

# MICHIGAN TRADESMAN

Twenty-Second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 14, 1904

Number 1108

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Twenty-seven companies! We have a portion of each company's stock pooled in a trust for the protection of stockholders, and in case of failure in any company you are reimbursed from the trust fund of a successful company. The stocks are all withdrawn from sale with the exception of two and we have never lost a dollar for a customer.

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**GRAND RAPIDS, MICHIGAN.**

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### HEALTH DISCOVERIES.

The primary meaning of the word discovery is to uncover, to disclose, to show, to make known. In a limited sense it means to find something which was hidden or unknown. This is now the most commonly understood meaning of the word. Hence, a discoverer, in the fullest sense of the term, is one who not only finds something, some substance, fact, principle or truth, but also makes it known to the public.

Discoveries are sometimes the result of accident, but more often are attained after long and patient study, careful research or extended experimenting. He who makes valuable discoveries in the field of medical science becomes also a benefactor to humanity if he really discovers—discloses, makes known—the results of his findings. The ills of mankind afford ample field for philanthropic effort along the line of research. Not all the discoveries or attainments of the medical profession are yet equal to cope with the inroads of disease.

In contrast with the humanitarian who devotes all his energies to alleviate the sufferings of mankind we see those who proclaim themselves discoverers of wonderful healing agencies, it may be medicine or it may be methods of treatment. And they do this for the sole purpose of gain, without a care whether the sick are benefited or not. These are a prey upon suffering humanity—heartless, mercenary wretches who deserve the contempt of all who love their fellow men. These unprincipled vampires fatten upon the sick, weak, ignorant and poor of the land.

In recent years a new field has been opened for their operation through the manufacture of so-called health foods and drinks. A great cry has been raised against hitherto suppos-

edly wholesome and nutritious articles of diet. It is a cause of gratification that State authorities have taken up the matter and are issuing reports of chemists and others who have been testing and analyzing these health foods in order that the public may no longer be deceived. If this health food (or fraud) nuisance can be abated no class of people will rejoice more than the honorable merchant who desires to sell his customers reliable goods, wholesome and economical foods.

Common sense ought to teach people the unreasonableness of some claims so persistently advertised, yet in justice to the sick and suffering, we must admit that they are many times unable to use their full reasoning powers. The mind is sick as well as the body and the person knows not how to direct or select proper treatment for himself.

The friends of the one who is half sick, half well, and all the time dieting, dosing and treating himself should try to have him place himself under the care of a reputable physician, who would endeavor to discover the cause of ill health and apply proper remedies.

Tea, coffee, meat and hearty foods, although detrimental to some people, especially if excessively used, may be not only harmless but highly beneficial to others, and it is not necessary for any one to undergo long-continued trials of various health foods and drinks or experiments in dieting in order to discover that ordinary foods, such as rice, rolled oats, eggs, milk, toast and many others, are fully as healthy, nourishing, more satisfying, easily digestible and much more economical than the "health foods."

Americans probably drink more than is good for them, but as compared with other nations this indulgence in alcoholic beverages is slight. According to statistics for the year ending June 30, 1904, France is far ahead of any other country in the amount of spirits consumed, her per capita being 2.51 gallons. The United States is at the bottom of the list, her consumption of spirits being 1.13 gallons per capita, and of wine half a gallon. Belgium takes the lead in beer and other malt liquors, her average yearly consumption for each inhabitant being 56.59 gallons. The figures for other countries are as follows: England, 35.42 gallons; Germany, 30.77 gallons; United States, 18.04 gallons.

Some fellows expect to get up in the world without even getting down to work.

### GENERAL TRADE REVIEW.

After six months' steady appreciation in the Wall Street markets expectation of a serious reaction had become very general. In such a state of the public mind it only lacked some precipitating incident, such as was afforded by the statement of Thomas W. Lawson, the noted writer on "Frenzied Finance," that a slump in amalgamated copper was to be caused by the copper operators. Immediately following this statement came a disturbance in the market exceeding any since the Northern Securities decision, and even more of the nature of a panic than attended that reaction. Copper, the leading element in the disturbance, fell from \$82 to \$58, or \$2 per share below its position six months ago. Trading in the market rose above all records in volume since the panic of May, 1901, over 2,500,000 changing hands on each of two successive days. Call money rose to 5 per cent. during the excitement, but soon returned nearer the normal. Since the sensational fluctuations the market is unsettled and irregular, but with a strengthening tendency. The nearness of the holiday season and the close of the year, however, will tend to retard any material advance.

Reports of general trade throughout the country are increasingly encouraging. Seasonable weather has made a normal demand for winter goods and the approach of the holidays is bringing out an unexpectedly good demand for the better classes of goods, showing that with plenty of money the people are raising the standard of quality in demand. Another encouraging feature is that mercantile collections are being met with greater promptness. Labor disturbances are nearly eliminated except that few operatives are returning at Fall River, many of these having found employment elsewhere. The unprecedented drouth, at this time of year, in many sections, is interfering with industries and threatening winter wheat to a considerable extent. Textile manufacturing continues more encouraging every week, prices of cotton finally coming low enough for a profitable parity in that industry. Wool is still high, but products are in good demand at fairly good prices. The persistent advance in hides and leather has caused an advance in boots and shoes, but prospects are good for the 1905 fall business. Iron and steel manufacture is still most encouraging, statistics showing that demand is greater than production.

Many a woman thinks she has the best husband in the world, but some husbands seem too good to be true.

## WINDOW TRIMMING

### Silk Hosiery, Silk Petticoats and Silver Spoons.

The Christmas atmosphere is beginning to get into the lungs of the veteran and casual shopper alike, and just as a few weeks ago politics was in everybody's mouth, so now does the subject of Christmas engross the attention of all, to the practical exclusion of every other topic.

There's scarcely a window in town that does not have at least one placard announcing the appropriateness of its merchandise for Christmas presents, and some of these fairly bristle with them.

If one stopped to read the Monroe street placards there is one of them that would strike him with amusement when he reached the last word. The window is full of the pretty and costly conceits whose possession is a delight to any woman, and right near the glass, where it can be plainly read by every one, is a handsome hand-lettered card which reads thus:

#### Gift Suggestions

Handkerchiefs  
Scarfs  
Gloves  
Collars  
Hoes

The "suggestions" are all in evidence excepting one line of articles. Dainty "handkerchiefs" are there in profusion, filmy "scarfs" in chiffon and the thinnest of crepe de chine, "gloves" galore, "collars" in the shape of stocks and those enlarged to reach the shoulder, but the "hoes"—well, I looked the window carefully over and not by the most diligent search could I discover anything that, by the wildest stretch of the imagination, resembled those very useful and indispensable farm implements!

Hose may one observe in the exhibit, and very odd and beautiful ones they are, too. In one pair the upper half is heliotrope in shade, while the lower half is a dull yellow, joined to the top diagonally. The soles and toes are a duplicate of the tops in tint and the yellow is sprinkled with tiny dots of lavender. Two pairs of the hose—not "hoes"—exhibited are veritable dreams, fit for a duchess! Both pairs are of the finest silk—one pair being cream white and the other a pale shell pink. The former have a spray of white lace flowers applied from the instep for a distance of ten inches. The pink pair have white lace flowers applied at intervals and these are joined by holly-shaped leaves done in hand-work in the palest of yellow silk. These two pairs of stockings are as handsome as one could ever wish to own and must run up to—well, perhaps the \$20 mark.

Certainly Milady must be hard to suit if she can not this year find something pleasing to her taste in hosiery, for never were more fetching things manufactured for her pretty feet. And the dealers in these luxu-

ries seem to appreciate that now—if ever—is the season to wring ducts from unwilling moneybags, and every dry goods store is bringing to the light of day its most tempting samples in this line.

\* \* \*

Handsome bags, fans, belts, gloves, scarfs, waists and gowns are on display, but one thing surprises me, in looking over the Grand Rapids windows as a whole, and that is that so few dealers are exhibiting therein their most attractive silk petticoats. To be sure, elegant cotton embroidered skirts are having their day, but there is nothing that is quite so comforting to a woman as the knowledge that she has on a silk skirt, and, be its rustle a loud aggressive one or that soft gentle swishy-swish, every one past whom she glides has an opportunity to possess that same knowledge.

If friends or relatives ever are going to do something splendid in the way of a silk skirt as a gift that time is right now, and the wise drygoodsman would do well to put some of his very finest garments of this description where "he who runs may read"—right next to his plate glass windows.

I can't recall another year, since silk underwear came into vogue, when so few fine petticoats were shown in the windows during the fortnight preceding the holidays. They are to be seen in abundance on the inside of the store—they are brought out from drawers and boxes and displayed in most fascinating folds in show cases and on high ledges out of the way of careless indiscriminate handling. Why not in the show window, so that the buyers of rich raiment may know you keep such merchandise without the bother of going inside to ask the question?

\* \* \*

The spoons displayed this year by the local jewelers and other dealers in the product of the silversmith are exquisite in design and show greater originality than ever. I noticed one especially unique. On the handle was a girl's head in relief. Her hair streamed down around her face and over her shoulders and her eyes were closed in sleep. Encircling the head were poppies, emblematical of unconsciousness. The idea was so unusual for a spoon that my attention was attracted to it instantly. I suppose the pattern is to be credited to l'art nouveau.

#### Review of the Hardware Market.

As a direct result of the arrival of cold weather and snow the business in winter and holiday goods, especially skates, sleds and snow shovels, has increased greatly, so that many of the jobbing houses are now fairly swamped with orders. Although the manufacturers are inclined to believe that they have supplied the greater part of the jobbing trade in these lines they are still receiving supplementary orders from many quarters and expect to book more when the middlemen's stocks become more depleted. In many other lines,

including shelf and heavy goods, cutlery and grinding machines, the demand continues excellent, so that the trade for the entire year is likely to compare favorably with that of any previous year, while prospects for a prosperous business in 1905 are very favorable.

While the market is growing firmer along many lines directly affected by the increased cost of the raw material which forms their chief constituent, few actual advances are expected in prices before Jan. 1, when higher figures may be looked for. For this reason many manufacturers are reluctant to book orders far ahead and are frequently limiting their contracts to early shipments. Wire nails and wire products are selling at the higher prices fixed by the largest manufacturers, including the American Steel & Wire Co., and an advance in cut nails is expected to follow in a few days. Galvanized sheets are also selling at an advance of \$2 a ton on a basis of \$3.35@3.40 in Pittsburg, while galvanized squares are bringing \$1.65@1.70 per square.

The cultivation of the holiday business is one of the most prominent features of the trade at present, and much larger varieties are being exhibited daily by all dealers. The arrangement of this class of goods in the windows of the retail stores is proving a great attraction, and as most of these lines are of practical utility and directly related to winter needs and pleasures they constitute one of the most profitable branches of the business.

Pig Iron—The unexpected purchase of 40,000 tons of standard Bessemer iron by the United States Steel Corporation from the Valley Bessemer Association and other independent furnaces has exerted a decided effect upon the prices of Bessemer and basic iron by causing an advance of about 50c per ton. Several producers have advanced their prices on Bessemer from \$16 to \$16.50 at furnace, while a few are asking \$17 per ton. The general resumption of operations in almost all the independent steel mills as well as in those controlled by the combine is necessitating the purchase of so much steel-making iron that it is now generally predicted that Bessemer and basic iron will soon be selling at \$18 and \$19 per ton. Although only a few new orders for basic were placed by the steel companies Saturday, there were many new enquiries under consideration which will probably lead to a big volume of business this week. The Steel Corporation, which has lately purchased no less than 65,000 tons of basic for its active plants, is still in the market for several additional tonnages, and it is also known that the Lackawanna and the Jones & Laughlin Steel companies are anxious to place orders for moderate supplies to supplement the output of their furnaces. Foundry grades are in good demand, pipe makers and other foundry enterprises being among the largest producers. The United States Pipe & Foundry Co., alone, has bought al-

most 100,000 tons within the last week from Northern and Southern producers and intends to buy 50,000 more tons. There are also many enquiries for heavy tonnages of forge iron, including offers to buy about 30,000 tons for delivery in the first half of next year, but supplies are so scarce that it is almost impossible to obtain large tonnages of this grade at any figure.

Steel—The continued purchases of steel-making iron by the Steel Corporation and the independent companies furnish the most striking evidence of the remarkable activity in all the big mills, which are now running night and day to keep up with current orders. New contracts for big tonnages of plates, structural material, bars, sheets, hoops and wire products are being placed daily, and producers are generally asking large premiums on their offerings. In addition to the recent advances in the prices of wire nails and other wire products an advance of \$2 a ton has just been made in the price of galvanized sheets, while quotations on galvanized squares have also been raised \$1 per ton. Although the change has yet been made in the prices of black sheets, it is generally expected that these quotations as well as those on tin plate will also be advanced within the next few days. Billet prices will also be raised \$2 per ton at the meeting of the Billet Association, to be held on Dec. 20, while the official quotations on structural material will be advanced a similar amount at that time, although it is not expected that the members of the merchants' steel pool will alter values at its meeting on Dec. 15. While the Steel Rail Association did not announce its reaffirmation of the \$28 schedule for 1905 at its conference last week, it is now understood that there will be no change in this quotation.

Copper—As usual just before the Christmas holidays the demand for all grades of American copper is considerably smaller than it was earlier in the winter, before the largest consumers in this country and abroad had filled their most urgent requirements. Although a moderate volume of supplementary orders is being placed daily by brass founders and electrical equipment manufacturers in Europe and China, the support afforded from this quarter is not sufficient to hold prices firmly at their former high levels in the absence of the big domestic demand which was just beginning to play an important part in the consumption of the metal before the market became upset by wild speculative manipulation.

#### Had Him on His List.

The customer was settling his coal bill and incidentally making a complaint concerning the quality of the last load.

"By the way, Mr. Psinders," he said, "is there such an office as coal inspector in this town?"

"If there is," replied the dealer, "I've never heard of it. Why?"

"Because there ought to be—and you ought to be slated for it."

## A Good Repeater

A prominent grocer, when recently asked what kind of goods he liked to sell best, replied:

"Give me a good repeater like Royal Baking Powder; an established article of undisputed merit which housekeepers repeatedly buy and are always satisfied with."

NEW baking powders and new foods, like new fads, come and go, but Royal goes on forever. Grocers are always sure of a steady sale of Royal Baking Powder, which never fails to please their customers, and in the end yields to them a larger profit than cheaper and inferior brands.

## AROUND THE STATE

### Movements of Merchants.

Grayling—N. P. Olson has opened a new drug store.

Holland—Paul A. Steketee will close out his bazaar stock.

Marquette—John Berryman has opened a confectionery store.

Mason—F. L. Curtiss has purchased the drug stock of F. H. Glass.

Holly—Samuel G. Lobdell has engaged in the cigar and tobacco business.

Grayling—Peter E. Johnson has disposed of his cigar business to Louis Niles.

Plainwell—Charles Granger has bought an interest in the lumber business of C. A. Bush & Co.

Paw Paw—John E. Else, of Chicago, has purchased a half interest in Will Strobridge's grocery store.

Stanwood—Henry Andrie has sold a half interest in his meat market to Jacob Hangstoffer, of Big Rapids.

Crystal—M. N. Mason is succeeded by the Crystal Mercantile Co. in the dry goods and grocery business.

Ewart—H. D. Turner has purchased the Walter Seath meat market and will continue the business at the same location.

Saginaw—W. H. Appenzeller succeeds the E. R. Gould Shoe Co., Ltd., retailer of boots and shoes and manufacturer of hosiery.

Bellaire—H. R. Vaughan has sold his drug stock to Alpha B. Large & Co., who will continue the business at the same location.

Hudson—H. L. Atherton has purchased the interest of C. M. Russell in the hardware and implement firm of Russell & Atherton.

Benzonia—S. W. McDonald has purchased the general stock of Moody & Smith and will continue the business at the same location.

Fenton—G. E. Beadle has turned his stock of clothing over to C. L. Yost & Co., of Detroit, who are conducting a closing out sale.

Hancock—P. J. Downey and J. E. Chevalier have opened a household furnishing goods store under the firm name of Downey & Chevalier.

Detroit—Walter Hiller, a dry goods dealer at Kercheval and Concord avenues, has uttered a chattel mortgage for \$3,100 to Burnham, Stoepel & Co.

Lowell—V. C. Wolcott has sold his grocery stock to Chas. Alexander, who was formerly engaged in the grocery business with Charles McCarty.

Paw Paw—H. E. Ball has disposed of his interest in the grocery stock of Butterfield & Ball to F. A. Butterfield and is again working in the store of Martin & Showerman.

Paw Paw—Mrs. C. A. Van Fleet has sold her millinery stock to Miss Veria Sayles and Mrs. Pinkey, of Lowell. They will move the stock into the Grimes building.

Port Huron—A. Vanderburg, who has conducted a grocery store on

Water street for several years past, has closed his establishment and turned the goods over to Wm. Canham & Son.

Belding—L. L. Holmes and E. R. Spencer have formed a co-partnership under the style of Holmes & Spencer to continue the clothing business heretofore conducted by L. L. Holmes.

Elk Rapids—Albert Bachi has sold his meat market to Will Carry, of Traverse City, and B. F. Steimel, of Sutton's Bay, who will continue the business under the style of Carry & Steimel.

Kalkaska—C. H. Personett, who has been engaged in the mercantile business at this place for a number of years, has sold his stock to an organization known as the Kalkaska Grocery Co., with L. R. Hughes as manager.

Holland—Haan Bros., the Central drug store proprietors, soon will open a drug store at Zeeland in the building lately occupied by C. Van der Heide, the grocer. John Haan will have charge of the Zeeland store.

Charlevoix—J. Welling & Co. have leased the store formerly occupied by Joseph Rosenberg and put in lines of dry goods, clothing, shoes, notions and millinery. The business will be conducted as a branch of the Petoskey establishment.

Sparta—C. A. Johnson & Co. have decided to build a modern bean elevator in the spring. The building will be erected near the depot and it is probable that part of the company's storehouse will be taken down to make room for the new building.

Port Huron—The creditors of John Wolfstyn, bankrupt, have received a 20 per cent. dividend on their claims. Mr. Wolfstyn's liabilities amounted to about \$15,000. It is believed that another dividend of from 10 to 15 per cent. will be paid before the final adjustment.

Imlay City—W. H. Hall has taken his son, William, into partnership with him in the grocery business. The senior member of the new firm has been in business here nearly twenty-six years. For sixteen years he has sold goods in the building he now owns and occupies.

Eaton Rapids—Samuel Amdursky, who has been engaged in the dry goods business for the past nineteen years, has sold his stock to Fred Mendell, who will continue the business at the same location. Mr. Mendell has been head clerk in the dry goods store of Tucker & Gallery for some years, and previous to that time had been engaged in trade in this city.

Kalamazoo—Mrs. B. F. Witwer, well-known to the public of Kalamazoo from her fifteen years' connection with the Witwer bakery, store and restaurant at 114 East Main street, and since the sale of the store and restaurant last April retired from active business, has decided that private life is too quiet for her and has purchased the Underwood bakery and lunchroom on South Burdick street from Mrs. J. DeHaven.

Saginaw—The book, stationery, office supplies and wall paper business conducted by E. St. John at 409 Court street for more than twenty years, and established by E. St. John and the late E. C. Newell nearly forty years ago, passed into the hands of the E. St. John Co., a corporation with an authorized capital stock of \$10,000. Capital stock subscribed and paid in, \$8,000. The stockholders are J. E. Anderson, 430 shares; E. St. John, 237 shares; Caspar J. Zeigen, 83 shares.

### Manufacturing Matters.

North Adams—The Rex Hoop & Stave Co. has discontinued operations.

Detroit—The Standard Shale Brick Co. has increased its capital stock from \$40,000 to \$60,000.

Vicksburg—The Planta Venda Co. has been organized here to manufacture a substitute for meat. Chicago and local capital is interested in the new concern.

Pequaming—Charles Hebard & Son's sawmill closed last week after a successful season's run. The mill was operated day and night. Hebard & Son shipped this fall 165 carloads of hemlock bark to Kenosha, Wis. The bark is brought from Port Abbe on scows and loaded on cars at the docks in L'Anse. The firm has a large quantity of bark yet to be shipped.

Ontonagon—The Ontonagon Lumber & Cedar Co.'s mill was closed Friday and will not again be operated until next spring. The mill was run six months. Exact figures as to the cut are not available. A number of improvements will be made. The company still has many millions of feet of logs on hand and after this year the plant will be operated continuously. Next season logs will be shipped to the mill over the Ontonagon & Southwestern's new railroad.

Iron Mountain—Harvey England, who owns a large amount of timber near Brown's spur, a few miles south of this place, on the Chicago, Milwaukee & St. Paul Railway, will build a modern saw and lath mill to replace the portable mill which has been operated there for three years. The machinery for the new plant has been purchased and the old mill is being removed. Mr. England will employ a large crew of men this winter cutting and hauling timber to the mill, which he expects to have ready for operations next spring.

Charlevoix—A receiver has been appointed for the Charlevoix Sugar Company by Judge Mayne, on an application made by A. L. Coulter, one of the stockholders. Judge Mayne named Samuel Marting, who has been acting as manager, as receiver. The petition sets forth that the National Construction Co., the concern that had the contract to build and equip the factory, is insolvent and unable to carry out its contract; that \$15,000 will complete the factory to a 350 ton capacity, ready to do business; that the failure of the contractors to complete the factory, and the resulting liens on machinery, have complicated matters so that unless some-

one is authorized to go ahead and untangle the matter there is no prospect of any of the creditors receiving their just dues, and the Sugar Co., an innocent party, would suffer thereby. It was asked that the receiver when named be authorized to go ahead, complete the factory, and prepare to operate the same, being authorized to issue receiver's certificates that take precedence over all other paper or debts, including bonds, the certificates thus issued being a first lien on the property.

Traverse City—Straub Bros. & Amiotte have plans ready for the erection of a new candy factory to be built in the spring at the corner of West Front and Hall streets. The building will be of Keystone brick and three stories in height with basement, the shape of the lot making the building on the flatiron order. The Front street side will be the front and will be occupied with the main office, the clerk's offices and sample room. This has a 29½ feet frontage, while the Hall street side will be 156½ feet long, 102 feet at the back and 136 feet on the opposite side, facing a vacant lot. The basement will have a cement floor and a portion will be set aside for the chocolate room, the remaining portion being used as a storage room for raw materials and also containing the boiler room. The two upper stories will be utilized for manufacturing purposes and will be of solid concrete which is practically fire proof. The main door will be at the corner of Front and Hall streets and a second entrance will be twenty feet further down Hall street. The contract will be let within ten days and work will be begun as soon as the frost is out of the ground in the spring.

## Commercial Credit Co., Ltd.

Widdicom Building, Grand Rapids  
Detroit Opera House Block, Detroit

Good but slow debtors pay upon receipt of our direct demand letters. Send all other accounts to our offices for collection.

## A GOOD INVESTMENT

We have for sale 6,000 acres of land in the Upper Peninsula of Michigan. This land is well timbered with red birch, elm, bass, hemlock, maple, cedar and spruce, that will cut upwards of 6M to the acre, 50 per cent. of timber being red birch and hemlock. The land is rich clay loam, level and slightly rolling and conveniently located to railroads with a 12 cent rate to Chicago and Milwaukee on forest products. Railroads pay 25 cents for hemlock ties on their right-of-way. The copper and iron mines consume vast quantities of timber that can not be used in the manufacture of lumber. There is also a good market for cord wood. The price we ask for our land is \$10 per acre. Men who are informed on prices of timber lands north of Grand Rapids and Saginaw will note the difference in price per acre, and we are able to obtain a better freight rate to Chicago and Milwaukee than Lower Michigan points north of Grand Rapids and Saginaw to the same points. We have sold several tracts of land to Southern Michigan lumbermen during the last year, and we can furnish references in regard to our estimates being correct.

CHOCOLAY LAND CO., LTD.,  
Marquette, Mich.



The Grocery Market.

Sugar—The American Sugar Refining Co.'s quotations are as follows, f. o. b. New York, subject to the usual cash discount and an allowance of 5 points:

Crystal Domino	.....\$7.90
Eagle tablets	.....6.85
Crushed	.....6.30
Cut loaf	.....6.35
Mould A	.....6.05
Eagle powdered	.....5.90
Cubes	.....5.90
XXXX powdered	.....5.80
Coarse powdered	.....5.75
Fruit powdered	.....5.65
Powdered	.....5.75
Eagle fine granulated	.....5.65
Coarse granulated	.....5.65
Standard granulated	.....5.65
Extra fine granulated	.....5.6
Confectioners' granulated	.....5.85
2lb. c'n, fine granulated	.....5.80
2lb. bags, fine granulated	.....5.80
5lb. bags, fine granulated	.....5.80
Diamond A	.....5.65
Confectioners' A	.....5.50
(1) Columbia A	.....5.30
(2) Windsor A	.....5.25
(3) Ridgewood A	.....5.25
(4) Phoenix A	.....5.15
(5) Empire A	.....5.10
6	.....5.05
7	.....5.00
8	.....4.90
9	.....4.85
10	.....4.80
11	.....4.70
12	.....4.65
13	.....4.55
14	.....4.50
15	.....4.50
16	.....4.60

Tea—The market is in the midst of the usual midwinter dullness. Some business is doing all the time, however, and the situation is thoroughly healthy. There have been no changes in the market during the week. There are no concessions offered, and prices are steady throughout. There is some expectation that the market may do a little better after January 1.

Coffee—The coffee market presents no new features. It is firm, but no one is prepared to predict that it will go higher soon. The demand is in small lots. As noted before, the trade is shying at coffee and is taking only enough for current requirements. The sale of package goods has fallen off considerably in the cities and the country is leaning more and more towards the bulk goods or private brand packages. Statisticians are busy on the 1905-1906 crop now, but that is too far away to bother us up in this section.

Canned Goods—Tomatoes show no particular change. There is a slightly firmer feeling in some packs, but this does not pervade the whole market. After the first of the year considerably more business in these lines is looked for. Dealers are not stocking up on staples at present with the invoice four weeks away

and Christmas goods largely monopolizing the trade. Other vegetables are in moderate demand. The new prices on 1905 pack corn which have been made, as noted some time ago, are attracting but little attention. It is too early to suit the trade. The figures are slightly less than the opening a year ago. Salmon is moving in a small way only. Sardines are likewise rather slow. Lobster is scarce and prices are very firm.

Dried Fruits—Peaches are in fair demand at unchanged prices. The coast and secondary markets are still apart, the latter being the lower. Currants are in moderate demand at unchanged prices. Seeded raisins are about unchanged. The secondary markets are still about 1/2c below the coast parity. Loose raisins, which are also in fair demand, are likewise below the coast by about 1/4c. Apricots are moving fairly, but the high prices are interfering with the consumption. Prunes are in fair demand for small lots at unchanged prices. In spite of the light supply it is reported that some concessions on 40's have been made during the week. Small and large sizes are very scarce and for the most part firm.

Syrups and Molasses—The glucose market is very strong, although without change for the week. An advance is not unlikely. The refiners are getting very uppish since the formation of their working agreement, and one has already removed the guarantee. Sugar syrup is very firm and the large demand and small supply have advanced the market 2@4c per pound. Molasses is fairly active at unchanged prices. The market has about settled down to a fair value.

Pickles—The organization of the Independent Pickle Co., with a capital stock of \$500,000, is thus explained by Henry Williams, of the Williams Bros. Co., of Detroit: "The company is in no sense a trust. It was organized to take care of what we call the 'raw stock' and will not be used to regulate prices. The pickles used in our business are grown by or for the manufacturers. Unless they are used quickly they are carried over until the following year, and this is sometimes hard for some of the manufacturers who have not large capital, as it ties up a great deal of money. This Independent Pickle Co. will pick up the surplus stock and carry it over until needed and will sell the raw stock to dealers wanting it the same as dealers in any other line of goods. The company will not handle the manufactured product in any way."

Fish — Mackerel is unchanged. There is no demand, but prices are firm and holders are not pushing sales. The outlook is for higher prices. Cod, hake and haddock are not selling in the Philadelphia market, but Gloucester reports a good movement. The price is still high, and no concessions are to be had. Sardines are unchanged and still quiet. Salmon is unchanged and very dull. The demand for smoked bloters has been

very heavy this season, at prices higher than ruled last year. The vessels got in about a month earlier and the demand during that month is reported greater than usually obtains during the whole season.

Provisions—The provision market is very dull. The demand is up to the seasonable standard, but no better. Hams and all other smoked meats are very quiet at unchanged prices. Lard is in fair demand, but both pure and compound declined 1/4c during the past week. The cause is dull trade and a larger make. Barrel pork is unchanged and dull. Dried beef is selling in a small way, but dull. Canned meats are steady and unchanged.

The Produce Market.

Apples—Prices range from \$2@2.25 per bbl., according to quality and variety. The market is quiet and prices are steady.

Bananas—\$1@1.25 for small bunches; \$1.50@1.60 for Jumbos.

Beets—40c per bu.

Butter—Creameries are steady at 26 1/2c for choice and 27 1/2c for fancy. Receipts of dairy grades are larger than are usual at this time of the year. No. 1 is strong at 20@21c and packing stock is steady at 15@16c. Renovated is in active demand at 20@21c.

Cabbage—50c per doz.

Carrots—40c per bu.

Celery—25c per doz. bunches.

Cranberries—Cape Cods are strong at \$7.25 for Late Blacks and \$8.25 for Howes.

Eggs—Receipts are increasing and the percentage of old held eggs is decreasing. Lower prices are looked for, but not until after the holidays. Fresh command 24@25c for case count and 26@27c for candled. Storage are moving freely at 21@22c.

Game—Dealers pay \$1@1.25 for pigeons and \$1.15@1.25 for rabbits.

Grapes—Malagas, \$5.50@6 per keg.

Honey—Dealers hold dark at 10@12c and white clover at 13@15c.

Lemons—Messinas command \$3.75 per box; California fetch \$3.75@4.

Lettuce—Hot house has declined to 12c per lb.

Onions—The price is strong and higher, choice stock fetching 85c per bu.

Oranges—Floridas fetch \$2.50; Jamaicas, \$2.50; California Navels, \$2.75.

Parsley—25c per dozen bunches.

Potatoes—The price ranges from 25@30c, depending on local competition rather than outside demand.

Pop Corn—90c for Rice.

Poultry—Receipts are light and the demand is steady, in consequence of which the market is strong. Dealers pay as follows for dressed—drawn and heads off: Chickens, 11@12c; fowls, 10@11c; young turkeys, 17@18c; old turkeys, 16@17c; young ducks, 13@14c; young geese, 10@11c; squabs, \$2@2.50.

Radishes—25c per doz. for hot house.

Squash—1c per lb. for Hubbard.

Sweet Potatoes—Kiln dried Illinois fetch \$2@3 per bbl.

Turnips—40c per bu.

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

Buffalo, Dec. 7—Creamery, fresh, 24@27c; storage, 22 1/2@24 1/2c; dairy, fresh, 16@23c; poor, 12@15c; roll, 18@20c.

Eggs—Candled, fresh, 30@32c; cold storage, 21 1/2@22c; at mark, 20@21c.

Live Poultry — Chicks, 10@11 1/2c; fowls, 9@10c; turkeys, 16@17c; ducks, 13@14c; geese, 12@13c.

Dressed Poultry — Turkeys, 19@20c; chicks, 12@13c; fowls, 10@11 1/2c; old cox, 8@9c; ducks, 14@16c.

Beans—Hand picked marrows, new, \$2.75@2.85; mediums, \$2@2.15; peas, \$1.75@1.80; red kidney, \$2.75; white kidney, \$2.75@3.

Potatoes—Round white, 43@50c; mixed and red, 40@45c.

Rea & Witzig.

Position of Kalamazoo Grocers on Premium Schemes.

Kalamazoo, Dec. 10—At the last regular meeting of the Kalamazoo Retail Grocers' Association a resolution was adopted instructing the members not to replace in stock any package goods which contain coupons for premiums, but to encourage such goods only as rest solely on their merits as trade promoters.

The Secretary was authorized to write that sentiment of the meeting to the trade journals and to the Secretary of the State Association in hopes that other associations may take similar action and encourage the manufacturers of package goods to do a legitimate business.

H. J. Schaberg, Sec'y.

Lester J. Rindge, after being out four or five days, is again confined to his bed, where he will probably be compelled to remain for a week or more. His coachman was taken sick last Friday and Mr. Rindge undertook to care for his horses himself. In doing so he caught cold, which resulted in an abscess on one arm and a high fever which necessitated his taking absolute rest.

Geo. H. Reeder & Co. are refitting their offices in ash with a dark finish, which will give them a much more handsome appearance. The changes contemplate moving the book-keeping department to the front end of the store and the installation of a private office for the head of the house.

J. H. Baker has sold his third interest in the Mill Creek Mercantile Co. to his partners, Dava Stowell and C. W. Crossman, who will continue the business under the same style.

H. B. Wagar, formerly engaged in the hardware business at Cedar Springs, has taken the position of cashier for the Clark-Jewell-Wells Co.

Tiefenthal & Worms, who have recently engaged in general trade at Dor, purchased their grocery stock of the Lemon & Wheeler Company.

It will take more than gold-loving hearts to make the golden age.

No man gains anything until he is willing to lose everything.



### Weekly Market Review of the Principal Staples.

**Ginghams**—After making a careful review of business for the present season, sellers of ginghams announce that these goods are not in the depressed position that they are commonly reported to be. The orders have been placed gradually and after persistent canvassing; but now that the season is at its close, the aggregate yardage is found to be but little under that reached in normal times. The business has been well distributed and few mills are long on stocks. Some of the standard patterns have suffered from what the trade admit has been an excessive production; but the mills have for several months curtailed on these goods and have brought stocks down to a safe margin. The sale of standard staple ginghams for domestic consumption would not in itself have sufficed to clean out stocks that had gradually been accumulating; but the call for ginghams for export has been of comfortable proportions and has supplemented home market sales. Fine dress ginghams have been selling at prices that made them desirable and so far as the present season is concerned, they stand in sound position. For spring trade they have been sold to advantage and are now receiving their share of buyers' attention. The standard staple ginghams for spring delivery appear to be working into better shape and a reorder business of average strength will suffice to make the season profitable for most mills. There has been a large percentage of goods made this year from yarns of the same grade as those used in ginghams, and the mills that have adapted their looms to special fabrics have done an excellent business.

**Lace Curtains**—The demand for domestic lines of lace curtains known as the Nottingham continues to increase, and they are shown in a wide range of prices from 45c to \$5 and upwards. In the large centers the popular preference continues to be given to designs and effects suitable for straight hanging curtains with a comparatively simple body and a border more or less elaborate. In the smaller towns, however, there is still a brisk trade in lace curtains of heavily flowered designs. One of the new patterns shown this season is called the fish net. The curtain is woven with a geometrical precision in great contrast with the usual irregular meshes of lace curtains. The body of the curtain is without ornamental tracery, but with a border of elaborate scroll design. The popular color of this class of goods is light cafe au lait, but they are also shown in cardinal and green. They retail at \$3@6 and should prove a popular moderate price curtain. Another novelty shown this season in draperies

is a portiere of what is called iridescent lace. The pattern and general effect is Moorish. These draperies retail at \$20. The body color is very light cafe au lait, with the ornamentation in a rich light brown. This novelty in draperies is receiving appreciative attention from the lovers of rich and artistic effects.

**Woolen and Worsted Hosiery**—Woolen and worsted hosiery lines have been quiet, but the market has been more stable than the cotton side. Buyers have been taking goods cautiously. Prices in justice to the manufacturer should be above last season's quotations and consumers would be willing to pay something of an advance if they were assured the quality of goods was standard. But the prices so far have been governed largely by a few manufacturers who were so fortunate as to have a supply of wool bought before the recent advances, and who are willing to sell goods at last season's figures. This is good for the consumer, but the knitter who is not so fortunately situated as regards raw material is not so appreciative.

**Woolen and Merino Underwear**—Lines of this class of goods have not been opened to any extent yet, but there are already indications that this division of underwear trade will soon be in a similar position to the woolen hosiery trade. Some knitters have a good supply of comparatively low-priced wool, and they are willing to give the consumer the benefit of their fortunate position by offering him new lines at last season's prices. We have seen a few of these lines which were up to standard in every respect, and we have seen others which had been skillfully manipulated or slighted in finish enough to net the manufacturer an advance sufficient to offset the increased cost of raw material.

**Wool Gloves and Mittens**—Jobbers report an average season's business in this line of knit goods. All that is needed to accelerate the movement is a little more cold weather. The retailers already report an increase of business in the Northern sections of the country. There is about the same variety shown as last year and the purchaser gets about the same value for his money on goods that retail at 50 cents and upwards.

**Carpets**—The carpet situation the past week has been characterized by a very firm tone. Talk of higher prices is general, and the consensus of opinion is that the talk is not mere idle words. The advance is expected to materialize about January 10, when a new general price list will go into effect. An advance in prices seems to be the only action for the manufacturer consistent with the prevailing high prices of the raw materials which enter into his product, the only weak spot at present being cotton. The expected advance in prices may not materialize, as the carpet manufacturer is not unlike manufacturers of other lines of textiles. He often regards "popular prices" with a high degree of awe and at times allows this awe to lead

him away from the courage of his convictions. It is possible that a general advance in quotations may not occur as promised by agent and manufacturer, but that the indirect method of advancing prices may be preferred on many lines. It is very easy, if the manufacturer is so disposed, to cheapen the quality in ways that the great majority of consumers would not detect. It is difficult to see how the carpet manufacturer can avoid adopting one or the other of the methods referred to, unless he is willing to run his mill without profits.

### The Shop Girl's Signal.

To guard against wasting too much time or politeness on the shopper—the woman who always looks over the entire stock and then says she'll call again—store girls have a sort of signal code which sends a warning all along the line when one of these dreaded patrons makes her appearance in a department store. The tip is a number. "Ten forty-nine" may be the word passed along which makes the saleswoman aware of the shopper's approach. There are lots of women who make a habit of looking at all sorts of finery in the big stores without any intention of purchasing, and they are the bete noir of a shop girl's existence. The latter, unless she has had a previous experience with the particular shopper inspecting her wares, is apt to go to a great deal of trouble in the hope of making a sale, only to find out that she never had any chance of doing so. By quietly passing the signal along the bore is speedily disposed of, without suspecting the little deal that has been framed up for her.—Philadelphia Record.

### Make Pilgrimages by Rail.

Mecca is to be the Mecca no longer of saintly pedestrians but of steam propelled passengers. Germans have the steam in charge and are building the Pilgrims Railroad from Damascus to Mecca, a distance of 1,150 miles. Under the German chief engineer are seventeen Turkish, twelve German, five French, five Italian, two Austrian, one Belgian and one Greek engineers. The southern terminus line is now on the desert. Locomotives have come from Munich and from Belgium; passenger cars from Frankfurt-on-Main; and freight cars from Belgium. The German engineers are also busy building a new railroad to Southwest Africa, with 750 Italians at work. An engineering party has been sent to survey a line for an extension of their two foot gauge line to Windhook to a junction with the Cape Colony railroads. This extension will be 3 feet 6 inches—the Cape Colony gauge.

### Absent at the Time.

"Miss Mabel," said the persistent suitor, "I can't help speaking to you again. It is true you have said 'No' very emphatically to every proposal—'Not at all,' interrupted the sweet girl. "I said 'Yes' last Tuesday." "Last Tuesday? Er—I wasn't here then."

"No, but Jack Hansom was."

### The Development of the Ribbon.

Many changes have come to pass in the development of the ribbon loom. These are now capable of high speed and show a great advance over the Swiss and German types, which were the ribbon looms principally in use ten years ago. The modern ribbon loom was first designed in the United States. Under the old methods of handling the warp it was necessary to employ men on the looms. At present the warp is placed on beams similar to broad-silk looms, and every warp is let off automatically from each beam, making it unnecessary for the weaver to go behind the looms for this purpose. The best type of ribbon loom, the high-speed automatic, includes all the latest improvements of construction. It is adapted to high-grade Jacquard work, where high-speed has been slow of adoption. It has the automatic let-off system for the warps, is capable of a more uniform weave than the old machine and has greater productive capacity. Attention may be directed also to a very efficient silk-velvet ribbon loom that has recently come into use. Incidentally, it may be mentioned that nowhere has inventive genius in connection with the power loom been so notable as in the United States.

The most pronounced features of the American power looms are light construction, ease in handling, simplicity in operation, accuracy of weave and moderate cost.

Mons. Pariset thus comments on the supremacy of fashion acquired by Paris. "To be just," he says, "it is due in part to the supremacy Paris acquired in the matter of fashion and which was accepted in the eighteenth century by all the capitalists of Europe. Travelers and merchants began then to come from every country to learn the taste that Paris possesses in all that pertains to the decorative arts. It is Paris that radiates the world. It is at Paris that each season the makers of dress goods and the milliners find out the taste of the consumers and decide, following it quickly, the qualities that should be in the market. The manufacturers at silk centers receive their impulse from Paris and create the fabrics or the colors which are believed will satisfy the capricious desires of the buyer. It is thus in turn reappears with a certain periodicity, the vogue of laces, ribbons, velvets, satins, etc. France, with its competitors, has the advantage of getting its inspiration from the world. It sends its products to every market in Europe, to Asia, Africa and America. Its success is displayed by the figures of exportation of silks which fluctuate between 250,000,000 and 350,000,000 francs, according to the price of silk in the raw and following the nature, low or advanced, of the goods required for consumption. France absorbs a great part of the silk raised by Asia for the commerce of the West. It employs 4,500,000 kilograms of raw silk and 800,000 kilograms of waste silk."

Sweet are the uses of prosperity.

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E. A. STOWE, Editor.

WEDNESDAY - DECEMBER 14, 1904

### NEW WAY OF GETTING THERE.

Commercial Europe is having another spasm. As usual America is the cause of it. In the very middle of the growlings over the big American foot which keeps an "open door" in the Orient, in spite of the protests constantly arising in regard to American invasion everywhere and to China in particular, American push and impudence with its eye upon the Asiatic millions upon millions, has deliberately gone to work and concocted a scheme for seeking that coveted field of commercial endeavor which simply goes ahead of anything that has so far entered the mind of the trade-seeking tradesman. This last terror-breeder is a floating exposition. It bursts upon the astonished world like a bolt from a cloudless noonday sky. On a recent Tuesday the steamship Ohio left Seattle with a cargo of American manufactured goods upon a mission novel in the history of maritime commerce. It is bound for the Orient and will visit every port of commercial importance in "eleven lands," says the reporter, a number which in the American commercial multiplication table is as uncertain as the algebraic X. The goods constituting the cargo cover America's exports of manufactured articles from a to z in the alphabet of trade and have been arranged with a view to the most effective exhibition. China, Japan, the Straits settlements, the Philippines, South Africa, Australia, the west coast of South America and, if we can place any reliance upon the indignant and protesting European trafficker, "any old place" into which the floating exposition can thrust its omnipresent, aggressive prow will be given a most striking object lesson that the United States produces, manufactures and sells, and that in vastness and variety her output is unexcelled the world over. In every land where stops are to be made the exhibition has been well advertised, while the American Consul whose name and locality is legion has for weeks been working to enlist the interest of the Oriental merchant, and anybody with common sense who has seen samples of this "working" knows

already what the result is going to be.

The great untaught of the distant East are even now standing tiptoe with expectation. With their own eyes they are to see "the wonders of the Western World!" The Nation whose fleet sailed out of Manila Bay a victor with the loss of a single man is sending a trading steamer to their ports, its prow adorned with the wreath of peace and its hull filled to bursting with good will and the manufactured blessing of the boundless West; and then—but let disheartened Europe tell her own despairing story:

The goods will be attractively displayed. The cunning and unprincipled exhibitor will see to it that they stand side by side with rival articles of popular favor and with, apparently, utter unconcern he will hold his peace. The victim has a fair field and without a hint looks and examines as much and as long as his own sweet will dictates. Is it a shoe that interests him? He looks at the American product with distrust. As he looks he learns. For the first time in his life he sees that a shoe is more than mere foot covering. It is a thing of beauty. He handles, he feels, he—test of tests—tries it on and a smile of unspeakable peace brightens his face as he learns by blissful experience the American idea of a "fitting" shoe. Last question of all is the price and when he finds that to be less than what he has so far paid he walks off with his purchase upon his feet and words upon his lips that bring to the floating exposition a crowd of eager countrymen who in their turn proclaim what the rest of the experienced world has found, that the American shoe is the only shoe that living humanity can afford to wear! Will it be at all strange that the American shoe "invades" Asia as it has Austria and the rest of Europe?

It is much to be doubted if the Oriental experience differs very much from that of her sister continent when brought in contact with the novelties of American ingenuity. The writer was wandering about the Paris Exposition of 1889 and chance brought him to the electric display of the United States. A man of the Eastern Hemisphere with the look of the doubting Thomas on his face was examining with amused interest the American telephone, evidently saying to his not-to-be deceived companion that the thing was a Yankee device put together with the design of deceiving the sight-seeing world. After it was easy to be seen that he had told about it and how he was going to put the American trickster to shame, he asked permission of the attendant through an interpreter to speak into the 'phone. The request was promptly granted and into the receiver was spoken a gibberish that would put out of order anything but an American machine. Then with a satisfied "There!" in his own tongue the man stepped back to await results. Of course the telephone repeated the lingual conglomeration and the man with face aghast hurried

from the building, fully convinced that the American genius and the Old Harry were synonymous terms, and that surrender at discretion was the only resource available! Is it possible that a similar decision accounts for the easy American invasion of the European markets?

If the question comes to the curious, "From whose gigantic brain sprang the earliest concept of this before-unheard-of way of commercial getting there?" the answer can only be found in certain signs. Such brains never herald or talk about their achievements. There is a general idea abroad that the Great Northern and the Northern Pacific are behind the undertaking. With that, however, the world is not much interested. It is the outcome now that is attracting attention. That it will prove equal to all requirements there is no doubt. That it will acquaint the merchants of the Orient and the customers behind them what the mills and the factories of this country produce goes without saying, and that it will result in the expansion of American trade the foreign enemies of that trade will find to their cost. In itself the floating exposition will be a novelty and an attraction and as an advertisement of our manufactured products it will be found the best way of "getting there" which the ingenious Yankee has hit upon.

The suggestion that Japanese laborers ought to be excluded from the United States as the Chinamen have been is not a wise one. There are not a very great many of them here anyhow and conditions in their own country are such that there will not be very many for a long time to come. But be that as it may, the relations between the United States and Japan are such that it would be unwise and indiscreet to attempt any such undertaking. Japan is a near neighbor to the Philippines and neighborly friendliness would suggest that we should be on good terms with each other. There really is not a very serious demand for Japanese exclusion and the only suggestion comes from some radical labor leaders who would like to see everybody but themselves excluded. Their request is not at all likely to be granted. The Japanese when they come here are good workers and, as long as they stay, good citizens. There is not a parallel case with the Chinese.

There was a falling off in the quantity but an improvement in the quality of immigrants coming to this country during the past year. The number who came over was 812,870, as against 857,046 the previous year. They brought more money and were in every way of a more desirable character. Good people will be welcomed in this country as long as there is room. If the foreigners could only be persuaded not to stick in the cities they would fare much better and would never present any problem.

One sin bears many seeds.

### AWAITING THE INEVITABLE.

The Japanese keep banging away at Port Arthur and at the Russian ships in the harbor. There will be little left of that part of the Czar's navy at the present rate of progress. Perhaps when all the vessels are put out of business Japan's boats will venture in and take a hand at bombarding the forts. That would be rather a dangerous procedure, for presumably the entrance to the harbor is very thoroughly mined. It has been appreciated all along that Gen. Stoessel must be finally overcome. The date of his destruction is the one uncertainty. He has made a valiant and a remarkable defense that will get the credit it deserves in military history. The loss of life on both sides has been something terrific. The horrors of life within the beleaguered city must beggar description. Relief can not come to the Russian within the fortress. Japan expected to be in possession of Port Arthur long before this, but persistently they have kept at it and in time their perseverance will be rewarded.

So regularly is Gen. Diaz re-elected President of Mexico that it is confidently expected and the possibility of a change never excites any attention, because it is thoroughly understood that the possibility will not be improved. Gen. Diaz has been inaugurated President for the seventh time, having held that office continuously since 1884. The other Central and South American republics have recurring revolutions. Mexico contents itself with mere re-elections. The administration of President Diaz has been so uniformly excellent that as long as he can be induced to serve no other aspirant has a chance. His country has progressed wonderfully under his rule and the people have come to believe with good reason that no one else could have done so well and they are afraid to trust any one else. Gen. Diaz is getting to be an old man, but as long as he lives it will presumably be as President of Mexico.

Beware of the speculative mania. When your ready money is all tied up in surplus goods there may arise conditions which will cause you to regret the investment. It is not only the interest on money, cost of insurance, valuable space occupied, but what is most important, the added care and anxiety which you must bear. You are carrying unnecessary burdens without any surety of recompense, and risk the impairment of your credit in case you fail to meet bills promptly.

Those who stop to think will recall that there has been comparatively little rain during recent weeks. The result is that not only many streams but many reservoirs are low. Several places hereabouts have need to husband their water supply. What we usually expect in the way of fall rains failed to put in an appearance this year and unless there is more rain the winter will see a drouth.



## THE CREDIT SYSTEM.

## Part It Plays in the Progress of Civilization.

Every age has had its eulogists and ideals—there has been no period of history that has not called forth from its thinkers expressions of their belief in its superiority in many respects over the times that preceded it. Especially is this true of those influences that have been interpreted as making for the advancement of mankind in an ethical sense, and its amelioration from those conditions that tended to dwarf the abilities and curtail the opportunities of man in his quest for that state which promised the fulfillment of the ends of pure reason and sound philosophy; the changes thus indicated in man's estate may truly be described as the progress of civilization; it has been the privilege as well as the custom of writers of every century to ascribe this progress to those causes which apparently appealed most strongly to their particular predilections or temperaments and each in his own sometimes narrow sphere found in religion, science, or in art, the special benefaction of the human race. It is the purpose of this address, however, to discuss but one of the specific causes of the progress of civilization; a fact which has been splendidly summarized by Guizot as follows:

"It appears to me that the first fact comprised in the word civilization is the fact of progress, of development; it presents at once the idea of a people marching onward, not to change its place, but to change its condition; of a people whose culture is condition itself, and ameliorating itself. The idea of progress, of development, appears to me the fundamental idea contained in the word, 'civilization.'"

We live in a time when this progress and development seems to impress itself with majestic force upon the conscience of the world; this thought is admirably depicted in the response made by His Grace, the Archbishop of Canterbury to the salutation of his co-religionists in Washington, when he said:

"No other period in Christendom can compare with ours, in the possibilities which are set within our reach."

With this view of the Primate of all England, there will be ready concurrence, especially on the part of those who have studied the progress of the world during the past century and who have observed that the few brief years of the present suggest an even broader development of the agencies of civilization than any that has passed into history.

When we search for the causes which have promoted "this era of unequalled possibilities" we are enjoying to-day, we find one of surpassing prominence and that is the growth and spread of commerce; to commerce the realms of science and art and literature owe great allegiance, and must pay their meed of praise; commerce is the bond of relationship between nations; it has en-

couraged industry, inspired ambition, created wealth, provoked discovery, raised the lowly, made for civil and religious liberty, established the need of and advanced education and culture and united the learning and philosophy of the ancient world with that of the new.

Commerce is defined as the "science of exchanges," but there is an influence, a method, a principle, or a theory, whatever we may choose to designate it, which has been the foundation and propelling force in commerce, and without which it would be impotent, and that is "the theory of credit." In his very instructive and interesting volume on *The Work of Wall Street*, S. S. Pratt says, "Credit means expansion and activity," and it would be perfectly true to say that the absence of credit would be contraction and inertia. Credit is the roadway along which nations advance from barbarism to civilization; it is the light that steams through the world and enables commerce to prosecute its great mission as not only the material benefactor, but the evangelizer of men; as an evidence of the high place accorded to credit as an instrumentality in the progress of civilizations the following quotation from "Macleod" will suffice:

"So long as nations continue in a low state of civilization all the money or credit is made of some material substance—but when they advance in civilization they make use of credit of another form—this form assumes the character of an order, or promise, or right which is usually termed credit, and although it is of a lower or inferior form, it is clearly seen that it is of the same general nature as money."

In tracing the influence of credit upon civilization it is necessary to consider some of the properties pertaining to this great question and of which it forms a part; there are certain properties, or quantities as they are called in economics, which must be well understood, especially in their relation to credit, if we are to comprehend the latter in its complete significance.

It is interesting to note that many of the most substantial arguments that obtain in the latest school of economics are drawn from the writings of the ancients; for instance, Demosthenes has said:

"If you were ignorant of this, that credit is the greatest capital of all towards the acquisition of wealth, you would be utterly ignorant."

We have introduced in this quotation two extremely important qualities—capital and wealth; the discussion of these qualities has served to reveal some strongly varying opinions among the masters, but none such as to impair their now universal acceptance. Capital is said to be "any economic quantity used for the purpose of profit" and it includes all material things when employed in the search of profit; it is quite as true that a man's character, personal abilities, skill, energies or his labor are capital, for they may be used in the procurement of a

profit. Macleod calls particular attention, however, to the fact, that it is only when these attributes are utilized for the making of a profit that they are capital, for he says that:

"If a man digs in his garden for his own amusement; or if he sings or acts or gives lectures to his friends gratuitously such labor is not capital; but if he sells his labor in any capacity for money—such as a ploughman, an artisan, a physician, an engineer, as an advocate, or in any other way—such labor is capital."

And again, a man's character and energy may be used "for the purpose of buying goods, materials and by giving his promise to pay at a future time, instead of actual payment in money, with the intention of selling those goods with a profit; this purchasing power of character is called credit."

We now turn to the question of wealth, than of which there has been no clearer description ever offered than that of Aristotle, who said, "and we call wealth all things whose value can be measured in money;" under this designation we include material things and also labor and credit; it might appear that it is not proper to enumerate intangible things, such as labor, credit, character and knowledge as wealth, but they possess the quality of exchangeability, and for that reason can be safely regarded as belonging under that head. J. B. Say, the famous French economist, referred to "labor and services as immaterial wealth" and an English writer claims that "the intellectual and moral character of Great Britain far exceeds all the material capital;" also that, "knowledge has been called power—it is far more certainly wealth." John Stuart Mill stated that "the skill and energy and the perseverance of the artisans of a country are reckoned part of its wealth, no less than its tools and machinery."

Labor and services are wealth; this thought was no doubt uppermost in the mind of one of the greatest economists of any time, Adam Smith, when he wrote some one hundred and thirty years ago, "A man's labor is his most sacred possession, of which no person has the right to

despoil him;" this statement was uttered as an economic truth, as one of the principal features in the "Bill of Rights" of mankind; to-day this truth is battling for its life; this economic bulwark is swaying under the assaults of those who defy the laws of political and social economy; we are given to understand that a man's labor is no longer "his sacred possession," but the sacred possession of others, who, acting under no warrant of law, human or divine, inform him that he must work under such auspices as they prescribe, or not at all; when a man is in the full enjoyment of this sacred possession of his labor, then, and not until then, is industrial freedom a realization—the cloud that rests upon freedom of industry to-day must be regretfully acknowledged as a shadow upon the civilization of the age.

It is generally agreed that the system of credit had its origin with the Romans, and to them belongs the distinction of not only evolving the principles of credit to a very great extent in its relation to jurisprudence, but of doing much to develop the practical features of the question; it is evident that some means had to be devised to further the manifestations of commerce, for with the growing tendencies to indulge in trade and effect exchanges of goods and other things, material and immaterial, it was patent that if men had to depend on the archaic principle of barter it meant that the desire and opportunity for trade would be radically circumscribed; it was undoubtedly this condition that led them to appreciate the efficacy of trusting in each other's characters and good intentions, and thus opening illimitable fields for the operations of trade; the qualities comprising this character were mainly honor, or honesty of purpose and action, and ability to perform or accomplish the end in view; this principle has been subject to a tremendous development from the period mentioned, until to-day it is believed that at least 95 per cent., and some say 99 per cent., of all business transactions are upon a credit basis; it will be evident, therefore, that the great expanding process which has been applied to commerce and trade is the theory or principle of credit, and that as the stock or supply of money, using the



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word in the sense of actual currency, has never been adequate for the regulation of business transactions, we must accord to "credit" the pre-eminent honor of being the agency through which the expansion of commerce has been accomplished with its accompanying influence and effect upon the progress of civilization. In proof of this Macleod has stated that, "Paper as money has incomparably more influence in the world than gold and silver," and this paper to which reference is made includes not only the notes and bills of banks and bankers, but all the other forms of paper indebtedness which business transactions produce; as showing the small percentage which money in circulation bears to the gross clearing of the banks of a nation.

No consideration of the subject of credit would be complete that did not cover, if only in the briefest way, a reference to the question of property and its real place in the science of economics; in fact, it has been asserted that "the meaning of the word property is the key to the whole sciences of jurisprudence and economics;" it is necessary to resort to Roman law, customs and usages for many of the authorities we find it essential to invoke in explaining the application of a large number of economic theories and doctrines; for example, under the earlier Roman law, "a person's possessions were called mancipium, because they were supposed to be acquired by the strong hand; and if not held with a very firm grasp

would probably be lost." This is an illustration of the customs of those days when force held a dominant and improper place in the affairs of men, and is at the same time an evidence of the great changes which the spread of civilization has wrought in the relations of men, and the tendencies of government in regulating the protection of individual rights.

It is also important and interesting to note the warning served upon us by the economists in their desire that the real meaning of the word property should not be misunderstood—on this point, Macleod explains: "Most persons when they speak or hear of property think of some material things, such as lands, houses, cattle, money, etc. But this is not the true meaning of property. The word property in its true and original sense does not mean a material thing; but the absolute right to use and dispose of something"—further, as showing the intimate connection between property and credit we need only refer to that favorite quotation from Demosthenes: "There being two kinds of property—money and general credit—our greatest property is credit," and as supplementary to this we may say, "Credit is therefore the greatest wealth to every man who carries on commerce."

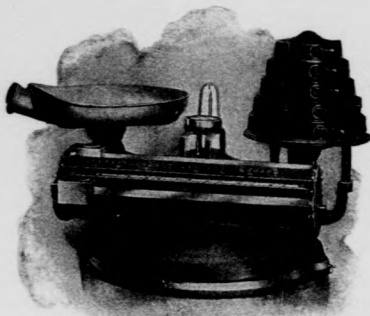
Before departing from this phase of the subject we may also revert to the attitude of those who hold Socialistic and communistic views; they are invariably regarded as the would-be destroyers of property in

its material sense; that is, providing their views were ever accepted by a sufficiently large number of people to warrant an aggressive warfare; and it is no doubt true that the attempts at the destruction of material property for the advocates of these causes in the past have given ground for this conclusion, when in reality these unwise, inopportune and sporadic attempts at the destruction of property have in nearly all cases been due to the fatuous desires of those overwrought by zeal to make a demonstration of dissatisfaction with the reigning order; but in justice to those who adhere to the doctrines of socialism and communism it should be said that their ultimate hope is to destroy the exclusive rights which private persons have and exercise in property, believing as they do, and honestly in the majority of instances, that these exclusive rights are in their very nature destructive of those broad principles of humanitarianism upon which the human race should govern itself. Lord Erskine, that most fertile and profound of jurists, tells us that "the sovereign or real right is that of property, which is the right of using or disposing of a subject as our own, except so far as we are restrained by law or paction"—this sovereignty of use and disposal refers as identically to our rights in immaterial possession or wealth as to those in material things; and therefore it has been held that, "a banker's, a merchant's or a trader's mercantile character, or credit, as it is termed, is his property, which

he has the right to enjoy uninjured; \* \* \* and if any one spreads slanderous reports about it, which damages his purchasing power or wealth, it is a serious injury, or an infringement of a legal right, and it is ground for an action."

It is exceedingly fitting that due tribute should be offered to the important and admittedly indispensable part which banking has played in the demonstration of the utilities of trade and commerce, constituting as it does the great fountain-head of credit. A. K. Fiske, in his treatise on The Modern Bank, states that, "Banking is the agency by means of which credit is made to effect the bulk of the operations of production and interchange;" depending, therefore, so largely upon the institution of banking, which is one of the two branches of the credit system, it is not amiss, may we hope, to suggest that a national duty rests upon those charged with the care of that great institution to see that the public is properly and thoroughly educated upon the needs of a currency system, of that strength and flexibility and permanency that will withstand the onslaughts of commercial crises, and quite as important that the question be settled soon, and settled right, and be no longer regarded as the plaything of maladroit political opportunism.

We have endeavored to set forth some of the splendid utilitarian functions of credit and its influences as a great uplifting force in society, but it is quite as essential to draw atten-



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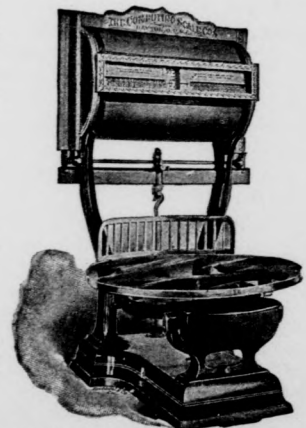
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tion to the abuses which may generate in its exercise, and from which there does not appear to be any known means of escape, if we are to accept the views of the great doctors of economics who have diagnosed the subject in every phase; these abuses are those which inevitably lead to commercial crises, and which all authorities agree would be obviated if men were simply to regard the unwritten laws of prudence and good management; but as human skill, energy, knowledge and capacity are and must be included in the category of wealth, and their vocation in economics is through the agency of credit, it is the veritable inability of laws of any character to control the exercise of these personal elements which renders the abuses of credit an almost unavoidable occurrence; the following opinion written on this branch of the subject is fully descriptive of the difficulties involved:

"All commercial crises, therefore, originate in the over-creation of credits and this is innate in the modern system of credit.

"Suppose that at any time the commercial world started with a perfectly clean slate. When such multitudes of persons are trading on credit it must inevitably happen that a considerable number will speculate unsuccessfully and create an excess of credit, which can not be redeemed by fair means. All excess of credit may be considered as so much virus or poison in the body commercial. However, by various tricks and

devices known to traders they can keep themselves afloat many years after they are utterly insolvent; and thus the poison continually accumulates. Then perhaps a fever of speculation takes place, giving rise to the creation of vast masses of speculative paper, and then the poison having accumulated to a sufficient extent bursts forth in a tumor, or an abscess, called a commercial crisis."

A commercial crisis is the natural precursor of a monetary panic, and the relations of one to the other form a most interesting study in the "theory of credit."

Credit may justly be called the most powerful leverage to productive capacity—through its operations the labor, the character, the intellect of man is called into play and the forces and riches of nature, physical and psychological, are brought to that state where they meet the requirements of supply and demand and take to themselves the title of wealth—in summarizing the conclusions deducible from this necessarily superficial discussion of credit and its influences we can not do better than to incorporate the views of Macleod, when he says:

"We conclude, then, \* \* \* it is consumption, exchange or demand which constitutes a thing wealth; and we trace the progress of a nation in wealth according as their wants and desires increase and multiply. First the demand for the sustenance required by the body gives value to the material products of the earth,

food, clothing, shelter, fuel. Then as

their tastes become cultivated and refined arises the demand for works of literature, art and science, for painting, for sculpture, for architecture, for the drama, for music and those who minister to these wants of the mind become wealthy, just as those who minister to the wants of the body do. It is the demand of the public alone which makes these things wealth. Hence, in order to be wealthy a people must be inspired with strong and various desires and be willing to work to gratify those desires, and this shows the great importance in an economical point of view of national education. Heavy taxes can alone be borne by an industrious and wealthy people; and the multiplication of wants and desires multiplies industry, multiplies capital, multiplies incomes, multiplies the number of persons able to bear the burden of taxation and renders the nation capable of great achievements and of taking a leading position in the councils of the world."

These words of the great economist ring with prophetic force and eloquence and are a reminder to us of the conditions of our national life; we must not only be content with assuming but maintaining if we would occupy and permanently retain a place of distinguished honor and influence in the parliament of the world's affairs; the establishment of high standards of social, commercial and political morality, the reasonable and needful restrictions of credit within legitimate boundaries, the extension and upbuilding of the bank-

ing system until it shall not only be the great avenue of credit, but an irresistible safeguard against financial calamity and heresy, the fruition of these aspirations will be another magnificent demonstration of American contribution to the progress of civilization. Wm. A. Prendergast.

#### Penny Wise.

A certain woman prided herself on her economy and close bargaining. Her husband sometimes bantered her about what he termed her stinginess. One day she invited her betterhalf to go marketing with her and witness her prowess in the line of close buying.

At the market, after making several purchases she enquired the price of eggs.

"Sixteen cents a dozen," she repeated. "That's too much. I'm sure I saw them for less this morning."

She dragged her reluctant husband from one stand to another, still enquiring the price of eggs and always receiving the same answer, until she was near the upper end of the market. Here she found a dealer whose eggs were 15 cents a dozen.

"There, I told you so," she exclaimed to her husband. "Those other men were trying to get the advantage."

Turning to the salesman she ordered half a dozen eggs, gravely handing him 8 cents in payment, and went away well satisfied with her shrewdness.

Even a stove can be polished.

# Cereal Premiums

The Secretary of the National Retail Grocers' Association has asked the cereal manufacturers of the United States to abandon all premium schemes.

What was the Result?

## The American Cereal Company

Manufacturers of Quaker Oats, Avena, Banner Oats, Saxon Oats, Scotch Oats, Zest, Apitezo, Etc.,

The H-O. Company, The Force Food Company, The Ralston-Purina Company, The Malta Vita Pure Food Company, The Illinois Cereal Company and The Atlas Oats Company

Promptly agreed to do so if their competitors would.

## The Great Western Cereal Company

Manufacturers of Mother's Oats, Friend's Oats, Coupon Oats, Union Oats, Yankee Oats, Mother's Crisp, Etc.,

Would NOT Agree to do so

Where do YOU Stand?



### Profits Made on the Crate-Fed Chicken Industry.

The business of crate-feeding chicken is a simple business that can be conducted by any poultryman, farmer or packing house in the United States. It is the most positive money-making branch of the poultry business. The chickens are placed in the crates at an age when loss by disease is practically unknown. They are fed an economical and properly balanced ration. They are not permitted to exercise—each chicken has just sufficient room in the crate to stand up and sit down. As a natural result the food consumed is used in the formation of the highest quality edible flesh and is not required to repair muscular tissue.

The crate-feeding business can be conducted by the poultryman or farmer previous to selling the chickens, or afterwards by another individual or firm. The poultryman will find it more profitable to crate-feed the chickens before they are sold or slaughtered than to sell them in a lean condition. The crate-fed chicken industry corresponds to the stalled cattle trade, and is to-day just as essential.

The average cost of fattening chickens in the crates is from four and one-half to six cents per pound of live-weight gain. In all experiments of which we have seen the results, when chickens in fattening crates were compared with chickens in ground pens to ascertain which lot would make the more economical gain in flesh, the crate lots, when fed a palatable ration, made a greater gain in the regular fattening period of three weeks and at a lower cost for food.

One crate of twelve three-months-old Barred Plymouth Rock cockerels will illustrate forcibly the advantages of the crate-feeding business. The cockerels weighed 39 pounds when they were placed in the crate. At the end of four weeks' feeding they weighed 78¼ pounds, a gain of 39¼ pounds for the twelve chickens, or an average gain of three pounds five ounces. The cost of food per pound of gain in live weight was 4.3 cents. These chickens put on more flesh as a result of the four weeks' crate-feeding than they had grown in the previous three months. They were fed by an ordinary farmer and were not cramped.

In order to have tangible results so that we would know positively which method of fattening chickens was the most profitable we determined to investigate the matter thoroughly and to conduct reliable and impartial tests of the systems of fattening chickens in (1) crates, (2) in close confinement in pens on the ground and (3) on the range.

Eight different lots of chickens (fifty and sixty in each lot) were fed in the crates and in wire-fronted pens

on the ground. The chickens in the ground pens had five square feet of floor space; the chickens in the crates were confined as closely as possible. The results proved conclusively that the gains in weight of the crate-fed chickens were greater and the cost of food consumed to make each pound of the gain was less than the gains and food cost of the chickens in the pens.

One of these lots (fifty chickens) gained 142 pounds in four weeks, or 2.8 pounds per chicken. The cost of the food consumed to make each pound of live-weight gain was 5.6 cents. The corresponding lot of fifty chickens fed in a pen on the ground gained 83 pounds in the same period, or 1.6 pounds per chicken. The cost of food per pound of live-weight gain was 10.4 cents, or almost five cents per pound more than the crate-feds. The most profitable pen-fed lot was a group of sixty chickens. In this test the pen-fed chickens gained 1.6 pounds each. The crate-feds gained 2.2 pounds each. The cost of food per pound of live-weight gain was eight cents for pen-feds and 5.2 cents for the crate-feds.

These experiments were accurately and carefully conducted with chickens of uniform age, weight and breed. They demonstrated that the cost of the necessary food to increase the live-weight of chickens one hundred pounds is from three to five dollars less when the chickens are fed in crates, than when they are fed in pens, and each chicken has five square feet of floor space in which to exercise. The results also proved that chickens make a greater gain in live-weight in the crates than in the ground pens.

The cost of food consumed for each pound increase in live-weight is less when the chickens are fed in crates than when they are fed on the range. A lot of three hundred and fifty chickens three months old was divided; half were placed in the crates and the remainder were free to roam around. The chickens in the crates gained in weight more rapidly than the chickens outdoors, and the food they consumed cost four dollars less per hundred pounds gain in weight. In this experiment the value of the vegetable and animal food gathered on the range was not considered. Had it been, it is safe to assume that the difference in the cost of putting on flesh during absolute confinement and on the range would be from eight to ten dollars per hundred pounds less for the confined or crate-feds.

When a chicken is at rest and the nutritive constituents of the food are used for the formation of flesh, it is evident that more flesh and fat will be laid on the carcass for a given weight or value of food than when the chicken is at liberty and exercising vigorously. Muscle exercise necessitates the repair of the tissue and the formation of new tissue. These demand a portion of the food.

William Soules, of Bondville, Que., states that he made a net profit of twenty dollars on every hundred chickens he crate-fed. This handsome

## Fresh Eggs Wanted

Will pay highest price F. O. B. your station. Cases returnable.  
**C. D. CRITTENDEN, 3 N. Ionia St., Grand Rapids, Mich.**  
 Wholesale Dealer in Butter, Eggs, Fruits and Produce  
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Constantly on hand, a large supply of Egg Cases and Fillers. Sawed whitewood and veneer basswood cases. Carload lots, mixed car lots or quantities to suit purchaser. We manufacture every kind of fillers known to the trade, and sell same in mixed cars or lesser quantities to suit purchaser. Also Excelsior, Nails and Flats constantly in stock. Prompt shipment and courteous treatment. Warehouses and factory on Grand River, Eaton Rapids, Michigan. Address

**L. J. SMITH & CO., Eaton Rapids, Mich.**

## Butter, Eggs, Apples, Pears, Potatoes, Beans and Onions

I am in the market all the time and will give you highest prices and quick returns. Send me all your shipments.

**R. HIRT, JR., DETROIT, MICH.**

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## Poultry Shippers

I want track buyers for carlots. Would like to hear from shippers from every point in Michigan. I also want local shipments from nearby points by express. Can handle all the poultry shipped to me. Write or wire.

**William Andre, Grand Ledge, Michigan**

No Market  
 Excels  
 Buffalo



Predict fancy Turkeys 20-22, Chix 13-14, Dux 15-16, Fowls 11-12, Geese 13-14. Wire Third Nat. Bank. Collect. **BATTERSON & CO., A Poultry House.**

profit was realized when he received only five and one-half cents per pound more for the dead crate-fed or finished chickens than he paid for the lean or range-fed chickens alive. There is generally a difference of seven cents or more in these quotations. The twenty dollars profit realized at the five and one-half cent rate illustrates the substantial profit there is in the crate-feeding business.

A direct authentic illustration of the importance of crate-feeding broilers and hens and of the profits which will be realized when the business is conducted is the actual results of an extensive fattening plant in Kansas. The broilers increased 85 per cent. in weight for the three weeks' feeding and the cull hens 30 per cent. These are good, substantial gains of high-quality flesh. It is gratifying to learn that this plant turned in three hundred and fifty dollars profit in two and one-half months. Thirty per cent. profit on the invested capital, when a great proportion of the fowls were cull hens, is indisputable proof that the individual fattening plants are money-makers.

Swift & Co., Armour & Co. and other large and progressive packing houses are engaged extensively in the crate-feeding business.

Last week one commission house in Los Angeles, Cal., imported 48,000 pounds of fatted chickens from the East—mainly from Nebraska. Why should not these chickens be reared and crate-fed in California? Suppose there is a shortage of chickens in any locality, it is not difficult to increase the production. In four years Dundas & Flavelle Bros. (Canadian packing house) increased the number of chickens reared by the farmers and sold to them from twenty to one hundred thousand. The fourth year the farmers crate-fed the chickens before they were sold, at Dundas & Flavelle's suggestion. Why should not all the profits go to the producer? Why should he not realize from twenty to fifty dollars more profit on every hundred chickens sold, rather than to market his chickens in a lean condition?

The crate-feeding of chickens as practiced by the packing houses can be conducted as successfully and with as great profit by almost every poultry grower.

The necessary outfit for fattening chickens consists of crates, shapers and shipping boxes. All can be built at the feeding plant and at low cost. It is not essential that high-priced grain be fed, as almost any ground grain can be utilized in formulating a profitable ration.

The average cost of crate-feeding a chicken is from seven to ten cents. When the chickens are crate-fed by the poultryman or farmer, any mature member of the family can attend the chickens successfully—there is no expense for labor. One man can feed from three to five thousand chickens in one lot so that for feeding the labor cost is a small item on an extensive plant. Additional help is required for killing and plucking the chickens.

F. C. Hare.

**Reasons for Raising Poultry.**

The following eight reasons why farmers should raise poultry are given by an English poultry writer:

"Because the farmer ought to convert a great deal of the waste of his farm into money in the shape of eggs and chickens for market. Because, with intelligent management they ought to be all-year revenue producers, with the exception of perhaps two months during the moulting season. Because poultry will yield a quicker return for the capital invested than any of the other departments of the farm. Because the manure from the poultry-house will make a vegetable compost for use in either vegetable garden or orchard. The birds themselves, if allowed to run, will destroy a large proportion of injurious insect life.

"While cereals and fruits can only be successfully grown in certain sections, poultry can be raised for the table use or layers of eggs in all parts of the country. Poultry-raising is an employment in which the farmer's wife and daughters can engage, and leave the farmer free to attend to other departments, and it will bring him the best results in the shape of new-laid eggs during the winter season, when he has the most time on his hands. Finally, to start poultry-raising on the farm requires little or no capital. By good management poultry can be made with little cost a valuable adjunct to the farm."

**Make Your Food Medicine.**

The garden is a great medicine chest. Be your own doctor and look to your own slight ailments.

If you are wakeful, eat lettuce.

For affections of the skin and for yellow skin, eat onions. Onions are also good for colds, coughs and scrofula.

For torpid liver, eat freely of asparagus.

For malaria and general breakdown, eat cranberries.

If nervous and irritable, eat plenty of celery.

For constipation, eat fruits, ripe and healthy fruits. Fresh fruits are good; so are figs and dates. Raisins are beneficial.

When the body is in good condition keep it in good condition by denying the appetite what once injured the body. One can do everything for himself by eating the right thing and not too much of it, and by leaving alone the wrong thing and all of it. He can do more than the doctors can do for him when he is flat on his back in bed.

Thanksgiving, like all our holidays, is fast losing its original character and significance. It has become practically a day of feasting and entertainment, with but scant attention to its religious features. It is remarked that the contributions for the benefit of the poor do not begin to equal the amount that is expended for theatrical performances and foot ball games.

Character is the only true culture.

# Butter

I would like all the fresh, sweet dairy butter of medium quality you have to send.

**E. F. DUDLEY, Owosso, Mich.**

## BUTTER

We can furnish you with

**FANCY  
FRESH-CHURNED  
BUTTER**

Put up in an odor-proof one pound package. Write us for sample lot. If you want nice eggs, write us. We can supply you.

**WASHINGTON BUTTER  
AND EGG CO.**

**GRAND RAPIDS, MICH.**

For fifteen years I have worked to build up a

## Good Michigan Cheese Trade

I have it. Last year I manufactured at my own factories 25,462 boxes of cheese, 1,016,000 pounds, selling in Michigan 23,180 boxes, or over 91 per cent. of my total output. I solicit trial orders from trade not already using Warner's Oakland County Cheese. Stock paraffined and placed in cold storage if desired.

**Fred M. Warner, Farmington, Mich.**

## ANNUAL MESSAGE

## Of the Public-Spirited President of the Grand River Valley Horticultural Society.

Clarence M. Burton, a public-spirited citizen of Detroit, at large expense has secured for the State Pioneer and Historical Society copies of important manuscripts which are in the national archives at Paris and which give an inside view of the early history of Michigan. In one of these reports there is an expression from Cadillac, the founder of Detroit, concerning the possibilities of the Michigan peninsula, in which he says that the natural forest and fruit products are of incalculable value and that, owing to the peculiar climatic conditions, there is a very wide range of trees and fruits native to this region, which indicates the great productiveness of the country. He called attention to the marvelous productiveness of the wild fruit trees and vines and the luxury enjoyed by wild animals during the season of ripening plums and grapes. This report was made early in 1700, when Cadillac was in charge of the village of Detroit. There are other manuscripts made by the early Catholic fathers who traversed the borders of Michigan, expressive of their wonder and delight at the fruitfulness of the country reaching far into the north.

The facts so early noted by the first settlers in Michigan have been to this day the greatest advertisement of our commonwealth. Uncle Louis Campau began the development of a horticultural area in Grand Rapids at the very beginning of the settlement of which he was the pioneer. His first flower garden, he told me some years before his death, was made in an abandoned canoe, which was hauled up upon the bank of the river upon the site of the present Widdicomb building. The first vegetable garden worthy of mention was that of Mr. Antoine Campau, on South Division street, or, as it was then called, Kalamazoo Road. From the earliest years of his occupancy of this land until his death he maintained a most beautiful and well-kept garden of vegetables, in which could be found everything of interest and value for the family that will grow in this latitude. Among the first people to appreciate the fruit possibilities of this region and enter practically into the growing of tree fruits were the Nelsons and Pages, upon whose premises could be found in a very early day the most beautiful fruits. I might produce an array of historical incidents concerning the evolution of horticultural industries in Michigan which would support the early prophecy of Cadillac and his associates concerning the possibilities of this region for the prosecution of horticulture.

Recent statistics show that Michigan stands at the head of all the states in the yield per acre of corn; it leads them all in the copper industry; in no state in the Union are grown finer peaches; our own city, because of its success in the manufacture of furniture, has come to be known as the Furniture City. But all these attributes of our State touch the commercial side of life. It is of far greater import that we should rightfully claim the truthfulness of the statement that ours is a commonwealth of attractive and happy homes, and our Society has to do with this feature of Michigan's position in America. There are plenty of organizations devoted to the different phases of life which have to do with acquiring property and getting a living. There are other organizations which profess to have for the great object of existence the helping of people into the Kingdom of Heaven. Both classes of organizations fill important places in our part of the world and are accomplishing very worthy efforts in behalf of humanity. We will not entrench upon the ground of either class nor admit that we are in any way inferior to them in the objects which we subserve. Our mission is to take the world as we find it and carry out a most impressive injunction of the Almighty; developing our resources and showing our appreciation of the wonderful gift which came from God by becoming deeply interested in the wonderful creations which form an intrinsic part of this legacy. We will strive to show people their responsibilities in caring for this part of a most beautiful world and utilizing to the best possible extent the delightful conditions which make existence here a continuous satisfaction. We aim to assist the utilitarian organizations by making people happier and more hopeful, and in so doing aid them to acquire a goodly portion of this world's goods and use some artistic discrimination in distinguishing which are the most valuable. We also aim to aid the theologian by awakening a deeper interest in and desire for knowledge of this one world that God has placed largely at our disposal, and thus preparing the people for possible life in a bigger world with wider views and more promising possibilities if they are so fortunate as to be inhabitants thereof.

In accomplishing these purposes we should think carefully and wisely of the best possible methods we can pursue; in this category allow me to name:

First, the awakening of an interest in the objects of this Society on the part of the children of our families. We have shown our interest in the embellishment of school premises, in the proper treatment of back yards, in the setting aside of play grounds and in awakening a love of horticultural art in little people. Now, suppose we have these little people tell about the results in their own language at the meetings of our Society. What a treat it would be to listen to some small boy or girl tell the story of the attractive shrubs and trees and plants and flowers which have been artistically arranged on some school premises. How it would awaken our sympathies to have some little man tell us of his efforts at gardening and the financial results which he had attained. A move like this would not only be of help to the

growing boys and girls, but it would stir the blood of the older persons in our Society and would be a most delightful innovation in the programmes of our meetings.

Second, we ought to be able to awaken an interest in the objects of our Society on the part of young people who are just establishing and fashioning homes of their own. If we could secure the attendance of a goodly number of these people how helpful we could be to them by making suggestions of plans which have proved satisfactory in the homes already established. How many questions could be answered that would prevent errors and lead to the utilization of certain unnamed conditions, which are different with each new home that is established.

Third, we have at various times deplored the barrenness of farm premises, and in some way we ought to be able to reach the owners of these rural homes and awaken in them a desire to leave something better behind them than exhausted soil and stubble. We ought to be able to awaken in the minds and hearts of rural people in this vicinity a desire to begin life in the Kingdom of Heaven on their own premises by bringing to them certain attributes which will give continuous delight and be a preparation for participation in the attributes of an eternal home, which are so graphically pictured by those who have certain hopes in that direction.

Fourth, the suburban resident, who has stepped out of the congested life of the city, having in mind the giving to his children better opportunities for development than could possibly be enjoyed in the city, ought to unite with our Society and participate in its deliberations, having in view the double purpose of securing suggestions that can be utilized in connection with his own home and bringing to the aid of others the results of his own experiment.

Fifth, we have been for years calling attention to the betterment of the conditions in the congested parts of the city, and public-spirited citizens have taken hold of the work of bringing about conditions more favorable to giving enjoyment to the lives which seem to be permanently located in these unfavorable circumstances. These philanthropic people who desire to do the best they can for this part of our population ought certainly to connect themselves with our Society, and through the discussion of the conditions which have appealed to them bring out facts that will be helpful in carrying on the work they have undertaken.

Sixth, the broad-spirited manufacturer, who in these days sees something more in his employe than a simple machine to help him make dividends for his stockholders, ought to be attracted to the meetings of our Society, in which we have such improving discussions along the line of factory embellishment and the utilization of horticultural effects in rendering life more attractive in connection with the every-day humdrum work of the manufacturing establishment.

Our Society certainly fills a place in the community not otherwise occupied. We are not wasting time in the few hours each month given to the deliberations upon these matters connected with living in this world. We have the right to expect the support of our best citizens, and in the character of our discussions and in the thoughtfulness put into the work of the Society we must make ourselves worthy of the assistance which we demand. To this end the preparation of our programmes should be given a great deal of careful thought that they may fit into the needs of our part of the world. Our homes should be opened freely for the use of the Society in its monthly meetings. There is such complete reciprocity in the work that any sacrifices which the individual makes in the interests of the Society by opening his house for its use will be more than required by the values which are received. In our papers and discussions upon these most important subjects, which I have suggested, there should be put an amount of thought and work which comports with their importance. The suggestions and counsel should be well thought out by people who are willing to find their recreation from the every-day toil of getting a living in bringing to our Society hints and advice matured by careful study and thought.

In doing this kind of work, and doing it well, we can not help but make a strong and effective appeal to the people for the support of the cause which we have espoused, which is nothing less than the betterment of that unit in American progress, the AMERICAN HOME. Chas. W. Garfield.

## Returned With Thanks.

It happened long ago, when Mark Twain was an editor in the West. The morning's mail had brought a bill from his tailor, not an unusual occurrence. The boy who went through the mail called the future humorist's attention to it.

"And," added the boy, "he has written on the back that he wants a settlement at once."

"You should know what to do with such copy without asking," said Mr. Twain. "Enclose it with the regular printed slip stating that all manuscript written on both sides of the paper is unavailable."—Exchange.

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**Special Features of the Grocery and Produce Trade.**  
Special Correspondence.

New York, Dec. 10—This week we have a somewhat stronger coffee market, caused somewhat by higher speculative prices. There has been a fair amount of trade among distributors and they seem to be quite confident as to the future. In store and afloat there are 4,130,198 bags, against 2,987,365 bags at the same time last year. The receipts of coffee at Rio and Santos from July 1 to Dec. 8 amounted to 7,195,000 bags, against 7,533,000 bags during the same time last year. At the close Rio No. 9 is well held at 85¢. There is a rather better call for mild grades and Good Cucuta seems to be well fixed at 9c. About the same old story is heard regarding East India grades—firmly held and an average amount of business being done.

There is a firm market for refined sugars. The business, however, consists almost altogether of withdrawals on old account and very little in new trade. Prices are very firmly maintained and the advance made is not only well sustained, but is quite likely to be further increased.

Teas continue neglected and are very likely to remain so until after the turn of the year. Of course, something is being done all the time, but sales usually are of small lots to repair broken assortments.

Some business is going forward in domestic rice, but, as a rule, matters are quiet. Of course, no great amount of business is ever looked for at this season of the year and no one is disappointed; but sellers must certainly wish for a little better movement. Prime to choice, 33¢@4c.

There is a fairly active trade in medium sorts of New Orleans molasses and the market generally is fairly well sustained. There is little, if any, accumulation and the situation is in favor of the seller. There is very little high grade molasses and it fetches full quotations. Syrups are firm and supplies are running pretty short.

The chief item of interest in the canned goods market is the opening quotations on New York State corn—80c for standard and 95c for fancy. These prices are 5c below last year's and said to be made so on account of Western competition, which this year has been "too active to be interesting"—to the New York State packers. Now that these official figures are established, they excite little or no comment, as the rates are thought by many to be simply those made to small buyers. At this time desirable Western brands are selling at 10c per dozen less than the figures mentioned. It is thought that Maine stock, futures, will be started at \$1. Actual business in the canned goods market is quiet and no change

is anticipated until after Jan. 1, if there is any then. Tomatoes delivered here are worth about 62½¢@65c. Some fruits, especially peaches of the lemon cling and pie sorts, are very firmly held, as the supply is decidedly limited. Salmon meets with steady call and the outlook is steadily improving.

There is some improvement in the dried fruit trade and this is especially true of prunes, which seem once more to be "coming to their own." Apricots and peaches also fetch full quotations. Retailers are having a good demand for fancy fruits and are disposing of great quantities.

The butter market is very quiet. The demand has been of moderate proportions. Supplies are seemingly sufficient to meet all requirements and at the close the situation is rather in favor of the buyer. Extra Western creamery, 27¢@27½c; seconds to firsts, 22¢@26½c; imitation creamery, 16½¢@20c; factory, 15½¢@17c; renovated, steady at 15¢@20c.

There is a fairly active market for cheese and stocks have become pretty well reduced. At the close New York State full cream small size is quotable at 12c for the very top sorts and 11¾c for large sizes.

Eggs are in little freer supply, but there is still a scarcity and nearby are worth 38¢@40c; best Western, 32c; average best, 30¢@31c; seconds, 27¢@29c.

**Brought Back the Bell.**

Congressman Sam. Smith, of Michigan, was counsel for the defendant in a criminal trial in which the main witness for the opposition was known as a man of ill-repute.

Naturally Smith's idea was to make as much of this fact as possible. So he had called to the stand a stalwart blacksmith known to have had dealings with the witness referred to.

"Tell us," said Mr. Smith, "what you know of the reputation of the complaining witness?"

"He had a bad reputation in this locality," responded the blacksmith.

The prosecuting attorney then took the blacksmith in hand to cross-examine him.

"Is it true that you have had trouble with the father of my client?" asked he in an impressive manner.

"No," answered the big blacksmith decidedly.

"Are you sure that you never had any trouble with him?" persisted the prosecuting attorney.

"Nothing of any importance," responded the blacksmith.

"Ah!" exclaimed the prosecuting attorney exultantly, "then there was some trouble, after all?"

"Oh, well," said the blacksmith carelessly, "I simply accused him of stealing a bell off my cow."

"But he denied it, did he not?"

"Yes," replied the blacksmith, "but he brought back the bell the next day."

A little cant can spoil a whole lot of consecration.

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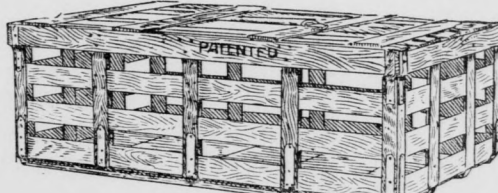
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For Chickens  
36x24x10, each....\$ .55  
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These crates are positively the lightest, strongest and best on the market for poultry shippers. They are made of seasoned elm, 3-16 inch thick and put together with cement coated nails, which makes them the strongest and lightest for handling, effecting a great saving in freight and express charges. We will build these crates any size desired. Prices on application.  
**Wilcox Brothers, Cadillac, Mich.**

**THE HEROIC AGE.****Noble Deeds More Common To-day Than Ever Before.**

It is passing strange that modern society, which is much given to self-examination, has not yet discovered that it is dwelling in an age of heroism surpassing any ever commemorated by epic poem or recorded in written history.

During the past hundred years standards of character have been steadily advancing, and the finest traits have found their fullest development in our own country. If it seems a little vain to advance this claim it must be remembered that it can be in no sense a racial boast, for the population of this United States is an amalgamation of peoples, and splendid deeds, almost daily recorded, are performed by men, women and children of foreign birth, or whose parents are natives of Great Britain. If we believe that new courage, new fortitude and assurance have been born into them in this land of freedom, and if we recognize in them the progenitors of a grand race which is still to be, that is another matter—a bright hope for the future, which only time can put to the test. To believe this is to compliment every race which has planted its colonies amid our modern civilization, as well as the sturdy New England blood, which comes down from a pioneer ancestry.

The modern hero does not wear doublet and hose. He is not always found wearing military buttons. He is not necessarily well clothed or well fed or accustomed to the usages of "good society." He is often without ideals beyond the inherent instincts of a soul that, by virtue of its unselfishness, takes rank with the elect of the earth. His face, it is true, is not always clean washed; his hands are far more immaculate. But—and it is time that we realized it—the deed of heroism has nothing to do with dress or lineage, or social rank, with heredity, with condition or with spectacular effect. For that matter we have no absolute proof that the heroes of antiquity kept their finger nails manicured or lived up to the social customs of the times. We do know that many of them were of obscure origin and poor before the performance of the great feats which made their reputation.

It is in the ranks of industry, among the toilers of the land, that modern heroism is in choicest flower. Daily, in the factories and workshops of the land, in times of casualty, lives are willingly laid down for others, their only epitaph a line in the telegraphic columns of the daily newspaper. Superb acts of heroism signal almost every stage of advance in the working of deep mines. If any one class of workers more than another may claim to pursue a heroic calling, one in its very nature heroic, then this honor may be evenly divided between the fire fighters of our great cities and railway engineers—men who daily take their lives in their hands in the service of humanity, and among whom the rate of mortality is appalling; the one going to his death

in the presence of cheering crowds, the other more commonly meeting grim fate in the darkness of the night, standing sublimely at his post in time of disaster that trainloads of travelers may be saved. To award the palm of heroism to these men is to pass no reflection upon army or navy. Never were soldiers braver than today, but the average of casualty in any war our country has ever waged is much less than the risk encountered in these two professions, as figures tell. Nor is this fine development of courage and the capacity for self-sacrifice lacking in the upper circles of society. Young Van Antwerp, who is covered with confusion when flicking off the dust discovered on the knees of his fine trousers at an evening reception, may have won those honorable scars rescuing some little street urchin from under the wheels of a trolley, but we may be sure he would never forgive Tommy Traddles, who witnessed the occurrence, should the latter make the fact known. Women of every class, fashionable women among them, are showing themselves capable of meeting accidents and great crises with cool courage, and of giving up their lives for others if need be. Yet little cognizance is taken of these events. It is not "good form" in society, as all the world knows, to encourage high heroics. Now and then a humane society's distinguished badge of a leather medal is conferred in some notable case of life-saving, as a rule where some unfortunate is rescued from a watery death, but acts of heroism in general go unrewarded and unnoticed. We are coming to accept it as a matter of course that men—American men—and American women and boys and girls, shall be brave and self-forgetful. This very fact arouses suspicion in our consideration

of the history of the past. Can it be possible that the average ancient ran from a warlike enemy, permitted the ravages of wild monsters to go unchecked, or held on to his own existence when it came to a question of sacrificing it for a friend, when a little handful of men of his day who did differently were so canonized in song?

If we are gaining in courage to the point of heroism it becomes interesting to ask to what this development is due. The answer is plain to the thinker. In every public school of the land lessons of heroism are daily taught, and these lessons are based in part upon history, in part upon the ideals held forth in classic fiction. When the child leaves school this training is continued through the mediumship of the modern novel and of the daily newspapers, which everybody reads. The newspaper is the people's greatest educator, and in the last analysis its simple daily record of splendid deeds actually performed keeps ever before the people the high-

est ideal of action, and stirs the hearts of the young to a noble emulation.

Sometimes a little knowledge is a delightful thing.

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### E. M. SMITH

Merchandise and Loans



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Yours of to-day at hand, reminding me that my subscription has again expired. For sixteen years your publication, "The Tradesman," has been welcomed at my office and home, and could not think of doing business in Michigan without it.

I promptly accept of your most liberal offer, and herewith hand you my check for Five Dollars, being five years advance payment for the paper.

Extending you congratulations, and wishing you continued and deserved success,

I beg to remain as ever,

Yours very truly,

E. M. SMITH.



**THE FIGHT OF MAN.**

**It Is Meant To Develop the Muscles of the Soul.**

I think it would be true to say that when man in the far distant and unrecorded time began first to think of the mystery of life and to use the awful term God, the idea of a deity who was above all things good, man concluded that his way with man was to recompense right living in his creatures and to punish evil conduct. Such would appear to be the theory of the moral world, which was the basis of the patriarchal system. How long that system lasted none of us can say, but among the documents that come down to us from the earliest times we can see evidences enough that already the theory of the world was utterly breaking down.

Man had begun to realize that it was not true that if he did right God rewarded him and that if he did wrong God punished him. Life was constantly giving the lie to this old story. It was seen that the wicked were allowed to prosper in this world, while the just were reduced to beg their bread. The righteous man, conscious of his own rectitude, as in the Book of Job, is seen protesting his innocence before God. And thus the old patriarchal system, based exclusively upon the promises of the earthly life, ceased at an early period to satisfy the heart of man.

The next thing we are conscious of is man's effort to explain the inner nature of the mystery of sin and suffering that was hidden from his eyes. What was sin? Sin was rebellion and lawlessness against higher powers, and, speedily recognizing this, man set about accounting for his sufferings by the failure of his deserts. If he exposed himself to disease he accepted without too much murmuring the penalty of death. If he violated natural laws in any measure he submitted, reluctantly but finally, to the consequences of his transgression. He realized that a penalty must follow every inharmonious action, and in the patriarchal times he went so far as to bow to the relentless necessity that the penalty should not fall on the wrongdoer alone, but involve the innocent also, and hence the sins of the father might fairly be visited upon the children.

But, having submitted so far, the revolt of man against unmerited suffering was as strong as before. While sin involved suffering, suffering did not always imply sin. It might be right that sin should bring suffering in its train but what about the suffering that was quite sinless? That suffering can exist without sin has been made clear to us once for all by the sinless suffering of the cross, and, although in a far lower degree, yet in the same sense, throughout all the ages man has been made to feel that he may suffer not merely without having sinned but because he has not.

Job rebelled against the old patriarchal conception that God punished and rewarded us according to our deserts. The spectacle of the unmer-

ited misery of man brought him near to the verge of despair. As Renan shows, the Book of Job is the expression of the incurable trouble which seized the conscience of man at the epoch when the old patriarchal theory became insufficient to account for the facts of life. Then in the course of the ages philosophy and poetry set themselves to explain the problem of man's place in the universe, and the form which the explanation takes in the Greek dramatists is that man is the sport and plaything of almost devilish powers which do not shrink from exposing him to their caprice and even wickedness. Every pagan attribute of jealousy, malevolence and anger looms large in the tragedies of the Greek dramatists as an explanation of the gratuitous suffering which man endures.

Naturally, humanity could not keep its soul alive on food like that. It had to find some better sustenance in some other system. Then slowly, very slowly, the idea of another state, a state of blessedness, appears to have been evolved. This terrestrial life could not be the only one. There was another to come after death, in which man would be rewarded for the pains of the present existence.

The system of future rewards and punishments which came with the sublime theory of another and immortal life must have been the grandest and most precious gift which, down to that hour, had been offered to suffering man. The grand conception of another world that was to right the wrongs of this one helped mankind to bear the heavy load of life.

All this, no doubt common to every faith which accepted the theory of the immortality of the soul, was lifted to a still grander altitude in the gospel of Christ. The founder of Christianity went farther than Brahminism, Buddhism and Confucianism. He not only told mankind to be indifferent to suffering and temporal loss but to glory in it, to count it as

gain and as the firmest assurance of blessedness in the life to come. He seems to tell mankind not only that he must suffer because he sins but that he will sin if he does not suffer. Thus it would seem to be the theory of Christ that the patriarchal world was wrong—primarily and fundamentally wrong—in supposing that because they lived a right life they would be rewarded, and that they would only suffer if they lived wickedly.

When Christ put forward this theory and sealed it with the triumphant seal of his own innocent death upon the cross, he achieved a tremendous victory over the human soul. Thinking of what that message is to the modern world, how it helps it to bear its burden, it is nearly impossible to conceive by what means the patriarchal world, subject to the same human losses, the same human sufferings, and confronted by the same mysteries, lived without it.

But what is the solution of the problem of suffering for all earnest and believing souls? To what purpose are we sent into the world to endure its evil and wrong? The only answer I can see to these questions, which have been the subject of eternal dispute, is that suffering is good for us; that it is good for the world that pain and sorrow should exist in it; and that God uses sin and suffering to his own great ends. Take suffering out of the world and what is left of the great human virtues? What of heroism, courage, patience and self-sacrifice? Is it not a fact that without suffering none of these virtues would be called into being? When, therefore, we ask ourselves why man suffers, always has suffered and always will suffer, is it not sufficient to say that it is in order that he may attain to the highest?

The pilgrimage of man on this earth may be said to resemble, in its multitude of troubles, the struggle of a swimmer against a powerful tide. It is natural that the swimmer should ask himself why the tide is against him, but when he reaches the place

of safety he knows that the struggle for life has developed his muscle, his brain and all the finest faculties of his body. Then may it not be that the fight of man against the suffering of this life is meant to develop the muscles of his soul?

Therefore, if in a last word I am asked the question, "Do we get our deserts?" I will boldly answer, "No, we do not; and we never shall, speaking of humanity as a whole, and taking account of the preponderating multitudes to whom life is only another word for misery."

But if I am asked, "Do we get what is best for us?" I say, "Yes, always and everywhere, taking our lives through and through, and having account not merely for our material but also for our spiritual welfare." Hall Caine.

Trickery in the pulpit does not make truth in the pews.

The crudest truth is better than the most cultured lie.

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### Status of the Underwear and Hosiery Markets.

The closing twelvemonth establishes a record for prosperous trade conditions alike among retailers and wholesalers. Probably in no branch of haberdashery has such conspicuous success been achieved during the passing year as is in the departments of hosiery and underwear. Thus it is under exceptionally favorable circumstances that spring sets in. As an indication of how important general lines of underwear are commercially regarded, the fact should be considered that to-day there are wholesale firms carrying this stock exclusively. Wholesale houses confining their business to hosiery have long been in existence, but never before now has there been in the United States a specialty retail hosiery shop, as is conducted by a certain firm in New York. Orders for custom-made undersuits and hosiery are on the increase, particularly with dealers serving the fine trade. Comparatively few manufacturing plants are equipped for this character of work. Retailers are often in quandary as to the proper handling of such commissions. Those in doubt as to where to place special orders to the best advantage are invited to communicate with this department.

Current demand in some sections favors these styles in undersuits: derby ribbed balbriggans, finished in medium weight fleece lining; fancy effects in wool garments having self fronts; camel's hair numbers, ribbed-cuff; natural wool. Heavy-weight linen mesh is also a prominent seller in two pieces as well as union suits. Request is frequent for chalk white, pure silk underwear, and for spring-needle worsted ribbed combination suits and separate garments. Greys, tans and blues are included in the high colorings receiving approval. Cashmere underwear continues in demand, always receiving attention in more or less degree. Much interest is shown in novelty cross stripe imported merino and lisle underwear with silk figures jacquarded on the horizontal lines. This should be watched for it is suggestive.

Sober treatments rule throughout the realm of hosiery. Copper brown and Japanese tan grounds are offered in black silk side clockings. Fine gauge black lisle grounds are introduced with pearl steple embroidery in silk. Wine, plum and burgundy lead in red shades, while cadet, navy, coventry, Dresden and turquoise come in blue. Geometrical designs are in the forefront, the choice being divided in the range of blocks, checks and diamonds. Harmonious blendings in chintz mixtures are accorded due notice. Embroidered in-step patterns are presented in artistic and extensive variety. Reindeer hair and wool compose a bathing suit fabric which is now being ex-

perimented with and which is very well thought of.

Verticals in spring hose are displayed in fine gauzes with two-color effects as well as in a multiplicity of fancy patterns. Spring bath robes of foreign importation come in new dark and light colors and mixtures, including cinnamon, tan, brown and blue, wine and blue and so on, and in Roman and Egyptian tapestry patterns. Bath mats are just as pretty as the robes, revealing raised or flat designs in Jacquards of white, flesh and ecru, blue and white, tan and blue, and olive and pink. Others have animal designs such as elephants, dogs, owls and butterflies. These, of course, are not taken by the upper class trade, which leans to bath mats which are reproductions of the designs appearing on fine Turkish rugs. The price is \$24 a dozen and they wash.

In spring hose the drift toward tan is still marked and plain shades will be in large request. High-class trade will take tan, navy blue and chocolate. A feature of more than ordinary note is the resurrection of lace effects in solid colors like champagne, ecru, beaver, nankeen, mode, bistre, cadet, olive and Quaker grey. Lace hose have been out of the running for the last twelve months, but the demand for socks that are light and cool has led to their revival. They are shown thus far only in fine goods and the delicate workmanship is far in advance of anything hitherto brought out.

Wool hose, both long and short, are in brisk demand just now, especially in the college towns. The sales waned during the last few seasons and the renewed vogue this winter is worthy of comment. Young men favor thick hose for wear with low shoes until snow falls, and many dealers who had a few goods left over from a year or two ago moved them quickly during November and ordered more. Unfortunately, the stock on hand is very low and consequently disappointment in the shipments are unavoidable just now.

Knit gloves of the seamless Scotch class command better sales than ever. Mercerized Angora gloves with cashmere fleeced lining find a ready outlet. Full-fashioned sweaters and Jersey guernseys are rated high for next season. Sleeveless shirts and knickerbocker drawers are developing unwonted strength. These abbreviated lengths, which represent absolute comfort and are rapidly winning converts, come in woven or knit cotton and linen and are very well made.—Haberdasher.

### "To Ride, Not Walk."

The man with the gray whiskers quietly brushed the crumbs off the table-cloth and made room for his elbows. Then he leaned over and talked confidentially.

"A good idea for a young man to develop is that he is determined to ride, not walk. In life certain qualifications are necessary inherently to him who makes a big success in the world—force of character and great mental and physical strength. There

is nothing to say to men of this kind except 'don't abuse your gifts.'

"The ordinary man has ordinary ability, and he is the one who needs example and advice. First, I would say: Integrity, honesty, industry—no deceit. Get a line on every proposition and analyze it from a practical standpoint. Study the needs of your employer and supply them. To ride, not to walk, always means that you should try to get into business for yourself. That is where the big money is made. Don't be a toiler in the vineyard all your life, but while you are toiling do it with all your might. Don't be afraid you'll do too much. Save your money and start your own business, if it is feasible, then be a just master and all is well with you."

The man with the gray whiskers refused brandy with his black coffee and left his dry-wine glass turned down and his auditor noted these circumstances.

### Obeying Orders.

"The doctors have ordered Bilkins to be quiet and under no circumstances to use his brain."

"But how does he pass the time?"  
"I believe he is writing a novel."

### It Would Seem So.

He—I don't believe men are as bad as women would have them.

She—Oh, I don't know. Some women would have them no matter how bad they were.

The book of Life is no doubt filled with surprising memoranda.

## Fur Coats



We have the largest assortment in the State. Write us and we will send you full particulars regarding our line of fur and fur lined coats.

**BROWN & SEHLER**  
GRAND RAPIDS

**OUR NEW  
103**

TRADE **IDEAL** MARK

**OVERALL**

MADE ENTIRELY ON A  
NEW PRINCIPLE  
THOROUGHLY PRACTICAL  
IN EVERY WAY.

**LARGE AND ROOMY AND  
A PERFECT FITTER**

ORDER FROM US, GET A SAMPLE and COMPARE WITH  
THE BEST in the MARKET. ANY OTHER MANUFACTURER.

**IDEAL CLOTHING CO.**  
MFR'S. OF CLOTHING.

**Style Tendencies in Little Folks' Wearables.**

When the foremost manufacturers of clothing exclaim as with one voice that business for present and future delivery leaves nothing for them to complain about it is proof that orders are coming along satisfactorily. This is so true of medium and better grades of juvenile, boys' and youths' clothing that the markets are not plentifully stocked with goods for immediate needs. Cheap stuff, however, is to be had in quantity at a price.

If we look into the retail situation we find that the stocks of the stores handling the best qualities are lower than is usual at this time of the season. They have had a very good season. Trade came to them quite early and the season has fewer dull spells than last fall.

In the large cities the fine trade shows an early interest in wash suits, and some retail departments began with this month to open their new lines.

There is considerable enthusiasm on the part of buyers over the new Norfolk styles in khaki, pique, duck, fine pure white linen, butcher's linen and grass linen. In style the jackets differ somewhat from former models in cut and pleat effects.

The fact that popular-priced stores and those that formerly went heavily into cheap goods have this season sold very much more higher-priced merchandise than formerly explains, perhaps, why the wholesale market is carrying heavier stocks in cheap truck than in medium and high-grade clothing. The people, in buying clothing, are particularly critical regarding fit and style and seem to know that these characteristics are synonymous with good quality and that they can be obtained by paying a little more money than they formerly spent for cheap clothes. Stores that up to and including last year did most of their business on clothes up to \$5, which price was then considered good, have this season done better on grades from \$4 to \$7.50, salesmen now estimating the sale of a suit or overcoat at \$4 a cheap sale. The same stores have been putting out "specials" around \$3, and while these have been responded to they have not met with the success had in former seasons.

The same conditions apply to youths' clothing, the stores that sold lower priced merchandise now doing a better and larger business on suits and overcoats at \$9.50, \$12 and \$14, the better prices before being \$5 and \$7.50. Here and there will be found an exceptional instance where the store is doing more business at higher prices than before, and likewise getting very satisfactory results from special sales. Where such is the case we find that the fundamental reason for success is because the head of the department is carrying out the policy of the store, which is to give every customer a "square deal." And since it is the disposition of the people to buy better clothes, why not take advantage of

this desirable opportunity and "trade up?"

A successful department chief, who recently took hold of a department and has done a much larger business than was done before, who has been continuously "trading up" and selling more and more higher-priced clothing than ever before entered the department, and who is at the same time increasing the business through special sales, says that others, too, may reap success if they have the backbone.

He says: "Every time the proprietor comes along and says a word, implied or direct, to the effect that the department is not making a satisfactory showing, the buyer quakes. Then in his eagerness to 'make a good showing' he buys 'dreck' and goes in to fool the people. Now it is a boomerang to advertise a \$5 suit or overcoat for \$2.49 if it is not a \$5 suit. The people know merchandise better to-day than ever and can not all be fooled by such fictitious price comparisons. Give them a \$2 suit for \$1.49, or a \$3 suit or overcoat for \$2.49. But if you advertise that it is all wool it must be all wool. Describe the merchandise just as it is, and if it won't stand accurate description then it is 'dreck.' Make no misrepresentations and then when a customer comes into your store he or she can not get away from you because things are not as they were said to be. You can not fool all the people all the time; a very great many of them will sooner or later discover it. Then your reputation is built upon shifting sands. It is just as easy to play it right. See what these buyers have done for themselves and their firms: Fogarty, with the May Company, St. Louis; Bellow, with B. Nugent & Co., St. Louis; Blum, with Mandel Brothers, Chicago; Levy, with Rothenberg, New York, and Henry, while he was with Hearn's. Their reputations and successes have been built on legitimate business methods, and they are only a few of the many who are playing business right and getting crowning results."

There has been very little enquiry for boys' three-piece suits for spring. Manufacturers, of course, include them as a staple item in their spring sample lines, and make them up as ordered, but orders received to date show that buyers are not giving them much consideration. In the opinion of buyers interviewed the three-piece suit is logical for fall and winter, but not for spring and summer. Even this present season they appear to have been neglected. Retailers dealing with the fine trade in large cities are selling some three-piece suits in single and double breasted styles with knickerbockers, in sizes from 11 to 16 years. In the opinion of the managers of the departments doing business in fine grades the three-piece suit is less common to-day than formerly, and this is corroborated by the leading manufacturers, who say they are doing a little business in three-piece suits now in the way of duplicate orders for immediate wants, but that the selling for spring is light.—Apparel Gazette.

**Style in Clothes**



M. Wile & Company have always been known as creators and leaders in the clothing world.

Every one of their garments shows the art of a knowing designer.

**"Clothes of Quality"**

possess a charm that is pleasing to the wearer which grows day by day.

Retain your customers by selling this justly famous clothing.

OUR SALESMEN ARE IN YOUR STATE

Do you want to see one?

**M. Wile & Company**

High-grade, Moderate-priced Clothes for Men and Young Men

MADE IN BUFFALO

**THEY FIT**

**Gladiator Pantaloon**



**Clapp Clothing Company**

Manufacturers of Gladiator Clothing  
Grand Rapids, Mich.

William Connor, Pres. Joseph S. Hoffman, 1st Vice-Pres.  
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Wholesale Ready Made Clothing  
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28-30 S. Ionia St., Grand Rapids, Mich.

The Founder Established 25 Years.

Our Spring and Summer line for 1905 includes samples of nearly everything that's made for children, boys, youths and men, including stouts and slims. Biggest line by long odds in Michigan. Union made goods if required; low prices; equitable terms; one price to all. References given to large number of merchants who prefer to come and see our full line; but if preferred we send representative. Mail and phone orders promptly shipped. We carry for immediate delivery nice line of Overcoats, suits, etc., for Winter trade.

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Citizens' 1957

Merchants' Half Fare Excursion Rates to Grand Rapids every day. Write for circular.

## INDUSTRIAL AMERICA.

## Impressions and Criticisms of an Intelligent Englishman.

It was my exceptional good fortune to accompany the British Iron and Steel Institute in 1890, when it made its first tour of Industrial America; and again to go with it this winter, when three hundred members of the most cosmopolitan of British scientific and industrial societies, which boast Royal Charters, made a tour of Ohio and Pennsylvania and were welcome visitors at the numerous and various plants at Philadelphia, Baltimore, Pittsburg, Cleveland and Buffalo. A period of fourteen years makes many gaps in an association like the Iron and Steel Institute, whose members are usually well on in middle life before they attain distinction in the iron and steel-making craft in England. There were, however, many members of the 1904 party who were in the country in 1890. In the meanwhile England and America have grown much nearer, socially, industrially and politically; and to me, as an Englishman who has thrown his lot with the newer country, the pleasantly notable feature of the 1904 tour was the greatly changed attitude of the English visitors towards America and American industrial development and enterprise.

Even in 1890 everything in the iron and steel world here, excepting ship-building, was on a larger scale than in England, although the scale in this country fourteen years ago was not the magnificent scale of the iron and steel plants of to-day. In 1890 the attitude of the British iron and steel men was distinctly reserved and critical. At Philadelphia, Pittsburg, Birmingham, South Chicago and at the ore mines at the head of Lake Superior they questioned how it was all going to turn out. They had doubts whether the great plants they then saw would survive the financial strains which come to most vast undertakings; and they wondered where American daring and innovation in the iron and steel world would stop.

On the 1904 tour the attitude of the visitors was different. It was a change of which no one must have been more pleasantly conscious than those of their hosts who had also entertained them fourteen years ago. The visitors realized and freely admitted that American development, great as it has been since 1890, must still go forward; and they were brought face to face with conditions and figures at Pittsburg, Cleveland and Conneaut which convinced them that there is no likelihood of America's losing the lead which she has now taken in the world's production of iron and steel.

The difference in attitude towards America generally was to me the remarkable feature of the visit. It was noticeable when we were no further on our journey than Philadelphia, where the great surprise for the visitors was the new and marvelously equipped ship-building plant on the Delaware River at Camden; and it

grew more noticeable as we worked through our long itinerary and devoted day after day to visiting the plants at Pittsburg and Cleveland. This is my own outstanding impression of the tour.

If I were asked to summarize the impressions of the visitors as I heard them expressed and reiterated on our fifteen hundred miles of travel I should name seven points in American industrial life and economy which most impressed them. These were (1) the vast scale on which the iron and steel industry is carried on; (2) the high quality and comparative cheapness of American ore and coke; (3) the extent to which labor-saving machinery is everywhere called into service; (4) the large and ever-growing output of the plants; (5) the cheapness and efficiency of rail and water transport as compared with transport cost and efficiency in England; (6) the extent and character of the home market for the products of the steel plants; (7) the high wages of skilled and unskilled labor.

We were at no plant at which laborers were paid less than fourteen or fifteen cents an hour; while as regards skilled artisans the wages ranged from thirty to forty cents an hour; and at one plant we visited—that of the Steel and Wire Trust at Newburg, near Cleveland—the men at the rolls in the rod mill are paid as much as eight dollars a day. In the steel plants in England, as in those of this country, many of the men are paid on tonnage. These rates in this country are uniformly higher than in England; while as regards men working by the day—unskilled laborers and artisans—in England four and a half to five dollars a week is a good wage for unskilled laborers; and there are few artisans who are paid more than nine dollars a week.

It will readily be imagined how surprised superintendents of English and Scotch works were at American wages; and especially at the high rates at the plants which are equipped with the most wonderful labor-saving devices—mechanical appliances which in nine instances out of ten are still unknown in England. The visitors attributed these wages to the tariff and to the enormous demands of the home market. Labor-saving appliances, as I gathered from the Englishmen with whom I talked, are not introduced in England because labor is cheap; because England has not so large a market for the output of her steel plants as there is in this country; and because in England it has not been found practicable to raise the vast capital which is required for installing plants of the scale in this country, and equipped as these plants are at every conceivable turn with machinery for increasing the output, lightening labor and saving wage charges.

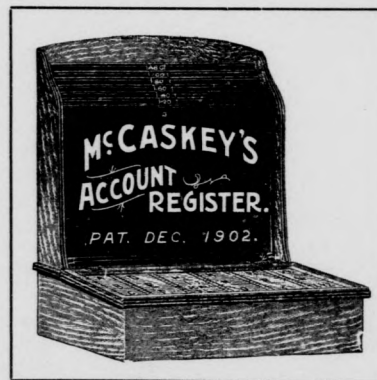
Only one great factory in the iron and steel industry at which women and girls were employed was in our itinerary. There are about two thousand women and girls in the Westinghouse Works at East Pittsburg, and there the British visitors

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Pure SpicesThey are trade producers and will make  
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Can you take orders from your customers at the phone, and post them and show the total of the account, With Only One Writing?

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The Only System that will work Successfully with Cash Carriers. Sold on a guarantee. Write for catalog.

THE McCASKEY REGISTER COMPANY, Alliance, Ohio.

were much surprised at the well-set-up appearance and bearing of the girls, in contrast with the women in nail-making and other industrial plants in England. Factory-workers in England form a more distinct class than they do in America; and in and out of the factory they are stamped as factory girls. Their appearance, their demeanor and their place in social life are determined by their occupation, all much more than in this country, where the girls and women who work in plants like that at East Pittsburg are not distinguishable on the street from school teachers or typewriter girls.

Even as regards the pace, the drive and rush of industrial life in this country the visitors found some surprises. Conditions in this respect were not quite what they expected—not what is so frequently asserted in the English newspaper press. Except in the wire-rod mills at Cleveland, where the men earn the high wages I have mentioned and where the work is so hard and demanding that they work for half an hour and then rest for half an hour, we saw comparatively little of the killing pace that in England is thought to be characteristic of American industrial life.

There is now so much machinery—electrical power is called into service here, hydraulic power there, pneumatic power in another place and steam where these newer powers are not practicable—that the work, even where pig metal is being made, steel ingots molded and blooms and billets rolled, is much less exhausting than it was ten or fifteen years ago. So much is done by the pulling of a lever; and while it is an object to keep the machinery perpetually going, and while men working on tonnage rates will everywhere push the pace, everything moves with so much order and with such absence of shouting and commotion that the visitors freely conceded that at American plants the work is less hard and brutalizing than in the old-fashioned plants of England, where American ideas and innovations have yet to be introduced. Again and again they admitted to me, as we discussed the mechanical equipment of the various plants, that the pace for the workmen was not what they had imagined; and that much of the gain from the almost universal introduction of machinery had accrued to the workmen and had made their daily lot much easier than the lot of men at work in English plants where the older methods of iron and steel manufacture are still followed.

At the large plants we saw but little of the sordidness of industrial life; none, in fact, that was especially noticeable. There was, on the other hand, much of order and of thought for the comfort, convenience and education of the employes that was remarked upon as commendable and worthy of introduction in England.

In the immediate neighborhood of several of the plants there were sordid features which did attract comment from the visitors. The tumble-down dwellings of the Poles and Hungarians at Homestead made them

ask whether sanitary inspectors are not appointed to look into the economy of urban industrial communities in this country; whether there are any regulations as to air space in living rooms; and whether building permits are necessary before houses for working people can be built.

At Cleveland, where scores of wretched shanties, occupied as saloons, are huddled together in what is locally known as the Triangle, in the neighborhood of the ore docks and ship-building yards, I was asked by a county magistrate from Worcestershire what the licensing magistrates were thinking of to permit such an aggregation of saloons. I could only reply that the licensing authority in a city like Cleveland is a very different body from the licensing benches in England, where the aim for twenty years has been to restrict the number of drinking shops; and while I was endeavoring to explain this to him our host of the ship-yard, who was driving us back to the hotel, struck in with an explanation. The saloon licenses in the Triangle, he said, were practically settled by the breweries. Almost anybody who could find a shanty and make terms with a brewing company could open a saloon in the pathway of the laborers who go to and from the ore docks and the ship-yards.

Little of the real social life of America was seen by the visitors. They were on the go all the time, visiting plants in the daytime and at receptions and banquets in the evening. They were housed in the newest, most magnificent and high-priced hotels, and the social impression which will stay with them longest is the high cost of living in America. It is an altogether erroneous impression that they have taken back,

due chiefly to the hotel life of New York, Philadelphia, Washington, Pittsburg, Cleveland and Buffalo. This was inevitable from the magnificent scale on which the tour was organized and the one regret that I have concerning the tour is that the visitors saw practically nothing of the home life in this country—not even of the home life of the men who are engaged in the same line of work. They certainly saw nothing of the home life of the less wealthy people of America, which to my mind is seen at its best in such cities as Albany, Rochester, Hartford, Springfield or Worcester—cities which, for some unaccountable reason, unless the blame can be laid on the guide-books, are so often missed by visitors to this country who have more leisure than the men and women who were of the Iron and Steel Institute party.

The tour was distinctly a business undertaking. The men of the party were here to learn exactly what America is doing in 1904 in the iron and steel world, and they pursued this object with all the zeal with which they push business at home. The New York Reception Committee and the local committees at Philadelphia, Pittsburg, Cleveland, Conneaut and Buffalo co-operated to afford them every opportunity for seeing what is being done. It is not the fault of the reception committees if any of the visitors failed to learn what American conditions in the iron and steel trade actually are—the nature and extent of its magnificent natural opportunities; how far mechanical appliances have been developed and how rail and water transport is managed; and, finally, how American labor compares with that of England.

A brief paragraph is sufficient to state what in the main were the con-

clusions of the British visitors on the most important of these American conditions. There was a general agreement among them, often communicated to interviewers for the local newspapers of the cities we visited, that the iron and steel trade in this country is peculiarly well situated in three important respects. It has almost unbounded natural resources at its command. It has coal which makes splendid metallurgical coke, ores which carry high percentages of iron and which can be brought the greater part of the distance from the mines to the furnaces by water; limestone which is easily obtained and which fluxes well; and natural gas, which can be used with economy in the later stages of steel production.

Moreover, the American trade has a vast and growing home market; and Americans of to-day have available capital which can always be drawn upon to equip an iron or steel-making plant on the most modern scale, with all the latest labor-saving machinery, whenever such an investment can be presented in an attractive prospectus. This last feature was especially noticeable in the number of independent iron and steel concerns. The Steel Trust sets the pace in equipment. It is the greatest factor in the American iron and steel trade. But, as the English visitors discovered, it is not quite the whole trade. They realized this when they visited the Jones & Laughlin plant at Pittsburg, and again when they were informed, later on, that only a little more than one-half of the twenty-two or twenty-three million tons of ore which in the Lake season of 1904 were shipped to Lake Erie ports from the mines at the head of Lake Superior were taken by the Steel Trust.—Edward Porritt in the Outlook.

# IF A CUSTOMER

asks for

# HAND SAPOLIO

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

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

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

## SYSTEM IN SAVING.

## Must Beat Human Nature To Gain Bank Account.

The man who finds it difficult to save money is in need of a "system." Most of the systems for beating the board of trade or playing the races are fore-ordained failures, and still people sit up nights to devise them. Given an equal amount of study in planning a system to beat one's own human nature, and saving money becomes a matter of interest in more senses than one. The man who thinks his income is too small to admit of laying aside anything for a bank account simply needs an incentive.

All forms of gambling have a fascination because the element of chance stimulates hope and causes it to rise superior to obstacles. On the other hand, saving is prosaic business. To bring it into competition with a man's propensity to get rich quick it must somehow be invested with conditions which lift it from the plane of mere plodding.

Such was the purpose of the little dime savings bank, so extensively advertised by certain banking institutions. The system of putting away every dime that came into a man's hands had in it an element of chance. To some it appealed almost with a fascination. A man would seek or shun dimes religiously, and nine times out of ten his wife, if he had one, was aiding and abetting the little steel box in its campaign after dimes.

The heads of the savings department in one of the banking institutions in this city stood out for a long time against the "toy banks," maintaining that they were undignified, but when it was found that a rival institution was increasing its savings deposits at the rate of several thousand dollars a month by the use of the little steel boxes conservatism gave way to a willingness to meet human nature halfway. The dime banks have been the means of saving over a million dollars within three years for people who otherwise would not save.

The best systems, however, are those devised by depositors themselves, for it then becomes the man's own game, and he takes an individual pride in it. That many depositors have such systems is borne out by the statements of the receiving teller in the savings department of one of the smaller banks of this city.

"This matter of schemes for saving has appealed to me," he says, "and in many cases I have engaged depositors in conversation during slack hours with a view to discovering some of the motives and methods that stimulate saving. The other day a small depositor told me of an agreement he had made with his wife. She had been trying to get him to swear off smoking with indifferent results. Her contention was that he spent too much money on tobacco, to say nothing of its effects on his health. He accused her of spending as much on candy and useless things in general as he did on cigars.

"She made the proposition to sell

him his cigars, keeping him supplied with his favorite brands. He agreed to it, and now she buys the cigars by the box and he purchases his supply from her every day. He finds that a box of fifty lasts just a week.

"They cost his wife \$6 a hundred and she makes him pay 10 cents straight. Her part of the contract was that she was to give up the candy money to a savings bank account and add to it the profits on the cigars. Their account is now running up into handsome figures. That man is getting the habit. He told me further that when he saw in black and white how much he was spending for cigars it scared him, and he is just about ready to quit smoking altogether, or at least slow down to some extent. It was a case of playing the saving habit against the tobacco habit.

"We have another depositor whom I always remember because of certain marked facial characteristics. Of late I have noticed how his account was increasing and I congratulated him.

"'No credit to me,' he said. 'It's my wife. We managed to save a little. My wife thought it was not enough. Neither of us could figure out where all my salary went to. I thought she spent too much on clothes and the house. She retorted that I spent too much on cigars, and—well, liquid refreshments.

"'To make a long story short, she made me give her an estimate of my personal expenses, and in return gave me a statement of what she spent and the cost of running the house. Then she made me give up all my salary except what I had estimated as necessary to keep me going. I could not raise any reasonable objection, for I took out what I had estimated as fully enough to keep me going, and it was only fair to let her try her hand at financing with the rest, since I had not made any success to boast of myself.

"'You see, I was virtually on an allowance. I guess I put my estimate too low, but I had to stick to it. However, our savings account, as you see, has increased materially. You bet my wife keeps tab on that pass book.'

"Another plan I happen to know about is that of a minister's wife. Her husband's pastorate is in a locality where a good many wedding ceremonies come his way. He gives the fees to his wife, and she is saving up the money as a fund to educate their boy. He is about 4 years old now, and the mother has a good snug sum laid by already.

"She tells me that by the time the boy is old enough to go to college she hopes to have the funds to see him through in good shape. She says she can do it if she can save \$100 a year until the boy is 18 years old.

"At the restaurant where I take my luncheon is a waiter in whom I have become interested. He has a savings account at his bank. His wife gets all the 10 cent pieces he receives in tips. He works in a restaurant that is supposed to be as swell as any in town, and the tips, especially in the evening after the theater, are gener-

ous. The woman must have several hundred dollars to her account here up to date. She deposits about \$10 or \$12 a week on the average. You see, the women play a prominent part in this game of beating human nature." William E. Danforth.

## Any Name Would Do.

Dr. Patten, the famous Princeton theologian, while traveling recently by rail, called the porter to bring him a table or something.

As the colored official disappeared the reverend doctor took from his valise a bundle of papers preparatory to sorting them. The porter returned at once, eyed the doctor knowingly and finally sought the end of the car.

When he came back, so the story goes, he carried with him a bottle, a glass and decanter.

"What's this?" said the reverend gentleman.

The porter grinned from ear to ear and winked.

"I told you to bring me a table or something," said the clergyman.

"Yes, sir. Exactly, sir. You said 'or something.' I knew what you wanted all right, sir. We call it by lots of different names."

## The Healthy West.

"I used to know a man who came here for the good of his health. His name was Jones."

"Yes, I knew him, he dealt himself a card from the bottom of the deck one evening and then he left for the good of his health."

## Christmas Tree Decorations



You will need a stock of Christmas Tree Decorations—candles, tinsel, assorted candies in bags, boxes, etc. We are headquarters for all these. We can make you up the right kind of an assortment. Write to us or speak to our travelers about it. Do it now.

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Traverse City, Mich.

**THE FIRST STEP.**

**Once Yielding To Temptation the Pace Is Rapid.**

"There is nothing in stealing from a financial standpoint. Suppose I steal a watch that brings me \$10. And suppose I get pinched and get sent up for three years. Ten dollars is pretty small wages for three years' work. Let's see. If I was honest and worked I suppose I could get \$2 a day at my trade. That would be 900 days or \$1,800 I'd earn."

Thus reasoned Lewis Meyer, known for over fifty years to prison officials as "Dutch Charlie," as he was admitted a few days ago to the Missouri State Prison under sentence of three years for grand larceny, the twelfth time he has been committed to the prison where he has spent nearly forty years of his life. Not that he holds a horror of imprisonment, for, as he says, "I like it here. This prison is my home, for I was brought up here. But yet—yet, I would like to get another start and be honest."

"But do you believe you could leave watches alone?" he was asked.

"Well, I don't know. Ninety-one years is pretty old to get out and starve when you haven't any money or friends. A watch will always get me a good clean home here, and, besides, I love a good watch. I know how to build one, and I just can't help stealing one whenever I see it lying around. Every time I get out of here I say to myself I'll never steal another watch, and I mean it, too. But when I get hungry and there lies a watch my fingers go toward it and I pull away and try not to see it. The fingers go back and close over it, and as soon as I get the feel of it I can't let go. Stealing is a disease which I can no more control than if it were rheumatism or any chronic ailment."

Seventy years ago Meyer's mother started with him from Germany to America to give her son a start in life. She was buried at sea and he landed in New Orleans with \$1,800 in gold. "I had just finished my apprenticeship as a jeweler and watchmaker," he says, "and intended looking for work until I learned enough English to open a little shop. But first I would have a good time. I met another young fellow who could speak German, and he introduced me to his pals. We spent the money, every dollar of it, and when it was all gone they taught me to steal. That was their business."

"Now, I suppose if I'd never met those fellows I'd have gone to work as a watchmaker and lived a peaceful sort of life and perhaps got rich. I'd have had a wife and children, maybe, but—I would never have known the thrill of stealing. I've heard of the feeling gamblers have, or that sportsmen get out of shooting, but it is nothing like the thing that goes through you when you get your fingers on a good watch and there's the owner not three feet away and may turn around any second and catch you."

"But it's a bad trade with all its

excitement. What good is wealth to a thief? A man risks years of his life in making big hauls and then he spends it all in keeping hid. Pretty soon he blows it all in, and when he comes out the police are watching him. He starts out to find a new plant and perhaps he gets pinched. I honestly believe that no matter how much a man steals, or how successful in thievery he is, big or little, he is far worse off than the poorest honest man alive.

"When I am out of prison I always get a hankering for the country, and I start off to tramp it. I never have any trouble getting along out in the country. People don't suspect me out there, and I really try to be on the square. Of course, when I get hungry I steal a little grub. But I go on my way enjoying life until I run across a watch, and then I go all to pieces. It's in here," tapping his forehead with his claw-like finger, "and it's been there ever since I stole that first watch in New Orleans."

"That's what brought me here this time—that and the modern chances against us. I was passing a farmhouse that looked pretty comfortable, and I thought I'd work an old con for a night's lodging and supper. My clothes were dusty, but pretty good, like an old, close-fisted farmer, and when the farmer came to the door I pretended that I had heard he wanted to sell his farm. He invited me in to supper, after which we sat and talked farm until 9 o'clock. Of course, I was undecided about buying until I got the farmer wanting to sell and believing me with a bank full of money. Then I said I must be going, but the farmer insisted I should stay all night so he could show me over the place next day.

"Now, that was all I stopped at the place for, but when he pulled out a fine watch, wound it up, and placed it on the parlor table as he said good-night I nearly spoiled the whole thing right there. I lay awake nearly all night thinking about that watch, and about 4 o'clock I got up easy and went in to take a look at it. There it was, ticking along as comfortably as ever you see a watch. I took it to a window and saw it was worth about \$10 to me in any fair sized town. Then I crept back, got my shoes and sneaked. It looked easy, but farmers are getting too scientific for us.

"When I ambled into town the sheriff says: 'Hello, here you are at last. Kind of late, ain't you? Must be a slow walker.'

"'Was you expecting me?' I asked. "Oh, yes; they telephoned over that you might be along. Now, let me have that watch!' Well, I gave it to him. I hadn't figured on that telephone. I never could beat a telephone. It's things like that that beats us old crooks. And, then to rub it in, how many chances there are against a thief nowadays, he locks me up and comes back pretty soon and says, 'You're "Dutch Charlie," eh?' He'd gone in and looked over his old stock of gallery pictures, and, of course, he had me.

"So you can see that, bad as it always has been as a trade, stealing is getting worse and worse all the time."

**A Lesson in Life.**

Fallen from affluence to poverty and despair, the poor unfortunate resolved to put an end to all his troubles. From all his estate but five cents remained to him. What would he do? As the thought revolved in his mind he walked on and on, he knew not where. At last he met a peanut vender and invested his five cents in a bag of peanuts. Then he plodded his way up a high cliff overlooking the broad expanse of ocean, and seated himself that he might refresh his weakened body and consume his bag of roasted peanuts. As one by one the shells yielded under the pressure of his thumb, he cast them away to the waters below, where he was soon to follow. When the last shell had disappeared he leaned over to look at the angry waves dashing against the rocks as if impatiently waiting for his mortal remains, and behold! he saw another man sitting near the water's edge eating the shells he had cast away. Quickly he rose to his feet and left the spot, with the firm resolve to face the world once more—to begin again, and to succeed.

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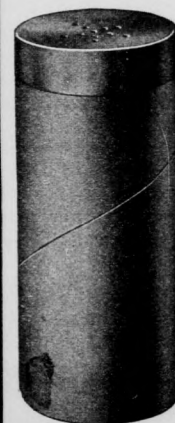
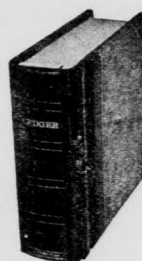
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## LOOKING BACKWARD.

## Boy's First Journey Into the Great Wide World.

## Chapter VII.

Owing to a hitch in the programme the good people of Memphis, Tenn., were not quite ready for me when I arrived there on the inside of a train during a tour of the world in 1880. The mayor had mislaid the key to the city, and the iron foundries hoisted the cold wave flag. Not a single foreman wanted a boy to raise, and before a week ended I sassed myself for side-stepping Omaha. There I had a job and friends, and entree to the whirlpool of social gayety as portrayed by Polish weddings among the shop hands. Memphis was chill and sloppy. All hands turned me down, and my money sped swiftly, like the last car deserting a fat woman who is too excited to whistle.

When the hope of becoming an employe at Memphis blew up I hung about the levee and looked at the river. Being too old and cowardly to turn pirate I affected the stream for pastime only. The season was late in the winter, and the unlaundered Mississippi rippled along replete with chunks of honeycombed ice, the soil of adjacent states in solution and an occasional streaky steamboat. Another boy, who said he had been bottling wine in California, helped me look at the river and the ice and shared the frosts that nipped us in the town.

We met by the river, he and I, and there was much that bound us together. Carl was but a detached unit in this great problem of ours involving 80,000,000 fatheads and some that had subsided. I knew him little more than a week under adverse conditions, yet even now, as I gaze upon the restless push, hustling and striving for the dollar and the quick, unsatisfying lunch, I often think of that sad, hungry boy alone on the bum until he met me.

Carl was one of eleven, he told me in our calmer moments. I, too, had sprung from poor but prolific parents, and an unconscious bond of misery linked the busted wine bottler to me in a sort of brother stunt. Each was welcome to what the other did not have.

Against his will, let us hope, Carl had costumed himself like a German comedian, in a little fried egg stiff hat, short trousers, low shoes and white socks. Whenever we ranged about the town Carl's socks awoke languid interest in our movements, and that was the best we got. Like myself, he had abated his finances, quitting a good job for the hunting of another in a strange place, and was then eager to starve to death in a warmer climate, provided he could reach one.

I coincided in this view and we pooled an issue.

The German comedian roomed under a high sidewalk in the purlieus of the city, and took Window Board standing in front of a restaurant that displayed steaks, chops and delicacies of the season behind thick glass. I occupied apartments in a river-front

hostelry at 15 cents per day, which did not include meals. These Southern cities know how to boom prices to the embarrassment of Northern tourists. My \$2 bark trunk that had set out from Mudville with me was at the hotel, and I assayed about \$1.40 in white metal—all that lay between us and the next town, which we agreed should be New Orleans. The only tip either of us had on that place was the distance, which is said to lend enchantment at a high rate of interest.

So Carl and I plotted to beat the river out of a pass to New Orleans, and herein is that scheme laid bare.

For 90 cents I purchased a black tar paper valise with tin hasps and trimmings. In size, shape and general trimmings this purchase looked more like a gas meter than anything else I can now recall. Into the valise we put a chunk of bologna sausage bigger than a bootleg, a bag of raw onions and stuffed bread in the remaining space. My last cent went to victual the cruise of at least a week. The comedian voted the bologna into the grip, and I prescribed the onions, having read in nautical tales that the onion is the best preventive of scurvy known to mariners.

To properly dress for the part I put on my shop clothes, including a blue flannel shirt, and stowed the rest of my outfit in the faithful bark trunk. With the help of Carl I carried the trunk to an express office and shipped it C. O. D. to New Orleans.

An immense stern wheel boat—the U. P. Schenck, from Cincinnati—offered inviting exit to a warmer clime. It carried furniture on the hurricane deck, baled hay on the lower, or boiler deck, and nails in kegs in the hold.

Carl and I thought the hay looked good to us, so one evening at dusk, when no one was looking, we burrowed into the new mown. A row of stanchions from the boilers forward carried a canvas covered steampipe to the engines aft, and the hay was piled over and around the pipe. We crawled into this steam heated flat, taking the food hamper along, and settled down for a nice, quiet voyage.

Things went pretty well until the gentleman who chaperoned the hay sold us out. He had a vulgar habit of telegraphing ahead to riverside dealers who purchased hay in bunches. Negro roustabouts with cargo hooks disturbed privacy at all hours of the day and night, digging out consignments of baled hay. Layer by layer the coons peeled our happy home away. Farther and farther aft we burrowed, until, at the end of the second day, we fetched up against the engine room bulkhead. There was no way to gnaw through that obstacle, so, rather than jump overboard Carl and I admitted that we were discovered.

A red necked mate who had killed a dozen stowaways, he said, laughed at Carl's white socks, after which he took us before the purser, in the white and old gold cabin on the upper deck. In that gorgeous tribunal we heard our doom pronounced. It

was either pay fare to New Orleans—\$3.50 each, deck passage—or get off at the next landing. I glanced ahead through a window at the next landing—a muddy, oozy stretch of Arkansan shore, clouded into a misty rain and sloping away into a swamp.

Night was coming on. Here and there a live oak tree wearing long, gray whiskers—Spanish moss, I believe, is the tonsorial name—stood like a lost Rip Van Winkle in that moist and forbidding wilderness. The only living being in sight was a rickety Uncle Tom seated on a bale of cotton in a two-wheeled cart, waiting for the steamboat. His mule apparently had died standing in shafts. And that was the place for us to get off, not.

My heart ceased to beat and I could hear a funny clicking noise in the comedian's neck, like a duck choking to death.

"Mister," I said to the purser, "we haven't any money, but wealthy relatives will meet the boat at New Orleans and pay all charges."

The purser peered out of his little box office, laughed brutally and said he couldn't do it. Too many bums tried to work him on that gag.

"Well, I'll put up my baggage for security," I pleaded.

"Let me see it," said the purser, without looking up from his work.

When I requested Carl to go below for the valise he seemed about to throw a fit. He was even more of a Dutchman than his costume would indicate, and the way our affairs were being dented all but paralyzed him. All the same, the valise was bought with my money. Carl held an honorary membership in the sausage and onions, but I had a right to invest the gas meter as I saw fit, and he knew it. Capital is mighty and will prevail.

During the absence of Carl I gazed at the negro porter who stood guard—gazed at him with an intense and overwhelming Rock-of-ages-cleft-forme expression. If I did get by the purser with my little game, it was up to the porter to either make or break me; but if he saw or understood, the black man made no sign. He kept me guessing.

Meanwhile the purser was busy writing in his coop, which had a little window ledge like a theater box office, opening into the main cabin. When my limp partner returned I took the valise, stood in the middle of the cabin and held up our only asset for the inspection of the purser. It looked pretty brisk and shiny in the half light, and my soul was uplifted when the man in the coop said:

"All right; give it to the porter."

Carl's eyes bulged, and he would have wept, only his mouth monopolized all of the moisture in his head. He thought only of the sausage and onions, without a spark of pity or compassion for the nervous strain I had undergone, saving his life and mine up to that point, with the porter yet to hear from.

"There's a little light lunch in the grip I would like to take out if you

don't care," I ventured to remind the purser.

"I don't want your miserable lunch," he gruffly replied, at the same time handing over a couple of deck passage checks he had made out for us.

Having so far succeeded as a strategist, I circled about with the valise and placed it on the deck directly under the office ledge. The purser couldn't see me unless he rose and hung himself across the opening, and I saw no reason why he should do that, being, as I have said, a busy person. When I opened up the meter the flow of gas choked the purser; at least I heard him cough and splutter. Quickly passing what was left of the bologna, bread and onions to Carl I motioned him to sneak, and then, looking the negro porter firmly in the eyeballs I handed him the empty 90 cent tar paper valise and offered up a silent prayer.

He took that hollow, scented mockery in his strong right hand and actually walked lopsided out of the cabin, for the purser might be looking. Noble negro—fairest of his sex! I never saw my meter any more. Neither did Carl. By the time this transaction ended we had taken on the bale of cotton and were steaming away from that sloppy Siberian shore—from the whiskery live oak trees, Uncle Tom, and his moribund mule—\$7 to the good in trade on a legitimate deal. Little did I think at Memphis about laying up a cheap valise against a rainy day—and the drizzle was fierce.

Carl and I huddled together that night in a coil of rope on the dismal lower deck devoid of sheltering hay. Ever and anon Carl ate a slab of sausage, with a side of raw onion to ward off scurvy. My mind was too full for food. I thought of Abraham Lincoln and the great and lasting good the great emancipator had done for posterity on the pork. Next day I hunted up the negro porter and told him, with vast pride of voice and gesture, that I hailed from the same State—Mudville, Ill. He didn't know what I was talking about.

The rest of the route to New Orleans was fraught with hardship and hunger. Long before our commissary exploded damp weather coaxed out on the bologna a crop of soft blue whiskers half an inch long, and which greatly enhanced the menu's appearance.

When the last fragment was gone the midnight lunch of hardtack set out for the negro roustabouts kept us alive. Like alley rats we sneaked from gloomy recesses to the table back of the boilers, grabbed some crackers and went away to nibble in the dark. Water is included in a deck passage, which is a good thing to know should you ever decide to take one.

At New Orleans I went to the bad proper, and, single footed and alone, pulled off a march to the sea that knocks Gen. Sherman's little stroll silly.

Charles Dryden.

He who will not pray for others can not pray for himself.

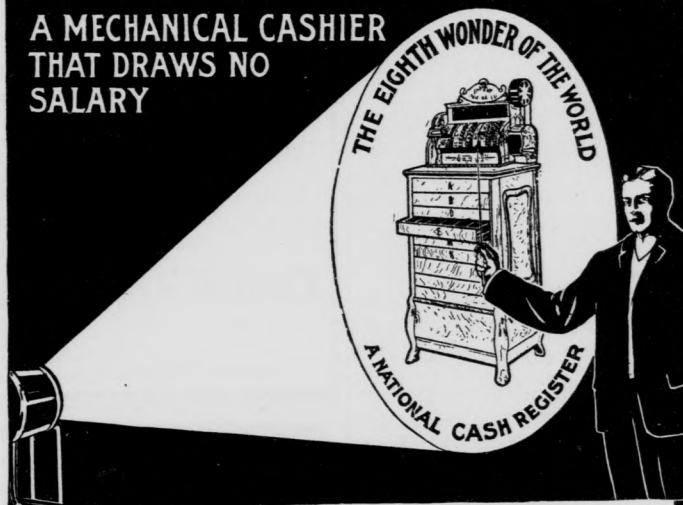


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### STRONGEST AND STRANGEST. The Most Wonderful Metal in the World.

"Strongest and strangest"—what do these words imply? We usually associate strength with size, as when we say that a horse is stronger than a dog. Judging, however, by the force which even a small dog can exert, it is probable that if a dog were as large as a horse it would be a stronger animal. A flea is perhaps able to jump 500 or 1,000 times its own length; if a flea were as large as an elephant, what a prodigious jump it could make!

Strength is measured by power of doing work in proportion to weight. And work is measured in one of two ways, either by lifting a weight or by setting an object in motion. One works when he lifts a stone by turning the handle of a crane, or by starting a railway truck by pushing it. To perform work of the first kind the expansion of steam in the cylinder of a steam engine affords a much greater capacity for work than the power of a man, weight for weight; and for work of the second kind, the propulsion of a mass of matter, the greatest power of work for the least weight is derived from the explosion of smokeless gunpowder.

The power to do work is attributed to the possession of energy. It is the energy of the coal burned below the boiler of the steam engine which raises the steam which, by its expansion in the cylinder, drives forward the piston and does the work of the engine. It is the energy stored up in the gunpowder which, when liberated, heats the gas produced by the decomposition of the powder, and expels the shot with prodigious velocity from the muzzle of the gun. Of all fuels, the oil exploded in an oil engine contains most energy in proportion to its weight; but if it were feasible to construct an engine driven by the explosion of gun cotton it would be more economical as regards quantity of energy obtainable for a given weight of fuel, although uneconomical as regards price.

The energy of a fuel may be measured by the amount of heat which it gives off when burned. Weight for weight, hydrogen gas is the most energetic of fuels. One pound of hydrogen, burned so that no heat should escape, would warm no less than 340 pounds of water from the freezing to the boiling point. The total amount of heat set free does not depend on the rate at which the hydrogen is burnt; if mixed with half its volume of oxygen and ignited it explodes; the heat is liberated rapidly, and the resulting steam expands almost instantaneously, hence the explosion. But the mixture may be burned slowly, issuing from a small jet; the temperature of the jet is high, and such metals as iron, copper and gold can be boiled by aid of the oxy-hydrogen blowpipe.

The adjective "strange" is generally applied to things which astonish us by their power of changing. What can be stranger than the for-

mation of pure clear water from two invisible gases? Unless, indeed, it be the phenomena exhibited by living plants and animals: the shoots growing from the seeds, the chick from the egg, the butterfly from the chrysalis. These have become less strange because they are so familiar, but they are none the less wonderful.

Now I am going to introduce my readers to the strongest thing in the world; that is that which contains most energy for its weight, and it is at the same time the strangest thing in the world, for it undergoes the most wonderful change which has ever been known. It is a gas, a heavy luminous gas, which escapes continuously from compounds of that mysterious metal named radium.

Radium itself has never been prepared as a metal. The reason is that its compounds are so scarce and precious that no one cares to risk the loss by putting them through the troublesome processes which would lead to the production of the metal. Yet an alloy of radium with mercury has been prepared, and it is known that radium must be a white hard metal quickly tarnishing in air, and attacked by water because its compounds are similar to those of barium, and these are the properties of barium. Radium is extracted from minerals which contain uranium, a rare metal; its chief source is named pitchblende, which has the appearance of a heavy black rock. It has recently been shown that the amount of radium in minerals which contain uranium is exactly proportioned to the amount of uranium in them.

When a salt of radium, preferably the bromide, which is a white, soluble substance not unlike common salt, is dissolved in water, a gas slowly comes off the solution. This gas is found to be a mixture of oxygen and hydrogen, nearly in the proportion necessary to form water. Now, water can be resolved into its constituent gases by an electric current. If a current be passed through water acidified with a little weak sulphuric acid, hydrogen appears in bubbles at the negative pole and oxygen at the positive, and the proportions are two volumes of hydrogen for each of oxygen. These are the proportions of these gases which form water; for if two volumes of hydrogen and one volume of oxygen be mixed and exploded nothing but water is formed, and there is no excess of either gas. A salt of radium, then, behaves like an electric current: oxygen and hydrogen gases are given off from its solution. At the same time the luminous gas, mentioned above, is evolved.

Liquid air has of recent years been a common laboratory reagent; it is a clear liquid, not unlike water, but it has a bluish color and a low temperature. It is kept in glass vessels with double walls, and boils away slowly; the temperature is that of its boiling point, 185 degrees below zero centigrade, or 356 degrees Fahrenheit below zero. An object immersed in liquid air becomes cooled down to this exceedingly low temperature. If the mixed oxygen and hydrogen

gases and the emanation from radium be cooled in a glass tube by means of liquid air the emanation turns solid, freezes, and sticks to the sides of the tube, but the oxygen and hydrogen still remain gases. They can be pumped away by help of an air pump, while most of the emanation is left in the tube.

If, after they have been removed, the liquid air is allowed to boil away, and the tube warms up to the temperature of the atmosphere, the emanation again becomes gas, but there is so little of it that it can not be seen in an ordinary wide tube; it requires a specially narrow tube, like the stem of a thermometer, to make it possible to see and to measure it. A tenth of a gram, or a little more than a grain of radium bromide, gives about one-thirty-thousandth part of a cubic centimeter in a week, say the amount of gas which would occupy about four divisions on the stem of an ordinary mercury thermometer, an excessively small quantity, but it has an enormous store of energy in it.

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For if water is let into the tube which contains it, it decomposes that water into oxygen and hydrogen gases and these gases possess nearly 100,000 times the volume of the emanation. Now to decompose the water, as much energy must be put into it as the gases of which it consists would give out on being exploded. So that one volume of the luminous emanation must give out as much energy as 100,000 times its volume of oxygen and hydrogen mixed in the proportion of one volume of oxygen to two of hydrogen.

But this is only a small part of the energy contained in the emanation. It has been found that a grain of radium gives out continuously as much heat as would heat a grain of water from the freezing to the boiling point every hour; it is also known that about three-quarters of this heat is given off by the emanation, one-quarter being given off by the radium in changing into the emanation. And as heat, as explained above, is a form of energy, the total energy evolved from the emanation can be calculated. During its comparatively short life of twenty-eight days, one grain of the emanation gives off enough heat to heat 350,000 grains of water from the freezing to boiling point: if this energy were all utilized in decomposing water, it would yield about three and one-half million times its volume of mixed oxygen and hydrogen gases; only a comparatively small fraction of its total energy accordingly is used in this manner—about one-thirty-fifth part; the rest is probably given off as heat.

We have here been dealing with volumes; the density of the emanation is not accurately known, but it is probably about 100 times as heavy as hydrogen. Reckoned by weight, therefore, it is probable that one part of emanation would do as much work as 200,000 times its weight of mixed oxygen and hydrogen gases. Compared with dynamite it is considerably over 400,000 times as powerful.

Just think of what this means: a pound of emanation, if we could get it, or if we could utilize its energy, would be equal to at least 160 tons of dynamite! Is it not the strongest thing in the world?

This emanation apparently is to be found everywhere, in earth, water, and air; but only in minute quantity. It is more abundant in underground waters; and that leads to the suspicion that it is being produced in the depths of the earth, possibly from buried compounds of radium. As yet, little is known of the changes which it can produce, but it is known that the emanation itself undergoes the most astonishing of all changes.

It was the dream of alchemists to transmute lead into gold; transmutation of baser metals into gold still remains a dream. Lead and gold are termed "elements" by chemists; that means that they have never been converted into any simpler forms of matter. But the emanation renders us less skeptical of the wisdom of the ancients, for it undergoes such a transformation of its own accord. It is true that the product is not gold;

it is helium, a gas existing in minute amount in our atmosphere, but in greater abundance in the atmosphere of the sun and numerous stars; and helium is, in ordinary parlance, an element, and has never been resolved into anything simpler. Indeed, it is difficult to see how any simplification could occur, unless it were to change into hydrogen; for it is already the lightest of all substances, hydrogen excepted. During the time that the emanation is "decaying," losing its power of giving off heat, and decomposing water, it is changing into helium; and after about a month the change is nearly complete. It is true that helium is not the only product, but little or nothing is known of the other substances produced. They appear to be solids which adhere to the sides of the tube which contain the decaying emanation; for they, too, are luminous for a short time. But it is an undoubted fact that in radium we have an element in the act of decomposing; the process of decomposition lasts about 1,000 years; and the first stage is the change into its emanation, which in turn changes to helium. Is not this the strangest thing in the world? And in its changes it parts with an amount of energy greater than any conceived of before. The problem before us is to utilize this energy, but how this is to be done still remains an unexplored field.

William Ramsay.

**Naphthaline for River Launches.**

Not naphtha but naphthaline launches float in French waters. Two engineers have invented an arrangement by means of which a solid hydrocarbon in the form of small balls of refined naphthaline is used as fuel for internal combustion engines. The naphthaline is made into small white balls of the size of marbles, and they are held in a tank the outlet of which is opened or closed by a valve actuated by a float, which rises and falls with the liquefied naphthaline. This naphthaline is sprayed into the cylinder by a special injector, and is a liquid resembling molasses. The supply of fuel and air may be easily adjusted. It might be thought that this molasses like liquid would cause the inlet pipes or valves to clog, but, on the contrary, the action, it is stated, is a cleansing one. The balls are made from the waste product of gas works, which hitherto has only been used for disinfecting purposes. It is said there is less danger with this fuel than with petrol, and it will probably be used for engines for river launches.

**Railroad Men Use Telantograph.**

St. Louis railroad men use a telegraph that writes its message, the telantograph, which records the message at the receiving end in the handwriting of the sender. The sending operator is in the signal tower at the entrance to the station yard, and he writes his message announcing each train as soon as the train comes within sight, and as all trains run past the tower and are backed in the men have five minutes' advance notice. During the busy hours of the morn-

ing and evening the sending operator keeps his line at work almost continuously. No operator is needed at the receiving end, and, as compared with the telephone, there is also the advantage of accuracy, the person at the receiving end not giving any particular attention to the apparatus. With a sending operator that writes a clear, legible hand the apparatus assures clear and legible bulletins at all the receiving stations. The sending operator has a receiving apparatus connected with the line in his own office, so he always sees the record of what he is sending.

The world is so full of two-faced women that no museum would think of engaging one to exhibit.

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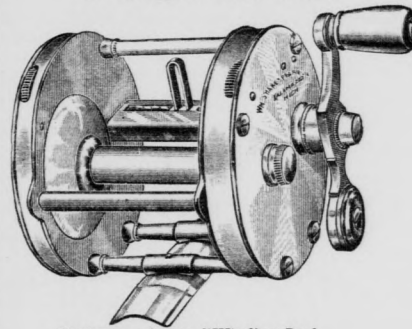
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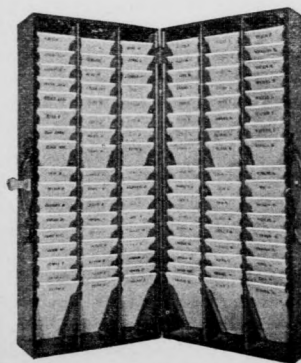
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Pat. March 8, 1868, June 14, 1868, March 10, 1901.



### Compensating Advantages in Marrying a Poor Man.

Written for the Tradesman.

The managing mother as she exists in European countries is not a common figure in American life. Our national matrimonial policy is "hands off," and for the most part a girl is left free to make her own choice of a husband without help or hindrance from her mother. The spectacle of a young and tender maiden being sold for gold to a husband she hates and loathes, that forms the themes of so many novels and plays, is something that we seldom see in real life in this country.

Yet, although the American mother does not arrange a good match for her daughter openly and as a matter of course, as a French mother would, or force her to marry the rich suitor for whom the girl has only toleration, instead of the poor one whom she loves, she is not always the friend to Cupid that she is reputed to be, and the road to the altar of the damsel who elects to choose a life of bread and cheese and kisses with an impecunious youth is not strewn with roses by the maternal hand. The very rich girl can marry whom she pleases on the ground that she can afford it, and the very poor girl is equally untrameled in the choice of a husband because you can not make a bad matter worse, but in the middle grade of society—among people who live in a perpetual struggle trying to keep up appearances and to make the ends meet—nobody but the girl herself knows what pressure is brought to bear upon her to induce her to marry what is euphoniously known as "well."

When a woman sees her daughter marry a man, no matter how worthy and charming he is, who still has his fortune to make the most you can say of her is that she is reconciled. She is not triumphant and jubilant as she is if the girl is marrying a rich man, who may have a past or who may be dull and boorish and lack every attraction except that of being able to provide automobiles and diamonds. This does not necessarily mean that the mother is sordid and avaricious. Oftener than not it is just a mistaken mother love, a desire to protect her daughter from the struggles and strivings that she has known.

With age there is apt to come to every one and especially to the woman who has had a hard struggle with poverty a cynical disbelief in love. She has seen the gilt wear off of her own ginger bread. She has felt the poetry of love's young dream turn into deadly prose under the necessity of having to get up in the morning and cook breakfast and patch Romeo's trousers, and so when she desires her daughter to make a rich match she is honestly fostering what she believes to be the girl's happiness.

It is with the conviction that in the summing up of things the luxuries of life outweigh its sentiments—a sort of feeling that you'll be romantic a very little while anyway, but you can be comfortable a long, long while.

Thus the mother who, "with her little hoard of maxims, preaches down a daughter's heart," does it with the purest of motives. It is not the vulgar love of money for money's sake that makes her want to see her daughter marry a rich man. She wants to shield her from work, from privation, from worry and care, and she forgets how many things money does not buy. If the average woman could have her way she would put her daughter in a nice satin-lined wedding cake box and say: "There, there, dear, you are so nice and comfortable. You have everything a reasonable woman could want. Now just keep still and be good and do not worry about your husband not being just what you prefer. Nobody's husband is just what they wanted after they got him. You would have been disappointed anyway, and now you have plenty of money to console you. Believe me, marrying for love is a terrible mistake, and thank Heaven that it gave you a mother that kept you from making the mistake that she did."

It may be said that no one can make a girl marry anyone but the man she prefers, and that the good old days are past when a refractory daughter could be locked up in her room and fed on bread and water until she was in the proper frame of mind to accept the suitor her parents had selected for her. Nobody would dream of doing anything of that kind now, but there are moral thumb-screws that are just as agonizingly effective as the physical ones ever were, and it takes a deal of courage and a backbone like a telegraph pole to brace up a girl to the point of defying her family and marrying the man she chooses when he is not the man that her mother selected.

Take the case of a girl who belongs to a good family, but which is not well provided with this world's goods. They have made sacrifices to educate her and dress her so that she can go in society. She knows of all the pinching economies hidden from the public gaze by which this has been accomplished. She remembers how often her mother's standby black silk has been made over in order that she may have fresh chiffons to wear to parties. She knows how many comforts her father has done without to buy her satin dancing slippers. It is the custom to speak of society girls as heartless wretches who, without compunction, keep their fathers on the rack to pay their bills, but this is not true.

Oftener and often it is none of the girl's doings. She would far rather live simpler and not attempt to keep the pace of the rich and fashionable, but her mother is ambitious. The girl is pretty or clever or has some charm that makes her sought after, and a rich man falls in love with her and wants to marry her. Nobody puts it into words, but she knows as

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well as she knows anything that she is expected to marry him and that only by doing so can she repay her family for what they have sacrificed for her.

It is not easy for a girl like that to marry a poor man no matter how much she loves him. She sees her mother's face with the tired, worn look that struggling and striving have placed there. She looks at her father's bent shoulders, stooped with the weight of the load he has borne so long. Perhaps she has a younger sister that would benefit by her making a brilliant match. Sympathy, affection, gratitude, her duty to others are all urged on her, openly or tacitly, and she knows that if she goes her own way and makes her own choice she is but adding another sorrow to burdens that were already crushing. Truly, she is called on just as much as any martyr to walk to the stake. And the strange part of all this is that it is nothing but illjudged love that makes the mother willing to sacrifice the girl. She would die for her, but the more she has struggled and been denied the more she is determined that her daughter shall have all the physical comforts that money can buy. If there is anything beyond or above that she shuts her eyes and will not see it.

One could better understand a mother's desire for her daughter to marry rich if rich people were invariably happy, or to make a brilliant match if brilliant matches always turned out brilliantly. But they do not. We have all known of brilliant marriages, the splendor of whose details was telegraphed all over the country, but whose sequel was a broken-hearted woman coming back to her own people after a few years of intolerable misery. We have seen young girls arrayed in bridal white walk up the church aisle with men old enough to be their fathers and heard the whispered comments of how lucky Lucy Poorgirl was to catch that rich railroad president and later on we have sat in judgment on the poor girl when her heart, rebelling against its fate, strayed across the border land of conventionality and found the mate her mother denied her.

No one will advocate a girl being perfectly free and unguided in making her selection of a husband, and a mother is justified in doing anything she can to prevent her daughter from throwing herself away on a man who is idle or dissipated or worthless. Any girl with a grain of sense in her head knows that the man who has never supported himself is not going to be able to support her and matrimony with him will be the kind of grinding poverty that would kill the most robust case of sentiment that ever lived. That is the poverty and hard times that has no hope to gild its horizon and no respect to make its present endurable, and the mother should use just as much effort to keep her daughter from marrying that type of a man as she would to prevent her committing suicide in any other way.

But there is another kind of mar-

riage to a poor man—the man who has youth and health and ability and who has already gotten a foothold in the world. His wife may have to work and struggle and do without luxuries for a few years, but he is worth it. She will find nothing but sweetness and happiness in fighting the battle of life by his side, and any mother ought to think a long time before she raises a finger to prevent her daughter from sharing in the joy and the privilege of helping the man she loves. For there are no other marriages so happy and so complete as those in which a young couple labor and plan and achieve together.

Dorothy Dix.

**Found a Fortune in a Mastodon's Skeleton.**

Harry Hill, the millionaire lumberman of Alaska, found his fortune when he discovered the tusk of a mastodon.

Although a young man, Mr. Hill is reputed to have a fortune large enough to make even Russell Sage sit up and take notice, and he made it all out of lumber. Nome City, from which he hails, was practically built of lumber furnished by him.

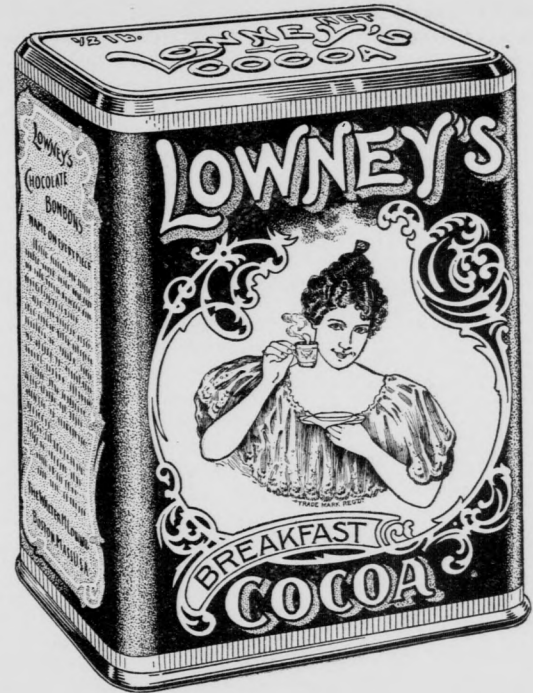
Seven years ago he went to Alaska as a prospector. He failed to make a strike, and was about to return to the States. When traveling north of Nome he saw great forests there, and knew that a fortune greater than any gold mine existed in them. Putting a knowledge of the lumber industry to work, Hill soon acquired the right to cut unlimited timber, but he lacked the means to do it. He had no money to pay the enormous cost of a sawmill in that territory, and he saw no chance of getting it until one day the mastodon's tusk appeared on the scene.

In the heart of a dense forest through which the young man was wandering and making plans for the future, but at the same time keeping his eyes open for new species of timber, he leaned to rest for a moment against what he thought was an enormous boulder. As he did so there was a crash, he felt himself falling in a cloud of dust, and when, much surprised, he picked himself up again, it was to find that the boulder was in reality the skull of an ante-diluvian monster. Investigating further, he discovered that it was the skull of a mastodon, with its tusks buried in the ground, just as it had fallen thousands of years ago in some great battle with its kind. Securing tools, he dug downward and unearthed one perfect tusk and the broken half of another.

To make a long story short, he sold the great tusk to the Canadian government for \$8,000, and through this sale met people who financed him in his lumber project.

From the broken half he has had different small objects made for use as presents, and Edward VII., of England, plays billiards with the only ivory balls ever made from the tusk of a mastodon.

No soul was ever saved by a scheme of salvation.



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We don't ask you to take our word for it, but you may safely rely on the testimony of those who use CERESOTA. Buy a few barrels and if it suits your trade, buy more.

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**The Northwestern Consolidated Milling Company**

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## ROMANCE OF THE BODY

## Not Excelled In Interest by Any Other Narrative.

Romance in ordinary circumstances may be said to commence where the hard facts of existence end. It may be represented by the process of seeing even these same hard facts themselves through the medium of the rose colored glasses of fancy. In the case of science, however, we find a vein of romance to extend well nigh throughout all its investigations. Indeed, that comprehension would be extremely dull which could not invest with a halo of poetry most of the otherwise sober stories which science constructs from her study not merely of living nature but of the world around us.

One may find within the domain of one's own frame material for writing not a single romance, but a whole series of volumes regarding the curious and even startling fashions in which the work and actions of the living body are carried on. To adequately deal with this subject would require the compass and space of not one but many articles. I have therefore chosen to tell of the microscopic constitution of our body.

Taking, however, a broader view of the human body, a view it may be added which will apply to the frames of other animals as well, we find the first touch of romance in the statement that the body itself may be regarded as a country composed of colonies or collections of individuals or units. Just as the nation is essentially made up of individuals, but also as these individuals discharge different functions or duties, and moreover as they exhibit relative ranks and degrees of importance in the nation, so the constitution of the body may be regarded as ordered on similar lines.

The individual unit of the body is a microscopic structure we term a "cell." It may truly be said that the whole body to start with originates from a single cell, the diameter of which is about the one hundred and twentieth part of an inch. In the building of the body out of this single cell the mind, intent upon discovering the wonders of nature, may find romance enough; for we find this single cell to divide and multiply un-

til a large number of cells are so formed.

When we come to consider the formation of the body thus built, we find the cell constitution meeting us at every turn. In the first instance collections of cells may be regarded as forming each organ of the frame. As in human society, these cells, representing collections of individuals, are not of equal importance or rank. The cells which form the outer layer of the skin are probably the least important of all. They are perpetually being reproduced by the upper layer of the under skin. At first living they die off as they pass to form the upper layer of the outer skin. When they attain to this latter position they appear as mere microscopic scales which in the form of invisible dust are perpetually passing off from the skin surface, being removed by the act of washing and by the friction of our clothes. On the other hand, a collection of cells each about the one thousandth part of an inch in diameter, which go to form that highly important organ, the liver, may be regarded as constituting a bodily colony or community of high importance. Again, nerve cells, which constitute the units of the governing and controlling system of the body are of vast importance. More especially so are our brain cells, existing to the number of hundreds of millions in the outer layer of our brain. These last may be regarded in turn as assuming a higher rank in the bodily society over the ordinary nerve cells found in other parts of the nervous apparatus.

But it is evident that in the ordinary constitution of a nation the work represented must be performed by the individual units or communities of workers. In the case of the body's romance this idea may be shown to be thoroughly paralleled. For every group of cells discharges its own share in the body's work, and we thus come to see that the life of the whole body is of a compound nature, inasmuch as it is only capable of being carried on through the co-operation and mutual help of all the communities of cells representing its active working elements. Thus the cells we find in the glands supplying the tears to wash the eyes are makers of tears alone. Those

cells found in the walls of the stomach are manufacturers of another fluid, gastric juice, poured out upon the food to further alter and change it. Cells found in the substance of bone and also in what is named the "bone sheath" are responsible for the nourishment and also for the growth of the bone and for its repair when it happens to be injured. All of these cells may be regarded as the veritable workmen of the body, each set being engaged in its own special labor of manufacturing, from the common raw material represented by blood, substances or fluids necessary for the carrying out of the bodily functions.

More extraordinary still is the work of these cells, which live in our blood and which are known as white blood corpuscles. They have the duty of attacking disease germs which gain admittance to our bodies, and of destroying them. They constitute thus a veritable sanitary police force, ever on the alert to arrest intruders.

When we regard society at large we notice, as already has been indicated, different degrees and ranks of the individuals comprising it. If we assume that the governing body represents the best minds of the nation, we find a parallel to this fact in the romance of the body in respect to the fact that nerve cells present us with a higher type of living bodily units than do other cells. We might compare the ordinary nerve cells to government officials, and brain cells more especially to those

individuals who constitute the congress. Beyond these bodies, however, we have a yet higher body known as the cabinet, the members of which may be regarded as representing the essence of national wisdom. Now, in the case of the brain, we do not find all its cells of equal importance in the government of the body. Some exercise the duty of governing muscular actions. Other groups receive impressions from eyes, ears and other organs of sense, whilst a third group is devoted to the reception of messages coming from the outer world and to the ordering of such impressions, with the result that we become conscious of the meaning thereof and are able to adjust our actions accordingly. It is these latter groups of cells, exercising the highest functions of the body in the way of consciousness, that may be said to represent the cabinet of our frames.

Throughout this story we therefore discover a veritable romance, which possibly is not excelled in interest by any other narrative dealing with living beings.

Andrew Wilson.

## Japanese Advertising.

The Japanese advance in advertising as in all else. Here is an illustration: "Our wrapping paper is as strong as the hide of an elephant. Goods forwarded with the speed of a cannon ball. Our silks and satins are as soft as the cheeks of a pretty woman, as beautiful as the rainbow. Our parcels are packed with as much care as a young married woman takes of her husband."

ESTABLISHED 1872.



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"The Pickles and Table Condiments prepared by The Williams Bros. Co., Detroit, Mich., are the very best. For sale by the wholesale trade all over the United States."

Guaranteed to comply with the Pure Food Laws.

## AVOID UNDUE HASTE.

## Time of Life When Prudence Requires Caution.

There is a medium in all things. Happy are they who find it! Extremes are dangerous, and, although the proverb assures us that they meet, when they do so it is usually upon the common ground of dissatisfaction and regret. The "safe middle course" is, with few exceptions, the one which is to be recommended in most of the affairs of life; in love and in marriage no less than in other things, and an engagement of moderate length is advisable for most lovers.

"To marry in haste and repent at leisure" is an old, old proverb, abundantly proved by the bitter experience of many and brought home to us often and over. Few weeks pass during which we may not read in the daily newspapers the pitiful story of some confiding woman beguiled into marriage with some plausible stranger; brought to the city and abandoned, friendless and alone, by the husband in whom she has trusted too much; of some foolish man who, carried away by passion, has fallen a victim to the wiles of some designing woman of whose antecedents he knew practically nothing until she was his wife. Often the unfortunates are "old enough to know better," as the mistaken saying goes; "settled women," well to do in the world, who have given their money as well as themselves to the charmer; men past middle age who justify the caustic saying that love in an old man is like fire in a hay rick and burns up everything, including commonsense. Not that this is a peculiarity of age; they have a proverb in Scotland which says: "A lad's love is like a busk of broom, hot a while and soon done," so that honors are easy. Bulwer says a lover is a man who in his eagerness to possess another loses possession of himself, and the eagerness to marry as speedily as possible is generally regarded as the undeniable truth of sincerity upon the lover's part, which it is for the time being; how long that time will endure may, perhaps, be matter of question.

Also, a woman who marries hastily exposes herself to much unpleasant criticism. The fact that it is nobody's business but her own makes no difference to the gossip; there are always those who meddle with the concerns of others; and the conditions of life render the opinion of society a thing of moment to every member thereof. Independence of character must be kept within due limits, or it degenerates into eccentricity.

Moreover, it is a far cry from the too little to the too much; from the breakneck speed of an unbroken steed to the rapid walk of a good roadster who can do his five miles an hour, as stablemen say, without turning a hair. It is wisdom to wait until fruit is ripe before plucking it; it is folly to wait until the fowls of the air devour it, or it withers upon the stem. Too long an engagement is only a less mistake

than too short a one; in some cases it may be the greater. One's duty to one's self demands the taking time and pains to become acquainted with him or her whom one accepts as a partner for life, but there is such a thing as waiting until delight grows cold, leaving love upon the doorstep until it freezes to death. One may say that if people weary of one another during an engagement they would in all probability have done so had they married, which is far worse. But this does not always follow; the mutual interests of married life bind the husband and wife one to the other, and they grow together. It is in some such sort as the difference between carefully selecting and keeping seed and the sowing it promptly in due season. True, there are some seeds which, like the famous Egyptian wheat that was found on a mummy 2,000 years old, retain their vitality practically forever, but the rule is that fresh seed, properly matured, brings the best and surest crop.

There is a popular fiction to the effect that the woman fixes the wedding day; in point of fact it is the man who does so, since she can make no move in the matter until her lover urges her to do so. There are cases in which the lover is to be commended for the display of impatience. When a friendship of long standing has ripened into love there is no need to wait longer than mutual convenience demands. Delay is unnecessary; and if a man knows that marriage will release his inamorata from a painful or irksome position he is to be admired for rushing things. Every one is supposed to admire the constancy of Jacob, but the man who elects to wait fourteen years for his wedding feast when there is no reason that he may not marry at the end of one by no means deserves approval.

It is sad for true lovers whose marriage must be indefinitely postponed from a cause beyond their control; it is far sadder for a woman to feel that her youth is passing, her freshness fading, her courage beginning to fail, while she waits for the man to whom she is pledged, but who makes no sign.

It has been said that no man has the right to make an offer of marriage until he is in a position to provide fitly for a wife in accordance with the manner to which she is accustomed. This is a little hard upon both men and women. If a man is worth having he is worth waiting for, and this is a question which the woman should decide. Still he has no business to speak until he has some definite prospect in view, still less if he has not the full purpose to do his best to make marriage possible at no distant day. It is a dire mistake for any woman to waste her youth, and wear her heart out, as the promised wife of a man who lives merely from day to day, and has apparently no desire to hasten the date of their marriage. The young men who, as a rule, succeed best in life are those whose chief object and end is to make a home and a name for some woman. Next to hunger love is the grand motive

power of the world, and it is a pleasant sight to see a young man devoting all his energies to the task of making that home which is the pride and pleasure of every self-respecting unit of a great nation.

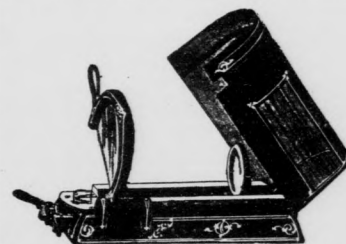
The obstacle to true love in former days was the stern authority of parents or guardians which often amounted to tyranny. In these days of personal liberty the young people practically have things all their own way. None the less, no sensible nor self-respecting woman will refuse to listen to the gently urged objections of her relatives; still less will she consent to engage herself to any man who asks her to do so without asking their consent. The girl who marries a man whose moral character is objected to is inviting certain misery and possible disgrace. When parents object to a deserving lover merely because of his poverty or from purely personal prejudice a girl may be excused for making her own choice when she is of legal age to do so. If a man will not give up bad habits, intemperance, gambling, or whatever it may be, for the sake of the woman whom he professes to love and wishes to marry, she may be sure he will not do so when she becomes his wife; and she will, if wise, put him upon probation to test his sincerity of purpose in amendment. Considering what a vital and immense change marriage is obliged to make in the lives of those who enter into the contract, it would seem the part of common prudence to avoid hurrying into it with a person of whom one knows

but little. But it is better to investigate before the engagement, whereby much unpleasantness may be prevented. The mutual attitude of lovers during their engagement is not calculated to enlarge their knowledge of each other, especially if the wedding is to take place while their rapture is at fever heat. The father who made his son promise not to propose to any girl until six months after he concluded that he was in love with her was a wise man in affairs of the heart.

Helen Oldfield.

Golden opportunities usually turn out to be nothing but gold bricks.

The wise man never learns the alphabet of love.



## Long Horn Cheese Cutter

Takes place of cheese case, cutter and computer. By use of this machine, you are able to neatly and correctly cut any amount of cheese, at any price desired, off of any weight long horn or 10 inch brick cheese. Write for prices and terms.

MANUFACTURED BY

Computing Cheese Cutter Co.  
621-23-25 N. Main St. ANDERSON, IND.



Read the neck band.

You all agree that it must be poor catsup that has to be dyed before it will sell. Columbia, "The Uncolored Catsup," contains the red that Nature gave the perfectly ripe tomato without the addition of artificial red.

COLUMBIA CONSERVE COMPANY.

WORDEN GROCER COMPANY

Distributors

GRAND RAPIDS, MICHIGAN



### Suggestions on the Management of Store and Employes.

It will pay you to have a window dresser. Put your windows and store in charge of one man and hold him responsible for their appearance. Let it be his duty to see that they are kept clean and that the displays are attractive. Supply him with tools and the necessary material and give him time to do his work well. When he is arranging a display do not call him off to do other work, as this will take his mind from the work and he is apt to lose interest and you will not get the best results. Do not allow him to sweep out the window and wash the glass. His services and time are too valuable for such work. You had better let him spend that time planning what he is going to do, while a porter or boy, whom you should be able to hire for half the pay, does the cleaning. Have it done quickly. The curtain should be drawn the shortest time possible or people may think that your store is closed, and those who are shopping and want some of your goods may pass you by and go to your competitor. So never mind what the porter is doing, that window must be washed before the display goes in and the display must be on exhibition just as soon as possible. (It is better to hurry the porter than the window dresser, who might, in his haste, put in a poor display or a good display behind a dirty glass, just because the porter was busy sweeping out your office.) Should your store be small and you can not spare a clerk during business hours and can not employ a man exclusively for display work, it would pay you to have it done evenings, even if you have to pay overtime. You will find this a good investment in several ways.

If he should work at night, as many window dresser shoe clerks do, do not insist upon his being at work when the store opens in the morning, but give him time to recover some of his lost rest. Allow him to come in reasonably late in the morning in proportion to the time he worked the night before, for in order to give you good services, he must have good health, and for this rest is necessary. Give him time to think. Do not think because you do not see him busy every moment that some new work must be thrust upon him. If he has stopped because he was somewhat ahead of his regular work he is entitled to this time to use in rest and study. The earning of his salary should not be a matter of hours of actual labor so much as the skill he shows in planning his work. His work is not all inspiration. The original idea may be an inspiration, but its practical form reaches perfection only through thought, study and planning, not by chance.

Give him the necessary fixtures. These can be bought very reasonably,

and will prove economy in saving time which would otherwise be required to build unsatisfactory home-made ones. Give him the amount of material he desires. He wants it for use in your window and would not ask for it unless it was required.

Encourage him occasionally. Give him kindly criticism for his faults and friendly admonition. But if, after fair trial, you find him ungrateful, unappreciative and morally bad, with no tendency to reform, with no interest in your welfare, or that he is incompetent, then discharge him. This holds good not only with the window dresser but with all of your employes; but in all cases act deliberately and justly.

As stated before, your show window is the preface to your store, so that the inside should not be neglected, but kept in harmony with the window. If your store is not large enough to warrant employing a man especially to decorate the interior, every clerk can do and should do his share towards improving the general appearance and arrangement.

Goods attractively displayed are half sold. Any window dresser of experience will tell you that he has known women to refuse to believe the statement of the clerk that the shoe he is showing is positively the same as that shown in the window, and the explanation is to be found in the simple fact that that in the window is always neatly and properly formed and, in most cases, of a smaller size. There may be certain lines in your store which for various reasons are not selling; probably they are passe or too high priced, and they are therefore laid away. Bring them out; make a proper display of them; put the right card on the display, and you will be surprised to see them move. In order to assure this, avoid old, soiled or mused price tickets, or anything which will suggest that the goods have been on hand a long time. Have the tickets of uniform size and all neatly marked. In fact, always have the goods look as if they have just arrived. This may take some time, but, like all good management, "it pays."

Here it might be well to speak a word for the customers, also. Look to their comfort; provide comfortable chairs, and, if possible, a place to rest and to wait for friends, if they so desire. Make them feel at home and that they are welcome. Do not forget that you are spending money to attract them to your store, and when they arrive do not overwhelm them with undesired attention or chill them with indifference, but make the treatment a happy medium, and the results will be certain.

Merchants will find that it will pay to educate their employes. By education I mean instruction along the lines presented in this article. Some years ago it was customary for clerks to serve an apprenticeship in almost all lines of business, but in this day of department stores, little attention is paid to this branch, and too often people are hired as salesmen without any instruction whatever. The result is that their progress is very

slow and that their work is very unsatisfactory, both to themselves and to their employer.

Make a study of your business. Study what is right and best to do. Having decided upon this, impart the information to your employes. That is, study how to keep your stock looking fresh and clean, and how to do up packages so as to have them neat and easy to carry. Study the comfort and desires of your customers. There is no doubt that a great many in your store could be improved. You spend too much of your time in looking after small details which your employes should be able to handle for you. Less work and more study will be found the better way and will make you capable of instructing your clerks how to conduct your business properly, and you will find that all time spent in such instruction will bring very large results.—Shoe Retailer.

#### His Character.

"Do you know Blank?" asked one friend of another, referring to a gentleman famous for his fondness for malt liquor.

"Yes, I know him very well."

"What kind of a man is he?"

"Well, in the morning, when he gets up he is a beer barrel and in the evening, when he goes to bed, he is a barrel of beer."

When a man has fame he does not know it.

Borrowed trouble always comes to abide.

## Charley the Cobbler



Charley the cobbler, whose corn-making day

Has passed in the history, for business doesn't pay,

He thinks he will put on a white wing suit,

For the HARD-PAN people are getting the fruit

With the HARD-PAN shoe of endurance and style,

But Charley the cobbler is lost by a mile.

Dealers who handle our line say we make them more money than other manufacturers.

Write us for reasons why.

**Herold-Bertsch Shoe Co.**

Makers of Shoes

Grand Rapids, Mich.

## 5 and 5 Per Cent.

Below prevailing trust prices have made our stock of Lycomings, Woonsockets and Keystones go some the past week. A good assortment left. Speak quick if you are looking for genuine bargains. Terms 30 days.

As we are now State Agents for the Celebrated

## Hood Rubbers

We will close out all our stock of  
**Lycomings, Woonsockets and Keystones**  
At Once

Hustle in your orders and get them filled while  
our stock is large.

**Geo. H. Reeder & Co., Grand Rapids, Mich.**

Our store is on the way to Union Depot and we are always pleased to see our friends and customers.

Merchants' Half Fare Excursion Rates every day to Grand Rapids. Send for circular.



**What Is a Valuable Shoe Clerk?**

A valuable shoe clerk is one who has the business of the store by heart; one who can discern instantly the grade of shoe a customer desires. He should be able to impress upon the customer, at the start, that he is conversant with his business. He is not from ten to twenty minutes late every morning, knowing that disregard of little things does not facilitate promotion. The clerk who has the "big book" is not always the most valuable. It is he who makes business for the store, who treats customers in such a pleasant way that they gladly come again. It is not necessary to tarry too long with customers. Give them decent attention and it does not take long to fit them.

A case was observed a few weeks ago, where a thoughtless clerk sold two right shoes to a man, who wore them out of the store. He complained of one feeling uncomfortable, but the clerk insisted that it would come all right, and when, in a few minutes, the customer returned, having found out the trouble, the clerk blamed the one in charge of the stock, saying that the shoes were from the same box; but when the boys looked up the mates, they found them in the cartons where they belonged, one shoe in a box.

A good clerk may make his customers feel that he is interested in them, and by gaining their confidence he can make sales much easier. He will move forward quickly when patrons enter, greet them pleasantly, whether they want shoes or to look in the city directory. These little amenities count. It is a bad habit to be "gabby." A clerk who talks too much runs to "emptings" quickly, and patrons are not so destitute of perceptive faculties as many imagine.

The inside of a carton needs attention as much as the dust on its top. A stock of shoes can not be too orderly, and the ambitious salesman can always find something to do. A valuable shoe clerk will not waste time in pleasantries with other clerks while serving trade. Customers like attention; they want to be waited on at once, whether in a hurry or not. A short time ago a man went into a bank to make a deposit, a duty which, as a rule, one of his clerks attended to. The teller was busy counting a stack of bills, and when he did not drop everything and wait upon the visitor, the latter became angry and threatened to see the President. The teller was all attention in an instant, but, being of an observant nature he noticed that no sooner had this depositor left the window, than he met a man with whom he stopped and chatted for fully half an hour. Which shows that if people do have time to burn they want quick service.

An article in the press a few weeks ago told of the starting of a quick lunch room in London, England—one of those places where they cook wheat cakes in the window, while you wait, in full view of the street. It attracted such a crowd on the walk that the "Bobbies" had to be called to disperse it. If there is one

thing that people like more than another, it is to be catered to and served quickly. A good clerk does not expect plain sailing every day; he knows that he is likely to run up against a hard proposition any time; but he consoles himself when he has "learned something," and will be loaded for the next fellow.

There is no business that requires a bright face more than the selling of shoes. If you are pleasant and take pains to please your customers they will be glad to trade with you again. It always pays to be good natured, whether you feel so or not. The question with a valuable shoe clerk is, not how long he can hold down his job, but how much vim and spirit he can infuse into the business. Merchants want hustlers, not sleepers. Be one of the "get there" kind.—Shoe Retailer.

**Time To Reduce the Duty on Imported Hides.**

Saginaw, Dec. 10—You are, no doubt, aware, and presume the retail shoe merchant is beginning to be somewhat posted, on the present condition of the leather market, and are beginning to expect some advances on shoes that are made of leather, especially that class of shoes where the product is largely raw material, rather than the high class of labor, which necessarily would affect men's heavy goods of medium and low price, such as Kangaroo calf and oil grain goods, more perceptibly.

The reasons for these conditions are quite numerous. In the first place there is a duty of 50 per cent. on imported hides, which keeps all foreign hides out of the market, or else puts them on a basis of prices established by the packer, who, together with the U. S. Leather Co., controls the entire market on leather. Next comes the heavy exportation of hides during the last year, which still more reduces the already scanty supply, and the recent strikes have had some effect at this time, and the tanners claim to be tired of doing business for glory, but the writer does feel that there should be some concerted action on the part of the manufacturers and jobbers of boots and shoes toward a reduction of the duty of 50 per cent. on imported hides and believe that such a revision in the tariff schedule would be in the interest of the masses—the consumer—instead of the few packers and the U. S. Leather Co., who manipulate and control the leather market. E. P. Waldron.

**Correct Styles in Men's Footwear.**

For styles in footwear the Haberdasher, an authority on matters of dress, gives the following:

For day weddings, afternoon calls, receptions and matinees—patent leather or patent kid buttoned.

For business and morning wear—laced calf, high or low.

For wheeling, golf, outing and country wear—laced calf or russet, high or low.

For afternoon teas, shows, church and promenade—patent leather or patent kid buttoned.

For evening weddings, balls, receptions, formal dinners and theater—patent leather or patent kid buttoned or patent leather pumps.

For informal dinner, club, stag and at home dinner—patent leather or patent kid buttoned, or patent leather ties.

**Spare Men Not Wanted.**

Pierpont Morgan is not what might be called garrulous. In fact, he seldom speaks unless he has something to say. On one occasion he wanted to get a superintendent for a certain new department that he had established. He thought he knew the man

for this superintendency—an assistant to one of his colleagues.

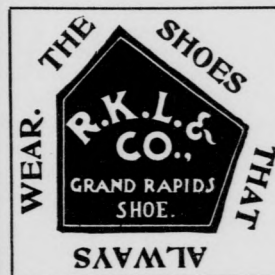
He sent for the colleague and said: "I am setting up, you know, a certain new department. I shall want a new superintendent. I think Brown, in your office, would fill the place well, indeed."

"I am sure he would," said the other. "The only trouble is, Mr. Morgan, Brown can't be spared."

"I don't want a man that you can spare," replied Morgan.

Brown was appointed.

This thing called Duty is a kill-joy forever.



**The Best Advertisement for Your Business as well As Ours is a Satisfied Customer**

That's where our Hard Pan Shoe comes in. It makes more satisfied customers for our trade than any other item of footwear on your shelves.

Our Hard Pan is an uncommonly good common shoe made from selected leather over a foot form last. It's always comfortable and always wears well.

We are the original makers of the genuine Hard Pan Shoes and our trade mark on the sole guarantees them to your customers.

**RINDGE, KALMBACH, LOGIE & CO., LTD.**  
GRAND RAPIDS, MICH.

Merchants' Half Fare Excursion Rates every day to Grand Rapids. Send for circular.

**Which Storm Would You Rather Face**



I wanted the Glove Brand Rubbers, do you understand?

Your trade wants the best. It's the Glove Brand.

**HIRTH, KRAUSE & CO., Grand Rapids, Mich.**

Merchants' Half Fare Excursion Rates every day to Grand Rapids. Send for circular.

### How a Chicago Shoe Dealer Attracted Trade.

Dear Charlie—I tried a novelty in window dressing last week and found it to be a good one. You know the floor of my north window is slightly raised, giving a terrace-like effect. I covered it with a red fabric and placed six shoes in a row upon it. Six shoes, and not another one in the window, the sides and back being trimmed with the colors of the University of Chicago. But each shoe was tagged, and that was one of the most interesting features of the display. The first was an old-fashioned brogan, or plough shoe, which was tagged, "For Men Who Work." Next came a substantial looking shoe of a slightly better grade, which I called, "Another For Men Who Work." The third in order was a machine-sewed shoe with a double sole, marked, "For Work or Dress Wear." Then came the shoe "For the Business Man," a Goodyear welt, retailing at \$3. The fifth was an improvement on the fourth, selling at \$3.50, so I tagged it, "For Business or Dress Wear," and last was a patent colt blucher, marked, "Suitable For Any Occasion." I tell you what, Charlie, that little display attracted attention. I think the odd titles were the novel features, although some people told me that a window with only six shoes in it attracted them. Perhaps you can make use of that idea.

I'll confess it was an accident which put me on to the trick of having a few shoes in the window. One day we were changing the trim, and the floor had just been cleaned of the old display when somebody called me from the rear of the store. I had one of the new styles in my hand and laid it on the floor of the window while I went back to see what was wanted. Well, when I came forward again I noticed three women looking through the glass. A moment later there were six, all gazing at the shoe I had carelessly left in the window, and evidently thinking it was on display. They speedily passed on, but the incident gave "yours truly" an idea. "The public is so accustomed to seeing windows filled with shoes that one, or two, or a half dozen attract an unusual amount of attention," I told myself, and have since profited by the knowledge on several occasions.

We are all in business for the same thing—to pull trade, and it comes to the fellow who makes the cleverest bid for it. Street car advertisements all look alike to me, as a general thing, but Swope, over in St. Louis, is using one which made me rub my eyes and take a second look, the first time I saw it. "For sale" were the two words displayed prominently, and the letters were so large that I involuntarily looked to see what was for sale. And under it was, "A good home for your foot, at \$1.75 per foot. Swope Shoe Company, North Broadway." That is one of the catchiest street car shoe advertisements I have seen in a long time. It would also be effective as a window card.

Brandt, over in St. Louis, has a

handsome case of men's hosiery as an auxiliary to his findings department, and a few weeks ago he added men's garters to his line. I have not bothered with hosiery because our big stock and rather small quarters give no room for any such innovation, but if I carried hosiery I certainly would include garters. And if my trade was unsatisfactory and all things seemed propitious, I certainly would carry hosiery.

There is a shoe man on State street who has a unique method of attracting business. He has a sign in his window reading:

#### YOUR DOLLAR

has greater buying power here, this week, than ever before.

In order to draw an unusual amount of attention to his shoe display he has fifty crisp new one dollar bills attached to his window, describing a double circle, above which the card may be seen. As a special feature the display of bills is a decided success, as nearly every pedestrian stops to take a look at it.

I don't go in for bargains to any extent, because they hurt the reputation of the store with the better classes of trade, but if I did I would adopt the system now practiced by Dohan, of Cincinnati. He has a special bargain offer every day in the week—men's shoes on Monday, women's on Tuesday, children's on Wednesday, men's on Thursday, women's on Friday and children's on Saturday. The idea is a good one, as it speedily educates the public to call at the store on certain days to obtain best values in the kind of shoes they want.

I see that a New Yorker is using a "free photograph" scheme in connection with his shoe store, much the same as a Chicago retailer used it a few years ago. Here is the idea in a nut-shell: You make an arrangement with a photographer who is on the lookout for new business, by which he is to honor any coupons that your customers may present, and take one picture of each customer without charge. You pay him five cents for every coupon that he receives. He makes money by the deal, because no man or woman will be satisfied with a single photograph if it happens to be a good likeness, and the result is that two out of three order a half dozen or a dozen photos at a price which he quotes them. However, you have nothing to do with that. You boom the scheme at your end of the line with a big announcement in the show window something on this order:

#### YOUR PHOTOGRAPH FREE.

Every purchaser of a \$3 pair of shoes will receive a coupon, good for one handsomely finished, cabinet size photograph, free.

Present this coupon at Blank's Gallery, 1629 Main street, and have your picture taken without charge.

In order to exhibit the "goods" have several of Blank's cabinet photos in your window. They will draw

attention to your offer and to the shoe display. Your only expense is the 5 cents you pay on each coupon taken to the photographer, and it is a matter of fact that many of these coupons go astray before they get there. Even if you have to make payment on seventy-five out of 100 that you give out, you will profit handsomely since probably fifty of those people represent new trade. And apart from the new business which the photographer derives from the scheme there is the advertising it gives his studio, which is another point in his favor.—Bob Merrill in Boot and Shoe Recorder.

It is well to look on the bright side, but it is better to have a look at both sides.

### Attention, Merchants

The Rapid Sales Company can reduce or close out your stock for spot cash without loss; we prove our claims by results; shelf-stickers, slow-sellers and undesirable goods given special attention; our salesmen are experts. Address  
Rapid Sales Co., 609, 175 Dearborn St., Chicago

### Percival B. Palmer & Company

Manufacturers of

Cloaks, Suits and Skirts

For Women, Misses and Children

197-199 Adams Street, Chicago

### AUTOMOBILE BARGAINS

1903 Winton 20 H. P. touring car, 1903 Waterless Knox, 1902 Winton phaeton, two Oldsmobiles, second hand electric runabout, 1903 U. S. Long Distance with top, refinished White steam carriage with top, Toledo steam carriage, four passenger, dos-a-dos, two steam runabouts, all in good running order. Prices from \$200 up.  
ADAMS & HART, 12 W. Bridge St., Grand Rapids

## Opportunity to do Business

With us every day in the year, on a fair and square basis.

Do you know that our

### Custom Made Shoes

are the "Shoes to Choose" for hard wear.

Another good thing to remember: As State Agents for the LYCOMING RUBBER CO. we have the largest and most complete stock of Rubber Footwear in the State, all fresh new goods. Old rubbers are dear at any price.

### WALDRON, ALDERTON & MELZE

Shoe and Rubber Jobbers

No. 131-133-135 Franklin St.

Saginaw, Mich.

P. S.—You ought to see our New Spring Sample Line, it's out.



## Best Thing

on the

## Market

for

## Cold Feet

Our Wool Boot Combinations are justly celebrated for their wearing qualities.

Why? Because the Wool Boots are the best the market affords—made of the best selected materials and fully warranted all wool—guaranteed the best for the money and will give your customers best service.

The overs—either duck or gum in Banigan or Woonasquatucket brands—make the best combination obtainable.

When you have a customer for combinations why not sell him the best? Not only the best looking but the best.

## GEO. S. MILLER, Selling Agent

133 Market St., CHICAGO, ILL.

**Recent Business Changes in the Buckeye State.**

Cleveland—Benton, Myers & Co., wholesale dealers in drugs, are succeeded by Benton, Hall & Co.

Dayton—Amos Abley is succeeded in the boot and shoe business by L. J. Abley.

Dayton—Mrs. E. S. Houts, yeast manufacturer, is succeeded by Walter Osterday.

Dayton—L. W. Nees, cigar manufacturer, is succeeded by L. W. Nees & Co.

Dayton—Shumaker Bros. are to continue the retail grocery and meat business formerly conducted by Samuel D. Sears.

Hamilton—N. B. Tubbs is succeeded by O. J. Cutler, who will carry a line of wall paper.

New Paris—The business of Auld & Reid Bros., dealers in agricultural implements, seeds, etc., is to be continued under the management of Reid Bros.

Swanton—The Wales Pulley Co. is succeeded by the Keasey Pully Co.

Bowling Green—A petition in bankruptcy has been filed by the creditors of Samuel Strauch, who lately conducted a dry goods business.

Cleveland—The creditors of Edam & Pfeil, dealers in cement, lime, etc., have filed a petition in bankruptcy.

Dayton—Arthur D. Black has been appointed receiver for the Walter A. Caverly Co., wholesale confectioner.

Sandusky—The creditors of the National Valve Co., manufacturer, have filed a petition in bankruptcy.

Wooster—A petition in bankruptcy has been filed by the creditors of Zimmerman & Co., dealers in wholesale groceries and wholesale and retail drugs.

Pleasant City—A receiver has been appointed for the Ohio Valley Glass Co.

**"Study Yourself."**

A New York silk merchant with years of experience and unlimited success behind him said recently, when asked to what cause he attributed his phenomenal success in life: "I just studied myself to ascertain what I was capable of doing and, when I decided that I was able to do anything for which I had a natural liking, I accepted that idea as an indication of a natural gift. I commenced to work with every bit of genius nature had given me, and I never said fail."

"Some men have marvelous intuitive gifts which, from lack of knowledge, we often style genius. These men are frequently unaware of their own ability; their courage seems to be hypodermically thrust into their mentality; and they often astonish all beholders by tearing the flag of victory from the fort of phenomenal success. It has been said that Henry Ward Beecher's principal claim to greatness was in recognizing genius in others. It is better to be a fine diagnostician than a prescription clerk. We must twist the tail of circumstances and tie it with a knot so tight that it can not get away. Put on an iron girdle of courage, and let

it be welded with honesty and perseverance. Then the climb up the ladder of success will take care of itself, provided the bump of egotism does not make one top-heavy. Again, I say, study yourself. Don't look beyond your capabilities, but work yourself up the ladder by strict attention to details in whatever line of business you may engage."

**Recent Trade Changes in the Hoosier State.**

Crothersville — The Crothersville Milling Co. is succeeded by James W. Cunningham.

Jasper—M. B. Holly, druggist, is to carry on the business formerly conducted by B. B. Brannock.

Marion—The Marion Fruit Jar & Bottle Co. is succeeded by Ball Bros.

South Bend—Saelhof Bros. are to carry on the grocery business formerly managed by Byron A. Staley.

South Whitley—S. Weiner, of the firm of S. Weiner & Son, who conduct a general store, is dead.

Washington—Joseph Simon is succeeded by Hugh L. Cox & Co., who will carry a line of clothing, etc.

Wynkoop—Wm. Heinley is dead. He was a dealer in groceries and notions.

Indianapolis—A receiver has been appointed for the Capital Automobile Co.

Elwood—The creditors of Wm. J. Bull, grocer, have filed a petition in bankruptcy.

**Call for the First Quarterly Meeting.**

Lowell, Dec. 12—You are hereby notified that the quarterly meeting of the Michigan Association of Master Bakers will be held at the Bancroft House, in Saginaw, on Jan. 11, 1905, at 3 p. m. You are urged to be present to continue the good work so well begun at Grand Rapids Oct. 25 and 26, 1904.

If you are not a member our Association will welcome you and urge you to join us. The fee is only \$5. It is worth that much just to get acquainted. The spirit of the age is progress and association. Better join with us in this effort.

Weldon Smith, Sec'y.

**Casting Its Cheer Before.**

At your plate now and then is a sprig of holly;  
The landlady, too, condescends to be jolly;  
On the face of the waiter girl a smile we see  
And the janitor's as gracious

as  
he  
can  
be.

**Abstainers on Railways.**

"All employes who are not total abstainers will be discharged at the earliest possible moment," is the announcement of the General Superintendent of the railway system in Germany. "No moderate drinkers will be retained in any position of trust. Temperance men with clear brain and steady hands are the only ones who will be retained and who should apply for positions."

**Christmas Umbrellas**



You may have a call for something different from what you carry in the line of fine Christmas Umbrellas and Canes. We are in position to send you on short notice one-half dozen or more on approval if you state the style, size and price of umbrellas desired. Thousands of styles to select from at

Platte's Exclusive Umbrella Store  
Grand Rapids, Mich.

**Gas or Gasoline Mantles at 50c on the Dollar**

GLOVER'S WHOLESALE MDSE. CO.  
MANUFACTURERS, IMPORTERS AND JOBBERS  
OF GAS AND GASOLINE SUNDRIES  
Grand Rapids, Mich.



Get our prices and try our work when you need

**Rubber and Steel Stamps Seals, Etc.**

Send for Catalogue and see what we offer.

Detroit Rubber Stamp Co.  
99 Griswold St. Detroit, Mich.

**AUTOMOBILES**

We have the largest line in Western Michigan and if you are thinking of buying you will serve your best interests by consulting us.

Michigan Automobile Co.  
Grand Rapids, Mich.

**ELLIOT O. GROSVENOR**

Late State Food Commissioner  
Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.  
1232 Majestic Building, Detroit, Mich

**Saves Oil, Time, Labor, Money**

By using a

**Bowser Self Measuring Oil Outfit**

Full particulars free. Ask for Catalogue "M"

S. F. Bowser & Co. Ft. Wayne, Ind.



**PAPER BOXES**

OF THE RIGHT KIND sell and create a greater demand for goods than almost any other agency.

WE MANUFACTURE boxes of this description, both solid and folding, and will be pleased to offer suggestions and figure with you on your requirements.

Prices Reasonable.

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### What Came of Taking Himself in Hand.

Written for the Tradesman.

Swanson and Swanson were alone in the office discussing a letter that James the senior had just been reading.

"My idea is what it always has been: we can't afford to play reform school for the wayward sons of the Toms, Dicks and Harrys that live in Ashton, because we were unfortunate enough to be boys together and were switched by the same stick at the old district school. I'm inclined to make short work of the whole business and say kindly enough that we are not in a condition to accede to Heston's request. It's to be the same old story over again. The boy has got into bad ways and needs a change of scene. That will give the good in him—'Bob isn't a bad boy'—a chance and in a short time the good will assert itself and we shall be the means of saving him! It's all poppycock and I don't believe it'll pay."

"It's true enough, John, and yet it isn't going to cost us anything. This is what he says: 'I'm willing to pay him any wages you conclude to give him and if there is any trouble occasioned by his coming, I'll be only too glad to straighten out the account. I don't want the boy to feel that I'm not on his side and so long as there is a single hope for him I want to make the most of it. You see I can't help feeling I'm somewhat to blame for the condition of things, and nothing can please me more than to find out that I didn't put off too long the effort to start him fairly in the life-calling he has been looking forward to for a good many years.' If you haven't fully made up your mind, Jim, I'd like to do this much for old time's sake. Joe Heston was always a good fellow and I believe both of us still like Milly Wentwood well enough to do this for her boy. Why not just give him the chance Joe asks for? Let the boy come with the idea that he has simply a chance—nothing more—to stand on his own feet, that his going up depends upon his own climbing and that if he goes down we are in no way to be responsible for it."

It was quiet for some minutes in the office, but the time was made the most of. Both wandered as boys again over the fields of far-off New England—"Barefoot boys with cheeks of tan"—taking good care of the strawberries ripening in the old pastures, playing with the waterwheel at the brook under the big chestnut, coming back from the snares in the woods, each the exultant bearer of partridge and quail their cunning had caught, whistling as they came, happy and glad to be out of the clutches of the old school house at the edge of the woods frowning upon them,

as they thought, that Saturday was cheating it of its own.

At the end of the silence and of the journey it was John Swanson who said, "If you don't mind, Jim, I guess we'd better say yes and let the boy come. It won't put us out any and if the thing is a failure we'll have the satisfaction of trying to do the right thing and feeling that we can look Joe and Milly in the face if we ever see them again."

So in due time a well-put-up fellow of 19—a delightful composition of stalwart John Heston and Milly, his wife—came into the office one morning, looking down from his six feet upon them from his father's earnest eyes and talking to them with his mother's smiling mouth with a tone in his voice, heavy although it was, that reminded them strongly of the pretty Milly Granger of twenty-five years ago.

"Well," remarked the senior partner when the greetings were over and the young fellow was seated, "you're not a lunker. That's the first thing in Colorado we expect to see when a young man comes to us from the East. Was it just a want-to-come that settled the question and brought you here?"

"It was just that, only it was father's and mother's 'want' rather than mine."

"No trouble I hope."

"Well, none that I'm not to blame for. I did not do the best I could is the sum and substance of it all. I ought to have stood the best in the class and I stood third. That rather upset me and I came to the conclusion that fun was all that I was cut out for. The folks didn't seem to agree with me and I took things into my own hands. Then there were what father calls 'goings on' and he got mad and mother got to crying and here I am. It might have been a good deal better and it might have been a mighty sight worse. They laid it all to the other fellows; but I'm no bull with a ring in my nose and a rope to it to be led around with. I didn't make the most of my chances and I guess father told you all he wanted was for me to have another chance. That's what I am hoping for and it's all I want."

"Third in the class isn't bad standing. Don't you think you'd better go back and try it in the same old places and the same old lines? If you were my son I should be proud of a boy who stood third in his class. My next move would be to send him to college and let him try for the first place there."

"Not if you had my father's son to deal with. You couldn't get him to do it. The fact is I'm ashamed of myself for not getting there when I had a chance. I ought to be taken in hand for it. I won't let anybody else do it and I'm going to do it myself. I don't know what arrangements have been made for me; but whatever they are I want to begin on the lowest round of the ladder and be allowed to climb as fast as I can. Father thinks my schooling ought to keep me from the lowest round; but I don't want to be kept

from it. He has a way of putting it that fits my case exactly. Give me 'the hot end of the poker!'"

"When are you ready to start in?"

"Now. I looked up a room before I came in. Denver is a city of restaurants so I am provided for."

There was no more to be said. The manager was called in and Rob Heston went out and went to work. The door was hardly closed when the brothers looked at each other.

"Well?"

"Well."

"It won't last."

It did, though. The first ten days were hardly over when the manager came to say that young Heston was deserving of a better place. He seemed to have a head on him and was using it to the best possible advantage. He was a climber and the house couldn't afford to keep him back. He worked clean, and when he got through there was no need of going to see if the job was done. From his point of view, the manager's, it would be better to jump the fellow around and see how long it would take for the next move. It was all there and not a risk in sight.

By this time the boys in the establishment began to look and wonder who this Heston was. They wanted him with them and made the usual advances. There was to be a bit of a jamboree at "Old Bill's;" would he come? A small dance was on the tapis for Thursday night; would he come and trip the light fantastic? Euchre at that season was the rage; he had only to say the word and the swellest parlors on Upper Ten avenue would swing in for him and the sweetest hands in Denver would extend to him the joyous. Could he say, "Nay, nay, Pauline, to that?" To the astonishment of everybody that's exactly what he did say. In a word, to the social world he was not at home. The boys found him "all right;" but he didn't seem to "want to" and after awhile they let him alone. To the Swanson brothers he was a mystery. For the old time's sake of Joe and Milly they had the boy to dinner. He was all right. He brightened the dinner wonderfully and without a bit of restraint he went away, taking the heartily expressed wish that he would come again soon. He did; but only to make the conventional call, and after that the boy might have been dead so far as the Swanson families were concerned. He was evidently not desirous of accepting their proffered friendship.

The brothers were not contented to allow this to remain a secret and hoping for the best they called in the manager.

"We are a bit anxious about Heston. His parents are friends of ours and we want to be his keepers, at least as much as the law allows. What is he about from supper until bedtime? Is it the old matter of 'still water runs deep?'"

"Yes, but not in a bad sense. On Tuesday nights he goes to the Brown Palace billiard room and plays billiards alone from 7 to 8 and then he goes home. On Friday nights he

goes alone to the Broadway if there is a good play on the boards; if not he stays in his room. The rest of the time he's in his room when he isn't at the store. He seems sort of uncanny. I can't make him out."

"What does he do in his room? Where is it?"

"On Grant with the Bentleys. It's swell all right."

"Bentleys! Well, I should say so. Do you know how he spends his time?"

"No, and he doesn't seem inclined to say anything about that or anything else. I'm satisfied that he's all right and that is as far as I care to go. He doesn't seem to encourage investigation."

There the matter rested. There was nothing to complain of in work as to quantity or quality. He was never late and he was never anxious to get away if there was anything to be done. His promotion was rapid and it was never followed by the conscious or unconscious enlargement of the hat-band; and long before the end of the year the Swanson brothers were very sure that they had found a man they wanted to keep and were making up their minds to tell him so with certain other statements which young men of that age are delighted to hear.

Rob Heston, however, proved to be the exception. He did not want the place with the flattering future held up to him, and when the offer of promotion was tendered to him and the brothers plainly showed their astonishment, the young fellow with gladness in his face said simply and to the point, "Gentlemen, I appreciate your kindness and I heartily thank you for it." Just that and nothing more, and three days later he was on his way home with bag and baggage.

"Well, Bobbie, what is the next move? for your mind is evidently made up."

"To-morrow I'm going to take over again my examinations which I fell down on a year ago. After I got settled and the store work started I went to work with my senior studies and now I know them. I'll challenge any teacher to flunk me. I'm going to give them the chance of their lives to do it. After that I'm going to get the principal to give me the rank I failed to get a year ago and with that I'm going to the University. I don't care to lead my class in college, but I'm going to stand well. I believe now, Father, that I've made up my chance. You said that I had thrown it away. I did; but I've picked it up and am ready to make the most of it. Beside that I've learned something else. It doesn't follow, if a fellow fails to make an examination, that the only thing left is to make a fool of himself, and I think that and the getting back my chance are worth the year that I've given to them."

"There's something else I've found out: the young fellow who goes in for a good time isn't having half the time that his friends think he is. He's playing a losing game and he

knows it and the harder he goes in the worse he feels about it. I did not have half the 'goings on' that you thought I did and many a night I've walked up and down and around the common to come in late so to make you think I was 'calaroping,' as you call it. You used to think that Will Rogers and Jim Johnston were doing the business for me; but a good many times they were at home and asleep when I was walking around alone with my hands in my pockets playing the smarty! Call that a good time! I hated myself and everybody else and when I went to Denver I brought myself up sharp and here I am.

"Another thing my trip has done for me and that is finding out what I'm going to be. It takes enterprise and brains to be a first-class merchant and both have got to be trained to be first class. That's why I'm going to college. I haven't been spending my money and I've about \$300. That I'm going to keep until I'm through study and then I'm going abroad for a year. Then I'm going to Denver and from what the Swanson brothers told me when I came away I can go in there and work up into the office."

There is no need of spinning this out much longer. The boy did exactly what he said he was going to do, and the firm of Swanson Brothers & Co. are rejoicing to-day over the Company part of the house, which stands for Robert Heston; and I have written this story with the single purpose of telling the young fellows who read it that the only sure way for the man, young or old, who gets "off" is to take himself in hand and give himself the grind of his life. What if he has fallen down? It is the man who lies there that is the nincom., and the chance he loses, often the chance of his life, is the one there offered of springing to his feet and, with the past behind, with stiff upper lip and stiff backbone make up, as Robert Heston did, for the good chance he did not lose but threw away, and by sheer fighting and indomitable persistence pass at last the examination that flooded him. That is life; that is living; that is manhood and the kind of manhood that Christ crowns when the battle of life is done.

Richard Malcolm Strong.

She Stocked Up on Prayers.

One little girl that I know of is so sleepy when she starts for bed that it is occasionally hard work for her to make up her mind to finish the good night prayer.

A few nights ago she dropped her head upon the pillows earlier than usual. She wasn't very sleepy, and at once began to dash off a prayer in refreshing style. The first prayer over, along came another one, and still a third. About this time her mother, surprised at the turn proceedings had taken, asked the little one what she meant by so many prayers. "Why," explained the little girl, "I'm going to say twelve prayers now I'm awake and then I can go two weeks without saying one."

Hardware Price Current

Table containing various hardware items and their prices, including Ammunition, Gun Wads, Loaded Shells, Gunpowder, Shot, Axes, Barrows, Bolts, Buckets, Cast Steel, Chisels, Elbows, Expansive Bits, Files, Galvanized Iron, Gauges, Glass, Hammers, Hinges, Horse Ware, Horse Nails, House Furnishing Goods, and Japanned Tinware.

Table containing various iron and metal items and their prices, including Iron, Knobs, Levels, Metals, Miscellaneous, Patent Planished Iron, Pipes, Rivets, Roofing Plates, Ropes, Sand Paper, Sash Weights, Sheet Iron, Shovels and Spades, Solder, Squares, Tin-Melyn Grade, Tin-Allaway Grade, Boiler Size Tin Plate, Traps, Wire, and Wire Goods.

Crockery and Glassware

Table containing various crockery and glassware items and their prices, including Stoneware, Butter, Milkpans, Fine Glazed Milkpans, Stewpans, Jugs, Sealing Wax, Lamp Burners, Mason Fruit Jars, Lamp Chimneys, Anchor Carton Chimneys, First Quality, XXX Flint, Pearl Top, LaBastie, Rochester, Oil Cans, Best White Cotton Wicks, and Coupon Books.

## A BRAVE CLERK.

## Story of Her Life as Told by Herself.

Written for the Tradesman.

The following is what a young woman clerk said to me in a local store the other day:

"I suppose you are beginning to think seriously of the near approach of Christmas. 'Twill soon be here, with its love and good cheer, its gifts, its many happy family reunions. Oh, those reunions!

"Do you know, I just abominate Christmas time? Oh, you needn't open your eyes in that wide fashion. Of course, Christmas is beloved by those sheltered in joyous homes, but for others, situated in life as I am, the holiday spells only mental misery.

"If I tell you that I am all alone in the world—absolutely so, for I haven't a relative on earth—you will understand the merest trifle what life means to one at this season, when people everywhere are entertaining glad anticipations of the merriest part of all the year.

"Once I was merry, too. I was gay not only at Christmas time but at all times. Then I had my parents with me. Then I had my brother and my sister. Then I had a beautiful home.

"We lived on the outskirts of Toledo. My father owned twenty acres just beyond the city limits. Now it is platted into little 40-foot lots and all built up. Once since those happy days I went back there, and oh, how changed it all was. I could not realize that it had ever been the home where my careless childhood was spent. The man into whose hands our property came had turned our fine old home into a modern apartment house and you would never have recognized it for the same building.

"And everything else is so changed. My father died when I was 15. And it was not long before my only sister took sick and we lost her after only a week's illness. Her death was followed by that of my brother half a year later, and then my mother and I were all that were left of the once happy family.

"Gathering the remnants of our fallen fortune together we came to Grand Rapids. Here I hoped to find some sort of employment. In our prosperous days I had always thought I should like to be a clerk, and, now that the necessity for action was pressing, I applied at one of the local stores for a position.

"Here I did not succeed; they 'had all the help they needed.' At the next and the next and two others I fared no better—all were 'well supplied with help.'

"By the time I had gone the rounds and reached this store I was completely discouraged. Despairing of getting work I presented myself to the proprietor of the place, and you may imagine that I was quite overcome when I was told there was a vacancy in the notion department.

"In that section I remained a year. In that year I tried my best to

familiarize myself with business methods and I treated all customers in an unfailingly courteous manner. Each one who came in I endeavored so to affect that he or she would remember me pleasantly and then they would be likely to look for me the next time they came to my department for anything. As I said, I was only 15 then, but I was always an observing child, and had often figured it out how I would do if I were working in a store. The rules I had formulated in my own mind as an imaginary clerk I now sought to carry out when life behind the counter became a reality. I adopted a certain course of conduct and I adhered to it rigidly. At first it was hard to be cheerful when I had gone through so much to sadden a young life; but I soon found that people did not like to trade with me when I was feeling depressed. I must appear lively whether I felt so or not. So I made an effort to put my own gloomy thoughts in the background; and the more I tried to do this the better impression I seemed to make on customers. Sorrow had come to me, but I must be no seek-sorrow.

"Then, too, it was my duty to act cheerful for my mother's sake. I used to save up all the funny little incidents that came under my observation, to tell her snatches of at noon and more of at night, so she would have something laughable to think of while I was away. Many and many a night, in the winter, when I would be within a block of the house a lump would come in my throat and my eyes would get so dim I could not see the way. Then I would swallow hard and brush the tears lightly away, so as not to show traces of crying. I would saunter slowly along, sometimes going a block or two beyond the place we lived, until I had regained composure. Then I would recall the most ludicrous occurrence of the day and burst into the house in a whirlwind of apparent gayety, to deceive my mother into thinking that my life in the store was easy and jolly. We had three rooms in a 'wing,' and the bedroom was large enough comfortably to contain a bed and cot. It is needless to say I slept on the latter, and many and many a time I would listen and listen to see if my mother was asleep, and if so I would allow my grief full vent. You see, I must not cry in the store morning, noon or afternoon; Sundays I must not cry because my mother would know it, and in the morning before I went to work would never do for I could not go to the store with red eyes, so the nights were my only time to give way to my feelings.

"I strained every nerve to make my mother's dreary life pleasant. We did 'light housekeeping'—and every one who has experienced that knows the inconveniences and privations of existence. I used to go without actual necessities so that I might get little luxuries for her. Of course, they could not be very costly, but I did everything I possibly could to lighten her burdens. Being in the

store I had all the excitement that goes with a busy place and so my mind was taken somewhat off my troubles; but with my mother it was different—she had all the day long to brood over the loss of our family and our other misfortunes.

"When my father was alive we 'lived out' everything as fast as he made it. He was what is known as a 'good provider,' and everything he did was on a generous scale. This was all fine while it lasted. But what was the result? When he came to die we had nothing—almost absolutely nothing. He had carelessly allowed the last premium on a large insurance policy to slip by, and the home proper and all the surrounding land was mortgaged for all it was worth, so that all we got out of the



We get cash out of your goods

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## Useful Xmas Goods

Suspenders, Neckties, Brushes, Mufflers, Handkerchiefs, Rugs, Lace Curtains, Ribbons, Fancy Socks, Perfumes, Fancy Shirts, Umbrellas. Also a large assortment of sterling silver novelties. Will be pleased to show you our line.

We also carry a nice line of Furs, Boas and Scarfs.

## P. STEKETEE &amp; SONS

Wholesale Dry Goods

GRAND RAPIDS, MICH.

Merchants' Half Fare Excursion Rates every day to Grand Rapids. Send for circular.



## Sort up Now

On Coats before you are entirely out. We have a good line ranging in price from one to four dollars each. We have Covert and Kersey Coats, Duck Coats with and without rubber lining, Duck and Covert Coats with sheep pelt lining, and Reversible Coats with corduroy on one side and duck on the other. Give us an idea of your wants.

## Grand Rapids Dry Goods Co.

Exclusively Wholesale

GRAND RAPIDS, MICH.

Merchants' Half Fare Excursion Rates every day to Grand Rapids. Send for circular.

estate was the little to be made by disposing of the livestock, carriages, farm implements and most of the household furnishings. Of the latter we sold off all our best, as that would bring a better price, keeping just enough to get along with in a poor, mean way here.

"Oh, when I contrast my life now with what it was in our Toledo country home it seems as if I can't stand it—as if I can't have it so. We had every luxury that wealthy people enjoy. I was sent away to boarding school, my brother was in college and my sister was in society, a beautiful girl and great favorite. We had carriages galore and, besides the horses for those, we each had our saddle horse. When we came to the bitter end, my father's death—which, in reality, was but the beginning of our calamity—the hardest thing on the place for us to give up was our personal horses. We all cried and cried and cried, but there was no help for it—they had to go. Do you know, even after all these years that I have been deprived of riding, which I love most of any pleasure, I can't ever see a person on a horse without feeling the bitterest of hatred for them—I actually feel as if I could kill them! I know that is a wicked, wicked thought to harbor, but I can't help its coming over me. I loved my horse more than some people love their children; but wishing will never bring him back.

"And now I come to the saddest part of my whole life—the loss of my dear mother four years ago. She died the night before Christmas, so that she lay dead in the house on Christmas day. All the rest of the sorrow I had gone through seemed to dwindle into nothingness compared with the living without her.

"Soon after the funeral I moved into other quarters—I could not bear longer to live where everything so reminded me of the emptiness of life without her. Perhaps I would have been happier to have stayed on in the same place—I don't know. At any rate, I thought differently at the time.

"I have a room in the downtown district. The lady I rent of is a dear motherly soul, who does all she can for my physical comfort; but she isn't one's 'own folks,' you know, and there's a marked distinction.

"And now you will have a faint idea of why I hate Christmas, and how, each year, as the time draws nearer and nearer, I dread the living through of the day.

"Of course, I have many and very dear friends. They know how I am situated now and my past bereavements and they are exceedingly kind to me, and especially so at the holiday season. I always have an invitation to dine out, which the senders make include the staying all night, as they realize how lonely my room is to me on that day.

"But still, all this is not like having relatives—people you can call your very own, people you have a right to look to in case of emergency.

"Sometimes I feel so utterly alone

in the world that I want to give up the struggle against Fate and lie down and end it all. But I realize the cowardice of such an act and I fight against the desire."

Here a customer came to the counter and that ended the girl's story.

An awful look had come into her eyes when she referred to self-destruction, and I was utterly amazed to see the way in which she choked down her emotion and turned to wait on the new arrival with a calm and even smiling countenance, showing a wonderful degree of self-control.

The sketch of her life that the girl gave me was purely accidental, and it was all told in less time than it seems in the repeating here. No one happened in just then, so there was no neglect of duty in the recital.

I had known this clerk for several years, and she is so invariably sweet in disposition that it is a delight to meet her. She has waited on me, as I say, for a number of years. I never had known anything of her life outside the store environment and the above narration filled me with surprise at her outside situation and pity for the loneliness of it.

As I looked at her it seemed impossible to believe the girl had passed through so much affliction and still, seemingly, could be of such good cheer; and I wondered how many more girls there might be, among those we so frequently speak with behind the counter, who are living a life of sacrifice for others and yet who ever turn to the world a bright and smiling face. Jennie Alcott.

#### Solving the Problem.

When the head of the concern arrived at his office on Monday his room was cold.

"Is the steam on?" he asked.

The girl stenographer said it was. "Ah, I see!" he remarked. "The pipes are filled with cold air," and with that he unscrewed a small plug from one end of the radiator. The cold air came whistling out, and after came a trace of steam. "I'll wait until it heats up," he said.

The steam began to blow through the hole, so he started to screw the plug in again.

"Ouch! Gee! Thunderation!" he screamed as he danced around on one foot. The steam had scalded two of his fingers.

The radiator began "blowing off" like a locomotive and spurting water across the carpet.

"Run for the janitor!" he yelled. "Somebody get that plug and put it in! Go tell the engineer!"

The room was clouding with vapor as he pawed around on the floor for the plug he had dropped when he burned his fingers.

"I can't find it," he gasped, as he jumped up again. "This is terrible. What can we do?"

The girl stenographer looked at him and said frigidly:

"Why not turn off the steam?"

— Silence is the rosy veil behind which hides much unsuspected stupidity.

# As a Rule

We do not take  
very much stock in testimonials



Madame Grant is the leading dressmaker in Kalamazoo, and as you know "a prophet is not without honor save in his own country" we feel that the following extract from a letter received by us carries with it a little more than the usual weight:

"PURITAN CORSET CO.,  
KALAMAZOO, MICH.

Gentlemen:—I have demonstrated to my entire satisfaction that the Puritan Corset, Style No. 79, is for all classes of figures the best corset manufactured today in this or any other country. It gives a certain style to the figure not obtained by any other garment. I insist upon my customers wearing them when being fitted.

MADAME GRANT."

Write us if we have no representative in your town. We may be able to do you some good.

**Puritan Corset Co.**

**Kalamazoo, Mich.**



Michigan Knights of the Grip.  
President, Michael Howarn, Detroit;  
Secretary, Chas. J. Lewis, Flint; Treasurer, H. E. Bradner, Lansing.

United Commercial Travelers of Michigan  
Grand Counselor, L. Williams, Detroit; Grand Secretary, W. F. Tracy, Flint.

Grand Rapids Council No. 131, U. C. T.  
Senior Counselor, S. H. Simmons; Secretary and Treasurer, O. F. Jackson.

### Mutual Relations of Salesmanship and Advertising.

It is to be expected, when one undertakes to speak on salesmanship and advertising, the two most important departments of business enterprise, that he should know something of the subject, but I must confess that I know definitely very little of it. In order to make clear to you how I acquired what I do know, I will go into past history and relate my experience.

When I was a boy of about eighteen I was sent out on the road with a sample case. I have often thought it may have been a plan on the part of my employer to get rid of me for good, but somehow I managed to secure a sufficient number of orders to keep me going and remained in the position for several years.

Now, while I obtained some business, I observed that there were others in the same line who sold about as much or more than I did.

This didn't worry me, for I was doing fairly well, but the fact that another man could sell certain buyers right along, while I could never succeed in establishing much more than a bowing acquaintance with them, notwithstanding all my efforts, caused me to believe there was something the matter with me.

I began to make enquiries of those of greater experience. I asked them what a salesman should do besides work in order to be successful. "That's easy," they said. "Study human nature."

I had been told that experience was the best teacher, but I couldn't wait for experience; I had to do business right away and all the time.

So, concluding that the experience would come anyhow and that I might profit more by it when it did come if I gained some knowledge of human nature from the experience of others, I began to read books.

I waded through works on phrenology, physiognomy and palmistry. I read up on theosophy, spiritualism, Christian Science and philosophy, and a thousand and one other things, making notes as I went along.

Failing to find in all these the solution of the mystery of salesmanship, I then attempted to find it by the method much employed by physicians in diagnosis—that is, by exclusion.

I soon learned that high foreheads did not indicate salesmanship, because some of the best salesmen had low ones.

It wasn't in low foreheads, because

some men with low foreheads do not know enough to get in out of the rain.

It wasn't in the big head, nor in the little head, nor in the eyes, the nose, the ears, nor the mouth.

It was not dependent upon the size of the man, as I knew good salesmen who were giants, and good ones who were almost pigmies in stature.

It wasn't in dress, as I have seen good dressers fail and untidy ones succeed.

I found that the oily talker was not always the best salesman. I had seen men who in conversation rarely got beyond "yes" and "no" do an enormous business.

A thorough knowledge of his goods doesn't make a salesman, because it is often the case that the greatest greenhorn sells the most merchandise.

Earnestness, alone, offered no hope, for many earnest workers fail utterly.

Enthusiasm does much, but many enthusiasts are the greatest bores in the world and do not succeed.

Persistence is a good quality, but I have observed seemingly lazy, don't care a rap fellows walk off with the best orders in their territory.

Self confidence isn't the whole of it, for I have known the most confident men to meet disaster after disaster.

It is least of all in the price, for it is demonstrated every day that one man with the same line in the same territory can get better prices than another man can get.

It is not in the house, for many men fail with the strongest houses supporting them.

And it is not altogether in the advertising, for many well advertised articles do not yield enough to pay the printer.

It is neither in adhering to the truth nor in being a liar, nor in telling lies part of the time and the truth now and then.

It is not luck, because advertising men say there is no such thing as luck, and we must believe our advertising men.

It is not a combination of all the good qualities, for to be them all is to be almost a god, and I have never found a god among either advertising men or salesmen.

That little spirit, the genius of salesmanship, is known to us only by his works. The moment we try to get our hands on him to analyze him, presto, he is gone!

I believe the secret of salesmanship lies covered deep down in the soul, for—it's all in the man.

I will tell you where I think it is—it is in that feeling of wholesomeness that warms you up to every human being, which makes every man a brother. It shows in the smile, the laugh, and in that quality of cheerfulness which makes them ring true.

I have seen the cheerful, cheering spirit accomplish wonders in salesmanship. It does more than all the other qualities put together.

It does not mean that a man must be a laughing jack, but I believe a man may cultivate thoughts which will so form his character, so attune

his soul, that when he does laugh it will ring in harmony with all that is best in human nature, and bring the business.

It is, of course, impossible to find in any man a combination of those qualities which we might select as making the perfect salesman, but if I were to choose I would say that, given ordinary common sense, a cheerful, kindly spirit, earnestness, moderate enthusiasm, a fair degree of persistence, with a self confidence born of the knowledge that all men are human, and you have about as good a groundwork for a salesman as we may hope to discover. Provided, of course, that he is backed by a good advertising man.

A salesman should regard a buyer pretty much as he would a fretful porcupine, with all his quills set for a fight, and before proceeding to business he should do something or say something that will smooth down the points and make the buyer comfortable and receptive.

Scientific salesmanship, as I understand it, involves a knowledge of the dual nature of man's mind, of the objective and the subjective, and of the law of suggestion.

Hudson's formula, or working theory, is that the subjective mind is constantly amenable to suggestion by the objective. The most important part of the knowledge of the subjective mind lies in the fact that it is incapable of inductive reasoning, that while its operations are nearly perfect and it will reason logically from established premises, it does not investigate or seek to secure new data. Now, we are governed in our thinking and acting largely by the subjective. The work of a salesman or advertising man is to implant such suggestions, or establish such premises in the subjective minds of prospective buyers as in action will result in conclusions favorable to the seller.

I will compare the subjective mind to an adding machine which records an absolutely correct sum of the figures on the keys struck by the operator. If a wrong key is struck, it makes no difference to the machine; it does not investigate, but does its own work perfectly. It all lies with the operator.

Now, it is pretty well demonstrated that a new thought in its entirety can not be comprehended quickly by the mind unless there has been previously established another thought which has an affinity for the new one—that is, there must be a hook in the rack of thought on which to hang the added impression—an association of new ideas with older ones.

To illustrate, let us assume that the human mind at birth consists simply of a hook such as you might fasten in the ceiling of a room, and each new thought is, we will say, represented by an iron ring.

The first thought is hung on the hook in the ceiling, and each succeeding thought is hung on either the first hook or to some link in the rapidly growing chain. It is very plain that a thought can not be add-

ed to the chain unless you attach it to a link already there.

Now, if this chain were formed so that each link would be added to the last one, it would hang down to the floor in a regular straight line—a thing of beauty. But this is not the case; these links or rings of suggestion generally form in bunches and cause the chain to present an irregular outline.

Take the "dyspepsia" idea or ring, for instance—it is a large one. The patent medicine advertising man hangs his little suggestion that you buy Smith's Dyspepsia Tablets or some other remedy on this ring, and the more rings he hangs on it the more weighty do that ring and its bunch become in the individual's life chain—in governing his actions.

Very often either a salesman or an advertising man hangs his suggestion on the wrong link; the result is failure.

I do not believe that the advertising man who gets the biggest contract is always the best advertiser, but it may be assumed that he is the best salesman. Certain observations that I have made have led me to believe that some advertisers are great philanthropists and believe in helping others in the same line. I may be wrong, but let me tell you how I get at it.

I asked ten different men if they ever read the "Sunny Jim" advertisement. They all answered "Yes." "What does it advertise?" I asked. Seven said a breakfast food, and did not know which one, and three said it advertised Force. I asked ten other men if they read the advertisement, "The Smile That Won't Come Off." "Of course," everybody replied. "What does it advertise?" Not one single man could tell me. I then asked if they had seen the "Quaker" on the billboards and every man said "Quaker Oats."

I concluded that the "Sunny Jim"

## LIVINGSTON HOTEL

The steady improvement of the Livingston with its new and unique writing room unequaled in Michigan, its large and beautiful lobby, its elegant rooms and excellent table comments it to the traveling public and accounts for its wonderful growth in popularity and patronage.

Cor. Fulton and Division Sts.  
GRAND RAPIDS, MICH.

## FUR OVERCOATS

Write for prices.  
DETROIT FUR CO.  
253 Woodward Ave., Detroit, Mich.

## GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency



man had placed his suggestions on the breakfast food ring plentifully enough, but did not get Force attached firmly. "The smile that won't come off" seems to me to be one on the other fellow, but "Quaker Oats" is "Johnny on the spot."

Advertising is a profession, equal in dignity to that of a physician or surgeon or that of the law.

It is like that of a physician because an advertising man can and does cure a sick business. A prominent physician said a few days ago in an interview that 80 per cent. of the people who were sick would get well if "they were let alone" without any medicine.

I have often wondered who is the better judge of an advertisement—the advertising man or the man who foots the bills. Many surgical operations are pronounced "perfect" by surgeons, but kill the patient.

Advertising pays. No man will dispute that. He can not. It is a subjective force that he dare not try to overcome. The two words have been linked together so firmly by advertising men that one finds it impossible to utter the first without the last.

The similarity of the profession of advertising to the profession of law may—mind you, I have not said positively—may come in here. The practice of law pays the lawyer, and advertising pays—the advertising man.

It will readily be conceded by advertising men.

It will readily be conceded by advertising men, from what I have said, that I do not know much about advertising. But I ought to know. I took a course in bill posting once. It cost me, or, rather, it cost that very convenient thing, the advertising account, \$983.67 to learn the difference between a one sheet and an eight sheet poster.

I had been writing circulars and booklets, etc., for a number of years, and in my own mind had concluded that I "knew where I was at," so far as our business was concerned—except in bill posting.

We had imported a large quantity of the finest German horehound drop—and it was the most perfect production of which a confectioner could conceive. It was just the right size for a pleasant mouthful, a beautiful amber brown and shone like a piece of satin. Strong? It was so strong with the true remedial virtues of horehound that to cure a cold you would simply have to gaze upon it. We had taken that horehound herb, made a powerful tea, then distilled and redistilled it. That horehound drop was ten times as strong as any horehound drop on earth.

Common, everyday circulars would not do. I must let the world know of it, and I hid me away to a bill poster. I found him, gave him my card and stated briefly the object of my visit.

Why, why, why! He opened his arms to me, welcomed me as a long lost brother, invited me inside the railing—me, mind you. He told me that my ideas were perfect, that they

were nearly as good as those of a real advertising man.

Said he: "You have come to the right place. I am truly glad that you did not fall into the hands of that man over the way. You see, we do things scientifically here. We have made a life study of publicity. We will, for you, cover St. Louis from Bremen to Carondelet, from the river to DeHodiamont, at a low rate; every available spot (and we control them all—that is, the good ones) will show your posters. Sell your horehound drop? Why, that's the only way to sell it.

"Cost? You must never consider advertising a cost. The advertising account and expense account are absolutely distinct. Only fossils speak of advertising as a thing that costs. Why, man"—and here he hurled at me that one resistless projectile—"advertising pays."

That settled it. I was convinced. The gentleman fulfilled his contract to the letter. About a year afterward we melted over, as scrap, in the kettles, 2,000 boxes of the finest horehound candy the world ever produced, which we had made up in anticipation of the rush that never came.

He did the right thing, however—he finished my education—when he told me that I must never expect results the first year and sometimes not until the second or third.

I had read somewhere that advertising is long range salesmanship, and it looked that way to me.

There is a field for short range advertising that many overlook or to which they do not attach sufficient importance or give much attention, and that is advertising in such a way that its most effective power is through the stimulation given salesmen.

A salesman is the strongest advertisement. I do not believe we will ever get a stronger one. The influence of personal force, in direct contact, is about one thousand times greater than the printed form in most lines of business, and unless it be possible to alter natural law, will always remain so.

The advertising man who wishes to conduct business into certain channels may write his advertisement so that it is really directed toward the salesman. Now, by mailing to customers a few days ahead of the traveler, he impresses the salesman with the importance of the particular goods advertised without the salesman realizing that it is intended for him. It is, in fact, a lesser advertisement operating on a greater one—indirectly. Once a salesman gets the thought he will unconsciously respond to the stimulus.

I do not think that all salesmen can be advertising men, but I believe all advertising men should be salesmen. And I am sure that most of them are.

I will say, in conclusion, that the advertising man need feel no alarm at what I have said. He has the commercial world on the hip, and it can not do without him, for advertising pays.

W. N. Aubuchon.

**Gripsack Brigade.**

Wm. P. Baillie has entered upon his tenth year with Geo. H. Wheelock & Co. Mr. Baillie is just as proud of his house as his house is proud of him.

Will Bowen has parted company with the Traverse City branch of the National Grocer Co. It is reported that he intends taking up the line of a Chicago tea house.

Dr. D. S. Hatfield has entered upon his eighth year with Hecht & Zummack. He has taken possession of his new residence, 643 Madison avenue, which has been in process of construction during the past summer season.

Nicholas Dehinden, senior member and traveling representative of the firm of Dehinden & Gallasch, manufacturers of vinegar at Milwaukee, dropped dead while eating supper at the Sherman House, at Saginaw, Monday evening. Heart failure is assigned as the cause of death.

An Ann Arbor correspondent writes as follows: C. A. Young, who recently sold his grocery stock on State street to Helber Bros., will go on the road for the Cudahy Packing Co., of Omaha, after January 1. Mr. Young's family will remain here in the city, as his son, Raymond, is a member of the medical class of the U. of M.

After this week the traveling representatives of the leading clothiers will be turning their steps homeward, so as to be off the road during the holiday season. They have been more than usually successful in interesting retailers in the lines for next spring; the distribution of business has been wide enough to put nearly all lines in safe position so far as initial orders are concerned. That the spring season will develop strength as it progresses is the opinion of manufacturers, and on duplicates it is expected the tide of orders will be in the direction of fancy woolens and fancy worsteds. From the fact that for two seasons plain goods have been popular, it was thought by the trade that for the new spring season retailers would be ready to consider fancy suits with more liberality than they did last year. The sales of fancy goods were of ample proportions, but clothiers had counted upon doing much more than an average business on such goods. With this season's offerings including larger as-

sortments than ever before the roadmen impressed buyers with the importance of taking a generous assortment of initial orders. In suits that are sold in low and medium ranges prices have been kept at or near old levels. On many of the styles that have sold heavily the clothiers will have to pay advances on the cloths from which to make the garments, and this will reduce the profits of the season's business. With clothiers it is a custom to maintain their level of prices, unless absolutely compelled to increase them, and in almost all cases where cloths have been advanced 2½@5c per yard the garments are not changed in price to the retailers. Where advances in cloths have been from 7½@15c per yard a proportionate increase has been made in the price of clothing. Retailers do not hesitate to order attractive styles at the higher valuation, for it is recognized that the well appearing clothing will be in demand with consumers. A large percentage of business for spring has been done on mercerized lines.

**The Boys Behind the Counter.**

Belding—Chas. Hammond, who for a long time past has been employed in Robinson & Hudson's grocery store, is now assisting in M. E. Peck's shoe store. Verne Snyder is the new clerk in Robinson & Hudson's store.

Charlevoix—W. G. Friend is manager of the new dry goods and clothing store opened here by J. Welling & Co., of Petoskey.

Casnovia—Dorr Westcott has been engaged as salesman in F. H. Bitely's store.

Allegan—Cornelius Bolear, of Zeeland, has been engaged to take A. J. Colburn's place in the hardware department of the grange store.

Cassopolis—J. A. O'Leary has resigned his position at the W. B. Hayden & Son hardware store, where he will be succeeded by Mell Brown, of Nappanee, Ind.

The proposed bill lading, about which the shippers of the country have raised a storm of opposition, has been practically withdrawn by the railroads, owing to the showing made by the shippers at the hearing before the Inter-State Commerce Commission at Chicago, at which time it was readily apparent that the railroads did not have a foot to stand on.

SINGLE INSIDE LIGHT 500 CANDLE POWER    SINGLE INSIDE LIGHT 500 CANDLE POWER    SINGLE INSIDE LIGHT 500 CANDLE POWER



**ONLY \$30**

At last we are in a position to offer the Public a first-class machine for only thirty dollars, consisting of

1 Generator	1 Wrench
1 5-Gallon Tank	1 Pressure Gauge
3 500-Candle Power Arcs	1 Lighting Stick
50 ft. Galvanized Iron Pipe	1 Box Wax Tapers
1 Pump	And all necessary connections.

We will guarantee the above system for one year. Thousands of these machines are in daily use giving perfect satisfaction.

Manufactured by  
**NOEL & BACON CO.**  
345 So. Division Street    GRAND RAPIDS, MICH.



### Michigan Board of Pharmacy.

President—Henry Heim, Saginaw.  
Secretary—Arthur H. Webber, Cadillac.  
Treasurer—J. D. Muir, Grand Rapids.  
C. B. Stoddard, Monroe.  
Sid A. Erwin, Battle Creek.

### Michigan State Pharmaceutical Association.

President—W. A. Hall, Detroit.  
Vice-Presidents—W. C. Kirchgessner, Grand Rapids; Charles P. Baker, St. Johns; H. G. Spring, Unionville.  
Secretary—W. H. Burke, Detroit.  
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Executive Committee—John D. Muir, Grand Rapids; E. E. Calkins, Ann Arbor; L. A. Seitzer, Detroit; John Wallace, Kalamazoo; D. S. Hallett, Detroit.  
Trade Interest Committee, three-year term—J. M. Lemen, Shepherd, and H. Dolson, St. Charles.

### Increase in the Use of Granular Effervescent Salts.

The increase in the use of granular effervescent salts has been so marked within recent years, and the process of manufacture so greatly simplified, that every retail pharmacist should be independent of the manufacturer of this class of preparations. The fact that a nauseous dose of medicine may be taken with comparative ease when mixed with an effervescent drink or one highly charged with carbon dioxide has long been known, and the introduction of effervescent salts has made it possible to take advantage of this principle without the inconvenience of obtaining a previously carbonated water. This fact was soon recognized, but for years the price was almost prohibitory because of the expensive method of manufacture, and since it required elaborate apparatus for recovering the alcohol, its preparation was entirely outside the province of the retail pharmacist.

In the former method the powders, consisting of tartaric acid and sodium bicarbonate in the proper proportion, together with the medicating substance, are thoroughly dried and powdered, and when uniformly mixed, moistened with alcohol and forced through a suitable sieve, to divide the pasty mass into granules; they are then thoroughly dried.

As the powders are only moistened with alcohol, in which they are practically insoluble, the finished preparation retained its property of effervescence when dissolved in water; but the use of alcohol, much of which was lost in the process, increased the cost and prevented the preparations from gaining great popularity.

Within a comparatively short time, however, this method has been entirely superseded by a much less expensive and more simple process, which takes advantage of the one molecule of water of crystallization in citric acid by supplying the desired moisture. Enough of the tartaric acid is replaced by citric acid to make a pasty mass of the powders when they are subjected to a temperature which will liberate the water of crystallization. In the large laboratory, when a suitable formula has been selected, the mixed powders

are placed in a steam-jacketed, porcelain-lined kettle, kept at the proper temperature, and the whole mass manipulated until it becomes uniformly moistened; it is then passed through a suitable sieve and finally dried in hot-air closets.

When the retail pharmacist, however, attempts to make a granular effervescent salt by the same method, but with the apparatus usually at hand, he meets with the difficulty of securing a properly regulated heat, and the salt does not become uniformly moist; the surfaces which are exposed to the air become dry before the remaining portion is moistened, and the resulting granular salt is often not satisfactory.

While the expert may obtain a nicely granulated preparation by the use of a dish and open fire, yet the experience with classes in the college laboratory has shown that it is rather the exception that uniformly good results can be obtained by this method, while the modified manipulation, suggested here, yields good results, even in the hands of a novice, and is adapted to the use of a retail pharmacist.

Numerous experiments have shown that a mixture of sodium bicarbonate, tartaric acid and citric acid, in a proportion which will produce a solution of neutral sodium tartrate and sodium citrate, and so adjusted that just sufficient moisture will be present to produce a pasty mass, without marked effervescence when the whole is heated, may be taken as the basis of many medicated granular effervescent salts, and good results obtained, even when the proportion of medicating substance varies considerably, the precaution always being observed, however, to thoroughly dry every addition. The following mixture fulfills these conditions:

#### Basis for Effervescent Salts.

Sodium bicarbonate, dried and powdered	530 gm.
Tartaric acid, dried and powdered	280 gm.
Citric acid, uneffloresced crystals	180 gm.

Powder the citric acid and add the tartaric acid and sodium bicarbonate.

This basis may be mixed with many of the medicaments commonly used in the form of granular effervescent salts, in the proportion which will properly represent their doses, and such substances as sodium phosphate, magnesium sulphate, citrated caffeine, potassium bromide, lithium citrate, potassium citrate, and others, will produce satisfactory products. A typical formula would be as follows:

Effervescent Sodium Phosphate.	
Sodium phosphate, uneffloresced crystals	500 gm.
Sodium bicarbonate, dried and powdered	477 gm.
Tartaric acid, dried and powdered	252 gm.
Citric acid, uneffloresced crystals	162 gm.

Dry the sodium phosphate on a water-bath until it ceases to lose weight; after powdering the dried salt, mix it intimately with the citric acid and tartaric acid, then thor-

oughly incorporate the sodium bicarbonate.

The mixed powders are now ready for granulation. The change in manipulation which is suggested to replace that usually followed requires either a gas stove or a blue-flame coal-oil stove, and one of the small tin or sheet-iron ovens which are so largely used with these stoves. The stove itself will be found in almost every drug store, and the oven costs but from \$1 to \$2.

The oven is heated to about 200 deg. Fahrenheit (the use of a thermometer is desirable at first, but one will quickly learn how to regulate the flame to produce the desired temperature), and the previously mixed powders are placed on, preferably, a glass plate, which has been heated with the oven, about one-half pound being taken at a time, dependent upon the size of the oven. The door of the oven is now closed for about one minute, and, when opened, the whole mass will be found to be uniformly moist and ready to pass through a suitable sieve, the best kind and size being a tinned iron No. 6. This moist, granular powder may then be placed upon the top of the oven, where the heat is quite sufficient to thoroughly dry the granules, and the operator may proceed immediately with the next lot of mixed powder, easily granulating ten or more pounds within an hour.

Sugar has often been proposed as an addition to these salts, but experience has shown that the slight improvement in taste, which is sometimes questioned, does not offset the likelihood of darkening, which is apt to occur when the salt is being heated, or the change in color after it has been made several months.

It should be remembered, too, that in making a granular effervescent salt by the method which depends upon the liberation of water of crystallization, a loss in weight amounting to about 10 per cent. will be experienced. This is due, in part, to the loss of water which is driven off, and also to a trifling loss of carbon dioxide when the powder is moistened. E. Fullerton Cook.

### The Drug Market.

Opium—Is firm but unchanged.

Morphine—Is steady.

Quinine—Is in seasonal demand, but unchanged in price.

Balm Gilead Buds—Supplies are very small and another advance has taken place.

Russian Cantharides—Show a slight decline.

Cocoa Butter—Is lower on account of reduced price abroad.

Glycerine—Is very firm. Advances from England and France show increased price for crude.

Hops—On account of short crop are very firm. Prices are higher than last year.

Menthol—Is much firmer.

Nux Vomica—Stocks are small and prices have advanced.

Strychnia—On account of the advance in Nux Vomica has advanced 5c per ounce.

Sassafras Bark—Is in very small supply and higher prices rule. Higher prices are looked for in the spring, when there is the heaviest demand.

Cotton Root Bark—New crop is on the market and prices have been reduced.

Wild Cherry Bark—Is scarce and higher.

Oil Sassafras—Is scarce and prices are very firm.

Gum Camphor—Is very firm at the last advance on account of uncertainty of shipment of crude from Japan. Refiners will not enter contracts at present price. Another advance is probable.

Goldenseal Root—Has advanced 5c per pound and higher prices are looked for as there is very little for sale.

Dutch Caraway Seed—Is higher abroad on account of small crop and concentration of stocks.

Coriander Seed—Has again advanced and is very firm.

Linseed Oil—Is firm on account of higher price for seed.

### Blue Light as Pain Destroyer.

The latest revolution is in dentistry, whose painless henceforth is to arise from blue lights. After three years of patient research Prof. Redan, of Geneva, has found a new anaesthetic. Knowing that the nervous system is influenced by colored light the professor experimented with each hue in turn, and soon perceived that blue has an extraordinarily soothing effect on the nerves. Putting this discovery to practical use he now shuts up a patient in a dark room and exposes his eyes to a blue light of fifteen candle power for three minutes, causing him to lose all sense of pain, although at the same time he may be fully conscious. A tooth may then be painlessly extracted with none of the after effects on the system which sometimes follow ether or chloroform.

It's as essential to say the right thing at the right moment as to know what not to say all the time. Sometimes a surplus of words loses when a judicious silence might have won the sale and the profit.

The trouble with opportunities is that they so often strike the wrong people.

You will make no mistake if you reserve your orders for

## Valentines Fishing Tackle Base Ball Supplies

Our lines are complete and prices right. The boys will call in ample time. Late orders and re-orders for

### Holiday Goods

promptly filled. We can supply your wants till the last hour.

### FRED BRUNDAGE

Wholesale Druggist

Stationery, School Supplies and Fireworks  
32-34 Western Ave., Muskegon, Mich.

WHOLESALE DRUG PRICE CURRENT

Advanced Declined-

Table listing various drugs and their prices, including sections for Acidum, Ammonia, Balsamum, Cortex, Extractum, Ferru, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including sections for Mannia, S F, Mentha, Morphia, Myrica, Nux Vomica, Sapo, M, Sapo, G, Seidlitz Mixture, Sinapis, and Strychnia.

Advertisement for Hazeltine & Perkins Drug Co. featuring the word 'Drugs' in large letters and text describing their services as importers and jobbers of drugs, chemicals, and patent medicines.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Index to Markets By Columns

Table listing various grocery items under columns A through Y, including Axle Grease, Bath Brick, Brooms, Butter Color, Confections, Canned Goods, Carbon Oils, Catsup, Cheese, Chewing Gum, Chocolate, Clothes Lines, Cocoa, Coconut Shells, Coffee, Crackers, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring extracts, Fly Paper, Fresh Meats, Fruits, Gelatine, Grain Bags, Grains and Flour, Herbs, Hides and Pelts, Indigo, Jelly, Licorice, Lye, Meat Extracts, Molasses, Mustard, Nuts, Nives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Sugar, Syrups, Tea, Tobacco, Twine, Vinegar, Washing Powder, Winking, Woodenware, Wrapping Paper, and Yeast Cake.

Table 1: Groceries starting with 'A' through 'Z'. Includes items like Axle Grease (Aurora, Castor Oil, Diamond, Frazer's, IXL Golden), Baked Beans (Columbia Brand), Bath Brick (American, English), Brooms (No. 1, 2, 3, 4), Butter Color (W. R. & Co's), Canned Goods (Electric Light, Electric Light), Catsup (Paraffine, Wickling), Cheese (Canned Goods), Chocolate (Brook Trout, Gallon), Clothes Lines (Standard, Clams), Cocoa (Burnham's), Coconut Shells (Burnham's), Coffee (Red Standards, White), Crackers (Fair, Good, Fancy), Dried Fruits (Blueberries, Brook Trout, Gallon, Clams, Burnham's, Burnham's), Farinaceous Goods (Mustard, Moyer), Fish and Oysters (Standard, Hominy, Lobster), Fishing Tackle (Star, Picnic Tails, Mackerel), Flavoring extracts (Mustard, Soused, Spiced, Tomato, Tomato), Fruits (Mushrooms, Peaches), Gelatine (Hotels, Buttons), Grain Bags (Oysters), Grains and Flour (Coe, Cove, Cove), Herbs (Pie, Yellow), Hides and Pelts (Pears), Indigo (Standard, Fancy), Jelly (Pie, Yellow), Licorice (Pie, Yellow), Lye (Standard, Fancy), Meat Extracts (Pie, Yellow), Molasses (Pie, Yellow), Mustard (Pie, Yellow), Nuts (Pie, Yellow), Nives (Pie, Yellow), Pipes (Pie, Yellow), Pickles (Pie, Yellow), Playing Cards (Pie, Yellow), Potash (Pie, Yellow), Provisions (Pie, Yellow), Rice (Pie, Yellow), Salad Dressing (Pie, Yellow), Saleratus (Pie, Yellow), Sal Soda (Pie, Yellow), Salt (Pie, Yellow), Salt Fish (Pie, Yellow), Seeds (Pie, Yellow), Shoe Blacking (Pie, Yellow), Snuff (Pie, Yellow), Soap (Pie, Yellow), Soda (Pie, Yellow), Spices (Pie, Yellow), Starch (Pie, Yellow), Sugar (Pie, Yellow), Syrups (Pie, Yellow), Tea (Pie, Yellow), Tobacco (Pie, Yellow), Twine (Pie, Yellow), Vinegar (Pie, Yellow), Washing Powder (Pie, Yellow), Winking (Pie, Yellow), Woodenware (Pie, Yellow), Wrapping Paper (Pie, Yellow), and Yeast Cake (Pie, Yellow).

Table 2: Groceries starting with 'A' through 'Z'. Includes items like Plums, Pineapple, Pumpkin, Raspberries, Russian Caviar, Salmon, Shrimps, Succotash, Strawberries, Tomatoes, Water White, D. S. Gasoline, Deodor'd Nap'a, Cylinder, Engine, Black, winter, Columbia, Catsup, Acme, Carson City, Peerless, Elsie, Emblem, Gem, Jersey, Riverside, Warner's, Brick, Edam, Leiden, Limburger, Pineapple, Swiss, domestic, CHEWING GUM (American Flag Spruce, Beem's Pepsin, Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Perf., Sugar Leaf, Yucatan), CHICORY (Bulk, Rod, Eagle, Franck's, Schener's), CHOCOLATE (Walter Baker & Co's, German Sweet, Premium, Vanilla, Caracas, Eagle), CLOTHES LINES (Sisal, 60ft, 72ft, 90ft, 120ft), COCOANUT (Dunham's), COCOA SHELLS (20lb. bags, Less quantity, Pound packages), COFFEE (Common, Fair, Choice, Fancy, Peaberry, Maracaibo, Mexican, Guatemala, Java, African, O. G., F. G., Arabian, Mocha), CRACKERS (National Biscuit Company's Brands, Butter, Seymour Butters, N Y Butters, Salted Butters, Family Butters, Soda, N B C Sodas, Select, Saratoga Flakes, Oyster, Round Oysters, Square Oysters, Faust, Argo, Extra Farina, Sweet Goods, Animals, Assorted Cake, Bagley Gems, Belle Rose, Sugar Water, Butter Thin, Chocolate Drops, Coco Bars, Cocoanut Taffy, Cinnamon Bar, Coffee Cake, N. B. C., Coffee Cake, Iced, Cocoanut Macaroons, Cracknels, Currant Fruit, Chocolate Dainty, Cartwheels, Xie Cookie, Fluted Cocoanut, Frosted Creams, Ginger Gems, Ginger Snaps, N. B. C., Grandma Sandwich, Graham Crackers, Honey Fingers, Iced, Honey Jumbles, Iced Happy Family, Iced Honey Crumpet, Imperials, Indian Belle, Jersey Lunch, Lady Fingers, Lady Fingers, hand md 25).

Table 3: Groceries starting with 'A' through 'Z'. Includes items like Cotton Windsor (50ft, 60ft, 70ft, 80ft), Cotton Braided (40ft, 50ft, 60ft), Galvanized Wire (No. 20, each 100ft. long, No. 19, each 100ft. long), COCOA (Baker's, Cleveland, Colonial, Colonial, Epps, Huyler, Van Houten, Van Houten, Van Houten, Webb, Wilbur, Wilbur), COCOANUT (Dunham's, Dunham's, Dunham's, Bulk), COCOA SHELLS (20lb. bags, Less quantity, Pound packages), COFFEE (Common, Fair, Choice, Fancy, Peaberry, Maracaibo, Mexican, Guatemala, Java, African, O. G., F. G., Arabian, Mocha), CRACKERS (National Biscuit Company's Brands, Butter, Seymour Butters, N Y Butters, Salted Butters, Family Butters, Soda, N B C Sodas, Select, Saratoga Flakes, Oyster, Round Oysters, Square Oysters, Faust, Argo, Extra Farina, Sweet Goods, Animals, Assorted Cake, Bagley Gems, Belle Rose, Sugar Water, Butter Thin, Chocolate Drops, Coco Bars, Cocoanut Taffy, Cinnamon Bar, Coffee Cake, N. B. C., Coffee Cake, Iced, Cocoanut Macaroons, Cracknels, Currant Fruit, Chocolate Dainty, Cartwheels, Xie Cookie, Fluted Cocoanut, Frosted Creams, Ginger Gems, Ginger Snaps, N. B. C., Grandma Sandwich, Graham Crackers, Honey Fingers, Iced, Honey Jumbles, Iced Happy Family, Iced Honey Crumpet, Imperials, Indian Belle, Jersey Lunch, Lady Fingers, Lady Fingers, hand md 25).

Table 4: Groceries starting with 'A' through 'Z'. Includes items like Lemon Biscuit Square, Lemon Wafer, Lemon Snaps, Lemon Gems, Lem Yen, Marshmallow, Marshmallow Cream, Marshmallow Walnut, Mary Ann, Malaga, Mich Coco F's'd honey, Milk Biscuit, Mich, Frosted Honey, Mixed Picnic, Molasses Cakes, Selo'd, Moss Jelly Bar, Muskegon Branch, Iced, Newton, Oatmeal Crackers, Orange Slice, Orange Gem, Penny Assorted Cakes, Pilot Bread, Pineapple Honey, Ping Pong, Pretzels, hand made, Pretzeltes, hand m'd, Pretzeltes, mch. m'd, Revere, Rube Sears, Scotch Cookies, Snowdrops, Spiced Sugar Tops, Sugar Cakes, scalloped, Sugar Squares, Sultanas, Spiced Gingers, Urchins, Vienna Crimp, Vanilla Wafer, Waverly, Zanzibar, CREAM TARTAR (Barrels or drums, Boxes, Square cans, Fancy caddies), DRIED FRUITS (Apples, Sundry, Evaporated, California Prunes, 100-125 25lb boxes, 90-100 25lb boxes, 70-80 25lb boxes, 60-70 25lb boxes, 50-60 25lb boxes, 40-50 25lb boxes, 30-40 25lb boxes, Citron), Currants (Imp'd, Imported), Peel (Lemon American, Orange American), Raisins (London Layers, Cluster 5 crown, Loose Muscatels, Loose Muscatels, L. M. Seeded, L. M. Seeded, Sultanas, package), FARINACEOUS GOODS (Beans, Dried Lima, Med. Hd. Pk'd, Brown Holland), Farina (24 lb. packages, Bulk, per 100 lbs.), Hominy (Flake, 50lb sack, Pearl, 200lb sack, Pearl, 100lb sack), Maccaroni and Vermicelli (Domestic, 10lb box, Imported, 25lb box), Pearl Barley (Common, Chester, Empire), Peas (Green, Wisconsin, bu., Green, Scotch, bu., Split, lb.), Rolled Oats (Rolled Avena, Steel Cut, 100lb. sacks, Monarch, 10lb. sacks, Quaker, cases), Sago (Flake, 110lb sacks, East India, German, sacks, German, broken pkg.), Tapioca (Flake, 110lb sacks, Pearl, 130lb sacks, Pearl, 24 lb pkgs.), Wheat (Cracked, bulk, 24 2lb packages, 1/2 to 1 in, 1 1/2 to 2 in, 2 to 2 in, 2 in), Fishing Tackle (No. 1, 10 feet, No. 2, 15 feet, No. 3, 15 feet, No. 4, 15 feet, No. 5, 15 feet, No. 6, 15 feet, No. 7, 15 feet, No. 8, 15 feet, No. 9, 15 feet).

Table 5: Groceries starting with 'A' through 'Z'. Includes items like Linen Lines (Small, Medium, Large), Poles (Bamboo, 14 ft., Bamboo, 16 ft., Bamboo, 18 ft.), FLAVORING EXTRACTS (Foot & Jenks, Coleman's, Van. Lem., 2oz. Panel, 3oz. Taper, No. 4 Rich. Blake), Jennings (Terpeness Lemon, No. 2 D. C. per doz., No. 4 D. C. per doz., No. 6 D. C. per doz., Paper D. C. per doz.), Mexican Vanilla (No. 2 D. C. per doz., No. 4 D. C. per doz., No. 6 D. C. per doz., Paper D. C. per doz.), GELATINE (Knox's Sparkling, doz 1 20, Knox's Sparkling, gro 1 40, Knox's Acidu'd, doz 1 20, Knox's Acidu'd, gro 1 40, Oxford, 75, Plymouth Rock, 1 25, Nelson's, 1 50, Cox's, 2 qt. size, 1 61, Cox's 1 qt. size, 1 10), GRAIN BAGS (Amoskeag, 100 in bale 19, Amoskeag, less than bl 19 1/2), GRAINS AND FLOUR (Wheat, Old, No. 1 White, No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Graham, Buckwheat, Rye, Subject to usual cash discount, Flour in barrels, 25c per barrel additional, Worden Grocer Co's Brand, Quaker, paper, 5 60, Quaker, cloth, 5 80), Spring Wheat Flour (Pillsbury's Best, 1/2s, 6 50, Pillsbury's Best, 1/4s, 6 40, Pillsbury's Best, 1/8s, 6 30, Lemon & Wheeler Co's Brand), Wingold, 1/2s, 6 50, Wingold, 1/4s, 6 40, Wingold, 1/8s, 6 30, Judson Grocer Co's Brand, Ceresota, 1/2s, 6 70, Ceresota, 1/4s, 6 60, Ceresota, 1/8s, 6 50, Worden Grocer Co's Brand, Laurel, 1/2s, cloth, 6 60, Laurel, 1/4s, cloth, 6 50, Laurel, 1/8s & 1/4s paper, 6 40, Laurel, 1/8s, 6 40), Meal (Bolted, 2 90, Golden Granulated, 3 00), Feed and Millstuffs (St. Car Feed screened, 22 00, No. 1 Corn and Oats, 22 00, Corn Meal, coarse, 22 00, Oil Meal, 29 00, Winter wheat bran, 19 00, Winter wheat mid'nge, 22 00, cow feed, 21 00), Car lots (Oats, 33 1/2), Corn (Corn, new, 48, Corn, old, 60), Hay (No. 1 timothy car lots, 10 50, No. 1 timothy ton lots, 12 50), HERBS (Sage, 15, Hops, 15, Laurel Leaves, 15, Senna Leaves, 25), INDIGO (Madras, 5lb boxes, 55, S. F., 2, 3, 5lb boxes, 65), JELLY (5lb pails, per doz, 1 70, 15lb pails, 33, 30lb pails, 65), LICORICE (Pure, 30, Calabria, 23, Sicily, 14, Root, 11), LYE (Condensed, 2 doz, 1 60, Condensed, 4 doz, 3 00), MEAT EXTRACTS (Armour's, 2 oz, 4 45, Armour's, 4 oz, 8 20, Liebig's, Chicago, 2 oz, 2 75, Liebig's, Chicago, 4 oz, 5 50, Liebig's, Imported, 2 oz, 5 55, Liebig's, Imported, 4 oz, 8 50), MOLASSES (New Orleans, Fancy Open Kettle, 40, Choice, 35, Good, 26, Fair, 22), Half barrels 2c extra, MINCE MEAT (Columbia, per case, 2 75).

6

Table with 2 columns: Item Name and Price. Includes categories like MUSTARD, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, DRY SALT MEATS, SAUSAGES, SOUP, and various other goods.

7

Table with 2 columns: Item Name and Price. Includes categories like DELAWARE, SAL SODA, SALT, SALT FISH, SOUPS, SPICES, SEEDS, SHOE BLACKING, SOAP, and various other goods.

8

Table with 2 columns: Item Name and Price. Includes categories like SNOW BOY, TOBACCO, INDIA, and various other goods.

9

Table with 2 columns: Item Name and Price. Includes categories like TOBACCO, PALLS, TOOTHPLICKS, TRAPS, TUBS, WASH BOARDS, WINDOW CLEANERS, WOOD BOWLS, WRAPPING PAPER, YEAST CAKE, FRESH FISH, TWINE, VINEGAR, WICKING, WOODENWARE, OYSTERS, HIDES AND PELTS, and various other goods.

10

Table with 2 columns: Item Name and Price. Includes categories like PALLS, TOOTHPLICKS, TRAPS, TUBS, WASH BOARDS, WINDOW CLEANERS, WOOD BOWLS, WRAPPING PAPER, YEAST CAKE, FRESH FISH, TWINE, VINEGAR, WICKING, WOODENWARE, OYSTERS, HIDES AND PELTS, and various other goods.

11

Table with 2 columns: Item Name and Price. Includes categories like WOOL, CONFECTIONS, and various other goods.

**SPECIAL PRICE CURRENT**

**AXLE GREASE**  
  
 Mica, tin boxes .75 9 00  
 Paragon .55 6 00

**BAKING POWDER**

**JAXON**  
 1/2 lb. cans, 4 doz. case 45  
 1/2 lb. cans, 4 doz. case 85  
 1 lb. cans, 2 doz. case 60

**Royal**  
 10c size. 90  
 1/4 lb cans 135  
 6 oz cans 190  
 1/2 lb cans 250  
 3/4 lb cans 375  
 1 lb cans 480  
 3 lb cans 1300  
 5 lb cans 2150

**BLUING**  
 Arctic 4 oz ovals, p gro 4 00  
 Arctic 8 oz ovals, p gro 6 00  
 Arctic 16 oz ro'd, p gro 9 00

**BREAKFAST FOOD**  
 Walsh-DeRoo So.'s Brands

  
**Sunlight Flakes**  
 Per case .....\$4 00  
**Wheat Grits**  
 Cases, 24 2 lb. pack's. \$2 00

**CIGARS**  
**SCW**  
 G. J. Johnson Cigar Co.'s bd.  
 Less than 500.....\$3 00  
 500 or more.....\$2 00  
 1,000 or more.....\$1 00

**COCOANUT**  
 Baker's Brazil Shredded

  
 70 3/4 lb pkg. per case..2 60  
 85 1/2 lb pkg. per case..2 60  
 88 1/4 lb pkg. per case..2 60  
 16 1/2 lb pkg. per case..2 60

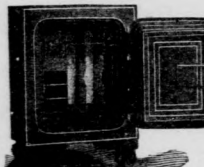
**FRESH MEATS**  
**Beef**  
 Carcass ..... 3 1/2 @ 6 1/2  
 Forequarters... 4 @ 5 1/2  
 Hindquarters... 5 @ 8  
 Loins ..... 7 1/2 @ 12  
 Ribs ..... 7 @ 10  
 Rounds ..... 5 @ 6 1/2  
 Chucks ..... 4 @ 4 3/4  
 Plates ..... @ 3 1/2  
**Pork**  
 Dressed ..... 5 1/4 @ 5 1/4  
 Loins ..... @ 8  
 Boston Butts... @ 6 1/2  
 Shoulders ..... @ 7  
 Leaf Lard ..... @ 7 3/4  
**Mutton**  
 Carcass ..... 5 @ 5 1/2  
 Lambs ..... 6 @ 8  
**Veal**  
 Carcass ..... 5 1/2 @ 8

**Karo**  
**CORN SYRUP**  
 24 10c cans .....1 84  
 12 25c cans .....2 80  
 4 60c cans .....3 80

**COFFEE**  
 Roasted  
 Dwinell-Wright Co.'s Bds  
  
 2 lbs. White House  
 MOCHA AND JAVA  
 DWINELL-WRIGHT CO.  
 BOSTON, MASS.


White House, 1 lb.....  
 White House, 2 lb.....  
 Excelsior, M & J, 1 lb...  
 Excelsior, M & J, 2 lb...  
 1/2 lb Top, M & J, 1 lb...  
 Royal Java .....  
 Royal Java and Mocha...  
 Java and Mocha Blend...  
 Boston Combination.....  
 Distributed by Judson  
 Grocer Co., Grand Rapids;  
 National Grocer Co., De-  
 troit and Jackson; F. Saun-  
 ders & Co., Port Huron;  
 Symons Bros. & Co., Sag-  
 naw; Meisel & Goeschel  
 Bay City; Godsmark, Du-  
 rand & Co., Battle Creek  
 Fielbach Co., Toledo.

  
**CONDENSED MILK**  
 4 doz. in case  
 Gall Borden Eagle.....6 40  
 Crown .....5 90  
 Champion .....4 52  
 Daisy .....4 70  
 Magnolia .....4 00  
 Challenge .....4 40  
 Dime .....3 85  
 Peerless Evap'd Cream 4 00

**SAFES**  
  
 Full line of the celebrated  
 Diebold fire and burglar  
 proof safes kept in stock  
 by the Tradesman Com-  
 pany. Twenty different  
 sizes 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.

**STOCK FOOD.**  
 Superior Stock Food Co.,  
 Ltd.  
 \$ .50 carton, 36 in box.10.80  
 1.00 carton, 18 in box.10.80  
 12 1/2 lb. cloth sacks.. .84  
 25 lb. cloth sacks... 1.65  
 50 lb. cloth sacks... 3.15  
 100 lb. cloth sacks... 6.00  
 Peck measure ..... .90  
 1/2 bu. measure..... 1.80  
 12 1/2 lb. sack Cal meal .39  
 25 lb. sack Cal meal.. .75  
 F. O. B. Plainwel. Mich.

**SOAP**  
 Peaver Soap Co.'s Brands

  
**GRAND PAS**  
**WONDER SOAP.**  
 1 cakes, large size .6 50  
 50 cakes, large size .3 25  
 100 cakes, small size .3 85  
 50 cakes, small size .1 95

**Tradesman 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

Place Your  
 Business  
 on a  
 Cash Basis  
 by using  
 our  
 Coupon Book  
 System.  
 We  
 manufacture  
 four kinds  
 of  
 Coupon Books  
 and  
 sell them  
 all at the  
 same price  
 irrespective of  
 size, shape  
 or  
 denomination.  
 We will  
 be  
 very  
 pleased  
 to  
 send you samples  
 if you ask us.  
 They are  
 free.  
 Tradesman Company  
 Grand Rapids

We sell more 5 and 10 Cent Goods Than Any Other Twenty Wholesale Houses in the Country.

**WHY?**  
 Because our houses are the recognized headquarters for these goods.  
 Because our prices are the lowest.  
 Because our service is the best.  
 Because our goods are always exactly as we tell you they are.  
 Because we carry the largest assortment in this line in the world.  
 Because our assortment is always kept up-to-date and free from stickers.  
 Because we aim to make this one of our chief lines and give to it our best thought and attention.  
 Our current catalogue lists the most complete offerings in this line in the world. We shall be glad to send it to any merchant who will ask for it. Send for Catalogue J.


**BUTLER BROTHERS**  
 Wholesalers of Everything—By Catalogue Only  
 New York Chicago St. Louis

  
 This is a picture of ANDREW B. SPINNEY, M. D., the only Dr. Spinney in this country. He has had forty-eight years experience in the study and practice of medicine, two years Prof. in the medical college, ten years in sanitarium work and he never fails in his diagnosis. He gives special attention to throat and lung diseases in aking some wonderful cures. Also all forms of nervous diseases, epilepsy, St. Vitus dance, paralysis, etc. He never fails to cure piles.  
 There is nothing known that he does not use for private diseases of both sexes, and by his own special methods he cures where others fail. If you would like an opinion of your case and what it will cost to cure you, write out all your symptoms enclosing stamp for your reply.  
 ANDREW B. SPINNEY, M. D.  
 Prop. Reed City Sanitarium, Reed City, Mich.

**Forest City Paint**  
 gives the dealer more profit with less trouble than any other brand of paint.  
 Dealers not carrying paint at the present time or who think of changing should write us.  
 Our PAINT PROPOSITION should be in the hands of every dealer.  
 It's an eye-opener.  
**Forest City Paint & Varnish Co.**  
 Cleveland, Ohio

**A MEAN JOB**  
**Taking Inventory**  
 Send now for description of our Inventory Blanks and removable covers. They will help you.  
**BARLOW BROS., Grand Rapids, Mich.**

We make Calendars which will please your customers. Write for prices and samples.



**Tradesman Company**  
 Grand Rapids  
 Mich.

# BUSINESS-WANTS DEPARTMENT

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

**BUSINESS CHANCES.**

Wanted to buy for cash, good stock general merchandise. Particulars in reply. Address No. 999, care Michigan Tradesman. 999

For Sale—Farm implements stock. Only stock in town of 800. Splendid opportunity for hustler. Invoices \$2,000. Address No. 78, care Michigan Tradesman. 78

Cotton Cloth For Sale—Lot No. 1162, about 500 pounds, open weave, Egyptian color, about 40 inches wide in rolls of about 135 yards or say about 2 3/4 yards per pound. Price 15c per pound, f. o. b. cars here, in bales for shipment. Samples sent upon application. It is a job lot. Who wants it? C. W. Becker, Agt., Address Dept. 45, Amsterdam, N. Y. 81

For Sale—Stock general merchandise, consisting of shelf hardware, boots, shoes and groceries. Will inventory about \$4,000 or less; property consists of double store building, grain elevator, cold storage warehouse with capacity of 15 carloads and seven acres of land; everything in good repair. Specialty of this place is produce dealing. Can be rented or bought. Owing to change in business would like to sell at once or not at all. For particulars address H. & S., Box 16, Brunswick, Mich. 80

Wanted—To buy small wood manufacturing business. Address Lock Box 25, Lowell, Mich. 85

For Rent—At Holland, Mich., brick store in business center at 47 East 8th St. Dimensions, 22x80. Plate glass front. Freight elevator. Will rent with or without second floor. Excellent location for any business. Address C. J. DeRoos, Ottawa and Grand Sts., Lansing, Mich. 928

For Sale—Drug business, established 14 years—good suburban location, reasonable terms to right party. Address P. R., care Michigan Tradesman. 83

For Sale or Rent—Store building with living rooms overhead, including warehouse and barn. Good location for general stock, only two other stores in town, which is situated in center of good farming district. Investigation solicited. Willis Green, Byron Center Mich. 82

For Sale—Whole or part of 93x120 ft. lot on Main street in Holland, Mich. Good location for business. Address E. Heeringa, 359 Central Ave., Holland, 79

For Sale—Drug Stock; soda fountain, complete up-to-date fixtures. Write Box 509, Elk Rapids, Mich. 86

For Sale or Rent—Two-story corner brick building in Iowa town of 3,000, suitable for grocery and feed store. Will sell cheap. Reasons given. Address Dr. E. B. Rogers, Waterloo, Iowa. 65

Drug stock for sale in one of the best towns in Michigan; price \$2,000; will invoice \$3,500. Write or call E. C. Harner, 115 Pipestone, Benton Harbor, Mich. 66

For Sale—Old established dry goods and grocery business in the liveliest town in Michigan. Population 3,000. County seat and rich farming territory. Stock invoices \$8,000, but can be reduced to suit purchaser. Best location in town. Best of reasons for selling. An unusual opportunity to the party who means business. No trades considered. Cash deal only. Address No. 69, care Michigan Tradesman. 69

For Sale or exchange for farm, good meat business in good town, county seat. Also some real estate in same town. Enquire of No. 77, care Michigan Tradesman. 77

For Sale—Grocery and meat market, inventory about \$2,500. Slaughter house, team, harness, wagon, etc. Location in bustling town 1,200 population, in Southern Michigan. Reason for selling, other business. Address No. 74, care Michigan Tradesman. 74

Money Wanted—\$300 to obtain patents on valuable inventions. Will give five for one—that is, will give the first \$1,500 realized from all the patents. Balance to be mine. C. S. Langton, Olney, Ill. 75

For Sale—Stock of groceries, will invoice \$500. Will rent store and fixtures. Good reason given for selling. Address No. 72, care Michigan Tradesman. 72

For Rent—First-class store, easily fitted for any kind of business. Address particulars to M. E. Davey, Imlay City. 52

For Sale—Fresh stock groceries, located in best shop town in Southern Michigan. Good trade location. Other business. Address No. 32, care Michigan Tradesman. 32

For Sale—Farm implement and buggy stock, lots and buildings. No better farming country in Michigan. The only business of the kind here. I will sell for cash or its equivalent. A first-class business chance. Volney St. Ong, Clarksville, Mich. 46

Rare Opportunity—Department store—one of syndicate business, mostly cash—25 years' successful history. Can place two active drygoods men with \$15,000 each in control of this store. Location, "Thrifty City" near New York. Great opportunities for profitable buying. E. S. Stull, with Tefft, Weller Co., 330 Broadway, New York. 44

For Sale—The new Walloon Hotel; located in every respect; located on Walloon Lake, one of the most popular resorts in Northern Michigan; sixty rooms, water works, electric light plant, good trade established. Call or address A. E. Hass, Walloon Lake, Mich. 62

For Sale—Boilers 1 to 125 H. P., tanks all sizes. Address John Crowley, Jackson, Mich. 40

For Sale—A well-located drug store in Grand Rapids. Good trade. Clean stock. Invoice about \$4,000. A bargain. Investigation solicited. Address No. 50, care Michigan Tradesman. 50

Wanted—Fireproof safe. J. E. Hyames, Gobleville, Mich. 49

For Sale—Old established drug, paint, oil, boot and shoe business. Only other drug stock in a town of 850 population, located in the southern portion of Michigan. Good clean stock, located in brick building. Rent reasonable. Will sell cheap. Other business demanding attention, reason for selling. Address No. 48, care Michigan Tradesman. 48

We can sell your property for cash and do it quickly. We have offices in 800 towns and cities. We have thousands of buyers monthly. We sell \$15,000,000 worth of property yearly. We can sell your store, your stock of goods, your mill, your mine, your factory, your farm; in fact, property of any kind, any price, anywhere. We want to do business for you and can convince you that we know our business. Write to-day for our plans. Do it now. If you want to buy any kind of property write us your wants and we will take pleasure in filling them. Address Central Association, LaGrange, Ind. 37

For Sale—A good paying feed business, including corn meal mill. Will sell or lease property. Address Leidy S. Depue, Washington, D. C. 39

For Sale—20 shares of 1st preferred stock of Great Northern Portland Cement Co. stock for \$1,200. Address Lock Box 265 Grand Lodge, Mich. 835

Wanted—To buy stock of general merchandise from \$5,000 to \$25,000 for cash. Address No. 89, care Michigan Tradesman. 89

For Sale—A clean new stock of clothing, shoes and furnishings in a hustling town of 1,300. Two good factories and a prosperous farming country. Trade last year over \$15,000 cash. Stock will invoice about \$9,000. Ill health the cause of selling and must be sold quick. Cash deal. Address No. 161, care Michigan Tradesman. 961

For Sale—Shoe store, all new goods. Location the best. Write or see John Gysie, Columbus, Indiana. 976

Sell your real estate or business for cash. I can get a buyer for you very promptly. My methods are distinctly different and a decided improvement over those of others. It makes no difference where your property is located, send me full description and lowest cash price and I will get cash for you. Write to-day. Established 1881. Bank references. Frank P. Cleveland, 1261 Adams Express Building, Chicago. 899

For Sale—480 acres of cut-over hardwood land, three miles north of Thompsonville. House and barn on premises. Pere Marquette Railroad runs across one corner of land. Very desirable for stock raising or potato growing. Will exchange for stock of merchandise. C. C. Tuxbury, 301 Jefferson St., Grand Rapids. 835

For Sale—Stock of hardware, paints and wall paper, invoicing \$1,500. Town 600 population, surrounded by best farming country in the State. Best of reasons for selling. Address No. 969, care Michigan Tradesman. 969

Cash for your stock—Or we will close out for you at your own place of business, or make sale to reduce your stock. Write for information. C. L. Yost & Co., 577 West Forest Ave., Detroit, Mich. 2

Wanted—To buy clean stock general merchandise. Give full particulars. Address No. 999, care Michigan Tradesman. 999

For Sale—Farm implement business, established fifteen years. First-class location at Grand Rapids, Mich. Will sell or lease four-story and basement brick building. Stock will inventory about \$10,000. Good reason for selling. No trades desired. Address No. 67, care Michigan Tradesman. 67

For Sale—Foundry and cider mill. Everything in running order. First class location. Harrison & Moran, Chelsea, Mich. 945

Wanted—Will pay cash for an established profitable business. Will consider shoe store, stock of general merchandise or manufacturing business. Give full particulars in first letter. Confidential. Address No. 519, care Michigan Tradesman. 519

For Sale For Cash Only—Stock of general merchandise with fixtures. Established ten years. Good country trade. Reason for selling, other business. Don't write unless you mean business. C. F. Hosmer, Mattawan, Mich. 959

For Sale—A 25 horse-power steel horizontal boiler. A 12 horse-power engine with pipe fittings. A blacksmith forge with blower and tools. Shafting, pulleys, belting. All practically new. Original cost over \$1,200. Will sell for \$600. Address B-B Manufacturing Co., 50 Masonic Ten-ple, Davenport, Iowa. 537

**POSITIONS WANTED.**

Wanted—Position as salesman in retail hardware store. Have had ten years experience. Address Box 367, Kalkaska Mich. 466

**HELP WANTED.**

Salesmen Wanted—We want men calling on grocery trade to take orders, as a side line, for Midland Baking Powder, giving large gold fish globe and two full size gold fish with each can as premium. Every grocery buys on sight. We have the best proposition ever offered. Be sure to write for particulars before you lay this paper down. Liberal commission. Midland Mfg. Co., 1210 Adams St., Toledo, Ohio. 84

Man to Travel—References required; salary \$21 per week; expenses advanced. J. S. Zetler & Co., 328 Dearborn St., Chicago, Ill. 65

Wanted—Salesmen to carry our brooms as side line. Good goods at low prices; plenty of styles. Liberal commission. Address Central Broom Co., Jefferson City, Mo. 51

Wanted—Bright, energetic ladies or gentlemen to represent an attractive proposition in fraternal insurance. American Equity Association, Owosso, Mich. 56

Wanted—An experienced salesman in a clothing, hat, cap and furnishing goods store. An American, unmarried, of good address, a good salesman and stock-keeper, who is apt in decoration and window trimming, a bright, genial, active worker. Address, giving references stating salary expected, experience, etc., Hamilton Clothing Co., Traverse City, Mich. 38

**AUCTIONEERS AND TRADERS**

Special and Auction Sale Facts—We sell the stock. We get you every dollar your stock is worth. A record of thirteen years that stands pre-eminent. We do not tell you one thing and do another. Our reputation is at stake, therefore good service. We are instructors of merchandise selling at Jones' College of Auctioneering at Davenport, Iowa, therefore we must be thoroughly competent. Look us up there as well as the hundreds of merchants for whom we have sold. Our free advertising system saves you many a dollar. Write us, we can lift the burden. The A. W. Thomas Auction Co., 477 Wabash ave., Chicago. 30

H. C. Ferry & Co., the hustling auctioneers. Stocks closed out or reduced anywhere in the United States. New methods, original ideas, long experience, hundreds of merchants to refer to. We have never failed to please. Write for terms, particulars and dates, 1414-16 Wabash Ave., Chicago. Reference, Dun's Mercantile Agency. 872

Merchants—Are you desirous of closing out your stock or having a reduction sale? We positively guarantee a profit on all reduction sales and 100 cents on the dollar above expenses on a closing out sale. We can furnish you with references from hundreds of merchants and the largest wholesale houses in the West. Write us to-day for further information. J. H. Hart & Co., 242 Market St., Chicago, Ill. 871

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**MISCELLANEOUS.**

Brother Merchant—Your hands make you a living, but brains make you money. A postal card to Box 353, Crown Point, Ind., brings you brainy news. 26

Wanted—Everyone troubled with Asthma to send 15 cents for a sample bottle of Asthma Remedy. It has never failed to give relief. Address W. S. Widerfelt, Florence, Colorado. 963

To Exchange—80 acre farm 3 1/2 miles southeast of Lowell, 60 acres improved, 5 acres timber and 10 acres orchard land, fair house and good well, convenient to good school, for stock of general merchandise situated in a good town. Real estate is worth about \$2,500. Correspondence solicited. Konkle & Son, Alto, Mich. 501

Want Ads continued on next page

**Modern Money Making Methods**



J. S. TAYLOR



F. M. SMITH

**Absolutely Perfect Satisfaction Guaranteed**

"Merchants" wishing to reduce or close out entirely their stocks, our up-to-date methods of advertising and selling are unequalled. We leave no "odds and ends," it costs you nothing to ascertain this fact; write us at once for particulars and dates. TAYLOR & SMITH, 53 River St., Chicago. "Bank references."

**Cold Facts Served Hot**

with  
**Dignified Design**  
or  
**Catchy Conceit**  
make  
**Advertising Profitable**



**Tradesman Company**  
**ENGRAVERS**  
**GRAND RAPIDS, MICH.**

**Detail Review of the Grain Market.**

The Government Crop Report issued Saturday indicates a seeding of 31,155,000 acres to winter wheat in the fall of 1903. The average condition of the winter wheat growing crop is given as 82.9, taking the Government figures of the past ten years as an average. The condition shown Dec. 1, 1903, was 86.6; Dec. 1, 1902, 99.7; Dec. 1 for the past ten years, 92.1.

The report as usual, seems to have been construed as bearish, at least wheat has sold down from three to four cents per bushel in the past two or three days, that is the December and May options, but we notice July wheat holds firm, having lost only about 1c, and cash grain, especially choice milling red winter, is steady and finds ready market from all directions.

The world's shipments of wheat are reported as about nine and a quarter million bushels as compared with ten and a half million bushels last week and nine and a half million bushels a year ago. General reports of snow through the winter wheat territory have for the time being at least, put a stop to drought and fly damage reports, and the bears seem to have been taking advantage of this condition by pounding the market on every corner.

The receipts of corn are extremely heavy, at the same time the market is holding its own comparatively well. Corn is improving in condition, the weather has been favorable, so that there is very little chance to take on shipments of corn from the West and Southwest at present. There is a good demand for corn from export trade, and it is generally predicted that our exports of corn will run from three to five million bushels per week by the first of January.

There is no material change in the oat market. Options continue steady, fluctuations within a range of one-half cent per bushel for the past ten days. Cash oats are in fairly good demand, receipts at country points are light, although there is plenty of oats back in farmers' hands, and we predict free movement a little later on.

There seems to be a general tendency to bear the bean market. Choice hand-picked stock is selling at a loss of about five cents per bushel for the week. Offerings from country points are liberal. Pickers have all the stock on hand and arriving that can be cared for to advantage.

L. Fred Peabody.

**Want All Raffles Prohibited.**

Saginaw, Dec. 12—If John Bierwaltes and 84 others, butchers and citizens, have their way, there will be no more raffles in Saginaw, according to a petition presented to the Common Council at the last meeting. This is a unique move, but one that seems to have a good deal of strength back of it. The petition itself was very ambiguous. It spoke of raffles which were characterized as an evil and detrimental to the business in which the signers are engaged, and at the same time is a violation of the law.

Just what these "raffles" were the

communication did not state, but it is understood to refer to the Thanksgiving, Christmas and New Year's affairs that come off in a large majority of the saloons and some social organizations in dispensing turkeys, geese, chickens, ducks and pigs by the "keno" scheme. The meat market men claim this hurts the business which should be legitimately in their line. They asked the Council to issue an order demanding that people who are engaged in that kind of business desist at once. In the event of their not doing so, the petitioners demand that they be arrested and dealt with according to law.

**Coat Timber With Sugar.**

While English doctors sugarcoat their pills English lumbermen sugarcoat their timbers. The happy result in the latter instance is stronger, heavier and more enduring woods of all sorts, while the softer woods become more useful and ornamental when worked. Besides this it is possible to put fresh and unseasoned timbers through the process without delay, and after treatment the powellized wood—so christened after one Powell, the inventor of the process—is ready for immediate use, as there is no danger of shrinking or warping. The timber is placed in cages which are wheeled into a boiler, and after this has been closed a solution of beet sugar is pumped in, although apparently an open tank can be utilized. The solution takes the place of the air in the timbers, and is absorbed by the individual fibers. After being taken from the receiver the wood is dried in ovens by artificial heat, the temperature varying with the kind of wood. When subjected to a breaking strain powellized wood recovers itself to a greater extent than untreated wood, and is able, even when broken, to support a greater weight without collapsing. It is also claimed that timber so treated is not subject to "dry rot," and by the addition of some poison it is hoped to make it withstand the termites of tropical countries.

**Editor Misunderstood.**

A Missouri paper wound up a compliment to a young schoolma'am with a good word about "the reputation for teaching she bears." The next day the schoolma'am met the editor and chased him down the street with an umbrella, and at every jump in the road she screamed that she had never taught a she bear in her life.

Sagoia—J. N. Valincourt, of Utica, N. Y., was here recently looking up some bird's-eye maple logs for export shipment. He has an order for four carloads to be shipped to England. Mr. Valincourt is an expert in that line and has sent more than 100 carloads of bird's-eye maple logs from Michigan this year.

The man who is looking for trouble as a rule does not have to go away from home to find it.

Yes, Lavinia, it is poverty that leads most of us to heaven.

**Foolishness of Speculating on Borrowed Money.**

"I once knew a young man in the town where I came from," said a retired merchant the other night, "who believed that he had discovered an infallible way to get rich by stock speculation without taking any serious chances. I was a director of the bank through which he worked his scheme—the bank was in a good-sized town—and consequently I know whereof I speak.

"The young man had been left a legacy of about \$2,000 by some relative and was a bright, go-ahead, likeable fellow. One of his friends was the cashier of the bank that I speak of. The first use the young man made of his little fortune was to invest it in ten shares of good dividend-paying railroad stock that bore a considerable premium. With this stock he went to the cashier in question and got a loan of, say, \$1,200; and with this money, he turned around and bought ten shares of another dividend-paying stock, on which he got another loan, his idea being that, inasmuch as the dividends that these stocks paid would nearly cover the interest on the loans that he made, this would enable him to make a profit on the stocks when their market value rose. In this way he managed to secure loans amounting to some \$10,000 or \$12,000, all on an original capital of about \$2,000.

"For a time he made a little money. When he saw a chance to make a profit in some particular stock that he held he would go to the bank and order it to be sold, the proceeds thereof to be used to pay the loan against which it had been hypothecated. But the day came when business all over the country grew dull, money became 'tight' and banks began to reduce their loans. Our bank was among the rest, and among the first whom it called upon to 'pay up' was our young friend. Stocks, of course, had fallen in value meanwhile, and when he was forced to sell the collateral that the bank held against his loans, their value had shrunk something like 50 per cent., although they were still paying their usual dividends. The result was that his original capital of about \$2,000 'panned out' about half of that sum.

"Now, if he had owned these stocks outright, he would eventually have lost nothing, for after a time the market reacted and they commanded even a far higher price than that which he had bought them at. But while he did not seem to realize the fact, he had practically been speculating on a margin—in other words, on somebody else's capital—and when he was called upon to 'make good,' he was unable to do so. He supposed he had guarded himself against any possibility of loss, but as a matter of fact he had 'bitten off more than he could chew.'

"Now, I am not opposed to reasonable speculation in stocks, cotton, real estate or anything else that has actual value, so long as one has money enough to back up his venture. Nothing is more foolish, how-

ever, than for anybody to speculate wholly or almost wholly on borrowed capital. One never knows when some sudden emergency will leave him high and dry.

"The young man I mentioned," the speaker concluded, "learned a lesson, I think, from this experience. He dropped speculation, went into the manufacturing business and today is a rich man."

**Don't Mark Both Sides.**

The clerk in the express office was just about to toss the package back of the counter when he noticed that it was addressed on both sides. "It's good I saw that. Charles might have been collected twice," he said. "That is funny," remarked the shipper. "I just paid the charges, you know." "Yes," responded the clerk, "and I marked it paid, but the second address might have caused them to collect at the other end. You see I checked it off 'Paid' on one side, but when it reaches the other office it might be that the prepaid mark would be on the bottom. That would bring the other address up, and, seeing no check mark there, the receiving office would mark it 'Collect.' The chances are the package would be handled that side up, without the other address and prepaid mark being discovered, and the party to whom it is addressed would pay the second express charges." "And I thought I was doing something to expedite matters in putting the address on both sides," commented the shipper. "You weren't," said the clerk. "It's all right to address letters on both sides for the convenience of mail clerks, but don't put two addresses on express packages, unless you want to run the risk of paying double."—Philadelphia Record.

**Carpenter Would Be Useful.**

During the inspection of the hospital corps of the Fourth Maryland regiment recently one of the members was asked his occupation.

"I am a carpenter," the man replied.

"Why, what can you do for the corps," enquired the inspector, "as the hospital corps of a regiment is generally composed of pharmacists and medical students?"

"I can make coffins," was the reply, and it was eminently satisfactory.

Cheboygan—W. P. Sterling, of Monroe, one of the heaviest cedar operators in the State, is opening a cedar yard at this place and will ship extensively from this point. He buys cedar at many points along the Mackinaw division of the Michigan Central and Detroit & Mackinac roads.

Many a girl "out on the carpet" would feel more at home "on the shelf."

**BUSINESS CHANCES.**

For Sale—The best corner grocery in Montpelier, Ohio. Established over twenty years. Present owner is engaged in other business and must sell by first of year. Excellent chance for the right man. No agents need answer. Stock and fixtures will invoice about \$2,000. Will sell right to right man. F. Hirsch, Montpelier, Ohio. 87