campau plat and the Kent plat. "Uncle Louis" and the "Kent Company" were farsighted and generous and their portions of the present city are rational and convenient; but in very direction outside of this pioneer territory 12 and 15 foot alleys—many of them blind alleys—go hand in hand with streets offset from 5 to 50 or more feet at intersections with other streets, telling tales of avarice, neighborhood spite and municipal carelessness.

Efforts have been making steadily during the past three or four years to correct the city's miserable and outrageous equipment of street signs and to abolish the annoying imposition of her present system of house numbering. Between the Common Council, the Police and Fire Department and the Board of Public Works these matters have been batted back and forth each year with no betterment worth mention, and so again develops the evidence that Grand Rapids does not know how.

Then comes the Town Hall project which, exploited vigorously and in a truly public spirited manner, was turned down by vote of the people at the last election. Until the freeholders of Grand Rapids can once in awhile forget purely selfish ends and, with a desire to hold clear and fair views on all public topics pertaining to the city's welfare, sincerely strive to acquaint themselves with the merits of such topics they would better abandon the "Knows How" slogan.

GAUZY PLEADING.

With three million dollars to the good, made since Sept. 1, 1908, Wheat King Patten, of Chicago, it is said, is looked upon by the farmers as a benefactor, the estimate being that by forcing wheat up to \$1.34, he has put fifty million dollars extra into the pockets of the farmers.

This statement, sent out from Chicago, reads good, but not quite good enough, and so the statistician adds: "Who takes the loss?" and answers by saying: "Wall Street."

That fixes things all right, lets Patten down easily, knocks Wall Street and tickles the farmers almost to death.

Two important factors are not discussed: Who are meant by the broad generalization, "the farmers?" Has anybody in Michigan met up with any considerable group of farm-

ers who admire Mr. Patten's gamble? And then, too, who made the fifty million dollar "estimate?"

The whole story bears the earmarks of a whitewash for Patten with, possibly, Wall Street co-operation, to make the tale seem possible. The effort to locate the true loss becomes grimly humorous when it is added, finally, that Boston investors were the real losers.

Secretary Wilson still insists that the coming wheat crop will be a large one and the New York bakers have put the price of ten cent bread loaves up to fifteen cents. Why?

To help Wall Street bleed the Boston investors?

No. Eternally no.

To enable the farmers to rise up and call Patten blessed?

Again, No!

The bottom facts are that the Wheat King made a great bluff and a greater guess. His machine was in perfect order and he handled it to perfection, even though he has caused hundreds of thousands of people to suffer thereby.

"What of it?" says the frenzied "Pit." And then it picks up its hackneyed argument that everything in human existence, even life itself, is merely a gamble; that the merchant, in buying a stock of goods to sell again, is merely making a bet that he'll win. And they hammer away along this line of thought, always omitting the personal equation. What value a man may put upon his character for rectitude, fairness, humaneness, cut no figure with them. Their sole standard is the dollar mark and with such men everything else in life is a gamble. To them, that man who permits spirituality to enter in ever so small a degree, into business considerations, is an idiot or worse, and deserves to plod along hopelessly. "If you are going to play the game," they exclaim, "play for it ever and always and take what comes."

Fortunately for the nation and for humanity in general, there are yet a few benighted, sentimentalists—perhaps emotionalists is better—who, unwilling to "take what comes," decline to "play the game."

Frank E. Leonard, the Father of Merchants' Week, will view the success of the child of his brain next week with peculiar pleasure and satisfaction. Not only has the idea been worked out to perfection at this market, but the general plan has been adopted by dozens of other markets with excellent results.

The honesty that advertises itself is usually for sale.

Appetite is a poor exegesis on the commandments.

SEVENTEENTH MEETING

Of the Michigan Wholesale Grocers' Association.

At the seventeenth annual meeting of the Michigan Wholesale Grocers' Association, held at Bay City, President Rouse delivered his annual address, as follows:

As your President, it is once more my privilege to call this meeting to order and give you a summary of the work that has been undertaken, and the results that have been accomplished.

During the last two years our members have become better acquainted with one another, and I believe we are justified in saying that this particular result has been the cause of a large part of the betterment of conditions in Michigan.

During my connection with the Association, and particularly within the past two years, my opinion has grown stronger each year that one of the most potential results from Association work is the acquaintance we gain with our competitors. With this in mind, your officers, during the past two years, have arranged for a number of conferences in different parts of the State, and have used any other means possible to stimulate this acquaintanceship and friendship among our members. If we have not accomplished anything more than this we believe the Association has justified its existence. I think you will agree that it is easier to believe ill of a common enemy than a friendly competitor, and also that the friendly relations existing among our members have done much to eliminate what we might call vicious competition. In view of this I presume to urge the suggestion that our Association continue to hold at least two State meetings and the sectional conferences which have been in vogue during the past two years.

It is with some pleasure that your attention is called to the results of our cash discount rule, which I believe is being well maintained. According to the best information obtainable the saving resulting from the enforcement of this rule has been several times the cost of maintaining the Association, and I trust each member will feel that it is to the advantage of his house to maintain his present discount rule regardless of any laxity or reported laxity on the part of his competitor. One of the results of the educational work done along this line has been to cause the retailer to watch his collections more closely, and curtail somewhat the loose credit systems that many of them have indulged in, and we are certainly justified and in duty bound to formulate any plans which will help our retail friends to place their business on a more satisfactory basis. I mention this last fact because the matter has been called to my attention a number of times by retail grocers who have stated that their own business is in better condition as a result of having to observe this rule.

In connection with the sugar business it is gratifying to find that our members are determined to obtain a better profit on the sale of this prod-

uct. While in the past it has been the policy of some houses to sell sugar for no profit whatever as a leader for business, or for stimulating trade; the jobbers have recently changed their attitude somewhat and have accepted a more natural view of the situation, viz., that the sales of sugar in the State will be equal only to the consumption, and selling sugar at cost will not change the consumption from what it would be if sold on a basis of paying a fair profit to the jobber and retailer. If we can continue along this line we can, any of us, adopt a price for sugar that will show a profit on the sale, and can maintain our volume on the basis of such a price, and this appears to be the tendency of the jobbers of the country to-day.

years. This is the direct result of organization and association work. If we can continue to handle our tobacco business as we have during the last year it is morally certain that we will be able to obtain an increase of profit from the manufacturer and will be able to make our tobacco department show the profit that it ought to.

We have continued to lend the services of Mr. Biggar to bring about more harmonious relations along the line between Michigan and Indiana, with the result that he has been able to accomplish results very gratifying to the jobbers along both sides of the dividing line.

As will be shown by the Secretary's report, he has done considerable more of certain kinds of work than in pre-

tion which are vicious, and are productive of no profit. I believe we are to continue improving the ethics of our business to the end that we may attain results that are commensurate with the thought and effort we are putting into it.

Along this line, I am pleased to notice that the policy of the houses is emanating from their managers to a greater degree than before, and that the salesman is subject to the manager's rules and regulations rather than doing business on any basis which his mind might suggest. As soon as we adopt the policy of having rules for the conduct of our business and having our salesmen comply with such rules, we will find our business more satisfactory and the profit account larger. I am calling your attention to these matters to-day in a very frank manner, because I believe firmly in the tendency of the times toward better profits, and I am certain this depends upon the backbone of the man in the manager's chair.

In conclusion I wish to thank all of the members and the Secretary particularly for the very loyal support I have enjoyed during my two terms of office, and to express my appreciation of the honor you have conferred upon me and the pleasure the work has given me.

Secretary Biggar reported a total membership of forty-six, all in good standing, besides two additional contributing members.

The Treasurer reported total receipts of \$5,003.37 and a balance on hand of \$156.20.

The Executive Committee commended the work of the officers along the lines of tobacco, sugar and cash discount, concluding with the following recommendation: "The years that are to come should bring us much better results than those of the past. We have learned to understand better what the Association is for. Rather than confine our efforts to any one particular line of work, we are beginning to understand that we can, through the Association, improve every department of our business. Let us not be content with the things we have achieved, but let us make every effort possible to the end that every department may increase in value and to the end that the jobbing business may show profits in proportion to the work we put into it."

Mr. Rouse was re-elected President of the Association, being the first man who has ever been given the honor of an election for a third time. The other officers elected are as follows:

First Vice-President — Thos. J. Marsden.

Second Vice-President — Marshall D. Elgin.

Third Vice-President — Rudolph Otto.

Executive Committee.

Rollin A. Horr, Chairman, to serve 3 years.

Arthur E. Gregory, to serve 3 years.

E. A. Dibble, to serve 2 years.

Jas. R. Tanner, to serve 2 years.

Geo. S. Danser, to serve 1 year.

Fred J. Fox, to serve 1 year.



Guy W. Rouse

A year ago reference was made to the tobacco companies discontinuing the tag certificate plan. The result of this has been that the tobacco companies have made the strongest effort possible and permissible under the law toward making the sale of their product attractive to the jobber. This is entirely different from the old plan of making the sale of tobaccos profitable to the jobber's salesmen, thereby stimulating an unnatural business for the wholesale grocers. The result of this change of attitude on the part of the tobacco companies has been very gratifying to everyone concerned. The sales of tobaccos have continued in the same volume as before, and every jobber in the State is making considerably more on his tobacco business than he has before in many

years, and on account of the increased work and the consequent increased use of the long distance telephone, we have shown a considerable increase in the expense of maintaining the Association, but trust you will agree with our Executive Committee that the results attained have justified the additional expense.

Permit me to again call attention to the change of policy in the wholesale grocery business which has taken place within the last few years. It was not long ago when we were willing to sacrifice everything for volume, and this seemed to be in line with the tendency of the times. We find to-day that the business men of the country are realizing as never before that it is a waste of money and energy to adopt measures in competi-

SEEDS "That Grow"



General Warehouse and Office Corner Ottawa and Louis Streets



The ALFRED J. BROWN SEED COMPANY was established in 1885, nearly twenty-five years ago, in a small way in a building not as large as the offices of the company now occupy. It now takes nearly five thousand acres of land to produce the seeds this company handles in a single season. The phenomenal growth of this business is the direct result of putting out Good Seeds that always grow and give satisfaction. No seeds of any kind are offered for sale until they have been carefully tested and found good. They can always be relied upon.

How Is YOUR Trade on Butter Color?

The dealer who sells Dandelion Brand Butter Color **always** has a good trade.

"Dandelion" holds the trade because it fulfills every requirement in a Butter Color.

The shade it gives to the butter is always **just right**.

The taste of the butter is never interfered with, the odor remains the same.

It is just simply a purely Vegetable Butter Color, and the creameries and buttermakers who get fancy prices for their butter always use it.

Dandelion Brand Butter Color is endorsed by
all authorities

Dandelion Brand
Purely



Dandelion Brand is the safe and sure Vegetable
Butter Color

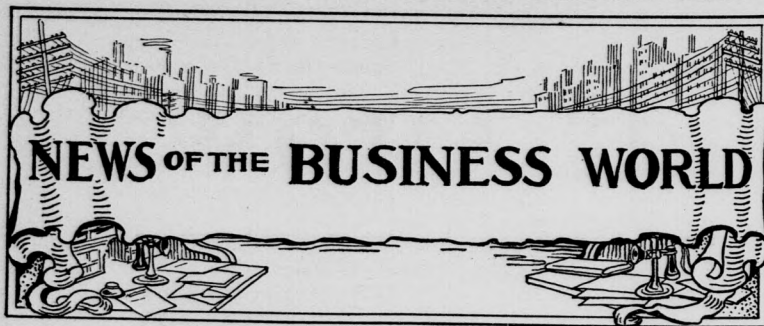
Butter Color
Vegetable

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws, State and National

Wells & Richardson Co.

Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Thompsonville—A five and ten cent store has been opened by F. A. Grant.

Cadillac—Fred Ernst is succeeded in the meat business by Harry H. Kingsley.

Ludington—Edward Heineman is succeeded in the confectionery business by John D. Wagner.

Adrian—J. W. Doerr, of Pontiac, is making preparations to engage in the dry goods business here.

Woodland—J. N. Covert & Son succeed Mrs. Alice Fluelling in the clothing, shoe and hat and cap business.

Constantine—A jewelry store has been opened by Karl Flanders in half of the G. A. Ewers piano and organ store.

Owosso—E. J. Smith has sold his grocery stock to E. A. Babcock. Mr. Smith will remain in the store for a time.

Elsie—E. C. Urick, who has been engaged in the bakery business for the past fifteen years, is succeeded by C. Burchard.

Hastings—Al. Myers has sold his interest in the firm of Myers & Kinne to Clarence Kinne, who will continue the meat business.

Hillsdale—E. C. Duguid has sold his dry goods stock to F. R. Farnsworth, of Butler, Ind., who will remove to this place.

Union City—A branch store has been opened here by the Phil Oppenheim Clothing Co. Phil Cohen will manage the store for the present.

Belding—Spencer Bros., dry goods merchants, are making preparations to retire from business, having been engaged in trade here for several years.

Alma—W. Webb is succeeded in the bakery business, which he conducted on West Superior street for the past twelve years, by W. M. Sturdevant.

Sparta—E. M. Averill has taken George Blackall as a partner in the lumber business, which will now be conducted under the style of E. M. Averill & Co.

Smyrna—A building 16x44 feet in dimensions has been erected by Geo. B. Frost, which will be occupied by Carl Hoppough, postmaster, who will carry a drug stock.

Marquette—The Gannon Grocery Co. has been incorporated with an authorized capital stock of \$100,000, of which \$64,000 has been subscribed and \$10,000 paid in cash.

Hopkins—James Baxter has purchased the general stock of Duryee Bros. and will continue the business in partnership with his son under the style of James Baxter & Son.

Petoskey—Earl Warren who has worked in Fochtman's department store for about nine years has resigned and will have a general store of his own at Epworth Heights, near Ludington.

Port Sanilac—A corporation has been formed under the style of the Thumb Telephone Co., which has an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Nashville—J. E. Lake has returned from Cleveland and gone to work for C. L. Glasgow. Mr. Lake is an experienced implement man, having been for several years in business for himself on South Main street.

Henderson—John Telfer, who purchased the double store building formerly occupied by W. H. Keily general merchant, is remodeling the store and will soon occupy the same with his stock of general merchandise.

Hudson—M. E. Power, who has been on the road several years selling hardware for Buhl Sons Co., of Detroit, has purchased the hardware stock of Hill Bros. and will continue the business in the store formerly occupied by Marvin Maxson.

Mattawan—Julius Desenberg, of Lawton, has sold his interest in the American Fruit Juice Co. at this place to Armour & Co., who will begin the manufacture of grape juice in September under the management of Philip Deats, of Battle Creek.

Adrian—C. S. Benedict has sold his shoe stock to C. W. Wiley, who has leased the Benedict store building for a term of years. Mr. Benedict has conducted the business for the past eight years, having succeeded his father, who has been in trade for many years.

Lansing—A piece of land with 100 feet frontage on St. Joseph street and more than 400 deep has been purchased by the Isbell-Brown Co. The purchaser intends to erect thereon a brick building, probably 50x100 in dimensions, in which to establish a bean bag factory.

Saugatuck—A jewelry store will be opened by Geo. H. Niles, of Vermontville, who will put in a new stock. Mr. Niles gained an experience of the business with D. D. Shans, of Grand Ledge, with whom he was associated for three years. He also spent two years with E. B. Hammond, of Vermontville. Previous to this he was a traveling salesman for D. M. Ferry & Co., of Detroit.

Manufacturing Matters.

Holland—The Holland Sugar Co. has increased its capital stock from \$300,000 to \$500,000.

Kalamazoo—The B. L. Shutts Co., which conducts a plating works, has changed its name to the Shutts Dewey Sterling Co.

Detroit—A corporation has been formed under the style of the Superior Brass Co., which has an authorized capital stock of \$10,000, of which \$5,420 has been subscribed, \$1,000 being paid in in cash and \$1,000 in property.

Detroit—A corporation has been formed under the style of the Detroit Kraut Co. to make sauer kraut and pickles, having an authorized capital stock of \$7,000, of which \$3,780 has been subscribed and \$2,480 paid in in cash.

Port Austin—A corporation has been formed under the style of the Port Crescent Sand Co. to deal in sand and gravel deposits. The company has an authorized capital stock of \$30,000, of which \$15,000 has been subscribed and paid in in property.

Detroit—The Phelps Manufacturing Co. has been incorporated to manufacture electrical appliances and supplies. The company has an authorized capital stock of \$80,000 common and \$20,000 preferred, of which \$80,000 has been subscribed and paid in in property.

Adrian—Sherman S. Withington has sold his interest in the Withington Fence Co. to L. C. Larrimer and John R. Owens, who will continue the business. Mr. Larrimer has been with Mr. Withington in the business. Mr. Owens has been identified with the Detroit Brass Co. as its secretary, which position he relinquishes to engage in business here.

Bay City—John A. See, of the People's House Furnishing Co., and Jacob Beck, Jr., dealer in furniture and carpets and manufacturer of mattresses, have purchased the stock of the People's House Furnishing Co. and will consolidate same with that of Mr. Beck, formerly of 711 Water street. The two stocks are being closed out at the People's House Furnishing Co. preparatory to opening a new store at a new location.

Red City—The maple flooring and lumber business conducted by Thomas R. Welsh under the style of the Welsh Manufacturing Co. has been merged into a stock company under the style of the Welsh & Kerry Co. The company has an authorized capital stock of \$25,000, all of which has been subscribed, \$15,000 being paid in in cash and \$10,000 in property. Chas. T. Kerry, of Saginaw, and Fred R. Welsh, of Grayling, are interested with Thomas R. Welsh in the new corporation.

Quincy—Springtown, located about six miles southeast of here, is to have a cheese factory. The building is now being constructed under the supervision of C. F. Harris, upon what is known as the Widow Smith property. It will be a frame structure 46 feet long and 20 feet wide. The enterprise is to be a private one, Fred J. Dillon, of Hudson, furnishing the capital and having the management of the plant. L. Downer, also of Hudson, and a practical cheesemaker, will be in actual charge.

INEFFICIENT ADVERTISING.

Hardly credible is the fact that not a few apparently attractive advertisements fail to accomplish their mission because somebody has forgotten to insert the street and number at which the firm is located. Perhaps it is assumed that everybody knows that, but in a large city such an omission is hardly excusable. Strangers, at least, will be forced to hunt out the location, and give up valuable time, possibly at no little inconvenience. It is not too much to say that advantageous trade is easily lost because a good customer prefers to buy at a place more quickly accessible. This neglect is more common than one would think unless attention is called to it.

Again, one sometimes sees a line of goods effusively advertised and yet neither the name of the firm nor its location in evidence anywhere. It is needless to ask the utility of such an advertisement.

Sometimes a business house gets a reputation for misrepresentation in its advertising. An immense sum is expended and yet persons once victimized turn away from all that bears the stamp of that establishment. From a patron's point of view, it is poor policy to advertise bargains and offer inferior articles, claiming that prices have been reduced when an honest dealer next door sells a better grade of goods for the same price.

The writer has in mind several firms who do business in this strange way and no small number of persons refrain from entering their doors because their dishonesty is well understood. So far as these individuals are concerned no amount of advertising avails to win their trade. It is hardly good business policy to educate one's patrons to distrust.

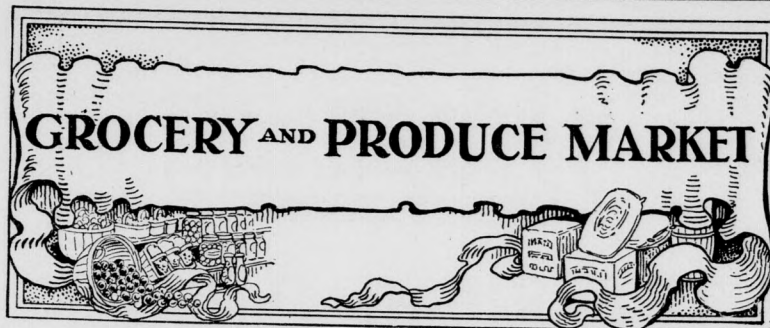
To advertise bargains and then offer a single piece of high-grade material at bargain rates which, of course, is quickly sold and then foist upon unsuspecting buyers an inferior article as if it was a bargain is a suicidal policy as unwise as it is dishonest.

Lastly, when the "atmosphere" of a store is cheap and indifferent, made so by uncivil clerks and "snippy" salesladies, all advertising is rendered "inefficient," for the reputation of the place outruns all printer's ink. The most valuable customers are driven away by gum-chewing, humming, indifferent clerks. It matters much to a proprietor, whether his clerks are more absorbed in gossiping with each other, and in memories of "last night's lark" than in serving his customers. Unlimited advertising will hardly overcome the dislike of thrifty buyers for such treatment.

Very limited observation will suffice to reveal the prevalence of this last kind of "inefficient" advertising. The store that commands a force of uniformly courteous and interested salespeople will get the trade. They will be its best advertisement.

Every man's life deepens on the size of his god.

No man has any rights that lead others wrong.



The Produce Market.

Apples—Hood River fruit is still selling at \$2.75.

Asparagus—75c per doz. for home grown.

Bananas—\$1.25 for small bunches, \$1.75 for Jumbos and \$2 for Extra Jumbos.

Beans—String beans and wax beans—both from Illinois—command \$2.25 per bu.

Beets—35c per doz.

Butter—There is an active consumptive demand for all grades of butter. The season is a little backward and the make is lighter than usual at the season. At present quotations the situation is healthy throughout. There is likely to be an increase in the make for the next two weeks. Very little under-grade creamery is arriving, and the outlook is for very little cheap butter this year. Present prices are about 20 per cent. above a year ago, and the future depends on the demand. Local dealers hold factory creamery at 25c for tubs and 26c for prints. Dairy ranges from 15c for packing stock to 19c for No. 1.

Cabbage—Virginia commands \$1.75 per crate. Texas fetches \$2 per crate.

Carrots—New, \$1.50 per box.

Celery—California, 75c per bunch; Florida, \$4 per crate.

Cocoanuts—\$3 per bag of 100.

Cucumbers—75c per doz. for home grown hot house. Florida stock, grown outdoors, fetches 50c per doz.

Egg—The market in New York is a little weaker. The receipts of eggs clean up every day on arrival, and the quality continues fine. Present receipts are about normal for the season, with a very good consumptive and speculative demand. Present conditions are likely to exist until the weather changes. Local dealers pay 19c f. o. b., holding case count at 20c and selected candled at 21c.

Grape Fruit—Florida stock is steady at \$6 per box. California stock is taken in preference at \$3.75.

Green Onions—15c per doz. for Evergreens and 18c for Silver Skins.

Green Peppers—\$2.50 per 6 basket crate.

Honey—14c per lb. for white clover and 12c for dark.

Lemons—\$3 for either Messinas or Californias.

Lettuce—Leaf, 9c per lb.; Florida head, \$1 per box.

Onions—Texas Bermudas are in strong demand at \$1.10 for yellow and \$1.25 for white.

Oranges—Navels are in fair demand at \$3@3.50 per box. Mediter-

anean Sweets are moving freely on the basis of \$2.75@3.

Parsley—25c per doz. bunches.

Pieplant—75c per 40 lb. box of outdoor grown.

Pineapples—Cuban stock commands \$2 per box for 42s, \$2.25 for 36s, 30s, 24s and 18s. Florida pineapples range about 25c per box higher than Cubans.

Plants—65c per box for cabbage or tomato.

Potatoes—90c for old and \$1.60 for new stock from the South.

Poultry—Paying prices for live are as follows: Fowls, 11@12c; springs, 13@14c; ducks, 9@10c; geese, 11@12c; turkeys, 13@14c.

Radishes—20c per doz. bunches.

Strawberries—Missouri stock is now most in evidence, ranging in price from \$2.50@3 per 24 quart crate. Illinois berries are expected to have the turn next week.

Tomatoes—Florida, \$3.75 per 6 basket crate.

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

A Menominee correspondent writes: The Carpenter Cook Company is introducing a new and practical novelty in the form of automobiles for their salesmen, wherever the territory permits. Henry Schwellenbach, who travels between Menominee and Iron Mountain for the wholesale house, made his first trip last week in the trim little runabout, furnished by the house. The car is a two cylinder, 24 horse power equipment, a brilliant red in color and fully up to the latest design in 1909 cars. Mr. Schwellenbach made the run in record time, calling on his customers and saving the time ordinarily required in waiting for trains or in driving long distances with a horse. If the experiment proves a success similar cars will be purchased for other salesmen in various parts of the company's territory.

A Traverse City correspondent writes as follows: Charles Hawkins has resigned as salesman with the Lautner shoe store and has accepted a traveling position with the Western Shoe Co., of Louisville, Ky. He left this afternoon to take up his new work, and will have a territory covering part of Michigan and the states south.

A. W. Stein, general dealer at Elmira, is the first arrival for Merchants' Week. He came in yesterday, accompanied by his bicycle, and will remain in the city until the last light is extinguished in the big tent at Reed's Lake.

The Grocery Market.

Sugar—Refined sugar is unchanged and very dull, so far as the jobbing demand is concerned. The consumptive demand is fair. Just what the refiners are likely to do with the market in the near future is uncertain, but it is reasonably sure that if they hold prices unchanged for a week or two there will be no decline, as the fruit season will then be so far under way as to boom the demand. The reduction of the duty on sugar, which would have an immediate effect on the price, is still being discussed in the Senate, but it is regarded as extremely unlikely that any large reduction will be made.

Tea—Quiet conditions prevail. The diminution of stock during March and April and shortage of supplies have kept up prices in spite of the light demand. Samples of New Japans and Formosas are coming in and the quality is good. The China teas being brought in are not as good quality as in years past which is attributed to the low prices offered in the United States. Otis A. Poole & Co.'s report from Japan shows a strong Yokohama market quite a little in advance of last year and the large tea growers complain of the American demand for cheap teas, price cutting more of a figure than quality much to the discouragement of Japanese growers who see a steady decline in Japan tea exports. The limits of price attached to import orders are discouragingly low and the native producer seems to be losing interest in keeping up the quality. Ceylon cables a stronger market for orange pekoes, the prices having advanced slightly since last report. The scarcity of greens still continues.

Coffee—There has been no change in Rio and Santos grades during the past week, either options or actual coffees and the demand is light. Mild coffees and Java and Mocha are all unchanged and dull.

Dried Fruits—Apricots are steady, quiet and unchanged. Raisins are a shade better on the coast due to the fact that August shipments are now being thought of, and much of the stock on hand will not be good enough. Other dried fruits are dull and unchanged. Prunes are unchanged and on spot are still very dull. Some new 1909 prunes are being offered on a 3c basis, with, however, few takers. Peaches are quiet, owing to the approaching season, and prices are unchanged.

Cheese—The market is firm and the make generally is below normal. Indications, however, point to an increase in the make in the very near future, and when this comes there will be a slight decline. Average prices are about 10 per cent. above a year ago.

Syrups and Molasses—Compound syrup is unchanged and in light demand. Sugar syrup is in moderate movement at unchanged prices. Molasses is steady to firm for fine grades; demand is slow.

Fish—Cod, hake and haddock are unchanged. Domestic sardines are nominally unchanged, but the market is not strong, and lower prices for

1909 pack are expected. Imported sardines are unchanged and dull. The market for prepared fish is dull. There have been very fair sales of Columbia River salmon for future delivery. Other grades of salmon have not yet been priced for future delivery; the spot demand is fair. Mackerel is still dull and not overly strong as to price.

Provisions—Stocks are about normal and the market will likely remain firm during the coming week. Pure and compound lard are firm and unchanged, the demand being seasonable. Barrel pork, dried beef and canned meats are unchanged and in good demand.

Genius Is Only Energy Let Loose.

There are some professions and some places in which patience is peculiarly requisite to success. In general, the old adage is true, that there is no excellence or rare success without great labor. "Pigeons ready roasted," said a musician who had succeeded after an arduous struggle, "do not fly into the mouths of the most talented artists. As a rule, you must first catch, pluck and roast them." Even the gold of Colorado exacts hard work. It can not be picked up like the stones in the streets, nor is it to be coaxed out with kid gloves. Men of genius have seldom revealed to us how much of their fame was due to hard digging. There were many headaches before the polished verses that fall so harmoniously on your ears were tortured into shape; many a trial before Michael Angelo hewed out in marble or personated in fresco the awful conceptions of Dante. Ninety per cent. of what men call genius is a talent for hard work; only the remaining tenth is the fancied ability of doing things without work.

Wm. Mathews.

The Mark of Man's Work.

Aside from a person's inheritance which is always an important factor, but one over which he has no control, his physical, mental and spiritual development and efficiency are directly due more to the work he does than to all other things combined. One's trade or profession finally settles down all over him and marks of his calling are unmistakable. In the process of forging out a piece of the world's work he has forged out his own particular manner of man.

Elmer Burritt Bryan.

The Eardley Lumber Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

D. O. McVeigh & Son have purchased a new stock of groceries of the Worden Grocer Co. and will engage in trade at Ionia.

Curtis & Eason have engaged in the grocery business at Watervliet having purchased their stock of the Musselman Grocer Co.

The good life is known by something beside its goods.

Faith always means forsaking some seeming good.

NEW RED CAN LAW.

Dealers as Well as Consumers Must Have Red Tanks.

State Oil Inspector Neal calls the public's attention to a few changes made by the present Legislature in the so-called "Red Can" Gasoline act. The new law, which goes into effect September 1 next, provides that cans, buckets, barrels, etc., which are to be painted a bright red, may be "lettered" with the word gasoline instead of being "stenciled" as heretofore. It also provides that retail merchants must have the barrels or tanks in their stores, from which they sell, painted bright red and lettered thereon with the word gasoline.

The delivery to consumers, and to dealers as well, must be made in receptacles (cans, buckets, jugs, barrels or whatever the delivery is made in) that are painted red and lettered.

The tank or cans on peddlers wagons must be painted and lettered and the tank wagons of wholesalers must be labeled if containing gasoline.

The person who purchases gasoline lays himself liable to a fine if he has it in anything but the proper red can. For cleaning purposes gasoline can only be sold in bottles, properly labeled, and not more than one quart in quantity.

The full text of the new law is as follows:

Section 1. Every person dealing at wholesale or retail in gasoline, benzine or naphtha shall deliver the same from tank wagons, tanks, casks, barrels or other receptacles to the purchaser only in barrels, casks, jugs, packages or cans painted vermilion bright red and having the word "gasoline," "benzin" or "naphtha" plainly lettered in English thereon, and all tank wagons and wholesale receptacles shall likewise be labeled with the word "gasoline," "benzine" or "naphtha," as the use of such tank wagon or receptacle would indicate. No such dealer shall deliver kerosene in a barrel, cask, jug, package or can painted and lettered as hereinbefore provided. Every person purchasing gasoline, benzine or naphtha for use or sale at retail shall procure and keep the same only in barrels, casks, jugs, packages or cans painted and lettered as hereinbefore provided. No person keeping for use or using kerosene shall put or keep the same in any tank wagon, barrel, cask, jug, package or can painted and lettered as hereinbefore provided: Provided, however, that in case of gasoline, benzine and naphtha being sold in bottles of not more than one quart for cleaning and similar purposes, it shall be deemed sufficient if the contents of such bottles are so designated by a label securely pasted or attached thereto with the words "gasoline," "benzine" or "naphtha" printed in bright red ink in letters not less than one-fourth inch in size.

Sec. 2. Any person violating any of the provisions of section one of this act shall be punished by a fine of not more than fifty dollars or by imprisonment in the county jail not to exceed ninety days, or by both such fine and imprisonment in the discre-

tion of the court before whom such conviction is had.

Sec. 3. It shall be the duty of the State Oil Inspector and his deputies to enforce the provisions of this act * * * *

Sec. 4. Act number one hundred eighty-one of the Public Acts of eighteen hundred ninety-nine, and act number one hundred seventy-eight of the Public Acts of nineteen hundred and seven are hereby repealed.

This repeals the act providing for the labeling of gasoline cans with tags or labels.

(1) At retail gasoline, etc., can only be delivered to the purchaser (consumer) in cans, casks, barrels or packages painted a vermilion red (meaning a bright red) having the name of the contents lettered thereon.

(2) Persons (consumers) can purchase, or have, gasoline, etc., on hand for use only when same is contained in cans or packages so painted and lettered.

(3) It is unlawful to put kerosene in cans, packages, etc., so painted and lettered.

(4) In other words, tanks on stoves, in autos, boats, engines, etc., can only be filled from cans, barrels, casks, etc., that are so painted (bright red) and lettered.

(5) Merchants must have their gasoline tanks in their places of business painted a bright red and lettered.

(6) Wholesalers can only deliver gasoline, etc., to retailers, or users of gasoline in, or into, tanks, barrels, etc., that are painted red and lettered.

(7) Any violation of this act should be promptly reported to this department for investigation, or to the deputy in whose district the violation occurs.

The Common Way.

Ten resolutions, standing in a line.
One day he got mad and swore—
Then there were nine.

Nine resolutions, sober and sedate.
Some one asked him in to drink—
Then there were eight.

Eight resolutions, pointing up to heaven.
Some one gave him a cigar—
Then there were seven.

Seven resolutions, all as square as bricks.
He told a little lie—
Then there were six.

Six resolutions—how they do survive!
He talked about himself—
Then there were five.

Five resolutions—would that there were more!
He used a bit of slang—
Then there were four.

Four resolutions, cheerful as can be.
He skipped his cash account—
Then there were three.

Three resolutions, so far tried and true.
He got in an argument—
Then there were two.

Two resolutions, shining in the sun.
He stooped to flattery—
Then there was one.

One resolution, pitiful to see.
He stayed at home from church—
Oh, dear me!

Some writer says that every woman loves the wrong man once. Yes, and every man loves the wrong woman several times.

Wilmarth
THE CASE WITH A CONSCIENCE

The Silent Partner

Of Good Window Display

Good window display and interior decorations create desire to buy.

A poor show case can quickly dispel every atom of that desire.

Don't let the wrong show case discount the efforts of your window trimmer. See to it whatever looks attractive in the window looks equally attractive in the case, or sale may be lost.

Show cases play a mighty important part in the game of business.

No business man can afford to be content with less than the best, and the best is the Wilmarth.

No man who keeps up-to-date can afford to be without our catalog illustrating and describing over twenty different styles. A careful study of it is quite likely to suggest ideas as to how you may improve your store.

Write for it now.

Wilmarth Show Case Co.

Jefferson Ave.

Grand Rapids, Mich.

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 9, 10, 11. 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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Corner Ionia and Louis Streets.
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E. A. STOWE, Editor.

June 2, 1909

A CHANCE FOR ALL.

Merchants' Week, the great fourth annual event in Grand Rapids, is near at hand and it is an enterprise which, because of its success, has served as a pattern to be followed in various cities throughout the country.

It is true that the Wholesale Dealers' Committee of the Board of Trade originated the project true that the entire expense thereof—approximately \$6000 per year—is borne by the jobbers and, primarily, perhaps, that the direct benefits derived go to the wholesale merchants.

But to draw such a conclusion and let it go at that is to view in the narrowest possible way one of the very best publicity campaigns ever evolved in behalf of the city in general. There is not a business interest in Grand Rapids which does not receive a portion of whatever value Merchants' Week has to bestow.

From the purely social aspect Merchants' Week is worth all that it costs and would still be worth it if the expense was met out of the municipal treasury, for the reason that hundreds of visiting merchants and their families contemplate the event far in advance as affording an opportunity specifically for their benefit when they can take their annual outing by visiting their kinfolk and friends in this city.

It has been estimated that at least 25 per cent. of the visiting retailers in Western Michigan have at some time in their lives been employed as salesmen, accountants, clerks or otherwise in Grand Rapids. A large proportion of these found their wives here and so there is a double force given to the invitation received annually to visit our city.

Again, these people, many of them, come to stay not only the entire week, but two or three weeks, in order that they may see all of their friends. This means that thousands of dollars are spent here which never reach the tills of our jobbers. Especially is this the case in regard to the cash which the visitors leave with the retail merchants, the restaurants, the street car conductors, the theaters and others.

For these reasons it is only fair

that all citizens should co-operate in putting our business streets and buildings in gala attire during Merchants' Week; should make a special effort to make our visitors welcome at all points, whether or not we are acquainted with every individual. Put out your bunting. If you haven't any, get some and use it. Give your show windows a special trim and instruct employes—salesmen clerks, everybody—to bestow especial attention upon visitors. This latter example will be set by our policemen, who have special and permanent instructions to give particular and courteous heed to the enquiries of visitors.

SUMMER OUTING.

"I notice that the railway companies have their summer travel folders out, full of pictures and attractive text," said a merchant from a small city in Michigan, "and I have often wondered that they have never, so far as I know, made any effort to inform and attract the great mass of people who are fairly starving for an opportunity to go somewhere for the summer where they will not be obliged to live at resort hotels and keep up the dress parade expense of those places."

The gentleman then related a recent experience of his own. He was traveling in Missouri, Arkansas, Tennessee and Kentucky, stopping from one to two weeks in a place. Repeatedly when it was learned that he was a Michigan man—with the emphasis on the last syllable, the correct Indian pronunciation by the way—a summer travel railway folder was brought out and he was asked to bestow advice as to where was "the best place" to spend a month or two, in many instances he was asked, point blank, if there were no Michigan farmers willing to take a family of three or four for a month; in others the enquiry was as to the hotels in small towns not advertised where clean beds, good plain fare, quiet and rural surroundings, with boating and bathing, and yet without the conventional routine and expense of the professional resorts.

The Michigan merchant continued: "Of course I live in a small inland town. We are six miles from a railway and our one little hotel is an old fashioned Entertainment - for - Man - and - Beast sort of place. But we are on the bank of a charming little lake and in the center of as healthful, pretty agricultural section as there is in Michigan. And I talked our town so successfully—and I know they could not sleep to exceed four people comfortably in our hotel—that I am commissioned to secure accommodations for three families numbering eleven people all told."

Asked if he thought he could fill the bill, the gentleman admitted that, as a rule, the people in his town and the country round about were well-to-do and that, aside from entertaining a friend or two as invited guests, were not in the resorters business, "but I can fix it all right," he added. "And as far as that is concerned we could take care of twice as many and feed 'em out of sight and give 'em a

good time, too; but on one condition: They must be plain people, no airs, no patronizing and no monkey business. Moreover, I dare say there are a hundred such opportunities as my town affords right here in Michigan."

The gentleman's argument was that such people are as abundant in the States south of Michigan—where the railways do their heaviest advertising—as they are East, West or in Michigan, and would take advantage of the railway rates if they could be assured of getting such accommodations as they desire.

MEMORIAL DAY.

Apparently it is conventional nowadays, especially in the large cities, to remark that people are losing their interest in the observance of Memorial Day; that the native born young Americans, not having personal recollection of the civil dispute and entirely absorbed by the multitude of current topics do not become interested in the marching survivors of our dreadful conflict and fail to get into sympathy with the sentiment of the annual function.

A general statement of this character is not at all correct. It is true that the annual comings to this country of immigrants from all parts of the world contribute a large percentage of casual spectators, chiefly boys and girls, who are utterly without knowledge or especial feeling in regard to the day. It is also quite true that in the larger cities there is a certain proportion of native-born young people—that is to say, those who are under 30 years of age—who are somewhat unappreciative as to the significance of the day.

For these reasons the crowds of people who congregate on the streets along the line of march to be followed by the venerable survivors of the sixties do seem listless and inadequate in their recognition of these men. For these reasons the services at the various cemeteries in a large city appear to be very meagerly attended.

Even in a city the size of Grand Rapids, with its large proportion of foreign residents and its half dozen cemeteries, there is a very generous and genuine interest in the day because public school and high school pupils participate in the decoration of the graves of grandsires and great uncles at each cemetery and because those pupils who have no ancestral dead who took part in the National struggle are students of history and have a clear understanding and a very high regard for the memory of those patriots.

Then, too, "there are some feelings time can not benumb" and there are still living hundreds of thousands of sons and daughters and many, many revered widows whose memories of the fearful times about Shiloh, Vicksburg, Chattanooga, Gettysburg, Atlanta and Richmond and all the others are such that it is with the deepest homage they add their tributes on Memorial Day.

Finally, the great and elaborate observances in the metropolitan cities are not fairly true criterions as to

the vitality of the day or the sincerity of feelings that it brings forth. The city possesses diversions too many and too insistent to permit uninterrupted and all absorbing deference on the part of the masses.

It is in the village where the six or eight surviving members of Grand Army Post, No. — with their fife and drum, their post banner and the stars and stripes, accompanied by the nine or ten devout matrons of Relief Corps, No. —, march to the graveyard by the brookside accompanied by the population of the town, there to do honor in peace and utterly without pretense. And hundreds of thousands of such loving functions were in evidence in the United States on last Sunday, May 30.

So long as the public schools continue to hold Memorial Day exercises, as is done in Grand Rapids and all other large cities and until the last of those who are or may become veterans of Army service in Cuba and the Philippines, there need be no serious anxiety that the services of men in the U. S. Army and Navy will be forgotten by the rising generations.

AN INTERESTING SHOW.

Work horses.

They had their opportunity last Monday and they won out.

It was an intensely interesting exhibition which they gave and it was decidedly surprising, as well as gratifying, to realize that thousands of citizens, regardless of age, nationality, station or "previous condition of servitude" so far forgot the purely utilitarian and practical as to display genuine sentiment and even emotion while looking at the work horses.

All horses work more or less and, unlike the human animal, they are, as a rule, employed in spheres of action for which their intelligence, their strength and their temperaments are best fitted. This is not because the individuals have any choice in the matter; otherwise, perhaps, they would in their daily routines more closely represent human kind.

Close to 400 work horses were in the parade which was led by an intelligent little bay mare, 33 years old, and owned by Nehemiah Jonker, who has cared for and worked with her for nineteen years. "I am 33 years old, how old are you?" was the enquiry upon placards hanging over either shoulder, and "Old Betsy," as she is called, seemed, in spite of her worn and shriveled hoofs, to appreciate the honor of leading a distinguished delegation of her own kind. Another veteran was "Dolly," 29 years old and owned by S. De Ruyter, and for companions in the blue ribbon and shield class these two venerable horses had thirty-eight other horses who have worked and served from twelve to twenty-five years each.

A curious enthusiast figured out that "Old Betsy" had during her working days earned \$25,000, besides her own board, lodging and medical attendance; while Dolly's earnings would aggregate about \$22,000.

He must be shortsighted who thinks he is lifting himself by turning up his nose at others.

A Gain of 22957 Barrels

Since July 1, when our year begins, we have sold 22,957 barrels of flour more than we did for the same period last year.

As an illustration of what this means, our increase alone in ten months is equal to the entire year's output of a mill of 75 barrels per day capacity.

This has been our history from the start, every year a gain, and every year a big one.

All of which goes to show that our business methods are of the enduring kind, that our flour is right and that the people want the best there is.

Lily White Flour

"The Flour the Best Cooks Use"

Is sold by all grocers. Once in a while you will come across a grocer who would rather sell you something else, but he'll send you "Lily White" if you can't be talked out of it.

But most of the grocers prefer to sell "Lily White" because it is always reliable, always uniform, always satisfactory.

Most grocers are honestly trying to please you because they know that is the only way to build up a profitable business.

If you have any flour troubles of any kind, with any flour, just phone us about it. We can set you right. We know all about flour.

One grocer writes: "I sell 20 sacks of 'Lily White' to one of any other brand, and I handle several."

VALLEY CITY MILLING COMPANY

Grand Rapids, Mich.

Is it any wonder that Michigan merchants find it necessary to handle Lily White, considering how thoroughly and effectively we advertise this brand to the consumer?

We want every merchant who visits Grand Rapids next week to call at our mill and inspect the home of Lily White, which is one of the most completely equipped establishments of the kind in the country.

MERCHANTS' WEEK.

What It Means to the Retail Dealers of Michigan.

Written for the Tradesman.

The Merchants' Week celebration is the outward, tangible, understandable expression of the feeling within the hearts of the jobbers and wholesalers of Grand Rapids that there is sentiment in business and lots of it.

At every meeting of the Committee of twenty prominent wholesalers having Merchants' Week in charge business takes a back seat and sentiment with a capital "S" steps in the limelight.

It would seem that Merchants' Week provides an outlet for all the pent up sentiment of the year's business. It affords the wholesaler a chance to show his trade that he is human, that he has feelings, that he has a sense of gratitude that is full of brotherly love for his customers.

During the year he has had to run his business on strictly business principles. That is the way he makes his living and he is anxious to make an honest living; anxious to increase his business, to pay up his debts to be able next year to give his customers better values for their money; better service and a greater assortment of goods.

And so he must watch every little detail. He must have more or less system, certain terms, and they must be lived up to or the big business with its scores of clerks and employes would fall into disorder and decay and failure would be written across the threshold.

Sometimes his customers seem to feel that he is too much business, too strict over seemingly little things, but he is trying to give every customer a square deal and he aims to treat them all alike. Often when a customer seems to take the wrong view of the case and the inadequacy of written words is apparent, he longs to be able to call on that customer or to have him come to his office that he may meet him "face to face" and talk it over. He knows that if he had that privilege he could set himself right, that his verbal presentation of the matter would "square" him with his customer and keep his friendship.

And he values the friendship and good will of his customer highly. It doesn't satisfy him to know that he is merely getting his share of the trade. He wants his customer to feel that he is trying to please him, trying to do even more for him than the ordinary rules of business require.

I am pretty well acquainted with the wholesalers of Grand Rapids and I am perfectly justified in declaring that every one of them takes a personal interest in his customers. They rejoice in his success and do everything in their power to help the good work along.

They can and do do this in various ways not always realized by the merchant. They do it by the exercise of brains and experience in furnishing the retail merchant with that class of goods which sell the best and which represent the utmost value for the money. The effect of this wise

policy is far reaching, because it not only benefits the retailer by establishing the confidence of his community in him, but it directly benefits and enriches that entire community itself and indirectly educates them to better ideals of living, to greater self respect and eventually to higher aspirations.

And then there is the good word which the Grand Rapids wholesaler is so often enabled to say for his customer. How pleased he is to be able to tell the commercial agencies or anyone else who enquires that Jones is good pay; that he keeps his word; that he is a reasonable man and a good man to do business with.

Is it any wonder, then, that these wholesalers have been glad to give Merchants' Week or that their customers throughout the State have

The Chairman of the Amusement Committee, Walter K. Plumb, of the National Biscuit Co., has arranged for a "Seeing Grand Rapids" street car ride, which is an innovation this year. He expects that about 1,000 people will be ready for this ride Friday morning at 9 o'clock and he has provided cars in plenty. A brass band is to lead the party and two guides will be on each car to explain points of interest along the route. There is no dust nor dirt when you ride on street cars and in many ways this will be ahead of the automobile ride furnished last year.

Then the Civic Pageant on Thursday afternoon at 2:30 will be a memorable event. The Grand Rapids Advertisers' Club, which has this in charge, never do things by halves.

Frank E. Leonard, of H. Leonard

Of course, we had to have some money to spring all these things on you, but John Snitseler, of the Grand Rapids Dry Goods Co., said he would attend to that, and he did. We knew he would anyway, so we went right ahead and arranged to spend it like a prince. John knows that we know how to do that all right.

Probably Richard J. Prendergast is the smoothest credit man that ever refused to take a ninety day note without interest in full of a past due account. It was up to "Dick" to get the railroads to be reasonable about running out late trains after the banquet; and inasmuch as the railroads were going to do it anyway Dick succeeded nicely, so that most of you can go home Friday night after the banquet if you care to.

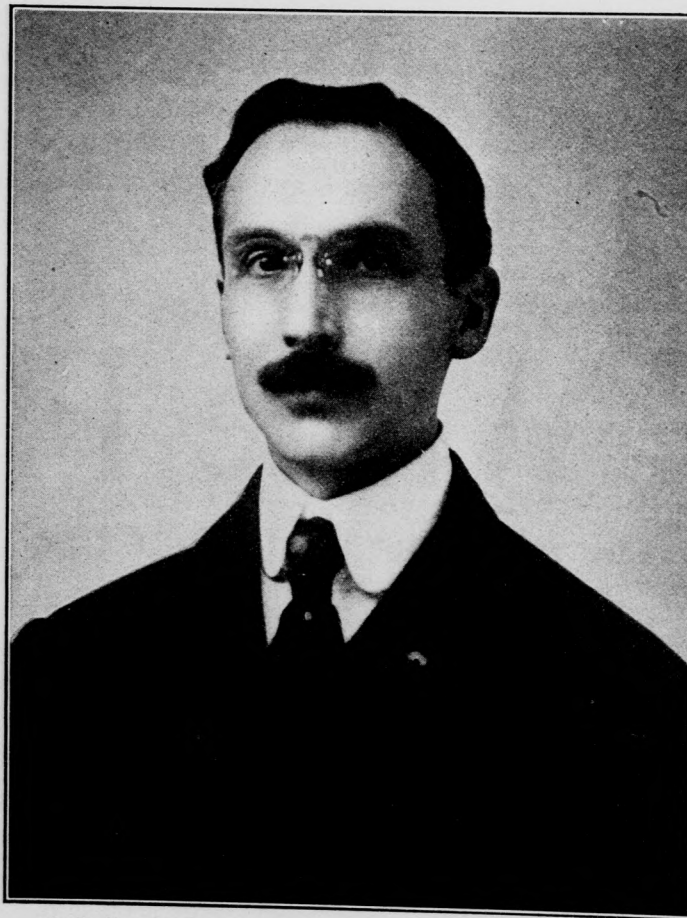
Then there will be the amusement at Reed's Lake—all running full blast. The Giant Circle, Toboggan or Figure Eight, whatever you choose to call it, is bigger, swifter, more thrilling than ever. You are whirled around through space, dropping over precipices and shooting up mountain sides in such rapid succession that you get about 9,000 thrills per second and feel almost as hilarious as you would if the Chief Procrastinator on your list of Slow Pays should come in and plank down the Cold Cash for his nine year past due account.

But the banquet! There's where the pent up joy of the day will burst forth in vociferous enthusiasm. Two thousand people gathered beneath one roof, all being fed at the same time. No one has to wait for the second table. Why, there's many a town in Michigan that hasn't 2,000 inhabitants, all told. Think of the chickens, the biscuits, the potatoes and the barrels of soup it takes to feed this great gathering, all good and hungry after a day of merrymaking. It's something marvelous.

And after it's all over, after you have been with us and shaken hands with us, made merry with us and supped with us and return to your homes, we hope you'll have a warm spot in your heart for your Grand Rapids brethren. We hope it will glow with increasing fervor as the years roll on, so that in that great crucible all the petty misunderstandings that sometimes arise between us may be consumed and naught remain but the pure gold of perfect understanding and everlasting friendship.

A. B. Merritt.

Many a man wrecks his ship because he spends all the time in the hold with his freight.



A. B. Merritt, Manager-in-Chief of This Year's Merchants' Week

been ready and eager to accept their hospitality in good faith?

That Merchants' Week is of inestimable value to every merchant who attends no one who has been here will dispute. Here gather merchants from all over the State; old friends greet each other; strangers become acquainted and form lasting friendships; the spirit of good nature and happiness is in the air; cares are forgotten; life seems worth the living and each guest goes home filled with new enthusiasms, new purposes and great resolutions.

And this fourth Merchants' Week promises more material for inspiration than any of the preceding ones. There will be a greater gathering of people, more entertainment, a greater abandonment to the spirit of good fellowship.

& Sons, Chairman of the Banquet Committee, has said that the menu for the banquet is going to be just as sumptuous this year as last and there are those who thought last year's was so good that it could never again be equaled. But we believe in Leonard and what he says goes with us.

E. A. Stowe, Chairman of the Programme Committee, editor of the Tradesman and Grand Champion of Michigan Merchants—the same man who arranged the programme of speaking for the banquet last year—is on the job again this year and things are certainly sizzling in that direction. There will be more real eloquence uncorked than was ever attempted before and the stars he has secured for speakers promise to outshine the heavenly constellations.

All Kinds of Cut Flowers in Season
Wholesale and Retail
ELI CROSS
25 Monroe Street Grand Rapids



DON'T FAIL
To send for catalog showing our line of
PEANUT ROASTERS, CORN POPPERS, &c.

LIBERAL TERMS.

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

Come to Grand Rapids MERCHANTS' WEEK

June 9-10-11

Every Retail Merchant in Michigan (Outside Grand Rapids) is Invited

A Grand Civic Pageant

Or Floral Parade will take place on the down town streets Thursday afternoon, June 10, at 2:30, conducted by the Grand Rapids Advertisers' Club. Scores of specially designed Floral Floats costing hundreds of dollars, together with Brass Bands, Secret Societies in beautiful costumes, Fire Department, etc., will form altogether one of the most inspiring spectacles imaginable and never to be forgotten by those fortunate enough to behold it.

A "Seeing Grand Rapids" Street Car Ride

Will be given on Friday Morning at 9 o'clock, starting from the Board of Trade Building at 97-99 Pearl Street.

It is important that everybody be on hand promptly at 9 as every car must be pulled out on time.

The route will be first to John Ball Park, where time will be allowed for enjoying the beautiful bird's-eye view of the city obtainable there and for inspecting the greenhouse, also the "Zoo" with its cages of bears, wolves, monkeys and birds.

Returning from John Ball Park the route takes us north on Canal Street to the Michigan Soldiers' Home, where the party will be conducted through this quite remarkable State Institution.

A band will accompany the party and two guides will be on each car to explain points of interest, answer questions, etc.

Make it a point to take in this beautiful ride.

Theatre Program

Friday afternoon at 3 o'clock the Ramona Theatre at Reed's Lake will give one of the best vaudeville entertainments in its history, including such well known acts as:

Maizee King and Dancers. One of the most popular acts on the vaudeville stage coming from England.

Post & Russell in their Artistic Singing and Dancing Skit.

Howard Brothers with their "Flying Banjos," a most difficult and unequalled musical act.

"Arcadia," the great Singing Violinist, with four other acts, announcement of which cannot be made until later, making eight acts all told.

Don't miss this entertainment.

Your ticket admits you free.

A Balloon Ascension with Thrilling Triple Parachute Drop

Will take place at 5:30 on the banquet hall grounds, immediately south of Ramona Theatre Pavilion.

Dropping from a height of a thousand feet in his parachute, the daring aerialist cuts loose from that, dropping with another parachute, from which he in turn cuts loose, making his final drop to the ground in the third parachute.

Absolutely the latest and most sensational death-defying balloon ascension and parachute drop ever attempted.

The Grand Banquet For 2,000 People Will Take Place Friday Evening at 6 O'clock. Send For Tickets Now.

PLEASE bear in mind that NO BANQUET TICKETS WILL BE ISSUED AFTER THE SEVENTH DAY OF JUNE, and if you do not get your request for a ticket in before that time it will be too late, as after that date the caterer will not permit us to change the number of plates ordered.

In applying for ticket mention individual name to be placed thereon.

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 7.

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 MR. C. A. COTTON, the Secretary of the Grand Rapids Board of Trade, at the earliest possible moment if you want a ticket. We want you to come.

WHOLESALE DEALERS' ASSOCIATION

Grand Rapids Board of Trade

THE SEED INDUSTRY.

How It Has Developed in Grand Rapids.

Written for the Tradesman.

Less than twenty-five years ago the seed industry, as far as Grand Rapids was concerned, played a very small part in supplying seeds to country merchants throughout the State. At that time seeds were handled principally by some of the retail grocers of the city and any dealer here, as well as in the territory surrounding this market, was obliged to send away for his seeds, either to Detroit, Chicago or some other place farther away. This condition has all been changed and Grand Rapids to-day is the strongest competitor for all the trade in Northwestern Michigan, as well as being a strong competitor in twenty-one other states. The volume of business done in seeds in this market is hard to estimate and I can only give the trade an idea of the vast importance of this industry by giving you a few figures to study out. The land required in Michigan alone to produce the seeds our concern requires for its own trade is more than five thousand acres. It requires a lot of money to pay for these seeds, which are all paid for in spot cash on delivery. This money is paid out to farmers principally in Western Michigan and can not but help, in a way, every merchant in the western part of the State. Seeds that we used to grow in Kansas and Nebraska are now being grown in Michigan with the greatest success. Michigan is a natural seed-growing State and produces seeds of the highest quality. While we still grow large quantities of seeds in the State of California, as well as being obliged to import some varieties of agricultural, garden and flower seeds, we are continually increasing our acreage in Michigan. The seed industry throughout the country is enlarging. The country is growing and more seeds are wanted to produce the increasing demand for all kinds of farm produce. There seems to be no dull season for the seedsman who does a jobbing business throughout the United States. When we get through the busy spring season it keeps us busy going over the crops, and even before we have harvested the crop and got the seeds into shipping condition fit for seed purposes the demand from the South has already begun, and this demand continues all through the long cold winter until we again find ourselves busy with spring trade.

Quite a feature of the business is the hand-picking of many thousands of bushels of peas and beans, which furnishes work to a very large number of girls who need the money. Another large number of girls and men are employed in putting up seeds in small packets, which go out to all parts of the country. It has been a conundrum to those not familiar with the seed business to know what becomes of all this vast acreage of seeds, and it might be well to say that, while the gardeners or truckers who buy vegetable seeds in large quantities use up a lot of them, the

great volume find their way into the small garden in the cities, as well as the country. The people like to see things grow and the habit of planting vegetable seeds, as well as flower seeds, in the backyard is growing at a rapid pace. And why should it not be so? It is only natural. One of our good philosophers has said, "Gardening is a profession for which no man is too high or too low."

If it would be well to go back in my article to the time when Peck Bros. handled seeds, I can say for Mr. Brummeler that he handled seeds as late as 1887 and did quite a good retail trade in this line at that time, and only a few years before he bought out Peck Bros.' stock of seeds, who were, as a matter of fact, the largest dealers in garden seeds at that time. Of course, W. T. Lamoreaux, then

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 28—Although speculative coffee has been active for a day or so, and shows quite a jump, the spot article moves along in about the usual channel and, if anything, the demand is smaller than a week ago. Quotations seem to be well sustained, however, and at the close Rio No. 7 is quoted in an invoice way at 8@8½c. In store and afloat there are 3,493,180 bags, against 3,504,930 bags at the same time last year. Mild sorts are dull, although some jobbers have done a fair business in Maracaibos. Quotations show little if any change.

Refined sugar is well sustained and almost every day sees an enlarge-

meet requirements, however, and quotations are practically on the same basis which has prevailed for some time.

No change has taken place in molasses. The demand, of course, is light and will be from now on. Good to prime domestic, 22@30c. Syrups are dull and unchanged.

Canned goods are attracting more and more attention and at the moment peas occupy the center of the stage. Many reports from all parts of the country have been received indicating a shortage in the pack. Orders have been coming in in increasing numbers and to-day the trade in this article is better than for many weeks. Old stock is going to be pretty well cleaned up when new goods arrive and the whole situation certainly seems to favor the seller. Tomatoes are firm and seem to be in a fair way to "come in at the home stretch" a winner. But one never knows what this article will do. Sellers do not like to talk of less than 65c. Buyers of futures do not take willingly to the 70c rate that is named, but probably 2½c less would be a rate that might bring business. Corn is firm and tending upward. State standard is quoted 65c, while some holders ask 67½@70c. It is the opinion of some that a very small acreage of corn for canning will be planted this year as compared with some former seasons. Other goods show little if any change.

There is a better supply of butter and the market is hardly as firmly sustained as last week. Creamery specials, 26½@27c; extras, 26c; firsts, 25@25½c; Western imitation creamery, 21@22c; Western factory firsts, 20c; seconds, 18½@19c.

Cheese is fairly firm at 13@13½c for State full cream. Small size are in most demand.

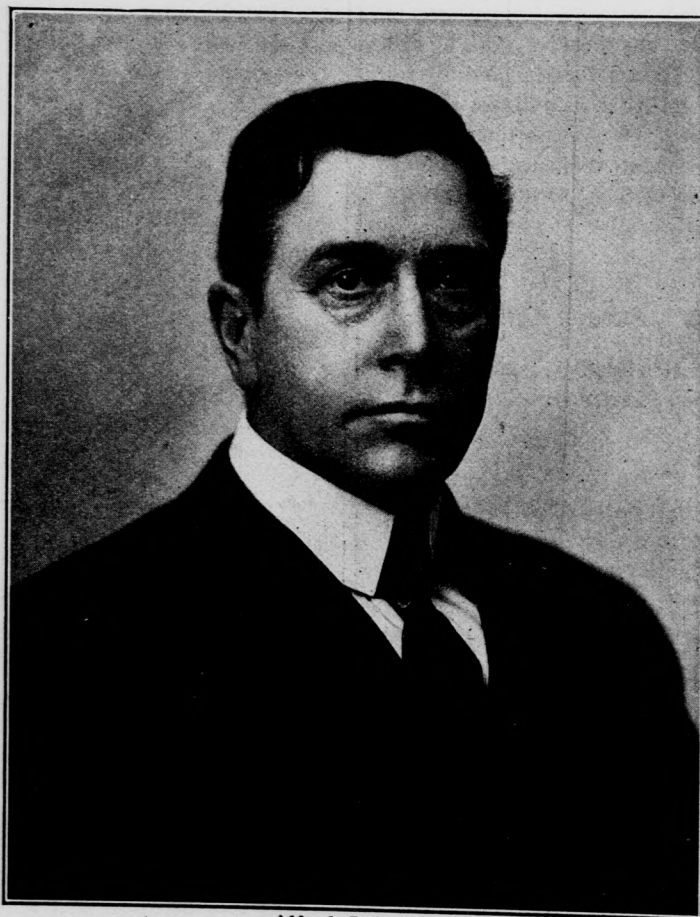
Eggs are steady. The demand seems sufficiently active to take care of arrivals and quotations are about unchanged. Western storage pack, 23@23½c; firsts to extra firsts, 21½@23c.

The Busy Country Editor.

"Oh, come," I said to the printer man who edits the Weekly Swish, "a rest will do you a lot of good—so come to the creek and fish." "If you'll wait a while," said the printer man, "I'll toddle along, I think; but first I must write up some local dope and open a can of ink, and carry in coal for the office stove, and mix up a lot of paste, and clean the grease from the printing press with a bushel of cotton waste, and set up an ad for the auctioneer, and throw in a lot of type, and hunt up a plumber and have him see what's clogging the water pipe, and call on the doctor to have him soak the swellings upon my head, for I had it punched but an hour ago, for something the paper said—" "I fear," I said to the printer man, "if I wait till your chore list fails, the minnows that frolic along the creek will all be as large as whales!"

Walt Mason.

Some so-called mediums don't give you a ghost of a show for your money.



Alfred J. Brown

known as the Grand Rapids Seed Store, did a small business in a retail way, but was really representing D. M. Ferry & Co., of Detroit. He advertised Ferry seeds and was known locally as agent for that concern. It was myself who first started the seed business in Grand Rapids, making it a business which has grown to the great proportions of to-day.

There seems to be no limit to how far the business can be extended, even to importing of large quantities of seeds to other parts of the globe. Good seeds count and any business built upon the right foundation can grow to tremendous proportions.

Alfred J. Brown.

Many are willing to wear the Christian armor provided there is nothing but a parade in sight.

ment in the number of orders coming both by mail and wire. At the close the prevailing rate at about all refineries is 4.85.

Teas show some little improvement in a jobbing way, but there is still room for improvement. The tariff still blocks the way. New teas—Japans—are selling quite freely. A supply of Formosas of the better grades is on the way, the quantity in transit reaching some 15,000 half chests.

With the rice trade the week has been one of slight change. There seems to be more disposition on the part of buyers to take hold and, as a rule, quotations appear to be well sustained. Good to prime domestic, 5½@6c.

Spices are doing well—better than for several weeks. Stocks suffice to

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

BUTTER AND EGGS

are what we want and will pay top prices for. Drop us a card or call 2052, either phone, and find out.

We want shipments of potatoes, onions, beans, pork and veal.

T. H. CONDRA & CO.

Mfrs. Process Butter 10 So. Ionia St. Grand Rapids, Mich.

WANTED Eggs, Dairy Butter, Veal, Poultry

Send me your orders for Pineapples, Oranges, Bananas, New Cabbage, Etc.

Egg Cases and Fillers at factory price, also second-hand Cases.

F. E. STROUP, 7 North Ionia St., Grand Rapids, Mich.

We Want Eggs

We have a good outlet for all the eggs you can ship us. We pay the highest market price.

Burns Creamery Co.

Grand Rapids, Mich.

Egg Cases and Egg Case Fillers

Excelsior, Cement Coated Nails, Extra Flats and extra parts for Cases, always on hand.

We would be pleased to receive your inquiries and believe we can please you in prices as well as quality.

Can make prompt shipments.

L. J. SMITH & CO.

EATON RAPIDS, MICH.

Michigan Butter and Michigan Eggs

Are recognized as the best products of the cow and hen that come from any section of the United States. We have always been the leading handlers of Michigan products in the Philadelphia market, and today are handling many of the leading creameries in Michigan. We have room for more, and can handle your goods to your entire satisfaction.

Many of our regular creameries are trial shippers in the start. Get in the procession and ship your butter and eggs to Philadelphia's leading commission merchants.

Yours for business,

W. R. Brice & Company.

P. S — Ask Stowe of the Tradesman about us.

**The Best Market in the Country for
Butter and Eggs**

—Is—

New York City

Its quotations on these articles practically regulate the dairy business of the entire

United States**Ship to FITCH, CORNELL & CO.** 10 Harrison Street
New York City

The Great Butter and Egg House of the East

Annual Sales \$4,000,000.00

We refer to the Editor Michigan Tradesman or either of the five banks with whom we have accounts in New York

THE TEA TRADE.

It Goes Back Over a Thousand Years.

Written for the Tradesman.

"Some there are who, seeking comfort,

Take themselves to Eau de Vie,
Whisky, rum or Old Geneva,

But when I'm down I take to
Tea."

The tea plant, now definitely known to be a native of India, is an evergreen tree and has been cultivated in China, where its inestimable qualities first became known, for more than a thousand years. Its antiquity as a beverage is a favorite subject of discussion by confirmed tea drinkers, but China claims the origin of the use of tea as a beverage. Lo-Yu, one of the earliest Chinese writers on the subject, says in a treatise published A. D. 618 and which is still extant: "Tea tempers the spirit, awakens thought, prevents drowsiness, lightens and refreshes the body and clears the perceptive faculties." The gentle exhilaration which accompanies the use of tea is not followed by depressing after effects.

In the ninth century the Emperor Kien-Lung described the plant and the process of preparing its leaves as follows: "On a slow fire set a tripod and fill it with clear snowwater. Boil it as long as would be sufficient to turn a gray fish red. Then pour it on the leaves of choice tea. Let it remain as long as a vapor rises in a cloud and only a thin mist floats on the surface. Then at your ease drink the precious liquor so prepared, which will chase away the first causes of sorrow. You can taste and feel but not describe the state of repose produced by a beverage so prepared."

At the close of the ninth century tea was in general use in China and the tax put upon it formed a considerable revenue. The fables and fairy tales regarding the discovery of tea are innumerable.

The plant was introduced into Japan during the ninth century, but in Europe it came into general use as a drink less than 300 years ago. It has steadily grown in popularity, until now it is one of the most important beverages known to mankind, the medical profession having sanctioned its use by prescribing it even in sickness when little else can be taken.

Tea leaves are waxy and leathery and are dotted with cells which contain an essential oil on which the flavor depends. Theine, an alkaloid of stimulating and beneficial properties; and tannin, an astringent, claimed to possess properties which impede digestion and affect the nervous system, are the other principal ingredients.

The culture of tea has been the study of nations for centuries and has supposedly reached perfection in China, Japan, Formosa, India and Ceylon. Influences of soil and climate and processes of curing result in finished teas of many different pe-



culiarities of flavor, aroma, strength and color. The most successful plantations are located in the foothills and the plant grows best in moist, warm countries on high and springy ground through which the water percolates freely. It will not live in marshy ground or stagnant water, but thrives on Nature's purest nutriment.

In Japan the picking of what is known as the first crop commences the last of April or first of May and is of the first young tender shoots and extends usually through the month. The bushes are then trimmed to the trimming of a hedge and allowed to grow for a month again. During July is gathered the second crop of young shoots, producing leaves not quite so succulent and rich, and these teas are marketed at a lower price.

Many difficulties are encountered in the picking and curing of these

delicate aromatic leaves and one of the enemies that the plant has to contend with is a small creeper or vine, similar in color and size to the tea leaf, known in Japanese as kusari-ha (stinkweed), which twines around the stalk and has to be eradicated before picking, as a single leaf of this noxious weed fired in a pan of tea is potent enough when brewed to impart the shudders to a gatherer of the best tea that ever grew.

To describe the process of manufacture in detail would fill the columns of the Tradesman. Suffice it to say, as soon after picking as possible it undergoes the first or country preparation of steaming to prevent oxidation. This brings the natural oil to the surface and renders the leaves soft and pliable. Then after cooling it is taken to the firing room and placed over heat of about 120 deg., where a strong man works over it, twisting, kneading and rolling it backward and forward on a table until thoroughly macerated. Then the leaves are separated and undergo a further firing under a lower temperature until brittle and in a condition for keeping.

Afterwards it is sorted, sifted and packed for transportation to the foreign go-downs, where it is again fired, packed while still warm and hermetically sealed in lead lined half-chests for shipment on the long journey over the sea; principally to the United States and Canada.

Pan fired teas are colored, which gives them a leady, smooth appearance to meet certain demands of style. It is claimed by some authorities that the coloring matter of Prussian blue and powdered soapstone which covers the leaf protects it from the air, preserves it for a long time and is preferable to further firing, which is thought to impair the strength and quality.

Sundried Japans are generally supposed to be uncolored, but it is more than doubtful if they all are. The basket fired are cured by a simpler process, very few comparatively finding their way into Michigan.

The leaf grown in the tea-producing province of Yamashiro is the favorite of all Japan tea.

The principal China teas are known as Gunpowders, Young Hysons, Congous and Oolongs. The two former are Green teas, Congous are

Black, the same leaf being used as in the Greens, but in the curing they are put through a process of fermentation which changes the nature and fragrance of the tea. Oolongs are sometimes called semi-fermented and when cured have properties between the two.

Climatic and soil conditions of the different tea growing countries produce different results from the same plant. For instance, in Japan, the first spring pickings are the choicest, while in Formosa the summer crop is preferable to the spring crop.

In Japan the season runs from May 1 to the last of July.

In China the season runs from July to December.

In Formosa the season runs from June to December.

In India the season runs from July to January.

In Ceylon the picking continues throughout the year.

Probably more Japan tea is consumed in the United States than all other growths combined. As the heavy bodied Indias are called the Burgandy of teas, so are Japans called the Rhine wine of teas on account of their light delicate nature. Formosas are the most fragrant. Indias are the heavy bodied Blacks and are used largely in blending with Ceylons, which are lighter and more delicate, being grown on unfertilized soil, the volcanic origin of which is held to account for their lemony flavor and piquant bouquet. The creme de la creme of Ceylons are commercially known as Broken Orange Pekoes or Golden Tips. Pekoe means "white hairs" which one often finds in the very fine downy tips of the young buds.

The richest of all Blacks are the Darjeelings grown on the high altitudes of the Himalayas in India, from six to seven thousand feet above the sea, the choicest grades of which have brought fabulous prices.

When we consider the immense amount of labor and care bestowed in the production, picking and curing of these delicate leaves and the fact that it requires from five to seven pounds of raw leaf to make one pound of finished tea, we can only attribute the low price at which they are brought to the consumer to the cheapness of Oriental labor, and we

[Concluded on page fifty]

CRESCENT FLOUR

Come One—Come All

We want you, Mr. Merchant, to come over and see us. We want to grasp you by the hand and thank you for your co-operation in helping every woman to THE flour—"Crescent".

We want to compare notes, receive suggestions and make this business more as man to man instead of firm to firm.

We want to whisper some good things in your ear, we want to show you why Crescent flour is "the kind everybody likes" and why the biggest is best.

We'll be waiting for you. Don't disappoint us.

VOIGT MILLING CO., Grand Rapids, Pearl St., Just Across The Bridge

CRESCENT FLOUR





Michigan Service For Michigan People

It is often stated by our competitors as a fact detrimental to our Company that the Michigan State Telephone Company is not a local enterprise. This statement means that we are not local to Detroit, nor to any other city in the state.

Of course, if the statement is made by our competitors for the purpose of pointing to an advantage which they enjoy, they must claim the converse—that they are local in some particular city or town

Local telephone service necessarily means restricted telephone service.

In order to serve a community properly, it is necessary not only to furnish local service, but to have the facilities for instantly connecting local subscribers in different localities throughout the State, and even throughout the United States.

This the Michigan State Telephone Company can do. It is the only company operating in the State having such facilities.

The Michigan State Telephone Company is local, not only to Detroit, but to the entire State of Michigan, in its operating management, ownership and independence from outside interference. It is just what its name implies—

A State-wide Michigan Proposition

The greatest percentage gain in telephones made in any city in the United States in 1908 was made in Detroit, Michigan



INDUSTRIAL PEACE.

It Is Made Possible By the Open Shop.*

I have to-night to present to you a report that is, as the report of a Secretary of an industrial organization, somewhat extraordinary. It contains no statement of labor troubles, past or pending. This means that Grand Rapids has enjoyed to the full the economic advantages of free labor. It means that there have been no waste for enforced idle time, no waste for enforced idle machinery, no loss of loyalty on the part of workmen and no loss of faith in these men on the part of employers through unnecessary strife. In short, it means that the employers and employees of Grand Rapids have worked together to gather the fruits of such industrial opportunity as the city has afforded during the past year.

It has been commonly said at gatherings of men who are employed by organizations of employers in various parts of the country that since such institutions were organized for the sole purpose of fighting unions the lot of the Secretary was a hard one. If he failed to beat the unions he was discharged; on the other hand, if he succeeded in establishing industrial peace, he had worked himself out of a job, as there was no longer need for an organization where there was no trouble. Our experience shows that such is not the case. We have arrived at a state of industrial peace which has continued for more than a year and we find that, while we may with some degree of confidence relax somewhat in our defensive work, our real constructive work has only begun.

Your Association is to be congratulated upon the fact that the defensive work of your organization has by your Executive Committee been so fairly, honorably and successfully conducted that you are now in a most advantageous position from which to conduct your constructive work. In the industrial field any new enterprise has a tremendous inertia to overcome and if this enterprise is opposed also by any suspicion its case is well nigh hopeless. I believe that your Executive Committee have won for you not only the confidence of your membership but also that of the manufacturers of the city who are not members, and of the great body of the working people for whose welfare you are in such a large measure responsible.

The first great peace enterprise of this Association is your labor bureau, which has been a constantly increasing factor in our work in the city.

During the past year we have received 12,870 applications for employment. For these applicants we have had 4,885 positions available, and have sent 5,337 applicants to fill these positions. In order that you may the more fully appreciate the opportunity which such a bureau affords for winning the confidence of the working people of our city let me say that

*Annual report of Secretary Frank D. Campau to Employers' Association of Grand Rapids.

these figures mean that once in every thirteen minutes during the entire year your Association, through its representative at the labor bureau, Miss Williamson, is in personal touch with one of the wage earners of the city. It means further that since the bureau has been established 43,487 men out of employment have personally tested the disposition of your Association towards its working men. The grave responsibility of this work must be apparent to every one who will consider these figures; yet Miss Williamson, who has charge of the work, is conducting it modestly and quietly, with a success so great that we can only guess at its magnitude. It has been said of her by a widely traveled student of social conditions that she is the finest point of contact presented to the unemployed man by any city that he had visited.

Before we leave the subject of the labor bureau I wish to make a comparison of its methods with the methods commonly adopted in other cities where associations are conducting bureaus. I quote from the method of conducting a labor bureau for employers' associations as adopted by the Labor Bureau Secretaries' League. The entire method is here set forth, but I shall consider only the manner of dealing with an applicant. The applicant is first asked his name, address, experience, class of work, how long employed, where employed, department, foreman's name, date of leaving, reason for leaving, age, family, nationality. Then, to use the words of the book, "After receiving the application it is our custom to immediately write the last employer, asking for a reference on the applicant, enclosing a stamped return envelope. At the time we write we make out one card with the above information and place this card in a small 'follow-up tickler,' which is kept on the stenographer's desk. The card is placed under a date one week ahead of the date on which the reference is written. When it comes to the front a form letter is sent calling attention to the previous letter and stamped envelope and requesting reply. If no attention is paid to this letter, the card is taken out of the 'tickler' and placed in the drawer in which is kept the alphabetically filed unemployed list. It is not filed in the unemployed trade drawer, as we do not feel at liberty to use any one on whom we have no reference. If the applicant comes in later and wishes to know why he has not heard from us, we ask him his name, look it up in the unemployed list and inform him that we have been unable to get a reference from his last employer, and that he must furnish us with one. In such cases the applicant usually gives us another previous employer or gets the reference himself." What do you think would be the state of the applicant's mind after this experience? These questions are asked and this method employed, bear in mind, not by the man who means to employ him but by a recording machine which seeks merely to put him on record as available. By our system the selecting is left for the foremen. We be-



West Side Office
40 W. Bridge St.

W. H. Gallmeyer
Manager

South End Branch
Cor. S. Division
and 6th Ave.
E. J. Plett, Mgr.

Canal and Lyon Sts., Northwest Corner

R. D. GRAHAM, President C. B. KELSEY, Vice President
C. L. ROSS, Ass't Cashier H. N. MORRILL, Ass't Cashier

CAPITAL AND SURPLUS, \$235,000
DEPOSITS, \$2,200,000

Increase in deposits since consolidation August 1, 1908
\$300,000

It is surprising how quickly you can create capital when you go about it in the proper way and with determination. Remember it is by **saving and saving systematically** that your capital is created. We start you into the habit with \$1.00, giving you a Savings Book, and adding the interest every six months. Our Savings Certificates pay 3½ per cent. interest yearly.



"Sell
Her a
Dozen
Cans"

is the watchword in thousands of grocery stores since we suggested that a woman will buy a *supply* of Van Camp's Pork and Beans, if offered a little discount. Doesn't she buy a *supply* of sugar, flour or coffee? This plan *works* because the *idea is right*. Try it!

The Van Camp Packing Co.

Indianapolis, Indiana

lieve that the sole purpose of the bureau is to bring the man and the job together. We ask a man merely his name, address and class of work, and without further ado bring him to the manufacturer who needs a man. No man is rejected that we can reach, no job in the city is unlisted if we can learn of it.

During the past year we have made of this bureau a mail address for out-of-town applicants who had only lately arrived and had no permanent address. The extent to which our work has become known outside the city is shown by the fact that 522 written applications for work were received from out of town during the year.

During the past year our Legislature has been in session and, as usual, it has been a trying period for the legislators, and it is fair to assume that there is a goodly majority who feel that a state legislature sometimes makes mistakes. For the second time in the history of the Association your Secretary has been instructed to keep himself informed concerning the march of events at Lansing and to advise the members when matters demand their attention. We have been conservative in this matter and the end seems to have justified conservatism. Many bills were introduced in both the House and the Senate which might have affected our interests, but since most of them could be killed in committee without concerted action or would fall of their own weight it was not considered advisable to call the attention of the membership to them. The so-called Taylor bill had in it so many pernicious features that it was deemed advisable to ask the members and other manufacturers for an expression of opinion on it. The response was prompt and conscientious and we believe that these letters were influential in securing the defeat of the bill. Later a bill introduced by Senator Collins on one side of the legislative body and Representative Biedt on the other, and backed by the Department of Labor, attracted our attention. In committee this bill was molded into what may be considered a fair shape, considering ground it attempted to cover, which was to supplant the entire labor law of the State. Later, on the floor, amid much spectacular oratory, a number of amendments were added, for which all parties now seek to disclaim responsibility.

Two features of the bill deserve attention: First it provides that when, in securing a permit to work, a boy represents his age to be more than 14, such statement shall be conclusive in any action for damages brought by or on behalf of such child, and regardless of the true age of the child. The employer shall not be otherwise liable than as if the child were really of the age stated in the permit. This is a protection which the employer has needed and deserved for years. The penalty for falsifying on the part of the boy or his parents has heretofore been borne by the employer, since it was no defense for the employer when sued for injury to a boy under 14 to prove that the boy's own statement embod-

ied in his working permit showed him to be more than 14.

Another clause in the bill provides that no boy under 18 and no woman shall be employed more than fifty-four hours per week nor more than ten hours in any one day. The only exception to this is in canning and preserving factories. This is the first step toward the eight hour day for all workers for which organized labor has been contending so bitterly and so long. It is probable that an eight hour day, established universally and by intelligent steps and reasonable measures, would be of great benefit to mankind, but the passage of a law such as is sketched in the clause above raises several serious questions. The clause we must presume is intended honorably to protect women and boys and is not to foster a monopoly for any class or classes of men. In reality it lessens the field of activity for women, and by lessening the demand cheapens the woman as an industrial agent. The wages of women must fall as the sphere of activity decreases, and the woman who is attempting to support herself will find herself more fiercely than before opposed by the competition of the girl who lives at home at no expense and works for her pin money. Pessimists may find something to brood over in the condition of the women who are displaced because they are not free agents, and must give way to a man who can work overtime when circumstances demand it.

As for the boy, his problem under the new law is not less serious. In many of the factories boys under 18 are employed as helpers. Their value depends upon their ability to help a skilled workman operate a machine. It is impossible for the skilled workman or the machine to continue if the boy is taken away. The man and the machine can work only so long as the boy does, and if the boy can not work a full week someone must be hired who can. Here, as in the case of the woman, the boy's field of activity is limited and as the demand for him is lowered his wages must fall. In the case of the boy, however, there is a more serious problem, namely, that of learning a trade. In lessening a boy's chances to work in a factory the State is lessening his opportunity to learn a trade. There are, of course, compensating features in such a law, but I am calling attention to these points briefly to impress upon all here the necessity of making it our business to see that the legislators at Lansing get all the light that we can give them upon every subject of interest to us that comes up before them.

This is equivalent to saying that we should lobby at Lansing and lobby at Washington and whenever our interests are in the hands of a legislative body. I do not mean by this that we should resort to underhand methods or trickery—I mean that when a measure is pending upon which we have views and reasons for those views I think we should express them to our representatives. It is not to be presumed that any one of the men we elect can know as

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much about your business as you do, and if one of them is about to cast a ballot which will affect you and others of his constituents it is not only your privilege but your duty to inform him in order that he may not vote inadvisedly. We are too prone to refuse our representatives this help and express our opinions only when it is too late. It is unfortunate that any stigma should have attached to lobbying. Any citizen of the State should have the same right to be heard by the legislative body in session as he has to be heard by the Supreme Court of the State.

Our Legislature will not meet again for two years, but in the meantime employers must prepare themselves to meet the gravest problem that has yet been presented to them, namely, the distribution of the burden of loss from industrial accidents. From time immemorial the burden of loss has been distributed upon the basis of legal liability, and the doctrines of legal liability are many and varied. Of these, two, the so-called "fellow-servant rule" and the doctrine of "assumption of risk" have so frequently served to shift the burden of loss from the employer as to create a widespread sentiment that they are instruments of injustice and oppression. Another factor in the distribution of the loss from industrial accidents is the liability insurance which is carried by so many employers. This is a form of insurance which has been developed largely in the last quarter century and until the last few years it has been considered the businesslike and satisfactory method of dealing with losses from accidents. But recent investigations have cast some doubt upon its value. In the State of New York investigation showed that of \$4,381,634 paid out in premiums only one-third of that amount was paid back in losses, and of that one-third it is estimated that when the expense of litigation and contingent fees to attorneys were paid, probably not more than one-half of it, or 16 to 18 per cent. of the total premiums, reached the injured workmen. In Illinois out of \$1,825,000 of premiums investigation showed that not more than \$425,000 reached the injured employees. So it is apparent that the liability insurance of to-day is not as businesslike as it first seemed. We have no quarrel with the casualty companies. They have a legitimate social function and are permanent, but these facts have stimulated a widespread investigation and it is well for employers to be prepared to see that their interests do not suffer in the readjustment which seems likely to come. The New York Bar Association has appointed a special committee to investigate these questions. Commissions have been appointed in Massachusetts, Illinois, Wisconsin, Minnesota and California to investigate the employers' liability situation and recommend investigation.

It is fortunate perhaps that we are the last of civilized countries to hold on to the old liability law with regard to industrial accidents; Germany first in 1884, then Austria, Finland,

England, France, Italy, Holland, Sweden, Denmark, Belgium and Hungary in order have prepared laws which embody the principle that an industrial enterprise should regularly share the economic loss resulting to the workmen injured by its accidents. I say "fortunate," because while it is some disgrace to us to be so far behind, it is a distinct advantage to have the laws of other countries in actual operation before us. The laboratory work has been done and we can profit by the results. There is no time for us here to discuss this problem with any profit. I state these facts merely to indicate to you the importance and the imminence of the matter, and to report to you that the Executive Committee is now engaged in an investigation of the problem.

Another matter which the Association has taken in hand is the investigation of the numerous solicitors who call at factories in the city for subscriptions for this, that or the other benevolent purpose. You are all familiar with the type and it will need but an incident to make clear the purpose of our investigation: Recently a representative of a local union called at the Fox Typewriter Co. for a subscription. Mr. Fox referred him to our office, where we learned that the moving spirit of the enterprise and chief solicitor was from Milwaukee. We sent a circular letter to our members asking them to defer subscribing until advised by us. We looked the man up in Milwaukee and found that he had been discharged by a former employer for blackmailing tactics in connection with a similar scheme. When called into the office the man admitted that he had been laid off pending an investigation and with a little urging promised to leave the city, which he did. We then had a talk with the union officers and found that they, too, had been deceived, but had loaned their name to the man who was collecting for them as a paid solicitor. They are now completing the work with a letter from us stating the facts in the case. We wish to eliminate the outside paid solicitor and to check the growing tendency to ask contributions from the manufacturers for every possible purpose that can be devised and we wish to urge upon you as a part of your duty to other manufacturers to refer all solicitors to us for investigation. We will probably make mistakes but we engage to do our best.

Concluding, I wish to thank Mr. Tower and the members of the Committee for their forbearance and patience with me and my methods, for their ready help and encouragement. It has been a valuable experience to have been associated with them in their work and to have been a part of so fair minded and progressive an industrial agent as is this Association.

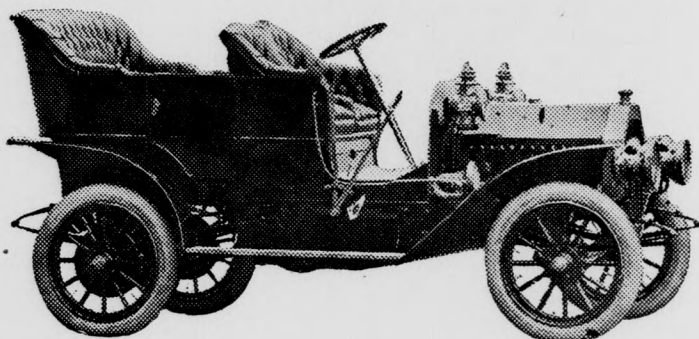
The individual who is untrue to himself must pay the penalty sooner or later.

A minstrel joke goes to extremes when it goes from one end man to another.

THE BUICK RECORD

We have made many strong claims for the Buick cars, but none that we have not made good. We have said that Buicks are dependable—we have proved it through five years of satisfactory service.

We have said that they would stand all kinds of road conditions—we have not only proved it by winning endurance contests and hill climbs, times without number, but any Buick owner will tell you that he proves it every day that he drives his car.



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is the car on which the Buick reputation has been made and the fact that its sale shows a big increase each year is ample proof that it is what the public wants. Profit by the experience of others—buy a car that has earned a high reputation for reliability and all around merit. Ask for particulars.

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has grown to a very big business proposition. As a business user of coffee, you probably know that; and your business acumen will teach you that as its growth has been the result of its reliability, it's a logically good thing for you to handle.

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Grand Rapids, Mich.

Is Government Necessary to Man?

People are so accustomed to the governmental order under which they live that it seems to them the unavoidable, permanent form of human life.

But it only seems so. People live and have lived outside all governmental systems. All the savage nations who have not reached what is called civilization have lived and are living so; and so live those who in their understanding of life have risen above "civilization"; Christian communities in Europe and America, and especially in Russia, who have rejected government and do not require it, and who only endure its interference because they must.

The governmental order of things is a temporary and certainly not a perpetual form of life. And just as the life of an individual is not stationary but continually changes, moves on, and perfects itself, so the life of all mankind is unceasingly changing, moving on, and perfecting itself. As each individual once sucked the breast, played with toys, learned the lessons, worked, got married, brought up children, freed himself from passions, and gained wisdom with age, so the life of nations also changes and perfects itself, only not like an individual, in a few years, but in the course of centuries and ages. And as for man the chief changes occur in the invisible, spiritual sphere, so in the life of mankind the chief changes first of all occur in the invisible sphere of his religious consciousness.

And as these changes in the individual occur so gradually that it is never possible to point out the hour, the day, or the month when the child ceases to be a child and becomes a youth or the youth a man, and yet we unerringly know when the change is accomplished, so we never can point out the years in which mankind or a certain part of it has outgrown one religious period and reached the next. But just as we know about the former child that he has become a youth, so, when the change is accomplished, we know about humanity or a part of it that it has outlived one religious phase and entered another—a higher one.

Such a change from one age to another has in our day occurred in the life of the Christian nations.

We do not know the hour when the child became a youth, but we know that the former child can no longer play with toys; and in the same way we can not name the year or even the decade during which the people of the Christian world outgrew their old form of life and entered another age defined by their religious consciousness; but we can not help knowing and seeing that the people of the Christian world can no longer seriously play at conquests, at meetings between monarchs, at diplomatic cunning, at constitutions.

The people of our time can not seriously believe that man's destiny in this world is to employ the short space given him between birth and death in making speeches in parliament or in judging his neighbors in

the law courts, or in capturing, locking up and killing them, or seeing that Finland, India, Poland, or the Corea is added to what is called Russia, England, Prussia, or Japan; or in liberating these countries by violence, and, for that, being prepared even to condone collective massacres of one another. A man of our time can not in the depths of his soul help being conscious of the absurdity of such activity.

We only fail to see the fact that the life we lead is discordant with human nature because all the horrors among which we quietly live have come about so gradually that we have not noticed them.

It has come to me in my life to see a deserted old man in the most terrible plight; maggots swarmed in his body; he could not move a single limb without suffering, and yet so gradually had he come to it that he did not notice the horror of his condition, and all he asked for was tea and a little sugar! So it is with us in our life. We do not see its full horror merely because we have come to our present position by imperceptible steps, and are pleased with new cinematographs and motor cars as he was pleased with his tea and sugar.

Apart from the fact that there is no kind of reason to believe that the abolition of violence, which is not conformable with reasoning, loving human nature, would impair instead of improving the condition of mankind—apart from that the present condition of society is so dreadful that it is difficult to imagine anything worse.

Therefore the question of whether people can live without governments is not only not a terrible one, as the defenders of the existing system wish to make out, but is merely laughable, as would be the question addressed to a tortured man of how he would live if people ceased tormenting him.

People who, owing to the existence of government organizations, have advantageous positions picture to themselves the life of people deprived of governmental authority as a wild disorder, a struggle of all against all, just as if we were speaking, not of the life of animals, for animals live peacefully, without governmental violence, but of some terrible creatures prompted in their activity solely by hatred and madness. But they imagine men to be such merely because they attribute to them qualities contrary to human nature, but which have been perverted by that same government organization under which they themselves have grown up, and which in spite of the fact that it is evidently unnecessary and merely harmful they continue to uphold.

And, therefore, to the question, What would life be without government? there would be but one answer—namely: that there would certainly not be all the evil which is created by government. There would not be property in land, there would be no taxes spent on things unnecessary for the people; there would not be the separation of the nations, the enslavement of some by others; there

would not be the waste of the people's best powers in preparations for wars; there would not be the fear of bombs on the one side and of gallows on the other; there would not be the insane luxury of some and the still more insane destitution of others.

Count Leo Tolstoi.

It's a great comfort to a woman to believe that her husband is lonesome when she is away.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
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Not in a "Combine." Not a "Branch." They make all their whips from start to finish and are not ashamed to put their name on the whips. The stuff inside and the making tell in time TRY THEM.

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For the
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Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

It goes twice
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A perfect food, preserves
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When You Open Your Store in the Morning

Do you do so with every account posted to the minute, ready for instant settlement, regardless of whether it is pay day or any other day?

Are you so equipped that you will be notified of every transaction that will take place in your store during the day?

Do you have a system that will enable you to prevent forgotten charges?

Do you do so confident that you have surrounded your clerks with the kind of environment and conditions that will tend to keep them honest?

Do you know that your system is such that you can follow every C. O. D. sale until the cash is in your cash drawer?

Do you know, with your present system, that you are going to be able to eliminate 75 per cent. of the labor, worry and losses incident to old and antiquated methods?

Do you do so knowing that you not only have a system that will prevent losses, but that will insure profits and make money for you during the day?

Now, Mr. Merchant, with an American Account Register System in use in your business, you can open your store in the morning and absolutely know that every transaction of your business during the day will be handled with one writing (with no book-keeping); that every account will be posted to date when you leave the store at night; that 75 per cent. of the time, labor, worry and losses incident to handling of business by old methods will not be encountered, and that you will be safe-guarded against forgotten charges, disputed accounts, errors in addition or prices charged, and against errors in the handling of all cash sales during the day.

You will know, too, Mr. Merchant, that there are going to be some sales made during the day, with the assistance of the advertising feature of the American Register, which would not have been made without its use or assistance.

Let us explain the advantages and benefits to be derived by using the American Account Register System in your own business. It makes no difference whether you have 50 accounts, or 3,000, the American will handle them satisfactory to yourself and your customers.

Just drop a postal to

THE AMERICAN
CASE & REGISTER CO.
Salem, Ohio

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

Foley & Smith, 134 S. Baum St., Saginaw, Mich.
Bell Phone 1958 J

SPONGE FISHING.

Headquarters of Florida Industry at Tarpon Springs.

Written for the Tradesman.

On the western coast of Florida, a short distance northwest of the head of Old Tampa Bay, the Anclote River empties into the Gulf of Mexico. A little way inland from the mouth of the River is Tarpon Springs, a town which is an aristocratic resort where quite a number of wealthy people from the North have their winter homes, and at the same time the center of an important industry.

Far out in the Gulf, to the north and to the south, are great sponging grounds, and 90 per cent. of the sponges gathered on these grounds

either side. There is a yard about the building, surrounded by a 9 foot picket fence.

A sale of sponges is held twice each week, on Tuesday morning and on Friday morning, opening at 9 o'clock.

Florida is the only State in the Union that has sponge fisheries at all, and in Florida the industry centers at two points only, Key West and Tarpon Springs. It is very much larger at the latter place.

It is probably safe to say that the Sponge Market at Tarpon Springs is the greatest on earth. If there are any rivals to this distinction they must be situated near the sponging grounds of the Mediterranean Sea.

The morning I attended Sponge Market there were about fifty lots to

on strings for convenience in handling. I think this also is done on the boats. The strings used are all just 58 inches long. Each string is tied at the ends, the circle or wreath of sponges it holds being called a "bunch."

A pile of sponges ready for sale looks as if they were all thrown down loose, since the strings do not show at all, but attempt to pick up any individual sponge and you find you have to take up a whole bunch.

The business of gathering the sponges is largely in the hands of Greeks. Of just how the industry was taken hold of by these people more will be given later on.

In Tarpon Springs there is a local corporation known as the Sponge Exchange. Five or six Americans and twelve to fifteen Greeks comprise its membership. These men make a business of buying the sponges from the sponge gatherers, putting them in shape for shipment and selling them wherever there may be demand for this curious product. At the Market members of the Sponge Exchange are the only buyers, since the bid of any person not belonging to this association would not be considered.

By the time the Market opens quite a little crowd has assembled. Besides the buyers there are many onlookers, mostly Greeks from about town, for an auction is always a center of interest. Any spongers who may be in from their work are likely to be present.

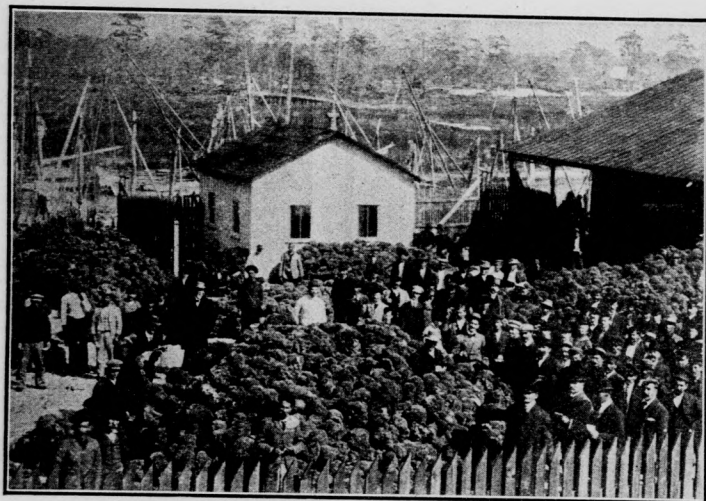
other may have 140 bunches Sheepswool and twenty-seven Grass.

One man acts as clerk of the sale and indicates in what order the different lots shall be bid upon. The buyers and the spectators cluster around the lot that is to be sold. All who are bidding on it will be seen to be making notes in the little memorandum books which they carry.

The buyers are apt to say, "Turn 'em over, turn 'em over;" and then two or more Greeks will pull the whole pile over so that the quality and sizes of the sponges at the bottom may be seen.

Each buyer writes his bid on a slip of paper and hands it to the clerk. When all the bids are in the clerk announces the name of the highest bidder and the amount he has offered. All this is done in a very few minutes.

The owners are not under obligations to accept the highest bid, and if the Captain and crew who have taken a particular lot of sponges happen to be present when it is bid upon they may consult together as to whether they shall accept the offer. But more often the men who have taken the sponges are out on the Gulf getting more, and with reference to each lot it has been definitely determined beforehand and placed in charge of some responsible person whether the owners will accept the highest bid for their lot of sponges or what is the lowest amount they will accept. So the highest bid is



The Sponge Market

are taken into Tarpon Springs to be sold.

The resort portion of the town clusters about the head of the Bayou.

Does the reader imagine a bayou to be a bit of still or very sluggish water with banks of mud and slime, in which all manner of reptiles abound, where the sun shines down with unbearable heat and "fever an' ager" fairly stand out over everything?

The Bayou at Tarpon Springs is in striking contrast to the miasmatic affair which Northern imagination pictures every bayou to be. The Bayou here is like a shallow lake of clean water. It is fed by springs and flows into the Anclote River.

Tarpon Springs is so named because tarpon from the Gulf come up into the Bayou and may sometimes be seen playing in the water, and because of the springs already spoken of, one of which is especially large.

The Sponge Market is on the bank of the river, and while it may be reached by land all right, the best way to go there is to go as I went, that is, to be taken by very kind friends in a nice gasoline launch.

The principal building at the Market is a long barn-like structure built of pine and divided into stalls for convenience in storing different lots of sponges. The walls and partitions are of heavy slat work to allow circulation of air. A wide veranda extends the entire length of the building on

be sold. Some of these were piled on the sand in the yard, quite a number were placed on the floors of the verandas and one or two were in the stalls.

The naturalist knows very many different kinds of spoges, but of those brought in to Tarpon Springs to be sold only four kinds are taken in sufficient numbers to require mention here. These are the Sheepswool, the Yellow, the Wire and the Grass.

By far the most valuable kind and the most important commercially is the Sheepswool sponge, so-called from its wool-like texture. It is the kind most seen on sale in retail stores. Sheepswool sponges bring \$1 to \$4.50 per pound at wholesale; Yellow are worth 75 cents to \$1.75, according to quality; Wire, 75 cents to \$1.25; while the Grass sponges bring only about 50 cents per pound. The last named kind are often called Basket sponges, since they grow in basketlike shapes. There is some sale for them as curiosities, but otherwise they are used only for rough washing. In all the kinds the medium sized sponges are most valuable.

When the sponges are first gathered the animal matter is stamped out, lime and other foreign substances are removed and they are cleaned so as to be ready for sale. This is all done on the boats out in the Gulf before they are sent in.

After being cleaned they are strung



Getting Sponges Ready for Market.

At the Market you will see the aristocratic type of Greek, handsome of countenance, well dressed and evidently accustomed to the luxuries and elegancies of life, as well as others of the same nationality belonging to the laboring classes; occasionally one of these last is bareheaded or barefooted. There were some Greeks with weather beaten faces who I thought must belong to the sponging crews.

On each pile of sponges there is a slip of paper on which is written the name of the boat from which this lot came, also the number of bunches of whatever different kind this particular lot is composed. For instance, a lot may be made up of sixty-eight bunches Sheepswool, thirty-seven Yellow and forty-eight Wire. An-

taken or refused at once. It is usually taken.

I think each buyer's offer is the result of a quickly made computation, the number of bunches of the various kinds and the estimated average value of the bunches of each kind entering into the calculation. Every buyer will naturally shade his offer according to the special requirements of his particular trade and his own opinions of how values are going to run in the near future.

There are pleasant banter and chaffing going on among the buyers, but this is only the surface foam. Watch their faces and you soon see that bidding on sponges is serious business. It must certainly require considerable nerve and a mind that can estimate values quickly and surely to do it suc-

Marketed on the Square Deal Policy

Kellogg's Toasted Corn Flakes

No Direct Sales to Retailers

The average grocer buys on just as favorable terms as Department Stores, Chain Stores, Buying Exchanges, Mail-order Houses, etc. How about other brands of Corn Flakes?

No Quantity Prices

You don't have to buy five or ten cases of Kellogg's to get the bottom price. The single case price is the bottom price, and retailers can buy in small quantities as needed, and move the goods fresh to the consumer. How about other brands of Corn Flakes?

No Free Deals

A free deal on a perishable article, such as a package of cereal, is intended only to overload the retail merchant and generally results in stale goods going to the consumers to the injury of both merchant and manufacturer. How about other brands of Corn Flakes?

No Premiums

to deceive the public. No crockery in the packages, just a good ten cents' worth for ten cents. How about other brands of Corn Flakes?

Sold On Its Merits

to a discriminating public, who buy Kellogg's because it's the best of all the Breakfast Foods—it's the "Call-Again-Food." How about other brands of Corn Flakes?

Isn't It Good Business

to stick to the Cereal that gives you a good profit and a square deal and satisfies your customers?

Kellogg
Toasted Corn Flake Co.
Battle Creek, Mich.

W. K. Kellogg



Get Your Competitor's Trade Fairly



It can be done. You don't have to cut prices or use tricks—it is the simplest thing in the world—sell the **best of everything** that pays you a **good profit**. To do this you must sell **BLUE LABEL KETCHUP**. The only people who think some other brand is better are those who have never tasted **BLUE LABEL KETCHUP**.

When tomatoes are used for ketchup, no one can tell what they looked like in the basket—when spices are put in ketchup no one can see their quality. **Ketchup** can be made with a poor grade of tomatoes and spices, but a trade like we have been working on **BLUE LABEL KETCHUP** **can't**. Over forty years we have been working to get the reputation we have now as the makers of the finest ketchup on the market. While it was costly it has paid us to use the same kind of tomatoes that we put in glass, and the kind of spices that make people wonder how we get that flavor which has made **BLUE LABEL KETCHUP** lead the procession.

(CONFORMS WITH ALL THE REQUIREMENTS OF THE
NATIONAL PURE FOOD LAW)

CURTICE BROTHERS CO.
ROCHESTER, N. Y.

cessfully. It would be easier to name a price on a cargo of cotton or wheat that would be uniform in value throughout, even although it might be worth very many times as much as a pile of sponges.

The reader must bear in mind that not only are there different kinds of sponges in the same lot but that no two bunches of the same kind are identical in weight and quality.

Those excellent but fussy ladies who wear out all the retail salespeople by requiring an interminable length of time to make a selection of a few yards of five-cent calico or a half dozen cheap handkerchiefs—and there are those of the other sex also who can take a whole lot of time to bring their wavering minds to a decision upon the merest trifles—all such should go to Sponge Market and see with what admirable quickness and decision the buyers make their offers. I think not more than ten minutes were spent at any lot I saw sold, and some were gotten through with in half that time.

I soon began to estimate the values of the different lots of sponges; but my guesses did not tally well with the bids made by the experienced buyers. One large pile running mainly to Sheepswool I thought would bring close to \$1,000. The highest bid for this was only \$729. A smaller lot that I placed at \$300 brought \$429.

The entire sale ran about \$7,000 the morning I was there. It seldom falls below \$5,000 and sometimes reaches \$15,000 or more.

Each buyer has a building or packing house to which he takes the lots he has purchased. Here whatever more of cleaning is required is done, the sponges are trimmed and some of them are bleached. When these processes have been completed they are placed in bales and are ready for shipment.

Near the Sponge Market is a Greek Coffee House, a sort of restaurant, where the Greeks gather to smoke and chat. It was here that Georgios Stephanos, who, I think, is the proprietor, after kindly answering some enquiries I made, very graciously presented me with two fine specimens of sponges, one of them fastened to a piece of coral rock.

There is more to be told regarding the sponge industry in succeeding issues of the Tradesman. This number being a Market number it has seemed best to give this week an account of the Sponge Market. Quillo.

The Uses of Massage.

Written for the Tradesman.

There are many troubles for which massage, if not the only remedy, is the best means of affording relief.

Dyspepsia is the bugbear of modern life. It affects the eyes, the temper, the carriage, the complexion and many other things that go to make or mar beauty.

Dyspepsia is a difficulty of the digestive organs, and is produced by a disturbance in the normal secretions of the stomach or intestines.

Massage is often an absolute cure, for many reasons.

First, it promotes mechanically the

contractions of the stomach and intestines.

It acts rapidly and surely on the nervous conditions that almost invariably accompany dyspepsia.

It increases the circulation of the diseased parts, and invites a more perfect nutrition of the different tissues.

Massage acts on the glandular system, and consequently assists the flow of lymph, and from being slow and dull, the sufferer from indigestion becomes alert and bright.

It diminishes pain and discomfort by toning up the muscles of the stomach, and consequently promotes digestion.

Massage may be used when the action of the heart is so weak that no form of exercise can be taken. It has also the advantage that it may be applied to one particular spot on the body which is too fat, without including any other parts that may be of normal size. Lawrence Irwell.

Miss Clara Anderson, a servant in the household of a prominent and wealthy citizen of Seattle, had an adventure last Thursday night that has made her the heroine of the hour on the Pacific coast. She saw a burglar in her room and seizing a base ball bat, she knocked from his hands a package of jewelry and money valued at about \$2,000 and batted him to the door when he left on a run. When the man entered the house he turned on the gas in Miss Anderson's room. It was the choking and coughing caused by inhaling the gas that awakened her. Before Miss Anderson succeeded in driving the man from the house he had knocked her down with his fist, but she retained her hold on the bat and, regaining her feet, renewed the fight.

No doubt when you installed that lighting system for your store or invested your money in gasoline lamps for lighting your home you were told to get "The Best Gasoline." We have it.

CHAMPION 70 TO 72 GRAVITY

Pure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.

Grand Rapids Oil Company

Michigan Branch of the Independent Refining Co., Ltd., Oil City, Pa.

Send
For
Our
Booklet

HOW A
RETAIL MERCHANT CAN
INCREASE HIS BUSINESS
WITH A
TYPEWRITER

"How a Retail Merchant can increase his business with a typewriter"

It shows you how you may adopt the methods of the successful merchants in the large cities.

The proper use of a typewriter will bring you new trade and hold your present customers.

The Fox is the highest grade typewriter made. We place it in your office for examination at our expense.



Fox Typewriter Co.

260 North Front Street

Grand Rapids, Mich.

On the Fox all the writing is always in sight.

IT WILL BE YOUR BEST CUSTOMERS,

or some slow dealer's
best ones, that call for

HAND SAPOLIO

Always supply it and you
will keep their good will.

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.

MANAGED BY A WOMAN.

Mrs. Spore Placed Creamery On Profitable Basis.

Union City, May 29—That the best paying business in a flourishing little city possessing scores of profitable enterprises should be managed solely by a woman is a remarkable fact, but such is the case in this town, where the Union City creamery is under the guidance of Mrs. Clarence B. Spore, a young woman of marked business and executive ability.

And Mrs. Spore not only now manages this paying business, but she also built up the large business of this institution, assuming the management when it was being run at a loss to stockholders and increasing the operations until it is now one of the leading creameries in the state, and one which pays large dividends.

The Union City creamery was established in 1902 as a co-operative concern, the stock being held by some men. Several different men were tried as managers during the first two years of its existence, but the institution could not be made to pay. Then at an annual meeting of the stockholders, some one suggested that possibly Mrs. Spore might make a good manager for the concern. The idea was put into execution, although there was much shaking of heads by the cautious farmer shareholders, who could not imagine a woman in business.

In less than a year Mrs. Spore placed the business on a paying basis; in another year she declared a handsome dividend, and each succeeding year has witnessed larger and larger profits, the exact figures of which it is impossible to obtain, although it is known that they have reached as high as 50 per cent. in one year. The plant, which cost less than \$6,000, has paid for itself over and over again, and the price of creamery stock to-day is not quoted, as it is impossible to purchase any of it at any price. In connection with these large profits, it should also be mentioned that at all times patrons have been paid the highest market prices for their milk and butter fat.

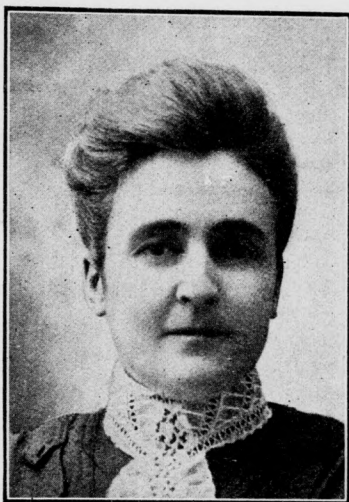
Mrs. Spore gives her personal attention to all the business details of the creamery, superintending the weighing of milk and marketing the product herself, mainly by correspondence. She keeps all the books of the concern and pays all the numerous patrons' accounts. One great secret of her success is her efficient work upon the rural milk routes. She frequently visits the farmers and their wives and shows them the advantage of creamery process, thus keeping up a steady flow of milk to the factory and insuring a large business.

To-day there are 500 patrons who send milk to the creamery, these covering a territory with a 20-mile radius. Last year the creamery handled 4,500,000 pounds of milk, making therefrom 284,000 pounds of butter, for which patrons were paid \$42,000. Since the institution was started it has, in round numbers, used 32,000,000 pounds of milk, and made 3,500,000

pounds of butter, for which patrons have received \$270,000.

Unlike the typical "business woman," Mrs. Spore retains all her innate femininity. She is modest, unassuming, and not inclined to talk. She possesses strong domestic tastes and manages her own household, her home bearing evidence of good taste and refinement. She is a member of the leading local Woman's Literary Club, and also belongs to various other fraternal and social organizations, in all of which she is a quiet but efficient worker. To meet her, one would never imagine her to be the sole manager of the best paying business in the town.

She has a most attractive personality and is exceedingly popular in the social circles of the city. Mrs.



Spore is an enthusiastic autoist, and on almost any pleasant summer day may be seen whirling over country roads, driving her own machine, and bent on inducing some hesitating farmer to bring his milk product to the Union City creamery.

And in a wider sense than merely making money for the creamery stockholders, Mrs. Spore is doing a good work in developing the dairying interests of this immediate locality, which have previously been sorely neglected. It is a well known fact that dairying enriches land, restoring its fertility, and consequently enhances land values. And this is the main reason why farm values are higher in this locality than they have been in years.

The Brooklyn Eagle says that the accounts of the Roosevelt raids on wild animals in Africa "lack that verisimilitude of detail which tends to disestablish credulity in reticulated intellectuality." That probably means that the report of the shooting of a rhinoceros by Roosevelt on Sunday does not harmonize with the American idea of Sabbath observance. The great and mighty hunter may have lost his almanac, or the rhinoceros may have been so venturesome that the shooting was necessary in self-defense. The next cable should bring an explanation.

When you see a saint looking for the spot light you may be sure he is made up for the occasion.

Ten Years of Growth

The Fourth National Bank

Established 1868

National Charter Renewed 1902

Grand Rapids, Mich.

Resources

	April 28, 1899	April 28, 1909	Increase
Loans and Investments	\$1,578,699.00	\$2,276,882.84	\$ 707,183.14
United States Bonds	150,854.50	460,000.00	309,145.50
Banking House	4,000.00	125,000.00	121,000.00
Cash on hand and in banks ..	407,920.85	880,226.62	472,305.77
	\$2,141,475.05	\$3,751,109.46	\$1,609,634.41

Liabilities

Capital Stock	\$ 300,000.00	\$ 300,000.00	
Surplus and undivided profits	62,310.05	234,659.18	\$ 172,349.13
Circulation	45,000.00	298,100.00	253,100.00
Deposits	1,734,165.00	2,918,350.28	1,184,185.28
	\$2,141,475.05	\$3,751,109.46	\$1,609,634.41

Dividends paid during period 1899-1909 \$261,000.00 and surplus account increased \$172,349.13.

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 easily to meet the time of stress. Your attention is invited to that feature in the above statement.

Directors

SAMUEL M. LEMON	CHRISTIAN BERTSCH
AMOS S. MUSSELMAN	ROBERT E. SHANAHAN
SIDNEY F. STEVENS	ROBERT D. GRAHAM
WM. H. GAY	JAMES L. HAMILTON
JACOB KLEINHANS	JOHN W. BLODGETT
WILLIAM H. ANDERSON	

Officers

WILLIAM H. ANDERSON, President
JOHN W. BLODGETT, Vice President
LAVANT Z. CAUKIN, Cashier
J. CLINTON BISHOP, Ass't Cashier

GOOD WILL.

It Is Sometimes Very Hard To Deliver.

"Yes," quoting the proprietor of shop or store, "everything is for sale—stock, lease, furniture, fixtures, and good will!"

But does the average investor appreciate that one of the most difficult of all the valuable assets of an established business, to deliver to the purchaser at any price, is that intangible "good will" of a business?

It is conceded that any business long established on successful lines must have its distinct good will asset. The measure of its success is the measure of its attendant good will. But this good will has been built up altogether by another management than that of the new purchaser. In putting a price upon it the seller virtually is attempting to sell to the purchaser a proprietary right to the trade of his old customers.

"I'm going to sell out to a new man," he explains to this customer, "and he's counting upon you to continue to trade here as you have been doing for so long."

Is anything more easily natural to thousands of people than a mental "O, indeed! Is that so?" and at once for the person to decide for himself that thereafter he purposes buying almost anywhere else in the county? Will the proprietor who is selling out attempt to measure just what proportion of this good will he is able to deliver? Will the purchaser attempt to gauge just how much of it he may expect for his money?

Too often the purchaser of such an established business counts far too much upon the good will asset. He is disposed at first thought to think of the place as having a "rousing trade." He takes this for granted as easily as he considers that the business carries a large stock. He forgets altogether that in taking over the business it is more necessary for him to take invoice of himself with reference to holding this trade and good will than it may be to take an invoice of the stock itself. A certain amount of money will buy a similar stock almost anywhere in the market; often all the money the business man might wish to have is insufficient to command trade.

In many cases where a small neighborhood business is involved the personality of the proprietor has been the strongest factor in building up a good will for his establishment. This particular individual has been a good "mixer." He is in sympathy with the local atmosphere which surrounds him; he has established pleasant social relations with his customers. Some unusual circumstance in his life there may have given him opportunity for emphasizing his personality to a neighborhood.

Whatever this personal hold upon his patrons, in that degree it must come as a disappointment that he should sell out and leave his business to the stranger. To the extent that his successor differs in his personality, the successor may count upon

the old customer's remarking, "What a change in the place!" That first impression of change must be most marked in the individual successor himself.

It is just here that the purchaser relying upon the intangible good will of a purchased business should take stock of himself and look to the ways and means by which the former proprietor has built up this good will. The problem of the successor is not so much paying the price for this good will as it is to retain that good will after it has been acquired by purchase. It is absurd for a purchaser to imagine that this asset, under a new management, is to continue as a matter of course. In one way and another it has been carefully nurtured by the good business man who has built up the business. Whatever the methods to that result, they must be continued perhaps in stronger measure than before.

As a good business venture it is impossible that a purchaser should expect to succeed to a good will based on the personality of a man wholly different to himself. It is preposterous that a sober, silent, diffident man should succeed to the good will of a business built up by a typical good mixer with knowledge of human nature and possessed of the tact and diplomacy to carry him through.

Often the matter of nationality is of enormous consideration in such a trade. Especially in the larger city neighborhoods where some one nationality largely is represented in the population, the business man builds upon this nationality line. If his successor shall be of another race it is almost impossible that he should hope to succeed to a business good will.

While this asset of good will may be the greatest factor in a business, at the same time it often is mistaken by the enthusiastic purchaser who finds a proprietor inclined to trade upon it and bring it forward as something worth the expenditure of money. To this end the proprietor of the business most often points to the average sales of the business. As a matter of fact, the magnitude of a day's sales may have the least bearing upon good will. It may be that the site of the business is such that no other competitor is in easy reach. Customers by scores may buy there always under protest.

Looking over a neighborhood and inquiring into the standing of the lone house with the big trade, the discovery that its proprietor is unpopular with the resident population may be the strongest encouragement for his opening a business in competition upon the nearest corner. He determines that the existing house has no element of good will within it; he feels that he knows how to make this good will appeal to logical customers—and his venture is based upon this fact.

Again, good will as an asset of a business is a questionable investment, its promise depending not a little upon the honesty of the man who has worked it up. Often a gullible

purchaser, satisfied of a good will asset, pays a fancy price for the intangible property only to discover later that the "retiring" head of the concern has become dissatisfied with his location, stock, and fixtures, and has sold out only that he may open anew just around a corner, where he can maintain his good will hold upon his old customers.

"Good reasons for selling," is one of the old exactions in such a trade, but for the plausible man prepared to bank upon a good will sale, these reasons may be framed most attractively to the purchaser, who has visions of a new and paying business already on its feet. A wife or child in bad health and needing a change of climate—a farm left to the proprietor through the death of his father—"reasons" are easy.

One phase of this good will asset traded upon largely in Chicago in the past has been the new apartment building, for sale by the contracting builder, and already fully tenanted.

To the uninitiated purchaser, often from some rural community at a distance, a new flat building built to sell and every apartment filled with dressy furniture belonging to respectable appearing tenants bound by a year's lease holds out to the purchaser a vision of the easiest kind of money. Yet in times past it has been found that builders of these new apartments virtually have had tenants under lease to themselves, promptly to fill up a new building for this purpose of sale.

In contrast to this good will bait so often used as a confidence game is the sale of a business in which the new proprietor is quick to make plain to every passer in the street that "This Place Has Changed Hands!" This notice most often is served in large letterings upon the public from the front of a saloon, but often from the Chicago restaurant front.

Here the new proprietor gives evidence that he has made a bargain purchase in which the absence of any evidence of good will of the former management allows of his offering new attractions to new customers. He announces, in fact, that not having been taxed at a premium for good will built up by a former proprietor, he is prepared to start in with a clean bill and attract the good will of the business to himself.

"You must have been dissatisfied under the old management of this place," is the interpretation of the notice; "come in again and see how differently you will be treated."

Looking such an announcement over in this light, too, providing that the successor is a capable man of business, will the potential customer of the place deny that it holds out considerable promise on the face of it?

Hollis W. Field.

Feminine Charity.

Him—Miss De Young's complexion somehow reminds me of fresh strawberries.

Her—Naturally.

Him—Why do you say that?

Her—Because, like fresh strawberries it comes in a box.

Sugar as a Food—A Word of Caution. Written for the Tradesman.

Sugar is often given a bad name from a physiological standpoint, but it is questionable whether it is deserved. It seems inconceivable that the bountifulness with which the world is supplied with sugar should mean anything else than that it is designed for human food. Sugar is one of the most powerful foods which we possess, as it is, in reality, one of the cheapest. In muscular labor no food appears to be able to give the same powers of endurance as sugar; and comparative practical trials have shown that the hard physical worker and the athlete are more equal to the physical strain thrown upon them when a reasonable allowance of sugar is included in their diet than when sugar has been denied to them. Trophies, prizes and cups have undoubtedly been won on a diet in which sugar was intentionally a notable constituent. It has been said that sugar may decide a battle, and experiments in the German army have demonstrated that without it soldiers tire much more easily than when it is included in their diet. From this fact, we may fairly conclude that jam and preserved fruits are not to be regarded as luxuries.

The disfavor that sugar has acquired in the minds of some people seems to be a result of its "muscle feeding" qualities. A comparatively small quantity sometimes amounts to an excess, and excess of any food is always inimical to the easy working of the digestive processes. A strong solution of sugar is irritating to the tissues, will often cause superficial inflammation, and may produce a form of the skin disease called eczema. It is well known that an excessive diet of sugar irritates the mucous membrane of the stomach and encourages the production of mucus, and of a highly acid gastric juice. Moreover, eating too much sugar spoils the appetite for other foods. And now comes the most serious point—children who over indulge in candy between meals are usually unable to eat their ordinary meals. Among adults, over indulgence in sweet ice cream, preserved fruits or sweet cordials (liqueurs) after dinner retards the digestion of the meat and vegetables that have previously been eaten.

Sugar satisfies; it is a concentrated carbo-hydrate. Wherever it does harm to a person in good health, the injury is due to excess. Taken in small quantities and distributed over the daily food-intakes, sugar contributes most usefully in health to the supply of energy required by the body.

In some diseases, of course, the presence of sugar in the diet is plainly undesirable, but the physician alone can judge of such cases.

The man in ordinary health who either abstains from sugar, or reduces his diet to one almost free from sugar and other carbohydrates, in favor of protein foods such as meat often shows feeble muscular energy and an indifferent capacity for physical endurance. Lawrence Irwell.

Largest Millinery House In Michigan



Corl, Knott & Co., Ltd.

Importers and Jobbers of

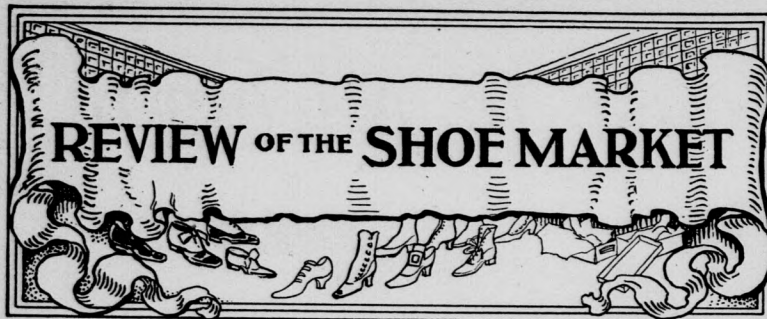
Millinery and Straw Goods

20-22-24-26 North Division St.

Grand Rapids, Mich.

Paris: 4 and 6 Rue d' Hauteville.

New York: 713 Cable Bldg., Broadway.



How Shoes For Little Folks Are Slighted.

Written for the Tradesman.

I lay it down as a fundamental proposition—a thesis by which I am ready to stand—that nothing in the way of the shoe manufacturer's best output is too good for little feet. I have two pairs of little feet in my own home, and I want to tell you right now I am concerned about those little feet. I want to see them grow and develop along symmetrical, natural lines. I don't want to see any spot or blemish on them, and the merest suggestion of a corn on one of those little toes would make me feel like rising up and doing violence to somebody.

Being myself a shoe man and, therefore, knowing the people who have been putting good leather and first class workmanship in their children's shoes, I have personally had no difficulty in keeping my own little tots properly fitted with the right sort of shoes. But you and I know very well that many little feet have been prodigiously sinned against. Their little feet have been forced into shoes which had about as much shape to them as the inner capacity of a peanut shell. Some of them have acquired the habit of walking pigeon-toed trying to find some way of locomotion that would not punish their little feet; others have developed corns, bunions, bruises or malformations of a more or less serious nature. The human foot—as anybody who has ever had any foot-trouble knows—is a most delicate and sensitive organism. And growing feet are peculiarly susceptible to chafings and irritations. Nature in her effort to minimize friction and keep peace in the shoe will often develop lines and enlargements in little feet which in later years are humiliating.

Of many shoes made for little feet in the past—and also of not a few children's shoes which you may see in a day's journey—three things may be truly said: First, the leather and linings are poor; second, the lasts are wrong; third, the workmanship put upon them is indifferent. From poor leather, wrong lasts and cheap shoemaking what kind of a product can you expect?

Now when we come to locating the blame for this condition of affairs we find it must be distributed. In the first place parents wanted cheap shoes for their children. They were unwilling to pay a price which a really first class article must necessarily command. Then the retail shoe merchant failed to do his part in talking up the better grade of shoes for little

feet, and in proving to his patrons the economy and safety in the better class of children's footwear. And finally the manufacturer comes in for his share of responsibility in not designing and producing better shoes and in campaigning for their reception by the trade.

Of course there are notable exceptions and I would not for a minute commit myself to the rash statement that all of the shoes gotten out for little feet are amenable to the charges above made. I am speaking in broad terms. Some shoe manufacturers who have made it a business to turn out children's footwear have been scrupulously careful to keep a high standard of excellence. They have always put good, substantial leather in their shoes for little feet; have designed lasts that possessed both style and fitting qualities, and they have tried to make them just as good as they could. But their example in these particulars is the more conspicuous by contrast with cheaper and quicker methods employed by other manufacturers of children's shoes.

One of the most hopeful indications of the present is the agitation of the whole subject of children's footwear, and the general sentiment favoring the grading up of shoes for little feet. The average parent of to-day is learning to be a little more careful in the selection of shoes for the little ones. The popular-science articles on foot-troubles, their nature and causes, have started a good many people thinking. For this reason, and for other reasons as well, more regard is paid now to the space requirements of little feet. So it is coming about that the last on which children's shoes are built is given much more consideration than formerly.

Shoe manufacturers themselves are to be credited with helping to bring about this new spirit. They are leading in the crusade for better shoes for children's wear. By creating really stylish and dapper shoes for little feet; by filling these little shoes chockful of merit, individuality and wearing qualities, they are creating a popular demand for better things in the line of children's footwear.

And the retail shoe merchant—I mean the retail shoe merchant who has gotten a vision of the possibilities of the neglected field—has done and is now doing his share towards the inauguration of the day of better shoes for little folks. He is talking up the better grades of children's shoes. He is depicting the horrors of tortured feet and showing how to avoid them by purchasing shoes built

on proper lines. He is giving daily demonstrations of the essential differences between high grade children's shoes and the cheaper sort, thus teaching his trade how to tell the difference. He is giving little extempore talks on leather, lasts and shoemaking as applied to the production of children's shoes; thereby disseminating much popular information that will act like seed cast upon the waters in that it will return by and by in wants for the higher priced shoes. And then he is calling attention to style-features which are now so effectively embodied in children's footwear creations. Thus he is doing a good work both for himself and his patrons. He is helping his customers to see that it really pays to invest a little more while they are buying shoes for the children, thereby getting shoes that will fit better, wear longer and be less liable to injure the feet of the little ones.

And the good effects of all this general campaigning for better shoes for little feet are beginning to appear. Manufacturers of children's shoes are turning out their products with more satisfaction to themselves and with more profit as well; retail shoe merchants are finding that, with the better grade of children's shoes and the correspondingly higher prices, the children's shoe department is yielding a much larger profit; while complaints incident to the business are far less serious and numerous.

That the average shoe retailer hardly yet realizes the possibilities of the children's shoe department is one of the commonplaces of the day. If you are disposed to think the children's shoe department is receiving attention commensurate with its importance suppose you walk down the street some day and notice the shoe store windows with just this thought in mind: to what extent are the shoe retailers of my town featuring their children's shoes? The shoe window is a pretty fair index to the merchant's idea of the various classes of footwear and their relative importance. Other things being equal, you will find he features most strongly the kind he believes in most implicitly. The sort of shoes he has the least personal regard for are the ones you will find in some obscure corner of the window; or, if they are well towards the front, are just put in there any old way. If, in your town, you find that the shoe dealers who handle children's shoes are putting shoes for little feet well to the fore, giving them a large share of the window space, and arranging them with evident care and good taste; if you find them now and again devoting an entire window to the display of children's shoes and otherwise manifesting a vital interest in bringing their children's lines prominently forward—well, in that event, I suggest that yours is an exceptional town. It is not so in my town; it is not so in a good many towns in which I have camped out for a season.

As a matter of fact I believe I am not missing the mark far when I call the children's shoe department a neglected field. Shoe merchants are

more concerned about it than they used to be, but, generally speaking, I am positive they do not as yet realize the possibilities in a really up-to-date children's department.

It is a large and inviting field. There are rich rewards for the shoe merchant who goes into it with a determination to work it for all it is worth. Shoes for little feet are being made with the greatest care. Never in all the history of shoemaking were there such modish footwear creations for little feet as there are to-day. Never were children's shoes made with more conscientious regard to the natural demands of active little feet. They are made of good leather—not with cuttings and rejected pieces as heretofore. They are made on correct lasts and made by workmen who take time to make them right. It is a source of satisfaction to handle shoes of that kind; and then the profit on the sale of a pair of them is a consideration worth while.

By putting the children's shoes in the limelight, and then by using all the psychological charms in the catalogue by way of getting into the good graces of the children and their parents, the alert retailer can cause the impression to get out that he loves children, and that he loves to see their dear little feet properly shod, and that he has just the sort of footwear wherewith to shoe them. A shoe merchant of that ilk will watch the calendar as a hawk watches a brood of broilers; and he will pounce down good and hard on the gala days and the special seasons. If he has no small boy of his own he will hob-nob with his neighbor's small boy and master the yearly programme of boyish sports. He will learn just when the kite season begins and ends; when the top season is on; when it is considered good form to play marbles; the beginning and end of the base ball season, the foot ball season and all the other seasons dear to the heart of the boy. He will find that these seasons are clearly defined in the boy's code. He will, therefore, know how he can allure the boyish heart by the proffer of a particular toy; thus avoiding the anachronism of offering a boy a top during kite season, or a bag of marbles when they are all playing ball. He will learn to cultivate the society of little folks. He will build newspaper advertisements with a view to beguiling the little folks. He will devote entire trims to the display of little shoes. He will get up a mailing list of the names of his little customers, their playmates, their little cousins, both first and third. To them he will send birthday cards, souvenirs and other trivial little mementoes just to show that he is having "kindly thoughts" of them. In a word, he will do dozens of delicate and graceful and tactful little things by way of building up the impression that he is a lover of little folks, and that because of his love for them he caters particularly to the needs of their dear little feet. And that man assuredly will not miss his reward, for he has proved himself wise enough in his generation to cultivate the neglected field.

Cid McKay.



Visiting Merchants Welcome

It Is Not What You Buy Merchants' Week But What You See That
Is Going to Count Most for You and For Us in the Days to Come

There will be no frills nor furbelows, just a hearty welcome. We invite you to see the new lines added and the improvements we have made in our equipment for serving you. But we have arranged several matters for your comfort and convenience.

You know the standard of the factory that built up H. B. Hard Pans. This year we have gone further and added a new plant for making men's welts, the "Bertsch Shoe," just what the trade have been looking for, a high grade shoe with all the old-fashioned H. B. Hard Pan quality and service with hand welt process comfort. The advance samples are ready for your inspection now.

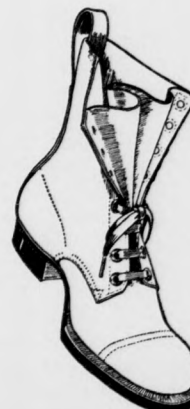
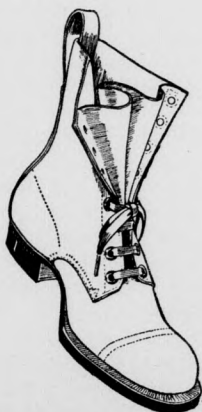
Selling goods, however, is not the all-important feature. We want you to know us better and our line. The latchstring is out. Come in.

Herold=Bertsch Shoe Co.

Cor. Pearl and Campau Sts.

One Block West of Pantlind Hotel

Grand Rapids, Michigan



ONE YEAR'S WORK.

Excellent Record Made By Wholesale Grocers.*

It has been my privilege to greet you in many important and delightful meetings, but never before under circumstances so impressive and so gratifying to me personally.

I fail to find words in which to adequately express the feelings of mingled pride and pleasure that it gives me to welcome you to the metropolis of my home State, "The City Beautiful" of "The Unsalted Seas."

Whether or not it deserves the appellation of "City Beautiful," I leave to your own observation and impartial judgment to determine.

There are some commercial matters in connection with Detroit so entirely out of the ordinary as to be of great interest to the members of this body, and, in fact, so commercially important as to be of universal interest. These, therefore, properly come in for brief mention at this time:

It may be surprising to some to learn that the traffic through the Detroit River is in a number of vessels more than four times that of New York Harbor, and in tonnage about three and one-half times that of New York harbor.

From statistics furnished by "Commerce and Navigation of the United States, 1907," it appears that the total number of vessels arriving and departing from New York harbor for the year ending June 30, 1907, aggregated 7,128 vessels, with a tonnage of 20,763,397. This does not include ships entering and clearing in ballast, if any, but does include both steam and sailing vessels.

From "Statistical Report of Lake Commerce," by Col. Chas. E. L. B. Davis, of United States corps of engineers, it appears that the commerce of the Detroit River during the eight months of the year 1907 that the lakes were open to navigation comprised 34,149 vessels, with a tonnage of 53,559,769, and that the actual freight carried by these boats through the Detroit River during that time was 71,226,895 tons.

It should be borne in mind that the commerce on the Detroit River does not include the immense volume of trade between Lake Superior and Lake Michigan. This in itself is something enormous, and if added to the commerce of the Detroit River would make an amazing showing.

To those whose attention has not been called to this matter these are astonishing figures, and but for the fact that the United States Government furnishes the data there would probably be many Doubting Thomases.

But there are more surprising facts in connection with lake navigation: From Col. Davis' report it appears that in 1907 there were on the Great Lakes four ships over 600 feet in length, seventy ranging from 500 to 600 feet, 141 ranging from 400 to 500 feet, 177 ranging from 300 to 400 feet and 247 ranging from 200 to 300

feet. A still more surprising fact is that the average size of the new boats built on the Great Lakes is six times the average size of the new boats built on the Atlantic coast.

I feel that this environment renders opportune this brief summary of our Great Lakes commerce, for it reveals, as nothing else could, the astonishing magnitude of our interior traffic and gives us a forceful object lesson in the solid basis of our National wealth and prosperity. Contemplation of this colossal commerce makes our hearts swell with pride and brings to us a comforting sense of the magnitude and stability of the material resources upon which rests the structure of our National welfare.

We meet to-day under business conditions far more cheerful than

annual meeting, and which anxious days, in some particulars, continue up to this good hour.

The prompt adoption of business policies by the wholesale grocers to meet sudden and unusual conditions showed an originality and resourcefulness that was as remarkable as it was salutary. It would be a pleasure to particularize, but the proprieties seem to forbid doing so at this time. We may, however, with grateful hearts enjoy to the fullest that sense of satisfaction that comes from achieving, worthily and successfully, under circumstances of adversity.

Indeed, we may be pardoned for modest exultation on account of the fresh laurels that have been won by the wholesale grocers, because of business ability and financing skill, for one of our number has been made

encouraging progress in many directions has been made. The hysteria of hostility to corporate enterprises that was then, and for some time had been, too prevalent has measurably subsided and a better understanding is coming about between the public and the corporations that serve the public. Adversity in which all have shared has enthroned careful observation and calm judgment where suspicion and crimination formerly ran riot.

The public is coming to a realizing sense of the necessity for the corporations under prevailing civic and economic conditions, and the corporations are more painstaking to accord recognition to all reasonable requirements of enlightened public sentiment.

While this question is still a matter of grave public moment, there are more charity and less asperity and the future in this respect is full of promise. The only logical outcome of the matter compatible with hard-headed American common sense will be mutual recognition of the rights and obligations of each in co-operating in the best interests of all.

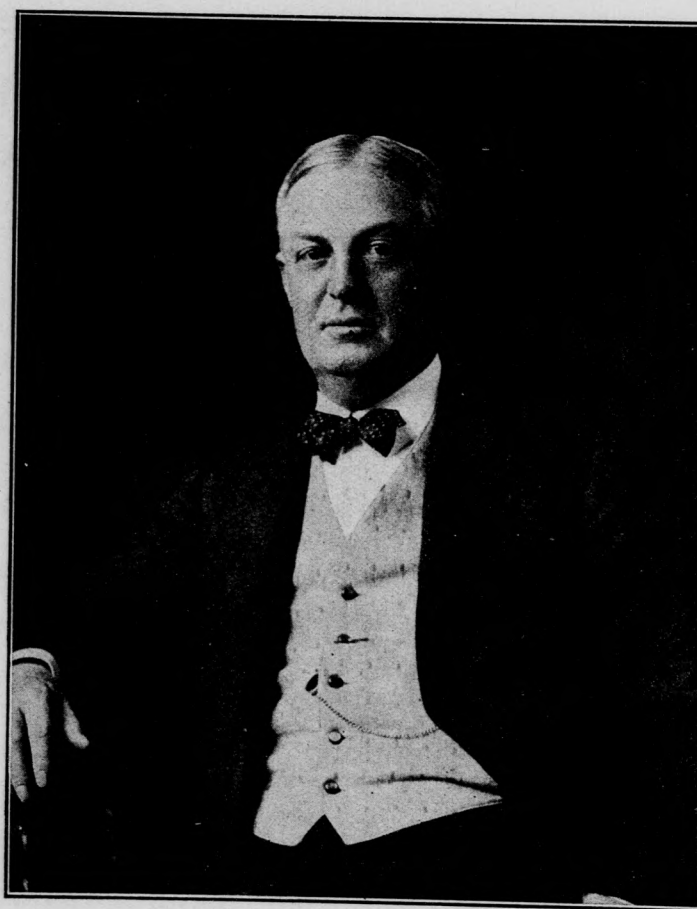
Coming now to the consideration of the immediate affairs of this Association, I am glad that I can truthfully summarize the general situation in three short words: "All is well." I do not mean by this that we have nothing more to do or that we have yet accomplished all we set out to do—far from it. But we have accomplished much—very much—so much that we may individually and collectively feel proud of the record.

There is no occasion for me to speak of this work in detail. You will hear that from the chairmen of your several committees. They are far more competent than I to familiarize you with the results of the work so intelligently and zealously performed by each of them.

Right here I want to pay a deserved tribute to the self sacrificing devotion to duty of the members of your several committees. They have taken time without stint from their own business and uncomplainingly traveled long distances, working in season and out of season in the earnest and intelligent performance of the work entrusted to them by this Association. In making this statement I do but simple justice to these deserving fellow members, and at the same time reveal to you the primary cause of the success of our Association.

We have had many welcomed and valuable additions to our ranks during the past year, to whom we cordially extend the glad hand of fellowship. Our membership now numbers more than six hundred, representing practically all sections of the United States. Even more gratifying than mere numerical strength is the spirit of harmony and singleness of purpose that pervades the organization.

It is encouraging to note the friendly attitude of the trade press generally toward the Association and its work. The trade press is highly discriminating in its observations, and proverbially correct in its conclusions, and we may, therefore, assume that its



William Judson

prevailed at our last annual meeting. At that time contemplation of the disaster wrought by the panic of the previous autumn and apprehension as to the immediate future caused grave concern to all of us. There has been vast improvement, and while the expectations of the most optimistic have been disappointed as to the rapidity of recovery, yet bank clearings, postal receipts and railroad earnings—those barometers of trade read and trusted by prudent business men—give assuring and trustworthy indication of the gradual return to healthy and prosperous trade conditions.

In this connection I wish to congratulate the members of this Association on the consummate skill with which they managed their business during the anxious days succeeding the panic and also succeeding our last

Secretary of the Treasury of the United States.

Franklin MacVeagh is a man whom we all admire, respect and honor. His probity, honesty, sincerity and moral courage are worthy of emulation; and these qualities, in making him a great man, have at the same time reflected credit upon our honorable calling. His selection for Secretary of the Treasury is as gratifying and reassuring to us as it is creditable to the wisdom and farsightedness of President Taft.

Happily, many changes for the better have taken place since our last annual meeting. At that time we were groping in the dark, confronted with a perplexing combination of unsolved problems—financial, political and legal. While all these problems have by no means been solved, the atmosphere has greatly cleared and

*Annual address of William Judson before National Wholesale Grocers' Association June 2, 1909.

*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 thirteen years of existence. Epidemics and strikes cannot interfere with the automatic service.

There are no bonds nor mortgage debts nor 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-seven dividends paid in eleven years and three-quarters, without a break, justify future expectations.

For further information or particulars call upon or address the Secretary of the company.

approval is a frank expression of its recognition of merit. Not only the trade press but the news press generally has been most generous and kind in its references and extremely helpful in its co-operation. Even the magazines have accorded us liberal recognition, and in Harper's Weekly of March 13 there appeared an article by Barton W. Curry, paying a notable tribute to our endeavors.

The references in this article to our work were so apt and timely that I take the liberty of quoting a few excerpts:

In discussing the conflicting laws in the several states relating to pure food legislation the article in question refers to the work of this Association in part in the following language:

"The National Wholesale Grocers' Association is working quietly and industriously to smooth out all of this legislation, so far as such a thing can be accomplished by suggestion and counsel; and so all of the separate laws will be commercially practicable. There has been nothing flashy or in the manner of grand-stand endeavor in the carrying forward of this work.

"The wholesale grocers, through their National organization and their state bodies, have, as a matter of fact, worked in hearty sympathy and almost perfect accord with the Department of Agriculture since the passage of the pure food law. The National Wholesale Grocers' Association has led in the task of revising forty thousand labels, taking up each food label separately with its own experts and then with the experts of the Government, and to-day they are able to proclaim that every food article that is legitimately distributed is honestly branded.

"The truth of the matter is that the National Wholesale Grocers' Association championed the food law since it became a possibility as a law. The Association urged its passage and rendered to Doctor Wiley all the assistance in its power at the time he was fighting for a drastic statute to compel the honest manufacture and distribution of food products.

"The National Wholesale Grocers' Association is carrying the work ahead vigorously and expects within a few years to secure the passage of harmonious laws throughout the country."

I have reproduced these quotations because they set forth from an able and impartial source very clearly the kind of work we are doing and pay us the kind of tribute we try to deserve at the hands of the public. Hundreds of other publications have been equally generous in their meed of praise, but time forbids the pleasant office of reciting them here and now.

Quite true, as just quoted, there is nothing "flashy" or spectacular about our methods. Equally true, as quoted, we work quietly yet none the less effectively. The silent forces, both natural and economic, are the most powerful. The deliberate, thoughtful, quiet work of business men is most effective.

If this Association had accomplish-

ed nothing but to learn the lessons that it has learned as to effective methods of getting results its existence would have been amply justified.

In dealing with manufacturers, transportation companies and producers we first find out definitely what we want and why we think we ought to have it. The proper committee then thinks the matter out to a conclusion and in a dignified, business-like way takes it up with the other party in interest without bravado on the one hand or fawning on the other.

"Vinegar catches no flies," asperity wins no commercial victories. Our committees have learned this in many important engagements. The Scriptures say: "A soft answer turneth away wrath;" our committees have found that conciliatory speech opens the way to fruitful negotiations.

The so-called big interests are surprisingly amenable to proper approach. Knowing definitely what we want, and being able to give a good reason why we think we should have it, we are certain to secure a respectful hearing and a response, either granting what we ask or giving a good reason why it can not be granted. Prejudice and bigotry are banished from our counsels and open-mindedness is our mascot in our dealings and negotiations; and our committees make sure that they are as amenable to reason as the other party to the conference.

It is surprising how amicably the most radical differences may be discussed when both parties to the interview are open-minded and able to give reasons for their respective attitudes. While we do not always get all we want, we do get much and we always get a reason for not getting all we ask. This pulls the sting and leaves no room for poisonous prejudice or rancorous resentment to breed in uninformed minds.

The big interests do not find us narrow minded, captious and selfish, as we have sometimes been pictured to them, and we do not find them as arbitrary and greedy as they have sometimes been represented to us. They need us and we them, and with this as common ground upon which to stand we get as close together on matters of mutual interest as proper regard for our respective individual interests will permit.

Trade is a matter of fact and not of sentiment. Conditions of supply and demand; war and peace; flood and drought and hundreds of other things are influencing factors over which no set of manufacturers or distributors have control, but all of which must be considered in arriving at equitable conclusions. These considerations all show how out of place are ignorance and prejudice and how all-important are information and fair-mindedness.

We naturally push most cheerfully and energetically the sale of the product of those concerns which show the most favorable attitude towards us—this is correct merchandising.

We naturally and properly feel more kindly towards those manufac-

turers who distribute their product through the jobber than we do towards those who sell to both jobber and retailer. We contend that the attitude of the latter is uncommercial, illogical and unfair to both jobber and the rank and file of the retail trade. Why should we feel favorably disposed towards those manufacturers who sell direct to the large retailers and then expect us to carry their product in stock to supply those retailers, with whose accounts, for any reason whatsoever, such manufacturers do not want to be encumbered?

We also rightly and enthusiastically favor most those manufacturers who try hardest to enable us to make profits on their goods. In this connection it is both gratifying and encouraging to call attention to the fact that of late there are conspicuous examples of manufacturers making extraordinary efforts to aid jobbers in making better profits on staple commodities that too often are sold by wholesalers at little or no profit.

We should give, are giving emphatic endorsement to the efforts of these manufacturers by increased volume of sales when possible on their product, not only because of the more satisfactory profits available, but also to encourage other manufacturers to do the same thing, and to secure a continuance of such welcome service at the hands of those manufacturers who are extending it. This is one of the gratifying results of the diplomatic work of our committees. It is impossible to overestimate its importance, and the full and permanent benefit of this achievement can be clinched only by each of us in our individual capacity doing our respective share towards the perpetuation of the improved profit conditions thus brought about. Mind you, in doing this we accomplish one of the vital purposes for which our organization exists—that of showing manufacturers and producers that they subserve their own best interests by giving to our welfare the consideration that our acknowledged importance to them deserves.

This logically leads me to refer again to a matter which I have discussed at previous meetings, and that is the practice of handling staple commodities without profit, sometimes in the past amounting possibly to 30 or 40 per cent. of the business of the wholesale grocer.

To demand and receive adequate compensation for services rendered is not only commercially equitable but morally obligatory. The old Scriptural dictum that "The laborer is worthy of his hire" is the very essence of common sense, the unimpeachable dictate of business morality. Since the edict went forth that "In the sweat of thy brow shalt thou earn thy bread," labor has been the test of worth, and its resulting fruits the reward of the toiler. The jobber, therefore, who labors and risks without exacting a fair price for the service cheapens his vocation, does injustice to himself, inflicts undeserved burdens on his fellow workers of like calling and weakens the moral fiber

of those whom he gratuitously serves. Moreover, he fosters weakness, insecurity and moral turpitude where he should inspire strength, self-reliance and wholesome respect for the laws of Nature and the rules of righteous success.

Every cause has its inevitable effect and every service should have its just reward. I speak earnestly on this subject because we all feel deeply both its material and moral importance.

The honors you have heaped upon me by making me your President for a series of terms has made me think more deeply on these matters from the viewpoint of the responsibilities of the position than I could have thought from that of the individual jobber. But the broad basis of observation and experience that has been my privilege through your generous kindness has given me a realizing sense of the basic importance of this matter that amounts to profound conviction.

The banks we patronize do not lend us 30 per cent. or 40 per cent. of the money we borrow without interest; the railroads that transport our merchandise do not handle 30 per cent. or 40 per cent. of it without freight charge; those from whom we purchase do not sell us 30 per cent. or 40 per cent. of the merchandise we buy without profit. We pay full price for all service of all kinds that is rendered us. Why, then, in the name of common sense, should we invest our capital, employ our time, take the risk of business and sell 30 per cent. or 40 per cent. or any other per cent. of our merchandise without profit?

I am delighted that during the past year and largely through the sustained efforts of this Association there has been much reform in this particular, and I confidently predict that indulgence in this unwise and indefensible generosity will soon be abandoned for good and all by wholesale grocers.

In this connection I want to refer to a matter again to which I have alluded on several previous occasions, but its importance justifies repetition. I refer to the education, direction and control of our salesmen. This matter is so fundamentally important and so everpresent as a factor for strength or weakness, success or failure, construction or destruction, that it can not be too often or too earnestly considered.

"A chain is as strong as its weakest link;" a house is as strong as its weakest salesman.

It is just as necessary a part of our work to properly educate and control our salesmen as it is to buy goods right or sell them prudently.

In the first place, we should select our salesmen with the utmost discrimination as to their natural qualifications, and we should then be as persistent and intent in making constructive business men of them as we are in cultivating the good will of our customers. Weak-kneed, improperly educated and poorly equipped salesmen have caused embarrassment, ill will, heart aches and loss beyond computation.

Quality sells them in Quantity

“WILLIAMS”

SWEET PICKLES

IN AIR-TIGHT GLASS TOP BOTTLES

SELL better than others, simply because they **ARE** better—**BETTER FLAVOR, BETTER QUALITY, BETTER APPEARANCE.** When you handle goods that have such advantage over others, **YOU** have an advantage over **OTHER DEALERS,** because the more you can please your customers the more customers you will have coming to you to be pleased.

**All Our Products Conform to the Federal
Pure Food Law**

Our Sweet and Sour Spiced Pickles, Jellies, Preserves, Fruit Butters, Vinegar and Table Condiments are all prepared under the most cleanly conditions in our sanitary modern factory and kitchens. We use only

Fresh, Sound Raw Materials

which we select and wash carefully. Our pickles are brought to us the same day they are picked. We pack them in the air-tight, glass-top bottles to insure them against leakage, rust or spoilage. You can be **SURE** of a **SUCCESSFUL** and **PROFITABLE** pickle department if you sell **“WILLIAMS” SWEET PICKLES,** because they always win wherever introduced, and will win customers for you as they have for others.

The Williams Brothers Company

Picklers and Preservers

DETROIT

MICHIGAN

It is gratifying, however, that the standard of efficiency is constantly improving, and that the great majority of salesmen are now a credit to themselves and an honor to their respective houses. They are rapidly evolving from mere automatic order-takers to forceful, constructive business men. We should facilitate the development and growth of such qualities by prompt and cheerful recognition and thereby do justice to the resourceful and deserving and incite the thoughtless and indifferent salesmen to emulate the sterling qualities of the efficient and successful salesmen.

In matters of legislation an immense amount of work has been done and much good accomplished. But there is still an appalling amount of hard work of immediate importance to be done in this line. I would especially call attention to the urgent necessity of continuing our efforts to bring conflicting pure food state laws into harmony with the National pure food law. It is important that plans be formulated at once for the vigorous prosecution of this work for the reason that the legislatures of twelve or fifteen states will convene in 1910.

Another matter that I am sure merits our individual and collective influence is well directed agitation with the object of securing some modification of the Sherman anti-trust law that will at least make its meaning intelligible to somebody; some modification that will enable us to continue in business and know definitely that we are law respecting and law observing citizens. This law, as now generally construed, is the guardian angel of unrestricted competition in its acutest form. Unrestricted competition in its acutest form means among nations war and among individuals bankruptcy.

If I read the signs of the times rightly co-operation is taking the place of cut-throat competition as a business slogan. The time has come for cut-throat competition to be relegated to the museum of commercial monstrosities to keep company with "prison for debt" and "chattel slavery."

The nation needs many things that it can get only when we obtain a common sense modification of this law. We had a test in 1906 and 1907 of the discomforts of inadequate transportation facilities. Our citizens in some sections froze because of the inability of the railroads to haul fuel to them. Business paralysis was brought about in large sections of the country because of the lack of facilities on the part of the railroads to haul out the agricultural products or to haul in commodities to make merchandising possible. We have been warned by the brightest transportation men of the nation that our principal trunk lines must be double tracked, and by one eminent railroad man that five billions of dollars must be spent on our railroads within five years to make them equal to the burdens that will be imposed upon them. About two years have passed since these warnings were sounded, but but little or none of this imperatively nec-

essary work has been done or even commenced. People have been afraid to put their money into railroad enterprises because of this Hydra-headed law and the dismay it has spread among investors.

Now prosperity is returning; business is increasing and before long the marts of trade will throb with industry. But if our transportation facilities were inadequate in 1906 and 1907, what may we expect under the avalanche of trade activity that is even now heralded by the signs of the times?

These are cold-blooded facts that are staring us in the face right now, and no set of men is more interested in the solution of the problem involved in this state of affairs than we are. These are some of the reasons why I think that attention should be given towards securing a modification of the law that seems to frown so ominously on the means of our future comfort and prosperity. I tell you that population and trade necessity are not governed by considerations of political expediency.

Coming now, so to speak, to family affairs, it is a great pleasure to commend to you in this public way the satisfactory and efficient manner in which our Secretary, Mr. Beckman, has performed his duties. He is an excellent sentinel and his alertness is exceeded only by his industry, promptness and good judgment in doing the right thing at the right time.

Mr. Breed, our eminent counsel, has been a Gibraltar to us, and his industry and resourcefulness have given us immunity from the pitfalls of hasty or indiscreet action. The same article from which I previously quoted in referring to the work of Mr. Breed and Mr. Beckman uses the following language:

"The Secretary of the National Wholesale Grocers' Association, Mr. Beckman, and the attorneys for that organization have thus far assisted in securing the passage of food laws that are in practical harmony with the national law in the following States." (Then follows a list of the States.)

I know that I do not need to tell you of the faithfulness and efficiency of these officers and their associates, for you are already conversant with these facts; but I won't deny you the satisfaction nor myself the pleasure of giving public utterance to our appreciation of their services at this time.

In conclusion I want to thank you one and all for the great courtesy that has uniformly been accorded to me by the members of this Association, individually and collectively. I want to thank you for the glad hand that has always been held out to me; for the friendly counsel that has always been mine for the asking, and for the spirit of charity and conciliation with which differences of opinion have always been treated.

It is good to live in these times—there are so many important things to be done, so many important battles to be fought. For the first time in our history as a nation we have a comprehensive plan of internal im-

provements whereby our rivers are to be deepened and made navigable, our canals improved and others constructed and the vast water power of the country controlled and made the servant of enlightened industry. This is just the kind of work to enlist our liveliest interest, and this Association is just the kind of body needed to give it the greatest impetus. This Association has gained such momentum in achieving results that I know that each and every member would scorn the suggestion of a slackened pace or a minimized industry in the prosecution of its work. We have learned thoroughly the lesson and are realizing the benefits of combined effort—of team work—and however much the Association may have accomplished in the past, it is but the prelude to broader usefulness and more far reaching achievements in the future.

I, therefore, feel that whomever in your wisdom you may elect as my successor he will have, as I have always had, safe counsel, cheerful co-operation, fearless endorsement when in the right and enthusiastic support in his leadership for the good of the Association.

I thank you most sincerely for your earnest attention.

Barrettes and Bandeaux Will Be Popular This Summer.

Written for the Tradesman.

It is stated by those who should be in a position to know what they are talking about that fewer combs for the back hair are going to be worn this summer, but that barrettes and bandeaux will be extraordinarily popular.

The latter two styles of embellishment are being beautified to a degree. Patterns, materials and sizes in these are so varied that all tastes and pocketbooks may be sure of satisfaction and every possible occasion may be certain of having its befitting hair ornament.

These range from plain or fancifully-sawed in dark or amber-colored celluloid for common wear to real tortoise shell encrusted with diamonds for evening use.

Sometimes the settings are so close together that a mere line of shell shows around the stones; sometimes the gems are so embedded as to form a handsome design. The background in the latter case may be a plain surface or be cut into an odd or intricate figure.

When celluloid and rhinestones are employed instead of the "real thing" in tortoise shell and jewels, the rhinestones may be set deep in the barrette or bandeau or held in place in silver filigree wire or other metal. In the latter case the various-sized stones have the appearance of being much firmer set than when glued into their respective tiny openings bored in the celluloid.

The barrette is a great favorite with the majority of the Fair Sex, but, as the bandeau is adaptable to wear either on top of the head, softly nestled among fluffy little curls, or inverted at the nape of the neck as a substitute for the long barrette, it

will be even better liked than the latter.

Some of the barrettes are composed entirely of rhinestones—or other "sparklers"—in attractive shape. These look well in the hair, but quite frequently catch in it disagreeably and are, therefore, less thought of than those with a smooth foundation.

Stones such as turquoise (either the clear blue or turquoise matrix), topaz, amethyst, coral, jade and sapphire are extremely well regarded as settings in ornaments for the elaborate and effective coiffures, also all colors of cameos and miniatures. Generally, to show off the latter by contrast, they are surrounded by facet-cut brilliants.

The ornaments last mentioned are meant to be worn exclusively after candlelight, but may, by stretching propriety, be brought out for formal afternoon functions.

One recent day I saw in the window of one of the best establishments in Grand Rapids a number of very nice arrangements to add to the loveliness of the hair. One was of dull silver made in the shape of a series of spider webs, all set with the smallest of rhinestones of exceptionally fine quality; it extended only across the front. A triple band was composed of a background of tortoise shell with a dainty zigzag pattern of gold, and all three of these bands could be spread to any angle desired to be worn and ended about two inches above the tips of the ears. Another of the very latest fashions in hair decoration was an openwork tortoise shell band to completely encircle a large Psyche knot.

The dealers in barrettes and bandeaux have Madam the hairdresser to say, "Thank you pretty, my dear," to, for, were it not for the rats and rolls, pompadours and Elsie Janis puffs, Grecian knots, Josephine braids, Norma waves, Salome creations, Eva Tanguay Psyches and the cute little Billie Burke cluster curls, the merchants might as well shut up shop, so far as the prospects are concerned for any great demand for this classy merchandise.

H. E. R. S.

Judge Kavanagh of the Supreme Court in Chicago, in administering the oath to a jury a few days since, took occasion to rebuke the men who put up weak excuses to evade jury duty, and to commend the service that jurors give the public. "The general idea that jury service is onerous is a mistaken one," said the court. "I don't believe that any one who has ever served two weeks on a jury would exchange his experiences. Jury service calls for the highest order of intelligence and for the most honorable of men. It is not alone a privilege to serve as a juror, but it is an honor." That sounds well, but when a jury in an important case has been locked up and practically treated as prisoners for two or three weeks, the service becomes decidedly irksome.

The quickest way to make stumbling blocks is to set up your faith as the only stepping stone to Heaven.

Merchants' Week

June 9, 10, 11



Remember the Dates



You Want to Come
We Want to See You



Our street numbers are 19, 21, 23 South Ionia. Don't forget them. The latchstring will be out.

We will do what we can to entertain you and make your stay a pleasant one.

If you have not visited our city on Merchants' Week before, do so this year. If you don't think you will have a good time, ask your neighbor who may have been here last year. You could not keep him away.

Don't forget the dates.

Don't forget our number.

Don't forget to come.

Don't forget we want to see you.

Don't forget our salesmen will be watching for you.



Musselman Grocer Co.
Grand Rapids, Mich.

THE HOME MERCHANT.

His Rights and Obligations in Regard To the Town.

Written for the Tradesman.

The obligations of the people to the home store may be an old story to many; but there must be some to whom it is new. To everyone in business there is a first time of meeting various questions, and whether important or unimportant the sooner each one is investigated, decided and disposed of the better for the merchant.

A merchant may believe that the people are under many obligations to him; but it is of little use to inform them of the fact; of little use to preach to them what they ought to do, especially if such doing is apparently to advance the interests of the merchant.

There are a right way and a wrong way to call anyone's attention to their duties. The beginner, the novice, the apprentice, in any line, if left to himself almost invariably tries the wrong way first. As a general thing it does no good to tell people what they ought to do. Some will listen to argument; some will not. Some will admit the point in contention; some will not. Some will do as they believe they ought and some will not.

It is in no wise derogatory to the reputation of people in general to say that the chief factor to be taken into consideration in dealing with the public is self interest—the interest of the customer, not of the merchant. People are first and foremost looking out for themselves; studying what is best for them, what will pay best, how and where they can save money. Whether in training a child, subduing an animal or dealing with a customer one should always try to work in accord with natural tendencies; in other words, work along the line of least resistance. To inculcate a desire or inclination to do a certain thing one must hold forth an incentive—a promise of gain or reward. And the most effective arguments in favor of loyalty to home institutions are those which clearly point out the benefits accruing to the individual from his loyalty.

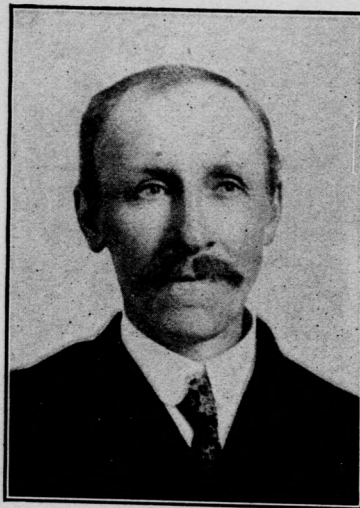
Not every merchant who conducts a store in a community is entitled to be called a "home merchant." To be worthy of such designation one must do more than simply transact business in a village, town or city. The fundamental principle of trade is even exchange—full value given by both parties to a transaction. Hence he who expects loyalty from the people must himself be loyal to them. The patronage, support and loyalty of the people to the home store depend largely upon the degree in which the merchant realizes the place he should occupy in the community and the efforts he puts forth to fulfill its duties. In other words, his attitude and example help or hinder the loyalty.

He is a home merchant who takes pride in home institutions and helps forward home enterprises; who employs home labor and encourages home talent; who buys for himself and family as much as possible from

fellow merchants in other lines. He is a home merchant who contributes of his own free will and according to his ability toward local benevolent objects and helps support the religious workers; who considers himself as one of the people—their interests his, their needs a claim upon his endeavors; who holds the idea that all should work together for the best interests of the town, and that buying, selling, producing, manufacturing, directing and serving are but incidents in the general life of the community.

He is not a home merchant who does not regard the town as his home; who is only a sojourner for an indefinite period with a view of accumulating and carrying away money. He is not a home merchant who operates a syndicate store although he may give employment to many people and introduce improved methods of merchandising.

He is not a loyal home merchant



who invests his surplus capital abroad when he might invest it safely and profitably in the town. He is not a loyal home merchant who desires to profit by the enterprise and advance spirit of the town yet will not yield assistance when he might.

He is not worthy of support who is jealous of the success of others. Neither is he worthy of support who considers himself above the people—a little better than anyone else. He is not apt to receive cordial support who carries himself as though he owned the town. He is no better than a fakir who looks upon the people as his prey.

He is not worthy to be called a home merchant or entitled to support who continually gives out that he is selling goods so cheap that he is barely making a living and at the same time is investing money regularly in outside securities—or perhaps insecurities. When some financial crash occurs and the people learn that So-and-So has lost ten or twenty thousand dollars thereby they are quite apt to say that he got just what he deserved.

Everyone is supposed to have the right to invest or spend his money where he pleases, and yet there is a popular sentiment that everyone ought to spend his money where he

earns it. But obligations and sentiment aside, it is usually for the merchant's interest to do so. The possibilities for greatest profit to him are when every worker in the place is fully occupied at reasonable wages. Until such is the case he is injuring his own prospects in more ways than one if he employs labor from abroad when reliable help could be obtained at home.

This whole question of loyalty of the people to the home merchant is best solved by the merchant first giving fullest attention to his own loyalty and second by doing his best to counteract outside aggression. When people are led away to trade he should try to lead them back. To the best of his ability he should offer "counter" attractions.

E. E. Whitney.

Human Lives First.

It is getting to be more and more apparent that the long prevailing notion of being a law unto one's self is fading away. In spite of personal independence on the one hand and a shrinking from responsibility on the other there is a growing conviction that a man has no right to do with himself what he wishes with no regard for the humanity immediately about him, and the same humanity in turn is conceding that, whether we will or no, we are our brother's keeper; and this mutual concern is making itself manifest in the commonest concerns of life.

One of the individual rights, dear to the human heart, is that of seeking and taking any employment that a willing hand finds to do no matter by what danger it be attended. The grinding room of the ax manufactory used to be and doubtlessly is today attended by a certain and not always lingering death. The wages earned are comparatively high and while men hesitate to do that work they finally yield to the high wages, thinking in many instances that their robust health may be sufficient to meet and baffle the always threatening doom. It is a sorrow to state that "the grinder's consumption" has never lost a victim. It is stated upon what seems experience that five years, more or less, is all that the grinder can look forward to the grit of the grindstone during that time in accomplishing its purpose rendering the lungs fossilized or something like that. This, however, is receiving attention. What right has a man to kill himself by this method of suicide? The employer is his brother's keeper, and why is it his privilege to lure his brother to his death by an extra dollar or two? So it has come about that the workman has not the right to take his life in his hands, and the employer is now bound to see to it that every preventive that cost and skill can secure shall reduce to a minimum the dangers of the grind shop. The man is better than the stone that kills him, and society is insisting that this superiority shall be kept in view.

Until recent years it is not too much to say that human life was not considered of much importance. War, battle by battle, took off a goodly number when the slain on both sides

were counted in; but it is the business of war to kill, and the world reads with composure the most appalling records of bloodshed. When, however, accident becomes an element of human destruction, with a death rate that sinks into insignificance the results of the bloodiest battle, the startled survivors, wondering how soon their time is coming, begin to ask whether such sudden taking off is necessary and whether it may not be wholly averted. So the railroads are becoming responsible first for their passengers and then for their employes, and the mining companies are learning, what it is to be feared was once never thought of, that the lives of the mine victims are human lives, that they are far more valuable than the minerals they dig up and that from the viewpoint of pure commercialism life is something that money never can buy.

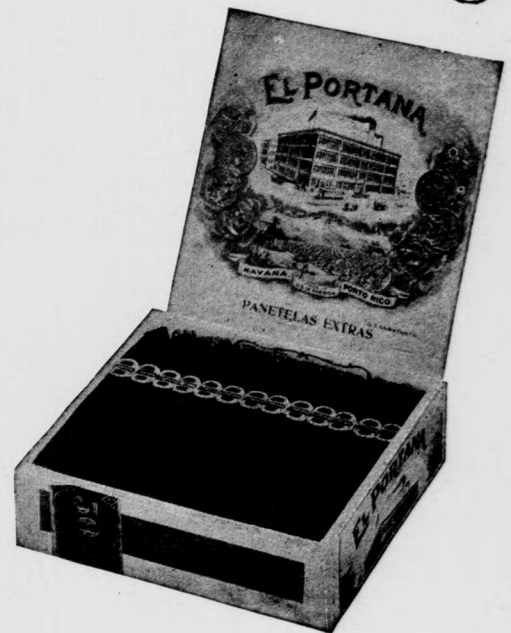
The same question comes to us yearly in another form, and somewhat earlier it has already been asked, "Shall we kill this year our usual number on the coming Fourth of July? This is the record for the last five years: "Killed outright by fireworks, toy pistols, etc., 1,153 persons, while 21,520 more were injured."

Nobody questions for a moment the great good that centers in the celebration of this Nation's birthday. "The blood of our fathers, may it not have been shed in vain; the great hope of posterity, may it not be blasted;" but the thought does come, were not lives enough not lost but sacrificed in the founding of the nation and in the saving of it to make needless, if not criminal, the yearly offering, even to Patriotism, of something over forty-five hundred young human lives? We know, so many of us, the fearful cost of sending our boys to battle, bidding them with dimmed eye and quivering lip to "come home with their shields or on them," and God only knows how many of those "brave boys" never came home at all; but wherever they died and under whatever skies they are sleeping, we know that in "that low green tent whose curtain never outward swings" rests a patriot who gave his life for his country—our contribution, our offering for our native land—and grave and patriot are to us a priceless heritage, a symbol of the inestimable deathless possession for which they stand; but these Fourth of July offerings have no such consolation to offer. The country's life called for the human sacrifice and we gave it; does it now call for that same sacrifice and shall it be given for things like these?

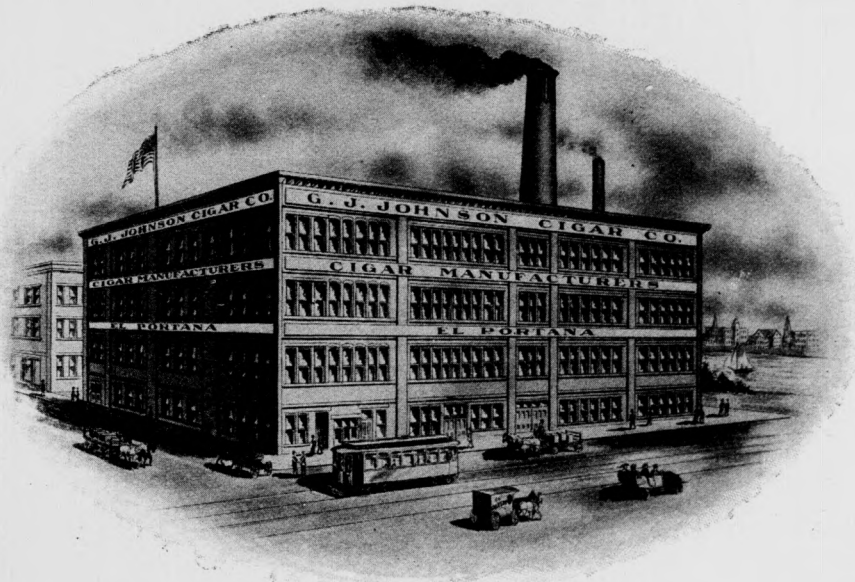
As the world moves on it is pleasing to note that it is becoming better. Men are beginning to let it be known that they care for each other; that it is a matter of great concern whether their fellows live or die, or suffer while they live, and that it is incumbent upon them so to exercise the Christian charity that is in them as to show that they love their neighbors as they love themselves—the summing up of the whole matter.

It's easier for a rich man to know his enemies than his friends.

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

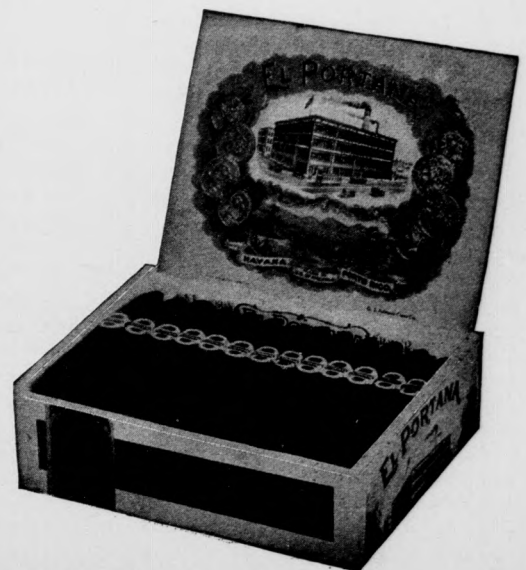
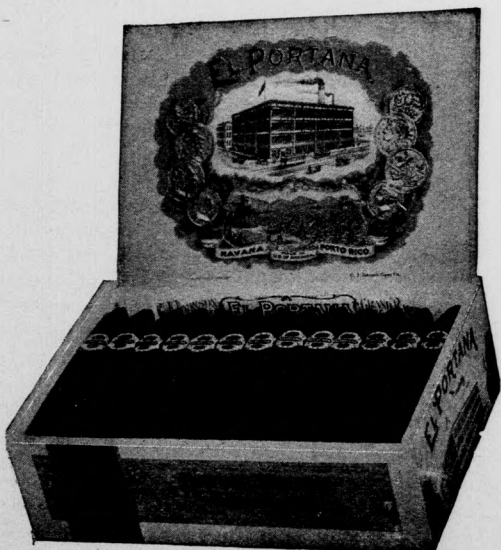
Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



THE OPEN SHOP.

It Has Brought Industrial Peace To Grand Rapids.*

The first meeting of the entire membership of the Association, which was held May 27, 1908, received such favorable comments that your Executive Committee decided to hold annual meetings of a similar nature thereafter.

As the work of the Association is carried out entirely by an Executive Committee, elected by the members, these gatherings are the only means of bringing all the individuals comprising the sub-associations together where they can become acquainted with each other and learn more of the work in which the Association is engaged than can possibly be gained from reading monthly reports.

It is a pleasure to announce that our membership of sub-associations has been increased during the year by the addition of one of the most important employing bodies in the city, namely, the Builders and Contractors' Association, representing fifteen firms and individuals and giving employment to a large number of men at certain seasons of the year.

Our complete list as it now stands includes the Furniture Manufacturers' Association, the Metal Trades Association, the Employing Printers' Association, the Team Owners' Association and the Builders and Contractors' Association.

In our address of last year we stated the principal aims and objects of this Association, which are considered sufficient reasons for our continued existence. It is not necessary to repeat in full these reasons, as outlined at that time, for the individual members are growing to understand day by day what the Employers' Association stands for and to assist the officers in their work in every way possible.

However, for the benefit of many who have joined during the past year I would say that the Executive Committee aims to make of this Association a useful and strong factor for upbuilding the industries of this city by using only fair and just methods in all that pertains to the employment of labor and the maintenance of the open shop.

We have no quarrel with organized labor and seldom feel called upon to criticize their methods, except when, on rare occasions, they follow blindly the unwise advice of radical and sometimes dishonest leaders, but rational methods are now used more freely in labor circles than was the case a few years ago, which is a hopeful sign that a broad and more conservative element are gaining the ascendancy in labor councils.

We believe that the average employee is just as honest as the average employer and possesses the same sense of justice as to what is right or wrong. Most of the complaints of organized labor are directed against some of the great corporations which, by virtue of their power, not only treat labor unfairly, but, in addition,

consider themselves immune to the laws of the land.

At present, as in the past, our chief work has been the maintenance of the Free Labor Bureau, detailed reports of which, together with other matters, will be presented by Secretary Campau.

As time passes and we look back over our work our Committee feels well satisfied that no mistake was made when we decided to conduct the work of the Association on a broad gauged plan. Without deviating a moment from our determination that the open shop was right, just and best for employer and employee alike, we long ago eliminated everything that could be construed as discrimination against any applicant for work

Our April report shows that 1,109 men and 91 women applied personally and 72 made written applications for work; total, 1,272. Our members needed 319 men during this period, while 470 outsiders or non-members telephoned for help which they required, making a total of 789 men wanted; 329 men were sent out to our members and 439 to non-members, a total of 768 men sent out.

Acting under the belief that this Association has come to be recognized as a city institution, this report shows that we actually sent to non-members in April 110 more men than were sent to our own members. At first thought this may seem to you unfair, but please remember that you are given first consideration and the

shape for a report, this matter must be given further consideration by the new set of officers. We will state, however, that so far as our investigation has gone we find that it is a matter that must be very carefully considered and hasty conclusions avoided. It is hoped that our efforts will result in securing better rates for liability insurance than are now possible.

When the statistics of New York State and a number of others show that 67 per cent. of all premiums paid for liability insurance goes to companies for expenses, fat salaries and profits, and only 33 per cent. to labor for injuries received, of which about 13 per cent. is absorbed in litigation, you can readily see that there is a good chance for effective work in this line. Twenty per cent. of premiums paid for liability insurance is altogether too small a proportion to go to those who are injured.

The Governor of New York State considers this subject of such importance that he recommends special legislation to supervise liability insurance.

Your Committee, through its Secretary, have tried to guard your interests in every way, and lately have undertaken to protect the members against the collection of funds by outside solicitors, ostensibly for the support of worthy local labor societies. It would be wise for all members before making contribution to such funds to consult Secretary Campau and thereby prevent a large part of your well meant donation going as commission to non-resident solicitors.

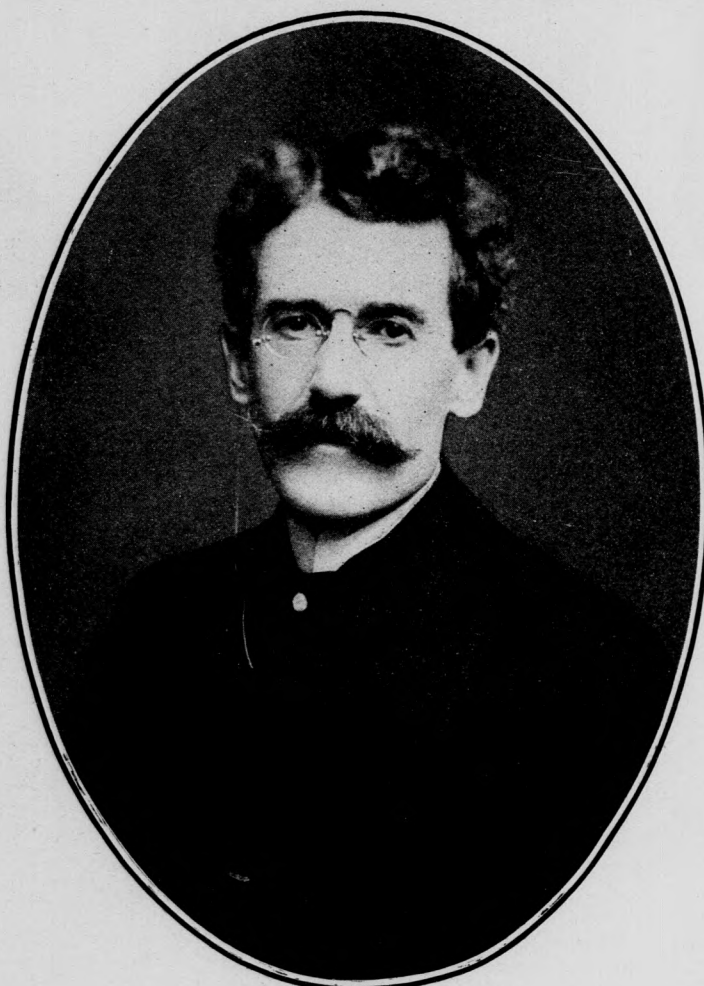
Anything that affects directly or indirectly the welfare of employers or of the working people of this city should receive the attention of this Association and be acted upon if found practical.

Employing, as we do, about 11,000 men, or 80 per cent. of those engaged in the city's industries, there rests upon us a moral obligation to the working man that is outside and above the payment of his wages. We can, if we will, yield a great influence in shaping public measures for the good of all. Without becoming a political organization we can support practical, level headed men for office who will devote their time when elected to conducting the affairs of the city on a business basis.

The ever present question of taxes is one that affects employer and employee alike, and if we can accomplish any improvement in this direction it is our duty to do so.

Without factories or other enterprises requiring a great number of skilled workmen Grand Rapids would not amount to much as a city. One industry added to those we now have creates for our merchants a market for more food and merchandise to support the additional working men and their families.

A manufacturing concern that is tempted to move elsewhere because of lower taxes or other favorable conditions deals a blow to the progress and good name of this city. See to it that we retain all the factories we now have, gain more if possible, trade at



Daniel W. Tower

because of his membership or non-membership in a trade union.

Any man or woman seeking work can walk into our central office, at 21 Fountain street, feeling sure that every courtesy will be extended and that all facilities of the office will be used to secure them a position—with our own members first and, that failing, with non-members.

While we were first organized to protect only the interests of the individual members against unjust encroachment on our rights as employers, it has gradually grown upon us that we can, while carrying out our original purpose, become a powerful factor for good to the whole community. As a result the central office is now looked upon as a sort of clearing house for labor.

pick of all skilled applicants for work, besides your wants made known to the central office were 151 less than were asked for by non-members.

What lessons are we to learn from these facts? That we should use every effort to induce these miscellaneous labor users to join our Association and thereby convert them into contributing members who will aid us in enlarging our field of work and making the Employers' Association of Grand Rapids a still more potent force for treating labor fairly and promoting and maintaining industrial peace through the open shop.

Employers' liability insurance has received a very large amount of our attention, but as all of the facts obtained through our research have not been entirely sifted and arranged in

*Annual address of President Daniel W. Tower to Employers' Association of Grand Rapids.







Merchants' Week

June 9-10-11 '09



You Are Invited
Are You Coming



We extend you a cordial invitation to
make our store your headquarters while
in the city.      



Judson Grocer Co.

WHOLESALE GROCERS

12 to 22 Market Street

Grand Rapids, Mich.

home when practical and show the world that "Grand Rapids Knows How."

The city of Baltimore is or was a shining example of what can be brought about by the earnest efforts of a few determined men who have at heart the best interests of their home town. Thomas G. Hayes, of that city, was elected in 1898 as a reform Mayor on the Democratic ticket and proceeded to govern the city in the same economical manner he would conduct his private business. During the preceding four years the city paid out for interest on temporary loans \$553,000. During his term of four years he saved the city in one item of interest \$685,000 reduced the tax rate from 2.25 to 1.86, cut down the cost of brick paving that previously ranged from \$1.80 to \$3.67 per yard to \$1.45 per yard. The maintenance of prisoners in the city jail was cut from \$47.14 to \$29.45 per year. In addition to all this the sinking fund for payment of maturing bonds, etc., was increased \$8,276,000 — all brought about by applying business methods to the management of a city's government.

I hardly need to ask if proportionate results in this city would be of benefit to the members of this Association and the small taxpayers of Grand Rapids.

These statements are not made for the purpose of criticising our increasing tax levy or municipal government, but are intended to awaken in your minds the fact that you members of this Association and other good citizens are, to a large extent, responsible for conditions as found, and if they are not satisfactory you owe it to this community to make them better by yourselves attending primaries, standing for office, performing jury service and in countless other ways discharging those civic duties which every citizen owes to the city, State and National Government.

Act and you can accomplish much that is beneficial; remain indifferent or passive and you will suffer the consequences; but don't kick, for government of every kind will never be any better nor more efficient than public sentiment decrees it shall be.

Those who read the signs of the times can see that a strong movement is taking shape in this country to establish laws similar to those in force in many other countries, namely, old age pension acts, fellow servant liability, employers' liability and others of like nature. While these possess some good features, there are many points which are not practical nor desirable, and this mention is offered as a suggestion that employers in the United States will eventually have to study up on these subjects and be prepared to consider them on their merits.

Last year we called your attention to the so-called "loan shark" laws and the efforts that should be made to protect worthy but often unfortunate working people from these human vampires. In connection it is interesting to know that New York State is proposing a law to place all

loan offices under supervision of the State Superintendent of Banks. Denver already has a civic loan bank which loans money in small sums at a very low rate of interest and is, I understand, self supporting.

Speaking of law in its relation to justice, if I desired to leave a monument that would be long revered by my fellow men I would, if I possessed the knowledge and ability, spend my life and what fortune I possess in arousing public sentiment to the necessity of not only creating less laws and administering more justice, but to the need of revision of those now on our statute books, so that high and low, rich and poor, could feel that swift, sure and certain justice would be meted out by the courts to every citizen without vexatious delays, thereby making it possible for the poor man without friends, money or influence to stand trial with the same chance that the rich transgressor now enjoys.

We recently saw that a New York millionaire, Mr. Morse, who had been convicted of a serious crime and sentenced to a term of imprisonment, had been allowed frequently to go out in his automobile in charge of an officer and to transact business at his office. What show would a poor man stand under like conditions?

It is such actions as this, and others that might be cited, which are breeding disloyalty and anarchy among those who are compelled to labor for a living.

In a recent case in our own Police Court a skilled working man of good reputation, employed by one of our important metal industries, was arrested, charged with malicious destruction of property. At police headquarters he was searched and all his belongings taken from him and then thrust into a cell. In response to his question he was informed that he would have to remain there until 9 o'clock the next morning. He vigorously protested and was finally allowed to secure bail and be released.

At his trial not a particle of positive evidence was submitted by the man who made the complaint that the defendant committed the damage, while the defendant produced seven witnesses, all shopmates, who swore that he was entirely innocent of the charge. One of his witnesses, a boy of 15, testified that he was the one who committed the offense and that he had even gone to the complainant and confessed, offering to pay for the damage. The latter would not listen to him, but threatened to cause his arrest also. Now, what do you suppose was the full charge against this descent, self-respecting working man as shown by the court records? "Malicious destruction of property, namely, the breaking of one window to the value of 75 cents."

For his trial the city was put to an expense of \$15 or \$20 and the innocent defendant was forced to spend about \$30 of his hard earned money for attorney fees, etc.; and all this over the breaking of one window worth 75 cents.

That these facts are true I can certify, for I was foreman of the jury

that acquitted the man of the charge. Now, how would any of you members like to be searched and thrust into a cell on a charge involving 75 cents? I do not mean to state that mistakes may not occur in court matters, as elsewhere, but I do claim that the legal system is wrong that will permit such cases as this to get into the courts for a hearing, wasting the public money and working hardships to innocent parties.

If we, with other similar organizations throughout the country, would stir ourselves we could bring such an influence to bear on our lawmaking machinery as would remove the just cause of complaint so often made by the poor against those who are more fortunate or better endowed by Nature to carry on the struggle of life.

The Price of Peace Is Obedience to the Law.

When Mr. Loeb took reins in hand at the New York custom house there was a general straightening up all over the country, as if the curtain was going up and a performance worth looking at was about to begin. It is, indeed, a pleasure to state that the satisfaction anticipated has already been realized. Without making any particular fuss smuggler after smuggler has been brought to book until the eyes even of the pessimist are wide open with astonishment and the idea expressed, if there is any expression, is that things are much worse than they were supposed to be.

So far, so good; but now comes the after piece. Influential people are appealing to the Secretary to call a halt on the collector. He is carrying things in his line a little too far. He does not seem to understand that there is a line to be drawn and that there is a difference between smuggling and—well, smuggling. Of course right is right and wrong is wrong, there is no doubt about that; but here is a case now where a little judgment should be exercised and none is exercised. It is all right for a new broom to sweep clean, but everybody knows who knows anything that the quality of the carpet ought to be taken into account and the sweeping should be adapted to that. This the collector does not seem to consider, or, if he does, the consideration is making no difference in his strenuous action. Here is a case in hand: A friend, one of our best citizens, came from Europe the other day and forgot to declare a few little things everybody is liable to forget. The result is that every trunk was overhauled and the goods were seized. Isn't it time for the new broom business to stop or something like judgment to be used in the handling of it?

The point to be looked at is not the broom nor the handler thereof, but the fact behind them both. Smuggling is only another name for stealing and the thief caught must suffer the consequences. If there have been mistakes, they can easily be shown to be such and as easily rectified by the payment of the duty. That closes the affair with nothing more to be said or done about it; but the fact is it

is not the point at all. In good plain Anglo Saxon the aim of the influential friend is to have the thief excused for his theft on the ground that there is a difference between thieves and that the high social standing of this particular thief and of his influential friends should restore to him the goods free of duty with an apology for the indignity needlessly put upon him.

It is much to be feared that public sentiment cares very little about this peculiar form of cheating. "They all do it" is only another way of saying we all do it or would if we thought we had a chance; but where the shoe pinches the American foot is to have the other fellow get through the custom house free of duty by means of influence. Here all men are created free and equal. Here all stand alike before the law and here, if anywhere, it is to be particularly understood that "the price of peace is obedience to the law."

It is comforting, therefore, to be told that "it would be a mistake to think there is going to be anything like an insuperable difficulty in setting right what is wrong. What is essential, first and foremost, is simply a public conviction that the custom house is sincere and determined on the one hand and that on the other hand it is impossible to go beyond the custom house and get aid and comfort against it at the Treasury Department in Washington. In both these matters the situation is as it should be. It will not take long to convince all concerned that Collector Loeb means what he says and it won't take long for anybody who tries to withdraw the support of the Treasury Department from the reforms needed at this port to find out that that is not practicable;" a statement which comes to the public straight from Secretary MacVeagh himself and all the more valuable on that account.

It is a usual custom for a person entering a common coach on a steam road to throw a piece of baggage in a seat for the purpose of claiming it while absent a few minutes, or even an hour. Usually this claim is respected, but it will be less so after information about a recent decision of the New York Court of Appeals gets into more general circulation. The case was a very typical one. A man put his satchel in a seat and went through to the smoking car. When he returned another man occupied the seat and declined to give it up, upon which refusal words followed and blows came. Then there was a lawsuit which went to the Court of Appeals and that tribunal held that the passenger who put his satchel in the seat did not thereby establish an inalienable right to it and that passenger coaches are for people, not for baggage. It is definitely determined then that seats in cars can not be held by this practice and that whoever finds a piece of baggage in a passenger coach can toss it on the floor and sit down in its place.

Freedom means the right to a voluntary part in the good of all.



ESTABLISHED 1865



This Is Where the Double A Kind of Candy Is Made

*Lady
Vernon
Chocolates*



*Milk
Chocolates*

All High Grade Chocolates

Lozenges, French Creams, Caramels, Gum and Jelly Work, Stick Candy
Pan Work, Hand Made Creams

Latest Novelty: Chocolate Airships

Sole Distributors for
Western Michigan of

LOWNEY'S Chocolate Bonbons

PUTNAM FACTORY, NATIONAL CANDY CO.
Grand Rapids, Michigan

ECONOMY IN HOUSEKEEPING.**Some Facts Which Every Housewife Should Know.**

Written for the Tradesman.

In a household in which the income is strictly limited it is the duty of the housewife, if she intends to obtain the best results and to get the fullest value for her money, to be always on the alert to prevent those small extravagances which show such a disastrous result when the total comes to be reckoned.

In order to make the most of the sum set aside for housekeeping the lady of the house must make herself proficient in knowledge of the relative values of food, so that while she is pleasing the palates of her family she is also adequately supplying the necessary nourishment for their bodies. The daily bill of fare must be so arranged that, while every dime yields its full worth, ample variety is secured and no waste is tolerated.

Bread is one of the articles of daily consumption that is often wasted. Unless the supervision of the bread box is regular and thorough, this source of extravagance can not be prevented, for too much bread is almost certain to be cut, and after meals it is either thrown into the garbage can or returned to the bread box, where it becomes dry—and occasionally mouldy.

Breadcrumbs are frequently required in a hurry; dry crumbs, which may be prepared beforehand and stored, answer in most cases as well as fresh. To make them the best plan is to put the stale pieces of bread on to a tin and place it in a moderate oven, or at the side of the stove until the bread is perfectly dry, but not at all colored; the crusts should then be broken off and returned to the oven until they are a pale brown. The white pieces should be crushed with the rolling-pin until they have become a white powder. After they have been sifted they should be put away in clean, dry, wide-mouthed bottles. These crumbs serve excellently for puddings, etc.

As soon as the brown crusts have assumed good color they should be treated in the manner described above, bottled and reserved for frying fish, cutlets and similar foods. The bottles containing breadcrumbs should, of course, be sufficiently well corked to keep out moisture.

Milk is a fruitful source of waste in some homes. Pitchers in which it is kept must be scrupulously clean. They should be washed both inside and out in very hot water, to which borax has been added, then rinsed in clean cold water and allowed to drain, any moisture being removed with a clean cloth. Milk should not be poured from one vessel to another more than is absolutely necessary; and to use a pitcher which is still hot from washing is liable to cause milk to become sour in the summer months. The writer, who is a man, believes that in households in which ice is not taken the best plan during the hot weather is to boil all milk as soon as it is delivered. This method is less objectionable than putting drugs, such as borax or carbonate of soda, in it, and

although boiled milk is not an ideal food for children, it is safer than milk that has "turned."

Cheese should not be kept near other provisions, its close proximity being sufficient to give a taste of cheese to butter, milk—or even eggs. When cheese has become dry it should be grated and bottled, and will serve well for omelets, cauliflower au gratin, macaroni and cheese, etc.

To steer clear of the waste of butter, often caused by people taking more than they need and leaving it on their plates, I would suggest that small pieces be cut and put upon each bread-and-butter plate, other pieces being cut and placed in a butter dish.

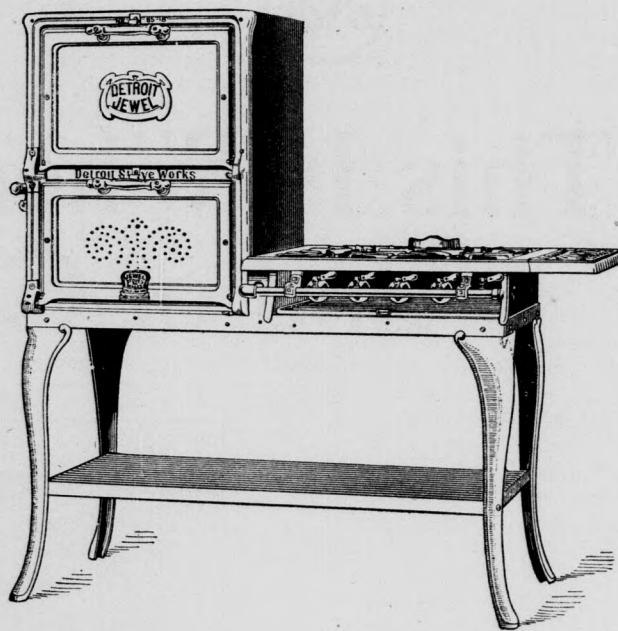
Clarified dripping should answer for nearly all the necessities of cooking—frying, pastry and cakemaking. The fat from beef should be rendered down by being put into an enameled pan and covered with cold water, to which should be added a pinch of salt. It should be allowed to simmer continuously for two hours until the substance is boiled out of it. The resulting dripping should then be strained into a clean bowl and set aside. On the following day the cake of fat should be taken out of the bowl and the skum from the under side should be taken off. After being cut into pieces the dripping should be made hot and strained. It is then ready for use, but if it is to be kept for a considerable length of time it should be boiled for two minutes, then poured into shallow moulds and wrapped in waxed paper as soon as it becomes cold.

When bones come from the butcher to be made into stock it is a satisfactory method to boil them for four hours without any addition but water and salt, and then strain the liquid into a second pan. On the following morning the marrow-like fat, which will have risen to the top, may be removed. This fat makes first-class cakes and pastry.

Bacon rind — also bones — when scalded and scraped are a valuable addition to the stock-pot, to which should be added all bones of cooked meat, odds and ends of vegetables. But if the stock is to be kept for some days the vegetables must be left out. (The quantity of stock required for immediate use may be taken from the bulk and seasoned as desired). The omission of vegetables from the stock-pot is a rule that is chiefly applicable in summer, although it is wise to be cautious at all times when using turnips or cabbage, for they have a tendency to ferment, thus spoiling the soup.

With care and foresight a stock-pot replenished with the liquor in which meat has been boiled, and the water in which vegetables have been cooked, should provide a reasonable quantity of excellent stock, suitable for all ordinary purposes.

Fish liquor, together with bones and trimmings, make a good foundation for fish soups, especially if a small quantity of lemon, parsley, whole pepper and mace be added. Fish soups are not generally appre-



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ciated in our country, yet if served with small pieces of fish in them, accompanied by brown bread-and-butter, lemon and red pepper, they make an inexpensive and agreeable change in the daily diet.

The contents of the vegetable baskets should be very frequently overhauled. Onions in particular soon become soft and unfit for use. Potatoes should be bought by the bushel unless a barrel can be obtained at a lower rate, which is often the case. When bought by the bushel they should be carefully picked over, the large ones reserved for baking, the smaller ones for boiling, and the smallest, if peeled thinly, will serve well for mashing.

Mixed sweet herbs, prepared at home and put into bottles, are more convenient than herbs stored on the branches, as was formerly the custom.

Lemon peel may be dried or preserved in salt when lemons are cheap. To do this it is necessary to peel the lemons when fresh quite thinly and pack the skin into a wide-mouthed bottle. Cover with fine salt, being careful to leave room enough to shake the contents occasionally, secure the top and keep in a dry place. When required soak the lemon peel in warm water for one hour before using.

Macaroni is useful for soups and puddings. In addition, flavored with cheese and served with tomato sauce, it makes a savory, nourishing dish.

Lima beans, dried peas and lentils are all useful articles of food and serve to lessen the amount spent on butcher's meat, but they require careful cooking or they are indigestible and tasteless.

Finally, the housekeeper must always remember that it is poor economy to buy provisions of inferior quality. As far as meat is concerned, it is much more economical to get the inexpensive parts of high-grade animals—the round, for example—than the expensive parts—ribs or porterhouse—of inferior animals. The first named can be made into dishes such as ragouts, that are far more appetizing than a tough or stringy roast—and the ribs of an ox of poor quality will be either the one or the other.

Lawrence Irwell.

The Increased Consumption of Vegetables.

Written for the Tradesman.

The rise in the price of meat has had one excellent effect in forcing many people to a diet in which vegetables and fruits and cereals figure more conspicuously than in the past. Some persons are taking a hint from Italy and are using the various pastes flavored with meat essences and fruit conserves—especially the one made from tomatoes.

A fresh cauliflower with a well-made sauce, such as Hollandaise, or a dish of carefully fried egg-plant, with tomato, or Maitre d' hotel sauce satisfies the mid-day appetite of many men who formerly required chops and steaks to appease their hunger. A teaspoonful of strong beef essence greatly improves tomato sauce, and soup-stock may well be added to

other sauces that accompany the various vegetables.

Meat essences are so little used in our country that they are not sold in all grocery stores. But in the small Italian and French and Greek groceries they may be found in great variety, and they are surprisingly inexpensive.

The Italians live largely on vegetables, but soup is usually eaten with them, and in cooking the vegetables, meat juices and gravies are used. Beans of all kinds are very highly valued in Italy, and when subjected to suitable cookery, they may to some extent take the place of meat.

The mushroom lends itself to preparation with chicken gravies, and served on toast which has been fried in butter, it has a flavor that pleases almost everybody. But, as careful investigations have proved that this fungus has a very low food value, and is in no sense a "vegetable beefsteak," the lunch or dinner of which it forms a part should include such proteids as oysters or cheese.

Cream sauces are popular in the United States, and it is interesting to note that children take to these non-meat dishes very readily when they are daintily prepared with embellishments in the way of eggs, hard boiled and cut in slices, crescents of beets and carrots in dice.

When corn is in season it should form an important addition to our bill of fare. It may be eaten in several graceful ways when on the cob. Cut from the cob, or rather scraped off the cob with a not too sharp knife, and treated liberally with butter, pepper, salt and a mite of sugar, it is a most satisfactory dish. Corn makes a good cream soup, and in the south it is made into chowder with salt pork, onions and potatoes.

When corn meal is mixed with eggs and flour to form a batter, it can be baked into cakes on the griddle. The corn fritter needs no praise, much as it is abused in cooking by those who do not understand it. With grated nutmeg, eggs and cream it can be made into pudding; and served with lima beans as succotash it is a dish that Americans who travel in Europe long for in vain.

With all these good things at our disposal we can easily dispense with meat for at least one meal a day. Indeed, there is no good reason for consuming flesh food more than twice a day at the most.

Lawrence Irwell.

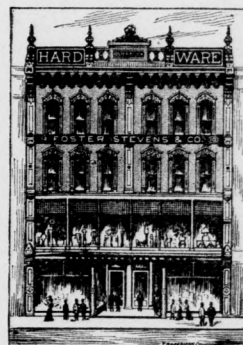
Brought Up on Elephant's Milk.

A schoolmaster had just finished a lesson on "Food" when a little boy put up his hand; on being asked what he wanted, he replied, "Please, sir, Jones said he knew a baby that was brought up on elephant's milk, and it gained ten pounds in weight every day."

"Jones ought not to tell you such rubbish," said the master; then addressing Jones, he said, "Tell me whose baby was brought up on elephant's milk."

To which Jones hesitatingly replied, "Please, sir, it was the elephant's baby."

Everybody Welcome



FOSTER STEVENS & CO.

Wholesale Hardware

Grand Rapids, Michigan



Suggestions For Fourth of July Window Displays.

With the approach of the nation's natal holiday nearly every retail store makes some attempt at suggesting patriotism in its window displays. But it is always a problem to know just what goods to show to attract the greatest attention, and to secure the best results at this special time.

Independence Day is considered a children's holiday. It is a day of delights and pleasures for the little folks, and it naturally follows that they must be supplied with Fourth of July novelties and toys on that day of outings, trips to the parks and places of amusement.

Taking into consideration all the various kinds of novelties and things that will be bought for children, there seems to be no line of merchandise better suited for "Leaders" and with which to make patriotic displays during the week prior to July Fourth than children's patriotic toys, and seasonable novelties.

A special window background can easily be made to show all the new ideas and unique toys to the best advantage. The plan of arrangement is as follows. A large shield should occupy the center of the background. This can be cut from compo board and painted in national colors. Three small silk flags can be draped on either side. Large flags of either silk or wool bunting can be festooned in each rear corner.

A small platform can be placed in the rear of the window. It should be 6 inches high at the lowest part, and 12 inches high at the ends with a width of 24 inches. At either end of this platform place a small flag-pole, which should reach nearly to the top of the window. Upon this mount a silk flag of medium size. This can be wired to hang in a desirable form, or better still an electric fan should be placed back of it to make it wave continually.

Place the goods to be sold upon the platform and upon pedestals. Among the goods distribute large imitation cannon crackers and rockets. These can be easily made by the trimmer. The dummy crackers can be made from full folds of wrapping paper covered with red tissue paper, finishing the ends with pieces of heavy cord.

A combination boys' and girls' toy window, arranged with a display of imitation fireworks is always a trade-winner, and it will not increase the rate of insurance, which would be the case were real fireworks used in elaborate window displays.

Every retailer must himself decide

just what line is best to exploit in his own community. He is usually in a better position than anyone else to keep his finger on the local pulse and find out along what lines his customers are likely to be most interested.

In different towns the idea of celebrating the Fourth varies. Some retailers never go farther than just to decorate the outside of the store, leaving the windows untrimmed, or with just an ordinary merchandise trim. But it has been proven by successful merchants that a special window display, appropriate for Independence Day is a paying proposition. It certainly is a profitable plan for any retailer to bring his stocks into prominence by doing special window decorating for this occasion.

Even if it is necessary to go to some expense, an Independence Day trim can be used again for any patriotic event during the year. Anyway a special exhibit for the Fourth of July shows a patriotic spirit and marks a retailer as being wide awake and full of push.

Another excellent idea for a patriotic window is to make a background out of some white material, such as plaited cheese cloth or muslin stretched tightly. Against this background is placed four or five columns, which are covered with white cloth. These columns need not be over 6 inches in diameter. The size of the columns all depends on the size of the window space. For a small window use small columns. On the top of each column should be placed a gilded papier-mache eagle supporting a cornice, or, in other words, a board about twelve inches wide, the length of the window.

On this board is to be placed certain lettering. This may be composed of any appropriate wording, such as "July Fourth headquarters" or "let us help you get ready for the glorious Fourth," etc.

Instead of painting the letters on in black or gilt, it will make a much prettier effect to have them painted in a red, white and blue combination. The papier-mache eagles can be bought from a fixture house. In case where this is not convenient, if the merchant desires to go to the expense he can buy one and make the others he may need.

To do this, make a shallow wooden box several inches larger than the eagle in length and breadth. The depth of the box should be an inch or so more than the thickness or relief of the eagle. Place the eagle in the box face up, first greasing the surface of the eagle thoroughly, so

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Week and at all other times
when you are in the city.

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you in the near future in the in-
terest of our Holiday Line, the
best selected and most complete
we have ever shown.

that the stucco will not adhere to it.

Then into the box put the succo, that has been mixed with water until it is as thick as paste, and level off the top even with the edges of the box. When dry tip it out of the box, and after removing the papier-mache eagle you have a perfect mold of that eagle.

Into this mold press a layer of paper that has been thoroughly soaked in water—any old waste paper will do, preferably heavy wrapping paper—then a layer of common wall-paper paste. Continue this process until you have it the thickness of the original papier-mache eagle. When dry give it first a coat of shellac, then a coat of gilt.

The window should have garlands extending from column to column. These garlands should be made of red, white and blue shredded tissue paper, and caught up at each column with bows of red, white and blue ribbon. The ends or sides of the windows should be finished with one of the same kind of garlands made into a wreath, and the ribbons from the bow draped to the floor.

In the very center of the background, and on top of the cornice should be placed a banner surrounded by a cluster of flags, and at each side of this centerpiece should be a fancy scroll, cut out of lumber and covered with white. The upper edges and the inside of the scroll piece may be covered solid with artificial flowers, say snowballs, colored in green tints and running into white at the centers.

This design is one which gives the entire floor space for display, and that is a very important point to consider. This trim can be used for any kind of merchandise in a retail store.

A display of most any character can be given prominence by some kind of patriotic decorations.

Included in any plan for a window display may be such decorations as, two large American flags, one draped in each rear corner, a draped strip of stars and stripes for the background frieze, and pictures of George Washington, Lincoln, Grant or other national characters.

H. Franklin Thomas.

You can never persuade others beyond your own convictions.

Ostrich Farming American Industry.

Ostriches are naturalizing in America and making fortunes. There are about 500 birds in California divided among eight farms. There is one farm in Jacksonville, Fla., one at Hot Springs, Ark., and another in Oregon. It is, however in Arizona that the business has developed most rapidly. The farms in that territory are all confined to the Salt River valley, near Phoenix, and contain about 3,000 ostriches. The holdings run all the way from six birds to 1,800. The business is being systematized. The energy of the less fertile birds is allowed to expend itself upon feather raising. The increase is coming from the best stock.

The result should be that not only should the number of fertile eggs per bird be increased but the quality of the feathers should also show improvement. One acre of irrigated land set to alfalfa will more than keep a pair of birds the year round. They require no more care and less fencing than hogs. One man can care for 100 birds, except at plucking time. The expenses on the big ranches will not average over \$10 a bird each year. Feathers are first clipped when the birds are 9 months old and while both the first and second pluckings are salable at fair prices, it is not until the birds have reached their second birthday that the valuable plumes are at their best.

After that the birds are plucked regularly every eight months. One and one-half pounds of feathers a plucking is considered a fair average, the feathers being worth about \$20 a pound. This is taking the feathers as they run. Plumes of which it takes from eighty to 120 to weigh a pound are worth up to \$170 a pound in the markets of London and New York. It is assumed in American ostrich farming that each adult bird will produce \$30 worth of feathers a year.

The black feathers and the fine white plumes comes from the male bird, the second quality white and the gray ones from the female. The best plumes come from the wings, the smaller ones from the tail, and both wings and tail produce the smaller feathers, which go into boas, stoles, and so on. The harvesting of feathers is always spoken of as plucking. However, it is only the smaller

feathers that are pulled. The larger ones are carefully cut with shears and the quill stumps pulled out later after they have dried. The process is painless.

Ice Tumbler Replaces Ice Water.

Exit ice water, enter the ice tumbler. The ice tumbler is made of ice and is a European novelty. It is of fairly stout construction and easily made. A mold conforming with the desired shape of the vessel is filled with water, which is then frozen solid and after removal is shipped into an outer paper envelop for convenience in handling and to protect the ice from the heat of the hand or surrounding atmosphere. The goblet is made fairly thick at the base or foot, becoming thinner at the rim.

The size at present made is about five inches in height, weighs nearly four ounces, and holds some nine fluid ounces.

When the receptacle is turned out of its mold it has the appearance of porcelain, but if preferred it can be tinted, it only being necessary to add a small proportion of harmless coloring matter to the water with which the mold is filled. The average life of the goblet is about half an hour in the ordinary summer weather. The liquid poured into the tumbler has its temperature far more appreciably decreased by contact with the surrounding ice than is possible with the ordinary method of immersing a piece of ice in the glass containing the liquid, and it is far pleasanter.

Fairbanks Scales

Electric Motors and Dynamos, both direct and alternating current.

Gas and Gasoline Engines, Steam and Power Pumps.

Gas Producers and Producer Gas Engines, Domestic

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Scales repaired, tested and inspected by expert workmen.

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Wholesale Distributors

Grand Rapids, Michigan

TRUSTING MARRIED WOMEN.**Husbands Can Not Legally Be Held For Such Debts.**

It is a common occurrence for some merchants to extend credit to a married woman, charging the account to her or to her husband, and subsequently demanding payment of the husband in the event of the wife failing to make good. Hundreds of instances of this character have been brought to the attention of the Tradesman during the past quarter of a century and many times the Tradesman has been appealed to for advice and assistance in collecting such accounts. In all cases the Tradesman has advised that the action of the merchant is inexcusable, because he has no right, from a moral standpoint, to invade the home of any man with goods the purchase of which is not authorized by the husband. When the husband has failed to provide food, fuel or shelter for the family he is, of course, legally responsible, but in ninety-nine cases out of 100 the purchases are not confined to necessities. They run the gamut from a fancy purse to a grand piano. They are urged on the wife by the unscrupulous merchant or crafty clerk, with the full knowledge that the purchase is without the husband's consent—sometimes in the face of his previously registered protest. In such cases the merchant has no remedy, either in law or equity, the Michigan Supreme Court having handed down a decision June 15, 1875, which clearly establishes the status of all parties to such a transaction. This decision was written by Justice Cooley, one of the most famous jurists this country has ever produced, and the position taken by Judge Cooley has been adopted as the standard by other Supreme Courts, notably that of New York. In order that every merchant may be fully informed on this subject the Tradesman herewith reproduces the full text of the decision, as follows:

This case involves questions of the right and authority of a married woman to bind her husband by purchases made in his name without his knowledge or express assent.

The evidence tended to show that the defendant was married September 12, 1871. He had a dwelling where he was keeping house previous to his marriage, and to this he took his wife. His previous housekeeper remained with them. Before the marriage he had supplied his wife with a small amount of money for clothing and jewelry, and did the same afterwards, refusing no request. In the latter part of November the wife went to the store of the plaintiffs and purchased a bill of goods in the name of defendant, amounting to about two hundred dollars. Almost all the articles in the bill were suitable for female apparel. Defendant was not in the habit of buying goods on credit, nor was he a customer at this store. A number of years previously he had been solicited to trade at this store, but in response to the solicitation had declared his determination not to do so. When defendant's

wife applied to buy the goods no enquiry was made by plaintiffs, except regarding the husband's responsibility, and being satisfied with this the sale was made. When the bill was presented to defendant he refused to pay it on the ground that his wife's necessaries were fully supplied, and he had not assented to the use of his credit by her. This suit was then brought.

The evidence on both sides tended to show that defendant was worth about twenty thousand dollars. He had been a farmer, accustomed to live with economy, and his wife previous to the marriage had earned her own support as a milliner. The plaintiffs offered to show on the trial a custom in the community where the parties resided for the wife to purchase articles of the nature of those included in the bill. The Circuit Judge excluded the evidence as immaterial, and of this the plaintiffs complain. If this was error, it did not injure them, as the Judge subsequently in his charge recognized a general custom to that effect, under limitations which we think make the rule he laid down as favorable to the plaintiffs as they are entitled to claim.

The defendant, under objection from plaintiff's counsel, was permitted to show that of his property about four thousand dollars in value consisted of the house and lot where he lived; that his whole income was only about seven hundred dollars a year, from which he paid his taxes; that his health was poor and he was not in condition to labor at all; that his wife made other considerable purchases of clothing at other stores on his credit at about the same time with the one in controversy, and soon after left him, and that the provision he made for his family was similar to that made by his friends and family associates for theirs.

The evidence being in, the court was requested by the respective parties to give a number of specific instructions to the jury, but preferring to give a connected charge, he declined all the requests and gave the following, which covers the ground of them all:

"Gentlemen of the jury: This is an action of assumpsit, brought by the plaintiffs to recover of the defendant the price and value of certain goods purchased by the wife of the defendant of the plaintiffs. The defendant does not attempt to controvert the testimony offered by the plaintiffs, tending to show the sale and delivery of the goods or the value thereof. The principal question involved is, whether under all the circumstances of the case, assuming the goods to have been sold as claimed, the defendant is legally liable.

"We have found the question thus presented somewhat difficult of solution. Of course, I refer to the rule of law to be applied to the facts. The difficulty, and at least seeming conflict, in the authorities cited by the counsel, arises out of the different views taken as to the husband's liability for goods furnished the wife. On the one hand, it is contended that the liability is predicted on the ground

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that the wife is the authorized agent of the husband to purchase such articles as are denominated necessities, for the use of the family, and that this authority warrants any merchant in furnishing such goods as are suitable and reasonable in quantity and quality for that purpose, notwithstanding the wants of the wife and family may at the time be fully supplied. On the other hand, it is contended that the husband's liability springs from his duty created by virtue of his marital and family relations; and that it logically follows, if his duty is fully discharged in this respect, there can be no ground for recovery, and the ground failing, that the right to recover must consequently fail.

"We have endeavored to weigh the authorities cited, and have considered, with as much care and attention as we could, the arguments and reasoning of counsel.

"While we recognize the correctness of many of the requests of counsel, it is deemed unnecessary, in view of the conclusion arrived at, to repeat them, and therefore decline to give any portions of them.

"The conclusions at which we have arrived upon the law, as indicated by the authorities, as well as the reason for the rules indicated, may be briefly stated as follows:

"A wife living with her husband, with respect to certain contracts, namely, such as relate to necessities for her husband's family, may be regarded as his agent, possessed of a general and presumed authority, arising from the duty and liability of the

husband to provide his wife and family with necessities, and the presumption that he assents to arrangements for their benefit, of which he can not but be acquainted. The contract is the agreement of the husband by the intervention of the wife. The agency springs from the duty of the husband, growing out of the marriage relation and cohabitation. The husband has taken upon himself, by virtue of this relation, a duty—having contracted marriage with the woman and entered into that relation, he has thereby become in point of law liable for her maintenance, as well as that of their family, and if he fails to provide for that maintenance, except under certain circumstances, under which he would be justified in withholding it, she has authority to pledge his credit to procure it.

"And when I speak of certain circumstances under which he would be justified in withholding it, I might illustrate by suggesting that if the wife should voluntarily leave his bed and board and refuse to discharge her marital relations, that would be an illustration.

"When a husband refuses to provide for his wife necessities he gives her a credit with the whole community, and he gives her a credit because the law, as well as the marriage contract, requires that he support his wife and his offspring. The purpose and comfort of married and domestic life would be defeated or obstructed if the wife had not a general authority to purchase such articles as are necessary for the use of the family; and the

necessity is not to be a strict one; it is not to be gauged or governed by any fine rule that would warrant a man in being penurious, and in requiring his family to deprive themselves of all the luxuries and comforts of life, but includes whatever things are unquestionably proper to be used in the family, and suited to the manner of life which the husband authorizes; and therefor the law clothes her with this authority. So whatever she purchases for herself or family the husband is liable for provided it be such in quality and no more in quantity than is suitable for the station and means of the husband and the manner in which he permits her to live. And I might say as to the rule of law, that even although a man may not actually have the means to support a wife as he has permitted and encouraged her to live in society, nevertheless if he permit and encourage her to live in society in a style which his means will not warrant, he thereby gives credit, gives the world to understand that he is able and willing to support her in the style which she has assumed and to which he has assented.

"But beyond this she has no authority, her contracts for other things in his name are wholly void.

"Of course I speak of contracts made for the family, and made not in her own name; contracts made in his name, as stated.

"In every case it is a question for the jury to determine, under the instruction of the court, whether the articles supplied to the wife, and for

which it is sought to make the husband liable on his implied authority to her, are or are not necessities in this sense.

"In other words, you might say it is a question for the jury to say whether, under the circumstances, it is proper and right that she should have the goods which she has purchased, and the husband may show that the articles are not necessities, by proof that the wife had previously sufficiently supplied herself elsewhere, or been supplied by him.

"And when I say sufficiently, you must bear in mind, of course, the qualification already indicated by the court. We do not mean by using the word sufficiently, just barely sufficient to eke out an existence, to keep soul and body together, and to protect her from the inclemency of the weather; but when we use the word sufficient in this connection it means that the provision made shall be such as to minister to her comforts and necessities, and may even extend to luxuries suitable for her station and condition in life. If a husband neglects to furnish his wife with articles of necessity, suitable to his condition in life, the wife may procure them of others, and the husband will be liable for the payment of them.

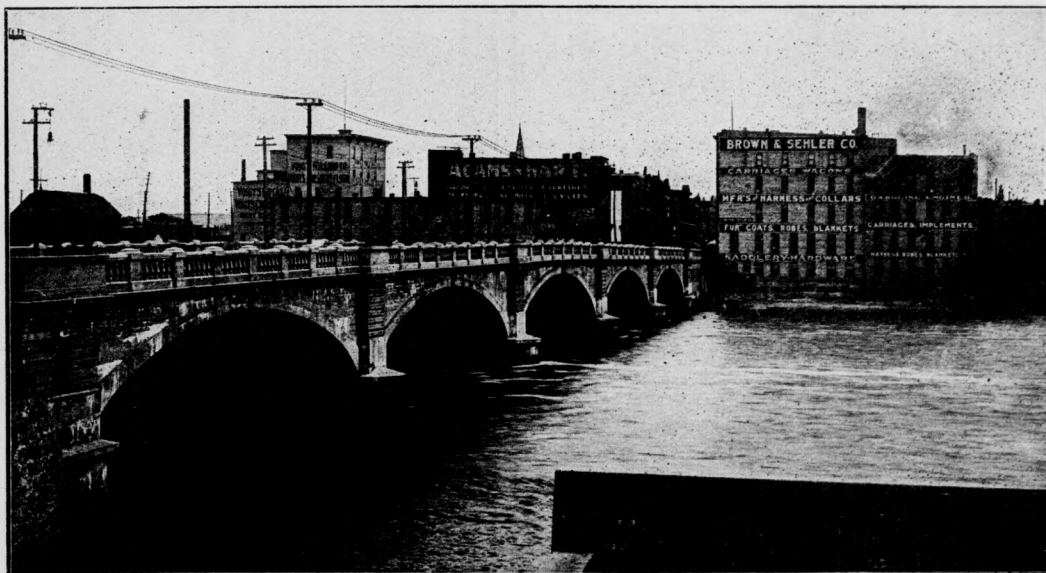
"This liability does not arise, however, unless it can be shown that the husband has failed in the performance of this duty or has recognized such contracts by the wife as binding upon him.

"I have no doubt at all but that if a wife goes to an establishment and

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Wants



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The City
During
Merchants'
Week

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Brown & Sehler Co., Grand Rapids, Mich.

procures goods which are not at all necessary or suitable to her rank and condition, if the husband sees her wearing them and makes no objection to it, and thereby acquiesces in it, he ratifies the contract, and would be liable in such case. I don't mean that it would be the duty of the husband if the wife should go and get an expensive lot of jewelry that it would be necessary for him in order to discharge himself of liability to take the articles and throw them into the street; but I mean that his conduct and his actions in relation to them must be such as to raise the implication that he assented to it, or that he approved of it, and his approval or his approbation, whatever the act might be that would indicate that approbation, would be deemed a ratification of the contract, although not a necessity, and in that case he would be bound, I think, for it.

"Prima facie the husband—and when I say prima facie I mean simply on the face, unopposed by other evidence—the husband is liable for the class or kind of goods termed necessities.

"But the defendant may be permitted to show in defense that the wife or family was already supplied, even when no notice of prohibition of sale is given to the plaintiffs, and if this fact appear the plaintiffs can not recover.

"If notice of such prohibition appear to have been given, the plaintiff in order to recover must show affirmatively that the goods sold were actually necessities, and that she was not already supplied.

"We speak of this as a well settled principle of law, not that it is specially applicable in this case, because there does not appear to be any positive prohibition on the part of Mr. Cox against the sale of goods to his wife in this case. There has been some testimony, I believe, given in relation to an interview had many years ago between Mr. Cox and Mr. Clark in regard to the sale of goods, but even if you should believe what Mr. Cox recites in regard to this, I do not think as matter of law you would be warranted in construing it as a positive prohibition towards his wife.

"A husband who supplies his wife with necessities in her degree is not liable for debts contracted by her without his previous authority or subsequent sanction.

"In this connection I repeat, that the term 'necessaries' is not confined merely to what is requisite barely to support life, but includes many of the conveniences of refined society. It is a relative term, which must be applied to the circumstances and condition of the parties. Ornaments and superfluities of dress, such as are usually worn by those in the parties' rank and station in life, have been classed among necessities, and such we recognize the law to be.

"Now, gentlemen, applying the foregoing rules of law as indicated by the court, we submit to you the question as to whether or not these goods, or any portion of them, were necessities. If so, the plaintiffs

should recover to that extent. If not, the defendant is entitled to your verdict."

Question by a juror: Did your Honor charge that if according to the testimony the defendant was abundantly supplied we should find for plaintiffs?

By the Court: I advised you in substance that if you find the wife of the defendant was abundantly supplied with all necessities suitable and proper under the circumstances, and in view of the rank and condition of herself and family, then the plaintiffs could not recover.

Under these instructions the jury returned a verdict for the defendant.

If the liability of the defendant depends on a determination of the question whether the articles purchased of the plaintiffs were or were not articles needful and proper to be furnished by defendant to his wife, in view of his condition in life, and of the society in which he moved, then we can see no objection showing what his income was, his physical condition and the manner of life among his friends and intimate associates. The question, What is needful and proper to be supplied as clothing in one's family? can not be determined on a construction solely of the amount of his property. There is and can be no absolute standard of reasonable expenditure in these cases. A man with twenty thousand dollars' worth of property and possessed of ordinary health, physical vigor and mental power and training may be able to live with reasonable prudence in a style and with an expenditure that would be ruinous to a man with equal means but wholly incapable, from physical or mental infirmities or defects, of employing himself in business or labor. The expenditure that would be reasonable and proper in the one case would be absolute folly and fatuity in the other, because with the one it would be consistent with steady and perhaps increasing prosperity, while with the other, an expenditure constantly making inroads upon the capital must in time annihilate it. To leave out of view the income, or the capacity to earn or produce one, when the question is what would be a reasonable expenditure for one's family, is to omit the most important factor in the problem; and it is noticeable that in *Manby v. Scott*, 1 Sid., 109, a leading case on this subject, the income instead of the amount of property is treated as the proper measure of one's estate. Nor can the style of living and expenditure in the circle to which the husband introduces his wife, and where he expects her to find her intimates and associates, be unimportant. It is a reasonable presumption that both parties expect that she will conform to the habits and usages of that circle, and their habits of living and expenditure may be fairly be taken as a standard by which to judge of those by the wife where apparently he has left her to make her own purchases.

The points in difference between the parties in this case may be stated thus: The plaintiffs maintain that the

That Comfortable Feeling

Is enhanced by a knowledge that there is a sum in the bank subject to your call in any emergency. If this is supplemented by a Safety Deposit Box in which all of your valuable papers can be placed with safety from fire, burglars, and perhaps your own carelessness, you would have a source of restfulness. Both of these purposes are subserved by the



N. E. Cor. Monroe and Ionia Sts.

Chas. W. Garfield, Pres.

Frank S. Coleman, Cashier

Bishop Furniture Company

Welcome You

MR. MERCHANT, To Their Wholesale Department



This Ad and \$9.75 buys this Massive full size \$18.00 Bed, during Merchants' Week only. A bed of graceful proportions having Massive continuous two inch Pillars and heavy castings. Made 3 feet, 6 inches wide, or 4 feet wide, or 4 feet 6 inches wide. The latter is full width.

Bishop "Comfort" Springs will fit any Bed and they have a 20 year guarantee. Our price is only \$3.85. Many stores retail them at \$7.00 and they are worth it.

Mattresses—Our Bishop Special at \$8.75 is a luxurious Cotton Felt Mattress which we guarantee equal to any \$15.00 Mattress on the market.

We invite you to sleep on a "Bishop Bed" for sixty nights, then return it at our expense if not the most comfortable Bed you ever saw.

BISHOP FURNITURE COMPANY

Wholesale and Retail

Grand Rapids, Mich.

For Free Catalog Enclose this Adv.

"Just on the way to the Union Depot"

wife is presumably the agent of the husband in the purchase of her own apparel, and of such articles of use and comfort for the family as are usually purchased by the wife rather than the husband; and that while husband and wife are living together a dealer who has no knowledge of any express limitations imposed by the husband on the wife's authority to make such purchases may safely rely upon the legal presumption of her authority, and hold the husband liable on her purchases. The defendant, on the other hand, insists that the presumption goes no farther than this: that if the husband does not himself procure for her the necessary articles suitable to her and his condition, or furnish her with money to procure them for herself, it is presumed he authorizes her to purchase them on his credit; in other words, that any presumption that he authorizes her to employ his credit in the purchase of necessities is rebutted by his purchasing them himself or giving her money for the purpose. And this was the view taken by the Circuit Judge.

There can be no doubt, we think, that the authorities fully sustain the ruling of the court below. In *Manby v. Scott*, already referred to, a finding that goods purchased by the wife were "necessaries" was treated by the judges as not being equivalent to a finding that there was a necessity for their purchase; and in *Seaton v. Benedict*, 5 Bing., 28 Best, Ch. J., delivering the opinion of the court, says: "A husband is only liable for debts contracted by his wife on the assumption that she acts as his agent. If he omits to furnish her with necessities he makes her impossibly his agent to purchase them. If he supplies her properly she is not his agent for the purchase of an article, unless he see her wear it without disapprobation." That case was singularly like the present in the facts, and the conclusion was that there was "no pretense for supporting a verdict for the plaintiff." *Montague v. Benedict*, 3 B. and C., 631, lays down a similar doctrine, and it is declared that a tradesman supplies goods to the wife at his peril, when the husband is guilty of no neglect of duty in the premises, and when, consequently, there can be no necessity for her purchasing at all. This

is the present doctrine of the English courts.

These authorities appear to leave nothing to be said by us. The defendant was guilty of no default or neglect of duty. He saw fit to deal exclusively for cash, and he had a right so to do. The plaintiffs, without making any enquiry, have seen fit to sell to his wife a bill of goods on the assumption that they were necessities, and that consequently she had authority to make him chargeable for the purchase. Under some circumstances they might have been necessities, but in the particular case they were not so, because her necessities were already supplied, and consequently the assumption on which the plaintiffs acted has proved unfounded. The wife had no express authority from the husband to make the purchase; there was no implied authority arising from previous dealings, and any that might spring from the husband's neglect of duty in furnishing a reasonable support is disproved. It follows that the husband is not liable. We think the instructions given by the Circuit Judge were a very clear and accurate statement of the rules of law applicable to the case.

The evidence of purchases made by the wife of other dealers at about the

same time was immaterial and incompetent, but it could not have injured the plaintiffs. No attempt was made to disprove the *prima facie* case made out for the defendant, and upon that case his right to the verdict was unquestionable.

The judgment must be affirmed with costs.

Graves, Ch. J., and Campbell, J., concurred.

Only three judges sat in this case.

Plan Reform in Russian Calendar.

A new calendar for Russia marks progress in the czar's domain. Prof. Solodiloff is a prime mover in favor of radical reform in calendar making. The year he explains should begin at the spring equinox, and the quarters should be reckoned from the equinoxes and solstices. The first two months of every quarter should have thirty days and the third thirty-one days. Thus each quarter would have ninety-one days, making 364 days for the year. As the solar year has 365 days 5 hours 48 minutes and 49.7 seconds, one day in the year should be simply called New Year's day without a week day name.

This disposes of the extra day, leaving the difference of five hours and the minutes and seconds. These on four years' time would, but for forty-

five minutes, make an extra day, which Prof. Solodiloff proposes to call the Day after New Year. The forty-five minutes would mount up to a day in 128 years, and so the Day after New Year should fall but once in 128 years. There is still a difference of a few seconds, but as this does not amount to a day in 5,000 or 6,000 years, it may be disregarded. Under this system every first day of a quarter would be a Monday, the first day of the second month always a Wednesday, and the first day of the third month always a Friday. It is also proposed to make Easter, from which all church festivals are reckoned, occur at a fixed date, which the ecclesiastical authorities are invited to name.

How He Got Rich.

An unfeeling monster of a man was asked at a little evening gathering to tell what book had helped him most.

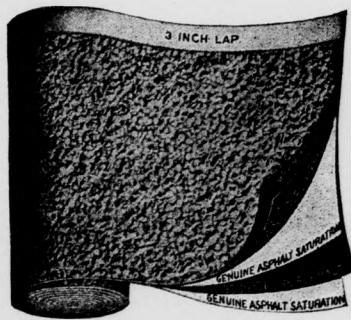
"My wife's cook book," he replied, after some thought.

All the ladies present bridled, and one asked him in what way his wife's cook book had helped him—would he not tell them in a few words?

He would.

"About as soon as I married," he said, "I made up my mind I'd rather work than eat."

This Illustrates Our Asphalt Granite Roofing



Our Roll Roofing is so well known it has **Advertised Itself**. Fully guaranteed Fire and Lightning proof. Four grades and prices that are right.

Both are of high quality.

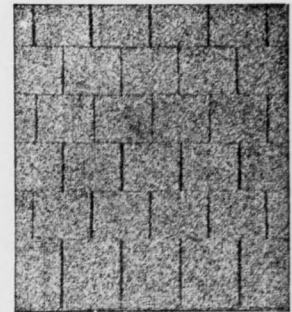
40 years of experience insures you a quality product.

We make all goods in our own MILL.

**H. M. Reynolds
Roofing Co.**

Grand Rapids
Mich.

This Illustrates Our Asphalt Granite Shingles



Our Shingles are not an experiment, six years' test given them before placing on market. Made of Felt Asphalt and Granite. Guaranteed for 10 years—will last 30.



Cement Blocks, Cement Brick Cement Sewer Pipe

Lime, Cement, Lath, Tile, Plaster

Send us your orders for mixed car loads

We carry a full line of mason materials

Torpedo SAND and GRAVEL in Car Load Lots

Pit on P. M. R. R. at Grand Rapids

Pit on G. R. & I. R. R. at Belmont

Capacity 15 cars per day

Battjes Fuel & Building Material Co. 1001 S. Division St., Grand Rapids, Michigan

RULES AND REGULATIONS

For the Government of
Michigan Shippers' Association.ARTICLE I.
Object.

In order to create and foster a permanent feeling of friendship and reciprocity between the shippers and receivers of freight in Michigan; to consider adjustment and re-adjustment of rates, weights, classifications, maximums and minimums, differentials, car rentals, demurrage; to secure just competitive rates for Michigan and to promote a better working basis to meet competition to the principal markets and any other subject that may be of mutual advantage, we form ourselves into an association.

ARTICLE II.
Name.

Section 1. The name of this Association shall be the Michigan Shippers' Association.

ARTICLE III.
Membership.

Any corporation, organization or individual shall be eligible to membership by making application in writing to the Secretary, accompanied by the annual dues, subject to the approval of the Executive Committee.

ARTICLE IV.
Dues.

(a) The minimum annual dues for all trade organizations having a membership of one hundred or less shall be ten dollars.

(b) All organizations having a membership of more than one hundred members shall pay ten cents per capita.

(c) The dues of individual corporations or single individuals shall be five dollars.

(d) Annual dues shall be paid during the month of May of each year.

ARTICLE V.
Representation.

(a) Each trade organization having a membership of one hundred or less shall be entitled to one delegate, who shall represent it at all meetings of the Association.

(b) Trade organizations having a membership of more than one hundred shall be entitled to a delegate for each one hundred members or fraction thereof, and accredited delegates present shall be entitled to cast full vote of their organization.

(c) Each individual corporation or single individual shall be entitled to a vote at all meetings of the Association.

(d) No member shall be allowed to vote who is in arrears in annual dues or assessments.

ARTICLE VI.
Residence.

The principal office for the ensuing year for the transaction of the affairs of this Association shall be in Grand Rapids, Kent county, Michigan, which shall be deemed the legal residence of this Association.

ARTICLE VII.
Annual Meeting.

The annual meeting shall be held at the time and place designated by the Executive Committee, and thirty days' notice given all members thereof.

ARTICLE VIII.
Officers.

The officers of the Association shall be President, Vice-President and an Executive Committee of five members, who shall be elected at the annual meeting, nominations having been made by a committee of five, appointed by the Chair.

There shall also be a Secretary and Treasurer, who shall be appointed by the Executive Committee.

ARTICLE IX.
Quorums.

A majority of members registered at any convention or meeting shall constitute a quorum for the transaction of business. A majority of the Executive Committee shall constitute a quorum.

ARTICLE X.
Vacancies.

All vacancies in any elective office shall be filled by a majority vote of the Executive Committee.

ARTICLE XI.
Duties of Officers.

Section 1. It is the duty of the President to call and preside at all meetings of the Association; to appoint all committees not otherwise provided for; to act as member ex-officio of all standing committees; to approve for payment all expenditures that may be incurred for the benefit of the Association. At the opening of the annual meeting he shall make a report for the past year.

Sec. 2. Duties of the Vice-President. It is the duty of the Vice-President to act in the absence of the President, and at all times to be a voting member of the Executive Committee.

Sec. 3. Duties of the Secretary. It is the duty of the Secretary to keep a record of all meetings and conduct the correspondence of the Association; to preserve all correspondence and other papers belonging to the Association and to receive all moneys due the Association and pay the same over to the Treasurer, taking his receipt therefor, and to make a written report at each annual meeting of affairs of the Association, so far as relate to his office. He shall give bond in such sum as the Executive Committee may require and be subject to control of the Executive Committee at all times.

Sec. 4. Duties of the Treasurer. It shall be the duty of the Treasurer to receive all moneys due to the Association from the hands of the Secretary and to disburse such amounts as may be authorized by the Executive Committee; to keep an account of the finances of the Association and to make a written report of the same at the annual meeting. He shall keep the funds in a bank in the name of the Association and make all payments by check, and give such bond as the Executive Committee may require and report monthly to the President its condition.

Sec. 5. Duties of the Executive Committee. All reports and communications, before presentation at a meeting of the Association, shall be referred to the Executive Committee for consideration. The Executive Committee shall present to the Asso-

ciation for action, in the form of written resolutions, such measures as may, in their judgment, merit consideration, and such measures as may not meet with their approval shall be submitted to the general meeting with an adverse report.

Sec. 6. All grievances, complaints or suggestions shall be addressed in writing to the President or Secretary and referred to the proper committee.

ARTICLE XII.
Duties of
Executive Committee.

The duties of the Executive Committee, of which the President and Vice-President are ex-officio members, shall be to have full charge of the business affairs of the Association and have full power to take any steps necessary in their opinion to further the best interests of this Association.

ARTICLE XIII.
Expenses of Officers.

The necessary expenses of the President, Secretary, Treasurer or Vice-President, when acting in the place of President and the Executive Committee, shall be paid from the funds of the Association, and the Secretary shall be paid such compensation for his services as the Executive Committee authorizes.

ARTICLE XIV.
Voting by Mail.

When matters are presented to the Secretary for the consideration of the Association, after conference with the President or Vice-President, if they may deem wise, he shall communicate the subject matter to the Executive Committee and receive their vote by mail and record the same.

ARTICLE XV.

Amendments to these rules and regulations may be made from time to time by the Executive Committee, due notice having been given to all members thereof of proposed change.

Remarkable Eyes Found in Cuttle Fish.

A heat feeling eye and a searchlight eye are two remarkable sense organs found in certain cuttle fishes that live in the depths of the Mediterranean sea. The thermoscopic eye, as one of these organs has been termed, is a globular body, consisting of a mass of large, transparent cells, a bundle of nerves, and a lens shaped body. The lens, however, is not transparent, but is so filled with black pigment that evidently it is quite opaque to luminous rays. This organ can not, therefore, be an organ of vision. Since black substances possess great power of absorbing radiant heat, the opinion has been expressed by Joubin that it is an organ of heat perception. However, the wiseacres are not at all certain about the function and possible use of a heat feeling eye to a creature that dwells in the ice cold depths of the ocean in almost entire darkness and provided with two highly evolved eyes of the usual type.

The searchlight eye shows in its general structure that it is a lantern intended for the generation and projection of light. The axis of this remarkable animal lantern is not perpendicular to the surface of the body

like the axis of ordinary eyes, but is almost parallel to that surface. The rays emerge parallel to the bottom of a shallow depression in the skin, and it has been found that this depression serves as a second reflector for the luminous rays which penetrate the transparent epidermis and the bent nearly at right angles from the broad concave mirror. The effect of the eye would be to surround the cuttle fish with a gentle radiance which may at once attract the prey and prevent the latter from seeing it distinctly. The organ, however, declares Dr. William Beth, never has been seen in activity.

Strawberries Tiny Electric Dynamos.

Strawberries and all other fruits, nuts, and vegetables are small electric dynamos as discovered by an English electrician. The process whereby fruit becomes electrically charged is most simple. Negative electricity is supplied by the earth to the soil, and the extent of such conductivity varies with the degree of moisture in the soil. Dry earth is a nonconductor, a fact strongly evident from the truth that unless the roots of the plant secure a certain percentage of moisture the plant dies. The moisture in the soil provides the sap which, spreading upward, flows to the uttermost extremities of the plant through the different arteries existing for such circulation.

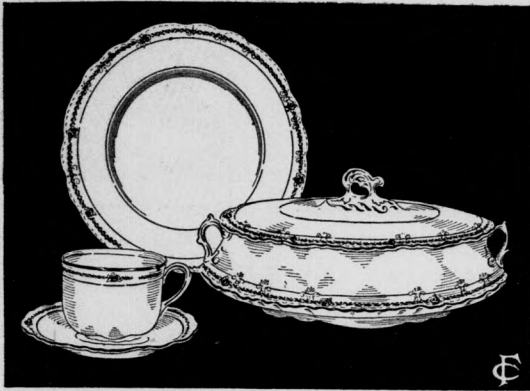
The earth is always charged with negative electricity and the air with positive, the charging of the earth being secured by water. When the leaves begin to burst forth they become charged with negative electricity from the earth. As the leaf expands it also becomes inductively charged with positive electricity from the air, as likewise do the flowers. When the fruit commences to form, however, nature provides an impermeable insulator represented by the rind or peel enveloping the fleshy portion of the fruit, but at the same time the negative charging continues from the earth to the center or core through the stalk, this central negative cell being insulated from the positive fleshy cell by a thin skin.

Rare Tablet Unearthed in Chaldea.

A rare tablet telling of history's dawn, and said to indicate civilization older than that of Egypt, has just been unearthed from Chaldea. It is held by no less an authority than Prof. Frederick de Litzsch, the famous German Assyriologist, to belong to the oldest hieroglyphic period, and is taken as an indication that Chaldean civilization may have preceded the earliest Egyptian. On the stone are a number of pictographs, writings by means of pictures. A celebrated student of Assyriology, Father V. S. Niel, declares that it is one of the rarest finds in recent years, and opens up a much mooted question concerning the earliest civilization of man. Several millenniums must have elapsed before the pictograph gradually developed into the cuneiform or wedge shaped, arrow headed characters.

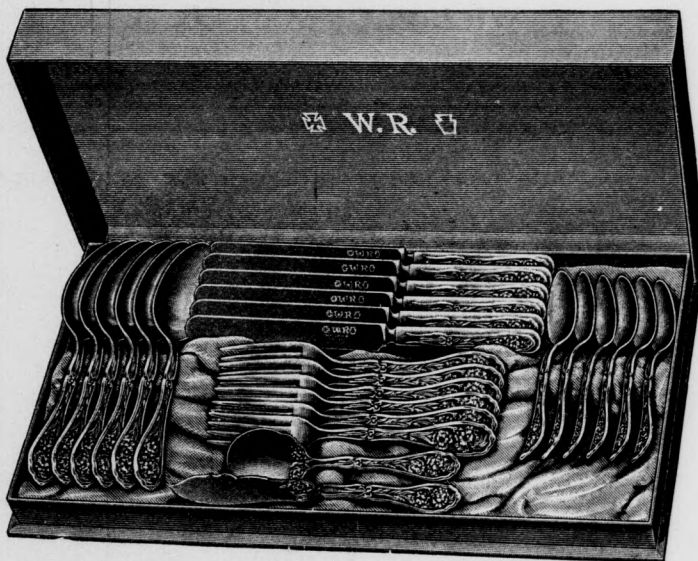
Those hearts are best guarded that are most open to others.

42 Piece Dinner Set Famous "Homer Laughlin" Porcelain



Dainty green wreath border with small pink roses; three coin gold lines, full gold edges and gold trimmed handles and knobs. Homer Laughlin's ware is the best made, guaranteed against crazing. Set is suitable for six persons.
RETAIL VALUE \$10.00

26 PIECES SILVER PLATED WARE Wm. A. Rogers' Standard A 1 Plate



The set comprises 6 teaspoons, 6 table spoons, 6 knives, 6 table forks, one sugar shell, one butter knife. Beautiful "carnation" pattern, French gray finish. Put up in silk lined leatherette box.

RETAIL VALUE \$10.00

7 PIECE CUT GLASS WATER SET High Grade Genuine Rich Cut Glass



One 3 pint water pitcher and six tumblers to match. Very rich and deep "whirling star" pattern. Similar to cut.
RETAIL VALUE \$10.00

Trade Pulling Advertising Helps

MR. MERCHANT!

We are desirous of having the honor of your presence in this city during

Merchants' Week

June 9, 10, 11

and in connection with the Wholesale Dealers of the Grand Rapids Board of Trade we hereby extend to you a personal invitation to partake of the hospitality of our beautiful city and enjoy the many good and novel things which have been prepared for your entertainment.

We have made special arrangements for your reception and would deem it a favor if you would make this house your

Headquarters

during your stay in the city.

Our representatives:

MR. J. F. O. REED
MR. Y. BERG
MR. WM. VENEMA
MR. C. O. LAWRENCE

and our entire selling force will be in the house to receive their friends and extend to you the hospitality of the firm.

Incidentally we might mention the fact that we are prepared to make you an

Unusual Liberal Trade Proposition

that we **know** will appeal to you and that you cannot afford to ignore. You know

It Pays to Stimulate Trade by Wise Advertising

and our proposition is so unusual and attractive that you will see its great advertising possibilities at a glance.

The three beautiful items illustrated herewith are part of our proposition, and either one of them may be

Yours for the Asking

Let us tell you all about it when in the city, or write us for full particulars.

H. Leonard & Sons
Grand Rapids, Mich.

THE TEA TRADE.

(Continued from page fourteen)

must recognize the fact that such a result could hardly obtain in this country, even under the most favorable auspices otherwise.

Some fifty years ago the United States Government began the attempt of introducing tea growing in this country, after repeated failures by private individuals, and the persistent fostering of this agricultural experiment has brought it to a point where now about twelve thousand pounds are yearly produced at the tea gardens of Pinehurst, in South Carolina, under the careful and scientific supervision of Dr. Charles U. Shepard, who certainly is deserving of great credit under discouraging circumstances.

Tea has been the theme of song and story by many eminent writers and travelers and is recognized as the most healthful and stimulating beverage known, a chemical analysis showing Theine to possess certain resemblance to extract of meat. Samuel Johnson, the noted lexicographer, acknowledged himself to be "a hardened and shameless tea drinker, who has for twenty years diluted his meals with only the infusion of this fascinating plant, who with tea amuses the evening, with tea solaces the midnight and with tea welcomes the morning."

Dr. Kane, the Arctic explorer, said that "tea soothed his men after a hard day's labor and better enabled them to sleep."

Lord Wolsey, a former commander-in-chief of the British Army, led a brigade through a difficult country for more than 600 miles and neither officer or private had anything stronger than tea to drink during the expedition and as a result they left crime and sickness behind.

Edward Payson Weston, the great pedestrian, found tea and rest his most effective restoratives on a walk of 5,000 miles in 100 days.

John J. Hayes, the American runner, who won the great Marathon race at the Olympic games in England, attributes his victory to a rigorous diet of steaks, chops, tea and toast.

The United States Government has prescribed tea as the official drink during long marches of the soldiers.

Indians always take tea in their packs when starting out for their long journeys into the North Wilderness. Our own Setwart Edward White in "The Forest" describes the purchasing of food for the long journey of a party into the Hudson Bay country and when some members of the party were about to lay in a supply of coffee the old Indian guide shook his head and forbade it, saying: "Tea's the boy! Tea's the boy."

The prowess of the little brown men of Japan in the late war bears testimony to the value of tea, which they always carried with them in bivouac or battle.

Recently an old friend of the writer who has spent many years in Japan told him that in the early days he took many tramps among the mountain and hills of that interesting country with a Coolie for companion

or guide and always took his tea along. Often they would stop on the slopes for rest and drink five or six cups of tea until refreshed and ready to go on, "that tired feeling" having disappeared.

Who has not read Longfellow's Tales of a Wayside Inn and almost inhaled the fragrance of the tea as Hannah, the housemaid, spread the cloth, set the table and "took from the crane in the chimney the steaming and simmering kettle, poised it aloft in the air and filled the earthen teapot?"

We doubt if there be a single article of food sold by grocers which is spoiled so often in the preparation as tea. The beneficial and exhilarating properties of the leaf are drawn out by infusion in boiling hot water and should not extend over five minutes, when the leaves should be stirred, allowed to settle and removed from the liquid. Long steeping or boiling draws out the tannin, causes the smoothness of the liquor to disappear and it becomes pungent and unpalatable as well as unhealthful.

"The kettle must boil,
The pot be hot,
Or a cup of good tea
Can not be got."

Tea is the cheapest beverage in the world, as one pound of good tea will make three hundred cupsful.

Having no reaction it is a harmless stimulant.

It is the only beverage whose purity is guaranteed by the United States Government, which inspects every importation of tea into this country and rejects all that does not come up to its established standard.

"Now stir the fire and close the shutters fast,

Let fall the curtains, wheel the sofa round,

And while the bubbling and loud-hissing urn

Throws up a steamy column and the cups

That cheer but not inebriate wait on each,

So let us welcome peaceful evening in." William F. Blake.

Some men think they are faithful because they would rather fight for old forms than face new facts.

A sunny disposition does not come by talking moonshine about sunshine.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.

Hart Brand Canned Goods

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

Buckwheat

Just what the name indicates. We furnish the pure, strong buckwheat flavor. We manufacture buckwheat by the old fashioned stone method, thus retaining all the buckwheat taste. Insist on getting Wizard Buckwheat Flour. Send us your buckwheat grain; we pay highest market price.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

Post Toasties

Any time, anywhere, a
delightful food—
"The Taste Lingers."

Postum Cereal Co., Ltd.
Battle Creek, Mich.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

Grand Rapids Supply Co.

Jobbers

Mill, Steam, Well and Plumbing
Supplies

48-50-52-54-56-58-60-62 Ellsworth Ave.

POST CARDS

We are headquarters for ALL kinds of Post Cards, Albums and Souvenir Novelties. Post Card, Newspaper and Magazine Racks in all sizes.

We issue Board of Trade Rebate Coupons.
Open house during Merchants' Week.

WILL P. CANAAN CO.

105 N. Ottawa St.

Grand Rapids, Mich.

When you come to Grand Rapids on that business trip, don't forget that

RAMONA

IS OPEN

Two performances daily
of the best that

Vaudeville

affords

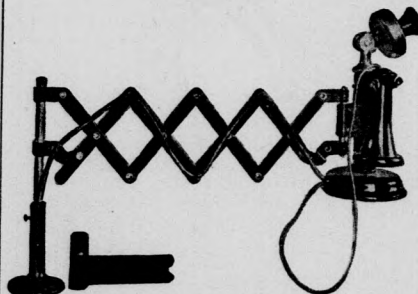
All the usual
Resort Diversions



Burns' Adjustable Desk Telephone Brackets

Have You One?
Over 30,000 In Use

"Fits any Telephone." Its intensely practical and time-saving features will instantly appeal to every busy 'phone user. You can't afford to be without one, it brings the 'phone to you and takes it out of the way when you don't want it. Takes up very little space and holds your 'phone right. Can be mounted anywhere a screw will hold. Made also for holding two telephones. Write for No. 31 Bracket Bulletin. Price, \$3.00 for Standard Length.

AMERICAN ELECTRIC CO.
CHICAGO, ILL.

No. 83 No. 85

Baker's Ovens, Dough Mixers

and bake shop appliances of all kinds on easy terms.

ROY BAKER, Wm. Alden Smith Bldg., Grand Rapids, Mich.

GREYHOUND

Tennis Shoes

Are universal favorites. They are not only stylish in appearance, but have the Fit and Wearing qualities necessary for the best service



GREYHOUND OXFORD
In White, Brown or Black

We also have Greyhound Tennis Shoes in Blucher Oxford and Balmoral Shape in white, brown and black.

These shoes have been on the market for several years and the demand for them is so great that a separate factory has had to be constructed for their manufacture.

No shoe stock is complete without a full line of this shoe.
*It is the best seller on the market and is a BUSINESS BRINGER
and TRADE PULLER.*

WE WISH EVERY MERCHANT WHO VISITS GRAND RAPIDS
NEXT WEEK TO CALL AT OUR STORE AND INSPECT OUR ASSORTMENT
OF THIS SHOE, AS WELL AS OTHER GOOD THINGS IN
THE RUBBER AND LEATHER LINE.



State Agents for
HOOD RUBBER COMPANY
BOSTON

Grand Rapids, Mich.

THE SILK WORM.

Interesting Facts Not Very Generally Known.

Written for the Tradesman.

Almost every caterpillar of aerial habits is more or less of a silkworm. The caterpillars' nests so frequently met with in orchards are nothing more than big and composite cocoons. Many caterpillars, including the destructive tussock moth, emulate the spider family in letting themselves up or down, or round about with threads of their own spinning. Indeed, in some shrubberies these aerial roadways fairly crisscross the summer air. They are invisible, except when a sun-ray strikes across them, notwithstanding their use being often made only too palpable by a big hairy wriggling something which slips down or along them to deposit itself upon an unsuspecting hand or arm.

After the caterpillars come the genuine silk-spinning spiders. These are distinguished from the common web spiders by the nature of their product. It is a true silk, strong, elastic and beautifully lustrous. It is produced, also, more abundantly in proportion to food than the regular caterpillar filament. Stockings and mittens have been knitted of the spider silk, the only bar to its production in commercial quantities being the warlike habits of the insects. Whenever three meet there is a battle which ends in the disabling of all the fighters.

In Paraguay (South America) there is a spider which spins a brilliant

yellow silk in such profusion that the natives collect it and manufacture it (on rude looms) into shawls, ribbons and short lengths for jackets. The color deepens and brightens with use, and is said to be inimitable—a golden hue that no dye has yet produced.

The silkworm proper is an embodied appetite. He eats, eats, never fasting, never resting. He has been commercialized to such a degree that it is possible to estimate beforehand how much silk he will turn out from a given weight of fresh mulberry leaves.

Italy and China furnish the best silk, consequently the best silkworm eggs, but Japan is becoming an important factor in the silk supply. The pre-eminence of China is chiefly due to the fact that the special painstaking labor required in silk raising is cheaper in that country than anywhere else. Chinese working women receive only three cents per day, and everywhere it is women who do most of the work in rearing silkworms. Men cultivate the trees which produce the leaves on which the insects feed, and the same men bring these leaves to the silkeries, but women watch and care for the worms, from the egg to the cocoon.

To keep the eggs dormant requires a temperature just above freezing. They must not be laid in the hatching trays without regard to the season. If the weather is cold and backward the hatching must be postponed to await the growth of the mulberry leaves.

When first the worms hatch they

are fed on leaves finely shredded in bits suited to their tender jaws. After the insects have shed their first coat the leaves are merely torn, and later they are used whole, but if they are hard and woody they are unsuited for silkworm food, and are rejected. These leaves are stripped from young mulberry shoots just before they reach full size. A tree that has given all its early leaves for silkworm food is so weakened that it may die. For this reason trees are very seldom stripped of all their foliage.

After the fifth molt the worms, fat, green, sluggish, roll, refuse to eat and begin moving their heads rapidly from side to side. This is the sign of cocoon spinning, so the women then supply the insects with bundles of clean, short twigs. Upon these the worms crawl, attach themselves and begin spinning. The cocoon is finished in twenty-four hours at the least, sometimes it is completed in twelve hours. Its quality is judged chiefly by weight and symmetry—not by size.

A certain percentage of the finest cocoons is always set apart to hatch and produce the next year's eggs. The remaining cocoons are baked at a steady heat to destroy the chrysalis without injuring the silk, then boiled, doubled, reeled, scoured and sent to market.

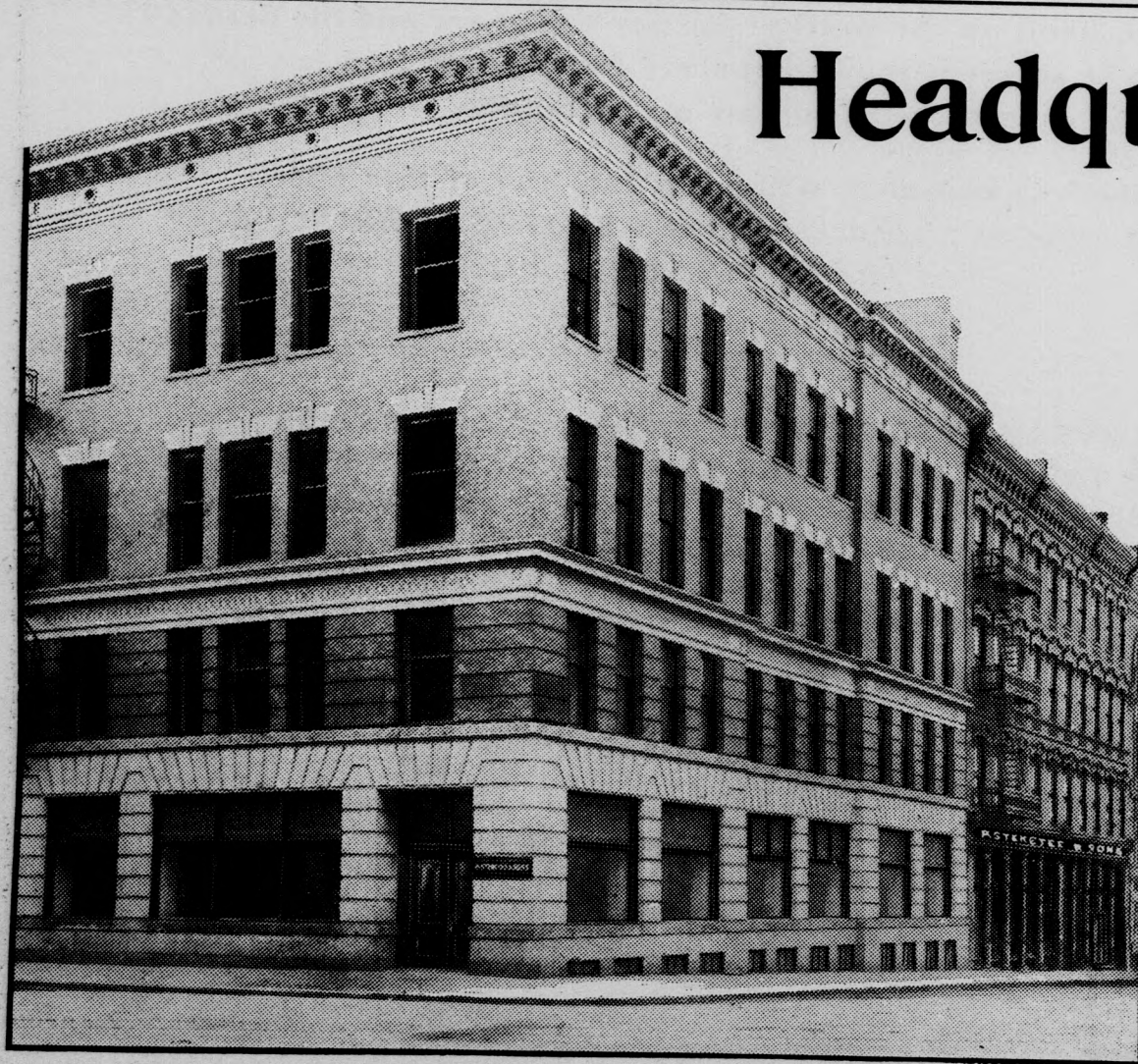
There are tricks in the trade of silk spinning and in that of silk dyeing. Thread can be loaded with metallic or earthy salts so that it will weigh half as much again as pure, raw silk. But dealers are on the lookout for

such frauds and some of them have tricks of their own to offset them.

The manufacture of silkworm gut for fishing tackle is a curious industry. The best quality of gut comes from the Spanish silk fields. A silkworm ready to spin its cocoon has within it a long, much convoluted intestine filled with pure fluid silk. The gut makers take such worms, cut off both ends, then deftly draw out the full intestine, straighten it out, pass it through sundry chemical solutions to cleanse and strengthen it, and at last dry it and tie it in bunches. The result is a filament several yards long, strong, fine, elastic and in water almost invisible. This is the gut leader attached to the end of a braided line to hold the hook.

Chemists have discovered a way of doing in tanks what the silkworm does in its intestines—that is, how to dissolve woody fiber into a clear, ropy fluid. The fiber is spun by being forced through a very large number of tiny holes in a brass cylinder. There the threads are chemically treated, washed, dried, hot pressed and variously arranged. The result is thread that looks and feels like raw silk, but lacks the strength of genuine silk. In some mills it is used for woof, the real article being employed for warp.

Silkworm gut is used in surgery. It has very great strength in proportion to its size. Indeed, size for size, it is considerably stronger than a bar of steel, for it will support the weight of three grains, while it has been calculated that a steel thread of the same size would support somewhat less



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than two grains. A bar of steel an inch in diameter will sustain about fifty tons, but if a silkworm's web of that thickness could be constructed it would be capable of sustaining a weight of seventy-four tons. In other words, its strength would be one and a half times that of steel, or nearly three times that of wrought iron. These facts enable one to form an idea of the great strength of silk as a material when the strain is from the ends only. So far as actual wear and tear are concerned, it is not as strong as linen and cotton, both of them vegetable fibers.

Lawrence Irwell.

Hear Colors and See Sounds.

Synesthesia is what experts call the faculty by which the functions of several senses are blended, such as hearing colors and seeing sounds. One person seeing the letter A or hearing its sound always has an impression of red or green, and another mentally represents noonday as a triangle and the month of March as a man dressed in blue. It is thought that in such persons the brain centers corresponding to organs of sense may have special and abnormal connections. It is just as if two telephone subscribers were so connected that one could not be called up without the other also receiving the message. It is consciousness that unites the two sensations.

In color hearing, particularly, it is consciousness that colors the sounds and not the latter that color themselves. However, it is admitted that this purely psychological explanation does not fit all cases. Every sensation, however weak or indifferent, to all appearances nevertheless has a determinate emotional coefficient. This may be definitely measured in certain cases with special subjects.

One man finds that green always gives him a feeling of repose, of calm; blue produces an agreeable sensation, red fills him with disquiet, also black. Reddish yellow gives him a distinctly agreeable sensation. When he closes his eyes he sees rays of different colors according to his humor. Sad melodies affect him as green does; singing is like blue. A loud noise gives him the sensation of red or of black. Sharp sounds have clear tints, etc.

Antarctica Under Light of Exploration.

Antarctica is the continent surrounding the south pole, which this year is being brilliantly explored by Ernest H. Shackleton. He has discovered the high plateau lying near the pole and traveled it at altitudes of from 8,000 to 10,000 feet to a point no more miles from the pole than Yonkers is from Philadelphia. The recent explorers have proved that in Jurassic, Cretaceous and Tertiary times this most southern land, as has long been suspected, had a temperate or even a warmer climate. The evidence also points to the conclusion that there was once a land connection between Antarctica and more northern lands at least with South America.

Nornenskiold in 1902 made a sledge

journey of 4,000 miles along the eastern side of West Antarctica, where the bold King Oscar mountains rise high above the shore line. On the west side of the same long narrow stretch of mountain land Dr. Charcot surveyed new coast lands in 1903. It is thought that this land, which is the nearest approach of Antarctic soil to the northern continents, may be a great peninsula putting northward from the frozen continental mass. Almost straight across the polar area from West Antarctica Drygalski discovered, in 1902, south of the Indian ocean, the ice clad Kaiser Wilhelm II. Land in the same region where Lieut. Wilkes of our navy found the long stretch of shores some seventy years ago that bear the name of Wilkes land.

In 1904 Bruce of the Scottish expedition discovered Coals land far south of the Atlantic, whose coast he was able to follow for seventy-five miles. This coast is believed to represent another segment of the continent of Antarctica. Scott discovered in 1902 King Edward VII land, which is joined by the great ice barrier of Ross to South Victoria land. And in the same year he traced the coast of South Victoria land toward the pole for 380 miles and at his farthest point he saw the mountains still stretching southward to the eighty-third parallel. Within the last few months Shackleton has sledged hundreds of miles over the ice south of Scott's farthest.

Meteorites Earth's Prodigal Sons.

Moonlets is the new name for meteorites. Prof. G. K. Gilbert has found it. He believes they are by-products of the catastrophe that split off the moon from the earth's mass, not visitors from space, but little fragments of our own planet that have returned after long absence. They move in orbits of their own, generally eccentric orbits. Those moonlets whose velocities were hyperbolic would free themselves from our earth, but could not escape the sun and would therefore revolve about it in orbits coinciding more or less closely with that of the earth. Since they would be constantly meeting both the sun and the moon their orbits would be subject to most violent perturbations, constantly shifting them back and forth between hyperbolic and elliptical conditions. Also, as Prof. W. H. Pickering of Harvard believes, they would all of them sooner or later pass near enough to sun or moon to be minutely fractured by it.

His Early Training.

The cub reporter had formerly been a fire-insurance solicitor and when the city editor sent him to get the particulars of a prominent citizen's demise he handed in the following:

"Mr. J. Howard Smart, a well-known man about town, died of heart failure at his residence at 9 o'clock last night. He leaves a wife and two children to mourn his loss—which is fully covered by insurance."

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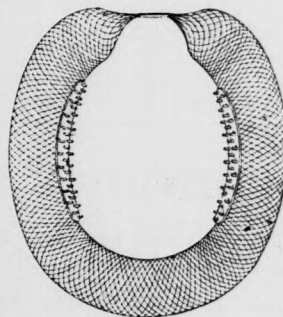
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How To Construct a Sand-Clay Road.

The sand road is one surfaced with a mixture of sand and clay. Instead of the clay mixture, it may be composed of sand and gumbo or other kinds of soil. It may be termed the sand-gumbo or sand-earth road. Roads can be made in this manner, wherever the different ingredients are accessible.

Ordinary, clean, marketable sand contains about one-third voids—open spaces between the grains of sand. The proper mix for a road is when every void is completely filled and every grain of sand is in contact with other grains. The soil acts as a cement—as a cohesive substance to solidly bind and hold the whole mass together. This means that the materials must be correctly proportioned and thoroughly mixed. If there is an excess of soil the mix does not have enough body, and if an excess of sand, it lacks binding material. In either case the sand particles are free to move about, is unstable and the roadbed will be penetrated by water.

All soils will not do for this purpose. Those of a plastic, cohesive nature, such as gumbo or clay, are the best. The "slacking clays" disintegrate and crumble to pieces in the air and water. They have not binding and cementing qualities of the more plastic clays. The "ball-clays" are of a sticky, plastic nature which shed the water well and make a good binder. The best soils are those containing the least organic or decaying matter, which have the least expansion and contraction under heat and moisture and are of the greatest plasticity and imperviousness.

The process consists in first bringing the road into condition of a well-made earth road, crowned, ditched and drained. Spread the required material over this prepared road-bed to the desired depth. If a sandy road, spread the soil to a depth of about 3 to 4 inches at the center, thinning out to 2 inches at the outer edges of the desired width. This will require plowing up the sand to 9 inches in depth at the center and 6 inches at the sides. Plow and disc-harrow until all the lumps are ground up and the ingredients are thoroughly mixed. If it has not enough sand or soil, add the necessary ingredients.

The mixing is not rapid and needs close observation during the process. The best results are obtained if the material is wet when mixed, in which case it may be necessary to spread and wait for a rain, before plowing and harrowing. In any case, give it a thorough puddling and mixing. Then smooth it off by going over it with a road float or drag, after which it should be thoroughly compacted by rolling; a four to five ton roller will give the desired results. It may not be up to expectancy to begin with, but watch it and keep it shaped up. As with an earth road, the road float is one of the best implements with which to maintain the sand-clay road. If an excess of soil or sand appears, add a little of the opposite material, and in a season it will make a road

which will last and bear up well under heavy loads.

The cost of these roads is the expense of hauling, spreading, dragging, rolling, etc., all of which can be done with machinery especially adapted for this purpose. Nothing about it requires the nicety of finishing and trimming by hand. This will cost \$200 to \$400 per mile of finished road, with material within a mile haul.

One of the best and most economical implements with which to maintain the earth roads is the road float (or drag). The effect of the drag is to put on just enough soil to fill all holes, ruts or hollow places, pressing the water out of them into the side ditches and by a smoothing effect, leaving the surface in condition to shed the additional rain. It keeps the crown built up and by the use of the roller upon it, you have a well compacted crown to withstand the penetrating effect of rain and frost.—It also maintains the surface drainage. With the road once in good condition, it can be kept good for a small and reasonable amount.

F. L. Gaines.

The papers are telling a story of an Eastern college graduate who applied for work in a Michigan lumber camp. He was told to get busy on one end of a crosscut saw, the other end being in charge of an old and experienced lumberman. At first all went well, but at the end of the second day the young man's strength began to wane. Suddenly the old man stopped the saw and spat. "Sonny," he said not unkindly, "I don't mind yer ridin' on this saw, but if it's jest the same to you I wish you'd keep yer feet off the ground."

When Phillips Brooks was going abroad, a friend rallied him about discovering a new religion and bringing it back with him. "You had better be careful, Bishop," he said; "it might be difficult to get a new religion through the customhouse." "I think not," observed Brooks. "Any religion popular enough to import would have no duties attached to it."

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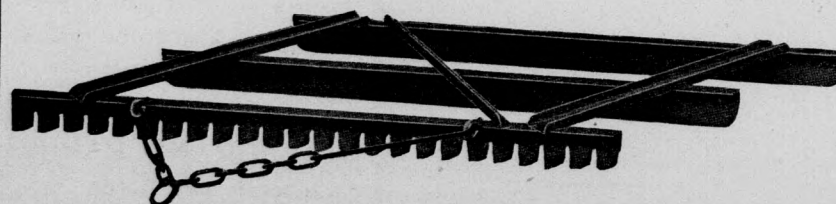
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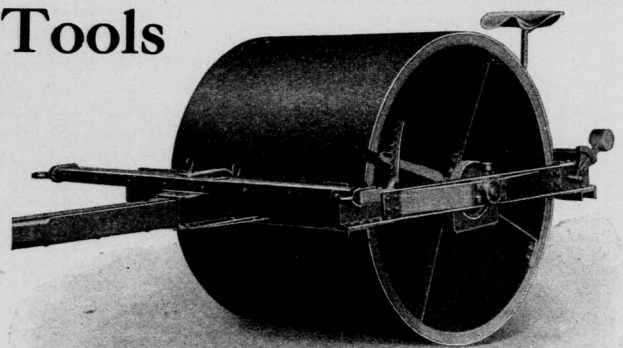
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Movements of Working Gideons.

Detroit, June 1—The Griswold House hotel meeting last Sunday evening was led by Mrs. Geo. S. Webb, being the fifth Sunday of the month, which is Auxiliary Sunday. Mrs. Webb took up the subject "Love" and, before she had proceeded far, we "Loved the Subject." There were eighteen present and all followed scripture reading and illustrations with attention. Among those present were Mrs. E. Miller, of Canal Dover, Ohio, E. B. Gordon, of Boston, T. N. Rogers, of New York, C. H. Joslin, city, C. M. Smith, Mr. and Mrs. Mitchel, city, the writer and wife, guests of the house, and L. D. Jones, of Philadelphia, who in a short address gave a story of a young girl who had become dissatisfied with her home and sought happiness in Chicago. The devoted mother followed in disguise and found where her daughter roomed in a dark, dismal, back room, and was informed by the landlady this was the best the young lady could afford from the meager wages she could earn. The mother established herself in a nearby home as a washwoman, and arranged with her daughter's landlady to give her daughter the best front room, with light, air and all the comforts the place could afford, and arranged with the landlady to do all the washing and ironing for the daughter free. The landlady was to inform the daughter that this was all for love. The mother labored and loved. She arranged with the managers of a mission to give her daughter especial attention. When the laundry was delivered to the daughter she observed how clean and sweet it was and said it looked just like home. Time passed on and one day she observed spots on the laundry, and asked her landlady what it was. She was informed that her mother had done the work and that the spots were made by "mother's tears."

The following programme has been arranged for the State Gideon banquet at the Griswold House June 5:

Gordon Z. Gage, State President—The Traveling man as an Office Seeker.

Miss Evo—song.

Kirk S. Dean, Jackson—The Traveling Man as a Necessity.

E. J. Fogell, Jackson—The Traveling Man as to His Opportunities.

George S. Webb—solo.

George B. Clark, Detroit—The Traveling Man of to-day as an improvement over him of by-gone days.

Mr. William Banks and Mr. George Piebesh—duet.

L. B. Langworthy, Flint—The Traveling Man as a Versatile Fellow.

Jacob J. Kinsey, Saginaw—song.

John Adams Sherick, Grand Rapids—The Traveling Man and his side lines.

Rev. Samuel P. Todd, Bay City—The Traveling Man as a religious worker.

Aaron B. Gates.

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THE MODERN ERA.

It Requires Ability That Must Meet Demands.

The man who would exert the largest influence must use the force of his brain power in the right direction to enable him to touch the world in the exact spot and make it respond to his impression.

He must conform his physical and mental actions to his surroundings and adjust them to a definite aim.

Brain and body must keep pace with the trend of modern ideals or else lag behind and eventually be forced out of the march. The faculties and senses must be developed to meet the requirements of the time.

Men see more to-day than their predecessors of any previous generation. Galileo in his day by his lenses and telescope brought other worlds into the vision of man and opened up vistas for thought and imagination undreamt of in the days of Moses or of Ptolemy, but almost infinite in comparison has been the progress of optical science since the time of Galileo.

Successors continued to improve upon his theories and labors, every generation witnessing new triumphs, until to-day we have such marvels as the camera, spectroscope, multiscopes, and many other instruments of applied mechanical genius that we can vividly witness reproductions of scenes happening at the other end of the earth and look upon them as if they were happening under our actual observation.

In moving pictures we can see the triumphal pageant of a nation's fleet encircling the globe, we can see the flags of foreign powers dipping in salute, while tens of thousands shout a welcome from the shore. The smoke from the funnels seems as real

as if the dense volumes of darkness were pouring into the atmosphere around us, and we almost think we can smell the bitumen.

The whole world may be likened to a whispering gallery, like the echoing lake of Killarney, which gives back the sound to whence it came. A whisper in Africa is heard in New York, a "cooey" in the Australian bush finds its echo in the Rocky mountains. Space has been annihilated.

Our fingers have become so long that they can encircle the globe in a second. Push a button or turn a key in a switchboard in Chicago and you can flood a room with light in London. Our sense of smell has become so acute that in the occident we can enjoy the perfumed fragrance of the orient. We have cleared away the miasma of the centuries and made earth a garden to what it was in the days of our forefathers.

Our alleys are cleaner than were the main thoroughfares in the days of Elizabeth or Henry of Navarre. Our dwellings are so regulated by the laws of modern sanitation that they excel the boasted palaces of old. Disease has been forced to capitulate and health sits upon his throne.

The tongue, too, has extended its dominion over seas and continents. We can stand at the wireless station in New England and talk to Pont-y-Pridd in Cornwall. The organ of taste has kept up with the rest and has grown so large, indeed, that we are no longer satisfied with the plain food of our fathers. We must have epicurean dishes, and the four corners of earth must cater to our tables—tea from China, coffee from Brazil, sugar from the West Indies, bananas from Hawaii, oranges not only from Florida but from Italy, and malaga grapes from Spain, not to

speak of the Rhine wines from Germany. Green turtle soup at \$5 a plate is considered cheap, and frogs' legs from France are no longer considered a delicacy.

Every day is witnessing new gastronomic features in the cuisine and on the menu. Americans in South America have found boa-constrictor soup delicious, and in New York there is a restaurant which tickles the palates of its patrons with kangaroo steaks from the far land of Australia.

We are doing everything on a mighty scale, and distance does not count. It is now but a step of sixteen hours from New York to Chicago, the Atlantic is crossed in four and a half days, and steam will soon be out of fashion. In most cases electricity has taken its place and now the airship has soared into the sky of material progress. We may expect soon to fly to Europe in a day or two. And the end of scientific marvels is by no means in sight.

It behooves us to keep pace with the throng, otherwise we will be trampled down in the onward rush.

To keep our place the brain must direct the body. To do so it must be kept up and stimulated to use its best force. It must point out and demonstrate the means necessary to gain the end of endeavor. It must select the weapons to show their use and when to use them.

These must be down to the minute. The perfection of yesterday is but a mockery to-day, and what is serviceable to-day may be utterly useless to-morrow.

A single regiment with modern weapons could annihilate an army with the old fashioned implements of warfare. An army rifle is worth a hundred flint locks of the continentals. A few little torpedo boats of

our day are more dangerous than all of Nelson's fleet at the battle of the Baltic or the siege of Trafalgar.

Alexander conquered the world in his time. Were he to appear in our day with the same men and the same means of defense and aggression a few thousand of American volunteers with modern ammunition and skilled in the science of war could wipe him and his followers off the earth in a few hours.

Napoleon, military master of his day, would stand but little show with the means he had at his disposal in his battles. Napoleon was much of an improvement on Alexander, and his tactics made him almost invincible. Those tactics, however, would not have served Grant, the world had progressed in the meantime, nor would Grant's evolutions and plans do for our time.

The pace must be kept up, men must be abreast of the times. The way the father conducted business will not bring success to the son; it will leave him behind and he will have to drop out.

There never was a time when there was greater need for well developed minds than to-day, and never were the rewards for competency so great and so alluring.

Madison C. Peters.

It is not necessary to rake over a man's reputation before you begin to sow the seeds of kindness.

Making old men out of boys often means making bad men out of them.

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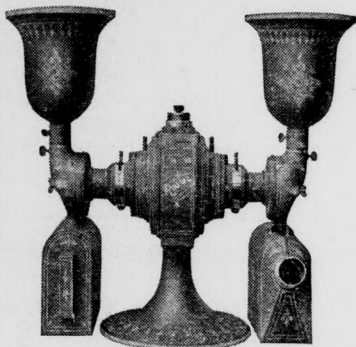
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A Penny's Worth of Electricity Will Cut 50 Pounds of Coffee on the Royal.

The best mill in the world at the least cost to you.

This means a great saving of time, labor and expense, and this saving will pay for a ROYAL mill in a few months even in the smallest store.

The ROYAL is the simplest, handsomest and most durable mill made. A child can operate it. All you have to do is to turn a little button, pour in your coffee, and the coffee is cut and in the hands of the customer in less time than it takes to tell it.

ROYAL mills are guaranteed, and are sold on easy monthly payments.

Write today for a free copy of our catalog that tells all about The Mill That Cuts The Coffee.

The A. J. Deer Company

546 West St.

Hornell, N. Y., U. S. A.

Peoples Savings Bank

GRAND RAPIDS, MICHIGAN

S. W. Cor. Monroe and Ionia Sts.

There is Nothing in Safe Banking that we Cannot Perform

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.

Condensed Report April 28, 1909

Resources		Liabilities	
Loans and Discounts	\$ 501,904.49	Capital Stock	\$ 100,000.00
Bonds, Mortgages and Securities	1,212,091.56	Surplus Fund	50,000.00
Banking House	35,000.00	Undivided Profits	34,513.20
Furniture and Fixtures	1,163.01	Premium Account	2,619.00
Overdrafts	1,143.02	Dividends Unpaid	75.00
Cash in Vault and Banks	301,632.93	Deposits	1,865,867.82
Other Cash Items	140.01		
Total	\$2,053,075.02	Total	\$2,053,075.02

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.

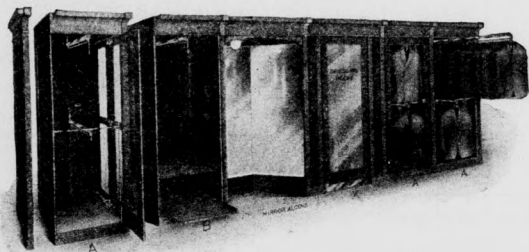
PEOPLES SAVINGS BANK

THOMAS HEFFERAN, President

WM. ALDEN SMITH, Vice Pres. EUGENE D. CONGER, Cashier
SAMUEL M. LEMON, Vice Pres. T. WM. HEFFERAN, Ass't Cashier

Every Merchant

Who is interested in new ideas for selling goods and modern store outfitting is invited to



Visit

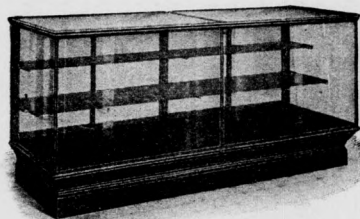
Grand Rapids Show Case Co.

The 20th Century Cabinet

Is endorsed by every merchant who uses them

Our Display Cases

have weak points eliminated



Display Case No. 600

GRAND RAPIDS SHOW CASE CO.

585-595 N. Ottawa St.

GRAND RAPIDS, MICHIGAN

The Largest Show Case Plant In the World

YOUR CUSTOMERS ARE YOUR BEST ASSETS

Without customers your stock and capital would not earn you a dollar.

You no doubt do certain advertising (newspaper or circular) to draw trade.

Every customer you have or get is **worth** a certain amount of **money** to you every year. Therefore, **if you lose a customer** through misunderstandings, errors or disputes, **you have lost a part of your capital or assets.**

THE McCASKEY CREDIT REGISTER SYSTEM

Eliminates errors and disputes

Stops all forgetting to charge or make proper credits

Pleases your customers

Inspires them with confidence in your methods

Draws new trade

Is the **greatest collector** ever invented.

If you want to know **how to get new customers**, hold the old ones and **increase your profits** we will be pleased to give you further information.

Drop us a postal.

The McCaskey Register Company
Alliance, Ohio

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

Detroit Office, 1014 Chamber of Commerce Bldg.

Agencies in all Principal Cities

EDUCATIONAL WONDERLAND.

The center of interest in numberless American homes to-day is the getting the high school senior ready for graduation. Time was when "the last day" was a simple affair. The graduating class, in the best clothes they had "spoke pieces"—the boys did—and read essays—the girls, of course—with music at regularly occurring intervals, the grand culmination being the presenting of the diplomas by the President of the School Board, who was expected to say and did that the graduating class was the pride of the community and that this class could worthily take its place in the long line of classes that is the crowning glory of the American school system. That was all; and that same night everybody went to bed at his regular hour and the whole affair passed off without any extra expense for anybody.

Now—details are harrowing and quite uncalled for. Through a mistaken idea of keeping up with the times the practices of the college commencement have been introduced into the high school of the humblest village, simplicity has departed and the whole from beginning to end is expensive and unsatisfactory. Then in the earlier days two and a half hours at most covered the time of the exercises; how they begin with the baccalaureate(!) sermon on Sunday; there are receptions by the different classes, there is the class supper to close the exercises of Class Day and a graduating class to amount to anything must have a graduating ball as the grand finale. For these different functions the one-time best dress is hardly equal. Only a few days ago a soon-to-be alumna was heard going over a list of the new things she had and was going to have, and when someone in the simplicity of his heart asked if the list need be quite so long, the answer, short and sharp, in an indignant tone came promptly back: "If you're in the swim you've got to keep your nose above water or go under, and they ain't going to be any o' that in mine!"—a sentiment to be commended in certain conditions but not in this one, where the family income is hardly equal to the cost even of one of the several gowns.

In connection with the graduating features of this educational wonderland there is a growing conviction that in a comparison of the old "last day" with the new, the modern attainments of the diploma-bearer are such as to give the receiver thereof but little to boast of. Left to themselves the oration and the essay are as crude to-day as those were generations ago in expression and in thought; and it is submitted candidly and with much earnestness that the "best dress" of the old time with the training behind it was as good an article as the several graduating gowns now stand for, leaving out of the account the expensive difference in the cost of the two. It is the picture not the frame that fixes the value of the canvas and the system that makes the mistake of subordinating the one to the other is not what the supporters of the costly high school want and

pay for. What they do want and what they are insisting on more and more is that the diploma shall stand for something which the world wants and which the high school graduates can furnish when the times comes for them to use it.

What they are paying for and what they are going to have is that their boys and girls shall know how to speak and write good English; if Heaven has made them specialists that the trained specialty shall be attended with the trained thought and manners of good citizenship; that respect for superiors and elders shall be a noticeable characteristic of school training; that school and church together shall help the home to prevent and stop the sins that center around the third commandment and the seventh; that, in a word, the training of the schools from kindergarten through the university shall be a course of practical instruction that shall result in first-class, all around men and women, equal in every way to the requirements of their day and generation. If the methods now in use can produce what is so strenuously called for, well and good; if not, then the most stupendous task that humanity can ever hope to accomplish should be entrusted to minds and hearts that can come nearer to the demands than those which the educational wonderland can show to-day.

DOES THIS MEAN WAR?

That Russia is still on the lookout for an outlet to the Southern Seas is beyond question and is accepted as a fact by the new administration in Turkey.

Just now, almost in the shadow of Mt. Aararat and not much over a hundred miles from the Ruins of Ninevah, Turkish troops are said to be intrenching themselves against the advance of the Russians, and both Great Britain and Germany are looking on with approval.

West of the lower portion of the Caspian Sea, 450 miles southeast of the eastern end of the Black Sea, is the Persian city of Tabriz, capital of the province of Erbaijan. This city has a population of about 180,000 and it is important for its manufacture of silks, arms, shawls, tobacco, leather and wines. Without railways it is a center for the caravan transit trade to the south and southeast and the north, northwest and west. It is the nearest city of importance in Persia to the southern boundary of Russia.

Singularly, Russian troops are now in Tabriz, and because of this fact the Turkish troops have occupied the adjacent Persian cities of Urumia, Dilman and Khoi, seventy-five miles away from Tabriz, so that they practically control all the highways leading north and west from the latter city, which fact, in connection with the presence of a vast mountainous region to the east and north of Tabriz, places the Russian forces at a disadvantage.

When the late Capt. Fred Burnaby wrote his "Ride to Khiva," thirty years ago, he said, referring to the south boundary line of Russia: "Pet-

er the Great's will, or rather wishes, have not been forgotten by his successors, and the proof of it is best shown by looking at the map of Russia as it was in his days and as it now (1879) exists. When will that boundary line limit be attained? When is the Russian advance to be barred and where—by the Himalayas or by the Indian Ocean? This is a question not for our grandchildren, nor our children, but for ourselves."

So far as British India is concerned the question has been answered. And

now, playing the Georgians, the Armenians and the Kurds as pawns, Great Britain, Germany and the alleged new Turkey may be about to take on the game as to Russia's old time possibility of an outlet through Persia to the Southern Seas. What about the International Peace Congress? is a pertinent question in this connection. Are the ecclesiastical factors more powerful than either Czar or Sultan? is another enquiry bearing upon the situation.

DON'T FORGET

We are headquarters in Grand Rapids for

Fruits and Produce

Car Lots or Less

Yuille-Miller Co.

We Are Either Buying or Selling Every Day in the Year

From Celery Grounds to Retailer

We ship direct from celery bed to dealer, thus assuring the consumer fine stock in fresh condition and giving the dealer an increased profit on his sales. Quotations furnished on request.

Muskegon Celery Co.

Growers and Shippers

Muskegon, Mich.

W. C. Rea

A. J. Witzig

REA & WITZIG**PRODUCE COMMISSION**

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

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

REFERENCES

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

Established 1873

We Are Now Receiving

STRAWBERRIES in CARLOTS

Send us your standing orders

The Vinkemulder Company

Wholesale Fruits and Produce

Grand Rapids, Michigan

A. D. Wood

Geo. H. Reifsnider

A. D. Wood & Co.**BUTTER AND EGGS**

Wholesale and Retail

321 Greenwich Street

New York City

471 9th Avenue

References—Aetna National Bank, Chelsea Exchange Bank

We can give you good service

Ship us your butter and eggs

Reduction in Freight Rates Secured By Adrian.

Adrian, June 1—After months of earnest effort and negotiation by the Industrial association, it is at last able to announce the long-desired modification of freight rates on shipments of wire fence to the western and southwestern territory.

A telegram from C. H. Stinson, the general freight agent of the Wabash, states that he gave notice at the meeting of the Central Freight Association at Chicago, that the Wabash would immediately put in force a reduction on wire fence from Adrian west, effective on the legal date as follows:

Adrian to Chicago, 10 cents a ton.

Adrian to St. Louis, 13 cents a ton.

Proportional decrease to farther destinations.

This means a saving of 60 cents a ton to Chicago, and \$1 a ton to St. Louis.

The Adrian factories have long been at a marked disadvantage. The old rate from Pittsburg to Adrian has been 15 cents and from Adrian to Chicago 13 cents, making it cost 28 cents a hundred or \$5.60 per ton between Pittsburg and Chicago. The direct rate from Pittsburg to Chicago on wire fence was only 18 cents, or \$3.60 per ton, thus giving fence manufacturers in the Pittsburg distance a clear advantage of \$2 a ton on all shipments west of Chicago.

The condition had become very burdensome to Adrian manufacturers and seriously threatened the prosperity of some of the local factories. The Adrian manufacturers have been endeavoring for ten years to secure the removal of this handicap, but without success, until last fall, when the Industrial association took the matter up. The association took it up independently, without even having been requested to act, but the local manufacturers were invited to lend their aid, which they gladly did.

A committee was appointed and a meeting was immediately had in Adrian with Mr. Billings, division freight agent of the Lake Shore, and other officers of that system, and a little later in Chicago with Mr. Ingalls, traffic manager of the New York Central lines, and other officials. This was followed with another meeting here with General Freight Agent Stinson of the Wabash, from St. Louis, and Mr. Cull, division agent, from Detroit.

Later the matter was again taken up with Messrs. Stinson and Ingalls at a meeting held in Chicago, and another conference was held with Mr. Ingalls at Chicago, just before the meeting of the Central Freight association which met February 12, when the matter was taken up and referred to the iron committee for prompt action.

The association's efforts were continued, and on April 27 Secretary Palmer and President Burnham met the iron committee at Chicago, but the committee was divided and no action was taken, the matter being adjourned to May 19. The committee still failing to take favorable action, the Wabash on its own initia-

tive, put the above reduction into effect.

The result can not fail to be of great benefit to Adrian, and its importance is fully appreciated by the fence companies. No one, who has taken a hand in similar negotiations, can appreciate the extreme difficulty of getting action in any case involving a disturbance of existing rates, and though the reduction is not a sweeping one it is still a big victory for the Industrial association.

The credit is in large measure due to the tireless and skillful work of Secretary Palmer, who has handled the matter from the outset with a full understanding of the subject and with great tact and energy. President Burnham has been equally active, and his extensive knowledge of manufacturing and transportation matters has been invaluable in the course of the negotiations.

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

Buffalo, June 2—Creamery, fresh, 23@26c; dairy, fresh, 18@22c; poor to common, 14@18c.

Eggs—Strictly fresh, 21½@22c.

Live Poultry — Fowls, 15@16c; ducks, 12c; geese, 10@11c; old cox, 10@11c; broilers, 30@32c; turkeys, 15@17c.

Dressed Poultry—Fowls, 16@17c; old cox, 12@12½c.

Beans—New Marrow, hand-picked, \$2.85@3; medium, hand-picked, \$2.80; pea, hand-picked, \$2.80@2.85; red kidney, hand-picked \$2.25@2.40; white kidney, hand-picked, \$2.50@2.65.

Potatoes—75@80c per bu.

Rea & Witzig.

Ever Do This Yourself?

The street-car conductor smiled and refused to accept the transfer proffered by the man who was deeply interested in his newspaper.

"I just gave you that transfer, sir," he said. "It's all right—you've paid your fare."

The man looked up from his paper absent mindedly, smiled, and put the transfer back in his pocket.

"That happens very frequently," said the conductor, as he took his place on the rear platform. "That man had paid me his fare and I gave him a transfer. Yet, when I passed through the car collecting fares, he thoughtlessly handed out the transfer to me again. I had a passenger the other day who insisted on handing me a nickel every time I passed through the car. He was so deeply engaged in thinking over something—perhaps some of his business troubles—that he mechanically ran his hand down in his pocket and attempted to hand me the price of a ride every time he saw a uniform and a few brass buttons."

The Watered Stock Market.

The gentleman farmer was enlightening a prospective customer as to the nutritive values of vegetables in general.

"Are you aware" he said, "that ordinary cucumbers contain 95 per cent. water?"

"Then they shouldn't be sold on

this market," said the other, emphatically; "they should be listed on the New York Stock Exchange!"



Faultless Malleable Ranges have the FIVE ESSENTIALS: Design, Finish, Materials, Workmanship and Durability. Write for new catalog, "Range Reasons."

Faultless Malleable Range Co. St. Charles, Illinois

We pay cash for Package Stock Butter, Live Poultry and Eggs
Dressed Calves on Commission
Write for Prices
Peninsular Poultry & Egg Co.
704 McDougall Ave. Detroit, Mich.



Do Not Fail to See the Catherine Countiss Company

At the Majestic
The Theatre Beautiful

In David Belasco's Great Society Play

The Charity Ball

Evenings 15 to 50c. Wednesday and Saturday matinees 25c. Only dramatic attraction during Merchants' Week.

Complete Line of Books, Box Paper, Hand Bags

Suitable for

Commencement Exercises

WELCOME VISITING MERCHANTS

Grand Rapids Stationery Co.
Grand Rapids, Mich.

Manufacturers of Medium and High Grade Brooms

Mail and phone orders given prompt attention

GRAND RAPIDS BROOM CO.

Citizens Phone 6818

Grand Rapids, Mich.

Millet, Buckwheat

All kinds Field Seeds. Orders filled promptly

Moseley Bros.

Wholesale Dealers and Shippers Beans, Seeds and Potatoes
Office and Warehouse Second Ave. and Railroad

Both Phones 1217

Grand Rapids, Mich.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

FOOTE & JENKS, Jackson, Mich.

A Message Personal to You

Our June catalogue has been prepared especially for YOU.

Not for the fellow up the street, or in the next town, or in the next state—but just for YOU.

It is our ambassador extraordinary and minister plenipotentiary to your court.

In its preparation we have had in mind not a meaningless conglomeration of unrelated stocks and stores—but we have had in mind *your* stock and *your* store.

We know your store—we know it almost as well as you do—we understand the conditions that surround it—we know the demands that are made upon it.

And we have merchandised to the end that we might bring to you, in our June catalogue, exactly those things which will best meet these conditions and demands.

Also we have taxed our immense buying organization to its utmost that we may supply these things at prices that—in the average—can not be duplicated elsewhere in wholesaledom.

This catalogue brings to you an opportunity to put more round dollars to the credit of your personal account.

It mean a chance to save.

Therefore you lose money every day you delay taking advantage of it.

Consequently you will lose money by not buying today.

Hence it is greatly to your interest to buy *now*.

This is the message our representative brings to you—plain, straight-from-the-shoulder, matter of fact, everyday, common, ordinary truth—which to you right now has more than an ordinary, common, everyday meaning.

A postal—or a simple mail request will bring this catalogue to you—if you are a merchant.

Ask for No. FF722.

Butler Brothers

Exclusive Wholesalers of General Merchandise. New York, Chicago, St. Louis, Minneapolis.

Sample Houses—Baltimor, Omaha, Dallas, San Francisco, Seattle.

Business-Wants Department

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

BUSINESS CHANCES.

For Sale—Drug stock, invoices \$3,000. Owner sick. 10% discount if taken before July 1. Address 677, care Tradesman. 677

For Sale—A good stock of general merchandise, good trade; also cement block store and good 9-room house; three lots; small barn, at a bargain; a good farming country around it; post-office in store, have good reasons for selling. Address Postmaster, Valley Center, Mich. 676

Don't give your bad accounts to a collector. You can collect them yourself at no expense. My letters have done it for others. They will do it for you. Complete model set for \$3. Write me about it. H. C. Annable, 188 Essex St., Salem, Mass. 673

For Sale—Practically new stock crockery, glassware, notions, etc., in Northern Michigan resort town. Stock will inventory about \$1,500. Address No. 672 care Tradesman. 672

For Sale—One 6-foot Burns' roaster and cooling-pan, one Frazer Manufacturing Co.'s stoner, one coffee granulator. Ask for price. Address McKinney & Co., Binghamton, N. Y. 671

Wanted—Investors for stock proposition of unusual merit. Zilisch, 116 S. Henry St., Madison, Wis. 670

For Sale—Grocery stock of about \$2,000 in city of 10,000 in a good location, doing good business, low rent. Reason for selling, ill health. Address J. D. P., 120 S. Washington St., Owosso, Mich. 669

For Sale—Stock of shoes, notions, hat and caps. Good clean stock, will inventory about \$5,000. Address 2321 Gratiot Ave., Port Huron, Mich. 668

Wanted—Stock general merchandise, clothing or shoes. Give particulars as to size and condition in first letter. W. F. Whipple, Macomb, Ill. 667

For Sale—Small barber shop earning \$100 a month. Will sell for half actual value if taken at once. Address W. V. Tremper, Midland, Mich. 666

For Sale—Clean and up-to-date drug stock located in Central Michigan town of 4,500 and is the county seat. Address H. care Michigan Tradesman. 665

A few hundred dollars will start you in business. Just now I know of a few splendid openings for retail stores and I know something about a line that will pay big profits on a comparatively small investment. Write me to-day for full particulars. Edward B. Moon, 14 W. Lake St., Chicago. 664

Tuberculosis Conquered—Write for testimonials and pamphlet, "Why Nature's Creation Saves Consumptives." E. D. Morgan, First National Bank Bldg., Columbus, Ohio. 663

For Sale—Small clean stock of general merchandise and frame store building connecting with six room dwelling all in good repairs, bath, cement cellar, electric lights, located on paved street in thriving county seat of 2,000 in Northern Indiana. Good business. Sickness, reason for selling. Address No. 678, care Tradesman. 678

For Sale—Grocery stock and fixtures, inventorying about \$3,500, in hustling town of 2,000. Splendid farming country. Business established forty years. Good reasons for selling. Address Box 665, Lowell, Mich. 640

A client has six beautiful lots overlooking the Kent Country Club grounds, that he is anxious to dispose of and will sell at a very reasonable price or exchange for good stock of general merchandise. W. H. Gilbert, 104 Ottawa St., Grand Rapids, Mich. 658

All new general merchandise stock for sale in best building and location in thriving county seat town. Address H. L. Cooley, Grant, Neb. 650

Timber land for sale. 800,000,000 feet on Quotsino Sound, Vancouver Island, B. C.; 14 miles navigable water front. For particulars write F. C. Haverty, Secretary, 707 S. Third St., Missoula, Mont. 647

For Sale—Clean stock of hardware in live town of 3,000 in Central Michigan. Fine farming community. Good factories. Town growing. Stock will inventory about \$5,500. Good competition. Address "Millington," care Tradesman. 645

Wanted—To rent, store building in live town, population not less than five thousand. Best location for bazaar line. Vacant store preferred. Will consider clean stock. Address No. 651, care Michigan Tradesman. 651

Wanted—Stock of dry goods, groceries, general merchandise or real estate, for a good Texas farm. Address No. 644, care Michigan Tradesman. 644

For Sale—Stock of millinery, notions and stationery, good rural town 1,000. Stock \$600. Reason selling, sickness. Address No. 642, care Michigan Tradesman. 642

For Sale—New and up-to-date stock of dry goods, shoes and gents' furnishings. Inventories about \$5,000. Brick block, electric lighted. Hustling country town of 1,500. Best of reasons for selling. Address P, care Michigan Tradesman. 657

For Sale—Or Trade—American Soda Fountain Co.'s marble fountain, having sixteen syrups, two soda drafts, three mineral drafts, fancy top with large mirror, refrigerator base, twelve foot counter with return, copper sink with drain boards; all in fine condition; cost over \$1,300; cash price \$500 or a trade; photograph sent on request. Address Matt Noll, Druggist, Atchison, Kan. 656

For Sale—General stock of merchandise. Must be sold by Sept. 1. Will sell all or part. Can reduce stock one-half. Will invoice \$7,000. We have good farming country, two general stores in town. Reason for selling, wish to go in d. business. Address Lock Box 11, Climax, Mich. 653

For Sale—Strictly No. 1 shingles, \$2.16 per M. f. o. b. Nelson, B. C. Also 1,280 acres of timber land, \$1 per M. Address W. H. Kreyscher, Nelson, B. C. 652

G. B. JOHNS & CO.

GRAND LEDGE, MICH.

Merchandise Brokers and Leading Salesmen and Auctioneers of Michigan

We give you a contract that protects you against our selling your stock for less than the price agreed upon.

For Sale At a Bargain—A staple stock of general merchandise and store building, solid brick block, two stories high, with two living rooms in rear. Six large rooms upstairs and warehouse. In one of the best farming and fruit sections in Western Michigan. For particulars enquire of Dr. L. Barth, Grand Rapids, Mich. 629

Wanted—To trade good eighty acre farm for stock general merchandise, to the amount of \$2,000. C. White, Midland, Mich. 637

For Sale—General store, stock and fixtures about \$3,300, located in a thriving farming community. No competition. On railroad, good market. Good reason for selling. Address Hansen, Miller, Mich. 631

For Sale—General merchandise stock, buildings, etc. Value \$10,000. \$7,000 will buy it if sold soon. Good clean stock. Good location, etc., and has always paid a good profit. Good reasons for selling. Address Box 111, Kneeland, Oscoda Co., Mich. 630

For Sale—150 men's suits at 75c on the dollar. Most of them new stylish garments. Sizes from 35 to 40. Address No. 625, care Tradesman. 625

For Exchange—New \$2,900 frame store building near Petoskey for house and lot or stock of merchandise, balance cash. Address No. 537, care Tradesman. 537

For Sale or Exchange—Ill health compels me to dispose of my \$8,000 to \$12,000 stock general merchandise, nice up-to-date stock. Good business, splendid location, excellent chance. Best town in northwestern Ohio. Will divide stock to suit. Want city property or farm. Fully describe your property. B. G. Reed, Payne, Ohio. 622

For Sale—Good clean stock of general merchandise about \$5,000, fixtures \$1,000, store buildings and valuable lots \$3,000. All at a bargain for cash only. Town about 400, good public schools, grain elevator and flouring mill, churches, factory and surrounded by the finest fruit and farming land in Michigan. Address C. M. C., care Michigan Tradesman. 621

For Exchange—Splendid 40 acre fruit farm near South Haven. Eleven room residence, barn, 30 acres in fruit. Will exchange for residence property or grocery stock anywhere but it must be clear. A. L. Cornelius, Syracuse, Ind. 619

Drug and grocery stock for sale; inventories \$2,500; owner wishes to sell on account of poor health. A. G. Holmes, Vernon, Mich. 615

Want Ads. continued on next page.

Special Price Current

AXLE GREASE



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

BAKING POWDER

Royal



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

BLUING



C. P. Blueing

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

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. brand
Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



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

FRESH MEATS

Beef

Carcass 7 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 @ 8 1/2
Chucks 6 @ 7 1/2
Plates @ 5 1/2
Livers @ 6

Pork

Loins @ 14
Dressed @ 9
Boston Butts @ 12 1/2
Shoulders @ 10 1/2
Leaf Lard @ 12
Pork Trimmings @ 9

Mutton

Carcass @ 10
Lambs @ 15
Spring Lambs @ 15

Veal

Carcass 6 @ 9

CLOTHES LINES

Sisal

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

Jute

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

Cotton Victor

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

Cotton Windsor

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

Cotton Braided

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

Galvanized Wire
No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, Detroit;
Symons Bros. & Co., Saginaw;
Brown, Davis & Warner, Jackson;
Gods- mark, Durand & Co., Battle Creek;
Fiebach Co., Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

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

Cotton Lines

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

Linen Lines

Small 20
Medium 26
Large 34

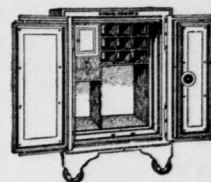
Poles

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

GELATINE

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

SAFES



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

SOAP

Beaver Soap Co.'s Brands



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

Tradesman's Co.'s Brand



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

TABLE SAUCES
Halford, large 3 75
Halford, small 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Doins in Other Cities.

The poplar has been branded as a bad tree in Traverse City, largely on account of the damage done the water and sewer pipes by the thirsty roots. There is a proposition before the Council to cut down all the poplar trees on the terraces about the city.

Grand Haven has abandoned the plan of going to Lake Michigan for drinking water, even although the great unsalted sea lies at her very door. Four samples of the water taken off Highland Park were analyzed at Ann Arbor and germ life was found in each one. Prof. Vaughn stated that the water in three of the samples was unsafe for drinking purposes, and the sample taken from a depth of 65 feet, although better than the others, was not regarded as good or safe drinking water. Test wells are now being sunk near the water works plant.

The chattering, scolding squirrels at Ann Arbor are much admired by visitors, yet they cause some trouble. A woman property owner of the city recently complained to the police that the animals have the habit of pulling shingles off her houses, causing bad leaks in the roof.

The "city beautiful" movement is waxing strong in Philadelphia. Contracts have been let for the erection of attractive covered walks to extend on either side of the parkway between Nineteenth street and the terminus of the boulevard at Fairmount Park. The pergolas will be the longest in the world. Constructed exclusively of chestnut and cypress wood, these vine covered walks, with rest houses at frequent intervals, will prove one of the most attractive features of the boulevard.

Fort Wayne's week of civic revival will open June 3 with lectures afternoons and evenings by Prof. Zueblin.

The second annual Kansas Merchants' Week will be held in Topeka, June 23-25.

Menominee will have a city park, located on the bay shore in the downtown district, thanks to the efforts of the Woman's Club of that city.

The St. Joseph, Mich., Civic Improvement Association has offered its usual prizes for the best kept gardens, lawns and alleys in the city. The Association has about 300 members, each paying dues of 25 cents a year. Last summer a street carnival was given from which was cleared \$350, to be used in civic improvement work.

Chicago has annexed Milwaukee as a suburb. There are now forty-five fast passenger trains daily between the two cities over the two steam roads, and many of these trains make the ninety-mile run in two hours, including stops. The result is that many business men are living in Milwaukee and doing business daily in Chicago.

The ship canal to Houston, Texas, with depth of 25 feet from the turning basin to the Gulf, can be completed in thirty months at a cost of two million dollars. Congress is asked for an appropriation of this lump sum for an early completion of the work.

Almond Griffen.

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

BUSINESS CHANCES.

For Sale—A good clean business in town of 22,000. Machinery and help does the work. You handle the money. Big profits and no Sunday work. In same location nine years. \$1,600 buys all. Good reasons for selling. Act quick. Address L. S. Trump, Elkhart, Ind. 683

Bender Wanted—First-class man on chair work. Steady work, good wages to right party. State age and experience. Address S. Karpen & Bros., 22nd & Union, Chicago. 682

For Sale—Clean dry goods and general stock, located in good town of three thousand. Will inventory ten thousand. Doing big business. Want to go West. Address Jones, care Michigan Tradesman. 681

For Sale—Best located, cleanest department store in Southern Michigan. City of 6,000. Other business. Quick sale \$6,000 cash. Address No. 680, care Michigan Tradesman. 680

For Sale—Cigar, tobacco, pipe and candy store. Lunch counter in connection. Well established business. Good reason for selling. Address No. 617, care Michigan Tradesman. 617

The only vacant store building in good town for \$700. J. L. Shigley, LeRoy Mich. 612

For Sale—Retail lumber yard, planing mill; growing city of 8,000 population. Old established and prosperous company, sells because owners wish to retire from active business; coal and ice business can be secured to consolidate; make good money. Box 727, Monroe, Mich. 594

Hotel for sale or will trade for stock of general merchandise. Only hotel in Michigan town 600. Occupied and doing good business. Address No. 662, care Michigan Tradesman. 662

Bakery—Modern, up-to-date, successful; established over 38 years; doing first-class business in thriving town of 6,000 population. Only bakery here; keeps three and four teams busy year around. Property consists of large house, barn, store room and complete equipment; all machinery for baking business of most modern type, in first-class order. Trolley passes store. An opportunity of a lifetime; ill health is my only reason for selling. For particulars, address Frank Faith, Southington, Conn. 659

Administrators Sale—Completely equipped elevator, machinery, lands, warehouses, etc., located in Vestaburg, Mich. Sale takes place June 9th, at 1 p. m. Only elevator in town. Here is a good proposition for some one. F. H. Rowland, Adm. Riverdale, Mich. 643

For Sale—At Medford, Wis., stock of groceries, crockery and glassware, invoices about \$3,800. Doing a \$20,000 business. Good reasons for selling. E. C. Leonard, Medford, Wis. 661

For Sale—Clean up-to-date stock of groceries and fixtures in city of 6,000. Doing better than \$1,000 month business. Other business, reason for selling. Address A, 436 W. Main St., Ionia, Mich. 634

Drug store for sale. Elegant new stock. Fine soda fountain, fine fixtures. Will inventory about \$3,000. Not being a druggist and having other business, I wish to sell. Will make purchaser a good deal. B. T. Curtis, Reed City, Mich. 597

For Sale—Drug store, invoices \$3,500; will sell for \$2,000 if taken soon; good reason for selling. Address A. C. Mills, Nauvoo, Ill. 595

Miscellaneous—Merchants or parties looking for business locations will find splendid opportunities in Washington and Idaho, near Spokane. Write for information to P. O. Box 1441, Spokane, Wash. 624

For Rent—Finest location in Michigan for retail, wholesale or department store, formerly occupied by the Edwards & Chamberlin Hardware Company. Corner, 60x100, three stories and basement. Address Charles B. Hays, Agent, Kalama-zoo, Mich. 507

For Sale—Bakery, confectionery and ice cream parlor. Good business, in the best little town in the State. Address Joseph Hoare, Fremont, Mich. 585

For Sale—First-class stock of drugs and fixtures, doing good business. Located on good street in Grand Rapids. Inventories about \$4,000. Address Prosperity, care Michigan Tradesman. 546

Stores, business places and real estate bought, sold and exchanged. No matter where located, if you want to get in or out of business, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 125

Will pay spot cash for shoe stock to move. Must be cheap. Address P. E. L. care Tradesman. 609

For Sale—Clean \$10,000 stock of dry goods. No suits or cloaks. Live Michigan city of 3,000. Good reasons for selling and good chance for live man. Address D. L. A., care Tradesman. 460

Drugs and groceries—Stock and fixtures about \$1,300, new and clean, low rent. Located in hustling country town north of Grand Rapids. Right price on account of sickness. Address No. 364, care Michigan Tradesman. 364

Wanted—To buy cheap for cash, stocks of dry goods, clothing, shoes and men's furnishings. H. Kaufer, Milwaukee, Wis. 481

Wanted—Second-hand refrigerator for meat market. Must have capacity for 1,000 lbs. meat. Address No. 472, care Michigan Tradesman. 472

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

New and second-hand show cases, computing scales, soda fountains from \$25 to \$300. Counters, cash registers, wall cases, ice cream tables, chairs, stools, office desk. All kinds of fixtures. Michigan Store & Office Fixtures Co., 519-521 N. Ottawa St., Grand Rapids, Mich. 404

For Sale—One self-measuring five barrel Bowser oil tank, one Leonard cleanable grocers refrigerator, size 31x54 1/2 x73 inches. One set Standard computing grocers scale. All nearly good as new. Address Nelson Abbott, Moorestown, Mich. 482

SITUATIONS WANTED.

Wanted—Position as manager of store, grocery, dry goods or shoes or general stock. Best of references can be furnished. Address Manager, care Tradesman. 674

Traveling salesman for Northern Michigan is open for line of clothing, shoes, dry goods, grocery or any specialty line. Address Salesman, care Tradesman. 675

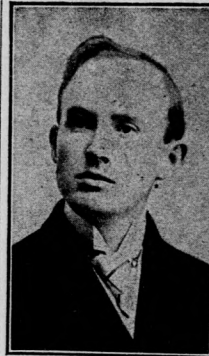
HELP WANTED.

Experienced saleslady wanted for dry goods and millinery department. Small hustling town. Store closes 6 o'clock four nights a week. Middle aged lady preferred. Give references and salary expected first letter. Address No. 679, care Tradesman. 679

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 342

The Celebrated Royal Gem Lighting System
with the double cartridge generator and perfected inverted lights. We send the lighting systems on 30 days' trial to responsible parties. Thousands in use. Royal Gem cannot be imitated; the Removable Cartridges patented. Special Street Lighting Devices. Send diagram for low estimate.
ROYAL GAS LIGHT CO.
218 E. Kinzie St., Chicago, Ill.

MAN AND HIS VOCATION



H. G. BEHRENS

The object of phrenology is not so much to change one's occupation as to show him how to secure the best results.

You may be in your proper sphere, but for want of self-knowledge are unable to achieve the success which you really deserve.

The relationship existing for success or failure, between man and his vocation is nearly as intimate as that between mind and body, and their interdependence so marked, that a

phrenological understanding of oneself is absolutely necessary to the greatest achievements whatever the business, profession or occupation may be.

My study of psychology and its practical application to the individual, combined with natural gifts gives me an understanding that few phrenologists possess, of man's dual organism, mind and body, and his proper course to pursue to secure the best results.

Whatever your business may be there is unquestionably a way to improve it, if the fundamental principles of Nature can be applied. This is a part of my study. Come in and reap the benefits of my research.

Call or send stamp for booklet.

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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.

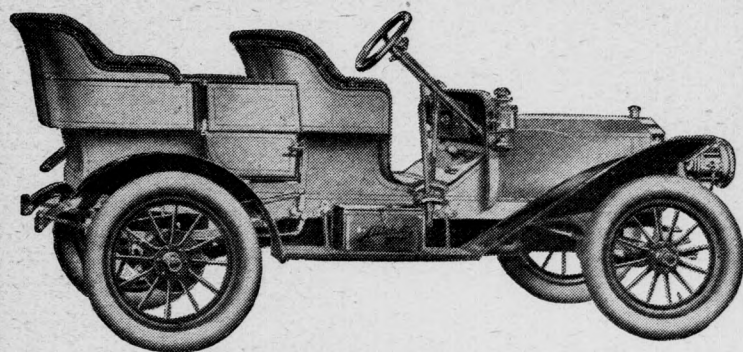
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FANCHON
THE C. HOFFMAN & SON MILLING CO.
ENTERPRISE, KANS.
FANCHON

Thousands of families
use it who are not satisfied with the cheaper kind. * * * * *

Judson Grocer Co.
Grand Rapids, Mich.

The Mitchell "30"

The Greatest \$1,500 Car Yet Shown



1909 Mitchell Touring Car, 30 H. P., Model K

Compare the specifications with other cars around the \$1,500 price—any car.

Motor $4\frac{1}{4} \times 4\frac{1}{2}$ —30 H. P.

Transmission, Selective Type—3 Speed.

Wheels—32 x 4.

Wheel base—105 inches.

Color—French gray with red running gear and red upholstery or Mitchell blue with black upholstery.

Body—Metal. Tonneau roomy, seats 3 comfortably and is detachable; options in place of tonneau are surry body, runabout deck or single rumble seat.

Ignition—Battery and \$150 splitdorf magneto.

In addition to the Model K Touring Car there are a \$1,000 Mitchell Runabout and a 40 H. P. seven passenger Touring Car at \$2,000.

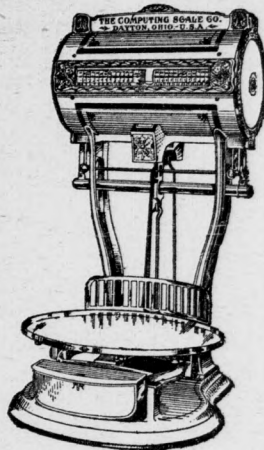
Over \$11,000,000 of Mitchell cars have been made and sold in the last seven years. Ask for catalogue.

The Mitchell Agency, Grand Rapids

At the Adams & Hart Garage

47-49 No. Division St.

Did You Get It All?



The new low platform Dayton Scale

Thousand of Merchants are confronted by the fact that their sales show only 5 or 10 per cent. profit when the goods are marked for a profit of 25 per cent.

They know that a bank can loan money at 4 per cent. and pay handsome dividends on the stock, while 90 per cent. of retail merchants cannot make enough profit at 25 per cent. to keep the sheriff from the door.

Using old style scales and an up-to-date cash register is like "locking the barn door after the horse has escaped."

The finest cash system on earth cannot prevent the losses caused by slow or inaccurate scales.

Your operating expenses such as light, heat, clerk hire, delivery, etc., run as high as 17 per cent. according to statistics.

Suppose they are only 12½ per cent.; this is one-half of your profit on a 25 per cent.

basis, leaving only 12½ per cent. as a net profit.

Suppose you give a ½ ounce overweight on a ½ pound package, this represents 6¼ per cent. loss or half of your net profit.

Suppose you give a ½ ounce overweight on a ¼ pound package; this represents 12½ per cent. or all of your net profit.

You cannot afford losses of this kind. Your only safety is in the use of a system of weighing which will prevent them.

DAYTON MONEYWEIGHT visible weighing scales have proven themselves the only kind and make which will assure 16 ounces to the pound and protect both merchant and customer. Ask for catalogue.



Moneyweight Scale Co.

58 State Street, Chicago

F. Letellier & Co.

Grand Rapids, Michigan

Manufacture to Order

Hardwood Doors, Special Mantels

Stairs, Cabinets

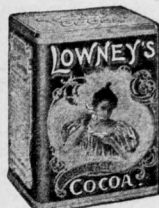
Cases and Fine Interior Finish

For the Home, Store and Office

High grade work that will be a satisfaction in years to come

Estimates Furnished

Correspondence Solicited



LOWNEY'S

COCOA and CHOCOLATE

For Drinking and Baking

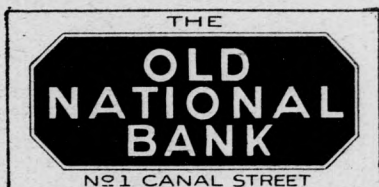


These superfine goods bring the customer back for more and pay a fair profit to the dealer too

The Walter M. Lowney Company

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\$800,000



Surplus
\$500,000

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with those who have the charge of funds in large or small amounts
Out-of-town accounts solicited

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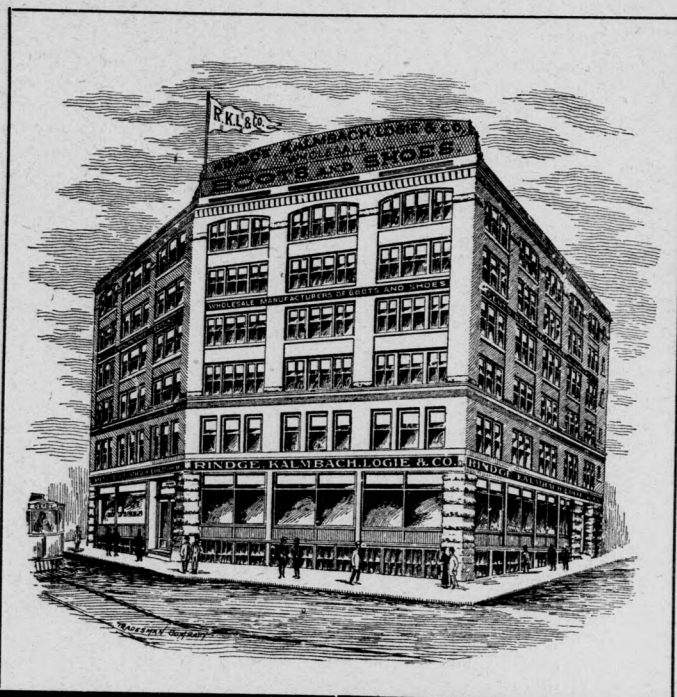
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and see us, make our office your
headquarters, and let us do all in
our power to make your visit a
pleasure. ❀ ❀ ❀ ❀ ❀ ❀ ❀*

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Grand Rapids, Michigan