

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

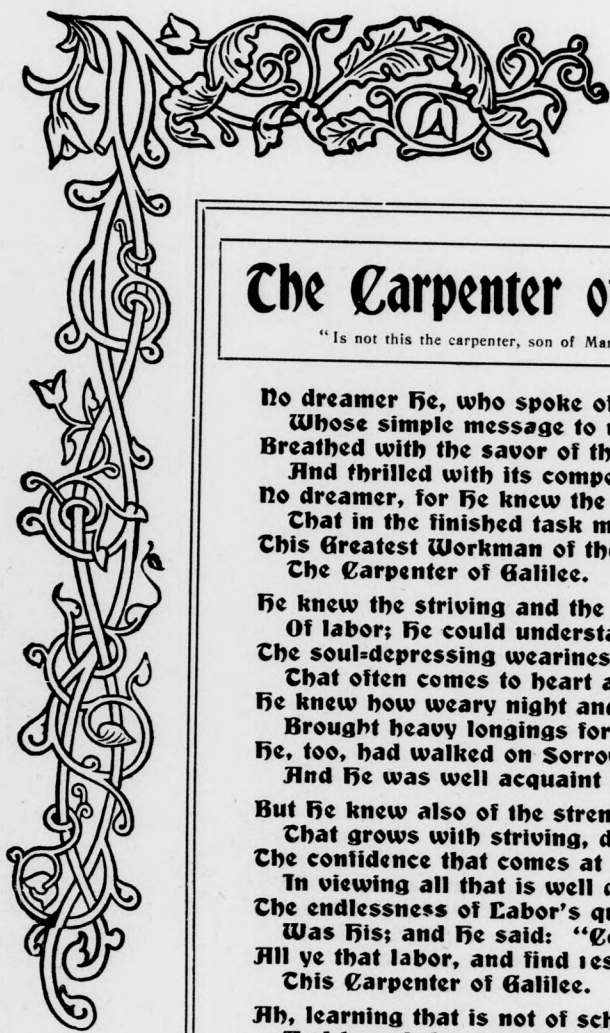
TRADESMAN COMPANY, PUBLISHERS

\$2 PER YEAR

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 19, 1906

Number 1213



The Carpenter of Galilee

"Is not this the carpenter, son of Mary?"—Mark vi, 3.

No dreamer He, who spoke of toil;
Whose simple message to us all
Breathed with the savor of the soil
And thrilled with its compelling call.
No dreamer, for He knew the worth
That in the finished task must be—
This Greatest Workman of the Earth,
The Carpenter of Galilee.

He knew the striving and the stress
Of labor; He could understand
The soul-depressing weariness
That often comes to heart and hand;
He knew how weary night and day
Brought heavy longings for relief—
He, too, had walked on Sorrow's way
And He was well acquaint with Grief.

But He knew also of the strength
That grows with striving, did this One—
The confidence that comes at length
In viewing all that is well done.
The endlessness of Labor's quest
Was His; and He said: "Come unto Me
All ye that labor, and find rest"—
This Carpenter of Galilee.

Ah, learning that is not of schools,
And knowledge that is gathered in
From comradeship of bench and tools!
He knew what battles were to win
In daily toilings; and He knew
The satisfaction and the pride
Of doing best what one may do—
And that is labor glorified.

Perchance He looked from out the door
With prescient eyes and saw the lands
Where all our toil should cease—and more:
He saw the House Not Made with Hands,
The end of all His laborings,
The dwelling that He said should be—
This Man of Great and Common Things,
This Carpenter of Galilee.

Wilbur D. Nesbit.

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Investigate the

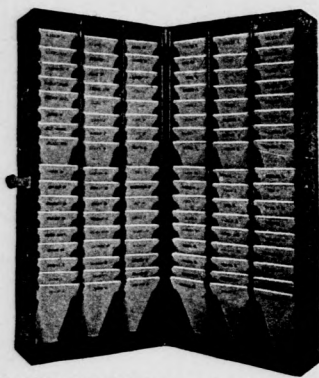
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MICHIGAN TRADESMAN

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 19, 1906

Number 1213

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THE KICKER'S GROUCH.

It is so spontaneous, so satisfying and so easy to know and tell what one knows about the business of others that anyone deserves forgiveness for "butting in" for the benefit of the ones who are doing things incorrectly, in one's own opinion.

Our President has been to Panama and, in a message to Congress has given his deductions and conclusions as to the Panama Canal in a way that carries conviction with them. Yet there will certainly appear now and again emphatic, indignant and plausible contradictions of his showing and, of course, each new Poultney Bigelow that exploits himself will find followers in abundance.

That "they order this matter better in France" is doubtful. In this country the "man with the hammer" goes to the end of his stint when he gets his opinion into the newspapers. Over in France they must parade, shouting and with banners, through the streets. Emotional, theatric and foolhardy, they are not satisfied until the military are in control, and then they retire to put away their red flags and their lawlessness until another occasion—sure to be not far away.

It is quite certain that the verdict to be gained by popular vote in this country upon the French assault upon the Roman church would be against the Frenchmen. The thing has been too sweeping and severe, and beyond question it will not be long before the French nation, realizing the mistake it has made, will assert its nature by rallying to the support of the church, only to find itself in a worse predicament than is the one they are now enjoying. We, in America, believe in an absolute separation of church and state and maintain it decently, fairly and harmoniously. And when a like condition is achieved in France it must be through fair and honest treatment, unmarked by recklessness and dramatic climax and for the good alike of all concerned.

There is a great hue and cry in this country just now over the car

and locomotive famine, and in every city of size may be found willing writers who, knowing nothing of either freight creating or freight handling, are ready with erudite, forceful revelations as to how the condition was brought about and how it may be corrected. "The railway people," says one, "are forcing the famine." Another one charges: "Long before the new freight rate legislation was enacted the railways threatened to show shippers the meaning of inability to get cars to handle their output and now they are making good."

Any fair minded business man who has ability knows that such assertions are silly and unfounded, just as is the allegation made by another writer that "the uproar and outcry as to car shortage is a preconcerted move on the part of shippers to prevent the railways in as bad a light as possible." Such talk is nonsense and serves only to put the "kicker" in the spotlight for a week or two. The brains and the machinery handled by them in the railway ranks and in the national organizations of shippers, respectively, will, in due time, show the absurdity of such claims on the part of men who do not know what they are talking about and who, as a rule, are actuated by personal spite.

Grand Rapids has its little example. We have a Board of Trade which has been dumped into the kicker's bailiwick quite thoroughly of late. Not one of the scolds has brought out any facts, beyond a hot presentation of individual opinion, to back his views. Why do they not go to the records of the Board of Trade for their proofs? If their claims are correct the records of the meetings of the Committees on Transportation, Municipal Affairs, Wholesale Dealers, Retail Dealers, Legislation, Conventions and Industrial matters will bear them out. If those claims are not correct those records will tell them so. It is an easy proposition. Why not look it up?

The fact of the matter is the kicks come from citizens who have no knowledge whatever of the topic they are discussing. They never attend a meeting, never read a report, never offer a suggestion intelligently or fairly and, in many cases, they are actuated solely by some personal grouch. It is not fair and, more than that, it is a miserable exhibition of citizenship.

The Pure Food Board, which has begun operations in Louisville under the provisions of the agricultural appropriation act, wants to know definitely when whiskey and ice cream are pure and when they are not. It is to be hoped that an early decision will be given on these two staple articles of diet.

THE SENATORIAL SITUATION.

A grave responsibility rests on the members of the Michigan Legislature which is soon to convene at Lansing. A United States Senator is to be elected for a period of six years. If brains and public service are to be considered, the position should go to Smith or Townsend. If large business capacity and a delightful personality are the requisites the position should go to Hill. If money in its meanest sense, snobbery, convivial habits and the purchase of votes entitles a man to this distinction the position should go to McMillan. A vote for Smith or a vote for Townsend implies no lack of manhood or sacrifice of independence on the part of the legislator, because neither gentleman has conducted a boodling campaign. The same may be true of Arthur Hill, although the Tradesman has heard of some instances where it would seem that he or his friends were using money in a somewhat reckless manner. A vote for McMillan stamps the man who casts it as a boodler—as a purchasable quantity—whose price may be anywhere from \$2,000 to \$5,000. Perhaps an exception to this sweeping statement should be made in the case of the Wayne county delegation, who may be swayed by local influences or the liberal use of the political club. Under existing conditions William Alden Smith will lead all the other candidates with forty votes. McMillan will have from twenty-five to thirty votes unless his henchmen have succeeded in purchasing some additional votes during the last two weeks that do not yet appear on the surface. Mr. Townsend will have twenty votes and Mr. Hill about eighteen. It will be impossible for Mr. Smith or Mr. Townsend to transfer their votes to another candidate, because they do not own them. They have not bought them, as McMillan has purchased his. Consequently they are powerless to do anything but stand pat. The same type of men who support Smith support Townsend also—men who believe that intelligence, legislative experience, integrity and energy should be considered in a position of this character and that the plethoric pocketbook and the ability to absorb champagne should be relegated to the background.

Because of an action in the Supreme Court in which Syracuse druggists are concerned, a jury will be called upon to determine just what Peruna is. That is a shame. Peruna has been the standing joke of the humorists for many a day and to subject the fluid to chemical analysis is to destroy the sacred mystery of the chief fountain of wit and song.

BEHIND THE SCENES.

Some Inside Information From the State Capital.

Lansing, Dec. 18—A good deal has been said in the papers of late regarding the object of Governor Warner in visiting Washington last week. Most of the correspondents were under the impression that the visit was for the purpose of giving expression to his antagonism to the candidacy of W. C. McMillan and to warn Senator Burrows that he must cease his support of the McMillan machine. As a matter of fact, the real motive of the trip to the Capital was to induce the Treasury Department to reconsider the action of the Internal Revenue Bureau in fining the Coopersville Creamery Co. \$1,720 for shipping butter containing an excess of moisture beyond the legal limit. C. C. Lillie, President of the company, has devoted most of his time for the past six months to the work of securing a revocation of this order, because he fully realizes that he can not consistently continue to occupy an official position in the Dairy and Food Department while he stands convicted of having perpetrated a fraud upon the Government. The unfortunate position in which he is now placed renders it next to impossible for Governor Warner to carry out his present intention of promoting A. C. Bird, now Dairy and Food Commissioner, to that of Railway Commissioner and to promote Mr. Lillie to the position of Dairy and Food Commissioner. The appointment of T. W. Atwood as Railway Commissioner two years ago alienated many of the Governor's best friends, but this act would be a mere bagatelle in comparison with the appointment of a man at the head of the Dairy and Food Department who stands in the position of a violator of a Federal ruling.

It is now very generally known that Mr. Bird has designs on the Michigan Agricultural College. While he was a member of the State Board of Agriculture, some years ago, he was practically forced to resign by reason of certain disclosures which came out during a legislative investigation resulting in the conclusion on the part of some people that he had been a little hasty in settling with the Louds for cutting timber on Agricultural College lands. Mr. Bird felt then and has felt since that he was compelled to leave the Board under a cloud and he now proposes to seek vindication by being elected President of the College. The first step in this direction is to induce Governor Warner to appoint a servile tool of Bird in place of Charles Monroe, of South Haven, who was the first graduate of the Michigan Agricultural College and who has been a member of the State Board of Agriculture for many years. The retirement of Mr. Monroe from the Board would be regarded by many as a public calamity, but this means nothing to Bird, because he will resort to any measure to accomplish his purpose. He insists that he is the man who made "Fred" Warner what he is; that he formulates the Governor's policies, writes his speeches and prepares his addresses, and he in-

sists that he holds a club over the Governor which will enable him to dictate any appointment he sees fit to insist upon. For the sake of decency and good government and the general welfare of the people, it is to be hoped that Mr. Bird overstates his claims on the Governor and that his influence with Mr. Warner is not so great as he would like to have people think.

Another reason why Bird and Lillie are endeavoring to accomplish the defeat of Mr. Monroe is that they both are out for the scalp of Clinton D. Smith, Professor of Agriculture of the Michigan Agricultural College. Mr. Smith is somewhat impulsive by nature and has probably said and done some things which give offense to political schemers and tricksters. He is outspoken in method, honest in thought and sincere in endeavor, but, because he refuses to bow at the shrine of the political demagogue, he has been given to understand that he must walk the plank.

Local Dealers Sure to Make Money.

To a man with a moderate capital who is long on business sense and who has a faculty of making friends, and, above all, has that inherent honesty which seems the most success compelling attribute of the modern commercial life, there is no better opportunity than to start as a retail coal dealer. Especially is this true in the middle west, where all of the new manufacturing interests demand with an insatiable appetite their daily quota of Mother Nature's crop of black diamonds, and where the winters are long enough so that sales of private customers are a big item in the coal man's line.

Pittsburg is the great center of supply for soft coal, which is almost exclusively used as a fuel in the states that border on or are within railroad or water distance of the Smoky City. Every year thousands of barges drift down the muddy current of the Ohio. La Belle Riviere of the pioneer Frenchmen, and find a ready market in the big cities lying on the banks of the stream, or within 100 miles in the interior from some river port, while tens of thousands of coal cars bear the dingy lumps that spell a section's prosperity throughout the entire west.

Scattered all along the Ohio's banks are the elevators and coal yards of the men who are reaping a yearly increasing harvest from the sale of the useful mineral. They are prosperous, and the conditions that govern their success are such that they will yield to others as well as to the pioneers in the industry.

To begin with, a man who has the sum of \$10,000 may be sure that he can make a success from the start in the retail business, while a man with \$1,000 may do the same thing, only upon a humbler scale, but with the hope of doing bigger things as he grows.

As in all other lines of business, the larger the scale upon which the coal selling is carried on the larger the element of saving, and the biggest operators make more money in proportion than their smaller competitors.

At one city that I have in mind there are five big retail dealers. It is a town of 25,000 inhabitants, situated on the banks of the Ohio, and it derives its coal supply from barges brought down from Pittsburg by tugs when the state of the river is favorable.

One of these dealers makes a specialty of shipping coal into the interior; he has customers at a hundred smaller places in the back region, and he could not strictly be classed as a retailer, as most of his business is wholesale, and he deals also in sand and gravel to a large extent, as well as lime and cement.

Another makes his strike through his relations with two of the biggest manufacturing plants of the city; one is a rolling mill, and together they tax his capacity to handle their coal supply.

The other three have a practical monopoly of the retail business of the town, and as they have a working agreement they set the price that the town must pay for its coal and it comes across without a murmur. Once it tried to start a municipal coal yard—but that's quite another story. Sufficient to say that they conduct themselves with such care that they are able to smother all competition in the bud and they keep the price as close as may be without driving the people to extremes.

Scattered throughout the town every drug store and barber shop is an agency for one or other company; in one end of the place is a dealer in wood and kindling material who also has some coal business, but he gets his supplies from one of the three.

The trouble is that no one ever has come along with sufficient nerve to "bust" the combination. There is a splendid field for a hustler, and the man who would break things up would receive a big slice of the city's business for himself.

The man who is intending to start into business on his own lead in a river town needs to be able to buy at least a barge load of coal at a time, and if he can pay cash for it so much the better.

A barge loaded with coal will carry about 14,000 bushels, or 560 tons, reckoning twenty-five bushels to the ton. For this the dealer will have to pay about \$1,260, which will embrace the cost of the coal delivered at the foot of his elevator at his landing.

All of the coal must be reloaded into little cars, each of which carries about thirty-five bushels, and pulled uphill to his yard, where it is stored until sold by the wagon or car load. The coal passers, who handle the coal in loading into the cars, are paid by the car load, and each of the little carriages when filled nets the laborer about 12 cents. He makes in this manner from \$1.75 to \$2 per day, but during last summer, when most of the dealers were stocking up, they found great difficulty in getting adequate help from the fact that the demand for labor was so great.

It is here, in but one instance, that the big dealer has an advantage over the smaller one, for he can afford to

invest \$5,000 in the device known as the coal digger, which will do in a minute the work of an hour and fill one of the little cars from the barge. This machine is built upon a float and is a huge derrick, with crane and a closing shovel, which, when not in use by the owner, can be rented out to other dealers at an average rate of \$35 per day, netting the owner \$15 a day clear profit, and if it could be thus hired out all of a year paying for itself in that time.

Then there is the element of slack to be considered. The coal that was lump when it left Pittsburg will be 10 per cent slack, finer grades, when it reaches its destination, and this will have to be sold for less than cost, so that the dealer must figure upon a price for the remainder that shall bring him into the clear. There also are his organization, teams, drivers, etc., which must be maintained throughout unproductive seasons, and all of these elements must be counted up in the problem of profit and loss for the season.

It can be seen that if the dealer realizes a price of \$1,800 for his loaded barge, he will not be making an extraordinary profit; 8 per cent would cover it, even at the most favorable estimate. But then there is the increase of business with the added economies of handling larger supplies, and it can be seen that the big dealer is making good money at all times.

From humble beginnings the greatest business houses of the country have arisen, and the man who is shoveling coal for John Smith to-day may by saving his money have a greater enterprise of his own within the next ten years. Patience and industry accomplish wonders, even nowadays, in these trust ridden times, and there is a lesson of hope in the stories of success for every ambitious plodder who will heed it.

Robert E. Dundon.

Santa Claus.

I used to watch for Santa Claus
With childish faith sublime,
And listen in the snowy night
To hear his sleigh bell chime.
Beside the door on Christmas Eve
I put a truss of hay
To feed the prancing dancing steeds
That sped him on his way.

I pictured him a jolly man
With beard of frosty white,
And cheeks so fat that when he laughed
They hid his eyes from sight;
A heart that overflowed with love
For little girls and boys,
And on his back a bulging pack,
Brimful of gorgeous toys.

If children of a larger growth
Could have a Christmas tree
From Father Time, one gift alone
Would be enough for me—
Let others take the gems and gold,
And trifles light and vain,
But give me back my old belief
In Santa Claus again!

Feminine Pharmacy.

There is the corner pharmacy,
This litesome lady fingers,
And patent pills and philters true
Are fashioned by her fingers.

Her phiz behind the soda fount
Is often seen in summer,
How sweetly foams the soda fiz
When you receive it from her.

When mixing belladonna drops
With tincture of lobelia,
And putting up prescriptions
She's fairer than Ophelia.

Each poison in its proper place,
Each potion in its chalice,
Her daedel fingers are so deft
They call her digitalis.

MODERN THRESHER

Evolution of One Invented in the Year 1825.

Written for the Tradesman.

"Thou shalt not muzzle the mouth of the ox that treadeth out the corn" was the commandment issued under the Mosaic law many centuries ago, and applied to the primitive method of separating the grain from the straw by the use of oxen.

Strange to say, the custom continued up to the first quarter of the last century. The strike of the flail and the tread of the oxen or horses were the only means used for threshing wheat up to within the memory of the writer of this history of the evolution, when man's ingenuity substituted machinery for the flail and the ox. No such thing as machinery for threshing wheat or any other grain was thought of or invented until about 1825, when the enormous crop of wheat raised in the world and the high price made necessity the incentive to invention. As the acreage of wheat increased from year to year the difficulty in preparing it for market increased, also.

Another stimulus to invention was the prejudice against flour from wheat that had been trodden out by oxen or horses on account of its liability to be unclean, and the miller who could guarantee his flour ground from wheat threshed with that old fashioned club called a flail could command a dollar or more per barrel, in some markets, for it than if trodden out by oxen.

The high price of \$2 per bushel had stimulated production beyond the capacity of labor. Threshers could not be got at any price and I have known farmers to be obliged to hold their crops over unthreshed for want of threshers unless they used their oxen or horses for threshing. A good thresher, in cold weather, could pound out with the flail ten or fifteen bushels a day. A couple of pairs of oxen could tread out twenty-five or thirty bushels in the same time. An ordinary crop of thirty acres of wheat would employ two good men with the flail the entire winter months to prepare it for market. The crops of wheat grown in that fertile Genesee Valley often averaged forty-five or fifty bushels to the acre.

There lived near my grandfather's farm two small farmers, who were also carpenters, by the name of Joe Chase and Sam Redmond. They were quite ingenious and ready to turn their attention to improvements in the simple farm machinery then in use. Chase had already improved the old-fashioned crotched stick that had been the only thing in the shape of a harrow for drilling in grain for centuries. He substituted a square harrow in two sections, hinged together in the middle. These he built and sold to his neighbors at \$10 apiece, but never had them patented. The principle is still in use and the reader of this truthful history of the hinged harrow can see the identical tool on every farm in Michigan. He made one for my grandfather which we all thought was wonderful, it made the seed bed so fine. This success with the improvement of the harrow influenced them to try their hands at

invention on a larger scale and they concluded to try to get up a machine for threshing wheat. They worked at their model all one winter, much to the disgust and derision of some of the neighboring farmers they had been in the habit of threshing for with the flail during the winter months. The model was of large enough capacity to demonstrate its practical working. By the use of a crank sufficient motion could be obtained to shell out small amounts of wheat fed into it by hand and thus prove that it would do good work. As soon as their model was perfected they loaded it on to a wagon and drove to the larger farmers' homes soliciting orders, agreeing to deliver them in time for the coming harvest. The price of the machine set up and operating successfully was \$80, it being stipulated that the farmer should build the shed for the horse power and the scaffold over the end of the barn floor where the machine would have to stand. My grandfather, with whom I lived, was the first farmer to give them an order, and he was so fully impressed with the practical utility of the machines that he paid them the money in advance as an encouragement to perseverance and to purchase material for their manufacture. After taking orders for as many machines as they could deliver in contract time they went to building full-sized machines. In their construction every vital principle involved in this first design for a threshing machine is retained to the present time in all modern threshing machines wherever in the world they are manufactured. The cylinder and concave were identical in construction with those now manufactured, differing only in capacity. The teeth in the cylinder and concave were set in the same way. The band and fly-wheel were the same in miniature as those in use now. Strange to say, this important invention to which agriculture owes so much was never patented by the original inventors, who ought to have been made rich and their names remembered as public benefactors.

The horse power that they planned and constructed to drive the machinery was so wonderful in its crudity that I make an attempt to describe it for the amusement of the mechanical readers of the Tradesman:

First, an octagon shaft of oak of the proper height, with iron gudgeons in the ends, was set up. From the upper end of this shaft from the octagon surfaces 16-foot arms extended horizontally. These arms were supported by braces extending from the foot of the shaft to the middle of the arms above, keeping the arms in a level position and describing a circumference of 96 feet. This circle was hooped by a fellow the same as a wagon wheel and made of pine plank two inches in thickness. Into this fellow were driven irons in the shape of forks, near enough together to prevent the one and a half inch rope that encircled this immense wheel from sagging. This rope, running into the barn, encircled a smaller wheel upon a shaft, connecting by cog wheels, which gave the cylinder its motion. To a sweep or lever in the

shaft of the large wheel the horses were attached, the wheel revolving over the horses' heads.

A more crude or cumbersome piece of machinery could hardly be imagined. With this first threshing machine we could thresh out 5,100 bushels in a day. We used to take the evening for running it through the fanning mill, by the light of two "tallow dips" in tin lanterns suspended over the floor by pitchforks with the handles stuck into the mow on either side.

Modern invention has added many improvements, such as separators, straw carriers, stackers, blowers, baggers, etc., but all are indebted to the genius of these two modest inventors who failed to reap the reward of their labors. From their little stationary device have evolved the ponderous machines that perambulate the country, stopping here and there a day to thresh out a 1,000 or 2,000 bushels of wheat and then passing on.

W. S. H. Welton.

Exercise for Busy Men.

These hints as to how busy men may obtain exercise were given by one of the best known physical instructors in town:

"There are certain things a man may do and be unconsciously exercising all the time," he said. "He may begin this exercising when he dresses in the morning.

"He should, for instance, stand up all the time he is dressing. In that way he unconsciously gets exercise for most of the muscles in his body.

"You may ask how a man may stand up and put on his socks. He doesn't stand up. He has to lean over and it takes a mighty bending down to get them on. But it is just that physical effort that serves as exercise.

"The same exercise may be got out of the process of undressing. Don't sit down during the process. Lean over and take off your shoes and socks and then take the rest of the clothes off without sitting down for a minute.

"This operation, both morning and evening will be of great help to the person who takes no regular exercise. To one who follows it in addition to his regular morning and evening exercise it will be of great use.

"Then there is the exercise of the calves in walking which makes half a block as effective as half a mile. It consists simply in pressing down the feet as one walks until the calf begins to ache from the additional exercise.

"When lifting the feet press down hard with the ball of the foot, which gives the muscles much more work than they would ordinarily have. The man that walks ten blocks this way will feel on the first day as if he had run ten miles, such will be the aching in his calves. That will disappear in a day or two, however, and he will find that the muscles in that part of his legs will rapidly grow larger and harder.

"The aid of walking is much greater than most people realize. Let walking always be brisk. And walk.

Don't jump on a trolley car after the New York habit when you are going only half a mile and have all day to do it.

"The man who rides on a car rides away from health. The plan of running across every street a man comes to is not a bad one.

"Then there is the habit of giving to every act in daily life the greatest physical force possible. A man may sharpen a pencil and get considerable exercise out of it if he puts into that simple act the greatest amount of physical force.

"Let him contract his muscles as if he meant to drag a lawn roller that weighed a ton. Then with his muscles under this tense strain let him use the knife, not, of course, with the force he would use in a job that really took muscle, but as if he were trying to hold back his strength.

"Most men who take exercise after a certain age are troubled about their girth. One good exercise to reduce the abdomen is for a man to lie on his back and slowly lift his legs into the air, or he may lie on the floor and slowly raise himself to a sitting posture. Both forms are good.

"These two exercises belong to the category of regular gymnastics of a kind we are now discussing. An effective way of treating the growing abdomen may be resorted to in the middle of Fifth Avenue.

"This consists in drawing in as closely as possible the abdomen to the backbone and then throwing it in and out as often as he can. Then it should not be allowed to return to its original and natural state, but should continue to be held in close to the body. Under this continued exercise the muscles grow harder and the soft fat disappears.

"These little aids to health will not take the place of regular daily exercise. They may, however, have the effect of helping that on, and they are certainly better than nothing."

The easiest way to fall out of the Christian path is to sit down in it.

POSTUM CEREAL CO., LTD.
Guarantee On Their Products.

We warrant and guarantee that all packages of Postum Cereal, Grape-Nuts and Elijah's Manna hereafter sold by any jobber or retailer, comply with the provisions of the National Pure Food Law, and are not and shall not be adulterated or mis-branded within the meaning of said Act of Congress approved June 30, 1906, and entitled, "An act for preventing the manufacture, sale or transportation of adulterated or mis-branded or poisonous or deleterious foods, drugs, medicines, liquors, and for regulating traffic therein for other purposes."

Postum Cereal Co., Ltd.

C. W. Post, Chairman,
Battle Creek, Mich.

Dec. 12, 1906.

Subscribed and sworn to before me this 15th day of December, 1906.

Benjamin F. Reid,
Notary Public.

My commission expires July 1, 1907.

Our goods are pure, they always have been and always will be, they are not mis-branded. We have always since the beginning of our business, printed a truthful statement on the package of the ingredients contained therein and we stand back of every package.



Movements of Merchants.

Ludington—A notion store has been opened here by Wm. Menninger.

Cheboygan—A new grocery store has been opened by W. H. Coon & Son.

Tustin—R. A. Rainey and E. Harmer will open a bazaar store here Dec. 24.

Port Huron—The capital stock of Wright, Hoyt & Co. has been increased from \$10,000 to \$17,500.

Sault Ste Marie—The capital stock of the Great Lakes Laundry Co. has been increased from \$100,000 to \$125,000.

Holland—W. Bouwsma has sold his grocery stock to L. Schadelee and Harry Reisma. Mr. Bouwsma intends to go on a farm.

Allouez—William Nordstrom has sold his stock of general merchandise to Abrahamson Bros., who will continue the business.

Ludington—H. M. Hallett has sold his stock of groceries to S. Jacobson, who has removed the same to a store on Dowland street.

Pompeii—Dee and James Peet have sold their interest in the furniture business of Peet, Wood & Peet to Clyde Wood, who has taken possession.

Kalkaska—E. Goodwin has sold his undertaking business to Clark Bros., of this place, and is now closing out the furniture business preparatory to retiring from trade.

Monroe—Ed. C. Althaver has erected a store building and installed a new stock of groceries. Mr. Althaver was formerly employed by the Monroe Foundry & Furnace Co.

Ionia—Herman Hacker has purchased the interest of Mr. Batchelor in the grocery firm of Batchelor & Wheaton. The business will be continued under the style of Wheaton & Hacker.

Mikado—The Mikado Mercantile Co. has been incorporated to deal in general merchandise with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Howard City—J. A. & C. E. Mitchell have retired from the hardware business here and are yet undecided as to their future, but they will probably engage in the same line of trade elsewhere.

Vermontville—Allen & Andrews have purchased the grocery and crockery stock and fixtures of Chester M. Ambrose and moved same to their own store to consolidate it with their stock.

Owosso—J. A. Barie will succeed Lewis & Weiss in the meat business on Jan. 1. Mr. Weiss will remain in the store with Mr. Barie, while Mr. Lewis intends to go on the road for a Chicago firm.

Battle Creek—A new brick building, 50x50 feet, is being erected to be occupied by Edward D. Strain, baker and confectioner. New modern ovens and baking utensils will be put in the new bakery.

Charlotte—Kiplinger & Frace have sold their grocery stock to E. J. Hill, who will continue the business. Mr. Kiplinger will resume his old position with Lamb & Spencer, grocers, and Mr. Frace will retire from active business.

Sault Ste. Marie—Thomas McBride and G. W. Baily will open a men's outfitting store about March 1 in the building now occupied by W. F. Ferguson & Co. Mr. Baily has been identified with the Ferguson people for the past eight years.

Newport—A corporation has been formed under the style of the Newport Elevator Co. to conduct a grain elevator business. The company has an authorized capital stock of \$5,000, of which amount \$4,400 has been subscribed, \$3,900 being paid in in cash and \$500 in property.

Fenton—Lewis V. Curry has sold his hardware stock to Henry Adams, formerly of Argentine. Mr. Curry engaged in the grocery business in 1863 on his return from the army. In 1865 he embarked in the drug business and in 1867 opened a hardware store, which he has conducted ever since.

Otsego—In the last issue of the Tradesman it was stated that Chas. E. Pipp had merged his hardware and bazaar business into a stock company. As a matter of fact, only the bazaar business will be conducted by a stock company, the hardware business being continued in the name of Pipp, the same as heretofore.

Ithaca—Dee and James Peet, who have sold their interest in the furniture business of Peet, Wood & Peet, at Pompeii, have moved to this city, where they will engage in the grocery business. They will also dispose of their musical instrument business here and thereby be able to devote their entire time to their new enterprise.

Harrison—A new corporation has been formed for the purpose of conducting a banking business under the style of the State Savings Bank of Harrison. The company has an authorized capital stock of \$20,000. The stockholders are W. Henry Wilson, Ellis G. Hughes, Elmer J. Hughes and F. W. Weatherhead, all of this place.

Manufacturing Matters.

Detroit—The Farrand Organ Co. has changed its name to the Farrand Co.

Detroit—The capital stock of the Gray Motor Co. has been increased from \$12,000 to \$30,000.

Detroit—The Northern Motor Car Co. has increased its capital stock from \$150,000 to \$500,000.

Detroit—The Acme White Lead & Color Works has increased its capital stock from \$750,000 to \$1,250,000.

Sturgis—A one-story brick addition will be added to the building of the Royal Chair Co., which will be used for office purposes.

Bomanville—The shingle mill of the Boman Lumber Co., which has been idle a month, resumed operations Monday with a winter stock of logs to convert into lumber.

Nashville—Len W. Feighner has been appointed custodian of the chat-

tels of the Nashville Cooperage Co. pending the appointment of a receiver or trustee in bankruptcy. The plant and stock will probably be sold.

Cadillac—The Cadillac Veneer Co. is erecting an office building which will be occupied after the advent of the New Year. The company is also providing additional dry kiln capacity. A cement kiln 30x100 feet has been erected.

Detroit—The Hodges Lubricator Co. has been incorporated to manufacture lubricating devices with an authorized capital stock of \$20,000 common and \$30,000 preferred, all of which has been subscribed and paid in in cash.

Whitedale—The Whitedale Lath Company, of Simmons, is putting in a lath mill at this place. The machinery is being furnished by Wicks Bros., of Saginaw. It is the present intention to manufacture about 50,000 per day.

Detroit—A corporation has been formed to manufacture brass goods under the style of the Globe Brass Works. The authorized capital stock of the company is \$70,000, of which amount \$60,000 has been subscribed and paid in in cash.

Cadillac—The Cummer Manufacturing Co.'s plant has been shut down indefinitely. Many orders of the company's products await delivery, but box cars for the shipment of goods can not be secured and the plant was forced to shut down.

Adrian—Charles H. Delano has merged his creamery business into a stock company under the style of the Adrian Produce Co. with an authorized capital stock of \$35,000, of which amount \$25,000 has been subscribed and paid in in cash.

Menominee—The Menominee Commercial Club proposes to organize a \$100,000 stock company to absorb the mill of the Marinette Planing Mill Co., in Marinette, and move it to Menominee. A number of new factories are going up in Menominee.

Detroit—A corporation has been formed under the style of the Miniature Sales Co. to manufacture vending machines with an authorized capital stock of \$100,000, of which amount \$65,000 has been subscribed, \$5,000 being paid in in cash and \$60,000 in property.

Saginaw — Wickes Brothers announce the opening of a branch office at Seattle, Wash., in charge of M. D. Haire. Mr. Haire has been connected with the sales department at Saginaw for some time and is thoroughly familiar with all classes of sawmill machinery.

Saginaw—A corporation has been formed under the style of the Saginaw Semi-Steel & Iron Foundry to manufacture semi-steel and iron. This company has an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$4,500 paid in in cash.

Detroit—The Schwesinger Piano Player Co. has been incorporated to manufacture automatic piano players. The corporation has an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed, \$5,000 being paid in in cash and \$15,000 in property.

Detroit—The Waccamaw Lumber Co. has been incorporated to manufacture forest products with an authorized capital stock of \$1,000,000, of which amount \$930,000 has been subscribed and paid in in cash. The operations of the company are to be carried on in Carolina.

Sebawaing—The Sebawaing Lumber & Manufacturing Co. is erecting an addition to its plant 32x50 feet and two stories high. This will make the main building 114x50 and materially increase its capacity. The company receives considerable lumber by boat from the Lake Huron shore.

Saginaw—The E. A. Robertson Shirt Waist Co. is about to equip its plant with electric motors to replace steam power. The company also will install two big suction fans in the work rooms to provide forced ventilation. The plant now employs about 150 hands, but expects to increase its force shortly to 200.

South Forest—Deane & Pinkerton have bought an interest in the Denton sawmill and the new outfit will be known as the Pinkerton Lumber Co. The sawmill is to be thoroughly overhauled and a shingle and lath mill added to the equipment. An office building, store and other buildings will be erected. Camps have been established and a stock of logs will be put in.

Saginaw—The local plant of the Mershon-Morley Co., manufacturer of portable houses, has been materially enlarged during the year and its capacity greatly increased. The company is now making larger houses than formerly, six-room houses being produced. The demand now is sharp for a knock-down type of house for permanent use in the location where it is erected. The buildings put up by the company range from one room to six-room structures with double walls and double roof. These buildings are shipped all over the world and are wanted particularly for hunting houses and summer resort houses in the temperate zones and for permanent occupation in the warm latitudes. The company has a large trade in South America.

Voluntarily Returned Bonus Money.

Mt. Pleasant, Dec. 18—Some few months ago Gorham Bros. decided to enlarge their plant at this place, or at some other place, and made the city a proposition. They offered to build certain additions and enlarge their factory for a bonus of \$10,000, which was readily accepted by the citizens and the money was raised and turned over to the company.

For reasons which they do not publish the firm has reconsidered its plans, but to be honest with the citizens of the city, has returned the \$10,000. An effort is being made to have the money left for the purpose of offering inducements to other enterprises, but it is likely that it will be returned to the donors.

H. S. North has engaged in the grocery business at 930 Wealthy avenue. The stock was furnished by the Worden Grocer Co.

O. C. Hayden has opened a grocery store on Wealthy avenue. The Worden Grocer Co. furnished the stock.



The Produce Market.

Apples—Spys, \$3; Wagners, \$3; Baldwins, \$2.50; Greenings, \$2.50; Tallman Sweets, \$2.25; Kings, \$3. Prices are unchanged. There is rather an easy tone to the market. Supply is good and some apples are coming in daily.

Bagas—\$1.35 per bbl.

Beets—\$1.50 per bbl.

Butter—The market is very active at an advance of $\frac{1}{2}$ c on creamery. This applies to all grades. As stated, the demand is extremely active, but especially so for fancy butter. The present consumptive demand for butter is heavy, and stocks are gradually decreasing. The market is very healthy, and the large demand continues higher prices may be expected. The quality of the current receipts is good for the season. Creamery ranges from $31\frac{1}{2}$ c for No. 1 to $32\frac{1}{2}$ c for extras; dairy grades fetch 25c for No. 1 and 18c for packing stock; renovated, 25c.

Cabbage—50c per doz.

Celery—20c per bunch for medium and 25c per bunch for Jumbo.

Cheese—The market is very firm at the recent advance. The consumption is very small, as is usual at this season, and stocks are light and in very strong hands. The market is likely to remain firm for a couple of weeks, after which there may or may not come a slight advance. The factories have nearly all closed.

Chestnuts—12c per lb. for N. Y.

Cocoanuts—\$4 per bag of about 90.

Cranberries—Wisconsins are steady at \$9 per bbl. Late Howes from Cape Cod are without change at \$9.50 per bbl.

Eggs—New-laid eggs have declined during the past week owing to the increased lay, which usually shows itself at this season of the year. There is no change in the price of storage eggs, as they were already selling at a very low price, as compared with fresh. Stocks in storage are decreasing very fast and unless we have a larger supply of fresh eggs than is usual at this season storage eggs will probably get no cheaper. Fresh eggs, however, seem likely to decline further. Fresh fetch 27c for case count and 29c for candled. Cold storage, 24@25c.

Grapes—Malagas command \$5@6 per keg.

Grape Fruit—Florida commands \$3.75 for either 54s or 64s.

Honey—15@16c per lb. for white clover.

Lemons—Californias are weak at \$4.50 and Messinas are in small demand at \$4.25.

Lettuce—15c per lb. for hot house.

Onions—Home grown, 65c per bu.; Spanish, \$1.60 per 40 lb. crate.

Oranges—Floridas are steady at \$3.25 and California Navels range around \$3.50 for choice and \$3.75 for fancy. There is rather a scarcity of desirable sizes in California oranges, the larger and the smaller sizes not being in such demand. There is con-

siderable shrinkage in the Florida oranges, many of which are coming a little soft. Choice fruit, sound and ripe and of good color, is very good sale and steady and there will be a good trade between now and the holidays.

Parsley—40c per doz. bunches.

Potatoes—35@40c per bu.

Squash—Hubbard, $1\frac{1}{2}$ c per lb.

Sweet Potatoes—\$3.25 per bbl. for Jerseys.

The Grain Market.

Wheat has made only a slight gain during the week, the May option selling at $78\frac{1}{2}$ @ $78\frac{3}{8}$ c, or a fraction of a cent above the lowest point since one week ago. Receipts of wheat generally have been fair and the visible supply shows an increase for the week of 3,031,000 bushels, making the present visible supply at 43,245,000 bushels, as compared with 38,835,000 bushels at the same time last year. The news was generally bullish, both foreign and domestic, but there seems to be a heavy undertone to the market, and prices do not respond readily.

The corn movement has been quite free during the week, the visible showing an increase of 931,000 bushels. The demand for shipment to interior points has been quite brisk. Prices have made a slight advance all along the line. The cash market for December is about $\frac{1}{8}$ @ $\frac{1}{4}$ c up, the same with May, while July is $\frac{1}{4}$ @ $\frac{3}{8}$ c higher.

Oats have made a slight advance during the week. The movement is still comparatively light and prices are about $\frac{1}{4}$ c higher for the cash grain. The visible supply showed a decrease for the week of 288,000 bushels. Country roads are now getting in good condition again and we look for free receipts the next ten days.

Millstuffs are still strong locally, but there is an indication of a weakening in prices from the West. Some mills are getting anxious for orders and cutting prices to some little extent.

Ground feeds are moving fairly freely, with prices ranging from \$17@18 per ton for meal and feed. Buckwheat bran is quoted at \$16 per ton, and considering the fact that the buckwheat bran and middlings are generally run together, this makes the cheapest feed on the market today.

L. Fred Peabody.

E. W. Smith has purchased a grocery stock of the Worden Grocer Co. and will open a store in Sparta on Dec. 22. He will add a line of dry goods sundries later. Mr. Smith was engaged in the grocery business at Kent City and Northville several years ago, but for the past eight years has been dealing in grain, having been associated with the Grant Elevator Co. for the past two years.

A Port Huron correspondent writes: William J. MacDonald has resigned his position as traveling salesman for the Oppenheimer Cigar Co., of Saginaw.

S. J. Skaff, of Lakeview, has put in a stock of shoes, the Hirth-Krause Co. furnishing the entire stock.

The Grocery Market.

Sugar—Raws have softened during the week, due to the pressure to sell and the fairly ample supply. The refined market is quiet and steady, although lower prices are looked for after the first of the year. The market might decline before that if the time were not so short. The consumptive demand for refined sugar is small.

Tea—The holiday demand has diverted the attention of the trade to other things, and this has curtailed the demand for tea to everyday wants. Prices are unchanged and steady.

Coffee—The stocks of coffee in New York are in the hands of very strong houses, who appear very confident that the requirements of the future must enhance the value of the merchandise. No other staple is selling so unfavorably to the producer, and government measures to correct the evil are in line with modern progress. To buy coffee now, to stock up against the days of short supplies, is not only a safe proposition—it seems assured of excellent results.

Canned Goods—When the bankers' committee, which last spring took over the unsold balance of the tomato syndicate's holdings, agreed upon an extension of time to give those speculative operators a further chance to make good, several of the banks interested declined to subscribe to the agreement. These banks evidently considered the time propitious for realizing on their holdings and at the end of last week turned sellers. They disposed, all told, of some 75,000 cases, which is said to have exhausted their holdings. According to usually well informed authorities it is now a difficult matter to find full standard 3-lb. tomatoes of 1906 packing in any quantity even at full quoted prices. Peas are scarce and firm, but at the comparatively high prices demanded buyers take hold sparingly. Comparatively little interest was shown in corn. Gallon rhubarb is closely cleaned up and the market is strong at the advance. In fruits no new features are presented. There is little or nothing offered in California or southern packing, by first hands, and jobbers have scarcely enough for their own requirements. Singapore pineapple, which is about the cheapest article in canned fruits, is quiet at present, but importers look for a large business during the coming spring season. There is a fair demand for red Alaska salmon at this time of the year, though only small lots seem to be wanted. The announcement of the advance of 10c a case on quarter oil, and 20c on three-quarter mustards, to take effect January 2, next, has caused an increased demand for domestic sardines.

Dried Fruits—About the only article in the general list of dried fruits other than raisins that is moving at present is prunes and the demand for that fruit seems to be confined to the large sizes. Available spot stocks were never so small at this season, and where anything is to be had it commands a stiff premium over present f. o. b. coast quotations. Offerings of large sizes for shipment from

the coast are small, and there are said to be only one or two sellers in a position to fill carload orders for straight 30s or 40s. These are able, therefore, to get their own prices. In raisins the bulk of the current business is being done by jobbers, who are now fairly well supplied with seeded and layer fruit, and are giving little, if any, attention to probable future requirements. Both cleaned and uncleaned currants on the spot are reported to be in very good demand. At present the market is firm. Figs are unsettled and easy, as a result of the pressure to sell inferior stock. Dates are quiet and unchanged.

Molasses—The New Orleans market is strong and excited. The buying on the part of the large manufacturing consumers continues and all goods of a desirable nature are taken up as soon as offered and at high prices. Owing to the position of New Orleans and on account of very limited stocks and increased inquiry, quotations on foreign molasses have been advanced.

Fish—Cod, hake and haddock are also very firm, the current catch being much below normal. Salmon are steady and in light demand. The outlook for red Alaska salmon is strong. The 1906 pack was 1,000,000 cases short and the demand has been so large that the carry over from 1905 has been partly absorbed. It seems likely that the 1907 prices on salmon will be higher than 1906. All grades of mackerel are firm and unchanged. Norways, Irish and Shores are all on a strong basis, due to scarcity, but the demand is light. Nobody thinks much of mackerel at this season. Domestic sardines are firm and the packers have announced that an advance will take place on January 2. The short pack is the cause. Foreign sardines are unchanged, scarce and firm.

Provisions—Trade is dull, as is usual for the season, but the price of hogs continues high, and the opinion of the largest packers is that hams are as cheap now as they will get during the winter. Another opinion is expressed, however, that inasmuch as the price is so much above normal, a decline will come later. Pure lard is unchanged. Compound is very scarce, owing to the short crop of cotton oil, which is its main ingredient. The price, however, remains unchanged for the week. Dried beef, barrel pork and canned meats are all dull and unchanged.

Friar Halladay, Wm. J. Breen, W. B. Miller, Edwin Owen and others who own about 10,000 acres of hardwood timber lands in Gogebic county, Wisconsin, have merged the copartnership into a stock company under the style of the H-M-O Lumber Co., with an authorized capital stock of \$300,000, all of which has been subscribed and \$200,000 paid in in property.

Petoskey Independent: F. L. Cornell, formerly with the Armour Packing Co., of Chicago, has taken a position as representative of the Petoskey Grocery Co., F. L. Davenport taking his place with the Chicago company.

STORIES OF HUMAN NATURE.

Province of the Wise Mother-in-Law.

Written for the Tradesman.

This woman had three sons and four daughters. When they had grown up one by one the daughters married husbands and likewise the sons took unto themselves wives. When all had left the parental roof-tree this woman thought to herself, "I am now very much of a mother-in-law. I have gone into the business on a large scale. How can I make a success of it?" Many of her friends and kinswomen had failed dismally in this capacity, so she pondered the subject long and earnestly. Few mothers-in-law ever do this.

She determined not to live with her children, but to keep her own home. "Doubtless I am a very good thing," she observed to herself, "but there is a chance of their getting too much of me." So she made short visits and each time went away while they seemed to want her to stay longer.

Further she bethought herself, "I have lived a good while and learned quite a lot, but all that has not done me any real good. I have had to learn for myself. Wisdom is a precious oil distilled from experience, but it is only one's own experience that yields it. Nor can one person, however much he may have of it, give one drop of this oil to another. Therefore I will be sparing of advice and instruction."

This woman knew that her children were far from perfect. She saw that every one of them had serious failings. This shows what an uncommonly keen mind she had. She resolved not to expect perfection in their partners and helpmeets. "How unfortunate it would be," she observed, "if angels were to be yoked to so frail and erring creatures as I know my offspring to be." In all this she differed widely from most mothers-in-law.

An illustration will show how fully she carried out her resolutions: While she was visiting at the home of her daughter Belle her son-in-law Archie asked "Mother" to go on a drive with him. The horse was one just purchased and was a very spirited animal, while Archie's driving was something to make the bravest tremble. At one time she thought they would run into a street car, while a few blocks farther on they narrowly escaped plunging over an embankment. This remarkable woman made no suggestions to the redoubtable Archie, whose every tone and movement seemed to put the horse in a worse humor. She saw that her son-in-law was one of the persons who know nothing about horses and who are incapable of learning anything about them. She did not snatch at the lines nor demand to be let out nor scream Whoa! She preserved a calm demeanor and thought to herself, "Inasmuch as I have always professed strong faith in the wisdom and goodness of an overruling Providence, now is a time to test the genuineness of my religion. Can I face possible, even probable, death with fortitude?" When the ride was over she thanked Archie for tak-

ing her out on such a beautiful day and spoke to her daughter of his thoughtfulness for her pleasure.

She went home in a few days and soon received a letter from Belle saying that Archie had been thrown out of the buggy while driving the horse and although not badly hurt he had decided to dispose of the beast and had already done so. It was a good deal of bother to take care of a horse anyway and she guessed they wouldn't keep one any more.

The mother-in-law had known when she was there that the only thing to do was to get rid of that horse, but now she rejoiced that she had not advised it. They had learned their lesson in a better way.

Long experience had made this woman an adept in the management of children. Had she cared to do so she could have set up as an authority on their diet and ailments. But she gave her counsel only when it was earnestly sought after. She observed carefully but silently the ways of both her daughters and her daughters-in-law and made up her mind that if any of her grandchildren lived to grow up it would be because they had constitutions so rugged that they could withstand any and all violations of hygienic laws—in other words, that only those would survive whom mismanagement could not kill; so what was the use of annoying the young mothers with unwelcome suggestions?

Years passed on and this woman became old and gray hairs began to streak the heads of her sons and of their wives and of her daughters and of their husbands. And oftentimes some one of them would be wounded in the conflict of life and would go up home to the good old mother for healing and sympathy. And shortly he or she would come back strengthened for the struggle. By their coming to her in this way the mother knew that they were all fighting the battles of life bravely, and she was well satisfied.

Finally, this wise woman died and her daughters-in-law wept with her daughters and her sons-in-law vied with her sons in doing her reverence.

Shortly after she left them they were trying to think of something suitable to have inscribed on her headstone. On father's stone they had placed, "An honest man's the noblest work of God," because father was always a very square man in his deals; and now they wanted to find some equally appropriate epitaph for her. The monument man awaited their decision. Now this man had a habit of condensing much into little, resulting from his long years of inscription cutting. He also had a sense of humor or not so directly available in his business. Accordingly he thought of many epitaphs that never got carved in granite or marble. He had known this woman well, and while he waited this sentence kept running through his mind: "She was a great mother-in-law. She did not butt in."

Quillo.

Many a bachelor lives to bless the fellow who marries the girl he was in love with.

BUSINESS IS BUSINESS.

Back Hand Slap in the Face of Civilization.

"Tyrant" and its derivatives are words carrying with them more distasteful significance to the spirit of this country than almost any other word in the English language. This in the sense of political autocracy. Yet everywhere and every day the monstrous tyrannies of the social and commercial life of the nation are aggregating totals which would put to shame the petty dictations of the world's greatest autocrat.

Not long ago I received a call from a business acquaintance whose deepest family pride is in the fact that he is of New England ancestry and that his forbears on both sides of his house died as soldiers of the revolution. Sudden illness in the family of one of this man's friends had called that friend 1,500 miles from home, perhaps for a period of several weeks. My caller had come to see me to announce that his friend had chosen him to occupy that friend's position at the head of an institution on salary.

"I just want to show them over there how that institution might be run," my caller confided to me as a prelude to a few questions which he wanted me to answer in making that "ambition" more easily realized.

Can one conceive of a pettier tyranny with greater possibilities under more tyrannous circumstances? A life and death emergency had called the friend from a salaried position upon which he and his family were dependent. With the greatest regard for the welfare of his employers this troubled one had called in a friend whom he regarded as best fitted of his acquaintances to carry on his work. As the first move in his tyrannous chance position this friend was planning a cold, calculating move that would discredit the unfortunate one! An autocratic ruler, moving an invading army upon another nation in a time of famine and pestilence, might expect the united world of civilization to rise in protest against his invasion—and yet in spirit this autocrat would not be half the treacherous offender which my caller confessed himself to me.

"Business is business," tritely accepted as is the phrase, is a solecism in the life of a nation which founded itself in protest against tyranny. Study the phraseology as you will, it has nothing of apology or explanation in it. "Business is business" is the bald challenge that in business only private methods may be expected, and as the world knows the phrase and its usage it will recall that it finds expression most often when the victim of these methods is down and when out of his helplessness he is disposed to question the methods which defeated him.

There is not a breath's pause anywhere in the working day in which an iron tyranny is not ruling with mailed hand in all the affairs of men.

"Buy—buy!—and make your own price for he has to sell!"

"Pay no more salary than this; he is worth more, but I know his circumstances and he will be forced to come to your terms!"

"He is a shrewd business man, but there is one loophole in his position and I have found it!"

"There is a technical point of law against our position in this matter, but I can show you a way around it!"

Does any one dispute that these are everyday suggestions in the business world which command their price in the market? Shall he doubt that the same principle applies in the social and community world also? In even the social aspirations of men that warfare that becomes necessary to success may become a business out of which the struggler for preferment may raise that black flag of "Business is business."

There is no cowardice in the world quite so abject and despicable as that cowardice which refuses to accept the truth because that truth is distasteful. Yet there are millions to-day whose words, actions and life are in show of dispute of these conditions. It is through these passive myriads, too, that the activities of the predatory black flag are made possible. "Business is business" as a slogan of war does not mean so much when confronted with active resistance; it gets its cumulative force from these millions who in apathy are refusing to exact of the victors the social penalties which in justice these successful methods should have earned.

"Nothing succeeds like success" has passed unchallenged into a social aphorism. The phraseology itself is a back hand slap in the face of civilization. That the statement stands unchallenged is the social acceptance of its truth. Its acceptance is the acceptance of a slap in a hypocritical face. Yet if one man above all others has a hearing to-day in public places it is the reformer—the man who looks for applause for his social remedies when his audience has come in only for the moment from graceful recognition of the forces against which he is waging wordy war.

"I'd like for you to meet my friend, Mr. Jones," says the mutual acquaintance outside, and Mr. Smith already has stretched out a limp hand.

"Mr. Jones," adds the mutual friend, "is President of the Octopus Corporation, Limited," and at the words Smith's face lights up with admiring interest and the stiffening muscles in his limp hand become in a moment a volume of commendation of Mr. Jones and the Octopus Corporation's methods.

When you, reader, never by word or thought or act have displayed this suddenly awakened interest in a worldly success which has been attained without regard to the rights and privileges of others in a period of profound peace, you may count yourself one single unit of reform in an age of tyranny.

John A. Howland.

The Mother Tongue.

Language is called the "mother tongue,"
And this is why, I trow,
Poor father doesn't get a chance
To use it much, you know.

When some people drop a hint it sounds like a ton of coal going down the chute.

Live Notes from a Live Town.

Lansing, Dec. 18—The Lansing Business Men's Association has just announced the addition of another factory to the list of recent industrial acquisitions of the city. The Hayes Manufacturing Co., of Detroit, making automobile and carriage auxiliaries, has engaged quarters in the former Olde gasoleneplant on River street, and will begin operations in a week or two with twelve or fifteen men at the start.

Claude E. Cady, a prominent member of the local and State Retail Grocers' Association, who some time ago disposed of his business here and contemplated locating in Grand Rapids, recently purchased the meat market and grocery of F. G. Rouser and took possession this week.

Edmond L. Saxton, of this city, has been granted a patent on tape compasses.

L. E. Stowe, of Howell, has taken charge of the commercial work of the law firm of Thomas, Cummins & Nichols, succeeding Walter S. Foster, who assumes the duties of Prosecuting Attorney Jan. 1.

Architect E. A. Bowdof this city, has been chosen to make the designs for the new \$30,000 building which the Odd Fellows are to erect at Jackson at the Odd Fellows' Home.

The Detroit Cash & Credit Co., dealing in children's clothing, which has several stores throughout the country, has leased commodious quarters in the new Bird building on Michigan avenue, West.

R. M. Owen & Co., sales agents for the Reo Motor Car Co., whose Michigan headquarters are in Lansing, recently filed articles of association with the Secretary of State. The corporation is capitalized at \$100,000 under the laws of New York.

County Clerk Geo. W. Jewett, when he retires from office on Jan. 1, will become associated with the Capital National Bank of this city.

Judson A. Parsons, for the past few years manager of the Excelsior Clothing Co., has been appointed deputy county clerk, to take effect Jan. 1.

The Capital National Bank, which was chartered in March and began business in May of this year, has enjoyed a steady growth and the officials are highly pleased with it.

The annual ball given by Post A, Michigan Knights of the Grip, occurred Saturday evening in Maccabee hall and nearly sixty couples took part in one of the most enjoyable affairs even given by the local travelers. The gentlemen had charge of the decorations, while their ladies put up a bountiful Bohemian supper. The feature, so it is reported, was the cake walking of Jim Hammell and Mrs. Fred Seibly. During the evening the retiring Secretary of the local Post, E. R. Havens, was presented with a beautiful traveling bag as a token of esteem in which his brothers hold him. Albert J. Patton was elected to fill the vacancy.

Officials of the Lake Shore & Michigan Southern Railway have been in the city during the past few days looking over the tract of land in the southeastern part of the city which J. W. Potter agrees to give

for manufacturing sites, providing the city and Business Men's Association will give some of the necessary rights of way for sidetracks of the four railroads running into the city. The officials also discussed the advisability of running their passenger trains into the union depot, but gave out nothing for publication while in the city.

The Police and Fire Commission is considering the erection of another sub-fire station in the southern part of the city.

The grocers of this city are undecided whether to give a pure food show next year or not. Sentiment among them is divided as to repeating the exhibition given last year. Some of the grocers claim the show resulted in their being stocked up with an unnecessary number of health foods, more than carried before.

With the many alterations and additional story practically completed and the elevator service started, the new City National Bank building becomes recognized as one of the finest business blocks in the city. A tile floor has been laid in the elevator lobby on the Michigan avenue entrance and the elevator which has been installed renders excellent service. The woodwork throughout is of oak, highly paneled at the entrance, and used in the stairways on all the four floors. Plenty of light is obtainable and two vaults are on each floor. The marble wainscoting and some of the mahogany furniture for the bank have been placed in position.

The Common Council took steps at its meeting last week to require the Commonwealth Power Co. to submit to a franchise for the conducting of its business in the city. The company contends its poles are placed on private right of way, but the Council asserts this does not operate to relieve the company from submitting to a franchise. A tax on its earnings within the city and a regulation of the placing of the poles will probably be the things demanded in a franchise in return for the company's privileges in the streets.

The telephone question is still demanding considerable attention from the various business men of the city and meetings have been held to protest against the raise in rates as given out by the Michigan Telephone Co., taking effect Jan. 1. The dentists and laundrymen have taken up the matter in connection with the grocers and butchers, but at this writing nothing can be made out of the situation. Manager Scott, of the Michigan company, declines to answer whether or not the telephones would be removed from the places of business who refused to pay the advanced rate.

The newly organized Michigan Screw Works will begin work tomorrow with about twenty men, but this force will be increased shortly. Although the company was organized only about two months ago, it was able to begin operations quickly by renting a factory. Its first orders for screws and bolts are from Lansing factories.

The Atlas Drop Forge Co. has just placed an order for \$16,000 worth of

machinery for its new plant to be erected in this city. There are few drop forging plants in the United States, and none nearer than Pittsburgh. Several 40-ton hammers have been purchased by the company. The plant will be one of the finest in the country.

The Commonwealth Power Co. is erecting steel towers to support its high tension wires in this locality. The company is now furnishing power for the Lansing street railways and interurban lines out of this city. It is also endeavoring to secure contracts to supply power to this city's factories. The company has large dams at Ceresco and at Lyons.

Geo. A. Toolan.

Big Hat Was Barrier To Success.

I had recommendations from two Omaha firms—one for six years' service as junior clerk and the other for two years' work as general book-keeper.

I arrived in Chicago with \$70 and put it in a savings bank minus a \$10 bill for immediate expenses. What with theaters, tempting lake excursions, amusement parks and other things to lure the youth weary from search of congenial work, I saw that the money was safer out of my pocket. I specify the work I sought as "congenial," because that was the variety I wanted. For a person who simply would have to take the first and not the best thing there was plenty of it. I took my time. I like to stay in one place and rise.

My first call was at the city sales-rooms of an Ohio scale firm. I put on my best suit of clothes before leaving my room on the North Side and wore my Western hat, a sombrero shaped soft hat with four dents in the crown, the smartest thing at Omaha. The hat is the feature of this story, hence the elaborate description.

I entered the office of the manager. He gazed at my hat and then at the door.

"Leave your name somewhere in the outer office," he said; "we may send for you some day."

It was a hot day, but still the chilly creep down my back could not be styled refreshing. In fact, it made me hot. I felt as if somebody had insulted my mother.

I tried the second place. The manager of the firm, a picture enlarging concern, greeted me with a remark about the weather and asked me to sit down. He spat and swore during his conversation and told me I could go to work the next day, but explained several tricks of his trade which evidently were criminal when it came to a close analysis. I saw no future in that sort of occupation and this was my time to back out.

In the third place, an agency for an instrument for the use of the deaf, I was ushered into the elegantly furnished sanctum of the manager.

He gazed at me again. I was not certain whether he looked at my eyebrows, my forehead, or higher up.

"Excuse me," he said, "may I ask you to remove that hat?"

Confused, I took it off.

The manager rose.

"What size hat do you wear?" he said.

"Seven and an eighth," I said.

"Same as I do," he smiled. Then he went across the room and took his own hat from a locker.

"Try this one," he said.

I put it on reluctantly. He opened the locker door and on its inside was a glass in a towel frame.

"Look at yourself," he said. "Do you notice anything?"

I did not know what to say.

"If you will get a hat like that, and not that slouchy and tough looking headwear you are using, I will give you a high class residence list and let you interview some of the deaf men among Chicago's upper set," he said. "You are all right, but you would not get into one house in ten if you called at the door with that Wild West thing on your head."

In an instant I saw the sense of his argument. The hat actually had been any barrier. I turned crimson in the face and away down my neck.

"Oh, don't mind some friendly advice," said the manager. "I wore tan shoes with a high silk hat myself once upon a time, and did not know for a long time that every clubman in town sized me up for a crude proposition as I called on him to sell my stuff."

I now am the Secretary for the firm, and with every day I add to my length of service and with every dollar I add to my savings account my belief in correct appearance becomes firmer. Had I worn that style of hat still I perhaps would have been driving a dirt wagon for a living.

There is a great deal in this story not only as to hats but in regard to other freaky things young men put on to their detriment.

B. F. B. Bennett.

Shopping for Christmas.

The time has come when every shop Sets forth in smart array All kinds of wares that make us stop And loiter on our way. And as we gaze we think we ought To buy our presents now. And not to wait until we're caught When time will not allow.

All other years we've waited till The latest minute, and Our slender purses then we'd fill, And rush to beat the band. We never found what we desired; We took what we could get, And wended home all cross and tired— But not this year, you bet.

No surging, pushing, striving throng We'll have to struggle in. But leisurely we'll stroll along, The while we spend our tin. We'll take our time and make our choice, Select judiciously. And those who get them will rejoice When they their presents see.

But, after all, there's no great rush, There's yet a week or more. Before there's any awful crush; Oh, yes, there's time galore. To-day is—what? Well, never mind, It doesn't matter, I'm For shopping not just now inclined— And then, there's lots of time.

True Manhood.

The hour is late, and I must leave the club; Alone a woman waits for me at home— Her anxious, careworn face—ah, there's the rub— Will not permit me longer, boys, to roam.

You bachelors may laugh and cry, "Don't go!" And I am a brute? True manhood do I lack? Without a maid what can a woman do Who wears a waist that's Buttoned

down the back?



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OF BUSINESS MEN.

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E. A. STOWE, Editor.

Wednesday, December 19, 1906

CHRISTMAS.

Christmas is, indeed, the celebration of the nativity. The birth of Christ is the foremost thought suggested to the modern world by the annual recurrence of the holy day. But the festive character of the celebration, the giving of presents, the feasting and merriment, the use of evergreen and holly and mistletoe, are all remnants of pagan rites. Christmas, while it symbolizes the union of the human and divine in the character of Christ, at the same time establishes a mystic bond between the modern and the pagan man.

Long before the shepherds on the Judean plains saw the star rise in the east and heard the tidings of "Peace on earth, good will to men," the Roman populace surged through the streets at the feast of Saturn, giving themselves up to wild license and boisterous merry making. They exchanged presents, they decorated their dwellings and temples with green boughs; slaves were given special privileges, and the spirit of good will was abroad among men. This Roman Saturnalia came at the winter solstice, the same as does our Christmas day, while the birth of Christ is widely believed to have taken place at some other season of the year.

Primeval man looked upon the sun as the revelation of divinity. When the shortest day of the year was passed, when the sun began his march northward, the primitive man rejoiced in the thought of the coming seedtime and summer, and he made feasts and revelry the mode of expressing the gladness of his heart. Among the sun worshippers of Persia, among the druids of the Far North, among the Phoenicians, among the Romans, and among the ancient Goths and Saxons the winter solstice was the occasion of festivities. Many of them were rude and barbarous, but they were all distinguished by hearty and profuse hospitality.

The Christian church did not abolish these heathen ceremonies, but grafted upon them a deeper spiritual meaning. For this reason Christmas is an institution which memorializes the best there was in pagan man. Its good cheer, its charity, its sports, its feasting, and the features which most endear it to children are all the heritage of our pagan ancestors. The

fidelity with which we preserve the Christmas customs is evidence that the heart of modern and pagan man are much the same. And so long as the heart knows good will and charity, and so long as the stomach loves good food and feasting, the Christmas spirit will remain among men.

FALSE TO HIS TRUST.

One of the greatest annoyances with which the business man has to contend is the disposition of an employe to run accounts with other merchants with whom the business man may have dealings. No feature in business life is more productive of ill feeling, loss and the severance of friendships than this. The creditor naturally feels that his brother merchant should insist on the employe paying his debts and frequently withholds payments due the house until the matter is adjusted. The employer of the delinquent employe usually takes the ground that his responsibility ceases when he pays the employe his wages and declines to interfere in the matter. The result is usually a breach of friendship and a discontinuance of business relations, sometimes extending over a long period of years.

Any employe who wantonly interferes with the pleasant reciprocal relations of business houses forfeits all right to his position and deprives himself of any claim on his employer. He has shown himself to be false to his trust. He has betrayed the confidence reposed in him by his employer and voluntarily placed himself in the ranks of those who have been tried and found wanting.

Agriculture is still the leading industry in the United States. According to the annual report of Secretary Wilson, last year's value of farm products was \$6,800,000,000. This is a gain of \$500,000,000, or eight per cent. over last year, and two billion or 31 per cent. over 1900. By the side of these figures those of any other industry look small. The farming business can not be made a trust. Of necessity it is of many comparatively small holdings, each in competition with the other. The American farm exported \$876,000,000 worth to foreign markets last year. To the poultrymen Secretary Wilson says: "If the hens this year had each laid a dozen eggs more than they did, the increased value of this production would have possibly aggregated \$50,000,000." Thus prominent is the part which poultry plays among our national products. People could get along without any other industry better than they could get along without the farmers.

A few little shocks and trembles of the seismic sort in the neighborhood of San Luis Obispo have naturally frightened new Californians again, but the old-timers count themselves safe. Little shocks such as these they have been experiencing all their lives and they have become so accustomed to them that the people are no longer very badly scared.

COMMERCE AND LABOR.

The work that the Department of Commerce and Labor is doing in the furtherance of trade and industry is probably too little known to be fully appreciated. For the same reason, the advantages which the Department offers are not being realized to the extent that they should be by business men and manufacturers. The Department of Commerce and Labor has not been in existence a long time, but it has already fully demonstrated its value and practicability, and in no respect more than in what it is doing toward the extension of the foreign trade of the country.

Under the system which the Department has inaugurated the consular officers of the Government are practically commercial agents of every business man and manufacturer in the United States. They investigate trade conditions in the countries in which they may be located and report to the Department what opportunities there are for the sale of American products, the Department in turn sending these reports to whomsoever desires them. The character of the goods in demand is also investigated by the consular officers and valuable data furnished manufacturers who may desire to compete for the trade. In addition, the Department has special officers, of expert training and ability, who are sent to various parts of the world to investigate special conditions in the interest of American manufacturers. As stated in Secretary Metcalf's annual report, special agents of the Department last year visited the Orient and returned with samples of products in demand there, the object being to ascertain what class and texture of goods should be manufactured in this country to attract the trade of the Oriental merchant. Such information as this, which the Department is ready to furnish to all applicants as far as its appropriation will permit, is invaluable and the American manufacturer should be deeply grateful for what the Government is doing in his behalf.

FLORIDA'S ENTERPRISE.

Irrigation is an essential prerequisite to making much of the western land available for cultivation. There are numerous companies and private corporations in the states beyond the Rocky Mountains which make a business of gathering, storing and distributing water for irrigation purposes to their customers. It is a profitable business to both. It pays a fair return on the funds invested, and the farmers get the water at a price which enables them to make a profit on the crops it prompts to grow. The westerners, unwilling to rely on private corporations, besieged the Government to take up the irrigation question of building reservoirs and canals for their benefit, and some considerable work has been done along these lines. Irrigation does for the western what fertilizer does for the eastern farmer. If the Government should undertake one enterprise, it should be the other. There are plenty of farmers in the Middle States who would be glad to have a creek run-

ning through their premises, provided, of course, the Government would dig the channel and supply the water.

A very good example of where a state does its own reclaiming is that furnished by Florida. That section known as the "Everglades" is one vast swamp, practically impenetrable and absolutely useless for any agricultural or horticultural purposes. It is agreed that an extensive system of drainage by means of a series of canals would make fully half a million acres splendidly fit for the cultivation of sugar cane. Congress was asked to interest itself in this matter, but declined; but goodness knows there is just as good reason for reclaiming wet land in Florida as there is for reclaiming dry land in the West. Now Florida proposes to go ahead and do the work itself, and under the direction of Governor Broward the work has been commenced. The canals they will dig are to be 150 feet wide and ten feet deep, and will serve both drainage and transportation service. The land thus brought into usefulness will be enough to supply as much sugar as is annually imported to this country. Florida is to be commended for taking up this work on its own account, with a determination to push it to completion, and thereby the South sets a good example for the Western States.

QUESTIONABLE RELATIONS.

The manner in which the retail grocery trade of Grand Rapids is up in arms in opposition to the City Sealer of Weights and Measures indicates that there is "something rotten in Denmark," and all the surface indications lead to the conclusion that an investigation of the department and the manner in which the work has been carried on would result in some interesting disclosures. The first thing which cast suspicion on this branch of the work of the department was the relationship of the Sealer to the representative of a certain Toledo scale manufacturer who has depended largely on cajolery and other questionable practices to maintain himself and his product in the markets of the country. While this relationship is not in itself conclusive evidence as to collusion, it bears all the earmarks of fraud and places the Sealer in an unpleasant position before the public.

An unfortunate feature connected with the situation is that no assistance can be obtained from the Board of Police and Fire Commissioners, judging by the attitude they assumed on the automobile policemen. These officers have been discredited time and again and they now stand before this community in the light of arrant falsifiers, unworthy of respect or confidence. Yet the Board has permitted them to continue their nefarious practices and to bear false witness against reputable citizens and never lifted a hand in defense of decency, good government and equitable enforcement of the law.

He who has many thoughts to hide never has any that men are glad to circulate.

HONORARY MEMBERS.

The Duty They Owe the State Association.*

By soliciting dealers to join the Michigan Implement and Vehicle Dealers' Association, I do not feel that the honorary member is doing either his employer or the dealer an injustice. The manufacturer, the jobber and the retail dealer agree that there is a great necessity for united effort on their part to correct the evils that jeopardize mutual interests and all believe that the most likely means of bringing about the desired result is through Association work.

This being true, why is it not the duty of the honorary member to make an effort not only to strengthen the Association by securing members, but by being loyal to every interest of the work, helping to eliminate the evils that exist and uphold the principles that stand for the betterment of the business?

If one honorary member has secured more applications than his brother member, very likely it is because one has taken a greater interest in the work than has the other. To illustrate: In conversation with an honorary member I happened to meet at a hotel one evening the fact was mentioned that his customer in that town, with whom he would be doing business nearly all the next day, was not a member of the Association. The honorary member was interested in the success of the Association. He also knew I was due to leave the town on an early morning train, but he said, "Now if you will stay over to-morrow forenoon, I am sure you can get his application." I gave him the laugh and asked him what was the matter of his getting the application, as the dealer was a customer of his and a man I never had met. A strange look came over his face and he said, "By gracious! I never thought of that and I have no blanks. How much does it cost a dealer to join?"

I think there are too many honorary members like the one referred to. He was anxious to have the dealer join the Association, but it never occurred to him that he could get the application, but was sure some one else could do what it was his duty to do and which he did, for he sent in the application next day.

I believe too many honorary members are inclined at times to criticize. They prefer a different city for holding the convention than the one selected by a majority vote, or Mr. So-and-So should not be one of the Board of Directors or hold an office, or this is wrong or that is wrong in the management of the Association. The obstacles the Association has to contend with are so great and so varied that mistakes are bound to be made, but we, as honorary members, can do much to lessen the effects of the apparent errors and it is our privilege and duty to suggest or advise anything that will have a tendency to make the Association stronger.

The Secretary reports a total of two hundred honorary members. Now, just stop and consider what the

*Paper read at annual convention Michigan Retail Implement and Vehicle Dealers' Association by Geo. J. Graham.

result would have been had each honorary member secured five new applications the past twelve months—one thousand additional members! Suppose we secured only three applications each. In place of the present membership there would be about seven hundred and fifty members.

I do not believe there is an honorary member present who would not take offense if any one should intimate that he could not send in three applications in twelve months, but why didn't we do it? There is no particular ability required. Every dealer is interested. I found the dealers in the eastern part of Macomb, Wayne and Sanilac counties as interested and anxious to join as I did those of Kent, Ionia, Allegan and other territory near the place of holding this meeting. It would be the height of egotism on my part and an insult to you and the dealer to undertake to suggest any plan to get the dealer to join. In fact, there is no way that I know of except to call his attention to it, have the blanks, know the price and perhaps point out what has been accomplished and what is trying to be done.

I suggest that we pledge ourselves before this convention to-day to secure at least three applications each before the next annual meeting. Let each one of us go out from this convention determined to be loyal to Association work, to discourage adverse criticism, remember some of the good that has been accomplished, try to correct the impression that exists in the minds of some that the annual meetings are merely for the purpose of getting together for a hilarious time and spending money foolishly. There is not a retail dealer in this State to-day who is not receiving a direct benefit from the efforts of the Association, whether he is a member or not.

It is well for us to inform ourselves regarding what is being done and then be prepared to refute the statements we often hear. Keep informed ourselves and urge the dealers to do likewise. A careful reader of the different trade journals can not fail to understand that a great amount of good is being accomplished.

What a Man Did for Fifty Cents.

The general manager of the harvesting machine company was at his desk poring over a pile of correspondence that had accumulated during a few days' absence on business.

The day was hot and sultry, and the golf links beckoned him, but he bent to his work with energy so that he would get away from the oven-like office at the usual hour or sooner.

He rang for the usher, and when that young colored man of many buttons appeared on the threshold he cautioned him by saying: "This is my busy day. I can't see any one except on business of special importance. D'ye hear?"

"Yes, sah." And "Buttons" disappeared, evidently knowing what was expected of him.

The manager had a way of impressing instructions on the minds of some of his subordinates so that they

did not forget them. For instance, when he engaged "Buttons" he pointed to a rug on the floor of his private office and said: "No life insurance solicitor has ever stood on that rug, and if that ever happens I shall have the rug disinfected and get a new usher." A remark like that never failed to sink into the brain and leave an indelible impression on the applicant.

"Buttons" was unusually inquisitive that day when any one enquired for the manager. His vigilance resulted in that official working uninterrupted until noon.

Early in the afternoon the usher was confronted by a tall, dignified looking individual wearing a silk hat of doubtful fashion. "Buttons" trained eye noticed that the man's clothes were a little the worse for wear and his general appearance one of forced neatness, as if spruced up for an occasion.

The little defects in his personal appearance were forgotten, however, as soon as one talked to him, for he was a man of such individuality that he exerted an influence as effective as yet different from personal magnetism.

He explained his business in a brisk and impressive manner, which the usher repeated to the manager. "Show him in," said that official. The individual was escorted to the manager, who greeted him with unusual cordiality, showing him to the easiest chair in his office and handing him a cigar. "I have organized and represent a colony of Bohemians with agricultural inclinations," said the stranger, after lighting his cigar. "We have an option on 1,000,000 acres of land in North Dakota. Our colony is about to emigrate. We will break ground and commence farming as soon as we get there, and will require about 600 harvesting machines of all kinds for immediate use."

The manager of the harvesting machine company stroked his beard, threw one knee over the other, and became interested. They talked prices, terms, quantity, shipments, etc., for an hour, then there were more cigars, and the conversation drifted to personal matters. Another hour was spent in a social chat, wherein the manager told of the election of his son to the office of alderman, and the stranger told of his scheme for municipal ownership for the city his

colony would eventually build in North Dakota.

Finally the stranger arose to go, and asked that one of their representatives go with him to his office in the Story building to go over matters more fully with his partner, who knew more mechanics than he did. The manager called in the best agent he had in the office at that time and introduced him. Then, calling his agent to one side, he explained the circumstances and told him to show the gentlemen all the courtesies of the house to win the order. Then the two men left the office.

While walking along the street the stranger stepped suddenly in front of a newspaper office and said: "Will you wait out here just a minute? I want to put an advertisement in this newspaper. I had almost forgotten about it." The agent waited outside. In a few minutes the man reappeared and, laughing, said: "I am just short 50 cents of the price of the advertisement. Could you let me take that much until we get over to my office?"

The agent did not have the half dollar in change, so he gave him a dollar, and again waited outside.

The agent would be standing there yet, only he was not a good waiter.

After waiting an hour he became suspicious, and went inside to see why it took so long to insert an advertisement. The man was nowhere to be seen.

The agent had some difficulty in convincing himself that a man would go to all that trouble for only 50 cents. The trouble and risk were worth that many dollars. To make sure, he waited outside another half hour. Then he reluctantly went back to the office and explained the trick to the general manager, who at first refused to believe that he had been imposed upon. Then, seeing the uselessness of that view, he became angry, and reprimanded the agent for not discovering the fraud as soon as he was "touched" for money.

The manager lost some good cigars and two and one-half hours of time. The agent lost \$1 and "Buttons" lost his job.

All for 50 cents. F. H. Clausing.

It is the man whose weights are short who wants to hold the scale of justice.

Orthodoxy is apt to be conformity to my habits.

Lumbermen, Attention

Our Goods are Right in Your Line

We want you to know that we have succeeded in perfecting a granite coated prepared roofing which we positively guarantee. You should carry it in stock. Please write us for samples and prices.

H. M. Reynolds Roofing Co. Grand Rapids, Mich.

SUCCESSFUL SAUESMEN.**A. P. Amaker, Representing Proctor & Gamble Co.**

A. Perry Amaker was born in St. Matthews, South Carolina, October 13, 1867. Although his parents were typical Southerners, they were both of German descent. His father was a planter and Mr. Amaker lived on the plantation until he was 21 years of age. Prior to that time he had received his education in a private school at St. Matthews, a military school at Charlestown, and graduated from the literary course at the South Carolina College at Columbia. During the next three years he traveled for pleasure in Mexico and Central America, after which he accepted a position with the Mennen Chemical Co., of Newark, N. J., as special



salesman, calling on the department store trade, with headquarters in New York City. He represented this house for seven years, when he made an arrangement with the Proctor & Gamble Co. to represent it in Indiana, with headquarters at Logansport, which he did for one year. For the past four years Mr. Amaker has traveled in Michigan for the same house in the capacity of retail salesman, with headquarters at Grand Rapids. On Jan. 1 he will remove to Denver, and after that date cover the wholesale trade in Colorado, South Dakota, Wyoming, New Mexico and Arizona. This promotion is greater on account of the fact that the Proctor & Gamble Co. has recently purchased the Dunwoody Bros. Soap Co., at Denver.

Mr. Amaker was married to Miss Harriett Medairy, of Washington, D. C., Oct. 24, 1895. They have one daughter, Katherine, who is 6 years of age.

Mr. Amaker is a member of the Episcopal church. He is a Mason as far as the Chapter and is also affiliated with the U. C. T., Grand Rapids Council No. 131.

His hobby is work, having lost but five days by sickness and one month's vacation in five years. He attributes his success to stick-to-itiveness and devotion to carefulness in making detailed reports.

Prosperous Report From Owosso.

Owosso, Dec. 18—The Woodard Furniture Co. is receiving material

for a \$5,000 addition that will be built on the drykilm next spring. It will be 54x80 feet and of brick. In another year a second and larger addition will be built on the kiln. The Woodard factory was designed and built with an eye to the future, looking to the possible need of the practical doubling of the size and capacity of the plant.

All the factories in Owosso are running full forces full time, with one exception, and indications point to a prosperous winter.

Three mines within hauling distance are turning out coal, so that should a coal strike be on the program down east again this winter, Owosso factories would not be hampered for lack of fuel.

The wood factory is closed down, probably until after the holidays. The firm gives out as the reason that it can not get more cars for shipment.

The Owosso Carriage & Sleigh Co. has nearly finished its season's work on cutters and soon will give exclusive attention to carriages and wagons. The force of approximately 100 men now employed will, according to Manager Sapp, be about the normal for the winter. A large number of men have come here recently from Jackson to work for this company.

The Owosso Sugar Co.'s slicing season will close about January 1, at which time 95,000 tons of beets will have been sliced and converted into about 22,000,000 pounds of sugar.

Muskegon Factories Run Day and Night.

Muskegon, Dec. 18—The wheels of industry have never moved faster in Muskegon than they are at present. Not an idle man is to be seen on the streets, factories are operating day and night and the scale of wages compares favorably with that paid throughout the State.

The Brunswick-Balke-Collender billiard, pool and bowling ball plant, where ten pins also are manufactured, is one of seven scattered over the United States. None but skilled workmen are employed and 500 of them find employment. Next spring it is expected that an addition to the big factory will give employment to another 1,000 men, thus increasing the total force to 1,500. The bowling balls are taken from the rough wood and are turned out polished and ready for the alleys. The pins come in the rough and are turned out and polished, but are kept in a dry kiln for some time before using.

The Racine Boat Manufacturing Co. is in the slackest season of the year, but, unlike other years, there are orders ahead and the factory is operating in all departments. The 1907 models of launches, canoes, canvass-covered power duck boats and the cabin cruisers will soon be on exhibition at the big sportsmen's shows over the country, and the models are far better than anything the company has ever turned out. The big maritime railway has been finished at the Racine works.

All of the iron plants about Muskegon are operating full blast.

The many wood working concerns are rushed with winter orders. The

Moon Desk Co. is planning a \$40,000 addition, made necessary by the growth of a business just two years old.

The reorganization of the Chamber of Commerce and the work that it will start with the new year is expected to have considerable to do with the city's future welfare.

Obligated To Run Nights—Big Contract Secured.

Monroe, Dec. 18—The Weis Manufacturing Co., one of Monroe's late accessions in the manufacturing line, is hardly able to keep up with its orders and is now obliged to work three nights a week in order to make headway. All the office furniture and devices of the American consul in the city of Prague, Austria, are the product of this company. Its goods are known all over Europe. The heaviest customers, though, are the leading railroads of America.

Nothing remains to-day of the Old City mills on Front street, which have been a landmark for nearly a century, excepting the old smokestack, the boiler having been hauled away last week. William Lanphere, architect, is making surveys and plans for the new department store and office building which is to be placed on the spot. It is not thought work on the foundation will be commenced until spring.

The Monroe Foundry & Furnace Co. has closed a deal with the Roberts Heating & Ventilating Co., of Minneapolis, whereby the local company is to furnish that company with 1,000 furnaces. The con-

tract price, it is said, is \$65,000. It will take nearly half of the plant's output, all to be in readiness for sale next winter. It is understood the local plant will be extensively enlarged the coming summer.

St. Charles As a Local Center.

St. Charles, Dec. 18—There is no busier place of its size in the entire State than St. Charles. Never before in its entire history was the town so prosperous as now. Merchants and business men are working overtime to meet the demands made upon them.

Large factors in the general prosperity of the community are the three coal mines of the J. H. Somers Coal Co., known as Nos. 1, 2 and 3. All are equipped with substantial buildings in which the most modern machinery is installed.

About 600 men find steady employment and the monthly payroll reaches the snug sum of \$30,000 during the busy season. The daily output is about 1,500 tons. The three mines are under the supervision of J. O. Somers, manager; C. E. Linton, assistant manager, and J. T. Phillips, superintendent.

In connection with the coal mines there are two large salt blocks with a daily capacity of 200 barrels each, and a bromine factory that turns out 200 pounds of the product daily.

Another busy industry is the Robert Gage Coal Co.'s mine, which produces about 500 tons of coal daily, employs from 225 to 250 men, and has a monthly payroll of \$15,000.

To our friends and customers

A Merry Christmas

WORDEN GROCER COMPANY

THE MERCHANT'S FORUM.

The Country Merchant Should Wake Up.

Prairie Farm, Wis., Dec. 12—Kindly accept my sincere thanks for your courtesy in allowing space in the Tradesman for the cut of my store building. The trade journals throughout the West have been very kind to me in this respect and I think, perhaps, the attitude of this very beneficial class of journals will have a tendency to encourage the country merchant to "wake up." We are away behind the times, and that is one reason the mail order house is making such inroads on our rural trade. Hitching posts directly in front of the door, codfish and kerosene oil directly within the door, with refuse of all kinds scattered all around the buildings of average country stores, with every incentive to repel instead of invite trade, both within and without our stores, afford ample reasons for the wonderful growth of the mail order house and the gradual decline of the country store. Therefore, I have a heart full of gratitude to your excellent journal that it sees fit to encourage the new departure in country store building. G. E. Scott.

How the Other Half Live.

Evansville, Ind., Dec. 18—The relation between man and his fellow man is not made but allowed. Society will not turn you down if you have the cash. Your character is bought and sold the same as the goods that are on your shelves. We chase new ideas around or follow them just because the foolish man or woman who happens to have a little money seems to do so. If a divine person—one with good common sense, I mean—should make up his mind not to listen to the people's laws or their foolishness, and waste his time with them, he is considered a crank.

Character is nature in the highest form. And any man who will try to live his own life will find that money is not the article desired, which so many society people seem to think, but, on the other hand, it is the knowledge of nature that brings us our happiness. A business man who wishes to build himself a good character should study the laws of nature before he begins to try to satisfy the laws of society. Character, such as nature builds for a man, is not handled on the stock market of society. Money has nothing whatever to do with it, for it is built upon nothing but the truth. Too many business men of our day are lying to themselves. They know better than they do. They seem to let the law of society govern them, and these men sooner or later go down with the rest of the grafters.

In nature there are no false valuations. All things work exactly according to their quality. Opinions of society people have never made anyone a success, but, on the other hand, have caused many men to go down, never to rise again.

My advice to all young men is to keep out of what is known as high class society, for it will allow much just so long as there is something coming, but as soon as you fail to

come up with the goods just that soon you go down.

Nature will show every young man and woman both sides of life, if they will only stop long enough. All men and women can learn how other people must live and do live if they will but take the second thought or stop long enough to consider the other side.

We deceive ourselves when we think that we can get along without "the other class," the class that is not in "our" society.

We all need the help of every man, woman and child that works, but we don't have to have the high class society people.

Let us all stop chasing the thousands of new ideas that are always springing up and do a little more hard work with the ones we have had experience with. Emerson said, "The intellectual life may be kept clean and healthful if man will live the life of nature and not import into his mind difficulties which are none of his. No man need be perplexed in his speculations. Let him do and say what strictly belongs to him, and although very ignorant of books, his nature shall not yield any intellectual obstructions and doubts." The swindler swindles himself. For the real price of labor is knowledge and virtue, whereof wealth and credit are signs. Edward Miller, Jr.

Stanton, Dec. 18—In the Tradesman of December 5th is an article written by W. S. H. Welton, entitled "A Christmas Rhyme," claiming to settle the authorship of the well-known legend "The Night Before Christmas." We enclose an extract from "Troy's One Hundred Years, 1789-1889" and ask you to publish the same in your next issue if possible, that your readers may be set right regarding the authorship.

I never knew until very recently who the author was, although the rhyme was a favorite of mine from my earliest recollection. When I read Mr. Welton's article I was glad to learn that the author was a brother of Hon. John C. Spencer, a man I have always heard a great deal about. I clipped the letter and sent it to a friend of mine who is interested in just such facts. He replied by enclosing the extract above referred to.

You are at liberty to publish all or any part of this letter as may suit your purpose.

Philip T. H. Pierson.

Extract from "Troy's One Hundred Years, 1789-1889," by Arthur James Weise, M. A., Troy, N. Y., 1891, page 96:

"The charming and widely-known Christmas legend, "A Visit from Saint Nicholas," written by Clement Clarke Moore, L. L. D., professor of Oriental and Greek Literature in the General Theological Seminary of the Protestant Episcopal church in New York City, was first published and illustrated in Troy. In 1823 Harriet, the eldest daughter of the Rev. David Butler, rector of St. Paul's Episcopal church, while visiting the family of Professor Moore, heard the erudite linguist read to his children the untold composition which he had written for their entertainment. Delight-

ed with its agreeable rhythm and happy conceits, she requested the privilege of making a transcript of it. On her return to Troy she sent it to the editor of the Troy Sentinel, who published the delightful contribution in the issue of that newspaper on December 23, 1823."

Official Call for the State Convention.

Port Huron, Dec. 18—The ninth annual convention of the Retail Grocers and General Merchants' Association of Michigan will be held at Grand Rapids, on Tuesday, Wednesday and Thursday, February 12, 13 and 14, 1907.

The State Association and the Grand Rapids Association extend to you a most cordial invitation to be present on those dates.

We expect that this will be the largest gathering of retail grocers and merchants ever held in the State. An interesting program has been prepared that is full of business propositions, and the delegates are expected to come for business as well as pleasure. A number of matters will be presented for the betterment of the retailers and every one is invited to participate in the discussions, particularly on the subjects of coupon schemes, fire insurance for merchants, soap card schemes, box car merchants, peddlers, parcels post and mail order business and any other matter that needs threshing out.

The basis of representation will be one delegate for every dollar paid into the State Association as a per capita tax from each local association or individual member. All merchants, whether delegates or not, are invited to attend the convention.

The Grand Rapids Association has prepared a program that will eclipse anything ever attempted in the way of entertaining the delegates and visiting members. Delegates are urgently requested to bring their wives as the entertainments will be attended both by ladies and gentlemen.

Arrangements have been made for one and one-third fare on all railroads on the certificate plan. When purchasing tickets be sure and ask your station agent for certificate so as to get the one-third rate home.

Write to Homer Klap, Secretary of the Grand Rapids Retail Grocers' Association for hotel accommodations.

Secretaries will please send list of delegates to State Secretary and the number of merchants you expect will attend the convention.

F. W. Fuller, Pres.
J. T. Percival, Sec'y.

The Sun Never Sets where the Brilliant Lamp Burns

And No Other Light HALF SO GOOD OR CHEAP

It's economy to use them—a saving of 50 to 75 per cent. over any other artificial light, which is demonstrated by the many thousands in use for the last nine years all over the world. Write for M. T. catalog, it tells all about them and our systems.



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

Write us for prices on Feed, Flour and Grain

in carlots or less. Can supply mixed cars at close prices and immediate shipment.

We sell old fashioned stone ground Buckwheat Flour. Now is the time to buy.

Grand Rapids Grain & Milling Co.
L. Fred Peabody, Mgr.
Grand Rapids, Michigan

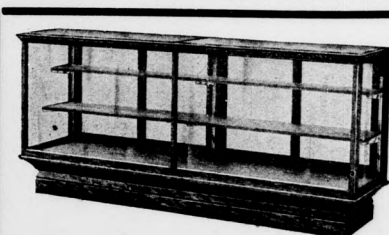
A Mine of Wealth

A well-equipped creamery is the best possession any neighborhood in a dairy section can possibly have, for the following reasons:

1. It furnishes the farmer a constant and profitable market for his milk or cream.
2. It relieves the merchant from the annoyance and loss incident to the purchase and sale of dairy butter.
3. It is a profitable investment for the stockholders.

We erect and equip creameries complete and shall be pleased to furnish, on application, estimates for new plants or for refitting old plants which have not been kept up. We constantly employ engineers, architects and superintendents, who are at the command of our customers. Correspondence solicited.

Hastings Industrial Co.
Chicago, Ill.



Wolverine Show Case & Fixture Co.

47 First Ave.
Grand Rapids, Mich.

Get in your orders now. Write for catalogue. We are prepared to make prompt shipment on any goods in our line.



The Butcher's Opportunity To Influence the People.

From Grand Rapids and Chicago comes the report that Michigan dealers are shipping more veal to the markets of the State than formerly and that shipments to Chicago have diminished somewhat, owing to the inter-state meat inspection law. Under the new ruling a shipper must notify Washington of what he has shipped to another state and to whom. Many small dealers who were in the habit of shipping dressed meat to Chicago have discontinued these shipments because the red tape necessary to do this is too much trouble to take for the amount of business done. However, from many points comes the statement that there is a larger shipment of veal, or rather calves, than formerly. This can have only one meaning, and that is that the operation of the new meat inspection law is discouraging many who have been in the cattle raising business in a small way, and they will cease to raise cattle. The effect of this will be to decrease the number of cattle raised in the United States just at the time when we are in special need of more meat in every section of the country.

Clearly, if the shipments of veal are largely increased, it will only be a question of time, and of a short time at that, when the number of live cattle in this country will also be largely decreased, with a consequent decrease in the supply of meat. We can not kill all of the calves and at the same time increase the number of head of live stock.

For many years it has been the policy of our National Government to foster in many ways our infant industries, but it has not at the same time been a part of the Government's policy to cripple or destroy those industries in which the country holds the supremacy over every other nation in the world. Not since the time when business was dependent upon the caprice of a despotic ruler has an industry been struck so cruel a blow as has the meat industry, especially that portion of it which consisted in foreign commerce, been dealt in the past year. No other industry in the country could survive so much malignment, so much adverse legislation, so much added expense. The meat industry could not survive these attacks were it not for the fact that meat must be had by the people.

The American people are the greatest meat eaters of the world, because they are accustomed to eat meat and because this appetite for meat has been handed down to them as a legacy by their ancestors, for these ancestors came to a new country when meat was plentiful in a wild state.

If by our laws the amount of meat produced in this country is decreased, while our population is greatly increased, there can be but two results, namely, the price of meat must

be increased, and the poorer people must become in a measure vegetarians. But this can not be. The great energy that America has shown is as much due to its food as to any one cause. The people can not, and will not, permit the coming generations to become emaciated in body and blighted in mind for want of the food of their forefathers.

The conditions that the present laws are producing are more harmful to the retail butcher than they are to the packer, for to the former it means reduced sales and reduced profits. Those who know anything of the retail butcher business know that the profits are small, the expenses large, the losses out of all proportion to the volume of business done. This paper is the steadfast friend of the retail butcher. It wants him to thrive, nay, even to grow opulent. It spends energy and money to aid that business in every way. It wants every butcher to take a firm stand, to co-operate with it, and to aid it in its efforts to aid the business.

Already there are signs of dissatisfaction with the unjust features of the law. Already there are those who have come to understand that the butchers of this country have been badly treated by the politicians, and there are signs of sympathy from the more intelligent. The retail butcher must post himself in his business. He must be able to place the blame where it belongs, on the politicians who are sometimes most erroneously called statesmen. The butchers of this country see, talk with and know personally someone in the great majority of families throughout the length and breadth of the land. By posting himself the retail butcher can educate the people to sweep the unjust laws from the statute books of our national law. The retail butcher can and should be a mighty force in this country for correcting the evils that hang about the neck of his business like the proverbial millstone.

Already the politicians are preparing to place upon the packers the \$5,000,000 to \$10,000,000 a year that it will cost to inspect the plants of the country. Let us ask the retail butcher a few questions and let us hope that the retail butcher will let his customers know the answer. Will not the cost of inspection be greatly increased when the Government forces the packers to pay the salaries of the inspectors, and will not the Government greatly increase the number of inspectors? Is it just that the Government should force a business man to place upon his payroll a number of men concerning whom he has no voice whatever in selecting? Do you believe that the packers can afford to pay these \$5,000,000 to \$10,000,000 out of their own pockets? Do you believe it is just that they should be forced to pay such enormous sums even if they could afford it? Can they, as business men, do anything else than add this money to the cost of the meat? Does this not mean higher prices to the retail butcher and that you must increase the price to your customers or close your shop after you have lost the money you have striven so hard to

BEANS AND EVAPORATED APPLES

We are in the market for beans of all kinds and evaporated apples in carlots or less. Will purchase outright or handle on commission.

JOHN R. ADAMS & CO.

3 Wabash Ave, Chicago, Ill.

C. D. Crittenden Co. CRANBERRIES FANCY LATE HOWES

Write for Prices.

Both Phones 1300 3 N. Ionia St., Grand Rapids, Mich.

Butter, Eggs, Potatoes and Beans

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.

Egg Cases and Egg Case Fillers

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.

Redland Navel Oranges

We are sole agents and distributors of Golden Flower and Golden Gate Brands. The finest navel oranges grown in California. Sweet, heavy, juicy, well colored fancy pack. A trial order will convince.

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Clover and Timothy

All orders filled promptly at market value.

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

WE WANT TURKEYS

Ducks, Geese, Chickens and Fowls

Get them in this week and receive holiday prices. Money right back.

WESTERN BEEF AND PROVISION CO.
71 Canal St., Grand Rapids, Mich.

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

accumulate? Does it not mean a decrease in consumption in a great number of dissatisfied customers? Should not the people know that in that they must at least help the retail butchers to pay the freight? Does not every one of these questions contain its own answer?

But why should the politician want to make the people and the retail butchers pay these vast sums? Is it not because they are demagogues; because they think at the present time they and their allies, the sensation monger newspapers, have aroused a strong sentiment against the packers, because they hope to fool the people and to gain popularity for themselves? Is it not a fact that these politicians want a great number of positions to which they can have appointed political friends? Is it not a fact that their desire to save the public money is all a shame in view of the shameless manner in which they waste it in every direction in which they can gain a little popularity for themselves?

It is the time to organize. It is the time to educate the people to the magnitude of the offense that it is proposed to commit. The small dealer, or sausage maker, can not afford to pay the salary of an inspector. Such a law as Senator Beveridge, of Indiana, proposes to pass will close the doors of hundreds, nay, thousands, of the smaller sausage makers and meat dealers. Again, let us hope that the retail butchers will join us in this campaign against demagogism, injustice and wrong.—Butchers' Advocate.

Observations of a Gotham Egg Man.

In considering the chances of the egg market during the coming winter there is one feature of the situation that may be generally overlooked, but which is deserving of some consideration. It is the probable extent of country accumulations outside of cold storage. Usually during the fall there is more or less accumulation of eggs by farmers and country storekeepers and the current collections consist of eggs of all ages from fresh laid to several weeks old. This is shown clearly in the mixed and irregular qualities of the current receipts during the fall and winter, and this year has been no exception. But this year prices reached a high point at an unusually early date and for a full month past there has been every incentive for forwarding these country accumulations to market. It is reasonable to suppose, in view of the high prices that have prevailed in distributing markets since early in November, that the country has been more closely cleared of these current accumulations than usual, and that the supply of fresh gathered eggs will get down to practically new laid stock at an earlier date than usual.

Further evidence of this is the fact that while receipts of fresh gathered eggs exceeded those of last year up to November they have since fallen behind the arrivals for corresponding period a year ago. And while the fresh gathered eggs coming in are still of very irregular quality, containing many stale and shrunken country holdings, we think the proportion of comparatively new eggs in the receipts is greater than is often the case at this season.

The chances are that the country will be pretty thoroughly scraped of eggs remaining outside of cold storage between now and the holidays. Usually there is some increase in the receipt of eggs at the country stores just before Christmas, but for the reason above mentioned it may be that the holiday flush will be smaller than usual this year.

It is to be noted that less storage eggs are now coming into the New York market than usual at this season. Chicago and points west of that seem to be finding other outlets at prices fully equal to or better than the rates current here and only a moderate quantity of stock held at intermediate points is coming to this market. Our own stock is wearing down steadily and there is every prospect that it will be reduced to about 100,000 cases by the close of the month. Last year we carried over into January about 180,000 cases and other points were so overburdened that many thousands of cases had to be unloaded here without regard to price. Things look quite different now and unless we should run into an unusually warm winter and consequent abnormal supplies of fresh eggs there would seem to be every probability of a clearance of reserve stock at fair prices. But present prices are making good profits and a bird in the hand is worth two in the bush. At the same time, for those who are inclined to gamble on a hard winter, there is no question that the bushes may be full of birds before March.—N. Y. Produce Review.

About 1,000 sacks of canary seed were reaped on the Darling Downs, Queensland, this season, and the area growing is steadily increasing. The product met with a ready sale at between \$4 and \$5 per 112 pounds. The lands under this crop at present are chiefly near Clifton and Toowoomba. The seeding grass (*Phalaris canariensis*) is indigenous in the Canary Islands, as its name suggests, but it has become naturalized here and in many parts of Europe. There is a considerable trade in canary seed in Australia and the European markets are not overstocked. It is not only in demand as food for birds, but in some manufacturing countries a fine flour made from it is used in dress-

ing cotton in weaving and for finishing off some silken stuffs.

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For filling paper bags. Saves handling vegetables twice. "Cuts out" guessing at quantities.
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We want competent
Apple and Potato Buyers
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Butter

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

American Farm Products Co.
Owosso, Mich.
E. F. DUDLEY, Manager

You Don't Have to Worry about your money—or the price you will get—when you ship your small lots of fancy fresh eggs to us.

Never mind how the market goes—if you can ship us fancy fresh stock—we can use them at pleasing prices—in our Candling Dept. **We Want Your Business**

L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York
Established 1865. We honor sight drafts after exchange of references.

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

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

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Marine National Bank, Commercial Agents, Express Companies; Trade Papers and Hundreds of Shippers
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We Buy
White Beans,
Red Kidney Beans,
Peas, Potatoes, Onions,
Apples, Clover Seed.

We Sell All Kinds
Field Seeds,
Peas, Beans,
Apples,
Onions, Potatoes.

Send us your orders. If wishing to sell or buy, communicate with us.

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Fine Feed Corn Meal Cracked Corn **STREET CAR FEED** Mill Feeds Oil Meal Sugar Beet Feed
MOLASSES FEED GLUTEN MEAL COTTON SEED MEAL KILN DRIED MALT

LOCAL SHIPMENTS STRAIGHT CARS MIXED CARS

DRY GOODS

Weekly Market Review of the Principal Staples.

Cotton Goods—Marked scarcity of goods, advancing prices and a steady demand are the three predominating characteristics of the cotton goods market at the present time. No one feature is especially new, but all three contribute to a condition that has rapidly been taking form for some time. There seems to be no limit to the call for goods and sellers can easily take orders for as far ahead as they choose to commit themselves. In some cases it has come to the point where the seller is obliged to say, "I don't know when I can deliver them," but the response invariably is, "Never mind, put the order on the books and deliver when you can." It must not, however, be construed that this applies to all lines of goods, as such is not the case, but it is an actual situation in certain lines. Prices advance regularly and will continue to do so. Predictions are made that the next sixty days will have some surprises in store for buyers. Prints are now close-hauled and are operating under difficulties. Few of the medium grades are to be had and the finer makes are in an equally good position. Although no advances have been made to speak of as yet, still the future promises to bear witness to something of this nature. An evidence of the strength of the market on prints may be had in the refusal of sellers to accept business on the buyer's own terms. These are of course fractionally under the market and are being refused. Sheetings are in a transitional state also in the matter of prices. While it avails nothing for the time being that prices advance, still these are the prospects ahead and sellers lament the fact that they sold up as cheaply as they did and wish that they now had goods to offer. They are, however, sold as far as they care to do business. Print cloths and gray goods also continue to advance and give promise of going still higher. The advance of prices makes no impression to speak of in the volume of business in the home market, but it does preclude the possibility of supplying the wants of the foreigner.

Cotton Yarns—When demand exceeds supply, as is the case in fine counts of cotton yarns manufacturing conditions are seriously upset and a hand-to-mouth existence follows that is extremely unsatisfactory. For months there has been a shortage of the finer grades of yarn, but all interested parties have been inclined to attribute the cause of the shortage to the yarn spinners taking advantage of the situation and holding up the manufacturers of cotton goods for increased profits.

Men's Wear—The openings of overcoatings and suitings occupy for the most part the attention of the men's wear market at the present time. Just what the future has in store, however, it is as yet too early

to predict. Surprises were the order of the day and certain houses had the balance of the market by the ears for a short time. The "opening down" by these houses of certain lines was a subject of free comment and the cause of no little uneasiness. Fears lest this be adopted generally by the market as a price policy seemed to be prevalent.

Underwear—Business in underwear for the fall season of 1907 is now rapidly drawing to a close, the buying in all lines of goods being very satisfactory indeed. Although some lines drew under cover sooner than others, still there is little or no lagging in any quarter. Very satisfactory orders are reported in ladies' 50 cent fleeced goods, some of which are near to the record nature. Other lines of goods also report large sales on the same order. Fleeces in men's wearables are now practically withdrawn in most cases and the men are called in from the road. This fact is true also of other lines besides fleeces. As far as ladies' ribbed goods are concerned, while some are sold up and withdrawn in a sense, others have fairly good quantities to offer yet. As far as the demand is concerned, however, they are in a healthier position than they were a year ago, but whether or not the percentage of profit is as great is another matter. That the market reached a sold-up condition as soon as it has is a matter of free comment among the trade.

Hosiery—This, like underwear, is fast approaching a sold-up condition. Buyers acted earlier and more promptly this year than ever before, actuated without a doubt by the experiences of previous seasons in the matter of deliveries, etc., and are following out the scheme of getting on the books right. This idea has many things to recommend it, and with one exception is the most important part of the trading. This one exception is the getting on the books of a reputable concern in order that they may be assured of getting just what they have bought, both in the way of goods and of deliveries. Already manufacturers scent coming difficulties and it behooves buyers to place their orders with the houses that they know can make good. If this has not been done the chances are that they will duplicate the history of this season and other seasons in the coming one and be worse off than before in the light of the increased demand. Certain mills that have not covered on yarn are more or less distressed at the outlook and reasonably so. Others are contemplating moving their plants to new sections in order that they may stand a better chance of getting labor. Manufacturers are more inclined than formerly to limit their sales to the possibility of their production rather than take chances on the future with the prospect in view in the raw material market. An oversold condition is no more desirable than an undersold one, but the risk is far greater. The market is now in the hands of the manufacturer, as it has been through the past season, and he is in position to do as he sees fit.

Losing the temper takes the edge off the ability.

A Display of Handkerchiefs



Make a good showing for the holidays and it will double your sales. We have a good assortment of colored borders, embroidered corners, lace edges, plain white, etc., at prices as follows:

11½c, 22½c, 25c, 35c, 37½c, 40c, 42½c, 45c, 47½c, 75c, 80c, 85c, 90c, \$1.15, \$1.25, \$1.50, \$2.00, \$2.25, \$3.50, \$4.25, \$4.50, \$6.00 and \$9.00 per dozen. If your stock is low write us. Give best idea possible of your wants and we will give order prompt attention.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

Straw Hats For Season 1907

The first of the year our traveling salesmen will take out their full sample line of **Straw Hats** which they will show you for next year's selling.

This season we have gone into the straw hat business on a much larger scale than in former years. Have contracted for enormous quantities but at remarkably advantageous prices. We are therefore in a position to offer you values that will pay you to place your orders with us. Our agents will show you:

Nobby Straw Dress Hats for Men and Boys
Men's Wide Brim Mexican Hats
Girls' Sailor Hats in Assorted Styles and Colors
Boys' Fancy Straw Hats in Assorted Styles

Felt Hats

We also have a splendid new line of

Men's and Boys' Felt Hats

to show you in a variety of styles including the "Cow-boy" for teamsters, farmers' work hats, etc.

If our travelers do not call upon you write us direct for our **special prices, terms, etc.**

The Wm. Barie Dry Goods Co.

Wholesale Dry Goods

Saginaw, Michigan

THE UMBRELLA GIRL.

Kind Consideration Wins Her a New Customer.

Written for the Tradesman.

"The other day I was so favorably impressed with the selling manners of a young lady in a local store that she can have my trade wherever she goes," remarked a friend of mine who had been on Christmas shopping bent.

"I went in the store to buy some little presents and when I reached the umbrella counter my pocketbook was pretty flat," continued the lady. "I had bought all that I had intended to get when I entered the place and had not come prepared to make any further purchases.

"Seeing the rainsticks put me in mind that I had contemplated getting one for a Christmas gift to my young son. I did not want to get one any more expensive than a dollar, as to provide a costly umbrella for a growing youngster to carry to school is like tossing money to the four corners of the earth—that is, if the boy is 'all boy,' and mine answers that description to a T.

"There was a rack of umbrellas on a stand near the entrance to the place and I liked the looks of them all. They were placarded at \$1, and I thought, 'How fortunate to run across such good umbrellas for that price.'

"But I went over to the counter where there were others, thinking to see if I found anything I liked better.

"Did you wish to look at umbrellas?" pleasantly asked the girl behind the goods.

"I answered in the affirmative and she began to take some out of the upright rack behind her. In the meantime I was rummaging around among those on the counter, where I discovered several at the same price as those at the door.

"This is \$3," said the clerk. "Here's another very nice one for \$4, and this is \$6. About what price did you wish to pay?"

"My heart sank when I realized I should have to make announcement that I wanted nothing more expensive than a sixth of the last mentioned price.

"I could not afford to pay so much when I should get the umbrella, but I hated to drop with such a dull thud as from \$6 to \$1 would make, so I sought to let the clerk down easy by observing that I wanted to find something for not more than \$2. (I must pay less by just one-half that, but what I said was no lie.)

"Well, here's a very good umbrella for \$2," said the girl, handing me one I didn't fancy so well as the dollar one I had selected while her back was turned to me and her attention to the upright rack against the wall.

"Yes, that's pretty," I observed, "but this one I have in my hand I like even better," leading her by gentle steps down to the level of my straightened circumstances.

"Yes, that in your hand is certainly excellent goods for the money," affirmed the girl with emphasis. "And let me tell you," she went on pointedly, "these dollar umbrellas are really worth more. They are our regular dollar and a half stock. The kind

of silk?" It's gloria, a very substantial covering for hard wear. "For a boy?" Just the thing. The stick is extra strong, also—a very essential feature, to be sure, in anything for a strong boy. How they do break them to pieces! And lose them—really, it's heartrending for the one that has to furnish them with school umbrellas. It doesn't ever pay to get a young boy a fine umbrella to take to school. I think you are very sensible not to look at the more expensive ones.'

"And then I had to explain to the girl that I did not have enough money with me to take the umbrella that day, but would be in again. I offered to pay a quarter down on it, to hold the bargain.'

"No, you needn't do that," said the clerk. (She must have thought, or judged from my manner, that I meant to 'come in again,' as I said, and take the umbrella). 'I will lay it up on this high ledge,' suiting the action to the word, 'and you can call for it—when?' she asked. I told her what day. 'All right,' said the clerk. 'I'm sure both yourself and the boy it is for will be very well pleased with your selection.'

"Now, this little umbrella transaction happened just exactly as I have related it," declared my friend, "and you can 'write it up' if you want to" (she knows my propensity). "I was so overjoyed to receive such courteous treatment from a clerk who is an utter stranger to me that hereafter she gets all I have to spend in the purchase of rainsticks, or whatever else she may be selling."

That was no pleasantry—the lady's reference to her "straightened circumstances." But the clerk was so nice about it, in glossing over the fact of buying such a very cheap umbrella as \$1, that she made it look as if the lady had plenty of the mazzuma.
Dorothy A. Brown.

Makes Shipment to South America.


Port Huron, Dec. 18.—The Port Huron Engine & Thresher Co. has just completed a large shipment of corn shellers to South America, which are expected to reach their destination in time for the present season's harvest. This enterprising Port Huron concern has not only thoroughly advertised its goods in this country, but is reaching out into foreign markets and in South America has worked up quite a demand for its machinery.

Unable to Secure Material.

Ionia, Dec. 18.—Inability to get stock, either in lumber or metal, has greatly hampered the operations of the Marvel Manufacturing Co., which is continually enlarging its line of products, which consists of cream separators, sprayers and washing machines. The company now employs about thirty hands, and this force will be largely increased as soon as requisite stock for manufacture can be secured.

Many a man thinks that the important thing is the size of the aim instead of its height.

The more of a truth a man knows the larger liberty he finds in it.



Buying a Carpet

is not an every-day affair. A carpet, must, therefore, not only wear well, it must satisfy in the matter of design and general effect, and it must keep its good looks, too. If it fails in either respect the carpet becomes an eyesore, and that is not conducive to much business for you from that customer.

Dependon Extra Super Carpets and Art Squares

are woven from yarns spun from long, specially-selected wool, and there is nothing but wool in wool or warp. The colors are as pure as can be obtained. The designs are exclusive and of pleasing effect.

A sale of DEPENDON Extra Super Carpets or Art Squares is not only an easy sale but it results in a satisfied customer, the best asset a store can have, outside of a clean stock all paid for.

Our roadmen are now showing samples of DEPENDON Extra Super Carpets and Art Squares. Your examination of the line will prove that our statements are not overdrawn.

The DEPENDON Book will be mailed to all Farwell customers next Wednesday. It contains special advertising matter, photographs and descriptions of effective window displays and a complete Sales Campaign pertaining to DEPENDON merchandise. If you are not one of our customers, but would like a copy, sign your name in the coupon below and mail it to us.

JOHN V. FARWELL COMPANY CHICAGO


John V. Farwell Company,
Chicago.

Please send us, free of cost, the DEPENDON book in which you outline selling plans for DEPENDON merchandise.

Name _____

Town _____

State _____



MEN OF MARK.

**Walter H. Williams, Vice-President
Williams Brothers Company.**

Walter H. Williams was born in Detroit, September 20, 1875, his antecedents being English on both sides. He received his education in the common schools of Detroit and in the Agricultural College of Lansing. When he was 18 years of age he entered the employ of Williams Brothers & Charbonneau as a helper in the factory, working in every department of the business so as to acquire a technical knowledge of every branch of the industry. He spent three years in this work, when he devoted another three years to the work of city salesman in order that he might get in touch with the customers of the house and learn from them wherein he could improve the output or the methods of the house. The next three years he was factory superintendent. For the past four years he has been in the office of the corporation, having charge of the correspondence, the buying and the salesmen, and is now the general manager of the business.

Mr. Williams was married December 11, 1899, to Miss Geania Hoyt, of Detroit, who died in June, 1905, leaving a little daughter 4 years old.

Mr. Williams is a member of the Unitarian church, the Detroit Boat Club, the Detroit Golf Club, the Detroit Riding Club, The Detroit Club and the North Channel Fishing and Shooting Club. He enjoys horse-back riding, having ridden a great deal ever since he was a child, and is an enthusiastic autoist.

The establishment of the business with which Mr. Williams is identified dates back to 1880. His father came to Detroit in 1864 and engaged in the grocery business. The next year his health gave out and he purchased the land on Grand River avenue where the factories are now located, utilizing it as a market garden. The old German who sold him the land registered a prediction that it would eventually be covered with a battery of buildings larger than the City Hall, and the developments of the last few years have shown that the German possessed the prophetic insight. In 1886 Mr. Charbonneau was admitted to the business and the firm name changed to Williams Brothers & Charbonneau. Mr. Charbonneau died in 1900 and the following year the business was merged into a corporation under the style of the Williams Brothers Company, with a capital stock of \$650,000. The company owns and conducts thirty-two salting stations and houses for the preparation of tomato pulp in different parts of the State, mostly in Western Michigan, which district appears to grow better cucumbers for pickling purposes than any other section of the country.

Mr. Williams, owing to his position with the Williams Brothers Company, has been forced to consider the question of food laws very carefully, since the Williams goods are very widely distributed, going into practically every state and territory in the Union. Being by nature a close student of principle and detail, it is only natural that Mr. Williams

should have thoroughly mastered the subject of food laws, and naturally again that among other manufacturers he should have forced recognition for himself in their councils. It is a wise saying that "Nothing great was ever achieved without enthusiasm," and much of Walter Williams' success has been due to his tireless energy, boundless enthusiasm, his power of initiative and his steadfast application. If the writer were to coin a sentence to fit his business nature it would be to say, Nothing is ever done unless it is done rightly. That these attributes have been appreciated by his business competitors and friends is abundantly proven by the position and prominence he has been compelled to occupy in the National discussion of food matters.

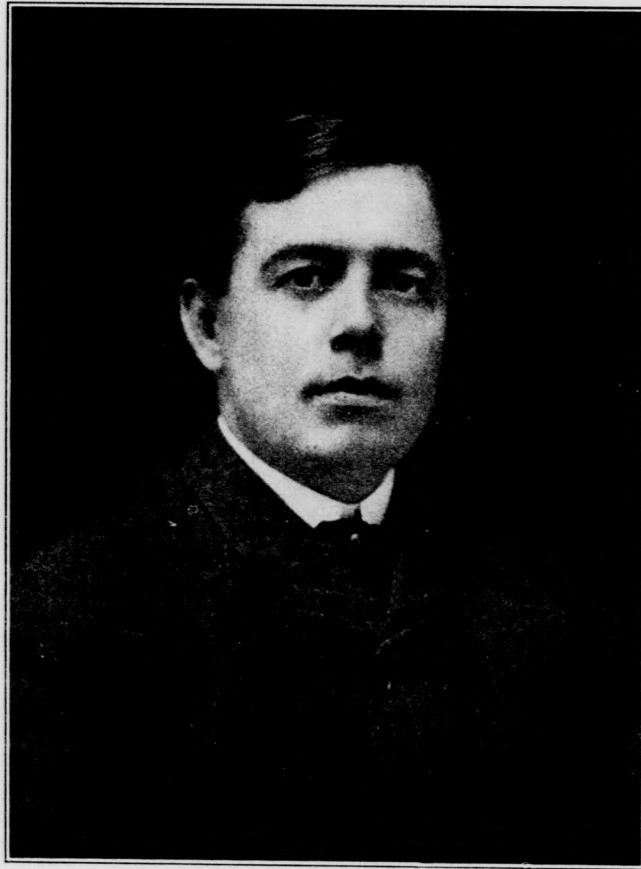
he has attended practically every hearing before Congress upon food matters, the last session of Congress bears the strongest imprint from him. Before the Inter-state and Foreign Commerce Committee of the House Mr. Williams was conceded the opening statements for food manufacturers, and this in spite of his years and the fact that other prominent interests had representatives present, all clamoring to be heard. His talk before the Committee at that time was frank to a fault, comprehensive and so clear cut and concise as to place food matters in a different light than they had been heretofore in the minds of the Congressional Committee. Mr. Williams stood boldly for the absolute prohibition of color in all food products and the banishment of pre-

pliment to say that he considered it the clearest cut business talk that this important Committee had ever heard upon any subject.

Afterward the National Association of Manufacturers, at its New York meeting of the present year, placed food matters in charge of a sub-committee, of which Walter Williams was chairman, and their resolutions were largely modeled upon his thought. Since then President Van Cleave, of the National Association of Manufacturers, has named Mr. Williams as chairman of the Committee on Pure Food. All these gracious honors and more, Walter Williams bears gracefully, for he stands to-day one of the foremost thinkers on the subject of food legislation, both from the standpoint of the manufacturer and in relation to protection to the consumer.

The Williams Brothers Company was, perhaps, the very first in the United States to absolutely do away with artificial coloring in their food products. It has also eliminated preservatives except in two or three instances, like tomato catsup, in which goods can not be placed in the hands of consumers in a commercial way without some germ retardant. They have spent money without stint to ascertain the truth regarding preservatives, and the highest type of physiologists connected with our universities and colleges have been their agents in an honest and extensive endeavor to arrive at the truth.

This is a mental photograph of Walter H. Williams, the business man, but he is noted for his companionship and big hearted nature, and in his home city no one is more popularly known among its best business and social life.



Walter H. Williams

About five years ago the first comprehensive call for the organization of food manufacturers with a common interest was issued, and out of it grew a representative meeting at Pittsburg. The Williams Company's representative at that meeting was Walter Williams, and so keen was his insight into the problems which confronted them that he was unanimously named Secretary of the organization, a position which he continues to hold.

The winter of 1902 was a memorable one from a food standpoint at Washington and witnessed the most extensive hearings before Congress that have ever been given to food matters. Walter Williams appeared there as Secretary of his Association and took a prominent part in the discussion and the conclusions. While

preservatives except where food products could not possibly be put up in a commercial way without the use of a preservative. He advocated strongly that every label should bespeak the integrity of the goods and insisted that where a preservative was necessary, and was used in a food product, that fact should be legibly stamped upon the package. That he was practicing what he preached was proven to the Committee by exhibition of his company's goods in which the statement that they were prepared with a preservative was in the most prominent type of any descriptive statement on the label. At the close of his two hours' talk he was a vigorously congratulated by every member of the Committee, and at least one prominent member paid him the com-

The Woman's Check.

She was very proud of her first bank book, and determined to make none of the silly mistakes she had read about in the joke columns of newspapers. There was no danger of overdrawing her account. Every check was duly recorded on the stub, and after every four checks a balance was correctly struck.

"But how is it," asked the man one day when looking over her book; "how is it that your checks always come out in even dollars? Do you never have a sum like \$5.15 to pay?"

"Yes, often; but I have a famous scheme," she explained briefly. "It's such a bother to add up the cents that I just make the check out for \$5 and send the 15 cents in postage stamps."—Sun.

Wanted Another Start.

Stranger—Sir, do you remember giving a poor, friendless tramp fifty cents one cold night last winter?

Jones—I do!

"Sir, I am that tramp; that fifty cents was the turning point in my career; with it I got a shave, a shine, a meal and a job. I saved my money, went to Alaska, made a million dollars, and last week I came back to New York to share my million with you. But, unfortunately, I struck Wall Street before I struck you—and—have you another fifty cents that you could conveniently spare, sir?"

There's Profit For Grocers

in Buchan's Toilet Soaps. Steady profit—lasting profit—the kind of profit that comes from giving customers satisfaction, holding their trade, and bringing new trade to your store.

BUCHAN'S Toilet Soaps

are the purest and best toilet soaps on the market to-day—and have been for 40 years.

And they're *more* than *absolutely pure*—they're *antiseptic*. Phenol Absolut, the greatest of all antiseptics, makes Buchan's the only real antiseptic soaps in the world.

The time is coming when people will buy nothing but antiseptic soap. People are beginning to realize the greater *safety* in using soap that not only cleans but *purifies*—that insures *health* as well as cleanliness.

Up-to-date grocers who sell Buchan's Toilet Soaps are going to get *all* the profit out of this growing demand for antiseptic soap—for Buchan's are the *only* antiseptic soaps.

BUCHAN'S SOAPS CORPORATION
Flatiron Building, New York City

THE CHRISTMAS GUEST.

A Daughter's Choice and the Reward It Brought.

Everybody in Fairmount knew that Miss Maria had been disappointed in love in her youth. People who disapproved of her theories and her philanthropies, and saw her risk her life to save a drowning kitten, said that it had made her cranky. Others, who looked deeper into the heart of things, knew that such comprehension and pity with the sufferings of even the meanest of God's creatures only ripens in a mist of tears, and so they smiled tenderly when stories of her vagaries reached their ears.

However it was, it happened so many years ago that it had become merely a tradition in the village. Pretty young girls shrugged their shoulders in indulgent compassion and incredulity when their elders vaunted Miss Maria's former beauty. They could see in her nothing but a pale, frail, little old maid with queer ways, and silver hair, and faded cheeks, and clothes that always lagged pathetically behind the fashions—the very last person in all the world with whom one could associate the idea of triumphant beauty.

Yet it was true enough for all that, and in her day Miss Maria had been a belle and a toast in all the country side. In the dim parlor of the big, lonely old house in which she still lived there was a portrait of her, showing a lovely young girl in a rich white satin gown, with clustering golden curls bound with a fillet of pearls above a brow like alabaster, and eyes that looked out upon the world with the soft beauty of a startled fawn. Her father, the judge, had it painted the year he took her to Paris, and it was hung in the salon—"La Belle Americaine"—and was the sensation of the hour in artistic circles. Since the judge died Miss Maria had moved it to the darkest corner of the room, but now and then she went and stood before it, and when she turned from gazing upon its radiant young beauty to herself, grown old and shabby, it seemed to her as if in some strange spirit world she met and questioned the ghost of her young self.

So many things belonged to those old days that had no part in her life now. There were wealth, and beauty, and position, and pride, and ambitions, and most of all there was the judge, who, perhaps, represented them all in his own person so far as Miss Maria was concerned. It was no secret in the little world of Fairmount, where he had been so great a figure for so long, that the great disappointment of the judge's life was that he had no sons to bear his aristocratic old name down to posterity. Failing this, all the ambition of his heart centered around Miss Maria's making a great match, and as he grew old, and ill, and finally bed-ridden, dwelling always on the idea, as sick people will, it grew into a kind of mania that absorbed all his thoughts.

Miss Maria would have been the last, God knows, to have willingly thwarted his desires, but no one knows how such things happen. We say it is destiny for want of any

better explanation, but desirable suitors came and went without so much as causing a flutter in her gentle breast, and then, suddenly, she knew that she had found her fate, and that whether it brought her weal or woe, she loved, not with the passing fancy of a girl, but with all the deep passion of a woman's heart, Jack Garvin, a mere nobody, a man without money, or position, or influence, or anything to commend him to such a one as her father. There was one summer that Miss Maria always remembered like a dream, when every welcome dawn was writ in roses, and the birds sang all the long day through, and the memory of her lover's kiss upon her lips thrilled through the hours when he was gone. Heaven alone knows with what sophistries of hope she cheated herself into believing that she would ever be permitted to marry him. Perhaps in those first days of enchantment she put the thought from her, and when it came the awakening was bitter enough. The judge was told, and he turned upon the audacious young man with bitter and terrible jibes and mocking. All the disappointment of blasted hopes and fruitless ambitions swept him along, and he shook his palsied old fist, and heaped him with every insult his trembling old lips could frame.

"Beggar," he called him, "thief, who would steal a silly girl's heart and marry her to get her money to live upon!"

Jack Garvin stood leaning against one corner of the big carved fireplace in the library, with his hands clinched in his pockets, and his face as white as death, and Miss Maria fell on her knees, too frightened even to sob. When the old man, exhausted at last by his fury, sank back in his chair, Jack Garvin never so much as looked at him. He strode over to where Miss Maria cowered on the hearth rug, and lifted her to her feet and made her stand facing him.

"You have heard what he said," he said to her. "You make your choice between us to-night. It is poverty and struggle with me; it is ease and luxury here. I have nothing to offer you in all the wide world but love. Choose between us."

Miss Maria looked from one to the other with half-dazed eyes.

"Choose," urged the young man impatiently, grasping Miss Maria's wrist until it ached.

She looked again at the two men, facing each other with such enmity in their eyes—at the one strong and young and handsome, and at the other old, shrunken, miserable, unlovely, with shaking limbs and palsied head, as dependent on her as a helpless little child, and then she involuntarily turned her eyes upon the wall where hung the portraits of a long line of ancestors. The blood of heroes flowed in her veins, too, and loyalty and faith had been taught her as a religion. She could not buy happiness by deserting a poor, old man.

"Jack," she cried piteously; "think of him—so helpless, so lonely, so—"

"It's always the same thing," he flung at her bitterly. "When it's a choice between wealth and poverty

a woman always chooses riches. I was a fool to think you would do anything else. Go, I never want to look upon your face again!" and he strode out of the house.

The next morning it was said in the village that Jack Garvin had gone, none knew whither, and thereafter Fairmount knew him no more. The old judge grew worse and by degrees lapsed into a state of querulous imbecility, and when at last he died, and Miss Maria's faithful service was at an end, she was no longer a young woman. After Jack Garvin's departure she pined for awhile and grew pale and wistful and hollow-eyed, but by degrees she took up the burden of life again, and if she thought of him or suffered, none knew, and so far as others could see, the years brought her nothing but whitening hairs and an added tenderness and gentleness. She still lived in the old house with a faithful old servant, and life flowed on for them placid and uneventful, as it does for those who have nothing to either hope or fear from the future.

So the time passed by, and Miss Maria, filling her days with good deeds and new interests, perhaps hardly realized how lonely in the world she was, except at Christmas and those seasons when family ties are drawn closest and those who stand without know how desolate it is to sit at feasts of your own making, and have no voice to give you a loving wish, no heart to turn to you alone for sympathy and comfort, and when the richest person in all the world who is alone is poorer and more pitiful than the beggar who shares a crust with the child upon his knee. It was the realization of this which always came with renewed poignancy every year upon Miss Maria that suggested to her her Christmas dinner. She had been walking down the street where the shops were ablaze with Christmas cheer, and where groups of merry and laughing women were buying toys and goodies to be stuffed in fat Christmas stockings. Christmas was in the air, jests and quips flew gaily from one to the other, but as she looked at it all a sudden sickening wave of self-pity swept over her for her empty heart, her empty life, for the realization that for her there would never be any little stockings to fill, and no joyous noise of little bare feet scampering across the floor

in the dawn of Christmas morning.

"I have nothing to do with it all," she said as she went slowly home; "what is the use even of my inviting people to come and eat Christmas dinner with me who would rather be eating it in their own homes? Or why should I go to them, when they ask me merely because they are sorry for me, because I am a poor, lonely old maid?" and then, as she walked on a thought from an old, old book came drifting back to her about the folly of giving good gifts to those who may return them again; and she determined to bid the guests for her Christmas dinner from the poor and lonely ones who, too, had no part in the season's cheer.

When Christmas evening came the big dining room in the old home was ablaze with light. The old family silver stood as it had been used to stand in the judge's time on sideboard and mantel, and the old mahogany glowed ruby-red as the flickering flames mirrored themselves in it. Miss Maria had put on a soft gray gown, and the unwonted excitement had brought a faint rose flush into her cheek and made her like one of the pale winter roses that crowned her feast. One by one the guests came dropping in—a decrepid old woman with hands wrinkled and sodden from the washub; a poor lame boy with hard lines of suffering about his mouth; a forlorn old man with patched and faded clothes; a tired-looking little seamstress, whose eyes showed how late she had sat over her needle finishing off a ball frock for a happier girl. None of them were strangers to Miss Maria, and as they sat down to the table someone noticed there was a vacant chair, and asked for whom it was intended.

"I don't know," Miss Maria answered simply, "we were all lonely and I thought perhaps we might feel less desolate if we were together. That place is for one more desolate and lonely still, if any such there be, who may come as an unexpected guest to-night."

Almost, as if in answer to the speech, a servant whispered to her that a tramp was asking food at the door, and she bade her show him in.

"Our guest has come," she said to the others and moved to the door to meet him, as a man entered dressed poorly and coarsely but clean, with straggling hair and beard, but with

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Capital and Surplus \$720,000.00

Send us Your Surplus or Trust Funds
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singularly bright and direct eyes and upright carriage. He paused a moment, seeing the other guests, and then at a gesture from Miss Maria seated himself at the vacant place, although she could but notice as the meal went on that he scarcely tasted the food, and fell unconsciously, and as if it were a matter of daily habit, into all the little niceties of table etiquette. There is an unmistakable shibboleth of good breeding, and in the very difference with which he raised his glass of wine to his lips, and touched knife, and fork, and spoon, Miss Maria's experienced eyes read the whole pitiful story of a gentleman's misfortunes, and the agony of degradation he must go through before he asks for food at a kitchen door. It was this and some vague hope of trying to help him—visionary enough, God knows, but people said Miss Maria never had a practical idea in all her life—that made her detain him after the other guests were gone and question him of his life.

It was never a surprise to Miss Maria when people told her unexpected things. The whole community had gone to her as to a confessional for so many years and laid their burdened and their broken hearts open to her that she had learned a sympathy and an intuition almost divine, and so it did not seem strange to her that an unknown man should presently be telling her the inmost secrets of his life. He passed lightly over the stress that made him a beggar at her door. It was an accident, he said. He was a working man who could always get work and was not in need of money.

"But," he said, looking with curious directness at Miss Maria, "I am going on a strange journey. When I was young I parted in hot anger with the woman I loved. I thought then that she failed me when she should have stood at my side against all the world, and I swore I would never look upon her face again. For years and years I never thought of her without bitterness, and I cursed her for my ruined faith in everything that was good and true, and for my lonely and unloving life. I always pictured her as rich and prosperous, and happy, unmindful of me and careless that she broke my heart. In all the time since I left her I never once heard of her or wanted to hear of her until a month or two ago when a chance acquaintance from the town where she lived happened to mention her name to me.

"Whom did she marry?" I asked with a throat that seemed gripped in a vice.

"Oh," he answered carelessly, "she had some unhappy love affair in her youth and it broke her heart. Pretty sort of a scoundrel a fellow must have been, too, to play fast and loose with her," and then I knew that somewhere, somehow there had been one of those terrible blunders that make the tragedies of many lives, and I determined to go back to see if it was too late to undo the wrong." He stopped abruptly and there was a minute's silence between them.

"It has been many years, you say," said Miss Maria softly. "How do you know that you shall know her when you see her? Think, she may have been beautiful then, but time and a hopeless sorrow writes its record on a woman's face. The eyes that were bright with youth must have wept their radiance away, the mouth that was soft and tender with girlish smiles must have grown straight with pain."

"I shall know her," said the man doggedly. "There will not be a line in that dear face, or a silver thread in that dear head that I shall not know grief and remembrance of me put there; but," and he turned fiercely and suddenly upon Miss Maria, "she was hard upon me! Why did she let me go? Why did she fail me in the hour I needed her?"

"There may have been other things—duties," said Miss Maria, for it seemed to her somehow that she was pleading her own cause as she pleaded for this unknown woman; "perhaps there was one helpless, dependent on her, one she dared not desert, or else she must live a coward and a traitor in her own eyes. Sometimes," she went on brokenly, "a woman dares not pay the price of happiness. There—there was—a case—like that I—knew once, and the man did not give her time to explain, and—"

"And suppose the man should come back," said the stranger, slowly and huskily, leaning towards Miss Maria; "suppose, after all the long years he should come back, and on his knees—as I do—ask her forgiveness, what—what would she say?"

"She loved him," answered Miss Maria, simply.

"But, suppose," persisted the stranger, "he had come back as I have, poorer than when he went, asking for even a bit of bread—what then?"

"She loved him," said Miss Maria, looking far away down the long years, and speaking slowly, "and she would thank God, oh! as never before, that she might cherish him and comfort him, and make up to him for all the weary waste that lay behind them."

"Maria," said the stranger, and Miss Maria staggered to her feet, and stood clinging to a corner of the table for support, while the man tore off the disguising beard and hair, and stood before her the lover of her youth, grown older even as she, but still unmistakably Jack Garvin.

"Maria," he said, "in the years that have passed the world has given me every good thing that it could offer, but without you it was dust and ashes. Christmas was coming, and I sat, a lonely old man, in my lonely house, and I determined to come back and ask your forgiveness, thinking that surely at such a time, when the hardest heart is touched with some memory of innocent and happy days, I should not plead for forgiveness in vain. Experience teaches us that many things are forgiven the rich, and so I had the mad caprice to come as poor and humble and unfortunate, and try your faith once again. Forgive me, dear, and let us go back and find our lost happiness together."

The fire flashed and glowed on the hearth, the candles sent flickering tongues of light among the holly and mistletoe on the wall, but to the two old gray-haired lovers it seemed that all the air was full of the drifted perfume from the roses of a long lost summer. Presently there was a sound of music on the air.

"What is it?" he asked.

"It is the Christmas carols of the children," said Miss Maria, and she went over and threw up a window. "Listen," she said, and she softly repeated the refrain, "'Peace on earth, good will to men,'" as it drifted in across the silent night.

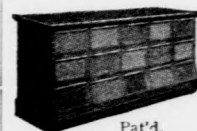
"Yes," said Jack Garvin, reverently, "'Peace on earth, good will to men.' Amen." Elizabeth M. Gilmer.

Mr. Dooley's New Observations.

In the language of a friend, "Dooley is gittin' gayer and wiser all th' toime." He has never written so brilliantly as in the new series of Dooley articles which are now appearing in the Chicago Sunday Record-Herald. His views on "Mr. Young Frind Count Boney's Love Affairs," "Th' Prisdint's Activities" and other timely observations in the new series are the choicest things the author has ever offered his thousands of admirers, full of witty sayings which will be quoted for years to come. These "Dooley" articles, each complete in itself, will appear in successive Sunday issues of the Record-Herald.

Only veneer virtues fear bad weather.

A Clean Store Helps



Sherer Counters FOR GROCERS

Improve Display, Increase Sales, Protect Goods, Save Space and Time Beauty Store.

Pat'd. Catalog N free on request SHERER-GILLETT CO., M'frs., - Chicago.

Sherer Counters Help Make a Clean Store

Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton. Price \$1.00.

Each carton contains a certificate, ten of which entitle the dealer to

One Full Size Carton Free

when returned to us or your jobber properly endorsed.

PUTNAM FACTORY, National Candy Co. Makers GRAND RAPIDS, MICH.



VILETTA Famous Bitter-Sweet Chocolates VILETTA

Made by

Straub Bros. & Amiotte
Traverse City, Mich.

You need them in your business.



Plain Talk to Girls Who Work for a Living.

The other day a working girl asked me why I did not talk some through this column to working girls and I answered her truly enough that it was because I had so much to say, to them I should never know when to leave off, if I once began. For in all the world there is nothing else closer to my heart than these brave little recruits in the great army of bread-winners, and I never watch them on their way to their office or store without feeling like taking off my hat and saluting, for I know that courage and valor and honor are marching by.

I think that the first thing I always want to say to working girls is a word of cheer. Don't think it an unparalleled misfortune that you have to work while other girls of your age are going to dances and parties. Of course, if we could all of us would keep girls safe and warm and sheltered in the home nest, and we would lavish upon them all the luxuries and gayeties girls love and crave. This would be kind, but it might be well if there was some way in which we could guarantee the future for them and be sure that they never would have anything to do but

Sit on a silk cushion and sew up a seam. And feed upon strawberries, sugar and cream.

Unfortunately, this is impossible. American life is full of hazards and the petted belle of to-day may be facing starvation to-morrow. All of us have known dozens of cases in which a man reported to be a millionaire has suddenly lost his fortune or, dying, has left his family absolutely penniless and thrown them destitute upon the world. Under heaven, there is nothing else so pitiful and so helpless as these women who are trained to nothing but extravagance and self-indulgence and who are ignorant of every profitable thing on earth, but who must work or starve.

Believe me, little sister, when I tell you that the girl who has solved the bread and butter problem for herself and who has a trade or profession that makes her independent has not the worst of it in life. She has a capital in her own clever brains and hands that absconding cashiers and failing husbands and fathers can not rob her of, and she will never be broken on the wheel of fate as many a poor butterfly of fashion is. There is also a joy that passes understanding in the money you have made yourself, that you don't have to wheedle, nor beg, nor cajole, nor weep any man into giving you, and that you can spend absolutely as you please. The woman who has never known the delights of an independent pocketbook has missed half the pleasure in life, and that is something many a rich woman never experiences. She is a beggar from the cradle to the grave, and asking alms is a

humiliation, whether you rattle a tin cup on the street corner or ask for checks across the breakfast table. Don't forget your pocketbook when you count up your blessings. It may be light, but it is your own.

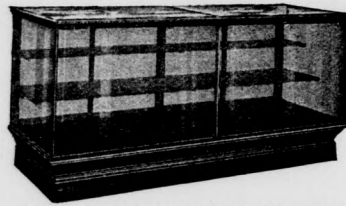
I would also urge you, as a matter of sense and happiness, to adopt what Stevenson called "that brave attitude towards life." Be cheerful. All the world loves a bright face and a genial smile. The silliest thing a woman ever does is to cultivate a martyr pose. Suppose you do belong to an aristocratic old family and never expected to have to work. Nobody on earth cares one rap about that or wants to hear about your ancestors and the quicker you forget about them yourself the better. It isn't sympathetic and it may not be right, but everybody has a horror of people who have tales of woe to tell. Don't join their number. Keep a bright face and it will pay you in a business way. All of us turn to cheerful people just as naturally as we turn to the sunshine, and we flee from dull people and complaining people as we do from the plague.

If I could tell what I believe to be the secret of success in any line, I should say it consists in cheerfulness and interest in your work. There is something in it that is infectious and that makes everybody want to turn in and give you a helping hand. Not long ago a newspaper woman who was sent to a distant city to do an important piece of work received great and unexpected assistance from a man who was a perfect stranger, and in thanking him for his kindness she was moved to ask him why he had put himself to so much trouble on her account. "Oh," he answered, with a laugh, "you are so enthusiastic over your work and seem to be enjoying it so much, anybody would be bound to help you out." Don't take your stand with the lackadaisical sisters whose tears are always on tap and who look chronically bored with their occupation, if you want to ever get your salary advanced. That kind of woman is never worth anybody's good money and she never gets much of it.

Be feminine. I think the most fatal mistake any woman ever makes is when she tries to make an imitation man of herself. Imitations are never any good and the working woman who wears mannish clothes and short hair and swaggers and tries to talk like a man is the worst of the lot. The very thing in woman's work that ought to make it valuable; that will when women have sense enough to quit trying to do things like men and do them altogether like women, is its feminine quality. The time will come when her intuitions, her tact and her adaptability will count in business life just as they do now in social, and when she loses these by coarsening herself because she thinks it mannish, she is simply lessening her commercial value.

I would also call your attention, little sister, to the fact that it is along the eternally feminine lines that women make the greatest success. There is always going to be a

One Thousand Cases in Stock Ready for Shipment



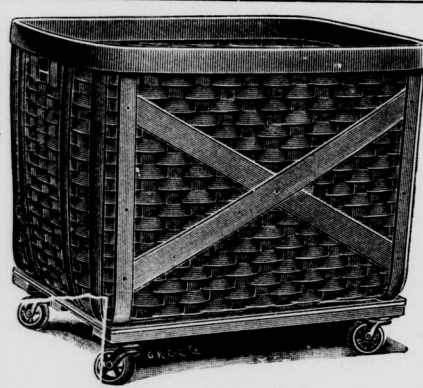
Our new narrow top rail "Crackerjack" Case No. 42.

All Sizes—All Styles
Our fixtures excel in style, construction and finish. No other factory sells as many or can quote you as low prices—avail yourself of this chance to get your cases promptly.
Send for our catalogues.

Grand Rapids Show Case Company
Grand Rapids, Mich.

The Largest Show Case Plant in the World

BALLOU BASKETS ARE BEST



X-strapped Truck Basket

A Gold Brick

is not a very paying investment as a rule, nor is the buying of poor baskets. It pays to get the best.

Made from Pounded Ash, with strong cross braces on either side, this Truck will stand up under the hardest kind of usage. It is very convenient in stores, warehouses and factories. Let us quote you prices on this or any other basket for which you may be in market.

BALLOU MFG. CO., Belding, Mich.

Fourteen Years and Still in Use

That's what this man says about the
Bowser Perfect Self-Measuring Oil Tanks

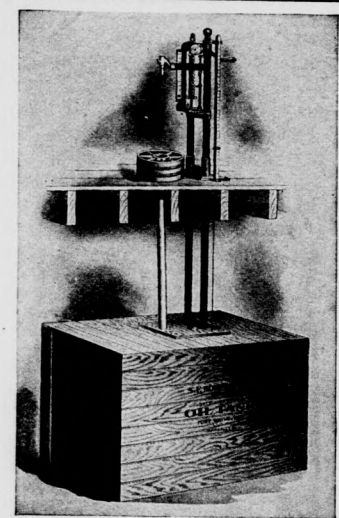
Stanhope, N. J., Mar. 24, 1906.
S. F. Bowser & Co.,
255 Atlantic Ave.,
Boston, Mass.

Gentlemen:—

I want to buy a gasolene storage outfit. I think the one of which I enclose circular will be what I want. What will be the cost to me?

I desire to say that I have been using one of your old model kerosene tanks for fourteen years' continuous use and have never had a leak or any trouble with it of any kind, and it gives just as good service today as it did the first day I used it, and from all appearances it will last another fourteen years. Let me know in reference to gasolene tank at your earliest convenience, and oblige,

Yours truly,
H. A. TIMBRELL.



Cut No. 1
CELLAR OUTFIT
ONE OF FIFTY STYLES

Isn't that the kind of oil tank you want? For price and other information send for catalog M.

S. F. BOWSER & CO., Inc.
Manufacturers of Kerosene and Gasolene Tanks
Fort Wayne, Indiana.

demand for good housekeeping, for well-kept boarding houses and hotels and for good dressmaking and millinery. I am not discouraging any girl from studying law or medicine or anything else she wants to, but I do say that if she would put the same amount of study, training and intelligence into keeping a good boarding house or establishing a first-class dressmaking establishment, the rewards would be ten times greater. The women in every city who make money are the ones who have followed those lines.

Be polite. It pays. You haven't any idea of the wild gratitude that surges up in the breast of a mere customer when we find a shopgirl who takes any interest in us and tries to find us what we want. Of course, we are aggravating. I realize that, but, you see, we don't know what you have in stock, nor just what we want ourselves half the time. We are bound to look about a bit and it is heartbreaking to a timid woman to know she is being considered a nuisance and a bore. Don't be supercilious. Everybody can not wear silk stockings and \$30 petticoats and embroidered satin corsets, yet when a woman goes into a store and asks for one of these articles the clerk invariably takes down something whose price is enough to give one heart failure.

"I want something cheaper," the poor, humble creature before the counter murmurs, and the way the haughty divinity behind the counter shoves the cheaper article at the buyer is the most eloquent expression of disgust and contempt that the human mind is capable of conceiving. Don't do that. We would all be millionaires if we could but we cannot. Bear with our misfortune.

Don't know too much. This is a favorite fault of typewriters and stenographers. Let your employer know something and let him manage his business his own way. I knew a clever and competent woman who lost her good place because she persisted in spelling "cinch" "cinque." She said that was the right way, because it was derived from the French numeral, and she brought down a lot of dictionaries to prove it. She carried the point, but her employer got somebody who would let him boss his own spelling.

Don't flirt with your employer, whether he is married or single. Don't go out to lunch with him. Business is one thing and society is another. If he wants to pay you attention, let it be in your own home, not the office or store. If you are working for a married man, don't let him tell you about his domestic infelicities, and how he made a mistake in marriage, and his wife does not understand and sympathize with him. You are not hired to be a comforter. My dear little sister, pull the man up short who starts to tell you about his home troubles. It is very easy to listen. It is very hard to refuse when he is your employer and your place depends on his favor, but do not do it. From sympathy to love is the shortest step in the world and many a girl has taken it before she

knew it. The married man who talks mean to another woman about his wife is a dastard. Have nothing to do with him.

Finally, beloved, never forget that there is always a demand for good work. It is because women's work is so often bad that it is so poorly paid. Every working woman should remember that when she does bad work she hurts not only herself but every other woman. Noblesse oblige was the motto of the old French aristocrat. Let us adopt it for our own and make it mean that every working woman is in honor bound to give of her best and to so work and so live that she will make the road easier for every other woman who shall come after her. Dorothy Dix.

Is Life Always Immortal?

The idea that there is no natural death is fascinating learned biologists. In the lowest organisms, those of a single cell, the individual is reproduced by splitting into two parts, each of which becomes a new living body, and the distinguished Elie Metchnikoff has ventured the view that this form of life is immortal. Death comes only by accident. Going farther, Naegeli, a German botanist, decides that there is no natural death in the plant world, and that trees living thousands of years are destroyed at last by catastrophe or some external action. Prof. Loeb sees no certain evidence of natural death, although the cessation of life in certain eggs of the sea hedgehog a few hours after being discharged may be such. Metchnikoff rejects this possible exception as accidental death, resulting from a kind of starvation, and agrees that natural death is unproven. The so-called deaths from old age, gentle and painless, prove to be violent, the action of disease microbes being revealed by lesions of the internal organs.

She Knew.

Frederick Landis, who two years ago was elected as a Representative from Indiana, is one of the most youthful-looking men in public life.

That Landis excels at repartee was proved at the time of his election, when, it is said, he appeared to be not a day over twenty.

"Say, boy," shouted a Hoosier to the candidate, as Landis was leaving the platform at a political meeting, "does your mother know you're out?"

"Oh, yes," replied Landis, with a smile, "and when the votes are counted to-night she'll know I'm in."

What a Jubilee Is.

Some years ago, before Queen Victoria's death and about the time that the Queen's jubilee was to be celebrated, the following conversation between two old Scotchwomen was overheard one day on a street corner in London:

"Can ye tell me, wumman, what is it they call a jubilee?"

"Well, it's this," said her neighbor: "When folk has been married twenty-five years, that's a silver wuddin'; and when they have been married fifty years that's a golden wuddin'. But if the mon's dead, then it's a jubilee."

FINE CALENDARS



NOTHING can ever be so popular with your customers for the reason that nothing else is so useful. No housekeeper ever had too many. They are the proper things for New Year's Greeting.

We manufacture positively everything in the calendar line at prices consistent with first-class workmanship. Tell us what kind you want and we will send you samples and prices.

**TRADESMAN
COMPANY**
GRAND RAPIDS, MICH.

CLOTHING

Some New Things in Spring Garments.

Now that orders for spring and summer clothing have been placed by the majority of merchants, the manufacturers are better able to gauge the season's volume of business. From the early bills it was plainly evident that the demand for both two and three piece suits was considerably in excess of previous years. Comparing totals it is found that the sales are without parallel in the history of the trade. Nor is that all. While the makers have incorporated some new details, the trend of preference regarding the essentials is well defined. This is particularly true of top-coats, which, as forecasted two months ago, are conspicuous in the loose-hanging and box effects now the vogue in garments for winter. Some are so capacious as to hang in folds.

In the opinion of some keen observers brown will be a popular color for spring. It is just beginning to return to the place it once held in the consumer's esteem. Merchants who have the better class of trade figure that after a heavy call for brown suits in the spring there will develop a brisk request for blue and grey two piece suits for summer. Such a wide and pleasing variety of patterns and shades is shown in greys, and so strong were they last season, that however brown or blue be urged no doubt can exist as to the probable demand for greys for wear during the summer of 1907.

Concerning the current season several changes which appear in the products of the classy tailors may be regarded as indicating what the tendency will be in the ready-for-service garments. Notable among them are the passing of the exaggerated shoulder, the snug-fitting effect about the hips, the reduction of the length of trousers and a tightening of the sleeves and trousers legs. In neither of the last-mentioned details can there be any material change and assuredly not in clothes for summer, which must be capacious in every part to afford the degree of comfort most men demand. The cuff finish has been abandoned by the smart element, although individuals, and some of them admittedly well-dressed men, are expressing themselves regarding the little things most emphatically. At the same time it is to be remembered that it is the changes in details that distinguish one season's product from another's, and for merchants to keep pace with them is much more advantageous than to follow no well-defined standard. The ideal situation would be to have some outstanding, distinctive characteristic about each season's product. This, however, is out of the question unless the designers, in the interests of the trade generally, will rest content to follow the lead of the tailors whose patrons influ-

ence the mode, instead of each endeavoring to originate.

The loose-back Chesterfield has the premier call in overcoats. Side seams are not pressed. Lapels on the newest models are broad and rolled. A fad is to have the velvet of the collar extend only to within a quarter or three-eighths of an inch of the edge. This assures greater wear to the collar, and, withal, is distinctive. Box effects are in good grace, either straight-hanging from the shoulder or so ample as to drape in folds both front and back. For dress wear the Paddock is still used to a considerable extent, although not in such favor as last winter.

Fancy waistcoats figure importantly in sales. More modest effects prevail and dark-colored mixtures are preferable to light fabrics for day wear. An attempt to revive large waistcoat buttons has received little encouragement. Most of the better grade waistcoats are made without collar and close with six rather than five buttons. Bottom points are deep. Curved edges and pockets are novel, but the graceful effect is lost unless the cut of the jacket corresponds. Retailers generally express confidence that the long-heralded decline of the fancy waistcoat will not develop. Rather than that, they find the indications all pointing in the other direction, viz., toward increased popularity. Certain it is that business men are regarding the fancy waistcoat with greater favor every season. Haberdashers would do well to give them prominent place in exhibits, thus increasing their popularity.—Haberdasher.

Advertising Peculiar To the Winter Season.

For three months, at least, business in retail lines may be expected to show a revival. People are obliged to spend more money for comforts and necessities in the winter time than they do in the warm weather. Again, the opportunities for spending money for sport or recreation are much more numerous in the summer. Excursions, parks, vacations, picnics, outings—all these things cost money, and so long as people let go of their coin for such purposes there is less left for the merchant. But with the coming of cold weather these expenditures are cut off, and the demands of bodily comfort require that a good deal of buying shall be done. And this buying will be done where there is reason to believe the dealing will be satisfactory and the trade appreciated. It follows naturally that the merchant who tells what he has to sell and why it is worth buying, and tells these things to the right people at the right time stands a first-rate chance of drawing this business his way. He should use the newspapers as a vehicle for his message, unless circumstances make it inadvisable to do so. And he should use good circular letters and mailing cards, too, whether he uses newspapers or not. The cost of these things must be regarded as a necessary part of the expense of doing business—as much so as delivery wagons or store rent or clerk hire. And this item of cost will produce revenue just as surely

as the others, if not more so. A clerk's salary is the same whether he waits on twenty or eighty customers in the day—and advertising will bring the other sixty. Rent is the same per day whether fifty or five hundred people enter the store—and advertising will increase the number who enter. Any way one looks at it, the matter of advertising looms large among the essentials for getting one's share of the winter trade.

The time is approaching—indeed it may be said to be here—when advertising will have demonstrated its absolute indispensability. More and more people are learning to depend upon advertisements as a sort of a guide, and this fact renders more and more precarious the business of the man who does not advertise. There is no occasion for such a man to deny the truth of this statement. It is proving itself every day. The advertiser gets the trade—the most of it and the best of it. What is left may drift to the non-advertiser, but it will not suffice to maintain his establishment long. A realization of these things ought to result in the awakening of a good many merchants to the peril of their positions. There is a way in which every business may be properly and profitably advertised, and the problem of finding that way is a matter of studying conditions. The sooner the study begins the sooner will increased business result.—Advertising World.

Fear more the foes in your heart than those in the open.



The "Ideal" Girl in Uniform Overalls

All the Improvements
Write for Samples

THE
IDEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH.

Hermanwile
GUARANTEED CLOTHING

Better than Custom-Made



There's no come-back to "Hermanwile GUARANTEED CLOTHING" garments. They sell and stay sold.

They sell and stay sold because they show in fabric, style, fit and workmanship value which the consumer cannot find elsewhere—value which enables us to claim for "Hermanwile GUARANTEED CLOTHING" that, at equal price, it is "Better than Custom-Made"—value which enables the clothier handling it to meet, successfully, any and all competition, whether custom-made, pretended custom-made or ready-to-wear.

Every progressive retailer is interested in seeing the line which is "Better than Custom-Made." If our salesman has not called on you, we will be pleased to send a few sample garments, on request, at our expense.

NEW YORK CHICAGO MINNEAPOLIS

HERMAN WILE & Co.
BUFFALO, N. Y.

Honesty the Best Policy in Selling Goods.

A traveling man who has been on the road twenty-five years or more will be able to recall some painful experiences, sometimes, in connection with men to whom he has been of the greatest help and benefit.

So at least it was with me. I can recall several cases where a young man with a small capital started out in business. He needed time for his payments in order to get a good start. I induced the firm to give him all the time he needed—sometimes six and eight months—in order to help him along. The man was successful, after a few years was able to stand up on his own feet and—never bought a dollar's worth of goods of me after.

Such experiences always pained me deeply, not so much on account of the dollars and cents involved as on account of the heartlessness and ingratitude shown. I should be hardened against such cases now, but whenever they turn up now and then I can't help feeling bad about them. Such experiences are common among my friends on the road. A drummer I know was treated shabbily by a customer.

"In certain towns in my territory," says he, "the farmers used to make coarse braided, harvesting straw hats. They sold them to the merchants, who tried to sell them again to the wholesale hat houses. In one town there was a merchant to whom I never could sell many goods, although I tried my best. One day when I came to the town the buyer told me that he had a lot of straw hats which he would like to sell—he would take other hats for them and would feel under obligations in the future to give me the greater part of his hat business. As it was a large concern and I was anxious to get their trade, I asked him to show me the hats. He said something to a boy, who went upstairs and brought down a lot of them. They were fairly good hats, which I could sell on the road, so I asked him if they were all like these samples. He said 'yes.' We agreed on a price, and I told him to ship the goods to my firm.

"After two weeks I received a letter from the house, saying that the straw hats had arrived; that they were the poorest stuff that they ever

had in the house, and they could not get more than half of what I paid for them. Then I saw that I had made a big mistake in depending upon the man's word and not looking over the whole lot. It was too late, however; we had the stuff and my firm lost money on the deal, but was generous enough not to charge me up with the loss.

"And, boys, do you know how that fellow kept his promise to consider himself under obligations to turn over a large part of his hat business to me? He has never bought a dollar's worth of goods from me since."

Years ago, when I was traveling in Iowa, I had a customer in a small town, a beginner, who was making money. One day I came into his store when he was busy with a young man, who evidently was buying his wedding outfit. He had bought a suit, shirt, collar, necktie, and now wanted a pin for his girl. I was standing near the showcase and saw how the merchant took out five or six pins, from 50 cents to \$2.50, and laid them on the showcase. The customer selected the best one, but when the merchant told him the price, \$2.50, he said that wasn't good enough; he wanted something better. The merchant took the pins from the showcase, laid them back in the tray, fumbled a little while among them, then took out the same pin again—I had watched the whole proceeding closely—and handed the pin to the customer, saying, "This is much finer gold. It is the best one I have."

"What is the price?"

"Seven dollars and fifty cents."

"That suits me," and the young man paid \$7.50 for the same pin which he could have had a minute before for \$2.50.

Now, this same man made money for a few years, but at the end of his career was a good subject for the poor house. He had worked his business on these methods at first with success, but by and by his customers found out his tricks and left him faster than they came.

But it is not alone the business man whom dishonesty and dubious dealings will ruin. The salesman who is dishonest will go under possibly just a little quicker than the merchant of the same disposition. Not only is it doubtful dealing that will do this for him. Indecency of any sort, particularly the kind that

leads to the telling of questionable stories, also will kill off the drummers. There are not many salesmen but off and on influence the merchant to buy goods by telling him a smutty story. I have no use for such fellows, they disgrace our calling.

Some years ago I met a harness man who was new on the road. I took him to a store where I sold goods. He was a perfect stranger and had never been in the man's store, yet as soon as I had introduced him he began to tell a story which made me feel like slapping the fellow's face. When he was through he laughed over his own story, but he found no response. The merchant didn't say a word, but his looks said enough. I could plainly see how disgusted he was with him. Not a dollar's worth of goods did he buy of the man. Sometimes I can't understand how it is possible for these fellows not to see what big fools they make of themselves.

One morning I met a piece goods man in Jefferson, Wis., who said he hadn't had much sleep the night before. He had been up with a customer until 12 o'clock; then, after making the man drunk, he sold him a bill of goods.

"I can't sell a bill of goods except I get the man drunk before," he concluded.

I told him if he depended upon such methods to make customers he would not be on the road a year. A good merchant never would allow himself to be so lowered. If there were such merchants in the country, who could be bought by such despicable methods—which I doubted—they certainly were not worth having. I never have seen the man since. He probably was called in by his firm before his year was out.

There are some young boys on the road who think they can't sell a man a bill of goods unless they buy him a cigar or a drink.

We have a young man in our house, a nice fellow, too, and a hard worker, who will make a success in his business. We sent him out on a trial trip. When he returned his expense book showed 75 cents for cigars every day of the week. Now, I know there are boys on the road who spend more than that. If they have a big business the expense does not cut much figures. But if a new man goes out on the road and it is doubtful whether he can make sales enough to pay expenses he should try to keep them down as low as possible.

Seventy-five cents a day makes \$275 a year for cigars alone. Of course, I sometimes, after I am through with my customer, invite him to have a cigar, but this is not a necessity. I would not sell one dollar's worth of goods less if I did not do it. The times are past when a merchant has to be bought by a cigar or a glass of beer. Some merchants consider it an insult if a cigar is offered them, and a traveling man must know his man pretty well before he offers him a cigar or invites him to take a drink. The best way to make a new customer is to convince him that it is to his interest to buy your goods, and this is not to be done through the medium of a foul story, a drink or a cigar. C. T. Wettstein.

Things are without what they are within.

**An Auto? No!**

Peanut and Popcorn Seller.
Catalog show'em \$8.50 to \$350.00. On easy terms.

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The advice of Bank Directors is frequently sought by those thinking of investments. They often have inside information which the average man does not.

The Citizens Telephone Company has among its stockholders more than forty who are Directors of Grand Rapids banking institutions. That shows their opinion of its stock.

The thirty-seventh quarterly dividend of two per cent., \$47,532.69, was paid last month.

Shares, \$10 each. Take one or as much as you want.

E. B. FISHER, Secretary.

Are You a Storekeeper?

If so, you will be interested in our **Coupon Book System**, which places your business on a cash basis. We manufacture four kinds, all the same price. We will send you samples and full information free.

TRADESMAN COMPANY, Grand Rapids, Mich.

GOSPEL OF BUSINESS

Comprises Patience in Tribulation and Rejoicing in Hope.*

There is just one interest in all the world. I mean that there is just one interest in all the world which is supreme. It easily overtops in importance and significance all other interests. Indeed, all other interests derive such significance and importance as they possess from the sole fact that they are ancillary to this one greater interest. Aside from their relation to this superior and supreme concern, they have no importance and no meaning; just as, aside from its relation to dust and soil and seeds and germination and growth and fruits and crops, the rain has no importance and no meaning. What is this supreme concern which lends significance to everything else? Is it business? For instance, is it farming or manufacturing or banking? Is it, then, science or art or invention or discovery or painting or sculpture or architecture or music or literature or logic or philosophy or theology or religion? Can any one of these interests which I have enumerated justly be called the first and greatest of interests? Is there one among them which, like Joseph's sheaf, arises and stands upright, while all the others stand round about and make obeisance? Nay, these various activities are but so many planets which revolve about, respond to, attend upon and obey a central sun from whose dazzling radiance alone they borrow such brightness as they wear. Stand as confidently as we will before each one of these different disciplines in turn, as the prophet Samuel stood before the successive sons of Jesse, and exclaim in each instance with the prophet, "Surely the Lord's Anointed is before me," and it will only be left for us to confess immediately afterwards, "The Lord hath not chosen this; neither hath the Lord chosen this." And when we have completely exhausted the list we will have to enquire with Samuel, "Are here all thy children?" And when we are told that "there remaineth yet the youngest," the latest born, we will have to reply, "Send and fetch him, for we will not sit down until he come hither." And, my friends, not until the youngest son comes in, not until we stand face to face with the latest born, with the interest which was born after the physical interest and after the purely intellectual interest—yea, not until the "ruddy and beautiful" moral and spiritual interest comes in—will we receive the divine commission. "Arise and anoint Him, for this is He." This is the interest, my friends, which easily overtops in importance all other interests; this is the sheaf to which all other sheaves make obeisance; this is the sun about which the others revolve as so many satellites; this is the central luminary from the white radiance of which the others catch a borrowed glory; this interest is His Grace, the

*Sermon delivered before Independent Congregational Church of Battle Creek, Dec. 3, by Rev. Frederick H. Bodman. The substance of it had been previously given at the annual banquet of the Battle Creek Business Men's Association.

King's, to whom the other interests are but so many valets. In this superior and supreme interest alone business, science, art, invention, discovery, painting, sculpture, architecture, music, literature, logic, philosophy, theology and religion find their meaning and importance, and apart from that interest they are utterly devoid of meaning and importance. Ultimately all things exist for the spiritual and highest interest. It is the end; they are the means. The end is always intelligent, free, moral, self-reliant, self-respecting manhood and womanhood.

Now I submit that the gospel of anything—whether it be of religion, science, art or business—must be a piece of intelligence that has a favorable bearing upon the end, a bit of good news that comes laden with hope to the principal concern, that comes freighted with promise to the moral and spiritual interest. Now, if this be true, let us ask if there be a gospel of business, if there be anything in the business situation of the present which is full of promise for the great universal spiritual concern? If some of us were asked to indicate the direction in which the possible gospel of business is to be sought, we would straightway point to our immense crops, our enlarged manufacturing output, our increasing foreign trade, the climbing figures which indicate the sum total of our clearing house exchanges, our swelling bank deposits, and the insistent and clamorous demand for capital. In other words, we would seek for the gospel of business in the material and would interpret it in terms of size and bulk and mass and quantity. But, my friends, to the thinking mind it must be obvious that this is not the quarter in which the gospel of business is to be sought. Why? Because right along

with these favorable conditions, and seemingly in spite of them, we have wide-spread, wolfish and oppressive greed, which is glad enough to arrive at its ends by any means: by overriding the law of justice, by corrupting city councils, state legislatures, the National Congress and our courts, and by ruthlessly driving competitors out of the field as soon by foul means as by fair. With all these favorable conditions we yet have poverty, black, discontented, ominous poverty, of whose extent and intensity you and I are ignorant, lamentably ignorant, unless we have read and digested the books of the recent authorities upon the subject; books of which Robert Hunter's Poverty is an excellent specimen; of which Edwin Markham says: "It is the most impressive book of the year; its story is heart-touching and terrible. It should have a million readers." Then right along with our smoking chimneys, our clanking machinery, our whirling wheels, our congested freight depots and the chink of our gold we have wide-spread ignorance and superstition; we have idleness in purple and too much industry in rags; and there is plenty of hunger not only of body but of mind and soul. Existing side by side with all this material prosperity we have different forms of slavery, just as real and just as hopeless as was that of the Southland in ante bellum days, and not one whit less blighting to the mental, the moral and the spiritual interest; not one whit less destructive of intelligent, free, moral, self-reliant, self-respecting manhood and womanhood. As actual accompaniments of all this material success we have much disease that is unnecessary, much misery that might be avoided, much vice, crime, degeneracy and despair that grow as naturally out

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The Trade can Trust any promise made
in the name of SAPOLIO; and, therefore,
there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and
will both sell and satisfy.

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

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

of disease and misery as plants grow out of the soil. You and I, in self-complacency, may doubt these statements, but we can not disprove them; they are only too true. They are palpable facts which are obvious to every disinterested, open eyed, honest investigator of social phenomena. It must be apparent, then, that it is vain to look for a possible gospel of business in the realm of the merely material. It is vain to look for a remedy for our social ills to mere quantity; if quantity were the remedy we would have no ills to be cured. It is manifest, is it not, that if we are in search of a possible gospel of business we must look in a different direction? And our quest must certainly take us beneath the surface of things. If business has a gospel at all, it is not in quantity but in something behind quantity. It is to spirit and to tendency in the business of our day that we are to look for a word of hope; for news that is good; for something that we may properly call "a gospel." And if in the business situation of today we find no movement, no tendency, no spirit that contains for us a word of promise, that presents us with ground for hope, then it will be safe to assume that business is without a gospel and that the future is dark and glowering and forbidding.

Taking now a rapid survey of the situation at large, what do we find? What do we find here in our own land, and in England and in Germany, and in France, and in Switzerland and in many another country? We find, first of all, a growing sense of the solidarity of the human race, a strengthening conviction that deep down underneath the superficial differences which divide us we are all one; the same chemical elements entering into the composition of our bodies, the same blood flowing through our veins. We are sharers in one omnipresent mind; partakers of one common spiritual nature; partners in one glorious hope, possessing one common origin in God, having the same problems to solve, the same temptations to meet, the same trials to endure, the same burdens to carry, the same griefs to bear, the same destiny to work out. But this is not all. We find an unmistakable spreading and deepening of the sentiment of brotherhood, with a growing disposition to live and not merely to let live but to help live. We find clear evidences both of an awakening and of an assertion of the social conscience. We come upon the lusty conviction that many of our economic conditions are intolerably bad and that they will never be good enough until they are as good as they can be; and that certainly means until they are a great deal better than they are now. We find an increasing and hopeful sensitiveness to human suffering wherever it exists, an intensifying aversion to injustice, a spontaneous and mighty out-going of sympathy to the oppressed; a waxing antipathy to all schemes and tendencies that are monopolistic. We find an ever widening and sharpening interest in the study of social and economic prob-

lems and a consecrated determination to approach them not from the standpoint of the interests of any captain of industry, nor from that of any class, nor from that of any sect or party, nor from that of any vested interest whatsoever, but solely from the standpoint of their bearing upon the health and well-being of the entire human family. Never before has there been such an enthusiastic investigation of the problems presented by production, distribution, trusts, monopolies, paternalism, privilege, taxation, poverty, child-labor and crime. In our day the economic problems are by common consent conceded to be the problems. We find again abounding evidences of the righteous constitution of the human heart, which more and more comes to love justice and fair play, and which more and more takes for its slogan, "Common rights for all and special privileges for none." As we examine the general situation, then, we are unmistakably confronted by an augmenting current of social thought, a swelling tide of social sentiment, a palpable tendency away from strife, and an accelerated movement toward co-operation; a spirit of brotherhood toward man and a spirit of sonship toward God. Now here, if anywhere, we are to look for a word of hope; here, if anywhere, we are to look for a word of promise. In this, if in anything, we have a gospel of business; a bit of good news that is laden with promise for the interest which is above every interest, viz., the vital and spiritual interest; for the end, I repeat, is always intelligent, free, moral, self-reliant, self-respecting manhood and womanhood. Thinking men will more and more demand for this first and greatest of interests the unconditional right of way, and will insist that all ordinary shall side-track in order that the earth's splendid special may rush through. Scholars and reformers in all quarters of the globe will more and more recognize it as their task to free this supreme and vital interest from all that retards it; to clear it from all that fetters and impedes it; whether it be autocracy, aristocracy or plutocracy; whether it be governmental tyranny or ecclesiastical tyranny or industrial tyranny; whether it be party interest or class interest or vested interest. The earth, the sea, and their resources, the air, the sky, the stars, the great domain of knowledge and of truth are to be exploited in the future not for a man but for men; not for a class of men but for men; that people everywhere may enjoy the conditions which are all-essential for mental and moral and spiritual growth. We not only ask a fair chance to enter into the kingdom of life for ourselves, we ask the same for our washerwomen. We ask it not only for our children but for the children of everybody else. A sympathy that is not as wide as life, a love that is not comprehensive enough to take in all mankind, is a miserly sympathy and love and stands in sorry contrast to the love of the Christ. As Shakespeare says, "There is beggary in the love

that can be measured." As you have divined, I am pleading this morning for the human as against the class interest, for the universal as against the particular interest, and if there is any one present who as against the interest which I have espoused wishes to arise and plead for the narrower, the class or the individual interest, let him do so; for in so doing he will only advertise to us the shrunken dimensions of his own soul.

This current of social thought, my friends, this tide of social feeling, this assertion of social conscience, this movement of the social spirit which so clearly characterizes the day in which we live, to what, let us ask, do these hopeful and promising signs point? For they are unquestionably signs and they point somewhere. As sure as history is true they point, my friends, to a day in the future when business shall no longer be conducted as a warfare; least of all as an Indian warfare with its treachery, its ambushes and its massacres, as in too many instances at least it is to-day. It points to a coming day in which the guiding spirits of the various nations in international council assembled (rational, righteous, loving) shall declare: Let us hear the conclusion of the whole matter! There are in the world just so many mouths to be fed, just so many bodies to be clothed, just so many minds to be educated, just so many souls knocking at the door of knowledge and truth and life and love, begging to be admitted; now these are the great

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

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YEAST FOAM

It is a Little Thing,

But Pays You

A Big Profit

facts which define and determine for us our tasks and our duties; like rational beings that we are let us cooperate, not fight, to meet the exigencies created by a situation like this—that all along the line the bodies, minds and souls of men may be fed, that none may suffer want, that men and women and children everywhere may enter together into the promised land of truth and life and love. And this coming international council—what is it if not just the fulfillment of an old, old prophecy which Tennyson puts into a sentence for us thus?

When the war-drum throbs no longer
and the battle flags are furled,
In the parliament of man, the federation
of the world.

If you and I in our weak faith doubt it, if we in our ignorance can not make out how it can be, let us remember that there is a power not ourselves which makes for righteousness and that the kingdom of God comes without once asking for our permission. I hesitate not to say that the righteous constitution of the human heart will compass this; or to put it into the language of piety, "The zeal of the Lord of Hosts will perform it;" and if you and I did but know it, it is our unspeakable privilege to be co-laborers with God and with Christ, and with all the great lovers of their kind, to bring in this brighter and better and more blessed day for the human race. The gospel of business! In just a word, What is it? It is the announcement, warranted by the achievements of history and supported by an unmistakable movement, tendency and spirit in the business life of to-day, of a deeper, wider, higher, more comprehensive redemption that is yet to be realized for the whole human family.

Come, Kingdom of our God,
Sweet reign of light and love,
Shed peace and hope and joy abroad
And wisdom from above.

Over our spirits first
Extend thy healing reign;
Then raise and quench the sacred thirst
That never pains again.

Come, Kingdom of our God,
And make the broad earth thine;
Stretch o'er her lands and isles the rod
That flowers with grace divine.

Soon may all tribes be blest
With fruit from Life's glad tree,
And in its shade like brothers rest,
Sons of one family.

Where to Push.

In every town there are lines that are nowhere well sold. They are sold a little by every one. No one carries a good stock and no one makes any money on them. Some such lines are the burden of every merchant in your town. It often happens in such a case that when some merchant takes up that line and goes into it extensively, buying carefully and advertising it and taking the pains to sell it well, that merchant gets all the business on those goods and the rest tacitly acknowledge themselves out of it and let the line go by default. Is there some such line in your town? Go into it yourself if it's not too far remote from drugs. Advertise the goods and keep enough stock so that you can supply people with what they want. You will soon find that you have added a valuable proposition to your store.—Spatula.

Our Laws and How They Are Made.

When a law is made it is intended for the poor as well as the rich—the protection should be the same for all—but the poor man is forgotten when the making of our laws are under consideration; that is, there is always a hard fight to have him overlooked.

The parcels post law which is under discussion among the retail merchants over this country is being considered for their interest, but it is like all of the other laws we have where dollars and cents are at stake—it will pass for the benefit of the few, regardless of the thousands of kicks which are coming from everywhere.

The competition of mail order and catalogue houses has come to stay and mark what I tell you right here, they are going to get laws to protect and help their business, it matters not how many small retail dealers must suffer.

If you will sit up and take notice you will find that most everything that is done in our law-making concerns is done for the sake of business—Big Business—the bigger the business the more law they get to protect them.

Big business men everywhere are violating the law in one thing or another and at the same time doing everything they can to get new laws for their benefit to take the place of the ones they are violating. Everybody knows that the trusts have their attorneys "Johnny on the spot" at every courthouse in this country, or at Washington whenever there is a law to be enacted, and these lawyers have their influence or they would not be there.

Now, how in the world can the poor hard working man and the "little merchant on the corners" expect to get protection?

I have read article after article in most of the leading trade journals in this country about "how to combat the retail mail order houses" and I have failed to find anything in any of them that is of any real benefit for the small merchants in general. Most every article treats on how the poor individual should fight it out by himself.

If the retail mail order houses are here to stay, and thousands of small merchants over the country are going to lose their business on account of them, then there is but one thing for them to do if they expect to see their business grow and that is to have laws enacted for their benefit and protection. But how are they going to get this done when they have not the ready cash to employ the thousands of lawyers that are now fighting them?

The poor honest hard working man is in the same position as that of the small retail merchant. He is allowed to help vote for the men that make laws for the rich and that is about all the freedom he has, for if he fails to "come up with his goods"—which is his labor—he has a right to starve to death.

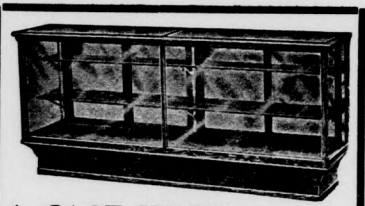
If the small retail merchants over the country can not afford to sell as cheap as the large retail mail order

houses, but tries to do so just the same, he too has the right to go in rags and eat what he can not sell or go hungry. You see this is a free country.

It has been said "Competition is the life of trade," but I think there has been a turn made in the road, and lots of us are going to be led away from that which rightfully belongs to us. Edward Miller, Jr.

Charity often means throwing sour dough on the waters and keeping a weather eye for an angel food cake to come floating in.

It is a good thing to stick to what you say, but remember that what you say is very likely to stick to you for a long time.



A CASE WITH A CONSCIENCE

is the way our cases are described by the thousands of merchants now using them.

Our policy is to tell the truth about our fixtures and then guarantee every statement we make.

This is what we understand as square dealing.

Just write "Show me" on a postal card.

GRAND RAPIDS FIXTURES CO.
136 S. Ionia St. Grand Rapids, Mich.
NEW YORK OFFICE, 724 Broadway
BOSTON OFFICE, 125 Summer St.
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On September 30, 1906

There were

112,942 Subscribers

Connected to This Company's System In This State

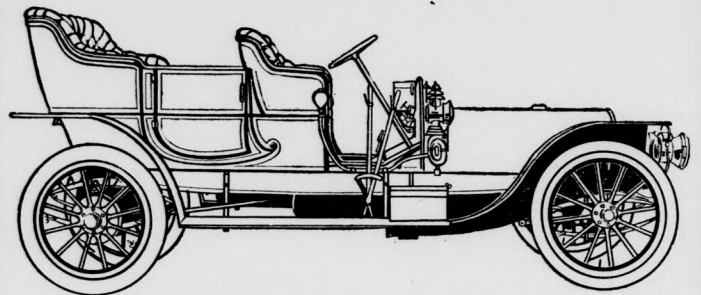
Have you considered what it means to be connected with this service? If not already a subscriber send in your order.

Michigan State Telephone Company

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FRANKLIN



Type H Six Cylinder Touring Car \$4000.00

Shaft drive. Sliding gear transmission. Three speeds and reverse. Franklin disc clutch. 120 inch wheel base. 7 passengers. 30 "Franklin Horse Power. 2400 lbs. 60 miles an hour. Ironed for top and glass front. Full lamp equipment.

This car is the present-day limit of touring car ability. It seats seven facing forward. It's sumptuous design, upholstery and appointments are in keeping with its ability.

It was a Franklin H converted into a Runabout, but with a load bringing it up to 3150 pounds, which made the astonishing record of 15 days 2 hours and 12 minutes over the roughest roads in the United States from San Francisco to New York. More could not be said for its usable power, reliability and endurance

Ask for the book containing story of this world's record—also the new Catalog of 1907 Franklins.

Shaft Drive Runabout - \$1800.00 Large Touring Car - \$2800.00
Light Touring Car - \$1850.00 Six Cylinder Touring Car \$4000.00

ADAMS & HART, West Michigan Selling Agents
47-49 No. Division St.

Grand Rapids

ESCAPING CHRISTMAS.

No Place Where a Man May Forget It.

In spite of a thousand strictly conventional stories about habitually cynical, if not malign, men, who, influenced by the unconscious spirit of the season, suddenly turn soft-hearted at Christmas, pat children on the head, and beam with benevolence, there are still a good many kindly people who would gladly escape Christmas and all that it means.

Apart from its religious significance, Christmas as a season is almost wholly kept up by tradesmen, who take care that we shall not forget it. These create the demand for Christmassy things by stuffing every store, and the invincible conservatism of human nature and a desire of strictly modern date to yield everything to the children do the rest.

It is silly to wish to avoid the season because of its stereotyped bills and biliousness, but to my mind some of the things that make up the sadness and weariness, if not horror, of it are pictorial numbers of the illustrated papers, with their inevitable given-away-in-colors golden haired child doing something to a dog—how I hate that dog and child!

How infinitely wearisome, too, is that unhumorous series of "humor" in thin colors, dealing with a country house in the last century. The namby-pambyism of Christmas cards—printed in Germany—and the banalities of pantomime are as nothing to these for charging the spirit of man with leaden gloom.

But how to escape Christmas? We know that it can not be avoided in jails, for we read almost daily of guardians—sometimes blackguardians—fighting bitterly against any such indulgence as tobacco for their wicked charges; in asylums Christmas is celebrated with unusual spirit, as being in strict keeping with the humor of the patients; and we are told in a book by one of the most noted prison inspectors that never, in spite of plum pudding, are prisoners so restless or so inclined to "break out" as at Christmas, which, above all other seasons, proves a milestone of recollection in their minds and a remembrance of their wants of liberty.

I knew a man who tried to avoid Christmas by lying in bed, but the sound of revelry penetrated for long hours at a stretch through the closed windows; his landlord, who was subsequently carried to bed by four men with thick boots on, appropriately sang, "Christians, awake!" until 5 o'clock in the morning; his landlady knocked at the door and asked him if he couldn't be induced to indulge in a "little something" like a slice of cold plum pudding and a glass of hot rum to keep his "spirits up;" the people at one house next door held a revival meeting, and at the other house next door they had a sing-song-and-dance, which lasted, with adjournments for refreshments, for ten hours.

A man, without being a curmudgeon and without in any degree wishing to curtail the festively suicidal tendencies of his neighbor, may well

wish to escape the unwholesome rites. But what is he to do? Go where he will, he can not do less than escape the prickly decorations, and even the drunkenness remains—if human celebrants of a certain kind remain, that is.

A man of grave habits, a friend of mine, declares that within the bounds of civilization there is no place where you can so effectually avoid Christmas as the average boys' school, when all the pupils are away; another avers that the only place where you can forget any suggestion of festivity or anything Christmassy—except the bills and the tips—is the ordinary seaside hotel, or "home away from home;" a third, an undertaker, who always has a tremendous accession of business at this time of the year, recommends attending as many oratorio performances—much advertised at Christmas—as possible, for the average man at an oratorio can forget anything but his present misery.

And this reminds me of one of the greatest grievances of those who would avoid Christmas. Just as the evening papers usually appear in the forenoon, so do the preparatory horrors begin to obtrude themselves just as we are suffering through our holidays and all manner of offenses on the part of our male employes that may happen between January and Easter are put down to the fact that the offender has "not quite got over Christmas yet."

So, too, in regard to "tips." I have before now been reminded in February that the Christmas dole was still due. But all this spreading of Christmas over a long period does nothing toward "thinning it out," as it were, during the two or three days that may legitimately be called "Yuletide" holidays—they are just as intense as though they were limited.

Talk about the "long arm of coincidence," what is it to the long arm of Christmas, that reaches to the confines of civilization? When some one suggested an article on "Escaping Christmas," I could only think about the "Snakes in Ireland—there are none" incident, for there is no escaping Christmas; there is no jumping off place on this globe of ours where a man may forget it.

John A. Howland.

Great Run of Herring.

The phenomenal run of herring which sets into Nanaimo harbor for many weeks every winter has long been a remarkable occurrence and one which has attracted a great deal of attention among those in the fishing industry. For a long time there was but little use made of the fish, and millions were killed and used for fertilizer. Fishery regulations prevent the export of fish turned into fertilizer, and that line has been practically abandoned. With the growth of the halibut industry the herring were required in increasing quantities every year for bait, the hooks on the halibut lines being baited invariably with salt herring. The fish caught in the winter are salted down and barreled, being put away for use all season.

U. S. Horse Radish Company
Saginaw, Mich.

Wholesale Manufacturers of

Pure Horse Radish



Horse radish is surely perishable
If kept in stock too long,
Hence order as you need it
And we'll send it good and strong.



Handle the Coffee
That Sells

Sales of Mo-ka are increasing every month. The people have discovered that high-grade coffee can be had at a popular price. Mo-ka coffee sells to every lover of good coffee who appreciates its advantages. The air-tight package insures cleanliness and preserves strength and fragrance. Mo-ka is not a cheap so-called "coffee" offering a cent a pound profit to the dealer. It gives a fair profit and sells again wherever once used. Write us for prices.

The Smart & Fox Co.
Wholesale Grocers and Coffee Roasters
Saginaw, Mich.

"Honesty is the best policy, but the man who is honest only for the sake of policy will bear watching."

Mother's Oats

are honest oats because the quality is good, clean and pure, and our new

Profit Sharing Plan

divides our profits with you.

The Great Western Cereal Co.

Sole Manufacturers of Mother's Oats
Chicago

LONDON STORES.

They Will Not Compare With American Institutions.

Business methods of the business man, transplanted from New York and Chicago to the metropolis of London, would need to be shaded sharply in order to avoid failure as an exotic.

Six months' study and observation of business houses and their constituency in the British capital have led Harry G. Selfridge to this general and sententious conclusion. Radical innovations in the conduct of a great department store would not be accepted by the conservative British patron. Yet tact and judgment in American concessions to British tradition still would leave available much of the strenuous business activity which has distinguished American merchants in the United States.

"At once the American business man is struck by the London merchant's diverging point of view in reference to business," said Mr. Selfridge. "For generations the British merchant has regarded his business as a means to an end. In contradistinction, the American merchant has found his ends in the means itself. In his business the British merchant finds the means by which he may live his home life, his social life, and perhaps political life, according to his tastes. The American merchant finds his life in the game of business itself. For myself I may say that I am one who 'enjoys the game.' At the same time I am willing to concede that as between the two types of men the Englishman is getting more out of life. There are reasons why he should when he can not look upon his business as his chief end.

"In the United States business itself has become a hobby. The merchant, manufacturer, financier—everybody in the life—looks upon business as a hobby. He talks business in his home and in his club—everywhere. He is after the material success of business and adds and builds to it without end. In Great Britain one finds the business man working to the end that his business shall serve the ends of sufficient income. Thereafter he sits back satisfied. Business has come to that fixed size meeting his wants and he even may repel the possible suggestion of increasing it.

"Again, looking for the material reasons for the fixed magnitude of the British business house, one finds there a board of directors administering the affairs of a large concern. This board of directors, too, fills its implied office. It goes into a comparatively minute detail in everyday affairs of a company until in the executive heads of such a house a quick, decisive line of action becomes almost impossible. The board must be consulted. The result is cumbersome in innumerable ways.

"Tradition in all directions exerts an influence, too, that hardly is understood in America. For example, in closing a London store one finds house employes pulling down the iron shutters of the show windows. Ask a London merchant why he does it and he is likely to say, 'Well, that al-

ways has been done in London, you know.' At the same time no other mercantile business in the world finds so much sales possibility in its windows as does the retail business of London.

"In the London window the passer in the street is tempted to look in with a distinct view to an individual purchase. The window display is such as to make inquiry of a certain article unnecessary if the person attracted means to buy. If the person in the street does not mean to buy, his entering the store brings upon him something akin to a frown.

"The shop walker in London is not the directing guide to a store as is the floor-walker in Chicago. He is an importuning agent of the sales department. The average person entering a London store is approached by this shop walker with the request that he buy something. If he doesn't buy he gets a suggestion of the fact that his entrance was in the nature of an intrusion. The idea that a man or woman be made welcome as a mere looker on at counter displays is not considered. A writing and rest room in a London department store would be a radical innovation. There are only three or four stores of magnitude in the city where the active shop walker does not importune the caller to purchase something and where a casual walk through the shop would not be questioned in some degree.

"It is within two years only that advertising methods in London have been resorted to in any measure approaching those of the Chicago and New York merchant. At this time, too, advertising of the kind is questioned in that city. It is conceded that advertising brings business, but advertising costs money and the expenditure of this money for this purpose naturally calls for an enlargement of a business. Altogether the London merchant is inclined to think the ends are not worth the effort.

"In this attitude he is backed by conditions. With its enormous population widely distributed, it is only an incidental necessity which calls for a customer's coming to the city's center for a purchase. He may buy the same article just as cheaply ten miles from London's heart. This fact, coupled with a British conservatism formed of habit, necessarily points to such a purchase of a neighborhood store unless other influences bring the purchaser to Oxford street. It is within a short time only that influences have come to bear centering transportation in a downtown London. These agencies are the 'tubes,' through which a fare of 4 cents to 8 cents lands the passenger in this new center. Concentration of business is to be the result of the 'tube' system, and as in Chicago, this concentration is to make for competition. To-day in the London center, with its radius of a quarter of a mile, 4,000,000 people will be within easy reach of trade.

"Take from downtown State street in Chicago the influences of the newspaper advertising, the centering lines of transportation, and the tremendous assortments of the retail

trades, and one may see where the business of the city in mercantile lines might have scattered. Now, that London's transportation lines are leading to such a center it is not hard to conceive of the competition that is to result from it.

"Oxford street is the main retail thoroughfare in London. Naturally it has its attractions for the outlying neighborhoods, but in the past it has been a matter of inconvenience and cost to the Londoner to get to this center. When the Oxford street great stores come to it between the marble arch and Bond street, their huge assortments and attractions in prices must bring the Londoner to them.

"In my own 'invasion' of the British capital's merchandising field I

Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gal. cans.

Standard Oil Co.
Grand Rapids, Mich.

The Wise Do First What Others Do Last

Don't Be Last

Handle a Line of

BOUR'S COFFEES

The Admitted and Undisputed

Quality Coffees

They Are Trade Builders

Why?

Because the J. M. Bour Co. offers the Greatest Coffee Value for the Money of Any Concern in America.

Unquestionably the Best

Branch Houses
in all
Principal Cities

The J. M. Bour Co.
Toledo, Ohio

Pure Apple Cider Vinegar

Absolutely Pure

Made From Apples

Not Artificially Colored

Guaranteed to meet the requirements of the food laws of Michigan, Indiana, Ohio and other states

Sold through the Wholesale Grocery Trade

Williams Bros. Co., Manufacturers
Detroit, Michigan

may say that it will have the least characteristic of anything approaching invasion. I have spent six months looking into and over the field, and I think I have learned and recognized conditions.

"One of the marked characteristics of the British house is the sharp line of distinction drawn between the employer and the employe. There is a great gulf fixed between the two. In America the merchant feels that the closer he is to his employes and to the department heads which supervise their work, the more valuable may be the employes' services. In this manner the business becomes a school for the production of business heads in a great house. In London the possibility of such a condition is least considered. The employe is an employe; the heads of a house are the employers of persons hired to do a fixed duty. Suggestions born of an employe's experience are not welcome. For the most part I should say that the employer is responsible for this condition, though tradition, from the employe's point of view, has its bearing.

"Going to London with a Chicago experience, I shall not expect any handicap of prejudice. It could be aroused doubtless if it were not determined that it should not be aroused. To-day a Chicago house which might move to New York and display and advertise a strictly 'Chicago method' in its affairs could expect to arouse prejudice. In the same way a New York house coming to Chicago would arouse the same antagonism. An 'American' store in London might attract the American resident and visitor, but it would repel the Londoner. We are prepared to cater to London trade as it is today—we are not introducing new methods for the education of a new school of buyers.

"In this establishment of a London house, too, there will be no effort to people it with American salesmen. This in itself would be enough to excite unnecessary prejudice. At the same time there will be all natural encouragement to the relations existing in America between the employer and the employe. I think the British salesman and department head not only will take kindly to this encouragement but that he has judgment and balance enough to receive the new relation in its best sense. Centuries of acceptance of the old condition will not have disqualified him in this respect.

"In the choice of a location for the new business in Oxford street, which gives us show windows on three streets, I may say that less money is required than would have been necessary for a like site in either Chicago or New York. In the matter of a building, labor is cheaper, too.

"In meeting the demands of the London shopper I do not anticipate any particular problem. The London woman, through the influences of London shop walkers and London show windows, is less a 'shopper' than is the American woman. But if encouragement is offered to shopping there is no reason to expect that she would refuse the opportunity. It is

certain that opportunity offered for wide selection of good qualities of merchandise at attractive prices must appeal to the London buyer as it appeals elsewhere to buyers. Under these conditions not even the salesman from New York or Chicago would find himself handicapped in handling the London shopper."

Hollis W. Field.

Rules for the Government of Employes.

Wicken & Ransom, of Lorain, Ohio, who operate one of the largest and most complete furniture stores in the country, have conspicuously posted about their establishment the following rules for the government of their employes:

No man is fitted for a larger place until he more than fills the place he is in.

Study at all times the interest of the firm; our interests should be mutual.

It makes little difference whether you rob the till or waste the firm's time. So keep busy.

Treat every customer as though she were your mother.

Should there be any defects in any article, tell the customer of it; it is not pleasant to have the customer kick.

No firm can prosper on a foundation of lies; so don't misrepresent goods.

Secure the confidence of your patron and then keep it.

"Cleanliness is next to Godliness," so be clean and keep the store clean.

Never be afraid of doing too much; the man who is always looking for quitting time is seldom pushed ahead.

Keep to the prices marked, allow the regular cash discount, and no more, unless one of the firm authorizes it. Any deviation from this is prohibited, and the difference will be charged against the wages of the clerk who does it.

On an evening when not waiting on customers don't hang around the front door. It looks bad to parties outside. Go 'way back and sit down.

Should you have any grievance go direct to the office and adjust it there with the firm.

Be ever courteous. The poor man's money is as good as that of the rich man.

Never lose your temper, for "Whom the gods would destroy, they first make mad." So be patient.

Keep your promise to the patrons; better not promise than break it.

Always give receipts for payments and let the books show every transaction.

Every patron has a right to expect the greatest civility at your hands, and must receive it.

Attention to details is of the utmost importance; its observance is a stepping stone to success.

See that goods are delivered in nice shape, but don't take all day to clean up a 60-cent chair. Be active.

Heaven will probably make some people so dizzy that they will want to jump off.

Too Valuable to Miss

Ariosa Coffee vouchers are the most valuable premium vouchers ever offered. The retail grocer should get one with every 20 pounds of Ariosa Coffee he buys. Each of these vouchers is worth about 20 cents in merchandise, and because it only requires a small number to entitle the grocer to a premium of real value, he should be sure to get all that's coming to him; we learn that this is not always the case.

Our object in giving these vouchers to grocers is to insure them an additional profit on Ariosa which cannot be taken off the price, and we want each retail grocer to get what he is entitled to.

IF YOU DO NOT RECEIVE FIVE VOUCHERS WITH EACH 100-LB. CASE OF ARIOSA, DEMAND THEM FROM YOUR JOBBER, AND WRITE TO

ARBUCKLE BROTHERS NEW YORK

These Vouchers are Only Redeemable From a Retail Grocer

WHITE HOUSE DWINELL-WRIGHT CO. BOSTON—Principal Coffee Roasters—CHICAGO. COFFEE



Really Pleases People

Because it's honest; because it's the genuine, simon-pure coffee of the olden time, when adulteration and imitation and substitution were unknown—a dependable coffee.

Now Isn't it Good Business Sense to Handle Stock that Saves You all the Worry of Doubt and Uncertainty?

WE GUESS YES!

JUDSON GROCER CO., GRAND RAPIDS, MICH.
Wholesale Distributors of Coffees and Spices Bearing the Name
"DWINELL-WRIGHT COMPANY,
Boston and Chicago"—Guaranteed Goods

OLD SCROOGE NO. 2.

He Wasn't So Bad As He Was Painted.

Written for the Tradesman.

Roy Gordon sat in his cold little hall room with his feet on the radiator. Zero weather prevailed without. A crisp hard snow covered the streets, giving out a grinding, crunching sound from under foot and wheel. Roy's surroundings were far from attractive. His room was both small and bare. The carpet had once been new, but that was in the long ago. The mirror on the combination bureau and washstand was one of the wavy sort. It never flattered. This may have accounted for the crack across its face. A folding bed standing against the wall occupied three-fourths of one side of the room. When open it took up about that extent of the room. The plain white water pitcher was without a handle and stood in a wash bowl that had once belonged to a more pretentious set. The one narrow window looked out upon a dull brick wall three feet distant. The stamp of shabbiness and long usage rested heavily upon the entire room. Ill-conditioned though it was, it was Roy Gordon's home, and it cost him \$6 per month of his hard earned money to occupy it.

Upon this particular evening Gordon was realizing to the utmost how mean this home was and how utterly impossible it was for him to afford a better one. As he looked about at his poor surroundings his thin, delicate face took on a hungry expression, reflecting the desire within his heart for something better. His glance rested for a moment on the cracked mirror. He started at his own reflection.

"For heaven's sake, do I look like that!" he exclaimed aloud. His voice seemed to please him for he continued talking: "I've tried and tried to cut my expenses down so that I might live in a room that wouldn't take the heart out of me; but it's no use. What on earth can a fellow do on \$7 a week? I've lived at the cheap eating houses, I've tried the bakery lunches, I've even gone to the Concordia, where they give you a meal and a glass of beer for a dime. Horrors! How I used to glance up and down the street, before I entered the vile place, to see if anyone was about who would recognize me. It didn't help. By the time I had saved a few dollars, and ruined my digestion, shoes or clothes had to be bought. I am obliged to dress decently. If I don't I'll lose my place in the store. I wouldn't be the first man whom A. & F. have fired because he couldn't look decent on \$7 a week. What in the name of heaven does life hold for me? Life? Hell! Yes, that's it—that's just what it is. I've worked and slaved, hoping that some one in authority in that great store would think I was worthy of increased pay. It has all been useless. Land! What wouldn't \$3 more a week do for me? How it would ease the burden. What a delight it would be to live in a room that wouldn't give one the horrors, to comb one's hair before a glass that reflected a decent likeness, to have a

bed that didn't pretend half of the time to be a wardrobe, to have a pitcher with a handle, to—I can't stand this, I'm going out."

In his pleasant sitting room at the other end of the hall Old Man Rubens sat before an open grate watching the flames leap and dance. His condition was conducive to pleasant thought and, as he blew ring after ring of fragrant cigar smoke into space, his unpleasant face assumed a pleased expression. He had the appearance of a man who enjoyed an abundance of this world's goods without deserving it. His face was colorless and seamed with numerous wrinkles. A pair of small eyes without definite color added to the ugliness of his face. His shoulders were narrow and drooping, giving to his figure a bent effect, while his legs, even while he sat, were seen to be bowed.

The sound of a door in the hall and receding footsteps on the stairs roused Old Man Rubens from his reverie.

"That's young Gordon going out," thought he. "I wonder where he's going. He seems to be a rather nice young fellow, although he has always refused my invitations to attend church or early communion. He appears to be having a hard time of it. I have thought several times lately that he looked hungry—I wonder if it could be so. Everybody regards me as an old busybody and a skinflint, but I should hate to think of the young chap's being hungry. One can't ask a fellow like him if he needs something to eat, and he won't accept an invitation to dinner. He is as proud as Lucifer. I suppose he thinks that it would have to be paid back in kind and he can't afford that. I like the fellow, but he doesn't seem to like me. What a misfortune to be built as I am, with bowlegs, parchment face and bent back. Just because I look like an Old Scrooge people think I am such. Upon my word, I'd change places with Gordon this minute if he were willing and such a thing could be. He is dreadfully hard up and hasn't a cent to bless himself with, but no one ever regards him as being cranky or stingy. I'm not a crank nor am I stingy and, by Jove! I'll just make that young man realize that appearances are sometimes deceptive;" and Old Man Rubens got up from his comfortable chair to pace the softly-carpeted floor.

The subject of his thoughts wandered aimlessly about the city looking at the displays of Christmas goods in the store windows. Out in the crisp frosty air he was not forever reminded of his poverty. The cold went through his thin overcoat, making him shiver, but he did not mind that. He was used to it, and there was no oppressive shabbiness in it. He could forget how poor he was by building air castles and selecting from the store windows the things he would buy for Christmas.

It was 9 o'clock when Gordon returned to his room. He had scarcely removed his hat and overcoat when Old Rubens knocked at his door. The invitation to enter was grudgingly given, but his visitor paid no atten-

GRAND RAPIDS PAPER BOX CO.

MANUFACTURER

Made Up Boxes for Shoes,
Candy, Corsets, Brass Goods,
Hardware, Knit Goods, Etc. Etc.

Folding Boxes for Cereal
Foods, Woodenware Specialties,
Spices, Hardware, Druggists, Etc.

Estimates and Samples Cheerfully Furnished.

Prompt Service.

Reasonable Prices.

19-23 E. Fulton St. Cor. Campau,

GRAND RAPIDS, MICH.

Good to the Very End

S.C.W.

5c Cigar

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.

THE FRAZER

Always Uniform

Often Imitated

Never Equaled

Known
EverywhereNo Talk Re-
quired to Sell ItGood Grease
Makes TradeCheap Grease
Kills TradeFRAZER
Axle GreaseFRAZER
Axle OilFRAZER
Harness SoapFRAZER
Harness OilFRAZER
Hoof OilFRAZER
Stock Food

Fire and Burglar Proof

Safes

Tradesman Company, Grand Rapids

tion to the lack of welcome. That was nothing new. He stated his errand at once by saying he was lonesome and wanted some one to join him in a smoke.

"I've a good fire in my den," he continued, "and if you'll come I'll be a thousand times obliged."

Roy Gordon had met the man several months before when he had first moved into his bare little room. Instinctively he had taken a dislike to him and had repulsed his friendly advances. He could give no reason for this feeling because he knew nothing about the old man except that he lived alone and seemed to have means.

Fortune favored Old Rubens' plan upon this particular night. The young man was so lonely that he would have accepted an invitation to smoke a cigar with the Devil—for Old Rubens, to his mind, was the personification of that very gentleman!

He was soon seated in one of the big armchairs in the old man's den. The firelight danced as if in glee to see the young man's face light up when he looked into its glowing warmth. The cigar he smoked seemed to relish its own destruction in the pleasure it was giving. An artistic color combination of reds, greens and tans in rugs, couches and draperies gave a most attractive and luxurious aspect to the room.

The old man surpassed himself in his efforts to make his guest feel at home. Before he was aware of it Gordon had thrown his usual reserve aside and was talking about himself and his struggle with life without hesitation. He found in this old man a most sympathetic and attentive listener. The thought that any one with such a repellent exterior could have a heart to feel for others was a revelation to him. He felt ashamed of himself for having so misjudged him. Old Rubens had nothing to hide in regard to himself and in return for the young man's confidence told him many things about his own life.

"Do you know," he said, "when I heard you go out to-night I was wishing that I could change places with you, even although your life is a struggle. You don't know what it is to live in a shell like mine. People take to you, but they shun me. I have been forced to find company in inanimate things. My heart has yearned in vain for friendship and companionship. Surrounded as I am with every bodily comfort I am still only a lonely, ugly old man. My life would indeed have been a hard one had I not been fortunate with my pen. Luckily, editors can't tell, when they read a story, what the man looks like who wrote it. Suppose we talk about pleasanter things:

"Christmas is only two days distant. You will have a holiday. What plans have you made for spending it?"

"Plans! I can't afford to make plans," replied Gordon. "It keeps me hustling to make ends meet without them. I was thinking, however, that it would be a deuce of a day for me. I shall most likely stay in bed until noon—you know I save the price

of a meal that way," and Gordon laughed.

The laugh was a failure for it did not hide the stern reality of his statement.

"I'll tell you what," said the old man: "You will do me the greatest kindness if you will come and take dinner with me and spend the afternoon. In the evening we'll go to the Broadway theater and see 'The Sign of the Cross,' which is being presented there."

"I am sure I appreciate your kind invitation, but I can't accept that which is beyond my power to repay."

"Repay! Why, my dear boy, you would be paying me a thousand times over by merely accepting. The pleasure it will give me is beyond your power to calculate. Now, I am going to be selfish for once and say that you must come, so we will say the thing is settled."

The following day an ugly bow-legged old man entered the side door of D. & F.'s great department store and took the elevator for the office floor. His request to see the Superintendent received prompt attention and he was shown at once into that gentleman's office, to whom he was known as a prompt-pay customer of the establishment.

"I do not wish to take up your valuable time, Mr. Wilson," began the old man, "but I have come upon an errand of mercy: You have in your employ a young man named Roy Gordon."

"Yes, sir, we have and a splendid fellow he is."

"I am glad to hear you say that, for I wanted to see if I couldn't make some arrangement with you to give him a larger salary."

"Why, I am at work on that very list just now," replied the Superintendent. "Young Gordon's salary is advanced one dollar per week. Our employes will receive their pay tonight. We give the worthy ones an advance at this time as a sort of Christmas gift."

"Well, would you kindly take a check for \$104 from me and give the young man an advance of \$2 more per week? That will, I believe, make his salary \$10 a week. I want to help him, but his pride prevents me. If you will do this I shall regard it as a great favor. By next Christmas I shall be on hand with another check of a like amount."

"I see no objections to your plan, Mr. Rubens, and will be glad to do so."

"Very well, here is the check and I am very much obliged to you. Good morning."

On his way out the old man stopped at the furnishings department, where young Gordon worked. He purchased a handsome four-in-hand necktie of a silver grey color with a Persian design of a light shade worked into it. The old man stated that he was a poor judge of such things and got Gordon to select what he regarded as the handsomest tie in the store. Upon securing his purchase the old man took his leave.

Promptly at 1 o'clock on Christmas day young Gordon entered Old Man Rubens' apartments. His face was

radiant. The old man saw the change and his good old heart beat with satisfaction. Neither by word nor sign did he let on that he already knew, when the young man joyously told of his good fortune. Both were happy as men could be as they sat down to a bountiful repast. The colorless little eyes of the old man twinkled with delight when his guest unfolded his napkin and a beautiful silver grey necktie of Persian design dropped from it into his lap. The astonishment and pleasure in the young man's face were good to see, and the old man felt great satisfaction at having tricked him into selecting his own Christmas gift. Thanks were out of the question, but Roy Gordon resolved that never again would he judge a man by his looks alone.

The dinner was a fine success; so also was the play in the evening, and when Roy Gordon went to sleep that night it was with a happy, thankful heart.

The old man sat gazing in the dying fire long after his young guest was sound asleep. Finally he arose to retire, saying to himself, "Tis more blessed to give than to receive," and with a sigh he turned out the light.

Mac Allan.

No man can tell whether he is rich or poor by turning to his ledger. It is the heart that makes a man rich. He is rich or poor according to what he is, not according to what he has.

The man who raises hogs realizes that the pen is mightier than the sword.

Sherwood Hall Co., Ltd.

Jobbers of

Carriage and Wagon Material

Blacksmith and Horseshoers' Tools and Supplies. Largest and most complete stock in Western Michigan. Our prices are reasonable.

24 North Ionia St.
Grand Rapids, Mich.

FINE SERVICE

**Michigan Central
Grand Rapids, Detroit, Toledo
Through Car Line**

Solid train service with Broiler Parlor Cars and Cafe Coaches running on rapid schedule.

Through sleeping car to New York on the "Wolverine," making the run in nineteen hours and fifty minutes.

For full particulars see Michigan Central agents, or

E. W. COVERT, C. P. A., Grand Rapids
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Guns and Ammunition



Complete line of

Shotguns, Rifles and Revolvers
Loaded Shells

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Big Game Rifles

FOSTER STEVENS & CO.

Grand Rapids, Michigan

Four Kinds of Coupon Books

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

Tradesman Company - - - Grand Rapids, Mich.

AMERICAN ENERGY.

How It Makes Slaves of Many Men.

I will never forget the first meal I took in a hotel on the evening of the day I landed in America as a member of the Irish delegation in the interests of home rule.

Imagine a room of glaring white marble; imagine a brilliant, nay a dazzling and blinding, electric light pouring down its rays of almost Port Arthur searchlight intensity on all this white marble; then imagine a band playing in this room of dazzling color and light; and, finally, let there come into the room from outside a tumult and a tempest of noises which suggested a compound of an earthquake and a gigantic locomotive factory, and you have some idea of what I felt as I sat down to the meal. Outside there was not merely a single set of street cars, but, apparently, on that particular spot there were junctions and partings, comminglings, and combinations of all the tramway systems of New York. There was clanging of bells, as though a hundred belfries were shouting out their evening summons to prayers and warnings to sinners; there was, besides, a cataclysm of sounds as though the earth were being tortured or uplifted by some fierce tornado of force and sound; in short, it was pandemonium outside; and inside in this room, heated to an appalling temperature; the loud band played, and the electric light blazed on the white marble walls and floor.

I looked around with the feeling that either I was abnormal or everybody around me was abnormal. Either they were lunatics or I. For to sit down and eat calmly, as if nothing were occurring, in the heart and core of the earth shaking tumult, and amid this crash of elements, seemed to be about as unexpected as if, at the worst hour of the San Francisco earthquake, you found a young lady and gentleman making eyes at each other as they passed on the opposite sides of a street into which cupolas and domes were toppling, and there was a crash of elemental furies. But I looked around at my fellow guests in the restaurant, and there they were talking in the low, soft tones which are so characteristic of the Americans—at least at home; eating their food slowly and tranquilly, and after the sober fashion so characteristic of Americans, and, in short, conducting themselves as if the conditions were normal instead of being the horror, tumult, and chaos which they seemed to me to be. I felt inclined to pinch myself as I swallowed the oysters that came up on their bed of snow white ice, and asked myself whether it was really true that I was seated at a dinner table and eating and drinking quietly as though nothing unusual were occurring when at every second I felt the whole building quiver under the reverberations of the tramways outside, and when the glare of the light and the marble suggested not the life of every day reality, but some wild and magnificent and frenzied spectacle in a

great melodrama, or perhaps pantomime.

And this sense of people living their ordinary lives in the midst of an environment to me suggesting earthquake, eclipse, some mighty disturbance of nature, was the feeling that I carried with me in my innermost mind all through the days I spent in New York. It is true that I gradually and even swiftly began to accommodate my mind to its environment; that I also became deaf to the anarchic music and blind to the dazzling light; but I never entirely lost the feeling that I was living under conditions that had no more resemblance to those of ordinary life than if I were thrown on a volcanic eruption, or a city in the throes of some mighty catastrophe. To compare the tide of life as it runs in London with the tide of life as it runs in New York is to compare the swirl of some mountain stream with the roar and fury of the unbounded ocean.

Take the question of locomotion. We have our underground railway; we had it twenty to thirty years before it was ever thought of in New York, and I remember well the first time I ever traveled upon that underground railway, and how, coming from so small and quiet a provincial capital as Dublin, I was overwhelmed by the sight as a symbol of the might and glory of this wonderful new land into which I had been cast by fate. But the underground with us has as much resemblance to this underground—they call it in New York the subway—as the slow crawling suburban line has to the speed and splendor of the Flying Dutchman or the Irish express. Again and again, when traveling in the subway, I had this overwhelming sense of wonder why people conducted themselves in extraordinary conditions as if they were witnessing or doing nothing in particular or out of the way. You get in the train at Twenty-eighth street. You have just barely time to jump into the car when it is off again. Nobody stops; nobody talks; nobody hesitates; every person—man or woman, or even child—makes for that train at once, at once takes a seat, and in a second it is driving onward again. But this is not enough. You have passed two or three stations when you come to Fourteenth street, and then you get out and jump into another train. This is the express. Instead of stopping at every station, it runs right through half a dozen stations and two or three miles at a speed that almost makes you dizzy. People who are going in the other direction do exactly the same thing. They also get out at Fourteenth street; they also are carried in the opposite direction at lightning speed, passing station after station without stopping and getting over two or three miles in almost as many minutes.

This mad rush of speed and its effect upon you cannot be fully realized unless you can manage to get into your ears, as you read these lines, the almost appalling noise amid which all this rush backwards and

A
Merry Christmas
to the
Entire Shoe Fraternity



RINDGE, KALMBACH,
LOGIE & CO., LTD.
Grand Rapids, Mich.

We Make the Shoes

You

Ought to Sell

The Kind

That Always Wear

HARD PAN SHOES

FOR MEN, BOYS & YOUTHS
HONEST WEAR IN EVERY PAIR

SOLD HERE

MADE BY

THE HEROLD-BERTSCH SHOE CO.

THE SIGN OF GOOD BUSINESS.

You Are Master of the Situation

If you have what the people want they'll come after it—don't have to ask them very hard either if you sell

Hard-Pan Shoes

Competition will never, never keep the people away from a store that handles Hard-Pans in the right way. One more proposition: We are sorry but one man in a town can have them. Order a case today. We'll return your order if the other fellow beats you out.

Our Name on the Strap of Every Pair

HEROLD-BERTSCH SHOE CO.

Makers of Shoes
GRAND RAPIDS, MICH

forwards of trains takes place. Every three minutes almost you hear the rush of one train following another into the same station. As you fly past, three other trains fly past, too; and all this noise combines and commingles until you feel that the world is being shaken to its center, and that there is a frenzy of noise that might make even heaven's artillery sound tame and gentle. And inside these trains you see people not talkative, not gay, not expansive, as the American is usually supposed to be, but silent, absorbed, as I thought, sad. This girl, with all the delicacy of beauty for which American womanhood is celebrated, has an air as serious and absorbed as though she were an elderly financier engaged in world wide operations. This child sits silent and self-absorbed as though it had already inherited the world's heavy weight of inevitable woe. Others have their noses deep in newspapers or magazines. Conversation you scarcely ever hear; indeed, to talk amid the deafening tumult is as if you tried to talk going through a long and low roofed tunnel in one of our trains. Silent, then, self-absorbed, insulated, these gloomy human beings seemed to me like so many playthings and almost victims of destiny—whirled through the air, deafened by the noise, swayed as helplessly as houses where the volcanic forces of Nature are shaking everything into chaos; puppets of some sullen, resistless and gigantic force that plays with their activities and their wills as potently and as wantonly as the storm with

the leaves of trees in the bleak time of coming winter.

A gigantic energy outside and independent of man—that is my first impression of this terrific city of New York. That is the impression I have of most of America.

When you get down to the offices in Wall Street and the other business streets of New York you get the same impression of deafening noise, of overwhelming and bewildering speed, and in contrast with all this of universal and brooding sadness. You find not one but half a dozen lifts in a single building; they rush up and down at intervals of a few seconds. They have there, as on the subway, the ordinary elevator which stops at every floor, and then the express elevator, which rushes at a speed that almost makes your heart stop, up past twelve or twenty floors without a pause. And inside the elevator stands a man or boy, self-absorbed, silent, barely answering a question, suggestive again of some victim of omnipotent and resistless and gloomy destiny.

T. P. O'Connor, M. P.

The Shears & Sawbuck Way.

Shears & Sawbuck kept a store
Such as never was before.
City folks they wouldn't sell,
Fetched their money—but by jing!
Couldn't buy a blessed thing!
Couldn't meet 'em face to face
An' then sell 'em with good grace.

Country trade was what they sought,
Folks who'd pay for what they bought
Fore they saw it, hide or tail.

They sent catalogs by mail
Out to ev'ry blessed one
Gettin' mail at Possum Run.
We set up at night and read
When we'd orter been to bed.

Book was 'bout as big as sin—
Had a lot of pictures in,
And a list of merchandise,
Ev'ry kind and ev'ry size—
Givin' prices that they swore
Knocked out ev'ry country store.
Looked so straight and seemed so true
I bit at it—Jim did, too.

Jim's my neighbor, 'cross the way—
Best man ever worked in hay,
Just let him top off a stack—
Sheds rain like a turtle's back.
Pleasure jist to see him work,
Never knew ol' Jim to shirk;
Swings a scythe like it was play—
Love to watch him in the hay.

Well, we, like a pair of fools,
Sent off—got some hayin' tools:
Jim got harness and a plow,
I a range—I see it now;
Drat the thing! It was so light
Used it for a torch one night;
Throw'd the darn thing in the yard—
Use it now for renderin' lard.

'Fore Jim used the plow an hour
Found the blame thing wouldn't scour.
Tried his harness—broke a tug—
Sought for solace in his jug—
In the cooler all that night
Jim reflected on his plight;
In the morning, Richard Stout,
Hardware merchant, bailed him out.

Jim said after that he'd stick
Close as bark to good ol' Dick;

Since he left the Possum jail
Says he won't buy goods by mail,
Says Dick's cheaper anyhow—
Might have saved some on the plow,
On the other goods some more,
At his ol' friend's hardware store.

Jim says, "We can't sell no truck
To sick folks as Shears-Sawbuck;
They'll take all our cash away
But won't buy our corn or hay."
That seemed purty strange to me,
So I told ol' Jim I'd see—
So I wrote to them that night
Jist to see if Jim was right.

Ast 'em what they'd pay for oats.
Could they use some likely shoats?
Had about four tons of hay
I could ship 'em right away.
Could I furnish Mr. Shears
With his family roastin' ears?
Also would my friend Sawbuck
Buy some of my garden truck?"

Answer came one summer day,
Said they couldn't use our hay,
Couldn't use our oats or shoats,
Didn't like our billy goats.
When they needed truck to eat
Bought it down on Water street—
Sorry, but they must refuse
Anything but cash to use.

I sat down an' wrote 'em then:
"Hate to trouble you again,
But I want to thank you, sirs,
For your bunch of cockleburrs.
If you love your feller man,
Do him, good sirs, when you can—
While our merchants sweetly sleep,
Shears & Sawbuck, shear your sheep."

Trouble With the "Sole" Is a Bad Complaint

You needn't suffer with it, however, for we GUARANTEE "SOLE SATISFACTION" with the PURE GUM TAP SOLE used on all our Boots and Lumbermen's Goods.

There's nothing as good in any other brand, and you will miss a great opportunity to make satisfied customers if you don't handle our goods.

We make a specialty of FELT BOOT AND SOCK COMBINATIONS, and it will pay you to investigate our line and prices before buying.

The Beacon Falls Rubber Shoe Co.

Not in a Trust

236 Monroe St., Chicago



Sensible Presents Are Not Given the Go-By.

People are not paying much attention during these hurry-scurry days to window dressing as an art. All they care for a window just now is to see if it contains something appropriate as a gift for So-and-So and So-and-So and So-and-So, ad infinitum. Quite a bit of care seems to be given this year to placarding window contents as "practical" presents. I think almost every one is getting more sensible, as time goes by, about the things they give—that they shall at least have the semblance of use. Although the era has gone by of those foolishly elaborate monstrosities dignified by the name of "air castles"—wonderful sections of "worked" cardboard, sometimes silver done with blue worsted, sometimes gold with pink or red, the different sized sections grouped to form larger bunches of squares, the completed enormity being hung in a corner or depending from the front edge of some shelf—there are things on sale that are just as silly looking as those dreadful examples of an execrable taste. Witness those pincushions made in the shape of a hat or a boot; all the miserable little brass or gun metal gimcracks; the variegated waste baskets decorated(?) with paper roses tied in with the mammoth ribbon bows on the side. How much more beautiful are the waste baskets all of one color—red, green, pink or yellow—with loops of thick wide satin ribbon of exactly the same shade. A basket of this description is, indeed, a "joy forever."

* * *

Seems as if the handkerchiefs were never so pretty as they are this season. The Armenian edges are a marvel of daintiness—lovelier, even, than lace or the tatting recently "revived," although the latter would naturally be better for service. When everything else fails as suitable for a present there is the perennial handkerchief. They are always giving out, always having to be replenished. Likewise all other sorts of linen, than which no gift better pleases the thrifty housewife. Any amount of money can be spent on linen, to suit all grades of salaries.

* * *

When one wishes to go into a truly fine present there are the electroliers. Those in bronze are especially handsome. It is better, when buying such, not to get one where a figure is holding the shade in its uplifted hands, for its everpresence makes one's own arms ache just to look at its painful—no matter how graceful—attitude. I saw one beautiful one the other day. The figure was that of a shepherd and he was leaning against a design in bronze that branched at the top into two sections, which upheld the shade, in place of the boy's arms. The shade had a deep fringe of gold-colored beads, through which the light shone in a soft haze. Between the

three intervals of the gold beads were placed groups of two bright red ones, which gave another touch of Orientalism. The shade was bronze, with large thick pieces of art cut glass occasionally set in.

Another handsome electric lamp for the reading table had a pretty woman in a standing posture. The shade was of white frosted glass with a conventional pattern in old rose. The pendants were especially pretty: white beads at the top and lower edge, with long slender reeds of glass between. These were not more than an eighth of an inch in diameter and must have been hard to string. They were so fragile that one rude touch would crush them to bits—wouldn't do where there were a lot of healthy romping children around. All the electroliers have the chain and ball to pull for the light.

* * *

The jewelry stores are simply thronged. Bracelets come in for their share of the sales. In a Monroe street window I noticed one beauty composed of sections of mosaic and topazes. Another was made of little gold flowers with a pattern of emeralds and pearls between. Some of the armlets are fairly ablaze with jewels. Amethysts are coming into their own, and are seen in brooches, bracelets, belt buckles, comb sets, etc. Also the old-fashioned "gold-stone" is again in favor.

In sideboard settings there are filigree cake baskets for all the world just like those handed down to us from a past generation, the handles having openwork like the bowl part or raised flowers and their leaves or fruit.

A set of long library scissors and paper cutter to match make a nice gift to an intellectual man. Some of these have leather covered handles and the two utensils are slipped into a shaped case, also of leather.

There are any number of things that are on exhibit for the library or den. What more acceptable than a magnificent Tiffany glass dome for the reading light? Or for the dining room, either? I saw one lately in a new home that was a dream of splendor. It was almost three feet across and was all frosty looking green grapes and leaves. There was no fringe of beads but the lower edge was outlined irregularly with the foliage of the vine. It was hung with a massive chain in green iron, through which the green insulated wire was threaded so deftly that it was scarcely noticeable. The walls of the room were wainscoted with dark oak. Above the plate-rail was leatherette paper in grapes. The ceiling was done in beam work, the whole effect of the room that of plain richness. In all the squares of the ceiling were frosted electric bulbs and there were concealed bulbs in the top of the built-out china cabinet.

No flower strikes root more readily or blooms with greater blessing than kindness.

When your character is gold you will not need any coinage stamp to make it current.

The First Steamboat.

Written for the Tradesman.

"I gorry, Jim, I've been thinkin' bac'ard again this morning."

"What's that you say, Timson?" demanded Jim Harker, who had just ridden up to the store in his ancient buckboard. "Haven't been mourning over dead widders and poor house trash, have ye?"

"No, but it's this way, Jim: Remember them days on the Muskegon when we were boys together in the pine woods, and when that Maine girl taught the woods school and let us fellers do jest as we dum pleased till—"

"Good gracious, Tim, you ain't goin' to have a bellerin' spell over that time I hope. I haven't got patience with such goings on."

"You don't need to have, Jim. Nobody thought much of you in them days anyhow. You was the runt of the school, and even the girls turned up their noses at scurvy Little Jim Harker. D'ye remember when the tall Malinda Hoskins slapped ye good and hard fur peekin' at the keyhole—"

"Oh, shoot your blamed nonsense, Tim," broke in the Old Veteran. "I ain't harkin' back any more to them times; it don't pay no dividends, it don't. Let me tell you you'd better be in other business, too."

By this time Harker had hitched his horse and was coming up the steps where his friend sat, tilted back in a rustic chair, smoking a cob pipe. Harker went in and did his trading. When he came out he had an armful of "store duds," which he transferred to the rear of his buckboard.

"Give us some of your backy, Tim."

Harker mounted the steps, drawing a black briar from his pocket. The two men were soon chatting pleasantly.

Jim began one of his war stories, which Tim interrupted with:

"Let that rest, old man. We'll take it for granted that you was the hero of Gettysburg and the chief fugler at Five Forks. What I want to talk about is—"

"The Yankee school ma'am and old Pebble Brook school, eh? Well—"

"Now who said anything about the school, Jim? I was thinkin' of a school, but not of the one you mean—the Sunday school, Jim, with old Mrs. Woodstall as chief fugler; member that, eh?"

"I have a faint recollection of Mother Woodstall and the dozen barelegged youngers she tried to learn Scripture. That was a nice old mother in Israel, Tim—"

"You bet she was, Jim. I shall never forgit the day we heard that a steamboat was to come up the river. None of us boys save Fonzo Mixon had ever seen anything like a steamboat or a railway train and we were full of great expectations. Fonzo, the big boy of the school and an oracle for the rest of us, had told big yarns about the great things he'd seen in the boat line on the Erie Canal. You see, he came from New York State while the rest of us were either Michiganders or born in some obscure part of the country. A York Stater was a big fellow in them days, Jim."

REEDER'S GRAND RAPIDS

Have a large stock
for immediate
delivery

HOOD RUBBERS



The goods are right

The price is right

They are

NOT

made by a

TRUST



Geo. H. Reeder & Co.

State Agents

Grand Rapids, Mich.

"So he was, Tim. I am from York, you know," and Old Harker chuckled.

"Well, mebbe you be, but you hadn't seen a steamboat or a locomotive no more'n the rest of us at that time."

"True as preachin', Tim. The fust train of cars I ever saw was when I rode fro Ferrysburg to Grand Rapids on my way to join my regiment, that was rendezvoused in the Valley City. I was plum seventeen and that was my first trip on the cars. What a green lot we were for sure."

"Yes, and a wonder it is, too, that Susy Lane, the Maine girl, could ever keep a sober face and put up with our calf acting. I tell you, Jim—"

"There you go again talking about Miss Lane and the school. You promised to let that rest for once, Timson," growled old Jim Harker.

"Oh, waal, there's no use getting huffy about it," said Timson. "That Lane girl was a daisy school ma'am and you can't deny it. Of course you were too small to know much about her, but we big boys fairly worshiped her. I won't tell you anything more in that line since it makes you mad, but that Sunday when we heard that the 'Newago' was coming up the river was a great day at Pebble Brook—the biggest day that ever was, for us kids.

"We all set out for Sunday school as usual, but some of the boys failed to connect, as you must remember. I know you wanted to go with us all right, but Fonzo said that small chaps had no business goin' to see steamboats. It was dangerous even for such big fellows as him and me and the Arnold boys, let alone such snips as Pete and Joe and Jim."

"That Fonzo Mixon was a puffed-up piece," sneered Harker. I sha'n't ever forgit the sort of soldier he made—a toplofty fellow, who never went into a fight—was always sick or something."

"Yes, that's so. Fonzo was a no-count soldier, domineering and mean to the boys when he had a chance. He got to be a captain, but 'twasn't anything he did in battle that won him the straps. Let that go. About that Sunday in '57: We boys were dead anxious to see the steamboat. We had heard it blow a whistle down below the 'bend' and Sunday school was a secondary consideration with us. There was the Bible lessons every week, but as for a steamboat, that was the sight of a lifetime.

"Some of us fellers held a council of war in the mill. We stood on the log-slip and strained our eyes gazing down the river where we heard the puff, puff of the engine. I tell you we felt thrilled and excited worse than a company of Yankees expecting an attack from a regiment of Johnnies. Fonzo headed the revolt. I was pretty badly scared myself when I found my bare feet pattering in the wake of Fonzo and the Arnold boys. You was left at the slip cryin' like your heart was broke."

"Yes, I do have a recollection of that—"

"We crossed the river bridge—the same one that the 'Newago's' captain afterward pulled down—and went hurrying down the bank. The puff

and snort of the engine grew louder as we advanced. Soon we were to look upon the grandest sight of our lives! It seems the steamboat was fast on a sandbar and was making desperate efforts to get off.

"Fonzo halted us jest afore we turned the 'bend' below which we heard the captive river craft struggling and snorting as if for life. 'Now, boys,' he said, 'keep your grit. Don't get scart, the boat ain't a goin' to hurt one of you.'

"His voice shook a little. I reckon he was about scart to death himself, but he didn't let on, and of course we never suspected the truth.

"Waal, we hove around the 'bend' and looked with all our eyes. I tell you, Jim, I never expect to see anything so awe inspiring ag'in. I felt that tickly thrill run through me that a fellow has when he's in a high swing and goes way up and up till it seems like he was going to fall. We stood and looked and looked. Fonzo was as much awed as any of us. The great long white hull, with two red stacks, a big bulge of a wheelhouse in the center, and a wide-open mouth in the middle of her nose, was enough to set a fellow wild. A flag staff on her stern waved the Stars and Stripes.

"When we could collect our five senses we set up a yell and ran forward. There was a lot of men and Indians in the water working with poles trying to heave the steamer loose. I tell you, Jim, that was the grandest sight I ever saw or ever expect to see, and I went through the war and have been around some besides. Talk about your ocean steamers! Why, that 'Newago' craft was bigger and nicer than anything that ever floated.

"When the folks on the boat saw us boys, a canoe was sent for us and we were taken over to the steamer. Say, but wasn't that a treat! I tell you, I felt a good deal of that tickly feeling all the time while I was walking about the big boat in my bare feet. On the upper deck, which was painted red and was sanded, the sun had made the footing red hot. But then, I reckon the soles of our feet were pretty tough, and we scarcely minded the heat.

"After the boat swung off the bar she went up the river at a good pace. I lay flat down and looked over the stern at the rush of white foam and boiling water stirred up by the paddle-wheel. After a while a nice gentleman asked us boys into the cabin, where he treated us to cider and candy.

"That was the first cider I ever tasted, and, by hokey, I can taste it yet! It had a little sting to its bite. I didn't even know that cider was simply apple juice, but thought it some nectar from France or Germany—it was that delicate and stingey."

"You was an old fool, Timson."

"Wrong again, Jim. I admit, however, that I was a young fool. We got home too late for dinner, which did not worry me very much, for hadn't I seen a real and truly steamboat, and that was worth a million dollars at least?" Old Timer.

Snow is King

Court him by ordering a liberal supply of

"Glove" Rubbers

"They're the Best Made"

If you must have seconds we can furnish you

"Rhode Islands"

They look as good as firsts; are no better than other seconds, but **just as good**, though they cost 5 per cent. less. We fill orders promptly.

HIRTH-KRAUSE CO., Grand Rapids, Mich.



Celebrated "Snow" Shoe

We have been made the Michigan distributors of the celebrated "Snow" Shoe, and have purchased the entire stock which the C. E. Smith Shoe Co., of Detroit (the former distributors who are retiring from business), had on hand, so that we might be able to fill orders at once and without delay while more are coming through the works.

There is no shoe in this country that has so favorable a reputation as "snappy, up-to-date" goods, together with the fact that this manufacturer is the only one who **guarantees** his Patent Leather Shoes against cracking.

Those who have purchased of the C. E. Smith Shoe Co. can re-order of us, using same stock numbers, and while the present stock lasts you will receive old prices.

Do not forget that we are the Michigan distributors of the celebrated "Snow" Shoe.

Waldron, Alderton & Melze
Saginaw, Mich.

SOME MISTAKES.

Country Merchants Don't Keep Variety Enough in Stock.

Written for the Tradesman.

"Tom, I've a conundrum for you."

Nick Furlong crossed one knee over the other and spat at a fly on a gravel stone next the walk. The Six Corners grocer had wiped off the front windows and had sat down to cool off. Tom Ditson is a good fellow and as near up to date as most country merchants.

"Let's have it, Nick. Something wrong with the clerk to-day, eh? Too much sand in the sugar—"

"None of your nonsense, Tom. I'm in dead earnest."

"Well, out with it."

"Why is it that country grocers never keep the best quality of goods?"

"Is that the whole conundrum, Nick?"

"I should think it enough for a starter."

"So it is. Your query can be answered in a lot of ways and each one would be the truth. I shall not admit that we do not keep as good as anybody. We certainly keep what the public want."

"Sure of that, Tom?"

"Why, yes, of course. I—"

"Look here, Tom, my wife told me to be sure and get a quart of New Orleans molasses this day, but you haven't it. Now what say you to that? In town I can get it at any first-class grocery. I have yet to see the country store that keeps it."

"I'll see about that. Jake knows we put in a new barrel," cried Ditson, rising hurriedly. Nick smiled and stroked his beard.

"Don't get excited, Tom. Jake thought he had it, but on looking he discovered his mistake. The new barrel you mention is only very ordinary blackstrap."

"Pshaw! I know better. The clerk made a mistake. Let me show you."

Nick followed the boss into the store and to the rear room, where Tom drew some black-looking fluid from a big barrel.

"Now what do you call that, Nick Furlong? That's the best molasses my money can buy."

"It's not what I want, though," chuckled the customer. "I shall have to take some, however, although it is no more like New Orleans molasses than sand is like sugar."

"Well, you're a queer duck, and—"

"And mighty particular. I'll admit it, Tom, I like to get what suits me, and hence the conundrum. I may not be a very desirable customer, yet I know what I want, and it seems to me you fellows in country trade ought to humor us a little."

"Oh, well," said the merchant, "you are the first one that has ever kicked on that molasses. It seems to be good enough for most folks."

"That may be, Tom, but that's because most folks don't know a good thing when they see it. I presume not one in ten knows what a good article of molasses is. But then there are other things as well."

"What next?"

"Wife said for me not to forget the codfish."

"Lucky for you that I have a new lot just in," said Tom. He went at once to a flat box, shoved aside the cover and took out a square package. "There's the finest Georges cod, Nick. How many bricks will you have?"

"Nary brick, old man."

"But your wife sent for codfish—"

"That's right, Tom, but I won't put up with a base imitation. I have chewed on that kinky, tough article before and you don't get me to try it again."

"But this is surely cod—"

"Let me see."

Nick took the cube of fish, pulled aside the pretty lithograph and examined the contents. A smile crossed his lips.

"No cod here, Tom. You may sell that to the marines but not to me."

"Well, I bought it for codfish anyhow."

"You were swindled then. I venture to say there's not a pound of codfish within twenty miles. Why, even over in the village where there are four groceries, not one of them has a pound of codfish. Every one has this sort, with a pretty picture on the outside, but it's no more like codfish than leather is like butter. I tell you, Tom, you and the rest aren't up to your privileges. You should demand genuine articles, and give your particular customers a show. You think me a crank no doubt, but I must insist that people in the country ought to have the opportunity to satisfy their tastes even if the grocery man has to exert himself to please. There's baking powder, too. I am to get a pound of Blank's. I—"

"We keep half a dozen kinds, but not Blank's, Nick."

"Exactly. Well, you may let me have Price's—"

"None of that, Nick. I've got—"

"Rumford's will do."

"I never heard of it, Nick. I should say you were peculiar. Haven't I got a thing in the store to suit you, old man?"

Tom Ditson was wearing a serious face. He realized that his customer was really in earnest in his requirements.

"Yes, I think you have, Tom. Winter is coming on and you must have stocked up with winter goods in the underwear line."

"That I have, old man. Got the best line of men's and women's woollens ever. Let me show you some."

The merchant led the way to the dry goods side of the store and began pulling down boxes of underwear.

"I want two union suits for my wife."

"There you are, Nick."

"Fleece lined, and cotton at that," said the customer.

"Er—yes, but what did you want?"

"All wool, Tom."

"Ladies' union suits, all wool?"

"Exactly—"

"We don't keep 'em. But we can order them for you. What size, please?"

"Blamed if I know—forgot the number. But why don't you keep them in stock, Tom?" (Another smile.)

"Because—why, there ain't much

call for them. We've got wool in singles. Most women don't care for the unions."

The customer turned away with a sigh.

"I don't think you have quite answered my conundrum, Tom. You are a good friend of mine or I shouldn't have propounded it. Wife and I were in the village yesterday, and she went the rounds of the stores here; not one had an all-wool ladies' union suit. Any one of the merchants would order; but I can order, too, for that matter. I think the country merchant makes a big mistake in not keeping more of the good things in sock. To my mind that mistake has led to the patronizing of mail order houses, and that I do not approve of a little bit."

"There's more truth than poetry in what you say," agreed Ditson. "Come over again in a week and see what you see, old man."

To this Nick Furlong agreed.

Almost the first thing he saw on his next visit was a bundle of genuine cod. There was a barrel of New Orleans molasses, too. The union woollens had not yet arrived, but Tom assured him they were on the way.

J. M. M.

More Profit on the Same Investment.

When a butcher opens a market his entire equipment for doing business consists of his capital invested, his own personality, and the personality and number of his clerks. He locates in some neighborhood where about so much meat can be sold, and he has little prospect of increasing his business over a certain amount. Nevertheless it is possible for the butcher to increase his profits without increasing the amount of money that he has in the business.

The question is, How can this be done? Everyone knows that all people want more than meat. They need vegetables, fruits, poultry, and many other things. Now, by carrying only such a stock of meat as experience shows that you need, add some of these lines. Your customers frequently leave their homes to buy, say meat and potatoes. This is only an illustration, but it is self-evident that if the customer can get the two articles needed at the one store he is not likely to visit a second, but will buy the two articles at the same store. Other lines of business are continually cutting into the butcher's trade by handling ham, salt and canned fish, canned meats, salt pork, bacon, dried beef and other articles. Why should not the butcher try to hold his legitimate trade by catering to the convenience of his customers? By not over-ordering in any one line, the butcher can carry these lines and make money on them.

One of the best times to try an experiment in this line is around the Thanksgiving and holiday times, for it is at these seasons of the year the people indulge their appetites more than at any other time. Many butchers are doing this at the present time, and this paper makes no claim for originality in presenting this idea, but believes that some service may be done in calling attention to any business chance, be it old or new.

FARMERS FLIMFLAMMED

By the Ingenious Promoters of New Alcohol Law.

"Will potatoes in the manufacture of alcohol bring a good price, and will it be safe to plant more next year, in view of the extensive market which will be opened up, when the so-called free alcohol bill goes into effect next January, and factories will be built? These are questions which have been asked several times recently," says Superintendent Leo M. Geismar, of the Upper Peninsular Experiment Station, "and the answer will be found in the price, which the prospective alcohol manufacturer will pay if he can, or can pay if he will."

"Potatoes raised in the manner followed in our experiments during the past five years can be sold for 25 cents a bushel and leave a fair profit. They will then yield an average of 200 bushels, or more, per acre, and at the rate of 200 will cost the farmer a little less than 18 cents a bushel. At the rate of 150 bushels they will still leave a small margin, the cost of production being a trifle over 21 cents. With a yield of 100 bushels there would be a loss of \$2.75 per acre, for the cost of raising the potatoes would be 27¼ cents a bushel."

"Inasmuch as the Government restrictions and supervision will make it practically impossible to manufacture the alcohol except on a large scale, the cost of manufacturing it is easier to guess than to foretell. Alcohol can be turned out at a very low cost by the tens of thousands of small stills on the farms of Europe, of which in Germany alone there are 57,365, according to a recent consular report by a United States agent. Most of these represent an outlay of hardly \$100. They are operated either by the farmer himself, or by a hired man whose wages seldom exceed 50 cents a day, the fuel costing 25 to 30 cents. They turn out ten to twenty gallons a day and the cost ranges from about 4 to 7 cents. Considering the higher wages, the cost of denaturing and the large capital which would be invested here, the cost would no doubt be 15 cents a gallon, and rather more than less. Let us assume, however, that it will not exceed 10 cents."

"We know of course that the price of the potatoes will depend upon the selling price of the alcohol, and we can well imagine that factories will not be built unless the alcohol can be sold for about the same price as gasoline, which at present would mean 25 cents a gallon. Let us assume this to be the selling price and assume also that the Kerosene Trust will not attempt to strangle the new competition. Then there remains to ascertain the yield of alcohol from an acre of potatoes."

"One hundred pounds of potatoes yield seventeen pounds of starch and 100 pounds of starch yield forty-five pounds of alcohol. Thus the acre of potatoes which yields 150 bushels will yield 1,530 pounds of starch, and this will yield 688½ pounds of alcohol, or practically 100 gallons. At this rate the manufacturer in selling

the 100 gallons for \$25 and paying \$10 for manufacturing it could pay the farmer \$15 for the 150 bushels, or an even 10 cents a bushel for potatoes which cost the farmer 21 cents.

"It has been frequently claimed and will be claimed again that the farmer could afford to sell the small or cull potatoes for 10 cents a bushel because they are a 'waste product.' The fact is no progressive farmer has any waste product, for he has live stock from which he can get much better returns for it than from any factory. If he can get somewhat full value for it, it may occasionally pay him to exchange it for the sake of getting a greater variety of feed, and in such case he will calculate its value by taking the usual standard, which is protein and of which potatoes contain 2.1 per cent. Corn silage, an almost universal feed, contains 1.7 per cent. or nearly 24 per cent. less. Thus if corn silage, when economically handled, can be put up as is often claimed for \$2.50 a ton, potatoes at the same ratio are worth \$3.08 a ton, or 9/4 cents a bushel. This would leave a margin of three-fourths of a cent a bushel, or enough—perhaps—to pay for the wear and tear of the horse-shoes while hauling and delivering the small potatoes to a factory.

"As an alcohol proposition these figures show that an acre of potatoes contains a respectable number of 'jags,' but is practically a failure as a business proposition. They also show that before promising the farmer a 'cheap' fuel it would have been safer to first consult the other farmer who is expected to furnish the raw material for it.

"Evidently Congressman Marshall, of North Dakota, had a double vision when he fathered the free alcohol bill. In one of these he must have seen a 'bonanza' wheat farmer who had just returned from a trip to Europe and was driving his cheap alcohol fed automobile to his wheat field, where it was hitched on to a harvester, next to a threshing machine and then to a grinding outfit for the flour and a mixing vat for the dough. And then, in order to lose no time while the bread and crackers were baking, the automobile next pulled the gang plow, then the wheat drill and thus ready for next year's harvest, there was little more to do for the bonanza farmer than take another trip to Europe.

"Imagination will readily depict the other vision with the outfit and countenance of the second farmer who after a four months 'vacation' in his potato field returns from the alcohol factory with a check barely sufficient to pay the interest of the mortgage on the farm.—Marquette Mining Journal.

No matter how hungry a man may be he is sure to choke on the bread of charity without the butter of kindness.

Undue consciousness of the intellect usually rises from an unrecognized sense of an aching void.

There is little love in long distance charity.

Hardware Price Current

AMMUNITION.			
Caps.			
G. D., full count, per m.			40
Hicks' Waterproof, per m.			50
Musket, per m.			75
Ely's Waterproof, per m.			60
Cartridges.			
No. 22 short, per m.			2 50
No. 22 long, per m.			3 00
No. 32 short, per m.			5 00
No. 32 long, per m.			5 75
Primers.			
No. 2 U. M. C., boxes 250, per m.			1 60
No. 2 Winchester, boxes 250, per m.			1 60
Gun Wads.			
Black Edge, Nos. 11 & 12 U. M. C.			60
Black Edge, Nos. 9 & 10, per m.			70
Black Edge, No. 7, per m.			80
Loaded Shells.			
New Rival—For Shotguns.			
No.	Powder	Shot	Gauge
120	4	1 1/2	10
129	4	1 1/8	9
128	4	1 1/4	8
126	4	1 1/2	6
135	4 1/4	1 1/2	5
154	4 1/2	1 1/2	4
200	3	1	10
208	3	1	8
236	3 3/4	1 1/2	6
285	3 1/2	1 1/2	5
264	3 1/2	1 1/2	4
Discount, one-third and five per cent.			
Paper Shells—Not Loaded.			
No. 10, pasteboard boxes 100, per 100.			72
No. 12, pasteboard boxes 100, per 100.			64
Gunpowder.			
Kegs, 25 lbs., per keg			4 90
1/2 Kegs, 12 1/2 lbs., per 1/2 keg.			2 90
1/4 Kegs, 6 1/4 lbs., per 1/4 keg.			1 60
Shot			
In sacks containing 25 lbs.			
Drop, all sizes smaller than B.			1 85
AUGERS AND BITS			
Snell's			60
Jennings' genuine			25
Jennings' imitation			50
AXES			
First Quality, S. B. Bronze			6 50
First Quality, D. B. Bronze			9 00
First Quality, S. B. Steel			7 00
First Quality, D. B. Steel			10 50
BARROWS			
Railroad			15 00
Garden			33 00
BOLTS			
Stove			70
Carriage, new list			70
Flow			50
BUCKETS			
Well, plain			4 50
BUTTS, CAST			
Cast Loose, Pin, figured			70
Wrought, narrow			60
CHAIN			
Common	1/4 in.	5-16 in.	3/8 in.
BB	7/8 c.	6 c.	4 1/2 c.
BBB	8 1/2 c.	7 1/2 c.	6 1/2 c.
	8 c.	7 1/2 c.	6 1/2 c.
CROWBARS			
Cast Steel, per lb.			5
CHISELS			
Socket Firmer			65
Socket Framing			65
Socket Corner			65
Socket Slicks			65
ELBOWS			
Com. 4 piece, 6 in., per doz.			75
Corrugated, per doz.			1 25
Adjustable			40 & 10
EXPENSIVE BITS			
Clark's small, \$18; large, \$26			40
Ives' 1, \$18; 2, \$24; 3, \$30			25
FILES—NEW LIST			
New American			70 & 10
Nicholson's			70
Heller's Horse Rasps			70
GALVANIZED			
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28			
List 12	13	14	15
Discount, 70.			
GAUGES			
Stanley Rule and Level Co.'s			60 & 10
GLASS			
Single Strength, by box			90
Double Strength, by box			90
By the light			90
HAMMERS			
Maydole & Co.'s new list			33 1/2
Yerkes & Plumb's			40 & 10
Mason's Solid Cast Steel			30c list 70
HINGES			
Gate, Clark's 1, 2, 3			60 & 10
HOLLOW WARE			
Pots			50 & 10
Kettles			50 & 10
Spiders			50 & 10
HORSE NAILS			
Au Sable			dis. 40 & 10
HOUSE FURNISHING GOODS			
Stamped Tinware, new list			70
Japanese Tinware			50 & 10

IRON	
Bar Iron	2 25 rate
Light Band	3 00 rate
KNOBS—NEW LIST	
Door, mineral, Jap. trimmings	75
Door, Porcelain, Jap. trimmings	85
LEVELS	
Stanley Rule and Level Co.'s	dis.
METALS—ZINC	
600 pound casks	8
Per pound	8 1/2
MISCELLANEOUS	
Bird Cages	40
Pumps, Cistern	75 & 10
Screws, New List	85
Casters, Bed and Plate	50 & 10 & 10
Dampers, American	50
MOLASSES GATES	
Stebbins' Pattern	60 & 10
Enterprise, self-measuring	30
PANS	
Fry, Acme	60 & 10 & 10
Common, polished	70 & 10
PATENT PLANISHED IRON	
"A" Wood's pat. plan'd, No. 24-27	10 80
"B" Wood's pat. plan'd, No. 25-27	9 80
Broken packages	1/2 c per lb. extra.
PLANES	
Ohio Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45
NAILS	
Advance over base, on both Steel & Wire	
Steel nails, base	2 35
Wire nails, base	2 15
20 to 60 advance	Base
10 to 16 advance	5
8 advance	20
6 advance	20
4 advance	30
3 advance	30
2 advance	45
Fine 3 advance	70
Casing 10 advance	55
Casing 8 advance	25
Casing 6 advance	35
Finish 10 advance	25
Finish 8 advance	35
Finish 6 advance	45
Barrel 7/8 advance	85
RIVETS	
Iron and tinned	50
Copper Rivets and Burs	45
ROOFING PLATES	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x28 IC, Charcoal, Dean	15 00
14x20, IC, Charcoal, Allaway Grade	7 50
14x20 IX, Charcoal, Allaway Grade	9 00
20x28 IC, Charcoal, Allaway Grade	15 00
20x28 IX, Charcoal, Allaway Grade	18 00
ROPES	
Sisal, 1/2 inch and larger	9 1/2
SAND PAPER	
List acct. 19, '86	dis. 50
SASH WEIGHTS	
Solid Eyes, per ton	28 00
SHEET IRON	
Nos. 10 to 14	3 60
Nos. 15 to 17	3 70
Nos. 18 to 21	3 90
Nos. 22 to 24	4 10
Nos. 25 to 26	4 20
No. 27	4 30
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	
SHOVELS AND SPADES	
First Grade, Doz.	5 50
Second Grade, Doz.	5 00
SOLDER	
1/4 @ 1/2	21
SQUARES	
Steel and Iron	60-10-5
TIN—MELYN GRADE	
10x14 IC, Charcoal	10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade	1 25
TIN—ALLAWAY GRADE	
10x14 IC, Charcoal	9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade	1 50
BOILER SIZE TIN PLATE	
14x56 IX., for Nos. 8 & 9 boilers, per lb.	13
TRAPS	
Steel, Game	75
Oneida Community, Newhouse's	40 & 10
Oneida Com'y, Hawley & Norton's	65
Mouse, choker, per doz. holes	1 25
Mouse, delusion, per doz.	1 25
WIRE	
Bright Market	60
Annealed Market	60
Coppered Market	50 & 10
Tinned Market	50 & 10
Coppered Spring Steel	40
Barbed Fence, Galvanized	2 75
Barbed Fence, Painted	2 45
WIRE GOODS	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
WRENCHES	
Baxter's Adjustable, Nicked	80
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70-10

Crockery and Glassware

STONEWARE	
Butters	
1/2 gal. per doz.	44
1 to 6 gal. per doz.	5 1/2
8 gal. each	52
10 gal. each	65
12 gal. each	78
15 gal. meat tubs, each	1 13
20 gal. meat tubs, each	1 50
25 gal. meat tubs, each	2 13
30 gal. meat tubs, each	2 55
Churns	
2 to 6 gal. per gal.	6
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	44
1 gal. flat or round bottom, each.	5 1/2
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each.	6
Stewpans	
1/2 gal. fireproof, ball per doz.	85
1 gal. fireproof, ball per doz.	1 16
Jugs	
1/2 gal. per doz.	56
1/4 gal. per doz.	42
1 to 5 gal., per gal.	7
SEALING WAX	
5 lbs. in package, per lb.	1
LAMP BURNERS	
No. 0 Sun	38
No. 1 Sun	40
No. 2 Sun	50
No. 3 Sun	87
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Per gross	
Pints	5 25
Quarts	5 50
1/2 gallon	8 25
Caps	2 25
Fruit Jars packed 1 dozen in box.	
LAMP CHIMNEYS—Seconds.	
Per box of 6 Joz.	
Anchor Carton Chimneys	
Each chimney in corrugated tube	
No. 0, Crimp top	1 70
No. 1, Crimp top	1 75
No. 2, Crimp top	2 75
Fine Flint Glass in Cartons	
No. 0, Crimp top	2 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10
Lead Flint Glass in Cartons	
No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00
Pearl Top in Cartons	
No. 1, wrapped and labeled	4 60
No. 2, wrapped and labeled	5 30
Rochester in Cartons	
No. 2, Fine Flint, 10 in. (85c doz.)	4 60
No. 2, Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2, Lead Flint, 10 in. (95c doz.)	5 50
No. 2, Lead Flint, 12 in. (\$1.65 doz.)	8 75
Electric in Cartons	
No. 2, Lime (75c doz.)	4 20
No. 2, Fine Flint, (85c doz.)	4 60
No. 2, Lead Flint, (95c doz.)	5 50
LaBastie	
No. 1, Sun Plain Top, (\$1 doz.)	5 70
No. 2, Sun Plain Top, (\$1.25 doz.)	6 90
OIL CANS	
1 gal. tin cans with spout, per doz.	1 20
1 gal. galv. iron with spout, per doz.	1 40
2 gal. galv. iron with spout, per doz.	2 25
3 gal. galv. iron with spout, per doz.	3 25
5 gal. galv. iron with spout, per doz.	4 10
3 gal. galv. iron with faucet, per doz.	3 85
5 gal. galv. iron with faucet, per doz.	4 50
5 gal. Tiltng cans	7 00
5 gal. galv. Iron Nacefas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 50
No. 2 B Tubular	6 75
No. 15 Tubular, dash	6 75
No. 2 Cold Blast Lantern	7 75
No. 12 Tubular, side lamp	12 00
No. 3 Street lamp, each	3 50
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each, bx. 15c	50
No. 0 Tub., cases 2 doz. each, bx. 15c	50
No. 0 Tub., bbls. 5 doz. each, per bbl.	1 90
No. 0 Tub., Bull's eye, cases 1 dz. e. 1 25	
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0 3/4 in. wide, per gross or roll.	28
No. 1 1/2 in. wide, per gross or roll.	38
No. 2 1 in. wide, per gross or roll.	60
No. 3 1 1/2 in. wide, per gross or roll.	90
COUPON BOOKS	
50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00
Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.	
COUPON PASS BOOKS	
Can be made to represent any denomination from \$10 down.	
50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00
CREDIT CHECKS	
500, any one denomination	2 00
1000, any one denomination	3 00
2000, any one denomination	5 00
Steel punch	75



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 15—The coffee market has had its ups and downs and upon the whole the end-of-the-year feeling among holders of coffee is not especially cheerful, although at the moment they are somewhat encouraged by a slightly better undertone. Although receipts at primary points continue very liberal, advices from Europe were firmer and about 5 points advance was noted. Jobbers report a fair amount of business and hope that after the holidays there will be a steadier business right along. At the close Rio No. 7 is worth 7c. In stock and afloat there are 4,091,264 bags, against 4,529,191 bags at the same time last year. East India coffees have been in good demand and Mochas are running scarce. Central Americans are rather quiet. Good Cucuta, 93c.

Refined sugar is of slow movement and there is only an every-day movement to record. Quotations show no change and the Federal Refinery has closed down for a few days, and they are also behind in deliveries.

While sales of teas are not large in any one instance, still all the time there is "something doing" and jobbers hope for something "all the time better." There is a lot of speculation here as to what has been done or is being done with a certain hundred-thousand dollars the Ceylon planters put up for the exploitation of their teas in this country. The Commissioner seems to be a sort of mysterious personage. It is said that one of our big magazine publishers spent—well, some think several hundred dollars in "keeping on the sunny side" of this Commissioner and his fund. He was wined and dined and automobile and finally handed the advertising man a—Lemon.

Rice is in small movement, but the market is steady and prices are well sustained. Holders are confident of a good run of business and make no concessions.

Spices show little animation, although there was a decided improvement during the past three or four days in a jobbing way. Prices are steady and on some things there seems to be a tendency to advance. Singapore pepper, 10½@10¾c; Zanzibar cloves, 15½@16c.

Molasses is firm. New crop Puerto Rico is here and seems to be about on the same basis as last year. But there is a tendency to higher rates for all grades and this is bound to become more accentuated after the new food law is in full effect. New stock New Orleans is in very moderate supply. Choice Puerto Rico, 32@34c; good to prime centrifugal, 28@35c.

The quantity of corn that would not meet the pure food law requirements has gone very largely into consumption and we now have a market in good condition. Holders are inclined to demand full rates and

there will be more call for good stock. There is not a great call for tomatoes, but the market is steady and quotations are well sustained. It would be hard to find any desirable tomatoes under 92½c, and if the dollar mark is not reached it will be very strange. There is nothing doing in future sales. Fruits of all kinds are firm—demand good and supply certainly not over-abundant. Gallon apples, \$2.35. Peaches are scarce and high.

Butter still remains very high and in light supply for the better sorts. Extra creamery, 32½@33c; seconds to firsts, 28@31½c; held stock, 27@30½c, as to grade; imitation creamery, 24@27c; factory, 20@22c; renovated, 22@24½c.

Cheese is in moderate supply of the top grades and firm at 14½c for full cream. There is still too much undesirable stock here.

Although something of a slump took place in the egg market there is still a scarcity of desirable grades, and it is stated on authority selected Western are strong at 32c, with average best 31c and seconds, 28@30c. Advices indicate larger supplies next week, and on the other hand the weather man has his signal set for much colder weather, and this may counteract any downward tendency.

Importance of the Beet Sugar Industry.

Saginaw, Dec. 18—Saginaw will this season produce its full share of the 200,000,000 pounds of beet sugar to be turned out in Michigan during the campaign of 1906-7.

It is estimated that the output of the campaign now on will be approximately as stated above, as against 143,000,000 pounds last season.

The history of the beet sugar industry is one of steadily increasing importance and of annually increasing profit to the farmer, as improved beet seed and better cultural methods are adopted.

In 1904 five and a half tons of beets was the average production per acre in Michigan. In 1905 the average was seven tons, and it is stated that this year's average will be ten tons per acre. This yield is, however, so large as to be above the average that may be expected.

There were under contract in Michigan this year between 85,000 and 90,000 acres, as compared with 78,600 last year. The acreage around Saginaw steadily increases and less profitable crops of former days are giving way to greater plantings of sugar beets.

Saturday the Saginaw Valley Sugar Co. paid out \$75,000 to farmers for sugar beets. On Thursday the factory resumed operations after a brief shutdown on account of bad roads. No further delays this season is looked for as the company now has a large supply of beets on hand. The roads are good and beets are coming in with a rush, both by cars and wagons. Thus far the local factory has made this season 10,000,000 pounds of sugar, breaking all former records for full seasons.

The season's output will be about 12,000,000 to 14,000,000 pounds. This

season the company had about 6,400 acres of beets contracted. The present campaign will close about January 1 and soon the company will have its men out taking beet acreage contracts for 1907. An increased acreage is looked for next year, as the returns this year have been very good. The yield has been heavy, sugar contents high and tare light. Sugar shipments have been made to a large aggregate, but the movement of the product has been considerably hampered by car shortage.

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

Buffalo, Dec. 19—Creamery, fresh, 25@32c; dairy, fresh, 20@22c; poor to common, 18@20c; roll, 22@23c.

Eggs—Fancy candled, 33c; choice, 30@32c; cold storage, 24c.

Live Poultry—Springs, 10@11c; fowls, 9@11c; ducks, 12@12½c; old cox, 8c; geese, 12@12½c; turks, 16@17c.

Dressed Poultry—Fowls, 10@12c; chickens, 10@13c; old cox, 9c; turks, 17@18c.

Beans—Pea, hand-picked, \$1.50; marrow, \$2.40@2.50; mediums, \$1.50@1.60; red kidney, \$2.25@2.40; white kidney, \$2.40@2.50.

Potatoes—White, 40@45c; mixed and red, 30@35c. Rea & Witzig.

Lots of people never lock the door on temptation until they get it safely inside the house.

When a man is determined to go blind-folded the accuracy of his eyes will not help him much.

SELL Mayer Shoes

And Watch Your Business Grow

"Red Seal Shoes"

"Red Seal" is the seal of shoe quality for women. All leathers. Twelve styles. Blucher cut, lace or button, for house or street wear. Retail for \$2.50 and \$3.00.

MICHIGAN SHOE CO., - - - DETROIT



Boas, Scarfs and Muffs.

P. STEKETEE & SONS

Wholesale Dry Goods

HATS At Wholesale

For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Div. St., Grand Rapids.

Cutters

We have a large stock and can ship quick from Grand Rapids.

Portland Cutters

From \$15.50 to \$21

Nice Spring Cutters Surrey Bobs and Speeders

Remember Quick Shipments

Brown & Sehler Co.
Grand Rapids, Mich.
WHOLESALE ONLY

FOR SALE General Stock

In thrifty Central Michigan town of 350 population, stock of shoes, dry goods and groceries. Inventories \$2,500. This stock is located in store building with living rooms on second floor. Rent, \$12 per month. Leased until May 1, 1908, and can be rented again. Nearly all cash business. For further particulars address TRADESMAN COMPANY, Grand Rapids, Mich.

Useful Xmas Goods

Suspenders, Neckties, Brushes, Mufflers, Handkerchiefs, Fancy Socks, Fancy Hose, Lace Curtains, Ribbons, Perfumes, Umbrellas, Rugs. Also a large assortment of sterling silver novelties.

When you are in town come in and examine our line.

We also carry a nice line of Furs—

Grand Rapids, Mich.

RAISING GAME CHICKENS.
Secret Handed Down by Generations of Breeders.

The raising of game chickens for the poultry show and for the pit are two distinctly different industries. The former requires only a good knowledge of poultry breeding, while the latter involves as well a number of finer points which are known only to a few who have been long and closely connected with the work.

These secrets have in many cases been handed down from generation to generation carefully guarded. Every breeder of game chickens in the South feels that the success of his birds is largely dependent upon these secrets and they are without doubt responsible for the success of birds raised by Southern breeders. A few facts concerning game birds and their raising for the pit, secured from a Virginia planter, will be of general interest.

This gentleman says his ancestors brought their original stock of game chickens to this country, and their descendants have been raising them ever since. He is confident that this particular strain of birds can hold their own with the best the country affords. This is not all idle talk for his birds have won fights in the principal cities of the country.

First of all the birds have been raised for fighting purposes, and then year after year of careful breeding and selection has developed qualities which could be secured in no other way. Birds are raised only from winners and sisters of winners.

The chickens are kept together from the time they are hatched in the spring until the young cockerels, or stags, begin to manifest fighting proclivities. That comes in the fall.

They are then separated, and each stag is placed on a walk. That means that a farmer or negro is paid to take the cock and keep him on his farm with no more than six hens in such a place that he will not come in contact with any other cock for a year.

One might think the bird should be fighting all that time to develop his mettle, but careful study has shown that this is not the case. During the year the bird sees no other cocks; he is absolutely king of the little realm in which he rules, and he realizes it.

He grows in stature, dignity and courage. In a few months nothing can encroach on his territory, without a challenge and stubborn fight, be it cow, horse, mule, dog or man.

At the end of the year these cocks sometimes spread over a territory twenty miles in circumference, are gathered in and cooped up, preparatory to testing. The fancier holds little mains for his own and his friends' amusement and in this way finds out what qualities the cocks possess. A fight means death to one bird, and in consequence there is a thinning out.

Sometimes when two birds of exceptional worth are put together they are separated, after they have demonstrated their good qualities, because they are too valuable to be sacrificed. The best birds are then

shipped to various parts of the country to take part in big fights.

A main, or cockfight, is an exciting affair. A couple of men, for instance, fight twenty birds for a purse of \$200, \$300, or \$500, with \$10, \$20 or \$50 on each fight. If one man wins eleven fights he gets the purse, plus the amount on each fight he wins, and the loser gets the money for the fights he wins. This helps him to pay expenses.

Large sums of money are also put up on the result of the main, or on each separate fight, by the company assembled. Sometimes the fanciers' friends come with him and back his birds to their last cent, but generally the money is placed by men on birds they fancy and which their educated judgment tells them will win.

The preparation of a game cock for the pit, usually a ring filled with tan bark to prevent the birds from injuring themselves when they fall, is nearly as elaborate as that of a prize fighter. First, the cock's natural spurs are cut down to a short stump, perhaps half an inch long, chamois strips are wound around this and about the leg, and over this the gaff, or steel spur, is fitted and tied on securely.

Next, the wings and tail are cropped short, the former for the purpose of making them hit harder, the latter probably because it makes the bird look fierce. The hackle feathers are then cropped, and the soft, downy feathers of the breast are cut close to keep the bird cool.

The cocks are held together for a minute, and then dropped on the bark, and in a few minutes there is a blur of feathers. The fight may last five seconds or an hour, but twenty minutes is a good average.

When the birds get hung together, they are separated for a moment, and the owners blow down their throats to revive them, but the rest is of short duration, and the cocks are set at it again.

In many cases, the training of birds is elaborate. The birds are dieted and exercised to toughen them for the contest. Two birds are often put together, rigged out with muffs or miniature boxing gloves, for the purpose. They are exercised by tossing them up and down on a padded table.

A bird that is not "dead game" and will not "stand steel" has its throat cut as soon as its owner finds it out, and the same disposition is made of the cock that uses its bill and not its feet when fighting.—New York Sun.

Newport Gets Two Industries.

Rockwood, Dec. 18—The new hoop mill at Newport is about completed. It is expected it will employ about fifty men and that there will be timber enough in this locality to keep the plant running at least two years. By January 1 a grain elevator, which is now under course of construction, will be in operation.

No favoring wind comes to him who will not pull on his oars.

A man never believes in honesty until he has some of it.

A Bank Book for Christmas

The plan adopted by many people of giving a Blue Savings Book as a Christmas present has become

A DELIGHTFUL CUSTOM

Such a gift is always acceptable, forms the habit of saving and provides for future needs.

\$1 or more opens an account at

The Old National Bank

No. 1 Canal Street

ASSETS SEVEN MILLIONS

FOOTE & JENKS' FLAVORING EXTRACTS

Pure Extract Vanilla and Genuine, Original Terpeneless Extract of Lemon

State and National Pure Food Standards.

Sold only in bottles bearing our address



Foote & Jenks
JACKSON, MICH.



QUALITY IS REMEMBERED

Long After Price is Forgotten

We Have Both



A trial order for anything in our line will convince you.



Established 1872

Buy the Best



Jennings' Flavoring Extracts

Known and used by the consuming public for the past 34 years. The Jennings brand is worth 100 per cent. in your stock all the time. We shall hope for a continuance of your orders during 1907, assuring you of a square deal at all times.

Jennings Manufacturing Co.

Owners of the

Jennings Flavoring Extract Co.

19 and 21 South Ottawa St.

Grand Rapids



Michigan Knights of the Grip.
President, H. C. Kloockslem, Lansing;
Secretary, Frank L. Day, Jackson; Treas-
urer, John B. Kelley, Detroit.

United Commercial Travelers of Michigan.
Grand Counselor, W. D. Watkins, Kal-
amazoo; Grand Secretary, W. F. Tracy,
Flint.

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

Defining the Responsibility for Cancelled Orders.

The first step towards minimizing the number of cancelled orders is to get at the most common reasons for cancellations, with a view to removing them.

The first of these reasons relates to the dealer's attitude towards the signed order. It is partly the fault of salesmen as a class that dealers have come to look upon the signed order as a less binding obligation than a promissory note.

Legally it is as binding as a promissory note, and it should be considered no less so from both a business and a moral standpoint. If it were thus considered fewer dealers would feel that cancelling an order once given is either a safe or practical way of serving their own convenience.

It is not meant, of course, that salesmen have intended to encourage merchants to cancel orders. But many of them have unintentionally given such encouragement by showing a willingness to sacrifice their firm's rights, on occasion, to the customer's convenience. Other salesmen invite cancellations by being careless as to whether the customer is convinced or satisfied, so long as they succeed in bagging his order. These latter work with one idea—that is the idea of taking as large a number of orders as possible each day, not with the idea of taking orders that will stick, and lead to re-orders; not with the idea of winning the dealer to an enthusiastic advocacy.

Some salesmen pride themselves upon their skill in making "quick work" of the unwilling customer; they have thought themselves especially clever at being able to silence his protests and bag his order while he was still only half convinced. The more unwilling their customer the more credit they took to themselves for getting the mastery over and taking the order despite his grumbling.

Salesmen who adopt this policy deliberately tempt the dealer to cancel his order. They are thinking about a big volume of business for today—and neglecting altogether the elements that enter into a permanent and an increasing success in the future.

In many cases the order which the customer is to sign includes some stipulation, such as that in agreeing to take the goods he further agrees to offer them to consumers at a certain price, and on no condition to cut that price.

Perhaps the customer hesitates at this clause in the contract. He does not wish to bind himself to an agreement not to undersell a competitor. He raises his objection, but the salesman waives it by intimating that this clause in the contract is a mere formality; that no one is supposed to consider it a binding obligation. Being reassured on this point, the customer signs the order. Whether he afterwards has occasion to break faith in that particular relating to the retail price, and is called to account by the salesman's firm for abrogating his contract, is another matter; but the fact remains that he has been led by the salesman to think that he can safely disregard one part of the contract, and he naturally draws the inference that it is an easy matter to ignore the contract altogether if it happens to suit his convenience. This conclusion is a logical one on the dealer's part.

So far as my experience goes, somewhat over 90 per cent. of the cancelled orders which a firm in any line has to deal with are clearly traceable to some fault in the salesman's method. Either he has been willing to "promise anything" rather than battle with an objection from his customer, or else has left some part of the agreement unexplained, thinking that if the customer later discovered and resented the omission he would consider it too late to "back out," or would be too indolent to do so.

But under these circumstances the customer is not likely to think it too late to change his mind, even after the goods have been delivered in his store. An indolence in exercising such a prerogative is rare even in the most slowly-going and least aggressive of men.

If dissatisfied with the bargain on the grounds of not having had it clearly and accurately explained to him he can be depended upon to write a letter of complaint against the salesman to his manager. With us, when two such complaints have been made against a salesman, he is called upon to explain himself and justify the firm in the eyes of his customer. Three complaints are likely to result in the salesman's dismissal. Even if he could in each instance show that the cancellation was not technically his fault, it is still possible that he would be dispensed with, because, however good his intentions, it would be a clear case of his not being just the right man for the position.

I believe it is best policy for the salesman to bend all his energies, not so much to the taking of the order as to enlisting the advocacy of the customer—convincing him that the goods are necessary in his business, and will not only earn him a profit in themselves but will add to his standing and prestige as a merchant in his community; and by giving his customers satisfaction will bring an increased volume of trade to his store. When the dealer is thoroughly convinced along these lines and is made to feel that he is not purchasing the goods, but purchasing their reputation and drawing power

as well, it should be impressed upon his mind that he can only have them by carefully fulfilling his part of the contract in every particular. If there is a stipulation as to the retail price at which he shall sell the goods, this matter ought to be emphasized by the salesman and not neglected or slighted, or treated as a mere formality.

The salesman who thinks more of making a big show for his day's work and less of the results of that day's work is likely to be charged with a large number of cancellations. On the contrary, the salesman whose dominating idea is to build up an increasing trade and who looks upon the taking of orders as a mere stepping stone for that result, not only succeeds in avoiding cancellations, but also puts himself in the way of getting a much bigger volume of business in the future.

If he has uphill work at first owing to his painstaking and conscientiousness he can depend upon it that his work will become easier as he grows more familiar with his trade—or rather, as his trade grows more familiar with him. People will come to have faith in his goods and in his business methods and will give him their orders more readily than they would give them to the man who had shown a suspicious anxiety to get merely the first order—and little concern as to its result.

The cancelled order is usually owing to one of four causes. Perhaps the most common cause is the customer's having seen, subsequently to placing his order for a certain line, a competing line which he believes offers him a better bargain. For instance, he places an order with Jones for a full line of cloaks, or shoes, or stationery, and regrets having done so when Brown comes along with a similar line which appeals to him either as being better for the same price or just as good for a lower price. The merchant cancels the order he has already given, offering some plausible but insincere excuse for his act.

He may state as his reason that he has decided to place a more extensive order later on, and that when Jones comes back on his next trip the revised order will be given him. This holds out the expectation of future patronage, and for this reason the cancellation may be permitted by Jones' firm without protest.

It is unfortunate for Jones, however, that he did not foresee and provide against the effect of a subsequent visit from Brown. The salesman who tries not only to get orders but to leave his customer thoroughly convinced that there are no better goods at any price, or none that will "do as well" at a lower price, forestalls competition and lessens the chances of his orders being cancelled.

Another very common cause for cancelled orders is the overloading of a customer by the salesman. It is impractical, for the sake of getting a large order, to sell a customer more goods than he can readily dispose of, or goods of a kind that are not adapted to his class of trade. The sales-

man must use great discretion and judgment when it is left to him to decide whether the customer is being overloaded. Naturally the salesman wants to get as large an order as he can; moreover, he cannot very well warn the customer against buying too much without seeming to impugn the latter's credit or else the salability of his own wares. He must, therefore, be as careful not to overload the customer as he is to sell him the largest order practicable—otherwise he can expect nothing else but that the order will be cancelled.

Another cause for cancelled orders may be unexpected business reverses experienced by the customer. The salesman can do little to provide against cancellation for such a reason further than to take the ordinary measures of ascertaining the financial standing of each and all of his customers. If he co-operates in the usual way with his credit department he has done what he can to provide against cancellation arising from insolvency.

Generally speaking, it is unwise for a salesman to stipulate, in taking an order, that it shall not be subject to cancellation—unless the customer is one whom the salesman knows to be in the habit of cancelling his orders. To caution the buyer that he must remember that his order cannot, under any conditions, be cancelled is to put a damper upon his enthusiasm and also to plant in his mind the suspicion that the salesman knows his goods to be less desirable than some competitor's. It has the effect of an announcement that Robinson or Smith may call later with a line which looks more attractive, or with prices and inducements that may prove especially tempting. If the customer is one who does habitually cancel his orders, however, the salesman need not feel the same hesitation in reminding him that the signed order is legally binding.

The cancelled order problem is one that must be left for solution to the individual salesman. If each man realizes how worse than useless it is to spend time and money in taking orders for goods that will never be shipped, and will apply himself to investigating and removing the causes of cancellation, the evil will be minimized in the only practical way.

There has been some discussion amongst sales managers as to whether there would be fewer cancelled orders if the salesman were forced to pay some sort of penalty in each in-

Livingston Hotel Grand Rapids, Mich.

In the heart of the city, within a few minutes' walk of all the leading stores, accessible to all car lines. Rooms with bath, \$3.00 to \$4.00 per day, American plan. Rooms with running water, \$2.50 per day. Our table is unsurpassed—the best service. When in Grand Rapids stop at the Livingston.

ERNEST McLEAN, Manager

stance of a cancellation. Some have suggested that the salesman be made to forfeit a part of his salary each time that an order of his taking was cancelled. But this plan seems both impractical and unjust. The salesman would resent the imposition of this penalty unless his house could prove that the cancellation was owing to a fault in his method of salesmanship, and it would be difficult to bring conclusive evidence to this effect in most cases.

Many firms have sought to minimize the number of cancellations by offering a prize to the salesman whose record at the end of the year's work showed the smallest number of cancelled orders in proportion to his total business. This method has many advantages and is generally commendable.

The question arises as to what shall be the firm's attitude towards the cancelled order. Many firms believe in holding the customer up to the letter of his obligation and if necessary to do this they will take the matter into court, making exceptions only in the case of permanent or profitable customers, or those whose reason for cancelling the order is incontestable.

In my opinion, however, it is the better policy for a firm to accept the loss, even where the man who cancels the order is a new customer and one who is not especially promising. One can force him to take the goods and pay for them—but when this is done he becomes an enemy to the firm which has opposed him and exerts every influence at his command to injure the reputation of its goods with customers.

On the other hand, if the firm permits the order for the goods to be cancelled (even though its loss may involve all hope of selling them seasonably, and also freight charges in both directions, as well as the expense incurred by the salesman in taking the order) there is still a chance of selling the firm at another time. It is our policy to write the customer a courteous letter under these circumstances, expressing our willingness to sell the goods to someone else, with our confident expectation that he will later become a regular patron of ours. He cannot well help drawing the inference that our business is so prosperous and the demand for our goods so great that we can afford not to haggle over one individual case of cancellation. This convinces him that the goods he has rejected are good sellers—he had ejected are good sellers; that other dealers are making profit on them. The next logical step in his mental process is a doubt as to whether he has been wise in rejecting the goods. At least he cannot avoid the conclusion that he has been treated fairly, and this lays the corner stone of confidence on which to build future transactions of a more prosperous kind.

Experience has shown that the dealer who has been treated in this manner once never proposes to cancel his order with the same firm a second time, unless his reason for doing so is something he can not help

—such as unexpected insolvency, perhaps.

Cancellations are almost a negligible consideration with us owing to the policy outlined in the foregoing. We train our salesmen to make their customers feel that they are co-workers with us in meeting a public need. In the rare cases where cancellations have occurred we have usually won back the delinquent customer by treating him with a leniency that reflects favorably on our goods as well as on ourselves. Courtesy always pays cash dividends.—Sam Mayer in Salesmanship.

Movements of Michigan Gideons.

Grand Rapids, Dec. 18—Gideon No. 2998, John H. Perry, has moved from Chicago to Holland and will be assigned to Grand Rapids Camp. This mixture of Chicago blood should start the Mayer-Blossom to ripen fruit. "As the twig is bent so the tree is inclined." Some of the State officers are inclined to think that there should be some Rapid Grand movements in the Furniture City among Gideon Camp No. 2.

J. C. Ballard, Grand Rapids, was one year old at the Mission last Sunday evening, and was a god fat baby filled with God's spirit.

Grand Rapids Camp has arranged a supper as large as this baby and will meet Monday evening, Dec. 31, at the home of Brother and Sister H. E. Freeman, 94 North East street. Every Gideon and his wife, with large basket well filled, and all Christian traveling men and their wives are invited and expected. C. F. Louthain will be there, and all know his capacity. The baby will be brought in the street car or in a cab, but it is expected his wife will take him in the Lyon street car and, with the assistance of friends, take him off at Fountain street and then take him two blocks east on this street and Free-the-man, fat as he is, then christen him "Gideon." Rev. John R. T. Lathrop, D. D., pastor of Division street M. E. church, will be present with his wife and will tell you how a Detroit Gideon converted him and the hard job it was, and the next morning how he took his text from parts of the 4th chapter of Genesis and was "Abel to tell about Cane." Watch the Doctor, as he has "The Music of Life" and "The Great Vision" and can see and smell "yellow-legged chickens," and it will be well to produce if you expect his best.

Carl F. Wuerthner, of Manchester, representing S. J. Singer & Son, clothing manufacturers of New York, returned home last week from a trip through the Upper Peninsula.

J. F. Coghlan, representing the Jenks & Muir Co., manufacturer of mattresses and iron beds, was in Edmore last week.

J. L. Wharton, Jr., of Camp No. 2, representing T. O. Tracy & Co., this city, will pull that live tooth of the dentist who does not buy from him.

Ray Blakeman, Flint, was at Alma, St. Louis, Stanton and Greenville last week, representing the Novelty Leather Works, of Jackson.

Harry Mayer, C. F. Louthain and

Senator Russell held service at the Soldiers' Home Sunday evening. The boys in blue turned out in a body and the meeting was very interesting. One old soldier found the "pearl of great price." It is expected Grand Rapids Camp will continue these services.

E. M. Armstrong, representing the Akron Cultivator Co., was at the Eagle over Sunday; in the morning at the Division St. M. E. church and at the Mission in the evening.

About the middle of February the Tradesman will print a complete Michigan Gideon roster of all 1907 Michigan Gideons, giving number of camp and address. If any members discover any errors in last roster, they will please notify the State Secretary, 387 Harrison avenue, Detroit, so that every error may be corrected. This roster will embrace only 1907-1908 Gideons and it is expected to print at this time the program of our next State convention.

National Secretary Garlick has sent out the following circular letter to those members who are in arrears since 1905:

"During the past quarter we have made three efforts to reach you through the mails, as required by our constitution and by-laws. No reply having been received we have decided to try again.

"We were compelled by the St. Louis postmaster to remove from our mailing list all names that had not paid the subscription price to the Gideon since 1905. Two dollars is the annual membership dues. Fifty cents if this is applied as the subscription price of our magazine, so as to comply with Government requirements for a second class mailing permit. We do not want to lose any brother in our ranks who cares to remain, neither do we wish to force any to remain who prefer not to do so.

"Our organization has taken on new life because of better business methods applied, and now there seems to be no possible objection to methods employed. Our December Gideon is being appreciated everywhere and you should have a copy. One will be mailed to you on request.

"Your dues have not been remitted since 1905 and you are requested to remit the same for the years 1906, \$2, and 1907, \$2. This will reinstate you up to July 30, 1907.

"Will you please reply to this communication, which is sent forth in all kindness and brotherly fellowship, using the enclosed blank form and envelope for your reply? Any reply will be much better than none, but we would prefer one favorable to your continued membership."

Aaron B. Gates.

Gripsack Brigade.

Wilbur O. Elphlin, who traveled for the Musselman branch of the National Grocer Co. three years, transferring himself to the Lemon & Wheeler Company a year ago, will return to the Musselman fold Jan. 1.

Clifford O. Barnhart, Central Michigan salesman for the Judson Grocer Co., has gone to Cayote, Cali., to make his usual biennial visit to his parents. He will be absent about three weeks. Mr. Barnhart is mak-

ing many friends among the trade he visits and has a bright future before him.

D. S. Hatfield, who has represented Hecht & Zummach, of Milwaukee, for the past thirteen years, selling their paints, oils and glues, has made a contract with that firm for another year and will cover Michigan as heretofore.

P. F. Ostema, of this city, representative for the Steele-Wedeles Co., will handle the larger city trade in Chicago, in addition to his present territory, beginning Jan. 1. His headquarters will be in Chicago, with an assistant located in Michigan. Mr. Ostema's family will remain in Grand Rapids until spring.

Geo. A. Pierce, after ten years' continuous service for Burrows Bros., of Baltimore, is now carrying the banner of the O. F. Schmid Chemical Co. Mr. Pierce is a campaigner of the old school, with the methods and manners of the new school, and his appearance is always a matter of general congratulation and rejoicing among his customers.

Andrew Hindmarsh has been a salesman for the Boydell Bros.' White Lead & Color Co. (Detroit) fourteen years, which means that he is a good salesman. His territory is Southern Michigan and parts of Ohio and Indiana. He has the faculty of cultivating his customers so that they are glad to see him the next time that he comes. Between his own good qualities and those of his goods he manages to have them save their orders for him. The past season he has sold more goods than ever before. Mr. Hindmarsh does not belong to any fraternities, but is always well received on his own merits. He has lived in Detroit seventeen years, having been an insurance writer for a short time before engaging with Boydell Bros. He is married and has a pleasant home at 1020 Concord avenue.

The campaign is now on for a flat 2 cent rate in the Lower Peninsula and a flat 3 cent rate in the Upper Peninsula. Railway officials state that the crusade now begun will naturally result in the enactment of such a law and, inasmuch as the railroad men are expecting it and have made arrangements to meet it and to comply with the provisions of the law, there seems to be no good reason why they should be disappointed. Many members of the incoming Legislature have already announced themselves as willing and anxious to champion and vote for such a law, and it is to be hoped that Governor Warner will recommend such legislation in his annual message to the Legislature. Whether he does or not, however, a bill providing for a flat 2 cent rate on all the railroads in Lower Michigan will be introduced in the early days of the session, and from present indications the measure will meet with but little opposition. The Legislatures of Indiana and Illinois will undoubtedly enact similar measures quite early in the year, so that Michigan will thus be in harmony with her sister states, although she is two years behind Ohio in taking advanced ground on this question.



Michigan Board of Pharmacy.
 President—Henry H. Heim, Saginaw.
 Secretary—Sid. A. Erwin, Battle Creek.
 Treasurer—W. E. Collins, Owosso; J. D. Muir, Grand Rapids; Arthur H. Webber, Cadillac.

Michigan State Pharmaceutical Association.

President—John L. Wallace, Kalamazoo.
 First Vice-President—G. W. Stevens, Detroit.

Second Vice-President—Frank L. Shiley, Reading.

Third Vice-President—Owen Raymo, Wayne.

Secretary—E. E. Calkins, Ann Arbor.

Treasurer—H. G. Spring, Unionville.

Executive Committee—J. O. Schlotterbeck, Ann Arbor; F. N. Maus, Kalamazoo; John S. Bennett, Lansing; Minor E. Keyes, Detroit; J. E. Way, Jackson.

Quality of Medicines Dispensed by Physicians.

Attention is called to the fact that although pharmacists are required by law to dispense drugs of a recognized strength and efficiency, there are no restrictions on physicians, who may dispense any and all remedies which they see fit to use. Over one-half of the physicians in a Western State dispense their own medicines; too often they procure their supplies from whoever will sell them most cheaply, and nearly every city has one or more irresponsible firms which, in order to get trade, undersell other dealers and often sell pharmaceutical preparations, such as elixirs, syrups, pills, etc., for less than the wholesale cost of the materials. Necessarily, the articles supplied by such concerns are liable to be below standard and could not be dispensed by a pharmacist without danger of prosecution and fine.

The Journal of the American Medical Association in a recent article says: If physicians dispense their own medicines, they should be certain that what they use are reliable and of standard strength. As they are not able to test the preparations themselves, there is only one way by which physicians can have confidence in the preparations, and that is by obtaining them from reliable houses. But from recent developments it would seem that it is not always easy to tell what houses are reliable. This much, however, must be admitted: Those concerns whose only claim is low prices for their products are not, as a rule, to be depended on. But everything they must come to us for if we misake not the druggist is as likely to buy where he can cheaply as is the physician.

Secure the Farmers' Trade.

The season is at hand when the druggists should consider ways and means of attracting the farmers' trade for household supplies and drugs. Undoubtedly this trade is one of the most important items to the average small city druggist. The farmer buys baking-powders, cream of tartar, borax, flavoring extracts, spices, olive oil, ammonia, witch hazel, quinine, whiskey, soaps, etc.

It must be remembered that his dull season is soon to come and that any reasonably good literature you may place in his hands will be care-

fully read. Why not get some nice circulars out this fall? One of the best ways of advertising (because the circulation and distribution cost you practically nothing) is the neat and interesting package slip. Every bundle that goes out of your store should carry some message to the customer that would tend to make this customer call again. Almanacs and calendars are much appreciated and it is just about time to get them started. The first almanac the farmer receives for next year will be hung on a convenient nail, and the same may be said of the calendar. These pieces of literature will undoubtedly hang in the same place unless a great deal better, or a prettier one comes along, so you must be sure to make yours a winner. Do not let some one outdo you in this matter.

The farmer will give careful attention to anything in the nature of folder or mailing card, if it is properly written and gives information of interest to him. Facsimile typewritten letters or a reproduction of a penwritten letter is certain to attract his attention. Send out your circulars with a list of prices on articles he is apt to need along with a little talk on how well you will treat him, tell him about the excellent quality of your goods, etc.

The gift of a small book is much appreciated and will give your ad preferred position for you a long time. In this same book you can advertise things a housewife is apt to buy, and in your general circulars advertise some items as stock foods and medicines. Farmers, as a class, stick well to a store when properly treated and are naturally appreciative of favors whether great or small.

How to Become a Pharmacist in Canada.

Every candidate for a certificate must have served as an apprentice to a regularly qualified pharmaceutical chemist four years, passed a preliminary examination, and attended two courses of lectures—the first, in any approved college or pharmacy or school of medicine (which period may be counted as part of the term of apprenticeship), and the second or senior course, at the Ontario College of Pharmacy (such course to comprise pharmacy, chemistry, materia medica, botany, and reading and dispensing prescriptions); he must be at least twenty-one years old. The above provisions do not apply to legally qualified medical practitioners, nor prevent them or veterinary surgeons from supplying their patients with medicines, and if they wish to practice as chemists they may do so without examination, but must be registered as such.

Artificial Rubber from Cereals.

The United States Consul in Nottingham, Eng., reports that an inventor named Carr proposes to make artificial rubber from cereals for use as bicycle and automobile tires, and also as golf balls. It is explained that the artificial rubber is obtained by treating any cereal with phyalin. He proposes to make six grades of artificial rubber from a liquid solution suitable for water-proofing to a hardness available for golf balls.

Precipitation of Soap from Dentifrices in Cold Weather.

Our experience with similar preparations is that they will become cloudy and thickened when exposed to low temperature and resume their clear and liquid state upon becoming warm again. This is true of all liquid dentifrices containing soap, and the degree of change depends upon the amount of soap contained in them and the percentage of alcohol in the menstruum. These should be so balanced in the formula that upon cooling the wash to 50 deg. Fahrenheit it should not congeal or precipitate to any great extent. A little experimenting with this or any other formula will enable one to get just the right amount of soap to use. Most formulas for tooth washes and tooth powder contain too much soap. Only just enough to make a pleasant lather in the mouth is needed, and if a larger quantity is used the preparation is liable to be unpleasantly "soapy" in taste. Saponaceous tooth washes should be filtered to a temperature of 55 to 60 deg. Fahrenheit to remain right at the ordinary temperature of 60 to 70 deg. Fahrenheit, to which stores or houses are heated in the winter season. M. Billere.

How to Make Cataplasm of Kaolin.

The formula for cataplasm of kaolin, printed in the new Pharmacopoeia, has attracted a good deal of attention and is being widely used by pharmacists. Some difficulty has been experienced with the formula in practice, however, and Prof. A. B. Stevens remarks: "It has been stated that there is not enough glycerin in the formula for cataplasm of kaolin given in the Pharmacopoeia. The formula is all right, but the difficulty is in manipulation. Others have had the same difficulty. All my students have made the preparation and not one has failed to obtain a good product. The best result is obtained by heating the kaolin in a suitable vessel at 100 degrees C., with frequent stirring, for one hour, adding the boric acid, and then adding the glycerin, which has previously been heated to 100 degrees C., and mixing until a homogeneous mass results; finally, when cold, adding the other ingredients as directed by the Pharmacopoeia. I have found that the mixing is best done in a mortar which has been warmed by pouring hot water into it. For manufacture on a large scale a paint mill will give the best results."

Pure Drug Law Will Raise Prices.

The members of the Hudson River Branch of the N. A. R. D. were addressed at their last meeting by Jacob Weil, a wholesale druggist, who explained some of the new problems retailers will have to solve when the new act goes into force.

He said after January 1 all the standard drugs will have to bear labels showing that they comply fully with the standard set by the U. S. Pharmacopoeia. This a great many of the compounds most commonly called for at drug stores now do not do. For instance, epsom salts, bicarbonate of soda, some of the potassium salts, and others of that kind,

could not be made to come up to the U. S. P. without considerable increase over the prevailing current prices. It would be impossible to sell epsom salts of the U. S. P. standard for less than fifteen cents a pound without a loss.

Considerable discussion was caused by Mr. Weil's remarks, and it was generally admitted that some financial loss must be suffered by the drug trade before the public became accustomed to the new law.

The Drug Market.

Opium—Is very firm and advancing.

Morphine—Has advanced 10c per ounce on account of the higher cost for opium.

Quinine—Has advanced 2c per ounce, on account of the higher price for bark.

Pure Castile Soap—Has been advanced on account of the higher price for olive oil.

Glycerine—Is firm and advancing.

Haarlem Oil—Has been advanced \$1 per gross.

Balsam Copaiba—Is advancing.

Balsam Peru—Is higher.

Oil Cassia—Has declined and is tending lower.

Oil Cloves—Is advancing.

Oil Hemlock—Is scarce and higher.

Oil Lemon—Has declined on account of the near arrival of the new crop.

Refined Camphor—Is very firm at the last advance.

Danger in Advertised Package Borax.

A Brooklyn druggist warns the trade against the danger of selling advertised brands of borax and similar articles put up in ready-made packages. These are all sold to the grocery trade, who take advantage of our endorsement, and cut-rate them in their efforts to take away our trade. As a rule, the grocers sell only the cheapest stuff they can get, and it is a good idea to let the public understand this and also that if they want the purest and best of it.

Our Holiday Goods

display will be ready soon.

See line before placing your order.

Grand Rapids Stationery Co.
 29 N. Ionia St. Grand Rapids, Mich.

PILES CURED
 ...without...
 Chloroform,
 Knife or Pain
 Dr. Willard M. Burleson
 103 Monroe St., Grand Rapids

Booklet free on application

Table 6: Meal, Oats, Corn, Hay, HERBS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLASSES, SALERATUS, MINE MEAT, MUSTARD, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, Barreled Pork, S P Bellies, Smoked Meats, Lard, Sausages.

Table 7: Beef, Pig's Feet, Tripe, Casings, Uncolored Butterine, Canned Meats, RICE, Soap Powders, Scouring, SODA, SOUPS, SPICES, Whole Spices, SALT FISH, Trout, Mackerel, Common Corn, SYRUPS, TEA, SEEDS, SHOE BLACKING.

Table 8: SNUFF, SOAP, LAUTZ BROS. & CO., Soap Compounds, Scouring, SODA, SOUPS, SPICES, Whole Spices, SALT FISH, Trout, Mackerel, Common Corn, SYRUPS, TEA, SEEDS, SHOE BLACKING.

Table 9: Gunpowder, Young Hyson, Oolong, English Breakfast, India, TOBACCO, Plug, Smoking, TWINE, VINEGAR, WICKING, WOODENWARE, Baskets, BUTTER BOXES, BUTTER PLATES, Churns.

Table 10: Clothes Pins, Egg Crates, Faucets, Mop Sticks, Pails, Traps, Tubs, Wash Boards, WINDOW CLEANERS, WOOD BOWLS, WRAPPING PAPER, YEAST CAKE, FRESH FISH, HIDES AND PELTS.

Table 11: CONFECTIONS, Stick Candy, Standard, Jumbo, Mixed Candy, Fancy—in Pails, Fancy—in 5lb. Boxes, Old Fashioned, Pop Corn, Cough Drops, NUTS—Whole, Shelled, PEANUTS, Tallow, Wool.

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon55 6 00

BAKING POWDER

Royal



BLUING



C. P. Bluing

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

CIGARS



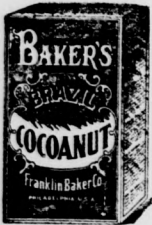
G J Johnson Cigar Co.'s bd.
Less than 50033
500 or more32
1,000 or more31

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritanos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
16 3/4 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass4 1/2 @ 8 3/4
Hindquarters6 1/2 @ 10
Loins8 @ 14
Loins7 @ 14
Rounds5 @ 14
Chucks5 @ 5 1/2
Plates4 @ 5
Livers@ 8

Pork

Loins@ 10 1/2
Dressed@ 7 1/2
Boston Butts@ 10
Shoulders@ 9 1/4
Leaf Lard@ 10 1/2

Fresh Cuts

P. H. Loins@ 10 1/2
Butts@ 9 1/4
Trimnings@ 7 3/4
Shoulders@ 9

Mutton

Carcass@ 7
Lambs9 @ 11
Spring Lambs@ 12

Veal

Carcass5 1/2 @ 8

CLOTHES LINES

Sisal
60ft. 3 thread, extra...1 00
72ft. 3 thread, extra...1 40
90ft. 3 thread, extra...1 70
60ft. 6 thread, extra...1 29
72ft. 6 thread, extra...

Jute

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

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

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

Cotton Braided

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

Galvanized Wire

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

COFFEE

Roasted

Dwinell-Wright Co.'s. B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha ...
Java and Mocha Blend ...
Boston Combination ...

Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Sym-
ons Bros. & Co., Saginaw;
Brown, Davis & Warner,
Jackson; Godsmark, Du-
rand & Co., Battle Creek;
Fielbach Co., Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

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

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

Poles

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

GELATINE

Cox's 1 qt. size1 10
Cox's 2 qt. size1 61
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Knox's Acidu'd. doz. 1 20
Knox's Acidu'd. gro. 14 00
Nelson's1 50
Oxford75
Plymouth Rock1 85

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. 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.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size...6 50
50 cakes, large size...3 25
100 cakes, small size...3 85
50 cakes, small size...1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

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

Make Me Prove It

I will reduce or close out your stock and guarantee you 100 cents on the dollar over all expense. Write me today—not tomorrow.

E. B. Longwell

53 River St. Chicago

Do you need more money in your business?

Do you wish to reduce your stock?

Do you want to close out your business?

If so, my business is to assist you successfully. The character of my work is such as to make good results certain. No bad after effects. Ample experience. Write for terms and dates.

B. H. Comstock, Sales Specialist
933 Mich. Trust Bldg.
GRAND RAPIDS, MICHIGAN

School Supplies Holiday Goods

Wait for the big line.

FRED BRUNDAGE Wholesale Druggist
Muskegon, Mich.

San Francisco, California, Crowd.

Fifteen thousand people were congregated, to attend the special sale announced by Strauss & Frohman, 105-107-109 Post Street, San Francisco, California. Their stock was arranged, their advertising was composed, set up and distributed, and the entire sale managed, advertised and conducted under my personal supervision and instructions. Take special notice the amount of territory which the crowds cover on Post Street. Covering entire block, while the sale advertised for Strauss & Frohman by the New York and St. Louis Consolidated Salvage Company is located in a building with only a fifty-foot frontage.

Yours very truly,
Adam Goldman, Pres. and Gen'l. Mgr.
New York and St. Louis Consolidated Salvage Company.



Monopolize Your Business in Your City

Do you want something that will monopolize your business? Do you want to apply a system for increasing your cash retail receipts, concentrating the entire retail trade of your city, that are now buying their wares and supplies from the twenty-five different retail stores? Do you want all of these people to do their buying in your store? Do you want to get this business? Do you want something that will make you the merchant of your city? Get something to move your surplus stock; get something to move your undesirable and unsalable merchandise; turn your stock into money; dispose of stock that you may have overbought.

Write for free prospectus and complete systems, showing you how to advertise your business; how to increase your cash retail receipts; how to sell your undesirable merchandise; a system scientifically drafted and drawn up to meet conditions embracing a combination of unparalleled methods compiled by the highest authorities for retail merchandising and advertising, assuring your business a steady and healthy increase; a combination of systems that has been endorsed by the most conservative leading wholesalers, trade journals and retail merchants of the United States.

Write for plans and particulars, mailed you absolutely free of charge. You pay nothing for this information; a system planned and drafted to meet conditions in your locality and your stock, to increase your cash daily receipts, mailed you free of charge. Write for full information and particulars for our advanced scientific methods, a system of conducting Special Sales and advertising your business. All information absolutely free of charge. State how large your store is; how much stock you carry; size of your town, so plans can be drafted up in proportion to your stock and your location. Address carefully:

ADAM GOLDMAN, Pres. and Gen'l Mgr.

New York and St. Louis

Consolidated Salvage Company

Home Office, General Contracting and Advertising Departments,
Century Building, St. Louis, Mo.

Eastern Branch:

ADAM GOLDMAN, Pres. and Gen'l Mgr.
377-379 BROADWAY,
NEW YORK CITY.

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.

Advertising That Pays—Merely occupying space won't sell merchandise. The appearance of advertisements, the words used, the arguments employed—are what makes business and money for merchants. It takes an expert years to learn how to work out an idea in an hour. The idea may be the result of inspiration or perspiration, but it is just as valuable. New ideas are needed to sell goods, and the success of the many merchants we are serving proves our ideas the profitable kind for them. We write and illustrate all kinds of advertising. Charges, 20 cents per inch standard column. Money with order, but back if dissatisfied. Special price on contract to look after regular work. Reference, any merchant or bank in Jackson. The Hanchett-Tibbetts Co., Suite 304-305 Carter Block, Jackson, Mich. 394

For Sale—A hardware store, doing a good business in a thriving city near Chicago. J. Floyd Irish, 102 First National Bank Bldg., Hammond, Ind. 393

For Exchange—\$7,000 in good 6% land contracts on New Lansing real estate, for a stock of general merchandise or hardware in a good town. Must be first-class as contracts are all A1. Address No. 396, care Michigan Tradesman. 396

Restaurant and confectionery business for sale, trade or rent, for 1/2 of cost, in city of 7,000. Address No. 397, care Tradesman. 397

For Sale or Trade—For real estate, stock in an incorporated company manufacturing and owning the patent outright of necessary articles for which there are great demands; only small capital required; the closest investigation will be given. Address P. O. Box 276, Akron, Ohio. 400

For Sale—\$2,500 grocery stock doing \$28,000 business in factory town of 3,500 in Central Michigan. Mostly cash trade. Satisfactory reasons for selling. Address No. 398, care Michigan Tradesman. 398

For Sale—Stock of general merchandise, invoicing about \$14,000, located in good town of 3,000 in Northwestern Iowa, centrally located. A clean up-to-date stock, doing a \$40,000 business and can be increased. Has been running twenty-five years. Good reason for selling. A bargain for the purchaser. Will take half in good real estate, balance must be cash. Do not write unless prepared to buy. Address No. 388, care Tradesman. 388

For Sale—Three-story furniture factory, engine, boiler and dry kiln and two acres of ground. Railroad siding to factory. Apply Breon Lumber Co., Williamsport, Pa. 391

For Sale—Good clean stock hardware, implements, etc. Best town its size in Northern Indiana. Good farming community. Invoices about \$3,500 or \$4,000. Good reason for selling. Prefer straight sale. Address No. 390, care Tradesman. 390

For Sale—Clean stock of drugs and sundries in town of 2,000. Good farming community. Annual sales between \$4,500 and \$5,000. Expenses light. A fine chance for a good man. Reasons for selling, have other business which requires all my attention. Address No. 389, care Michigan Tradesman. 389

For Sale—Stock of shoes, dry goods and groceries located in Central Michigan town of 350 population. Living rooms above store. Rent, \$12 per month. Lease runs until May 1, 1903, and can be renewed. Last inventory, \$2,590. Sales during 1905, \$8,640. Good reasons for selling. Address No. 386, care Michigan Tradesman. 386

For Sale—Stock of dry goods, shoes, clothing and hats. Write for particulars. Address Merchandise, P. O. Station D, Columbus, Ohio. 385

For Rent—Brick store, 20x100 feet. Splendid chance for wholesale grocery, none in city. E. A. Childs, El Paso, Ill. 383

Merchants—I have buyers for all kinds of merchandise stocks. If you want to buy, sell or exchange or close out, write me at once. G. B. Johns, Grand Ledge, Mich. 382

For Sale—Good bazaar business in good town of 5,000 population. Price right if taken before Jan. 15. Lock Box 280, Boyne City, Mich. 381

Executor of an estate must sell water power, grist mill and machinery, together with 14 acres of land and good house and barn. Will sell complete for \$1,400, worth \$3,500. Reasonable terms. Decker & Jean, 74 Monroe St., Grand Rapids, Mich. 370

To exchange for real estate or stock goods, 140-acre farm two miles from county seat, middle Tennessee. Good buildings, fences, etc. No marsh. H. T. Whitmore, R. F. D. 1, Parma, Mich. 379

For Sale—Stock of dry goods, amounting to from \$1,000 to \$1,200; will let it go at a large discount. Box 71, Northville, Mich. 378

For Sale—Best dry goods and shoe business in town of 600. No dead stock. About \$3,000. Robt. Adamson, North Adams, Mich. 375

For Sale—General store in hustling town; cash business, best location. Must be sold at once. Other business demands owners' attention. Less than \$700 will handle it. Good opportunity. Must be seen to be appreciated. We can prove it's the best proposition on the pike for the money. Act quick if you want it. Address Gold, care Michigan Tradesman. 371

Kansas and Colorado Lands—We offer for sale at low prices and easy payments, about 10,000 acres of S. W. Kansas lands, in good farming section; partly improved. Also several nice farms, well located in irrigated district in Colorado. If you can be interested in the coming country, address S. F. Sanders, Grant City, Mo. 377

For Sale—My buggy and implement business in the heart of a first-class farming country. Very little competition. A big chance for someone. I must quit on account of my eyesight failing. Volney Strong, Clarksville, Mich. 376

For Sale—Retail vehicle and harness manufacturing business in live growing town of 3,000 in good farming district in Central Michigan. Sold 100 vehicles this year. Competition light. Will exchange for saleable farm lands, Mecosta or Isabella county lands preferred. Address No. 374, care Michigan Tradesman. 374

For Sale—Millinery business. Stock and fixtures at a bargain. Mrs. C. Dortmund, 391 Grandville Ave., Grand Rapids, Mich. 373

For Sale—Harness, vehicle and implement business in Northern Michigan. Town of 1,000 inhabitants with fine farming country and large territory to draw from. Stock inventories about \$3,000. Modern buildings, rent \$18. Reason for selling, have large hardware business and other outside interests so can not devote time necessary. Address No. 355, care Michigan Tradesman. 355

Cash for your property wherever located. If you want to sell, send description and price. If you want to buy, send for our monthly, Northwestern Business Agency, 43 Bank of Commerce Bldg., Minneapolis, Minn. 342

For Sale—One Otto gas engine, 8 1/4 in. bore by 15 in. stroke, rated at 10 actual H. P., but developing a maximum of slightly more than 11 brake H. P. by test. In excellent condition. Gordon Hollow Blast Grate Co., Greenville, Mich. 354

For Sale—Well located stocks of groceries, also confectionery stocks. Good reason for selling. Let us show you. Michigan Store & Office Fixture Co., Cht. Phone 1846, 519-521 N. Ottawa St., Grand Rapids, Mich. 367

Merchants—Think it over. Are you tired of your business? Do you want cash for your goods? If so, I can get it and get you 100c on the dollar. Call or write for reference, methods and terms. Address L. S. Rorem, Paxton, Ill. 344

The best paying business in the world (requiring no capital) is real estate and its side lines. If you make less than \$3,000 a year, wish to become independent and call time your own, take our Standard Correspondence Course in real estate. It makes you competent to earn a large income. Some of our students are traveling men who cooperate with us and make good incomes on the side. Write for free book, endorsements, etc. American School of Real Estate, Dept. T, Des Moines, Ia. 327

For Sale—One-half interest in a clean, up-to-date shoe and clothing business. Established 23 years and enjoying a good trade. Stock and fixtures will invoice \$5,000. Can be reduced to \$3,000 or \$4,000 if desired. Address Gavin W. Telfer, Big Rapids, Mich. 329

For Sale—Stock of groceries, boots, shoes, rubber goods, notions and garden seeds. Located in the best fruit belt in Michigan. Invoicing \$3,600. If taken before April 1st., will sell at rare bargain. Must sell on account of other business. Geo. Tucker, Fennville, Mich. 538

For Sale—Best house furnishing and undertaking business in Northern Michigan. County seat. Must sell on account of old age and ill health. Address No. 380, care Tradesman. 380

Wanted for cash to job manufacturers, line of negligee shirts. Address Andreas Rebel, Tucson, Arizona. 334

Retail merchants can start mail order business in connection with retail business; only a few dollars required. We furnish everything necessary; success certain. We offer retail merchants the way to compete with large mail order houses. Costs nothing to investigate. Milburn-Hicks, 727 Pontiac Bldg., Chicago, Ill. 201

For Sale—Plantations, timber lands, farms, homes, etc. Send for printed list. V. C. Russell, Memphis, Tenn. 928

Wanted To Buy—I will pay cash for a stock of general merchandise or clothing or shoes. Send full particulars. Address Stanley, care Michigan Tradesman. 755

For Sale—Toledo scale, grocers' No. 50, cheap. Address No. 317, care Michigan Tradesman. 317

Do you want to sell your property, farm or business? No matter where located, send me description and price. I sell for cash. Advice free. Terms reasonable. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Ill. 577

We want to buy for spot cash, shoe stocks, clothing stocks, stores and stocks of every description. Write us to-day and our representative will call, ready to do business. Paul L. Feyreisen & Co., 12 State St., Chicago, Ill. 548

POSITIONS WANTED

Position Wanted—By experienced shoe or grocery clerk. Best of references. Address Box 522, Belding, Mich. 387

HELP WANTED.

Wanted—Immediately after Christmas, registered pharmacist. Short hours. Good pay. Reference. Trufant Drug Co., Trufant, Mich. 392

Wanted—A first-class registered pharmacist. Salary \$75 per month. For information write Yerington Drug Co., Yerington, Nev. 395

Salesmen Wanted—Reliable men only, in every section to handle as a side-line, W. H. Goodger's exclusive up-to-date infants' soft-sole shoes. Liberal commission payable on demand. Samples for the spring and summer trade now ready. State territory desired. Address W. H. Goodger, Rochester, N. Y. 384

We want one lady or gentleman in each town and city to represent us in the sale of our shears and novelties; our agents make from \$12 to \$35 per week; the work is steady, no heavy samples to carry, and permanent. Salaried positions to those who show ability; write to-day for particulars of our offer. No money required on your part if you work for us. The United Shear Co., Westboro, Mass. 967

Want Ads. continued on next page.

Here Is A Pointer



Your advertisement, if placed on this page, would be seen and read by seven thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

TRADESMAN

ITEMIZED LEDGERS

SIZE—8 1/2 x 14.
THREE COLUMNS.

2 Quires, 160 pages.....	\$2 00
3 Quires, 240 pages.....	2 50
4 Quires, 320 pages.....	3 00
5 Quires, 400 pages.....	3 50
6 Quires, 480 pages.....	4 00

*
INVOICE RECORD OR BILL BOOK

50 double pages, registers 2,880
invoices \$2 00

*
Tradesman Company
Grand Rapids, Mich.

FAIRYLAND OF FIGURES.

Nothing is more tiresome than masses of statistics, but when translated into intelligible language they may reveal conditions and establish the truths of narratives that are more wonderful and entrancing than stories of magic and fairyland.

Beginning with the ground on which we stand, it must be taken into consideration that the continental area of the United States, leaving out the insular possessions, is in extent three million square miles, one-third of which is east of the Mississippi River, and two-third west of that great continental waterway. This area has an average of less than twenty-six inhabitants to the square mile. Comparing its capacity for population with other countries and with some of the states of the Union, we find that if settled as densely as France, we could accommodate 570,000,000 people; as densely as Great Britain and Ireland, we would have over 1,000,000,000 people. Or compare our capabilities with the density of population in such states as Ohio, Pennsylvania or all New England. In Pennsylvania the average number of people to the square mile in 1900 was 140. At this average for the whole country we should have a population of 420,000,000—and certainly Pennsylvania is not overcrowded. Ohio has 102 people to the square mile, and New England an average of 90. On the basis of Ohio's average the United States would have over 300,000,000, and on the New England average 27,000,000 people.

Of course, a great part of this population would be assembled in cities where there would be vast manufacturing and shipping industries. Today, New York, Chicago and Philadelphia are the only cities which contain as many as a million of population. The day, however, is not far distant when Boston, Baltimore, Cleveland, Pittsburg, Cincinnati, Louisville, Minneapolis, St. Louis, Memphis, Birmingham, New Orleans and San Francisco will count their population by the million, while dozens of cities will follow fast with their hundreds of thousands.

Agriculture will grow to meet the increased demands upon it for food and clothing, but there will be no lack in that department. In addition to the immense areas already adapted to farming, the arid regions will be made fruitful by irrigation not only with the water of the surface streams, but with that of the underground rivers which artesian borings have revealed almost everywhere, and vast marshes will be drained and made habitable.

As to the population itself, the estimate of the statistician is that to a present aggregation of about 85,000,000 we shall add during the next ten years 20,000,000 or over, giving us in 1916 a total of about 105,000,000 and by 1926, or twenty years hence, 130,000,000. In 1931, or twenty-five years from now, our population will be about 145,000,000. By 1936, or thirty years hence, we will have in the United States, not counting our insular possessions, about 155,000,000

people, or double our total population of 1900. Looking forward forty-four years, to the middle of this century, when the boys and the younger men of to-day will be active business men of that period, we must count upon a population of 200,000,000. As business grows so much more rapidly than population, as the output of nearly all manufactured and agricultural products increases at an ever-accelerating rate, and as modern machinery and inventions make possible the doubling and quadrupling of man's working capacity, it is not unreasonable to say that the 200,000,000 people of 1950 should exceed in potentiality what 400,000,000 could accomplish to-day.

There must be some other way than agriculture in which to employ such a population. Well, there are our coal and iron, which are the basis of all modern progress.

Of coal, the foundation of the modern industrial system, our supplies are so great that we need give ourselves no concern as to the future. We have 356,000 square miles of coal area in the United States, against 10,000 square miles in Great Britain, 1,800 square miles in Germany, and 51,000 square miles in all Europe. West Virginia and Kentucky each have 50 per cent. more coal territory than Great Britain, and by reason of thicker seams many times as much available coal. A number of other states rank equally as high in coal, while with iron ore we are probably as well supplied as is the whole of Europe together.

Then there are other mineral products of great importance in practically unlimited supply. This country leads in copper, which is indispensable to all economic electric development, while petroleum, but little known in 1860, is now produced at the rate of 134,000,000 barrels in 1905, showing no indication of any decline. In cotton, the great Republic is supreme. About 80 per cent. of the world's cotton supply is produced in the South. It is the basis of a manufacturing industry second only to iron and steel in the value of output. Our cotton crop, which supplies the spindles of Great Britain and the Continent, and without which starvation would face millions of people and almost bankrupt England, is an asset of extreme importance—one with which Europe for seventy-five years has struggled in vain to compete by trying to raise cotton elsewhere.

Our cotton crop, which now annually exceeds in value the total annual gold and silver production of the world, is the basis of an industry which has a yearly value of \$2,000,000,000, of which about one-fourth is the output of American mills. About 60 per cent. of our cotton is still exported in its raw state to feed the spindles and looms of Europe.

Besides agriculture, mining and manufacturing there are our forests and our fisheries, with our vast continental domain lying between the globe's two greatest oceans, with innumerable ports giving us ready access to every country in the world, while our great interior rivers and

immense railroad mileage offer every facility for internal and foreign commerce.

The most powerful and all-conquering empires of antiquity were Egypt, Assyria, Greece and Rome. The countries from which they began their grand marches of progress were but mere blots upon the map, compared with ours. Forecasting the future of the American Republic as predicated upon its enormous resources in territory, in population and all the resources which are the bases of material wealth and power, the prospects and opportunities are so enormous, compared with conditions existing in the ancient world, that there can be no question that this mighty nation, marching forward in peace and prosperity, will lead all the others and crown with its unspeakably grand and beneficent influences the millennial era which is vouchsafed to the peoples and nations of the earth.

Captures a New Automobile Factory.

Port Huron, Dec. 18—The deal for the locating of a branch factory of the Northern Automobile Co. in Port Huron has been closed at a conference of the officers of the Chamber of Commerce and the representatives of the company.

After looking over the five locations offered, Messrs. Barbour and Gunderson, representing the company, selected the ten acres of land owned by Fred D. Sanborn, on the corner of Pine Grove avenue and Elmwood street. The street railway runs on the south side of this property and the Pere Marquette Railway on the east front. The Chamber of Commerce will erect the building, which will be "U" shaped and contain 50,000 square feet of floor space. The plans will be ready on Friday of this week, at which time contractors will be asked to bid. The building must be completed in sixty days. It will be built of brick and glass.

The agreement made between the Chamber of Commerce and the automobile company officers was drawn up in the office of P. H. Phillips. The company agrees to pay out at least \$200,000 in wages in Port Huron during the first five years and expects to employ 250 men at the start. If the building is abandoned inside of five years it will revert to the Chamber of Commerce. The company will insure it for 50 per cent. of its value.

The contract was agreed to by both parties and Messrs. Barbour and Gunderson took the agreement to Detroit for the signatures of the proper officials.

Messrs. Barbour and Gunderson are well pleased with Port Huron and with the location selected and say that in their opinion the business will largely increase during the next few years. A representative of the company who is in Chicago has been telegraphed to close the deal for the machinery and to ship to Port Huron at once.

The North Port Huron contributors to the industrial fund have raised \$3,500, but on Wednesday thirty citizens guaranteed \$1,500 extra, which will bring the total up to \$5,000. It was this act on the part of the North

Port Huron men which secured the location.

F. D. Sanborn, owner of the ground, will sell it at assessed valuation.

Association Members Tendered a Banquet.

Sault Ste. Marie, Dec. 17—J. V. Moran, of the National Grocer Co., tendered a banquet last week at the Park Hotel in honor of B. Desenberg and the Butchers and Grocers' Association.

Mr. Desenberg was one of the organizers of the Association and was its first President. Throughout its history he has been a strong force and this banquet was given by Mr. Moran, who was the originator of the idea, in acknowledgment of the splendid services rendered by Mr. Desenberg.

The tables were set in the ordinary of the hotel and Boniface Marriot outdid himself in providing a menu that would tempt an epicure.

The responses to toasts were made by the members of the Association and a few invited guests.

Meeting of Grand Rapids Traveling Men.

Grand Rapids, Dec. 18—Every commercial traveler in Grand Rapids is requested to meet at the Morton House, Saturday, Dec. 22, at 2 o'clock for the purpose of interesting the coming Legislature in the enactment of a law compelling the railroads to make a flat 2-cent rate and sell a straight \$20 interchangeable family mileage book.

Every traveler should attend, as matters of vital importance will be discussed at the meeting.

The success of the commercial travelers in Ohio and other states in securing the above mentioned privileges has led local men to believe that Michigan should not be the last one in the procession.

Northville—The Stimpson Scale & Manufacturing Co. has moved its factory from Milan to this place and increased its capital stock from \$110,000 to \$112,000.

A woman with a baby and a woman with a dog always look pityingly at each other.

BUSINESS CHANCES.

For Sale or Rent—Two brick stores. Rent reasonable. For particulars address E. I. Pickhaver, c-o M. O. Farnham, Mancelona, Mich. 338

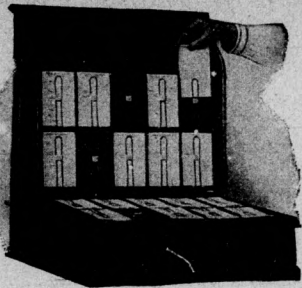
For Sale—General store, located on Big Four Railroad. Invoices \$3,000. Doing \$2,000 a month. Handling hay, potatoes, apples by car lots. Want to sell account of ill health. Address Box 2, St. James, Ohio. 399

For Sale—Stock of dry goods, clothing and shoes. Located in the best town of its size in Indiana, surrounded by the most fertile soil in the state, doing all annual business of \$70,000 per year. Will bear closest investigation. Store has been established for twenty-three years. Best of reason for selling. This is the best opening to step into a profitable merchandise business to be found in the West. Address No. 401, care Michigan Tradesman. 401

For Sale—50,000 acres of fine long leaf pine timber. Address W. N. Crouch, 226 N. Y. Life Bldg., Minneapolis, Minn. 404

For sale or exchange for stock of goods, hotel, farm or other property, a note drawn for \$350. Address L. Box 100, Wixom, Mich. 402

California—I want you to know more about our land of oranges, grapes, figs and ideal climate. Descriptive book free. List of orchards, farms, etc., for sale. E. C. Fortier, Red Bluff, Calif. 403



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**A Merry
Christmas**

and a

**Prosperous
New Year**



Leonard Crockery Co.
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