

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

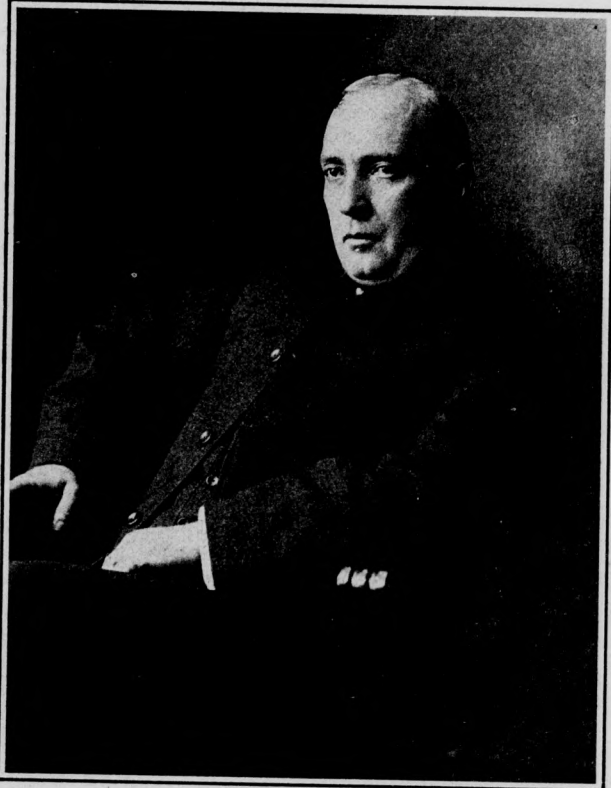
TRADESMAN COMPANY, PUBLISHERS

\$2 PER YEAR

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 2, 1907

Number 1215



SELFISHNESS

Selfishness is the illegitimate offspring of ambition and progression. It is the devil who heaps on the fagots that keep alive in the human soul the flames of greed and the fires of hell. It is the parent of hate, malice, murder, revenge and all uncleanness. It causes a man to forget his friend, to drive from his hearthstone the father who toiled for him and the mother who suckled him; to desert the child who loves him, and to abandon the wife who blindly follows and worships him. It dries up affection, fosters pride, strangles remorse and for a few paltry dollars makes unto itself a graven image before which it continually kneels and offers up its devotions. It hardens the heart, puckers the soul and with its fetid breath poisons every Godlike impulse. Selfishness is the cutworm, the canker, the fester spot which feeds continually on good intentions and right motives.

W. L. Brownell

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Investigate the

Kirkwood Short Credit System of Accounts

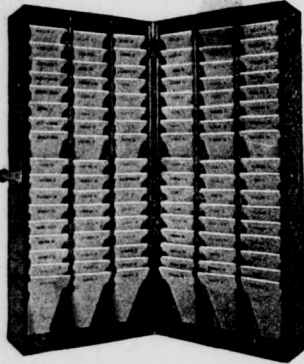
It earns you 525 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. One writing does it all. For full particulars write or call on

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Mich.

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Pat. March 8, 1898, June 14, 1898, March 19, 1901.



Every Cake

of FLEISCHMANN'S

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

The Fleischmann Co.,

of Michigan

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



1907

1907

WE WISH YOU A
HAPPY NEW YEAR

We want to go farther than that and, along lines of mutual interest, assist you in making 1907 the best year you have ever had.

We earnestly desire your help to make **ours** the best.

Let us follow up our good wishes with action.

Begin to-day.

Judson Grocer Co.

1907

Grand Rapids, Mich.

1907

Coupon Books

are used to place your business on a cash basis and do away with the details of bookkeeping. We can refer you to thousands of merchants who use coupon books and would never do business without them again. We manufacture four kinds of coupon books, selling them all at the same price. We will cheerfully send you samples and full information.



Tradesman Company

Grand Rapids, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 2, 1907

Number 1215

**We Buy and Sell
Total Issues
of
State, County, City, School District,
Street Railway and Gas
BONDS**

Correspondence Solicited!

H. W. NOBLE & COMPANY
BANKERS

Penobscot Building, Detroit, Mich.

**The Kent County
Savings Bank**
OF GRAND RAPIDS, MICH

Has largest amount of deposits of any State or Savings Bank in Western Michigan. If you are contemplating a change in your banking relations, or think of opening a new account, call and see us.

3 1/2 Per Cent.
Paid on Certificates of Deposit

Banking By Mail
Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd.
OF MICHIGAN

Credit Advances, and Collections

OFFICES

Widdcomb Building, Grand Rapids
42 W. Western Ave., Muskegon
Detroit Opera House Bldg., Detroit

**GRAND RAPIDS
FIRE INSURANCE AGENCY**

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

ELLIOT O. GROSVENOR
Late State Food Commissioner

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

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

Fire and Burglar Proof

SAFES

Tradesman Company
Grand Rapids

SPECIAL FEATURES.

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NEW ROUTE TO CHICAGO.

For twenty years the freight traffic in and out of the city of Kalamazoo has been dominated by the Chicago, Kalamazoo & Saginaw Railway—so called, maybe, because the terminals of the road are not within a hundred miles of either Chicago or Saginaw.

The C., K. & S. Railway was organized in 1885 by Kalamazoo capitalists and a line was built, equipped and operated between Kalamazoo and Woodbury by way of Hastings. Later the line was extended eleven miles southeasterly from Kalamazoo, to a little four-corners village called Pavilion. In this way the Pere Marquette system was tapped at Woodbury and the Grand Trunk system was reached at Pavilion. Traffic arrangements were readily made with these roads and the Kalamazoo people were satisfied—they had acquired means with which to fight the Michigan Central.

Messrs. Edward Woodbury, Wm., Charles and James Dewing and the Bush and other local interests—backbone of the industrial, commercial and financial institutions of Kalamazoo—were content. Coal could be brought from the South and Southeast, manufactured products could be shipped out in all directions over their own tracks and the Michigan Central might go to. Incidentally, Messrs. Lay and Lane, of Kalamazoo, had not been idle. They had secured a thirty-year franchise and rights of way for a belt line railway around the south, east and north borders of the city, tapping the Lake Shore, the G. R. & I., the C., K. & S., the South Haven branch and the main line of the Michigan Central.

For years Messrs. Lay & Lane have maintained about 400 feet of railway track which crosses East Main street near the G. R. & I. station, and for years the C., K. & S. people—it is alleged—have been gradually "inching along" until at present they occupy goodly sections of that right of way. On the other hand it is claimed by the C., K. & S. people that the Lay & Lane franchise is worthless, and there you are. Contention such as this has not prevented the Kalamazoo

people from maintaining an antagonistic attitude toward the Michigan Central, and this attitude has, all along, been reinforced by the practices of the C., K. & S. Railway. Shipments of freight for Kalamazoo from Chicago have been secured by the C., K. & S. representatives and would, usually, go over the Pere Marquette from Chicago to Woodbury via Grand Rapids, thence over the C., K. & S. to Kalamazoo—the longest haul possible under the circumstances. Occasionally the Grand Trunk would get a bit of business from the West, but not often. On the other hand, the Grand Trunk would get considerable business from Detroit via Durand, Lansing and Battle Creek to Pavilion. And all of this effort was to get even with the Michigan Central Railway.

Last Saturday a meeting was held in the offices of the First National Bank of Kalamazoo, at which the purchase of the C., K. & S. was consummated by the Michigan Central Railway. Thus the Michigan Central "gets even" with the people of Kalamazoo and secures a new and strong grip on the Pere Marquette business by virtue of a much shorter freight route between Grand Rapids and Chicago—the difference being about 100 miles in favor of the new route as against the old route via Jackson.

And there are further possibilities—possibilities long discussed and now quite probable of realization. The Michigan Central's Bay City, Saginaw and Chicago route is not well adjusted to present competition, so that an extension of the C., K. & S. route via Portland, Westphalia, St. Johns and Ashley to the Saginaw district is practically assured. Just what price was paid for the Woodbury and Dewing line is not given out, but it is known that several years ago the Kalamazoo people claimed that they had turned down an offer of a million dollars for the property, and it is not likely, as the property is not in as good condition now as it was then—it was never a first-class railway property—that a greater price has been secured.

The immediate results of the change will be the end of traffic arrangements with the Pere Marquette and the Grand Trunk railroads. No more freight from Chicago for Kalamazoo will travel via Grand Rapids; no more freight from Detroit for Kalamazoo will travel via Durand and Lansing. The best passenger business heretofore enjoyed by the C., K. & S. has been via the Pere Marquette to Lansing. This will not be continued in all probability. Just what will be the benefits accruing to Kalamazoo through the change remains to be demonstrated, but this much is certain: Grand Rapids must, necessarily, become a beneficiary.

CROSS-TOWN LINES.

If Mr. Hanchett has been correctly quoted, he is of the opinion that the building of a cross-town line of street railway in this city would, practically, amount to a confession by the railway people that further development of traffic in the district where the cross-town line may be built is not possible.

This claim is, presumably, an answer courteous and decisive to the citizens who, ignorant as to the building and operation of street railways, have clamored for cross-town transportation facilities.

But it by no means constitutes a reply to the street railway conditions in Rochester, Syracuse, Birmingham, Indianapolis, Cleveland, Buffalo, Detroit and, in fact, all of the larger cities. Cross-town routes abound in all these cities, and if reports are to be believed the gross traffic of the traction companies steadily increases.

It is gross traffic that the Grand Rapids Railway Co. stands in need of and better accommodations that the Grand Rapids public is entitled to. If the claim that cross-town lines establish limitations to development of business holds good, what may be said of the probability that the Fifth avenue line may be extended—to Ramona Park, of course? Our city's Coney Island hub-bub aggregation is, of course, because of the city's good growth, certain to attract additional crowds next summer and the street car people must be ready to handle that increase.

Supposing it were possible to operate cars simultaneously in each direction, from the present Carrier street stub line south to the limits of the city, connecting en route with the various lines from down town, is it rational to suppose such facilities would check the development of traffic out Plainfield way or up on the hills east of the city or out in the direction of Paris township? Ask any real estate man what has been the result for East Cleveland, South Cleveland and West Cleveland by installation and operation of cross-town lines. Ask any business man in Cleveland whether or not the railways have suffered?

It is the history of cross-town lines that they increase business wherever they are operated. Transfers from the main lines become more numerous and, by developing residences and outer business districts they build up a traffic which is primarily their own. This would be the record if a cross-town line were established and operated somewhere a mile or so east of our main business neighborhood.

It may be hard for a girl to love her enemies, but she invites them all to her wedding, anyhow.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 29—The coffee movement among jobbers this week has been of small proportions, and yet is probably all that could be hoped for at the tag end of the year. At the close Rio No. 7 is worth 7 3-16c. In store and afloat there are 4,611,217 bags, against 4,533,138 bags at the same time last year. For mild sorts the demand has been perhaps all that could be expected and rates are well sustained.

Holdings of teas are strong in the faith that 1907 will be an excellent year for this staple. Already there are signs of an awakening and the market is well sustained on almost every grade. New Japans, basket-fired, are comparatively scarce and no great amount of stock at all attractive could be picked up below 15@16c.

Little, if any, new business has been done in the sugar market this week and the whole movement is simply an everyday trade among jobbers. The decline that is confidently looked for after Jan. 1 has prevented much business and, until that is settled, trading will be light.

The week has been quite an active one in the rice trade and dealers look forward hopefully to a good volume of business after the tangled threads are gathered together in 1907. Choice to fancy head, 4 3/4@5 3/4c.

Jobbers have had a good call for spices and the year closes in a satisfactory manner. Sales have not been individually large, but the aggregate makes a respectable total.

The molasses market is very quiet and offerings are light. Quotations are practically without change and are firmly held. Syrups are steady.

In canned goods packers are looking forward to a first-class year and at this writing are not inclined to push future sales, as they evidently think they will do better later on. Some sellers have goods to sell at 90c f. o. b., but more generally 97 1/2c is the asking price, and this is not hard to obtain if the goods are desirable. In fact, the dollar mark is in sight with some packers. Peas seem to be about all sold out, at least for the present, and the year closes very quietly. Fruits of almost all sorts in tins are somewhat scarce and command full prices, with a strong upward tendency. New York gallon apples, \$2.35@2.50.

Butter is scarce, so far as top grades are concerned, and such stock commands full figures. Extra creamery, 33c; seconds to firsts, 27@31 1/2c; held stock, 25@30c; Western imitation creamery, 24@27c; factory, 19@22c; renovated is in ample supply and works out from 20@24 1/2c.

Cheese is selling in a sluggish way at unchanged rates—14 1/2c for September full cream of best make. Stocks are moderate and holders are

firm in the belief of a higher range a little later.

Orders to hold eggs have been sent in so freely that the market is pretty bare of top grades, and the whole situation is very firm. Speculators, however, are watching mighty close, and it will not take much to send the market tumbling. Finest selected Western, 29c; firsts, 28c; seconds, 27c; refrigerator stock, 22@24 1/2c—latter is probably top.

Annual Banquet of the Leonard Force.

Business and pleasure were happily blended at a banquet given last Friday evening at the Livingston Hotel by the Leonard Crockery Co. to its officers and heads of various departments. Covers were laid for twenty-two and, after an elaborate menu had been served, speechmaking was freely indulged in, W. N. Burgess, President of the company, acting as toastmaster. Those present were:

W. N. Burgess, President.
C. F. Louthain, General Manager.
J. F. Reed, Vice-President.
Geo. W. Peterkin, Secretary.
G. Wissink, Treasurer.
F. E. and Chas. H. Leonard, Directors.

Dan G. Lyzen, buyer for the hardware and house furnishing departments.

Y. Berg, O. C. Lawrence, E. B. Gibson, Wm. Venema, who represent the house on the road, and J. Vandenberg, M. H. Johnson and W. Dow in their capacity as house salesmen.

Y. Veenstra, catalogue and advertising department.

Frank Phelps and O. Posthumus, heads of the various stock departments.

W. W. Plumer, foreman of the shipping department.

A. Wright, shipping and receiving clerk.

Chas. H. Leonard spoke in a happy vein, reviewing the history of the former firm known as H. Leonard & Sons, its struggles and splendid success, and of the changed conditions and new problems which now face the newly-formed company and how to meet them successfully.

F. E. Leonard spoke about profits and how to secure them.

C. F. Louthain made a few remarks in regard to profitable and unprofitable business and urged the loyalty of every one connected with the enterprise.

A very forceful talk upon scientific salesmanship was delivered by D. G. Lyzen, and many helpful suggestions were made by every one present. W. N. Burgess proved himself an able toastmaster, and his vigorous and pointed remarks in introducing the various speakers plainly showed a spirit of optimistic enthusiasm and confidence, a spirit shared by the entire company.

The banquet was closed by the singing of America.

This is the first banquet of the kind given by the company, and it is the intention of the management to make it an annual affair hereafter.

No words of prayer ever arose from those whose prayers were always words alone.

Only Plate Glass Factory in the State.

Saginaw, Dec. 31—Among the industries that have been established in this city during the past few years, and one that is along radically different lines from the lumber industry of the past, is that of the Saginaw Plate Glass Co.

There are but eighteen plate glass factories in the United States, and the local one ranks with the very best in the high character of the products. Its output for 1906 will be 6,500,000 cubic feet of glass. Its largest plates are 90x160 inches. Smaller sizes are turned out to meet the requirements of the trade.

The high character of this Saginaw-made plate glass is evidenced by the fact that 75 per cent. of it is used for silvering for mirrors, only the highest quality of plate glass being used for this purpose.

This city's plate glass produce is marketed almost wholly in Chicago and throughout Michigan. A considerable part of it is used here by the Saginaw Show Case Co.

The Saginaw Plate Glass Co. was incorporated December 29, 1900, and its factory began operations in April, 1902. The company now employs in its glass plant and subsidiary salt block 300 men, has a monthly payroll of about \$17,000, uses almost 600 carloads of grinding sand a week and a proportionate quantity of lime and other ingredients that enter into the manufacture of plate glass. This glass sand comes from Steiner, near Monroe.

The company's salt block is one of the finest and most up-to-date salt plants in the world. It was erected to utilize the waste steam from the plate glass works. It is almost automatic from the pumping of the brine from the vast salt basin that underlies the Saginaw Valley to the packing of the salt into barrels. Its capacity when all the grainers are in operation is 1,000 barrels of salt per day. At present it is producing about 500 barrels per day, and only about one-half of this is being moved to consuming centers on account of the prevailing car shortage. The company has six salt wells in operation and is now putting down its seventh well.

This block is the first in the world and at present the only one having solid concrete brine settling tanks and grainers. The opening of this new salt plant is largely increasing the salt output of Michigan district No. 1, Saginaw county.

Battle Creek Loses and Augusta Gains.

Battle Creek, Dec. 31—It is now practically settled that the Flour Mill & Machinery Co., of his place, will resume business. Arrangements for the acceptance of a proposition from Augusta are practically completed, and probably will be in a day or two. Only a few minor details remain to be settled.

Augusta, through its council, voted to remit the taxes of the company for ten years if it would locate there and continue to do business for that period. The citizens went even further and subscribed a considerable bonus to induce the change. Local stock-

holders did not take kindly to the project at first, but after a fuller consideration a handsome majority voted to make the change.

The Flour Mill & Machinery Co., supposedly defunct for some months past, is, accordingly, to be given a new lease of life. It develops further that the company has not been insolvent any of the time, and in the final windup of its affairs would have paid every dollar of indebtedness. It has now disposed of its factory on East Fountain street, and will start in at Augusta with a plant free of debt.

The old Marvin grist mills, later occupied by the Hibbard Food Co., have been secured. In addition to manufacturing flour mill machinery, a flour mill will be conducted. Accordingly, the company will demonstrate the efficiency of its output in its own factory in a practical way. The factory will be operated by water power, which is another great saving of expense. It will be some weeks before everything will be in readiness for business.

Brick work on the big plant of the American Cereal Co. has reached the second story and on the boiler rooms is up one story. Four large wheat bins are now being constructed, built of tiles 3x12 inches, and are fifteen feet high, with a capacity of 60,000 bushels of wheat. A tower scaffolding ninety feet high has been built to be utilized for an elevator to lift the tiling, and this can be seen for miles.

Up Against the Real Thing.

There are times when manufacturers are "up against the real thing." Just now the cigar manufacturers are confronted by a serious problem, which is making the best of them think hard. Leaf tobacco has advanced during the past three years from 35 to 40 per cent.; boxes have advanced about 20 per cent.; labels—in fact, everything the cigar manufacturer uses is higher in price. There are only two alternatives open to him—he must either raise the price or cut the quality. The G. J. Johnson Cigar Co. has advanced the price of its S. C. W. cigar \$1 per thousand, and we are pleased to see it take this course and see no reason why any intelligent dealer who studies market conditions should object. The consumer will certainly appreciate the action of the company in upholding the uniform quality of the S. C. W. cigar at any cost.

He Could Be Familiar Also.

A prominent lady in San Francisco engaged a Chinaman as cook. When the Celestial came, among other things she asked him his name.

"My name," said the Chinaman, smiling, "is Hang Shoo Wang Ho."

"Oh, I can't remember all that," said the lady. "I will just call you John."

John smiled all over and asked:

"What your namee?"

"My name is Mrs. Franklin Preston Benton."

"Me no 'member all that," said John. "Chinaman he no sabey Mrs. Franklin Preston Benton. Me call you Tommy."

World's Supply of Timber.

The real rarities are not diamonds and gold, but kindling wood and timber. The demand for wood instead of declining, as was expected when coal came in as a substitute for wood, has gone on increasing until the question of a continued supply to meet the rapidly increasing rate of consumption is a serious problem. Railroads eat up an enormous quantity of wood in crossties. Add to these wood for excelsior, or wood wool, newspapers, bags, etc., and one gets trees running into the millions each year. North America, Siberia, Africa, India, China, Corea and South America still contain great unutilized and almost unknown forests. Nevertheless, it is well not to exaggerate the dimensions of these wood supplies. Many African forests really are composed of nothing better than thin bushes, and Siberia already is being systematically subjected to deforesting, which also will begin in Corea in the near future. North America, however, once the possible wood storehouse for the world, has not enough wood to supply its own demands, notwithstanding its 506,555,000 acres of wooded area. Even now it is dependent upon Canada, which, with its 798,133,000 acres of forests, represents probably the largest single area of any country in the world. Canada sends its entire surplus to the United States. Although large territories of forests, especially in China, Corea, India and South America, remain to be utilized, it is certain that the question of the future wood supply of the world, now attracting the

attention of the economists, will continue to excite great interest. The continuation of the present wood consumption without comprehensive reforestation, will, within a century at the latest, result in a great and important scarcity of the wood supply.

Messages Handed Civilization.

The glory that was Rome and the beauty that was Greece and the learning of ancient Egypt are famous, but few folk indeed know that Nigeria, crude and barren, was once the seat of a high civilization. This lake region, according to Lieut. Desplagnes, seems to have been inhabited from the earliest antiquity, and in the polished stone period to have supported a dense population to whose lofty civilization numerous megalithic monuments and a quantity of stone weapons and implements bear testimony. And long before our era examples of metal workings, wearings, pottery, etc., show the industrial stage to which the inhabitants had attained. The character of the remains, physical and cultural, seem to suggest an Eastern origin for those early occupants, who probably were related to ancestors of the Galla-Somali peoples. Later on, the nomad and pastoral peoples of the Sahara, attracted by the well watered pastures, poured down from the North, and the tribes from the forests pressed up from the South; but all of these, through attaining right by might, had no aptitude for organized industry, and the primitive inhabitants were utilized as a sort of caste of workers, superior to slaves, but yet not mixing with the

conquering clans. In the smiths, weavers, fishers and potters are found the descendants of the earlier owners of the land, while others maintained their independence by taking refuge in the islands in the river, the Sorkos, or in the surrounding mountains, the Habbes.

Engineers Should Love Beauty.

Life is long and art is short for Sir Alexander Kennedy, who defends the esthetics of modern engineering. Is it to be supposed that the architects of Egypt or Assyria, whose buildings were sumptuous with frescoes and graven images, would have appreciated the cold monotony of a Grecian temple of 3,000 years later? Or would the architects of Athens have had anything to say to the men of the middle ages who covered their temples with microscopic detail, who forsook the dignity of the straight line for the frivolity of the curve, and shut out the free air by bits of colored glass? From marine machines to sewing machines we have come to recognize that at present our business is to use the material in the place where it is wanted, and of the form best adapted for the work which it has to do. Between moving machinery and architectural structures there is no analogy; and to apply to the one the classical rules or conventions of the other, as was once attempted to a certain extent, is a mistake in art as well as in engineering. But it would imply, he thinks, an exceedingly narrow range of perception of things beautiful to deny a beauty of a genuine kind, although

neither classic nor romantic, to an express locomotive or to a great marine engine as it stands in the erecting shop. The modern liners, properly handled, form really as fine a subject for a picture as a full rigged ship, although naturally the pictures are different. Engineering buildings must inevitably be mainly determined by their purpose. But an extraordinary difference can be made by a little artistic feeling in small changes and at small expense. Architects are right in grieving when an engineer puts up a hideous barn which could have been transformed into a pleasing structure.

Of Doubtful Import.

Not long ago a fond and rather romantically inclined father was approached by a young man whose intention was to ask the parent's consent to the marriage of himself and the other's daughter.

After considerable stammering and confusion the older man grasped the other's meaning and beamed benevolently upon him. He rose and placed one hand upon the youth's shoulder in a kindly way.

"So, so. Yes, after all, I guess my little girl is grown up, and must have a mate," he said. "Tell me frankly, young man, is it her heart or her money that you are after?"

The young fellow blushed painfully, but with a thrill of pride, threw out his chest and answered, "I already have her heart in my keeping, sir!"

A Good Repeater

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

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

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

AROUND THE STATE

Fife Lake—A grocery store has been opened by E. P. Quackenbush.

Reading—Newton Kane has sold his implement stock to Bert Davis, who will close same out.

Rochester—Geo. Burr has opened a harness shop in connection with his vehicle and implement business.

Algonac—Wm. Fish is closing out his stock of general merchandise and will retire from trade on account of ill health.

Litchfield—A. J. Hager has taken possession of the grocery store which he recently purchased from U. J. Ackley & Son.

Portland—Geo. E. Ehle, whose stock of groceries was recently destroyed by fire, has again engaged in the same line of trade.

Battle Creek—Ira B. Sessions, of Toledo, has removed to this place and will take an active part in the business of Cross & Sessions.

Gobleville—Bertrand Jessup has sold his harness stock to F. J. Austin, who will continue the business in connection with his shoe shop.

Muskegon—A men's clothing and furnishing store will soon be opened by Ole Haven, who intends to go to New York to purchase goods.

Eaton Rapids—M. D. Ford has sold his grocery stock and will retire from trade. Stirling & Crawford have purchased the stock and will consolidate it with their own.

St. Louis—R. E. Hughes, grocer, has taken Adra N. Snyder, of Saginaw, as a partner and will now devote his time to other business, leaving Mr. Snyder to manage the store.

Sault Ste. Marie—It is generally and Geo. W. Bailey have formed a copartnership under the style of McBride & Bailey to conduct a clothing and shoe business. They intend to be ready for business about March 1.

Northville—M. A. Porter has sold his stock of furniture to Schrader Bros., who conduct a furniture store in Plymouth. Nelson Schrader will remove to this place and take charge of the business here.

Charlotte—Sherm Kiplinger has sold his grocery stock to Elmer Hill, who will continue the business. Mr. Kiplinger will enter the employ of Lamb & Spencer, with which firm he was formerly identified.

Manistique—The department store of Rose Bros. was destroyed by fire Dec. 25. The loss is estimated at \$75,000, fully covered by insurance. Other tenants in the building maintained damages to the amount of \$15,000.

Weidman—J. A. Damon has sold his drug stock to C. N. Hoppough, who will continue the business at the same location. Mr. Damon has been elected Treasurer of Isabella county and has taken up his residence at Mt. Pleasant.

Gladwin—The firm of Burt & Bancroft, dealers in agricultural implements, has been dissolved and Mr. Burt has formed a copartnership with

Hugh McClary who has long been engaged in the same line of trade.

Battle Creek—Chas. G. Curtis has sold his interest in the Schroder-Curtis Co. to L. M. and Sherman Schroder, who will continue the dry goods and millinery business as heretofore. Mr. Curtis retires from the store because the confinement does not agree with him.

Niles—P. W. Flandermeyer, dealer in boots and shoes, has made a voluntary assignment of his stock to C. E. Smith. Mr. Flandermeyer states that he was overstocked and maintains that when the stock is disposed of the creditors will receive nearly dollar for dollar.

Jackson—E. E. Moore, of the Stitt-Moore Co., has withdrawn and accepted a position as manager of the cloak and suit department for Elder & Johnson Co., of Dayton, Ohio. Mr. Moore and his family will leave for Dayton early in January. Mr. Stitt will remain in charge of the Stitt-Moore store.

Sault Ste. Marie—It is generally understood that a stock company will soon take over the department store business of Prenzlauer Bros. and that Robt. Cowan, formerly of this place, will assume the management, although the names of those to be identified with the new company have not yet been made known.

Detroit—William Allen's grocery, 415 Michigan avenue, and P. B. Driscoll's confectionery store, next door, were damaged about \$500 worth by fire, which broke out near a gasoline tank in the grocery Friday night. By the time the department arrived the gasoline had spread the blaze to the candy store, but the flames were soon under control.

Butternut—The business men and citizens of this place have organized the Butternut Improvement Association and elected R. D. Lamie President and Elmer F. Barret Secretary and Treasurer. The object of the Association will be to encourage improvements in the town and assist in securing the location of new manufacturing and business enterprises here.

Saginaw—The Caledonia Coal Company, Ltd., has begun work on the shaft for a new mine which, the company states, will be the biggest producer in Michigan when it is in full operation. This will be near the plate glass works on the west side of the river. The shaft will be eight feet by 23 feet and about 190 feet deep. It will have a double hoist, that is its capacity will be for four cars at a time, two loaded up and two empties down. The mine will at first have a capacity of about 100 tons of coal per day, but when the entries have been opened the management states its capacity will be about 600 tons a day. The coal tests there show a good bed of high grade coal.

Manufacturing Matters.

Battle Creek—The Taylor Bros. Co., manufacturer of confectionery, has increased its capital stock from \$150,000 to \$275,000.

Kalamazoo—The manufacturing business formerly conducted by

Cook's Railway Appliance Co. will be continued in the future under the style of Cook's Standard Tool Co.

Detroit—The Peninsular Chemical Co. has been incorporated to manufacture pharmaceutical specialties with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and paid in in property.

Detroit—A corporation has been formed under the style of the Centaur Motor Co. to manufacture motor cars and parts. The company has an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Hudson—The Hazen Manufacturing Co. has been incorporated to manufacture pumps, stock tanks and windmills with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$20,000 paid in in cash.

Jackson—A corporation has been formed under the style of the Dairy Milling Co. to conduct a general milling and live stock business. The company has an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and paid in in cash.

Lansing—The foundry business formerly conducted by Wm. Walker will be continued in the future by the Walker & Schultz Foundry Co. This corporation has an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$1,000 being paid in in cash and \$1,500 in property.

Jackson—The Whiting Motor Car Co., the new \$50,000 corporation organized for the purpose of manufacturing automobiles at the west end Buick factory as soon as the big buildings were vacated by that company, is already doing business. Material sufficient for making \$2,500,000 worth of automobiles is already at the factory, and that sum will be the value of the company's output for the season of 1907.

Runaway Horses Invade a Show Window.

Lansing, Dec. 31—"A trifle disfigured, but still doing business. Come in."

Thus reads the sign which adorns the only unbroken window of Hedges & Gibson's drug store front on Franklin avenue east. The east display window and both doors are covered with boards.

The wrecked front is the result of a runaway with a spectacular ending. A team of horses attached to one of the Brewing company's wagons was standing in front of the brewery. All of a sudden the horses took a notion to go somewhere and they started south on Turner street, going down hill at a rapid pace and gathering momentum as they went. At the end of Turner street is Hedges & Gibson's store and H. C. Hedges was arranging a display of cut glass in the east show window. He looked up and saw the horses coming across the street car track. He sat still and waited for them to turn the corner or "fetch up" against a telephone post. They didn't turn and they didn't "fetch up" and Mr. Hedges gave a despairing yell and described a back-kick parabola in safety to the floor,

as an equine head, with nostrils distended and eyes bloodshot, was thrust through the plate glass window.

The occurrences of the next thirty seconds can not be adequately narrated, but the appearance of the debris after the melee can be described. The horses lay on the sidewalk, one on its back, the other on its side. The horse which crashed into the window had bounded back, turning a half somersault, with its head toward the wagon. Its lip and the side of its head were cut, and its legs scratched, but not seriously; the other horse sustained only a few scratches. Two beer kegs that the wagon had contained teetered on the sidewalk at Hedges & Gibson's doorstep.

The glass in the east window was shattered completely. One door, struck by the wagon tongue, had been wrenched from its hinges and lay over the back of a chair inside the store, twenty feet from the doorway. The other door was torn from its fastenings and pushed over onto a show case. The glass of both doors and of the two showcases next to the entrance were smashed to smithereens; three other showcases were broken by the jar or by the first two cases being shoved against them.

Strange was the fate of the cut glass display in the window. Most of it was broken. Heavy thick ware, weighing ten or twelve pounds, was picked up in pieces; thin, brittle ware was taken out from under the pieces of the plate glass window which protected it, intact, or with only a nick or two to show for the general destruction which it had been through. One vase had a piece an eighth of an inch long nicked from the middle of the handle, but was otherwise unbroken. Wine glasses were all broken but most of the sherbet glasses were unharmed.

The jokers of the north end of course had their say. Mr. Hedges was asked to show his license; he was asked if he always had beer delivered in that manner, and many similar jokes were cracked at his expense until a bystander picked up the kegs and found them empty.

The door in its flight tore a chandelier from the ceiling and gas from the three-quarter inch pipe was filling the store. To stop this a clerk rushed to a box of corks and, securing a handful, fitted one in the pipe, stopping the flow of gas.

The total loss is estimated at \$500. The Lansing Brewing Co., which owns the horses and wagon, may be asked to pay the damages.

Circumlocution.

The tiresome preacher finally finished his almost interminable sermon. The congregation had slowly filed out, save one man, who lagged behind to speak with the pastor.

"Do you know, minister," he said, in a confidential tone, "that your sermon this morning reminded me more of a wheel than anything else that I could think of?"

"A wheel!" said the startled divine. "How could it do that?"

"Oh, merely that in a wheel the longer the spoke is the longer is the tire." •



The Grocery Market.

Tea—The market, as a whole, is really very firm and the prospect is for higher prices on some grades, notably Pingsueys. Congous have already advanced on the low grades, the shipments of North China teas to this side being nearly 3,000,000 pounds short of last year, owing to the heavy purchases in the primary markets by Russia.

Coffee—Actual Rio and Santos coffee is about unchanged. The demand is light. Despite sporadic attempts to bull the coffee market, the situation persistently remains weak and soft, owing to the enormous supply. Until this is worked off, or some artificial means is used to bolster up values, the market will continue to be weak. Mocha and Java are still strong and in very fair demand. Mild coffees are steady and quiet.

Canned Goods—There is still more or less demand for peas, but buyers are considering only immediate wants and sales are small. Some demand also is noted for cheap corn, but in this line, also, actual business is confined within narrow limits. Contrary to previous experience, the display of strength by holders of tomatoes forms one of the most prominent features of the situation in canned goods at this time. While in common with other lines tomatoes seem to have entered upon a period of pronounced dullness, there is a complete lack of the efforts usually made at such time to interest buyers by offerings of concessions. The packers all appear to be in an easy position with reference to spot stock, and apparently there is not felt anywhere among them the usual necessity for raising money with which to make annual settlements by sacrificing holdings. There is little if any inquiry for future tomatoes at present but packers are not seeking business, in view of the prospect of higher costs on next season's pack.

Dried Fruits—Apricots are scarce and the holders want more money for them. Nothing new has developed in raisins. Prices are still firm on the last-reported quotation. Apples are probably $\frac{1}{4}$ c higher and in good demand. Currants have eased off, due to increased supply. Spot prunes are slow. Most of the stock is in second hands, and the holders are willing to shade prices a trifle on a good order. The coast market for prunes is unchanged and steady. The general demand for prunes is quiet. Peaches are in light demand at unchanged prices. On spot the supply is particularly light, though a few are still available on the coast.

Rice—Prime to fancy grades continue to attract attention of buyers, and the better selections of what are called "export grades" are coming into favor where low price rather than quality is demanded. Advices from the South note fair demand on the

Atlantic coast. At New Orleans, market is firm with good demand. Mills generally closed until after the turn of the year. In the interior southwest Louisiana and Texas a good demand is reported, although transportation facilities are the reverse of satisfactory. Cables and correspondence from abroad note generally strong conditions on cargoes, with spot offerings easier and forward steadier.

Syrups and Molasses—Compound syrup is unchanged and quiet for the time being. Sugar syrup is unchanged and in light demand. Molasses is in fair demand. The crop is about done in Louisiana, having been extremely short. There is no change in prices.

Provisions—The trade is very dull. The receipts of hogs all over the country have been light. Pure and compound lard are both unchanged and very firm. Any change would likely be an advance, both in lard and smoked meats. Barrel pork is dull and unchanged. Canned meats and dried beef are dull at ruling quotations.

Fish—Cod, hake and haddock are firm and unchanged. The demand is light. Sardines are firm and quiet. Salmon is dull at unchanged prices. Mackerel are firm, scarce and unchanged. The demand is light.

Another Addition To List of Failures.

Easton, Pa., Dec. 31—Disgusted by continued poor service given by the municipal street lighting plant sixty of the leading men and business firms have petitioned the Common Council to advertise for bids for lighting the streets and running the municipal plant until a private corporation can make arrangements to take over the service. The municipal service is so poor that women and children are not considered safe on the streets at night. The plant has been run at a loss of from \$4,000 to \$5,000 a year for several years.

A Drop Too Little.

At a certain coal mine in Pennsylvania there is a shaft with staging round it, the height thereof being somewhat above the average of such structures in that vicinity.

One day, relates a Harrisburg man, a miner had fallen off this staging to the ground. On recovering consciousness, he was offered a glass of water by a sympathetic bystander.

With a motion of amazement and disgust the miner, with a ripping oath, observed:

"How far does a man have to fall at this pit before they gives him whisky?"

The Worden Grocer Co. has purchased the stock and good will of the Gerber Grocer Co., at Fremont. This will prove a very satisfactory arrangement for the customers of the later on account of the large stock in Grand Rapids, from which they can draw their supplies. The arrangement is a satisfactory one for the Worden Grocer Co. on account of the number of new customers it enables the corporation to add to its list of patrons.

The Produce Market.

Apples—Spys, \$3; Wagners, \$3; Baldwins, \$2.50; Greenings, \$2.50; Tallman Sweets, \$2.25; Kings, \$3. The market has a steady tone. Supplies are liberal.

Bagas—\$1.35 per bbl.

Beets—\$1.50 per bbl.

Butter—The market is firm and unchanged. As is usual for the season, there has been some falling off in the demand now that the holiday trade is over. The make of butter is still short and the demand is still good enough to consume all of the make as fast as it arrived. This statement of conditions applies both to prints and tubs of all grades. The market will probably remain firm and unchanged for a few weeks to come, after which the situation depends on the supply, which does not bid fair, at the present time, to show much increase. Creamery ranges from 32c for No. 1 to 33c for extra; dairy grades fetch 25c for No. 1 and 18c for packing stock; renovated, 25c.

Cabbage—50c per doz.

Celery—25c per bunch for Jumbo.

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. The feeling is rather easy and there is considerable soft stock in market. Firm, hard stock sells well.

Eggs—The market is weakening, owing to the increase in receipts of fresh and the approach of the spring laying season. Fresh has declined to 24c for case count and 27c for candled, cold storage was dropped to 23@24c. Country buyers should be careful not to pay too much for stock from now on, because the market is likely to decline gradually as the season of largest production approaches.

Grapes—Malagas command \$5@6 per keg.

Grape Fruit—Florida commands \$4 for either 54s or 64s.

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

Lemons—Californias are weak at \$4.25 and Messinas are in small demand at \$4.

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 \$3.25 for choice, \$3.35 for extra choice and \$3.50 for extra fancy.

Parsley—40c per doz. bunches.

Potatoes—35@40c per bu.

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

Sweet Potatoes—\$3.50 per bbl. for dln dried Jerseys.

The Grain Market.

The wheat market has been easier the past week, making a loss both in cash and futures of nearly 1c per bushel, the May option in Chicago closing on the last day of the year at 77c per bushel. One year ago at the same date May wheat in Chicago was selling at 87 $\frac{3}{4}$ c per bushel, or nearly 11c per bushel higher. The visible supply makes an increase in wheat for the week of 891,000 bushels, which makes the present visible supply 44,727,000 bushels, as compared with 42,951,000 bushels at the same

period last year. Trade has been a little light during the week, although there has been more export business than was anticipated.

Cash corn has lost from $\frac{1}{4}$ @ $\frac{1}{2}$ c per bushel, while both the May and July option have gained about $\frac{1}{2}$ c, and as the December deal is now closed there will probably be a clearing of markets generally and a more steady trade for the next few weeks. The visible supply showed an increase for the week of 114,000 bushels, making the present visible supply 4,619,000 bushels, as compared with 11,877,000 bushels in the visible supply at this time last year, and it will be remembered that corn at this time last year was selling at about the lowest point in the crop year, or 44c for May in Chicago, and May corn in Chicago Dec. 31 was selling on the closing market at 43 $\frac{1}{2}$ @43 $\frac{3}{4}$ c per bushel.

May oats in Chicago closed at 36@36 $\frac{3}{4}$ c, while one year ago they were selling at 32 $\frac{1}{4}$ c per bushel. The visible supply made an increase of 44,000 bushels, making the present visible supply at 13,011,000 bushels, as compared with a visible supply one year ago at this time of 28,053,000 bushels. Cash oats are very strong and command a good volume of trade in the face of cheap corn.

Millfeeds are high, with prices practically unchanged for the week. It is especially noticeable that millfeeds are bringing \$22@23 per ton, while corn and oat ground feeds are selling at \$18@19 per ton. This difference is unnatural, and in all probability will not continue very long.

L. Fred Peabody.

Chicago Railrery.

Representative Mann, of Illinois, never loses an opportunity to expatiate upon the glory and material prosperity of Chicago.

One day he was holding forth in his usual strain, when he touched upon the part played by the railroads in that prosperity. "Statistics show," declared the member from Illinois, "that 1,150 trains arrive in Chicago daily. These trains—run by some twenty-four companies—carry over 165,000 passengers. The railways have been a strong factor in making Chicago what it is to-day."

Whereupon Congressman McCall, of Massachusetts, smilingly interjected:

"Mann, that's an awful charge to prefer against the railways!"

The price of S. C. W. cigars has advanced \$1 per thousand. It is either "cut the quality or raise the price," and we think the consumer will appreciate quality.

G. J. Johnson Cigar Co.

When a woman has a presentiment that something terrible is going to happen, and it doesn't, she is terribly put out about it.

When a woman is ill she always looks as though she feels worse than she feels she looks.

It is quite an art to know how to engage a cook without losing your self-respect.

WINDOW TRIMMING

Post Holiday Reduction Sales Now Progressing.

If you didn't know it was the tail end of December and the beginning of January you could tell it by the store windows, which are full to overflowing of after-the-holidays reductions. The stores that deal in diaries and calendars are pushing them to the front. One would scarcely imagine that an attractive exhibit could be gotten up with just book-keepers' books and diaries, nor yet one merely of the most ordinary sort of waste baskets—such as are used in offices—and wire letter holders for desks, and yet two of the best local displays at the moment are made up of those commonly despised goods. The sign reads:

Blank Books
and
Diaries
for
1907
* * *

As lovely as is the product of the hothouse, 'tis seldom that we see any attempt at grouping foliage and flowers in a show window so as to bring out all the possibilities of shape and color. But it remains for the new store down by Campau Square to express itself in its windows. All up the sides of the east window to-day are slender flower holders filled with moss, in which are stuck long-stemmed shell pink carnations, something quite unusual. In the other window are arranged magenta and white flowers in jars, making a fine color arrangement. I often wonder why florists do not make up bouquets of flowers, ready for the customer to carry away, and place same in their windows with the price of each ticketed on. They would sell on sight many times to people who would not be bothered to go inside and select flowers for a nosegay. Shoppers will buy things if they are thrust on their attention which they never would think of if not directly in their view.

Going down past the Pantlind one is struck with the fine displays in the large S. C. W. cigar windows. Steep stairs or steps are covered with a rich green plush or velvet. The steps are rounded at the entrance corners and they are in sections, so that they can be easily removed from the windows, trimmed in a rear room and replaced without much bother. On the right are all sorts of pipes, while at the left are cigars only. Mr. G. J. Johnson is to be congratulated on these handsome appointments.

Drop across the road and take a look at the West drug windows. The green plush stairs seen here suffer by comparison with the S. C. W.'s. I can't understand why this store never has an artistic trim. Step inside and everything is bright and cheerful, but the windows—they are enough to give

anyone the blues. If colors are used to produce effect they are such as scream at each other loudly enough to be heard down by the river! Witness the green steps of to-day's trim, with a fierce purple floor, on which rests a large lidded box lined with a cherry red. Could anything well be imagined more incongruous? These windows are at their best when merely a quantity of goods is thrown in—hodge-podge, higglety-pigglety—like bags of licorice drops or bars of soap.

I hate to be so harsh in criticism, but I have long watched the West windows on Canal street for improvement and fail to see any as time goes by.

* * *
Matched
Outfits
What
Is
Your
Favorite
Color
?

This is just the way one of that successful young windowman, Mr. Bush's, placards is lined up in its phrasing. Handsomer yet in the original, where the lettering is dainty in the extreme, as befits the small haberdashery it accompanies. Mr. Bush is a born window dresser, and he will miss it if he gets out of the niche he is filling so admirably. I have heard his exhibits most favorably compared with New York and Chicago windows. In this neckwear display red, violet and green are employed—mark you, the identical colors used in the West drug window—but they are separated with gray, brown and blue in such a combination that they do not clash. The space is divided into six compartments by means of partitions and a deep step. The top of the compartments at the back is on a line with the handsomely-figured opaque glass which helps to light the interior. Against the panels of this glass are hung beribboned Christmas wreaths. There is so much of the dark woodwork in evidence that this of itself is a harmonizing element.

Another trimmer in a clothing store has made a pleasing combination of dark suits and gray neckwear, introducing as a bright bit in the center of the trim a neckscarf in Persian figures and Oriental shading.

Here is a good sign I read in a clothing store to augment sales in its hat department:

The greatest Hat Store.

No sympathy for you if you get a hat that don't fit. All our hats are made to fit some head and we help you to pick out the one that fits you. This is the reason our business is improving each month. Come in and see us.

The only objection to the above is the word "don't" in the second line, which should be "doesn't" or "does not." You can't grammatically say: "If you get a hat that do not fit," and "don't" is a contraction of "do" and "not." This is an error committed a dozen times a day by educated people.

Heyman has a well-planned side window. It is full of lamps and pedestals—two of the latter white marble and four oak—and still does not look crowded. Some of the lamps are for electricity and some for petroleum. One low electrolier is especially beautiful in its simplicity. The base, pedestal and dome are all of brass, the latter having a deep fringe of white beads. The base is a square cut off at the corners. The dome has a small tip. Some of the lamps for oil are but imitations of expensive goods, but are cleverly gotten up. For instance, the shade, instead of being the real mosaic, is glass painted to resemble it. Some of the shades have the fringe twisted instead of hanging down in single strands.

Permanent white enameled pillars, in front of a paneled white background, are a judicious investment. They are susceptible of an infinite variety as to modes of treatment, and it is a long time before the public tire of them. They may be regarded as really a part of the store's facade.

Grand Ledge Chair Company Expanding.

Grand Ledge, Dec. 31—At the plant of the Grand Ledge Chair Co. a 250 horse-power engine was installed last week. The old one was worked to the utmost capacity. Every foot of available floor space on two floors of the frame building is filled with machinery, many machines not being set up on account of lack of space. This condition, however, will

be remedied in the spring, when a brick building, 60x200 feet and three stories in height, will be erected on land belonging to the company, east of the present frame factory building. It was thought when the fine new brick building was completed last spring the two mammoth buildings would accommodate the business for a long time, but it has since been found that more room is necessary and plans were then made for erecting an additional building as stated.

Will Operate Boat Next Summer.

Bay City, Dec. 31—The Hecla Cement Co., owned largely by Detroit capitalists, will Wednesday begin the construction of an addition and installation of machinery designed to bring the production of the plant from a daily capacity of 1,300 barrels up to from 1,800 to 2,000 barrels.

Since its reorganization the company has had a most prosperous run, increasing its output rapidly from 800 to 1,300 barrels per day. It is expected to produce from 1,800 to 2,000 barrels early in the spring.

Since the close of navigation the company has almost suspended operations at times in its shipping department, owing to the shortage of cars. Although flooded with orders it has not been at all times able to fill them, owing to the lack of transportation facilities. Next summer's steamer will make regular trips out of this city to lake points.

The worst of all faults is never to see any of your own.

Announcement

We are pleased to notify the trade that we have acquired the stock of merchandise, business and good will of the Gerber Grocer Company, of Fremont. We shall endeavor to serve their customers as satisfactorily as they have, and give our new friends the benefit of the larger lines we are able to carry in Grand Rapids.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

SUCCESSFUL SALESMANSHIP.**Four Features Which Every Traveler Should Cultivate.***

It may seem ridiculous to you gentlemen for one who has not had the years of experience that some of you have had in selling goods to the retail trade to stand up here and suggest to you ways and means for increasing this business. While I may not have, as you think, the proper understanding of the duties of a successful salesman, I think you will agree with me that in my position as buyer for this concern I have had exactly the schooling which would fit me to choose between the successful salesman and the unsuccessful one. I have had to deal with some very poor ones and others who have made their mark in their respective lines, and I have noted the following traits of the successful salesman:

1. He knows thoroughly the goods he is offering for sale.
2. He is always enthused with his line.
3. He would prefer to lose a sale rather than break packages and lose the profit caused by the additional work of caring for the split packages.
4. The successful salesman always speaks in the highest terms of the firm he represents.

The above are only a few of the points which I would like to touch upon, but as the subject is one that could be discussed indefinitely I can not at this time go very deeply into the matter and will, therefore, confine my talk to the points which seem to me of the greatest importance. Know the Goods You Offer for Sale.

On this subject I want to say to you that a man who does not thoroughly understand the line he carries is no more or no less than an order taker. We are not looking for order takers. We want salesmen. If we want order takers we can employ them for \$10 to \$12 per week. I am not casting any reflections upon you gentlemen present, but what we must have is a more determined effort on the part of each and every one of our salesmen to roll up such a volume of business in the coming year that they will be proud of themselves, proud of their line and proud of the house they represent.

In the line you are handling you are, no doubt, aware that we have a great many specialties. Specialties are, as you know, goods with individual features—features which other lines of the same class of goods do not have. With these additional talking points which your competitor does not have you should be able to not only get your share of the business, but you should be able to get a good part of the other fellow's also, and this you most certainly would be able to do if you were familiar with all the selling points of the goods you are offering for sale. Now the question is, Do you know your line? How many of you can demonstrate to a customer all the selling points embodied in our line of refrigerators? How many of you can demonstrate all the merits of our line of stoves, every one of which

*Address by D. G. Lyzen at annual banquet of selling force of Leonard Crockery Co.

is a specialty and has individual features and selling points which, when properly explained, make it the easiest seller on earth, regardless of price. The above are only a few of the good things you have to offer. The same may be said of a great many articles all the way down the line. Now, gentlemen, I don't want you to consider who is doing the talking, or how it is delivered, but do want you to try and realize how essential it is to the welfare of this house and to your own welfare to post up on the line you carry and become proficient in using every available selling argument to increase your sales.

Enthusiasm for Your Line.

In this connection I wish to say that one stands just as little chance of contracting a contagious disease from one who has it not as he has of enthusing a customer with a line when he is not himself enthused. And the successful salesman is always enthused with the goods he offers for sale.

Now go to work and get this enthusiasm. It is very easy. In fact, it would come upon you unawares and with no effort on your part if you only knew your line. For, knowing your line, you would appreciate all the good selling arguments you have with which to overcome your competitor and his line, and, as a result, could not help but be enthused, and, being enthused, you could not help but enthuse your customer and thereby increase your sales and salary.

You will see I am sure how essential it is for you to feel the enthusiasm which every successful salesman feels in his line and also see the importance of becoming familiar with your line, for without the ability to talk intelligently of your goods your enthusiasm will be so mild that you can never impress a customer strongly enough to get his business, and his business is what you want.

Sell Full Packages.

In regard to breaking packages, such as screen doors, window screens, and various other items of this nature, I do not think that this can be impressed upon your minds too strongly; for the added amount of expense and labor connected with the care of broken packages reduces the profit on these goods to such an extent that there is no profit in handling them, to say nothing about the damages occurring from having these odds and ends and broken parcels in stock.

Don't forget that you are giving the dealer a wholesale price on these goods and that dealers are very apt to put in one-twelfth and one-sixth dozen lots, if permitted to do so, when, in the majority of cases, orders could be taken by the salesman for full packages. This is order taking again, not salesmanship. If you allow a man to place orders in this way you will find that you will have your troubles in ever getting him to place an order of any considerable size, and that most of this man's business will come through the mail, which is very unsatisfactory, and does not show the proper push on the part of the salesman.

Again, this man's business will not be as great with your house, for when he buys in small lots he is bound to be out at times, and the customers who call for the goods can not always wait until this man reorders. As a result they go somewhere else to buy, to some dealer whom you do not sell, and in this way you are losing business. Try and show this dealer how it is to his interest to buy in full packages. Show him that the damage in shipping his goods in full packages will be far less and his chances of losing sales also less. Don't be afraid to educate your customers to buy along these lines. A great deal of this can be accomplished if you will but use these arguments and others which will occur to you.

Remember that this selling of reasonable goods in these quantities is no credit to you nor any benefit to this house. Now, I will only keep you a short time longer; but I want to say a few words in regard to the successful salesman and his relation to the house he represents.

Shield Your House.

The successful salesman always speaks in the highest terms of the firm he represents. There are a great many salesmen who feel that it is alone their personality that holds the trade of certain dealers for their house. Let me say to you that one who thinks that is making the greatest mistake of his career. You may feel that a customer thinks a great deal of you and will buy your goods regardless of whether he has any faith in the house you represent or not. But I want to tell you again that this is the greatest mistake you ever made, and that no successful salesman will talk disparagingly of the house he represents. The successful salesman knows that for the customer to once lose faith in his house means a decrease in his business from that time on, and that his personality will amount to very little thereafter in getting this man's business. His personality will help him a great deal in holding this man's business against his competitor as long as this customer feels that the house is treating him right; but if he thinks the house is taking advantage of him in any way, in spite of all you can do his man's business with you will continue to decrease, and this you can not afford to allow.

In 90 per cent. of complaints which are made by customers the heads of your firm are in no way responsible. You will find invariably that it is the fault of some employe. Now, my advice to you is: If you value the business you are getting from these complaining dealers, if you value the position you now hold, shield your house in every instance. If you can not place the blame where it belongs lay it to the shipping clerk, order clerk, book-keeper, Railroad Company or take it upon yourself, but under any and all circumstances keep the blame from resting upon the house which you represent.

You can not tune up your life to the divine unless you will at some time shut out the din of daily business.

Review of Year's Activity at Sawdust City.

Muskegon, Dec. 31—This city closes the year 1906 with a page of the brightest commercial and industrial history ever written for the city, and the new year will be ushered in under glowing circumstances with nothing but prosperity in view for another twelve months.

Christmas time showed this year what Muskegon has done during the past year. The tax collector's office also stamped its approval of the easy money situation here. The people have money. The factories are all in operation.

With the incoming of the new year factories are planning additions, new machinery is to be installed, the grade of products is to be elevated and the number of men employed is to be materially increased.

Muskegon looks to the new chamber of commerce directorate for great things. A bunch of hustling young business men has taken hold of that "factory getting organization" and will start the beginning of the year in auspicious style. A big feast, not unlike the dollar banquets of political dinner fame, will be given. It will be a get together and get better acquainted sort of an affair and the ultimate object will be the industrial welfare of Muskegon. Paul S. Moon heads the Chamber of Commerce and Max Lange is Secretary.

The Muskegon Sanitary Co. has been organized with a capitalization of \$15,000 to manufacture sanitary and plumbing supplies. William R. Heap & Son, manufacturing the same line of goods, removes to Grand Haven in a few months.

The Continental Motor Works is probably one of the best manufacturing concerns the city has. The wages are of the best. Automobile motors and electrical appliances are manufactured.

The Brunswick-Balke-Collender Co. is busy manufacturing bowling balls of rubber and a mineralite composition that the ten-pin artists are using all over the world.

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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Sample copies, 5 cents each.
Extra copies of current issues, 5 cents;
of issues a month or more old, 10 cents;
of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, January 2, 1907

ROOSEVELT AS A WORKER.

Four special messages a week, a special magazine article on Irish history, a week of rest and holiday in the mountains of Virginia and a dozen or so of important state matters, handled clearly, speedily and well, is the holiday week record of President Roosevelt, and the people of the United States find themselves enquiring: Where does he find time to do so much?

The answer is given in his record as private citizen, city, state and Government official the past twenty years. Theodore Roosevelt doesn't lose a minute of time. According to those who have known him well during these years he is very systematic, very speedy, mentally and physically, very exacting as to his methods and practically tireless. And he is interested in pretty nearly everything that is worth while. Having a great capacity for study he has a reliable and remarkably clear memory, so that his study stays as a perpetual resource.

When Mr. Roosevelt was a member of the Civil Service Commission his residence was away out on Washington Heights somewhere, and each week day morning he was in the habit of taking a car at the intersection of Connecticut and Florida avenues. Customarily, the rear platform was occupied by men with their cigars and the topics that were under discussion varied according to current happenings—including various sports, the progress of the Columbian exhibition, the silver bill, or whatever it happened. Commissioner Roosevelt, although he did not smoke, almost invariably stood outside with the smokers and rarely hesitated in expressing his views upon whatever topic was the theme of conversation.

Just about that time it was a well-known local topic that Reginald DeKoven was charged with a breach of etiquette and rank plagiarism in one of his operas. It was said that he had been a guest of some club out Chevy Chase way, and that while there he heard a song that had been written expressly for that club—it may have been the Country Club of Cabinet Ministers, Senators and the like—and had deliberately appropriated the composition for his opera. The matter had been warmly discussed on the back platform, friends and enemies

of DeKoven developing thereby, but Mr. Roosevelt had not said a word. Presently one of the gentlemen asked: "Don't you think, Mr. Roosevelt, that DeKoven proved himself a mucker?"

Squarely facing his questioner and with a generous smile lighting his face the Commissioner responded: "I've known nothing of the case, but until I have learned where the composer who presented the piece of music to the club got his inspiration and how he worked it out I do not feel prepared to express an opinion as to Mr. DeKoven."

In those days, more even than is the case at present, Senators, Congressmen, heads of departments and chiefs of bureaus were scrupulous as to conventionalities, so that a considerable gauntlet had to be run by whatever ordinary mortal desired to reach certain dignitaries. The pronounced exception to this practice was the office of Civil Service Commissioner Roosevelt. If he was "in" his office he was "in" to any self-respecting man who had actual business with the Board or with the Commissioner as an individual. If he was "out" he was not in his office. If he was in his office and busy it was his habit to come to the ante room and inform the visitor of the fact tersely, graciously and conclusively. Once upon a time a New Englander, a constituent of Senator Hale, called to see the Commissioner in relation to a position in the custom house at Portland, Maine. He explained his mission at considerable length and was listened to respectfully. Then he began abusing his Senator because of alleged indifference to his course. Mr. Roosevelt at last interrupted him, telling him that press of work demanded that the interview should cease and he added: "You call on Mr. Hale and tell him what you've told me and if you live come back and see me."

"But what's the use of my coming back after I see him?" asked the visitor.

"I'll know, if you live to come back, that your case has merit," responded Mr. Roosevelt.

As was to be expected, Hicks, the rescued miner, is being offered all sorts of positions, one stage manager going so far as to put up \$1,000 a week for him to appear in vaudeville. That is all right, but the man who will be a real money maker will be the one who gets a trade mark on "Hicks Chewing Tobacco."

A man down in Kentucky who, 30 years ago, sold two grocers a small lot of turnips which were not good, has just sent them \$4. Instances of conscience money are becoming so frequent that we may expect even the man who invented prunes to come forward soon.

Religion is a seed which planted in daily living makes life glorious with its beauty, but hoarded it becomes a stench in the nostrils of men.

Tell a woman a business secret and the chances are she will tell it in a distorted form.

DON'T WAIT TOO LONG.

There is merit in the contention of the people of the West Side against the established dock line limitations, but the fault of those who contend is that theirs is a tardy effort. It is a move which, had it been made along about 1870, would have won, and would have been of immense value to the city.

No one realized when riparian rights began to shove made-land along the east bank of the river that a grievous error was being committed at that time. When the Pearl street, Lyon street and Ottawa street hills were being dug away and carted to the west of Monroe and Market streets, south of Pearl street, it never occurred to anyone that a little longer haul clear across the river to fill in the West Side flats would have been wiser.

Of course, Islands Nos. 1, 2, 3 and 4 belonged to the General Government, as did the east channel of the river, but it never occurred to anyone that they also belonged to the entire community of Grand Rapids, and that that aggregation, as an entity, was entitled to whatever of value they represented at the time or in future.

However, the Tradesman has no wish to ruminate, and is of the opinion that it is idle for those of the West Side—that "West Side" is a hateful term for which something more generous and metropolitan should be substituted—to go on scolding over what is past and fixed.

They may send for Lyman Cooley, eminent engineer that he is, and he may give an opinion, as he has already given it, that flood protection can be secured either one of two ways. It is extremely doubtful if he can be prevailed upon to express judgment favoring one of those methods against the other. Civil engineers, architects, physicians and surgeons, and all members of the learned professions, are adepts at "straddling the fence" when two propositions of their own are on trial for a verdict.

The fact is that, because of a mile or more of concrete wall and hundreds of thousands of dollars' worth of substantial buildings long in position and use, the eastern dock line of our river is fixed permanently, even although it does occupy from one hundred to several hundred feet of the original river bed, and that to the exclusive benefit of certain citizens. The presence of the retaining bank of Wm. T. Powers' water power canal during the past thirty-five years without question establishes the dock line for all time between the dam and so on down the river to below the Pearl street bridge, so that the only sections available for readjustment are those above the dam and below the West Side canal. The limitations above the dam have been formally designated and should be observed at any cost.

More than that, Grand Rapids has by no means attained its growth and, for the sake of the hundreds of thousands who will surely make this city their home twenty-five years hence, steps should be taken at once to preserve the integrity and beauty of the

river's shore lines as they are at present above the Grand Trunk Railway bridge to and away beyond "The Big Bend." The most picturesque stretches of Grand River are between our city and the village of Ada. There are no river scenes in Michigan at all comparable with them and, even although those banks are submerged by the floods each spring, their forest trees and meadows should be saved to future generations to show them that once in awhile we were not absolutely utilitarian. This might readily be accomplished by earnest and continued effort on the part, jointly, of the city, township and county authorities and to the perpetual pleasure and benefit of the city, the townships, the county and the State.

This movement, if undertaken at all, can not safely be postponed a great length of time. There is a belt line railway promised and its promoters will need and secure river front factory sites. With the belt line built the Grand Trunk people will wake up, possibly, and occupy the river front from their bridge to the Soldiers' Home limits. Then, too, inter-urban railways north, northeast and northwest are sure to come, and they will covet and get the river frontage. Of course, the Tradesman has no notion that its advice will be acted upon, but it is a satisfaction to declare itself upon a possibility so easy of accomplishment and so very desirable. Don't wait to duplicate, along about 1915, the present West Side protestations.

The Canadians have been severally reported to be anxious for the immigration of Italians, Jews, Hindoos and Germans. Now it is the Poles. The fact is they want any one they can get, and all the time attention is being directed to European immigration there are bands of sturdy western Americans who are going into the Northwest and before many years they will be heralded as the mighty barons of Saskatchewan and Alberta.

The Department of Commerce and Labor had just issued a bulletin in which all manufacturers producing for the foreign market are invited to apply to the bureau for samples of goods which are wanted by foreigners. Any or all of these samples the report states, will be sent upon application by manufacturers, chambers of commerce and other commercial organizations located in manufacturing centers.

The New York Commercial prints an article in which the many electrical appliances now in use in kitchen work are described. The day will probably not be far distant when every housewife will be able to do all of her cooking without dirtying her hands, and on that day all husbands will rejoice, the cook book will go the way of the almanac and the cook joke will die along with the lyrics of Sapho.

To a woman there is a feeling of satisfaction in being considered clever.

WORK FOR WOMEN.

How One of Sixty Earns Her Living.

The plaint of the unemployed man of 40 or 50 that he is refused work because of his age is heard frequently, and in view of that it would seem almost impossible for a woman of 60 to find means of earning a living.

One woman of 60 has discovered a means of livelihood at once fairly remunerative and not greatly taxing to her strength. While poor she was not in dire straits, but required a small income to meet her modest expenditures.

Her home was in a quiet street somewhat removed from the central part of Chicago, and the idea suggesting the work that she might find to do came to her through the local advertising of a department store situated on the busy crosstown thoroughfare near her home. From time to time she found at her door and in the hallway printed bills and circular letters announcing bargain sales at this store, which was the largest of its kind in the neighborhood. Usually the distribution of the advertising matter was done by boys or young men, and she observed that in many instances it was performed carelessly. It occurred to her that she could do this work and do it more carefully and conscientiously than the youths who hurried through their work, scattering bills right and left, indifferent as to where they fell, and with little consideration of their employer's interests. Furthermore, the woman of 60 thought she might take the printed matter into the homes and by personal solicitation gain a larger patronage for the big establishment on the corner.

When she laid the proposition before the manager of the store a few days after the plan suggested itself she met with little encouragement. He thought a woman of her age, although she was well preserved, would find the work too hard, and he expressed doubt that she would be able to cover the territory assigned to the advertising distributors rapidly enough to prove advantageous to them. When she added the suggestion of personal solicitation he became interested in a measure, but would not promise immediate employment, although he said he would take the matter under consideration and inform her as to his decision.

A week later she was in the place on a small shopping errand, thinking that before she left she would try to interview the manager again regarding her pet scheme. Before she had finished her shopping she met the gentleman in one of the aisles of the store and he, remembering her, bowed and asked her to please accompany him to his office as he desired to speak further to her about her proposition to do advertising work.

"I won't offer you employment in exactly the way you wanted it," said the manager after they were seated, "but I have a slightly different plan that I think may be of advantage and that you may try if you feel so inclined. It is this: There are a lot of suburban towns a few miles out that furnish considerable business to this

street, and we are not getting as much of that trade as we think we should have.

"Now this corner is five miles nearer to these people than the downtown district, and I am sure we can supply a great many of their wants if they only know we have the goods. What I wish you to do is to take our advertising matter to these towns, making three to five of them a week. Out there personal solicitation will count for a lot more than here in the city, for the average woman in the suburban town is not pestered to death with the continual ringing of the door bell by all sorts and conditions of peddlers, canvassers, beggars and book agents. I believe, too, they will listen to you where they would not to a man or to a younger woman. If you want to try it I'll have some special matter printed adapted to the suburban trade and send you out with it as a starter, say, next Thursday."

The woman of 60 was on hand at the time appointed. The manager gave her some final instructions and handed her a bundle of circulars fresh from the printer, with sufficient money to pay her expenses for car fare and luncheon. The day was eventful. With few exceptions she received a kindly welcome to the many homes whereat she called. It was not a suburb of millionaires and upon instructions the woman of 60 ignored its small section of wealthy residents. "We are not after their trade," the manager had said. "They go to the city on trains and would not stop outside the loop district to do their shopping. What we are after are the ones who ride downtown on the street cars and who can save time by dropping off at our corner, and incidentally, as you will show them, save money as well."

The woman of 60 on her first visit of personal solicitation wore a neat ready to wear suit of blue cloth. This she had bought at the store she was advertising, and more than once on that visit she called the attention of the women with whom she talked to its excellent quality and the low price she had paid.

Four towns were canvassed the first week, taking up about six hours each of four days of the elderly solicitor's time. For this she was paid \$1.50 daily in addition to her expenses. When she entered the manager's office the second week to receive instructions he greeted her cordially and said: "Your scheme is a success. We had more calls for blue suits like the one you are wearing the last two days of last week than we ever had in a month before, and we noticed an appreciable increase in the number of customers from the towns that you visited. Now this week I'd like to have you go to these towns."

The manager handed her a typewritten itinerary for five days of that week.

The woman of 60 has kept up the work and the employment promises to be permanent. B. W. Rankin.

Boston, Mass., Y. M. C. A. is to give a winter course of talks to shoe workers. The aim is to give to the workmen a wider and more thorough knowledge of the industry.

Workers Like To Be Patted on the Back.

Machinery requires oil now and then to lubricate its parts and make each minute piece work perfectly. In the grind of modern business appreciation is what does most to facilitate work in an office. Appreciation is as necessary to workers as is oil to machinery.

Appreciation, that quality which does most to develop ambition and make successful men, should be fostered, not trampled. Appreciation is ground under the heel of modern commercialism, and, although it is not necessary for a manager of a business continually to be patting his employes on the back, yet an occasional word of commendation would be quite worth while.

So frequent is the command, "You stay to-night," given a tired clerk, when the usual closing time comes, that he seldom knows whether he will spend his evening home or at the office.

There is not an employe, man or woman, who does not resent this autocratic command. In the mad race for wealth and power men forget that their tools are human, red blooded men and sympathetic women, and their price is not in the envelope each week. I suppose the challenge to ordering springs from our forefathers of '76, but it's there. Employers think that the pittance they deal out to their routine help each week is the reason some work with their whole soul in their task. Managers think that should they praise a clerk for doing a task exceptionally well they might swell his vanity and ruin him as an employe. Heads of departments imagine that to not disapprove, or, in other words, keep a man on the pay roll, indicates he is doing satisfactory work. Most men in charge therefore believe that the only time to speak to the "help" is when the "help" has blundered.

There is a price for better work not gauged by dollars and cents which the employers could pay if they would. That price is appreciation, and until the employer steps down from the pedestal where his vanity has placed him and meets his employes as man meeting man—until he does that he must content himself with indifferent help and half hearted work. No employe is going to take more than a hang on the pay roll interest in the business without a

kind word occasionally.

A mechanic gets time and a half for over-time work and double time on holidays. Clerical help gets nothing, and the result is that mechanics are not asked to labor night and day, but the tired office man works night after night without a cent of extra pay. Theoretically he is doing his employer a favor by working of evenings, but practically the "you stay to-night" is an unconditional command which must be obeyed under penalty of discharge.

Upon a thorough investigation I find that the men who work three or four nights until 10 or 11 o'clock each week besides putting in a strenuous day are not the men who are getting ahead, and are, in fact, the last to receive raises in salary. The reason is simple. "All work and no play makes Jack a dull boy." Being dull, not from too much work, but lack of appreciation the mantle of enthusiasm and ambition gradually slips from weary shoulders, and slowly but surely we find the body where a man formerly dwelt. It is not the work nor the long hours that makes this being so lifeless, but lack of appreciation from those above him. Had the fire of his enthusiasm been kindled with a few sticks of sincere approval he would have been a man of consequence in his business. Men are not babies that they require continual sympathy, but does it not follow that when things go wrong the employer is not slow in criticising the erring clerk? Why, therefore, should he not voice his approval when the clerk, by meritorious work, has pushed the pendulum to the other side? Silence, I suppose the employer considers recompense. It isn't.

The preceding lines are not exceptional cases, but come from a thorough investigation. Employes all voice the same sentiment.

Even a horse knows appreciation and answers its touch.

C. A. Patterson.

A Society Mother.

Rector—And have you any children?

Society Woman—Yes; three little darlings.

Rector—Are they boys or girls?

Society Woman—Dear me! Do you know, for the moment, I can't remember?

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.

PURE FOOD ERA.

Great Stride in the Advance of Civilization.

When at the end of December the midnight bells rang the old year out and the new year in, they heralded the greatest stride in the advance of civilization ever made in this or any other country. This appears to many an extravagant declaration, but when they pause and consider they will soon cordially admit its truth and force. Not since the historic bell of Philadelphia proclaimed liberty throughout this land have such glad and welcome tidings gone abroad as the bells of America, from Maine to California, merrily rung out on New Year's eve.

The year 1907 ushered in a new era, full of bright hope and augury, and the blessed peal that announced its coming scared, crippled and paralyzed some of the most vicious, merciless and detestable powers of evil which ever afflicted the human race.

Let us consider the significance of the message that is at hand. Ere the music of the bells shall have ceased to reverberate and the whistles and the horns to toot, the baffled and dethroned demon of impure food was scurrying to join in darkness and foudness his fellow fiends, Baal and Moloch, the murderers of children, and the angel of health spread his protecting wings over the land.

I refer to the pure food law of the United States.

Well and properly administered, that law can not fail to work an immense improvement in the condition of the general people, to elevate and dignify the tone of the nation. It is indeed high time for it to come, for serious and pressing is the need of it. If there is one thing in the world that needs looking after and repairing it is the American stomach. It has long been the most abused and outraged of organs, with the result that we have almost become a nation of dyspeptics. It has been the victim of legalized wholesale poisoners before whom the Borgias of Italy and all other infamous toxicologists of history fade into utter insignificance. There is no more ominous and appalling sight in the world than the innumerable red lights that flash from the drug stores of American cities; they are the danger signals that tell every citizen of the continual menace to health and life that lurks in his daily food, and their color symbolizes the blood of countless victims that have been poisoned and slain.

The world keeps moving and the march of science and civilization goes on over shams, frauds and humbugs of every kind. Without reviving the days when every man smoked his own bacon and grew his own cabbage, we are getting so that every man may obtain genuine and wholesome diet, be he carnivorous or vegetarian, that every man may know what he is eating, even if he be newly married and his wife does the cooking. The era of the wooden nutmeg is gone, the era of the painted strawberry is going. The clouds of gastronomic doubt and danger drift away behind; the sun of health and

digestion glows in front; and soon, according to the signs, we may reach the happy period when the food color artists cease from troubling and the adulterators are at rest.

P. M. Hanney.

Observations of a Gotham Egg Man.

We have reached that very uncertain period in the egg market when everybody is more or less "at sea" in their ideas as to future probabilities. Up to about the middle of December holders of reserve stock who have a fair knowledge of the quantity on hand, the scale of consumptive demand and the amount of stock moving to the distributing markets, can figure with some assurance upon the rate of storage reduction and form a reasonable opinion as to the probable course of values. But from the middle of December onward the conditions are so dependent upon the weather conditions in the interior that the most important element of the calculation is missing and the only dealers who have any very pronounced belief in future conditions are those who "feel it in their bones" that we shall have a hard (or a mild) winter, or who depend for their opinions upon Mr. De Voe, the ground hog, or the fur on the cat.

As a matter of fact it is fair to suppose that a mild December increases egg production because the fowls are then generally recovered from the molt and the spring pullets are generally reaching an egg laying maturity. And when we have a mild December it almost invariably follows that we have a decline in fresh egg prices such as has recently occurred, owing to the indisposition of distributing merchants to carry any surplus except on a speculative basis. But in such fluctuations of value there is always a "gambler's chance." December weather is not a safe criterion for the season and after its close there are still two months liable to scarcity and high prices.

So it is quite natural that the speculative feeling (which alone can determine the tone of the markets so long as a surplus is being carried) should fluctuate with the passing

weather conditions in the interior, and when the general character of these conditions for the future will have so controlling an influence that there is little basis for predictions.

Reports as to storage holdings indicate that the reduction of stock has lately been going on at a somewhat lower rate and it is now probable that the quantity remaining unsold at the close of the year, at the leading markets, will be greater than formerly calculated on. It looks now as though New York would carry over somewhere about 115,000 to 120,000 cases and that the four leading markets would still have somewhere between 350,000 and 375,000 cases. But this would be a very large decrease from the quantity carried over last year and would probably not prove to be much more than could be closed out during the month of January unless there should be a very unusual increase in the supply of fresh stock.

We notice a considerable discrepancy in the report of egg receipts at Boston as given by the Chamber of Commerce and the Fruit and Produce Exchange of that city. For the week ending December 15 the Fruit and Produce Exchange reported receipts of 10,889 cases, while the Chamber of Commerce reported 18,528 cases for the same period. Such conflicting reports are unfortunate to say the least and it is evident that one or both of them must be considerably in error. The compilation of statistics of receipts is an important matter to the trade and in any large city it is one of much difficulty; it would seem that our Boston friends are making a mistake in supporting two independent receipt-collecting agencies, each of which must be far less efficient and trustworthy than a combination of both would be. We presume that the fields covered by the Chamber of Commerce and the Fruit and Produce Exchange are very different but can see no reason why these institutions should not co-operate in their machinery for gathering such statistics. If they should get together in organizing a clerical department for the purpose under a

competent head it is safe to say they would both get better service. We should be glad of comment upon this suggestion by any of our Boston friends.—N. Y. Produce Review.

Wanted Something That Looked Gorgeous.

"Just a little something for a Santa Claus present, you know," he said to the salesman in the jewelry store a week before Christmas.

"Something pretty nice?" was queried in reply.

"Well, something that looks rather gorgeous but doesn't cost too much. I had some thoughts of a sunburst. I was told that you had them here at \$15 that couldn't be told from real diamonds."

"Yes, we have them of rhinestones. Here is one with twenty-four stones in it. Isn't it a beauty?"

"It certainly is. Do you think any young lady could—could—"

"Could tell the difference between this and real diamonds? Young man, don't you make any mistake. If you have a grandmother 90 years old and deaf and blind and on her dying bed, you can safely buy this for her and she will die blessing you, but if you are buying to present to a young lady, don't try any fake business."

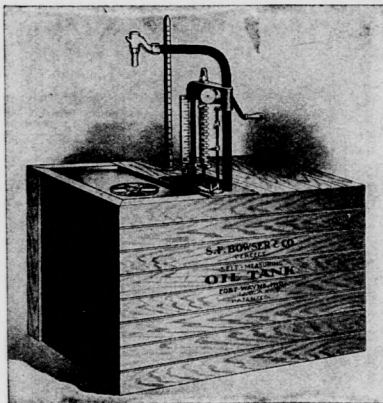
"But I—I—"

"Yes, I know, but don't do it. The young lady you're engaged to has been in twenty times during the month looking over our rhinestone jewelry, and by this time she knows every piece by sight."

"What! Do they go about doing that?"

"Invariably, my son. The up-to-date girl is taking no chances. Hand one of them a rhinestone sunburst in a velvet case as a Santa Claus present and assure her at the same time that you can not live without her, and she'll hand you over \$15 in cash and tell you to be careful not to slip as you go down the front steps. If you can't do better, then get yourself sent up for thirty days. Then she will expect nothing, and you can continue to play poker with her father."

Joe Kerr.



Cut No. 19 B
One of 50 Styles

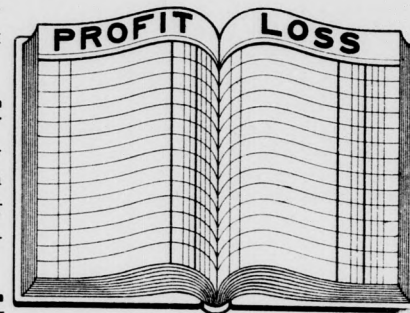
We want every grocer to send for
Catalog M

On Which Side of the Ledger

Does your oil business represent a profit or a loss to you?

Are you tired of selling oil simply as an accommodation to your customers and pocketing the loss?

Then you want a BOWSER PERFECT SELF - MEASURING OIL TANK. With it there're no loss of oil, time or labor, no dirt, no smell.



S. F. Bowser & Co.

INCORPORATED

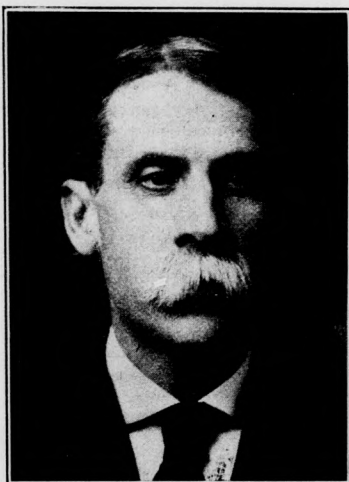
Mfrs. of Kerosene and Gasolene Tanks

FORT WAYNE, IND.

Wykes-Schroeder Co. Succeeded By Two New Combinations.

On account of the remarkable growth of both branches of its business, making necessary more commodious quarters and increased facilities for the handling of goods, the corporation of Wykes-Schroeder Co., manufacturer and dealer in grain, flour and mill products, and dealer in coal, lime, cement, etc., was succeeded January 1 by two distinct business organizations.

The Wykes-Schroeder Co. was incorporated five years ago, at that



Thos. E. Wykes

time succeeding Thos. E. Wykes in the grain and fuel business, which he had conducted since 1883. Each year the volume of business has increased until the present facilities are inadequate, and the stockholders have decided to divide their interests in order that each branch of the business may be still further developed.

Thomas E. Wykes and Claude P. Wykes will take over the wholesale flour, grain and mill products branch



Claude P. Wykes

of the business and conduct it as an equal partnership. The new firm will be known as Wykes & Co., and will retain the present location at the corner of Wealthy avenue and South Ionia street. Extensive improvements will be made in the machinery and the storage capacity largely increased, which will give the firm exceptional advantages for caring for its growing trade in this line.

Thos. E. Wykes and George P.

Schroeder will continue the fuel and building material business as principal stockholders, retaining the incorporated name of Wykes-Schroeder Co. This firm will open an office under the Old National Bank and erect a modern warehouse and coal sheds on the railroad in the heart of the city.

It is the intention of the new firms to continue with the same general policy as was pursued by the old firm in the past.

Suckers Can Not Masquerade as Whitefish.

Bay City, Dec. 30—When the National pure food law goes into effect to-morrow, it is going to have a serious influence on one of the thriving industries of the Great Lakes. For years wholesale fish dealers have been beheading, cleaning and salting the common sucker, about the poorest thing in the shape of an edible fish that is caught, and by means of a stencil converting it into "family whitefish," or "Canada whitefish," or just plain "salt whitefish," and thousands of tons of such misbranded suckers have been sold to the unsophisticated people of the inland towns of the country as genuine whitefish. Some of the dealers have planned to continue this misbranding of their output, claiming that where the suckers are sold as "whitefish" they are known only as such, that the name of the fish is a local one, and that the pure food law can not be invoked to prevent this juggling with the name of the fish, and suckers will continue to masquerade as whitefish on the tables of people in inland towns until the dealers are told plainly that they must stop the practice of many years.

A Spoiled Nature.

Luther Burbank, the plant wizard, showed last month to the students of Stanford University an apple that was sweet on one side and sour on the other.

"This apple shows us," Mr. Burbank said, "how different treatments will have different effects. It shows how environment causes the most radical changes."

He smiled.

"As in apples, so in men," he said. "There used to live in Santa Rosa a good, kind man, but unfortunately he married a shrewd wife, and the woman changed his nature."

"One morning, after his wife had called him a good-for-nothing loafer and snatched his breakfast away, he started off, hungry and sore, for work."

"A sour-looking woman entered the car he was on. She got into a violent dispute with the conductor over her change. Finally, red with rage, she looked about her and said: 'Is there a gentleman in this car who will stand by and see a lady insulted?'"

The hungry man whose nature had been spoiled rose eagerly.

"Yes, madam," he said, "I will."

A Philadelphia man who compels his children to bathe in ice water and to go barefoot in the coldest weather, has been arrested and pleads that he believes in Spartan training and that he is in no wise cruel. He has plenty

of money and could easily satisfy his desires, but it appears that he confines his desire for the Spartan life to his children. The Spartans had a way of their own for dealing with such men as he.

We want competent Apple and Potato Buyers to correspond with us.
H. ELMER MOSELEY & CO.
504, 506, 508 Wm. Alden Smith Bldg.
GRAND RAPIDS, MICH.



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.

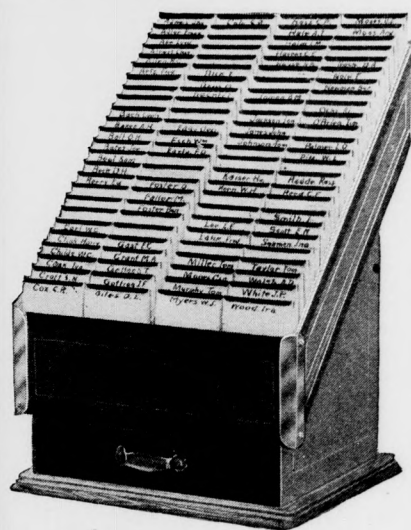
Jennings Manufacturing Co.

Owners of the

Jennings Flavoring Extract Co.

19 and 21 South Ottawa St.

Grand Rapids



No Book-Keeping When You Want to Go to Bed

To most retail merchants the bookkeeping is the biggest nuisance connected with their business. They put in odd minutes at it, and it gets done in a slipshod fashion which is a constant handicap and thorn in the flesh.

If you will adopt the **Keith Credit System** your bookkeeping troubles will be over. The **Keith System** keeps all your accounts and keeps them up to the last sale, with practically no bookkeeping at all. The whole thing is done with one entry made when you sell the goods. No posting in ledger, nothing else whatever but that one simple entry. You have each customer's account up to the minute you look at it, and with really less trouble than you now spend on the order slip alone.

Simple Account Salesbook Co.

Fremont, Ohio

Successors to the Keith Credit Register Co., Mansfield, Ohio



Why Eggs Should Always Be Sold by Weight.

We hear and read a great deal now-a-days about selling eggs by weight instead of by the dozen, as they are now almost universally sold. And the time is probably not far distant when this method will be adopted. Some advocate that laws should be passed regulating the matter, and others think that the producers should "form a union" and demand that the consumer pay for his eggs in this more reasonable and satisfactory manner. The question has been agitated by writers of the poultry press for many years, but this agitation has been too spasmodic and half-hearted. It is a system that is bound to win because the argument is all for it, and the louder we demand it and the more of us that pull together on the subject, the sooner we will have it.

The farmer does not drive his hogs to market and get the same price for each one, whether it weighs 300 or 400 pounds; nor does he get \$10 for a load of hay, whether it weighs a ton or a ton and a half; neither does he sell his grain by the acre or his apples at so much per tree; and how would it seem to sell milk at so much per cow? The farmer sells his milk by the pound or quart, and more than that, if sold at a creamery it has to be tested for butter-fat and priced according to test. The statutes fix a definite weight for a bushel of potatoes or for a bushel of any of the different grains.

It is not right that some such plan is not adopted for selling eggs. The Iowa State Legislature has recently passed a law fixing the official weight of eggs at twenty-four ounces per dozen, and now in that State the purchaser of eggs can demand that each dozen he buys must weigh out or that the price be made accordingly. This is one step in the right direction, but a much less complicated plan would be to simply sell them by the pound. By the former plan the eggs must be both counted and weighed, and then a lot of figuring has to be done first to find out how much a lot averages per dozen; then take the fixed weight and the current price and figure again. If you are a retail grocer, you will have to count, weigh and figure these same eggs all over again, and if you have much business you will need an extra clerk for the extra work.

The simplest way is always the best. Weigh the farmer's basket of eggs, empty and weigh the basket or other receptacle in which they were delivered, subtract from the whole weight, multiply by the price per pound and the whole thing is done—quicker and easier than counting, and with less chance for error.

Under the present system there is no incentive for producing large eggs unless the producer has a private trade and can get a special price for such eggs. There is no doubt that it costs more to produce a large egg

than a small one. The contents of an egg are the concentration of certain elements extracted from the food eaten by the hen, and it certainly takes more food to furnish those elements for a large egg than for a small one. So that the smaller the eggs the more profit there is in selling them by the dozen. It is estimated that it costs on an average, the country over, 8 cents per dozen to produce eggs. If the average weight per dozen is twenty-four ounces, the average cost per ounce is one-third of a cent. If a dozen eggs weigh only twenty ounces, the cost of production would be only 6 $\frac{2}{3}$ cents, while if they weigh twenty-eight ounces the cost would be 9 $\frac{1}{3}$ cents, so that the producer of the smaller eggs would have the better of the other producer by 2 $\frac{2}{3}$ cents per dozen.

To go a little further into the subject we give the following figures from an actual test: Two dozen eggs were bought from a grocer and weighed carefully. They weighed 42 $\frac{3}{8}$ ounces or an average of 21 3-16 ounces per dozen. Then each egg was weighed separately and the heaviest weighed 2 $\frac{1}{4}$ ounces and the lightest 1 $\frac{3}{8}$ ounces, a difference of $\frac{7}{8}$ of an ounce. The heaviest dozen weighed 23 $\frac{1}{2}$ ounces and the other dozen 18 $\frac{7}{8}$ ounces, a difference of nearly 5 ounces. Then we figured that a dozen like the heaviest egg would weigh 27 ounces and a dozen like the lightest would weigh 16 $\frac{1}{2}$ ounces, a difference of 10 $\frac{1}{2}$ ounces. Then, if eggs were selling at 18 cents per dozen with a standard weight of 24 ounces to the dozen, the 27-ounce eggs would bring 19 $\frac{1}{4}$ cents and the 16 $\frac{1}{2}$ -ounce eggs 12 $\frac{3}{8}$ cents, making a difference of nearly 7 cents in the actual value of two lots of eggs. Are these figures not enough to convince any one of the injustice of selling eggs by the dozen?

Now let us do some more figuring and see if it is not an injustice to the hen that produces the largest eggs. If we were selling by weight and the hen producing 2 $\frac{1}{4}$ -ounce eggs lays 100 eggs per year, the hen laying the 1 $\frac{3}{8}$ -ounce eggs would have to lay 163 eggs per year to be of equal value. By selling eggs by weight, the poultryman could breed for large eggs, cut down the size of his flock, have much less work to do in caring for his fowls and marketing the eggs, and make just as much money.

Then there is another very important point in favor of the weight method. By breeding for large eggs the poultryman will have large hens that will bring a great deal more in the market for meat when he is through with them as layers, and his roosters also being large can likewise be sold at a proportionate profit.

We need not mention the consumer in the discussion, for there is no doubt at all about his being on the right side of the question. So that any way you figure it, the writer thinks there is no justice in selling eggs any way but by weight.—Poultry Standard.

Man's accomplishments are best shown after a good dinner.

We Pay Top Prices for Hogs and Veal

Also for Butter, Eggs and Poultry. (Ship us only cornfed pork.)
Money Right Back

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

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.

THE VINKEMULDER COMPANY

41-16 Ottawa St.

GRAND RAPIDS, MICH.

Clover and Timothy

All orders filled promptly at market value.

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

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.

Meat Preserved for Ages.

Now the cry is going about that meats from the cold storage warehouses are not fit for human food, that chicken, beef and other cold storage products are putrid, contain bacteria and all the other germs that the various writers of the articles about cold storage happen to have in their vocabularies. The authorities, however, have had the best chemists and "germ hunters" of their city investigate the meats stored in the warehouses and when they have investigated for six months, one year, six years, they find no differences in that meat from meat just slaughtered. Some of the hostile crew declare that there is not sufficient knowledge in the heads of chemists to detect the changes that have taken place in the meat while in storage and some of them are busying their brains to invent some method by which the meat can be proved to be bad. Perhaps they will prove to themselves at least that the meat is bad, for hundreds of men have satisfied themselves that they have invented perpetual motion. Cold has for many years been recognized as a perfect preservative of all kinds of meat and there is no evidence as yet to the contrary. It is also a historical fact that a large animal with long hair somewhat similar to the American buffalo, but for ages extinct, formerly roamed over the vast plains of Siberia, Northern Asia. In that part of the world the cold is intense and the weather is always freezing. Yet there are marshes and great holes which become filled sometimes with a soft mud from the overflow of the great rivers that have their rise in the warmer portions of the northern parts of this great plain. In different portions of the northern parts of this great plain hundreds of these animals have been caught in the marshy places before there was time for these marshes to freeze. Of course the animals could not get out and became frozen in the water-like mud. For how many hundred years these animals have been thus embedded in the frozen sepulcher no man knows, but it is a well known fact to men of education that frequently these animals are taken out in an excellent state of preservation and are frequently eaten by the Siberians. Thus Siberians eat the meat of an animal that has been extinct for ages and that may have become entombed for ages before this particular class of animals became extinct. Yet during this time cold has been sufficient to prevent decay, or the development of bacteria, or any of the other dangerous things that are troubling some of the Chicago health officers.—Butchers' Advocate.

Searching for the Lost Atlantis.

Christopher Columbus appear every year to discover the world of

the prehistoric Southern continent whose story is chronicled in the legends of Atlantis and in occult lore. It is the Brazilian movement to find the extent and value of its coal deposits that has developed some of the latest scientific information about the Southern hemisphere, and has furnished further proof of the one time existence of a great Southern continent, which included South America, South Africa and Australia. The commission, led by Dr. White, of W. Virginia, has added largely to the paleontology of the world with the new species found in Brazil. Among the vegetable fossils collected by the commission were included three distinct genera and many more new species. The reptilian fossil which was found in the petroleum bearing block schist at Iraty, in the State of Parana, is one of an entirely new genera here, and of which only one other is known, and that existed in South Africa. The vegetable fossils as well as this reptile fossil show that the Permo-carboniferous formation of the south of Brazil is identical with that of South Africa, the south of India and Australia, and is a further element of proof of the existence during the Permo-carboniferous period of the vast continent which Prof. Suess, who formulated the hypothesis of its existence, called the continent of Grudevana, and which was composed of South America, South Africa, Southern India, Australia and the Antarctic lands. The study of the geology and paleontology of Brazil has been so incomplete heretofore that these present discoveries are of rare value.

Peacocks for Food.

The peacock can not well be recommended as a market bird—it is too tender in early youth, too slow in reaching maturity. But as a choice rarity, the crown and cap-sheaf of a country gentleman's feast, it is unapproached, and unapproachable. This was well understood throughout the age of chivalry—hence the knightly oath: "By the peacock, the heronshaw and the ladies!" Whoever swore thus was trebly bound to keep his vow. Turkeys had not yet come out of the Western world to conquer a place among the "noble" birds which alone were held worthy of being served to royalty. The swan and the peacock were the chiefest of them and bore rule even beyond the days of Queen Elizabeth. At the Christmasings the peacock came in in state, the same as the boar's head and the brawn.—Country Life in America.

When it costs some rich people so much to live, we are apt to wonder why they do it.

The matchmaker is often disguised as a chaperon.



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.

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.

W. C. Rea **A. J. Witzig**

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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.

REFERENCES
Marine National Bank, Commercial Agents, Express Companies; Trade Papers and Hundreds of Shippers
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ESTABLISHED 1876

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.

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS
Office and Warehouse Second Ave. and Railroad.
BOTH PHONES 1217 GRAND RAPIDS, MICH.

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

ESTABLISHED 1883 **THOS. E. WYKES**
CLAUDE P. WYKES

WYKES & CO.

SUCCESSORS TO WYKES-SCHROEDER CO.

MANUFACTURERS AND WHOLESALE DEALERS IN FLOUR, GRAIN & MILL-PRODUCTS

WEALTHY AVE. AND S. IONIA ST. GRAND RAPIDS, MICH.



Weekly Market Review of the Principal Staples.

Domestics—The real strength of the market situation practically centers around domestics. The call for all classes of these goods has no known equal. Some lines of gingham are sold up to all intents and purposes for a year ahead. Other lines range along at regular intervals at a comparatively short distance. Tickings and denims are fast approaching an equally well-sold condition and in some cases sellers have nothing to offer in these fabrics. The general strength of the market is reflected not a little in the demand for heavy cottons, which, as a matter of fact, has worked itself up to a very satisfactory position. Quiltings and kindred fabrics are also listed among the goods that are now well sold. To be sure, it is drawing toward the latter part of the season for these goods and the demand for the moment is necessarily quiet, as is the general case elsewhere. Anticipations for the week indicate the usual degree of quiet that is apparent at this time.

Bleached Goods — Have scored further advances during the past week, a fact which compulsory buyers do not at all relish. However, as they must have the goods they are paying the prices, but not without more or less objection. Operations that are being conducted at the new level of prices are for deliveries in August or the balance of the year. It is here also that buyers show the most anxiety about deliveries and hesitate to place orders until they find out which, under conditions, is the best possible. Sellers of one of the best known tickets state that they will take orders with the understanding only that the price is made at the time of delivery. This statement shows the strength of their position, which in point of fact is the greatest in their history.

Broadcloths—Are looked upon as a general favorite everywhere. The present season has shown such a ready and enormous demand that every one feels justified in proclaiming such as his belief. Had there been any let-up of sufficiently large proportions, the case might have been different. The market for spring materials is very quiet, a sample piece here and there being all that is coming forward. Nothing as yet is heard from the garment maker, although his product is being shown. It is here also that the recent inclemency of the weather has interfered more or less. Not a great deal is expected, however, until after the first week in January, when interest will again center in this direction. No more is satisfactorily known about the future possibilities of the spring market than was known before.

Dress Goods—The market can not be considered at all busy, although some openings for the fall season have been made. Buyers are not yet

ready to look at fabrics of this character, and the chances are that the bulk of the showings will be withheld until after the first of the year. The state of the weather is a larger factor in women's wear buying than in men's, and recently the weather has been so unpropitious that openings are not extensive. It is not, however, a time when dress goods are active in the current market, so that naturally little can be looked for, so far as the future is concerned, for a couple of weeks. Regarding the outcome of woolen fabrics for the fall season sellers are very optimistic. It is believed in some quarters that they will be the leading fabrics.

Underwear—All desirable merchandise, so far as underwear is concerned, is now well under order. There remain practically only the sub-standard lines to order from. Certain of the latter, however, are also well situated, and many sellers now regret that the openings were made as soon as they were. Not that it injured business any, but, on the contrary, there were some lines which it seemed as though buyers could not get soon enough. In most instances the selling commenced six weeks earlier than ever before, and increased in volume to such an extent that sellers had difficulty in drawing the line for duplicates where such is the rule of the house. It required no little determination last season to draw this line, but this season buyers seemed more insistent than ever. No effort was made on the part of sellers generally to open up new avenues of outlet for goods, they being satisfied to go, as a rule, to their regular customers, and they found plenty to do at that. The other lines referred to are also doing a very good business at the present time. Had they so desired, mills making the best class of goods could easily have sold up their entire output as those mills that leave no reservation for duplicates have done so. Upon the advisability of this, however, there is a difference of opinion, as the controlling conditions are peculiar to the respective individuals.

Hosiery—Stock taking is the most important thing on the buyer's mind at the present time, and after this is completed, he will be in better shape to know what to do, as he will have a fuller understanding of his wants. Little improvement is looked for until after the first of the year, as the stock taking itself will occupy this week and next. However, good returns are being received from the men on the road, particularly from the West. This section of the country has come to be one from which sellers expect to get the best results, and to which they cater the most. The reason for this is the fact that merchants in the West buy more quickly, and with a view to supplying their wants. Nearly all lines of fall hosiery are now in a satisfactory position. Here and there a line is withdrawn on which a very satisfactory business has been done. Most, if not all, of the Eastern mills making casimere hosiery are nearly sold up; there are still, however, some very desirable goods to be had. Woolen hosiery is moving along slowly; a

For Spring Business

Early in January our traveling men will start out with complete new sample lines of

Staple Dry Goods Fancy Goods and Notions For Spring Trade

We take this opportunity to thank you for past patronage and assure you that 1907 will find us better prepared than ever before to serve your interests. For months past markets have been firm, marking a steady advance in prices on all kinds of goods, especially cotton goods. Goods are hard to get and shipments are slow.

We were fortunate, however, in contracting before the advance for very large quantities, which are now worth—many lines—15 to 20 per cent. more than we own them at. This special advantage we are going to share with you in the excellent values we are going to offer you.

Look Over Our Agents' New Line of Samples

Write us at any time for descriptions of new goods and price quotations—

And wishing you the compliments of the season, we are,

Yours very truly,

The Wm. Barie Dry Goods Co.
Wholesale Dry Goods Saginaw, Michigan

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.



See Our
Spring Line
Before
Placing Your Order

good business has been done, but the balance will be done after the first of the year. The holiday week does not, as a rule, produce anything of importance in any of the dry goods markets. Although fleeced hosiery sellers started out much later than the balance of the trade, all reputable mills making this class of goods are now two-thirds sold up for the coming season. The trade has been excellent, and in every way satisfactory. Buyers have recently shown signs of bestirring themselves on the question of reorders for the spring season. They, however, find things little to their liking, as some lines are very scarce indeed; 144-needle, 1 pound, 4-ounce standards are the most closely sold of all lines. Some sellers, taking advantage of this, are asking an advance of 5c over the former price of 60c. These goods are very popular, and are in great demand. They are more serviceable than the finer gauges, and serve the practical purpose.

Fads and Fashions Set Forth by a Gotham Observer.

The horse show and opera season, according to the tradition of some years' standing, affords a clear conception of correct fashions for mere man, and brings to the fore such innovations and modifications in dress as conform to the requirements of the mode, and which, while injecting a spice of novelty, are none the less tasty. It is a fact, nevertheless, that the fashions depicted at the horse show may be all things to all men. The man who recognizes that anything which offends good taste, even to the slightest degree, and any garment or accessory which is bizarre or theatrical, is not good form in formal or semi-formal dress, has no difficulty in singling out the individuals whose habiliments afford the truest exemplification of the present-day mode. The individual, however, who attends this function with a view to posting up on things pertaining to the mode, and lacks the ability to distinguish the fine gold from the tinsel, is apt to leave with a very distorted view of what is correct and proper.

Where the gentleman to the manner born, the newly rich vainly trying to inject himself into polite society, the sporting individual with his love of theatrical effect, and the Johnny Boy from the broker's office are all brought together under one roof, as happens at the horse or clothes show, it is not surprising that the varied essays to typify the mode prove incongruous, and run from the sublime to the ridiculous. It seems to be an absolute impossibility to impress on many individuals that there are a time and place for the wearing of certain garments, and that any infraction of the established rule is an offense that indicates the ill-bred. Take the tuxedo or dinner jacket, for instance. When will men who pride themselves on discernment and proper poise learn that this is strictly an informal garment which should not, under any circumstances, be made to take the place of the full dress coat in a public assemblage of mixed company? There were a great many

who offended in the matter of wearing the tuxedo. Perhaps these offenses are largely explained by the fact that New York society is somewhat less formal in its habiliments than was the case a few years back. The fact, however, that certain of the exhibitors, both in and out of the recognized smart set, appeared in earlier portions of the days arrayed in tweeds, in sack morning or lounge suits, derby hats, and more or less bright-hued neckwear afforded no excuse for the infractions of good taste that were evidenced in connection with the dress affected by many self-appointed fashion plates during that portion of the day, or rather evening and night, when strict formality in dress was demanded.

The morning coat gave evidence of greater popularity than ever before, being a fitting and effective change garment with the full frock, or Prince Albert, as it is sometimes vulgarly termed. Current models of the morning coat, which are affected by careful dressers, while reflecting a reasonable width of shoulder, are not conspicuously padded, having, in fact, little, if any, of that artificial or fictitious breadth which has been noted in many garments of the year past. There is an evidence of good chest room. The garment is cut to give a fairly well-defined waist line, although in no way suggesting corset-like contraction, the waist line being fairly short in front. The skirt is long, reaching to within an inch and a half or two inches of the knee, and is fairly flaring in cut. The garment serves to make the figure of the wearer appear lithe and slender. The lapels fall back in a soft roll. The garment may be either plain-edged or braid-trimmed, according to preference. The trousers may be either of the same material as the coat, or may be of fancy design. When the coat and trousers are of the same material, the fancy waistcoat affords the desired contrast, but where the trousers differ in material from the coat, obviously a fancy waistcoat would be out of place. The full frock garment affected by men recognized for their tasteful dressing was, like the morning coat, moderate in its shoulder breadth, and was cut somewhat more closely in to the figure, giving it a clearly defined, but not overdone, waist line effect.

Aside from a slightly narrower cut to the skirt, there was comparatively little change to be noted in the general outline and conformation of the full dress coat. It is only in the minor details that this garment changes from season to season. The lapels fall back in a soft, graceful roll. Like the informal coats, the shoulders lack padding more or less completely. The waist line is well defined, without being too pronounced.

A prominent member of the younger set in the Four Hundred was noted, late one afternoon, during the horse show, going the rounds of the boxes attired in a perfectly fitting frock, reaching to about an inch and a half of his knees, and having a fairly well-defined, but by no means pronounced waist line. The waistcoat was of dark material, and the shirt a plaited bosom creation of the

fancy stripe order, neat and inconspicuous. The collar was of the deep, double band type, and the tie an olive green four-in-hand, in which reposed an inconspicuous pin. His gloves were dark.

In the matter of waistcoats there was a striking evidence of the extent to which the craze for fancy creations has developed. There were two or three points in which the majority of garments worn were in accord, and that was the long V-shape front, the more or less clearly inverted V opening at the bottom, and the single-breasted feature. They were worn both with and without lapels, and the collar peaks were both blunt and sharp, pointing upward and downward. Some models had long, narrow lapels with no suggestion of a peak, etc., thereby contributing to the long figure effect. There were one, two, three, four and five button models, and the materials ranged from plain color effects to striped, figured, plaid and embroidered creations.

The newest waistcoats for evening wear have a V front, a collar which has no peak, but a rounded outline. They have three buttons which are preferably of mother of pearl, moonstone or enamel, although in some cases the younger men still cling to the gold buttons. Good taste hardly permits the latter, however. The materials are silk and pique. The more and woven silk effects are losing caste in favor of the less showy pique. While jeweled buttons are worn on waistcoats, with the dinner jacket, they, of course, have no place

in full dress. Plain colored waistcoats are frequently braid bound, and present a very effective appearance.

It is noted in many cases that the figure in the shirt front matches the waistcoat. These shirts are made of fine novelty linen and cotton fabrics. Although the plain shirt is still preferable for evening wear, it is noted that linen pique, either with a fine rib or with small figure effect, is sometimes worn. The correct dress collar is the poke. Dress gloves are white, and inconspicuously stitched. Handkerchiefs are of white linen, with accompanying monogram in white. Boots for formal wear are of varnished calf or patent leather of the button variety. The silk topper is of course the correct head-piece for wear on ceremonious occasions. It was noted that there were fewer opera hats worn at the horse show than in some past years. Thus we are able to note a certain degree of progress, anyway. This style of headgear, as its name implies, was designed particularly for the theater. To wear it on formal occasions is a breach of good form. The silk hat is somewhat flatter of brim this season.

It is always better to lead a man than to carry him.

HATS At Wholesale

For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Div. St., Grand Rapids

Edson, Moore & Co.

WHOLESALE DRY GOODS

DETROIT, MICH.

It is conceded that 1907 will prove a banner WHITE GOODS year, and we advise the retail merchants of Michigan to be well stocked for January and February White Goods and Linen sales.

Our line of White Goods is varied and complete, showing among the accepted plain fabrics the soft finished Mercerized Chiffonettes, Batistes, Mulls and Persian Lawns; and among the fancies Mercerized Chiffon Finished Mull Plaids and Checks, Broderie Anglaise and Linon Embroideries. All of these are desirable and popular and will be much in demand.

Although the linen market has largely advanced we were early and large buyers and are in a position to take care of the wants of our customers, at reasonable prices, on Table Damasks, Napkins, Towels, Crashes, etc. We offer our well-known brand "Flax-All" bleached Irish Crashes in all numbers at practically old prices, and urge a liberal purchase of these goods at this time.

EDSON, MOORE & CO.

OLD TIME TRICKS.

How Some Traveling Salesmen Secured Orders.

If the drummer's lot falls in the regions of plenty of good, consistent railroad service it is easy compared to what it will be if his territory is a new one with few railroads. While the territory in which the salesman is forced to resort to stage and team travel is rapidly vanishing in this country, there was a time in certain states when wagon and carriage and sleigh were all a part of the traveling man's general scheme of existence. The need for resourcefulness and strategy was then more vital than now, and many a salesman turned the scales in his own favor by a trick which was almost too good to be true. Two of such tricks I never will forget.

Jaynes and Bowler were competitors, but Bowler had bad luck. No matter what town he made he found that Jaynes had been there and taken all the best orders. This made him furious and he made his mind up firmly that at the next encounter he would surely beat.

At last his chance came! It was a cold winter's day when Bowler arrived at the little town of Radley. The snow was drifted high and the roads were bad. To add to his vexation at the inclemency of the weather he found "C." at the hotel. Again Jaynes was ahead and had taken all the orders. Bowler smothered his inward wrath and smilingly offered his hand, at the same time asking if business was good.

"Thank you, yes; quite good," was the curt reply.

"Glad to hear it. But what's the matter? You look worried."

"It's enough to make a man worried. Here I am all through with my business, and want to get to Elkton, twenty miles away, and there isn't a horse and buggy to be found in this miserable nest. I can't get out of here until morning when the 8 o'clock stage leaves, so I have to sit here all day."

Bowler figured that he was to have his revenge at last and could not suppress a smile at his competitor's misfortune. This angered Jaynes, who reminded him that he was in the same boat.

"Yes, I do want to go to Elkton," came the reply, "but, you see, I am more careful than you. I have a team and driver here from my last town, and to-morrow morning I shall be off at 5 o'clock. I expect to do a large business there. Of course, you can not expect me to offer you a seat; if you were not my competitor you would be more than welcome to it, but, under the circumstances, no. Your stage does not leave until 8 o'clock, and can not arrive at your town until evening. I shall have seen all the merchants—and, for once, I am ahead of you. Good night!"

Jaynes, left alone, sat and pondered. Soon he looked up, and there at the door of the bar-room stood his rival's driver. He took him into the bar-room, and under the soothing influence of a warm drink he got the driver to confess that it was not a pleasant thing to be routed out at 5

o'clock in the morning for a twenty mile drive through snowdrifts.

Next morning Bowler was up and dressed at 5 o'clock. He went downstairs and paid his bill. The team was at the door and the driver held the horses. It was extremely cold and the latter's face was wrapped in a heavy shawl. Bowler took the back seat and the driver the front. Before starting the driver was given \$2, for which he agreed to land his passenger at his destination by noon.

It was not yet noon when Elkton was reached, and the lone passenger, being almost frozen, took a good dinner, a cigar, and a nap, because he knew his competitor could not reach town for six hours. At 3 o'clock he awoke, took his grip and started out to see his customers.

Imagine his surprise when the first merchant on whom he called informed him that he had just placed his order.

"What? That is impossible!" he cried.

"I should know; I placed my order two hours ago," replied the merchant.

"With whom?" gasped Bowler.

"With Mr. Jaynes."

Bowler felt as though an earthquake was about to swallow him. He learned that while he was eating, smoking and sleeping his rival salesman had visited all the merchants and taken all the good orders. How did Jaynes manage to get to Elkton?

He was Bowler's driver! He had bargained with the original driver and had taken his place disguised in his coat and wraps, the extremely cold weather making the deception easy.

It was in "the '60's" when two hat men left for a trip through the pines of Northern Wisconsin. These were two of the first hat men sent out on the road from the West. In those days there were no railroads in that section of the State, and the only way to get from town to town was by team. The roads, rough hewn through the primeval forest, were just wide enough to permit the passage of a team. There were no farmhouses between towns in those days, and some of the "jumps" between the traveling men's customers were from twenty to forty miles.

The two hat men met at Stevens Point. Both knew that Wausau was the next town the other wished to reach; that it was the largest town in that part of the State, and that the one who reached there first would get a good order. Each also knew that the other was racking his brain for schemes to get there first. Both had customers in Stevens Point and neither could leave until next morning. "How can I get there first?" was the question in the mind of each as he furtively watched the other.

That evening after dark a man left the hotel and walked to one of the large saloons, which was filled with men from the surrounding lumber camps. He picked out four of the strongest of the crowd, took them to the bar, then to a corner of the room, where a long and earnest conference was held.

At 3 o'clock the following morn-

ing a door of the hotel was noiselessly opened and a figure stealthily emerged and crossed to the big barn, where two teams stood waiting. One had a driver on the seat and a big hat trunk in the box. In those days a hat man did not carry three big trunks; one trunk contained enough samples of hats, caps, straw goods and ladies' hats to sell a bill of \$1,500.

The other wagon was occupied by four stout lumbermen. The dark figure, who was none other than one of the hat salesmen, jumped upon the seat of the first wagon, and the two teams pulled out slowly, making as little noise as possible. As soon, however, as the two teams were out of hearing distance of the hotel the drivers whipped up their horses, and away they flew as fast as the corduroy roads would permit.

Wausau is thirty or forty miles from Stevens Point, and when the party had made half the journey, and had reached a deep cut in the road surrounded on both sides by high trees, the teams were halted, the men jumped from their seats, each took a heavy ax from the wagon box, and, can you guess the rest?

The men cut down some large trees, rolled them down the embankment, and through hard work soon had the road to Wausau as effectively blockaded as Togo blockaded the harbor at Fort Arthur.

As a result of this brilliant generalship one reached Wausau that evening, and had all of the next day and half of the day following to do all the business that could be done in the hat line in that place. On the third day the other hat man drove slowly into town, and his feelings towards his rival may better be imagined than pictured by pen. He had ordered a team for 5 o'clock in the morning, thinking his fellow salesman would sleep until 6 as usual, and when he and his driver arrived at the barricade they were helpless until they returned to Stevens Point and secured aid sufficient to enable them to clear the road.

But most of this old time strategy has passed now. In its place is the style of which the following is an example: The proprietor of a large wholesale furniture house in Chicago sat in his office when a young man entered requesting a position as traveling man:

"Don't need anybody," was the curt reply.

"Well, I think you do," said the other.

"What! Do you know my business better than I do?"

"Yes, I do this time."

"How is that?"

"Well, are you not in the business to make money?"

"Of course I am; certainly not for humanity's sake."

"Well, then, I can make money for you; just give me a fair trial."

And the young man explained to the merchant in such a plausible and business like way that he could sell goods, and how he could do it, that he was engaged and is now one of the most prominent salesmen in his line in the West.

C. T. Wettstein.

How To Care for a Pen.

Until typewriters become compact enough to slip into the vest pocket and adaptable enough to use for posting books and taking notes as well as writing letters, pens are going to be the main weapon of those who deal with written characters. So for the present it is just as well to know how to get the most service and the least bother out of these arrow heads of commerce.

To begin with the new pen, just ready to be inserted in the holder; if you will keep in your desk a stick of the graphite used on bicycle chains, and will apply a little of it to the part of the pen that usually rusts and refuses to pull out of the holder when the pen is worn and must be replaced, you will make this most provoking of all pen accidents impossible. Don't get any of the graphite on the tip of the pen, as the grease with which it is mixed will cause the ink to refuse to stick—that's where it gets its power to prevent rusting.

The kind of ink you use will determine to what extent the next pen ailment bothers you. A new pen is just about as well polished as the manufacturer knows how to make it; that's perfectly right, and even necessary, but it makes the pen refuse to take ink for a while when first used, the time depending on the composition of the ink. If this ink contains a free acid, or is able to corrode the pen in a short time, you won't need to interfere with the process at all; otherwise let the pen remain in the ink a while—not too long, as the rusting which makes it hold ink will shorten the period of usefulness, if carried too far. Remember that one kind of ink may accomplish this in fifteen minutes, while another would eat the pen down to unusable thinness in the same time.

After this slight corrosion has been produced the object of the pen user must be to prevent further rusting—as far as possible. This can be accomplished by the systematic use of a pen wiper—a piece of tissue paper will answer the purpose and can be thrown away when soiled; or you can use a bottle or small box of sand, into which the pen is thrust when out of use. A cup of bird shot sometimes is used for the same purpose.

When the business end of the pen wears sharp and begins to scratch hold it in the flame of a gas lamp for an instant, if one is convenient, otherwise smooth the point with a small file or piece of emery paper.

These precautions may seem short sighted economy, when the cost of a pen is considered; the principle saving is in the wear and tear on the user's temper, however, and this will prove to be worth while in every case.

Paul E. Triem.

Can He Do It?

Luther Burbank had just finished his seedless orange, his thornless rose and his eyeless potato.

"What are you going to originate now?" some one asked him.

"A lemonless campaign," replied the wizard.

IT PAYS TO SELL THE BEST SOAPS

\$

The grocer who sells the purest and best soaps—soaps whose quality his customers KNOW all about—gains the CONFIDENCE of his trade.

\$

Realize how much that means to your business?

When your customers see that you sell the best soap, their confidence extends to your OTHER goods as well.

\$

Sell

\$

Buchan's Toilet Soaps

\$

and you won't have to waste time convincing your customers that these soaps are the best made—THEY KNOW IT ALREADY.

\$

Buchan's are not only the purest soaps in the world—they're the only real ANTISEPTIC soaps on the market.

\$

Buchan's do more than any other soaps made—they not only cleanse but PURIFY. They contain the greatest of all antiseptics, Phenol Absolut, 100 per cent. pure.

\$

Every cake of Buchan's Soaps you sell is an anchor that will hold your trade from drifting away to other stores.

\$

No. 363

Government's Purity Guarantee
BUCHAN'S SOAPS HAVE THIS NUMBER

See next announcement for full particulars

\$

BUCHAN'S SOAPS CORPORATION
Flatiron Building, New York City

THE STUNNING GIRL.

She Is Stylish But Must Not Be in Style.

Written for the Tradesman.

The way to be stylish is not to be in style.

Now that sounds more than a bit paradoxical, doesn't it? And yet, paradoxical as the statement may seem, it is, nevertheless, true.

Just think, for a moment, what it means to be stylish. It means to look so different from others as to be remarked in a crowd, be that crowd small or large—ten or 100. You must not appear different in a ridiculous sense—then you would look silly, and that isn't being stylish. Stylish includes good taste, conspicuousness in a fine way, distingue.

A girl I am friends with was at the World's Fair in the French Section of Manufactures Building on a Sunday morning. She is just a trifle below being medium tall, and yet is not in the least what might be called "dumpy." Her figure is in every way nicely proportioned to her height, and she carries herself beautifully. She's straight as an arrow, yet lithe and supple; she walks with an undulating grace hard of imitation, a grace partly natural and partly acquired by correct gymnasium work regularly and strenuously gone through. This girl friend of mine hasn't any too many of this world's goods and so she must make the very most of what Kismet sends her way. She selects her clothes never in a hurry—always after much mental consideration. The result is that she passes for a much better dressed young woman than she really is. What she buys is always of elegant quality, but never is it what any one else would ever think of purchasing. No matter in what she invests, in the line of personal need or adornment, it must, under no circumstance, be a duplicate of anything remaining in the city. If a duplicate strikes her fancy and it has not been sold out of town, no matter how much the girl likes the goods, garment or millinery, back goes her money into her coin receptacle. But if she won't ever see the similar clothing on the person of any one in town she will buy the same, if it is wanted and if she has the cash to pay for it.

This wise young lady watches the bargain advertisements and does her entire buying judiciously, as I remarked before. Whatever she gets for herself must, again as I said, be something on the unusual order. This is the first thing she looks out for. Next, it must be becoming; if it won't come under that description she "will none of it." Then the price must commend itself to her ideas of what she can afford.

Her purchases are always made, if possible, with an eye to the future. She tries to select a hat, for instance, that shall have plumes and flowers, buckles or what-not in its "composition" that may be used on some other "creation." Also she endeavors to get millinery that is suitable for either winter or summer. Time was when such a proceeding wasn't to be entertained for a moment. A girl would have been regarded as a fit subject

for incarceration in a lunatic asylum who should attempt the carrying out of such an outlandish idea. Now it is quite feasible and nothing is thought of the custom if one is so fortunate as to run onto such a chapeaux.

My friend aims to find things that are severely plain in make-up, but stunning. That's the descriptive word that suits her best—she's simply stunning! If you're that type of a girl you can wear a whole lot of duds that others can't look at; they wouldn't so much as dare to try them on, much less have them sent home, even on approval.

The stunning girl carries herself as erect as a soldier laddy, yet she is all grace—no stiffness, no angularities in movement to be overcome—and clad in the gowns, coats, etc., that no one else can dream of, she is a "joy forever" to look at.

She it is who is "stylish but not in style."
Jennie Alcott.

Tea Kettles in Japan Make Music.

The singing kettle is fact rather than fancy in Marioka, Japan, a town well known for the manufacture of the iron kettle which is indispensable in every Japanese household. On approaching boiling point some of these kettles begin to sing with quivering sound, which is a combination of different notes peculiar to the form and size of the kettle. One of the arrangements for producing sound requires four pieces of sheet iron to be glued to the nearly flat bottom of the kettle. Between the bottom and the plates is an air space. The plates are nearly in a plane and almost touch each other, leaving thin slits between them. When the kettle is full the cell is under the water and some air remains in the cell between the plates, but as it is the part strongly heated by the fire the cell is filled with steam, which escapes in bubbles through the slits; the water then creeps into the cell, to be converted immediately into steam. The bubbling of steam through the slits acts as exciter and the kettle emits sonorous notes, which may be likened to the rufflings of pine trees by a gentle breeze or the sound produced by stridulating insects. To make the kettle sing loudly it is necessary to regulate the fire in such a way that the expulsion of steam bubbles is in good accord with the natural period of vibration of the kettle, so that it is in sympathetic vibration.

Electrical Projects in Europe.

The falls that are dying away at Niagara are reincarnating in Switzerland, where an artificial cataract to be nearly forty feet higher than the Niagara Falls is to be constructed near Cere at a cost of \$12,000,000 to supply Paris with electricity. It is the most important work of its kind on the European continent and has been undertaken by a company under the supervision of the city government of Paris. A barrage or dam 210 feet high is to be built across the river Rhine at the town of Sysse, thirty miles southwest of Cere. This will provide the water power with which to generate electricity, which will be conveyed to Paris by overhead cables.



IT'S A MONEY MAKER

every time, but you will never know it if you never try it. Catalog tells all.

KINGERY MFG. CO.
106 E. Pearl St., Cincinnati

Something Warm

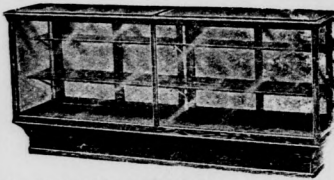
Our line of

Robes, Blankets and Fur Coats

Write for our price list, or call and inspect them before placing your order. Our prices are always reasonable.

Sherwood Hall Co., Ltd.

Grand Rapids, Mich.



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.
ST. LOUIS OFFICE, 703 Washington Ave

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.

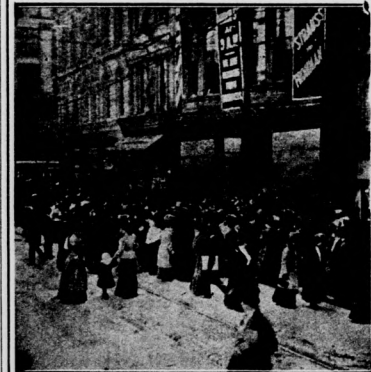
We erect and equip creameries complete and shall be pleased to furnish, on application, estimates for new plants or for refitting old plants which have not been kept up. We constantly employ engineers, architects and superintendents, who are at the command of our customers. Correspondence solicited.

Hastings Industrial Co.
Chicago, Ill.

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 clothing, dry goods and department 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 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.

The Pipe Dream of a Promoter.

"Good morning, Simpkins," said Col. Culver, as he came into the office one rainy morning and threw his wet umbrella under the desk, with his hat.

"Good morning, sir," said the Secretary, reaching for a bundle on his desk.

"Here, sir," he said, offering the package to the promoter, "my wife's mother sent this to you, with her compliments. It is a jar of pear chip preserves, which you complimented her on when you ate dinner with us the last time."

"Oh, thank you, young man, thank you. Give her my respects, and tell her that there is nothing which touches the heart of Culver quite so much as home made preserves. Am I right, Simpkins; am I right?"

"Why, yes, sir—that is, I feel the same way about it! There is nothing like home cooking. I always have said that, and I am glad, sir, that you feel the same way."

"Well, I do, my boy," continued the promoter. "And it's hard to get it these days, too. The women seem to spend more time at their women's clubs than they do at their cook-stoves. It has a demoralizing tendency, young man, most demoralizing."

"Do you know, Simpkins, that it is impossible to get any home made preserves of any kind on the market? Do you know, my boy, there would be a fortune in it for a woman who is a good cook? Or, I may say, it would be a good idea to establish a large company to fill that long felt want."

"Most families have to rely on their incompetent cooks for their winter supply of preserved fruit. Then, too, fruit is so high in cities that it hardly pays to put it up. I may say, my boy, that canned fruit nowadays is a luxury."

"Last summer I was up in Michigan, where they raise fruit. The shipping rates were so high that it didn't pay the grower to ship it. Think of that waste, young man; think of it, I say. Why, it would have fed an army. Another thing, pickers were so scarce that the stuff rotted on the trees or fell to the ground and became so bruised that it hardly was worth picking up."

"Now, I have an idea, young man, which will be a great success, beyond a doubt. Fruit is so cheap up there it can be had almost for the hauling away of it. Listen, Simpkins, I will explain my idea to you."

"Now, young man, I will build a great factory right in the center of the Michigan fruit belt, and I'll buy up all of that waste fruit at almost nothing, and then I'll can it and sell it. That is the idea, my boy. What do you think of it, Simpkins; how does it strike you?"

"It is splendid, sir," answered the Secretary. "I am sure that it will be a great success. But, sir, there are canned fruits on the market."

"Oh, yes, I know that, young man; but getting the fruit, as we will, for practically nothing, we can put the main expense into the cooking of it. We will get good cooks and use the best of everything."

"Then, too, we will put it up in glass jars and sell it by house to house canvass. We won't sell a cent's worth of it to the dealers. We will sell it to the individuals, and thus make a greater profit and do more business."

"Now, for instance, we will put out, say, four different kinds of fruit in various ways, such as jelly, jam, preserves, sauce, etc. Then we will hire good agents and canvassers, and start a big house to house canvass!"

"The peddler will carry plain, unmarked jars of samples, and allow the housewife to taste the article, and, once it is tasted and she has listened to the line of talk that goes with it, she will become a regular life customer."

"Here is the line of talk, young man:

"The man goes to the back door, knocks timidly, and when the housewife or maid comes to the door, he will hand out a little talk like this:

"Good morning, madam. Your neighbor, Mrs. Smith, asked me to call on you and show you some of my wife's preserves. My wife and I make our small living by canning and selling fruit. Mrs. Smith has bought from us, and this year we put up a little more fruit, and Mrs. Smith thought that you might like to taste it. She says it's delicious and that my wife must be a great cook. She is, ma'am."

"Then the canvasser gives her a taste and that cinches the deal. She buys her winter supply from him on account of its goodness and cheapness, together with the fact that Mrs. Smith approves of it and that it surely is home made."

"We will use this method, Simpkins, to make the first sale only. After that we will send out the following letter—personal letter, you understand, young man. That undoubtedly is the best way to do business. Here's the letter."

The promoter produced an old envelope, covered with writing, and read as follows:

"Dear Madam—How do you like My Wife's Preserves? We used the old method of misrepresentation to get you to try our goods. We rely on the quality of our product to sell you, from now on, your regular winter supply."

"The man that called on you and told you that he was selling his wife's preserves is a liar."

"We pay him to lie."

"All is fair in love, war and business."

"Whenever you run out of preserved fruit drop us a line and we will send you what you desire. If not as good, in every way, we will not ask you to pay for it. Faithfully yours,
My Wife's Preserve Co."

"There, young man, now you see the beauty of it all, no doubt. We will use the catch to catch them, that is a necessity, and then we will explain it all, so that there will be no hard feelings. Am I right, Simpkins, am I right?"

Robert Carlton Brown.

Men like to be able to convey a piece of information heretofore unknown.



1907 **Start the New Year Right** 1907

The Grand Rapids Exchange service now the most valuable, from the subscribers' standpoint, in its history.

Call Main 330 and a canvasser will call

Michigan State Telephone Company

C. E. WILDE, District Manager

Grand Rapids, Mich.

VILETTA **Famous Bitter-Sweet Chocolates** VILETTA

Made by

Straub Bros. & Amiotte

Traverse City, Mich.

You need them in your business.



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.

U. S. Horse Radish Company
Saginaw, Mich.

Wholesale Manufacturers of

Pure Horse Radish



This is the time when horse radish

Puts an edge on your appetite.

Just try the "AS YOU LIKE IT" brand,

You will find it's always right.

CAUGHT KNOCKING.

The Old Man Was Not Sound Asleep.

Written for the Tradesman.

Hewitt's clerks had it in for the Old Man. By the time a new clerk knew how to put five pounds of granulated sugar into a neat parcel he couldn't get Old Hewitt to do a thing in the way it ought to be done. The force used to sit around on bean bags and tell each other how much better it would be if the Old Man would swing to modern methods. The only time when Old Hewitt's conduct met with their approval was when he handed out their room rent and meal ticket on Saturday night. Even then they did not approve of the amount of the weekly offering, but they accepted it under protest and made it go as far as they could.

One afternoon when there was nothing doing in the emporium the Old Man tipped forward on his desk and reached out after forty winks. He wasn't as far off in the misty land of dreams as he appeared to be, but the clerks did not know that. When they observed that he seemed to be over the ropes for the count they bunched at the front of the store and exchanged plans for the reconstruction of the establishment. What they didn't know about driving competitors to the county home was so small in volume that even a fly wouldn't have stumbled over it. The soft-haired young man who hopes to have society at his feet in the near future got the floor.

"If I had a business like this," he said, "and caught myself out in the open in a cap like the one the Old Man flattens over that low brow of his, I'd connect with something heavy to tie to me feet and cuddle up on the bottom of a lake. He looks to me like the dreams in which monkeys talk. He can't expect me to hold the cream of the trade when he sets the rules of good breeding aside."

The freckled youth, who knows more about prize fighters than the sport writers of all the large dailies, followed the lead.

"This shop," he said, "is too far to the bad to ever get into training. If I had a wad of yellow boys like the Old Man sequesters in the bank every day I'd make the wheels go round. I can tell you that. But what's the use? Old Hewitt butts in when he is flabby and under weight and queers all we can to put him to the front. He might have been aces up in the grocery business when stores were illuminated with tallow candles, but he's out of step with the procession now. He ought to go out in the scrub and give us a chance to make a winning for him."

After the soft-haired young man and the freckled youth had emptied their brain-pan and agreed on several things which the Old Man ought to do at once if he wanted to keep out of the thorns, the clerk with chin whiskers, who had operated several stores of his own until the wholesale men had found him out, put his pen behind his ear and began to eject his thoughts.

"It's a frumpy old joint, sure

enough," he said, "and the debris is getting thicker every year. I've been coaxing the Old Man to fire that bum front and put in one large plate glass show window, with the door on the side. That's the way they have 'em in all the stores on the avenue, where the best people trade. Not; the Old Man clings to that prehistoric front like a man betting a straight flush, and there's no use of reasoning with him about it."

"One thing that makes me sore," said the soft-haired young man, "is the perennial grin the Old Man masks that mug of his with when he gets behind the counter. He looks to me like a day at the Zoo, with the children feeding candy to the apes. He wins out ten cents on a shave and there's a fringe of gray around the smile that ought to make the public climb through the windows on the way out of the shop. If he'd keep at the back of the store, out of sight, it would be easier for us to assist him in getting a home on the avenue, where the top-notchers live."

"I see him up on the avenue now," cut in the freckled youth. "You put him up there and the moving wagons will be kept busy getting the other families out of the neighborhood. I don't know how a business man can go around among his customers in a hand-me-down rig like the one the Old Man annexes once a year, but he seems to like it. I guess the habit is something that doesn't come naturally, but has to be trained for. It looks to me like he can't last much longer if he keeps on as he is headed now."

"Yes," said the clerk with chin whiskers, "and the Old Man thinks he's in the front row when it comes to making hits with the nice ones. Did you ever notice the giggle he's picked up somewhere? I'll gamble that the girls he thinks are charmed with his winning ways would climb over fences if they saw him coming in a place where there were no policemen within reach. There's a little peach lives down here, somewhere in the next block, that the Old Man is mashed on, and it's a shame for her to take things out of the store the way she does. I never like to see a pippin like that take advantage of an old man. Say, but she is a dear one. I don't wonder at the Old Man being stuck on her, but at the same time he ought to know better. I guess he wouldn't get many alluring smiles from her if she wasn't lugging off the profits about once a week. I'm going to stand in front of the cash register when she comes in again. He'd give her that if she looked like crying for it."

The freckled young man stepped forward to the cigar counter and brought out a bunch of three-for-a-quarters.

"Here," suggested the clerk with chin whiskers, "why don't you pass 'em on?"

"Help yourself," said the freckled youth, putting the cigars in his pocket. "I'm going out in society to-night."

The soft-haired young man visited the cigar case also, returning with a handful of the best brand.

"These weeds are about right for the grade," he said, lighting one, "but they are the best I can get the Old Man to buy. Say, but he does run a bum lot of stuff in on his customers. When I get married and settle down on the avenue I'll have a book at this little provision shop—not! I guess the Old Man knows how to make a cheap account look like high living!"

By this time the Old Man was snoring, his head still on the desk. But a pair of keen eyes now and then glanced out at the clerks, and the strong hands on the top of the desk twitched as the muscles drew in the arms.

"I wonder what that bank clerk is coming here for every day?" asked the freckled youth.

"I'll bet the Old Man is over-drawn," said the clerk with chin whiskers.

"That's just it," said the soft-haired young man. "He can't go on forever in this way. He's too old to run business, anyway. Did you ever see him leave the store without coming back after something? If I had a cap like that one he wears I think I'd try to forget it, too, only I wouldn't go back after it."

The Old Man's feet began shuffling under the desk.

"Cut it!" whispered the freckled one. "He's coming to."

"Oh, he'll sleep an hour yet, with all those highballs under his belt," said the clerk with chin whiskers.

The Old Man arose and stood before the clerks, holding to the heavy

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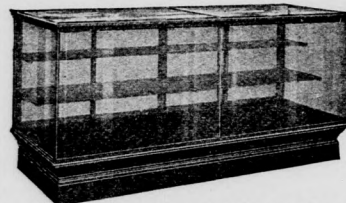
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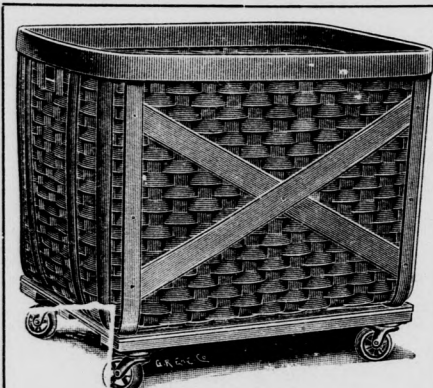
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is not a very paying investment as a rule, nor is the buying of poor baskets. It pays to get the best.

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.

desk to keep from going up in the air. The three clerks moved nearer to the door, for the Old Man seemed about to start something.

"I'm a sausage, all right," he said, "and I'm back in the thicket when it comes to doing business, but I've succeeded in buying meal tickets for you three gifted creatures for quite a spell, and in addition I've managed to keep a dollar in sight most of the time. I know that I wear hand-me-down clothes and a postage-stamp cap, but at the same time I've managed to acquire a wad that would make you soulful youths blind to look at. I suppose my intellect is tottering, and I get my little finger up above the top of my nose now and then, but I seem to be doing the best business on the street. Of course I'm a back-number, and calculated to drive cash customers out of the store, but a good many of the old ones still get their eatings here. The little pipin will get the cash register some day, and the profits of the business will go with it, but I guess I'll manage to get along without it, she being my daughter and rather inclined to see that the Old Man doesn't get hollow cheeks for lack of food that will take hold of the stomach.

"Now, you three cheap little skates, you go out in the wind and let some of the dead game sport business blow away. I'm tired of acting as meal ticket for a lot of snakes. Go back to your hall bedrooms and think it over, and when you get another job be sure the Old Man is asleep before you open a school of instruction with a hammer. I'll try to run this shop without your valuable assistance. Ta-ta!"

The three clerks almost fell over each other getting to the door, for the Old Man looked mad enough to throw things, but he didn't.

Alfred B. Tozer.

An enterprise of a great deal of importance to American shipping is the Cape Cod Canal which a private company proposes to build. This project has been talked about for 200 years and more and several surveys have been made. It is said that 35,000 ships pass annually around the Cape and of course when the canal is finished if the tolls are not too high, it will shorten the distance and add to the safety of the trip. Canal building of one sort and another is attracting more attention just now than ever before. There can be no monopoly in transportation by water. The various waterways natural and artificial are available for anybody who can buy a boat. When this is completed it will be of material value and a great help to the coasting trade. The wonder is that with its needs so thoroughly appreciated the undertaking has been so long delayed.

Safest Whisky.

"The safest kind of whisky," says Dr. Wiley, of the Department of Agriculture, "is that which is put in bottles and left there."

The woman who professes to have a distaste for society usually is the most eager seeker thereof.

STORIES OF HUMAN NATURE.

Final Reward for the Good Son-in-Law.

Written for the Tradesman.

Once there was a man who thought it was worth while to treat his mother-in-law with kindness and consideration. His name was Henry. He used toward her the same deference and politeness that he gave to other women who were younger and better looking and who dressed more elegantly and who were not his mother-in-law. He never ridiculed her ideas and opinions. When he couldn't agree with them he generally kept still. When she talked he listened with attention—and she was quite a talker. Often she told about old times, repeating the stories that he knew by heart already because he had heard her tell them so many times before. He knew the point and climax of every one of them. Every sentence was familiar for she always told them in just the same way. He knew every bend of the voice, every change of tone, every exclamation she would use. He knew just where to laugh in the stories that had, perhaps, once been funny, and he always laughed. In those that had never been funny, he knew just where he ought to express surprise, horror, amazement, grief, and a lot of other emotions, and he always expressed them, not so well, perhaps, as a professional elocutionist, but as well as could be expected from a plain man like Henry. "Mother" always liked to talk to Henry; talking with Henry she called it.

"Mother" was a very excellent woman, but she had never given her mind to making herself personally agreeable. There are many such women and, sooner or later, nearly all of them seem to become mothers-in-law. She was good and did lots of hard work and useful deeds, but she never seemed to think that it went against the grain of a grown man like Henry to be "seen to" and advised and told when he had made mistakes and ought to have done differently. But Henry held his tongue and did not "sass back." He remembered how often she had cared for them in sickness and had taken from her slender means to help them through hard times and tight places and concluded that, perhaps, she was as good a mother-in-law as he deserved, anyway.

Sometimes Henry took "Mother" to drive when she was paying them a visit. He drove a gentle nag and used the greatest care, but she was timid and kept a sharp lookout for everything that might frighten the horse. She was all the time telling her son-in-law how to manage the animal, as if he had been a 10-year-old boy. Some of these instructions he followed, just to please her, and some he couldn't follow because they contradicted what she had ordered a half minute before, but he got along with them. He selected the streets she liked best and pointed out the things that were of interest and made it pleasant for her, even if she didn't make it pleasant for him. So that "Mother" came to set great store by these rides with Henry.

Sometimes she did things that were pretty hard to stand. The first baby was a boy and she named him David, after her husband. While this would not have been Henry's choice, nor his wife's choice, still they liked the name pretty well and thought maybe it would answer as well as any name. But when the little girl came and "Mother" insisted on calling her Etamine Elaine, he thought it was pretty tough. His wife didn't like the name any better than he did, but "Mother" had set her mind. They talked the matter over and, while neither relished the idea of "giving in," still there was the other side of the question, that but for "Mother's" timely care the children would probably both have died before they had got around to name them, so Etamine Elaine stood.

Henry had his reward at the time of "Mother's" final illness. Not in money. She had "helped" her children now and again as they needed it, so that she had not much left of this world's goods. All had been summoned to take their last farewell and, as they lived nearest, Henry and his wife arrived first. She gave minute directions as to the disposal of her "things." Her furniture, her bed-quilts, her books and dishes and silverware she parceled out among her children and grandchildren.

When she had finished this task she turned to her son-in-law. "Henry," she said, "you've been an awful good boy to me. When Hattie married you, folks thought she wasn't doing so well as the other girls had done, that you were not as smart as John, nor

so good-looking as Gus and you hadn't as much money as Herbert. But I know you have been a lot the best to me and I think she has been happier than any one of her sisters."

Henry could not see that he had done any more for her nor any better by her than his plain duty required; still he felt deeply glad that she had received nothing but kindness and courtesy at his hands. There are times when a knowledge that one has done the right thing is a sufficient recompense. Quillo.

To Cure Stammering.

Stammering can be cured, according to a writer in the London Lancet, by simply making an audible note in expiration before each word. A certain Englishman, who made a large fortune by curing stammerers, made his patients say "her" before each word beginning with a consonant.

Stammerers can sing as easily as other persons.

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.



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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

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NEW YORK

These Vouchers are Only Redeemable From a Retail Grocer



Slow Market for Little Men's Wear.

It is not saying much for the boys' and children's division of the retail clothing market to state that December business shows improvement over what went before—not when it is considered that September, October and November did not roll up big gains and satisfactory profits. For December, with all its much vaunted holiday business, is not a big enough trade month to offset the small totals recorded for the three months before. The best that a cold and seasonable December could do would be to pull business up so that there would be no more losses from the close of the month until the first of February.

While the demand has been and still continues to favor the better quality merchandise, its rather limited volume is not sufficiently compensatory for the general unsteadiness of trade. The quantities of good clothing owned to-day by first hands are less than usual at this time of the season. Yet dealers are fairly well stocked with high-priced clothing, and have run low only on a few things, which met with continuous sale. And within the month "good sellers" have become quite plentiful in cheaper grades, because the manufacturers made up stock in anticipation of heavy December retailing. To-day there is plenty of cheap and popular grade clothing available everywhere, because many manufacturers quietly went ahead and anticipated a good December retailing and made up stock in expectation of nice business to result from bare retail tables. They had said nothing to buyers about the stocks that were making for "bargain" and "special" sales, doubtless thinking that the earlier market talk about "scarcity of stocks" would materially help in getting good prices. But the retail houses doing a "bargain" business, and which houses could have used this clothing, should now have their own stocks so low that they could buy supplementary quantities for January and February selling. However, but few of them in the large cities have their stocks worked down to small enough quantities to permit them to fill in. Now the manufacturers are peddling their stocks at sacrificial prices, and buyers know there is plenty of merchandise they can have at their own prices, although they did think there was a dearth of it, and the manufacturers have discovered that retail stocks are, with but few exceptions, too large to make room for their accumulations. This condition affects only such manufacturers as customarily make big stocks up for December selling.

It is common gossip that cancellations of clothing coming from late shipments have been plentiful because of the slow retail market. It is said that one big retail house has thrown back \$30,000 worth of clothing on the

manufacturers' hands, and that the latter had no signed contract.

Chinchilla reefers in red and gray, and Astrakans with frog and tassel decorations, which were hard to get a few weeks ago, are now more plentiful at prices which would make them temptations if it were not so late in the season for retail handling.

Fur and fur-trimmed overcoats for little fellows have been good property this month, yet the season has lagged so with the manufacturers that fur goods have been offered in lots at concessionary prices. Buyers who were in position to use such offerings found ready sale for their purchases and made some money, although their profits will doubtless be reduced when they are averaged in with the reduced prices at which they purpose closing out remaining lots after the holidays.

Manufacturers who are out for ideas about styles for next fall and winter learn from buyers that the buttoning-to-the-neck reefer, cut three-quarter length and full, with velvet collar, and chevron on sleeve, is the favorite this season and prominent for leadership the next. If the mannish style of reefer with lapels is undertaken at all it should be made with shield front. But as the sale of this latter style has been confined mostly to cheap trade this season it is rather a doubtful model for next fall.

Buyers catering to popular trade complain of their inability to get all-worsted serge Russian, sailor and Norfolk suits to profitably retail at \$3, a popular price, and youths' suits in all worsted serge to sell at \$7.50. Last year they bought all-worsted Gilbert serges, 9 to 9½-ounce cloth, for \$2.25, and this year manufacturers have advanced the price of cotton mixtures to \$3. Complaint against these cotton serges is general, buyers claiming that they fade while on the tables. Here and there a buyer is met who states that he has gotten hold of some little manufacturer who is turning out all-worsted serges at old prices, and confesses himself stumped to know how the manufacturers estimate they are making a profit when they sell goods, so much advanced in price, at old figures. Perhaps they are like the manufacturer who sold his goods at cost, without estimating anything for labor, because the whole family was employed in making the clothing.—Apparel Gazette.

Fireproof Process for Wood.

Unburnable wood is a new product of France. At Bordeaux there has been an exhibition of treating pine shavings, wood paper, and cotton with a protective preparation and then treating them to fire. A huge pile of shavings, pine kindlings and wood was set on fire and in the blaze were thrown shavings and sticks of wood impregnated with "Ignifuge." When the fire had exhausted itself the impregnated shavings and wood were found to be simply blackened and charred; they gave out no flame. Paper and cotton fiber treated with the same solution when exposed to the flames consumed slowly without a blaze. So successful and conclu-

sive seemed the demonstration that orders were given that all wood used in the construction of the Bordeaux exposition buildings and all cotton, canvas and linen stuffs, carpets and rugs employed in furnishing them should be treated with this ignifuge. The formula for ignifuge consists of sulphate of ammonia, 135 grams; borate of soda, 15 grams; boric acid, 5 grams; water, 1,000 grams.

Laws Made in Future by Electricity.

Twentieth century legislation is expected to be done by electricity. The proposed apparatus consists of two or more upright disks, to be placed in full view near the speaker's chair, connected by a suitable electric device with the desk of each member. Without rising from his seat, without the waste of a needless minute of time of the house each member present could record his vote by a mere touch of his finger on the button. On leaving his seat for any cause he could lock up the button, so as to be sure that no enthusiastic friend should vote for him in his absence, as some of them might be willing to do. The record thus made would be perfect, permanent and unassailable. The rapidly increasing volume of legislative business requires some practical relief. Here is a means for adding 40 per cent. to the working hours of each session without increasing its numerical length.

A man's vanity is shown in the style of neckwear he affects.



The "Ideal" Girl in Uniform Overalls

All the Improvements
Write for Samples

THE
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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.

CHANGED ITS COURSE.

How a Railroad Was Bluffed by a Woman.

The manager of the construction department of the Pleasant Valley electric road was disturbed for the second time that week when Jenkins, the foreman of the gang, came in and told him that he could not go on with the work.

"See here, Jenkins, you've made a mess of the thing, just the same as Tompkins did Monday. He came back with the same sort of a story. It made me mad then and your story makes me mad now. This road has got to go through by hook or crook. What is the obstruction you hint at, and why do you not set the gang to work at once?"

"The fellows will not strike a pick into the ground nor lift a shovel. They simply will not face the music and start in. As for the obstruction—well, two women and a baby—"

"Bah! And you can not force the men to work?"

"I can not do a thing with them. Italians are queer fellows; they're a little superstitious about the thing. I guess the road will have to go around the obstruction."

"Go around nothing! Man, are you mad? This company will not stand for any such fool business as this—and at this late day, too. We have the right of way, and the road goes through where she was surveyed."

"Yes, that's all right; I know all about the law and that sort of thing. I could force a way through—but this new feature comes up and downs me. I'm ready to go on with the construction of the roadbed—but I can not—"

"Then I'll see what I can do myself, that's all. Good morning."

Jenkins went out with a smile on his face, leaving the manager more disturbed and perplexed than ever.

"It's a queer state of affairs if a corporation with barrels of money back of it can not run a ten mile road without meeting a snag. Two women and a baby! What sort of fool business is this? I'll soon find out for myself."

James Eldred, the young manager, found out all about it when he arrived on the spot with twenty lusty, olive skinned fellows behind him.

In front of a dilapidated structure was seated a young girl rocking a baby. The girl was sleepy and tired.

The baby was cross and fretful. Back of the girl, sitting on the low step, was a weary looking woman. About the woman was a bevy of yellow haired youngsters of various ages, all curious and open eyed.

Eldred approached the girl and said: "You will have to move."

But the girl only looked at him with sleepy eyes, crooning and rocking the fretful child more vigorously. Eldred looked from the woman in the doorway to the men. She uttered not a word until he addressed her:

"Madam, are you aware that you are obstructing the progress of our work?"

"I reckon I am, stranger. That's what Susan is there for; that's what I and the kids are here for. It's all because we propose to shunt the thing off one side." came from the bedraggled creature.

"But, madam, the line has been surveyed. You will have to move. Your place has been condemned. You will be paid for it. This property belongs now to the Pleasant Valley road."

"Yes, so folks say. I know, stranger, that your line goes through our kitchen. I saw the surveyor shoot her with a spyglass. But the road ain't agoing that way."

"But the law, madam; you know we have the right of way—"

"Don't know any law nor don't want to. I know that your road, even if it was backed by the President, couldn't run through the kitchen and tear up our back yard where Jimmie is—"

"Ah! so there is a guard in the rear as well as here? With your permission may I interview the rear guard?"

"I reckon 'twon't hurt you any. Step round the corner of the house; Susan, rock that child!"

Eldred passed around the structure and entered the weed grown back yard. Under a stunted apple tree was a small marble slab with a few flowers growing about it. He drew near, bent lower and read the words carved upon the stone:

James Slocum—Aged 17.
He saved four hundred lives in Pleasant Valley in 1900.
Jimmie was drowned.

There was a mild look on Eldred's face and a soft tone in his voice when he reappeared at the front and said to the woman:

"So that is the reason for obstruct-

ing our work? Your son was drowned, it seems."

"Yes, Jimmie was drowned. He rode Black Bess down the valley to warn the folks when the big dam busted up in the hills. Every one was saved—an'—an' while he was crossin' the bridge it went down with him an' Black Bess. We ain't ever been able to buy a stone for Bess. The apple tree that's over her seems like a likely thing in place of a stone."

"Madam, you need not move—that is, not at present. But where is your husband?"

"Upstairs readin' the gospel so's not to let his temper git the best of him. He's got his shotgun, an'—"

"Well, good morning. Come, men. There's nothing doing here."

Eldred laid the matter before the board that evening. And the Pleasant Valley electric road takes a sharp turn to the left and rounds a small structure with a marble slab in the back yard under a stunted apple tree.

Horace S. Keller.

Unclean Hands Lost a Job.

A nicely dressed young man recently applied for a position at a well known cereal manufactory. As he drew off his gloves the manager noticed that his finger nails were long and unclean, much to his surprise, having been favorably impressed with the young man's appearance at first glance. This one thing led to a refusal when a position as baker was asked for, as cleanliness of the hands is one of the first requisites in the handling of foodstuffs.

**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.

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 Rapid 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.

**THE NATIONAL
CITY BANK
GRAND RAPIDS**

Forty-Six Years of Business Success

Capital and Surplus \$720,000.00

Send us Your Surplus or Trust Funds
And Hold Our Interest Bearing Certificates
Until You Need to Use Them

MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT

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

THE OTHER NINE.

The Old Book-keeper On Bestowing Benefits.

Written for the Tradesman.

The young clerk who hopes some day to be a great man and have an automobile and a fifteen-story building with a private elevator found the old book-keeper bending over a copy of the New Testament.

"What's the text?" asked the clerk.

"Why," replied the book-keeper, "I've just been considering a proposition in benefits. Know about benefits? Well, when you do a favor for a man, that's a benefit. I'm studying up the nine men. You'll find it here in the seventeenth chapter of St. Luke. I opened the New Testament at random and this is what I found. Ever do that when you are up a stump? It's an old woman's trick, but I do it now and then."

"But what about the benefits and the nine men?" asked the clerk.

"It's this way," answered the book-keeper. "There's a bright young fellow I've been keeping track of for a long time who wants to be manager over at Cowell & Crane's. He says that all he lacks now is my recommendation."

"Well, boost him along."

"I don't know about that. I'm earning a couple of hundred a year doing extra work on their books, and I'd like to keep the job."

"Well, then, get your friend in for manager. That looks easy to me."

"Oh, yes, such things will look easy to you until you are older, until you have been helped by your enemies and knocked down and walked on by the men who have received favors from you. I've helped a good many people in my time, and only about one per cent. of them ever come back to tell me about it. It's a pretty risky thing to do a favor for a fellow now-a-days."

"You're getting to be a crank," said the clerk. "Anyway, I'm going to keep on doing favors, when I can. What about the nine men?"

The old book-keeper picked up the New Testament and read:

"And as He entered into a certain village, there met him ten men that were lepers, which stood afar off: and they lifted up their voices and said, Jesus, Master, have mercy on us."

"And when He saw them, He said unto them, Go shew yourselves unto the priests. And it came to pass that, as they went, they were cleansed."

"And one of them, when he saw that he was healed, turned back, and with a loud voice glorified God, and fell down on his face at His feet, giving thanks; and he was a Samaritan."

"And Jesus answering said, Were there not ten cleansed? But where are the nine?"

"Well," said the clerk, with a smile, "that was ten per cent., anyway."

"That beats my average," said the book-keeper. "Let's see. There was Bob Grandine. When I ran a little grocery up country he came to me and asked for a letter of recommendation to Green & Haddock. I not only gave it but I went to the city and boosted for him. He got the job.

He was bright and industrious and went to the front. Before long he was credit clerk, and that's where I got my finish."

"You don't mean to say that he—"

"Shut down on me? You bet he did. I went to see him, for I was in as good shape financially as I had been right along, but they wouldn't let me in. I was closed out. Then there was Charley Burrows. After I got kicked out into the street by Grandine I got a job with Snitzman, keeping books. Along comes Burrows and wants to be assistant. There were better men in sight, but I felt sorry for Charley and used my influence with the firm to get him the place. In a year he was sitting on my stool and drawing my salary and I was walking the street, looking for a job."

"Kick on the whole world if you want to," said the clerk. "You've got a whole lot of kicks coming."

"I might keep you here all day telling you hard-luck stories just like those two, but what's the use? Look here. If you want to tie a man to yourself good and hard, so he will stick when trouble comes, just let him do a favor for you. He will be a better friend than if you did a favor for him. Queer doctrine, eh? But it's right. Some people are so constituted that they grow an antipathy for a fellow who has done them a favor. Queer notion, that! But it's true. There are mighty few loyal men in the world, men who will stand by a friend through thick and thin. When you find one of them you want to keep right with him and not run him to death either. When you strike one of the other kind you want to beat him over the head with a base ball bat. Oh, did I tell you how I got even with Grandine?"

"You did not."

"Well, Grandine was flying pretty high, but there was no one to warn the firm. A man who will take the course he pursued with me is no good anyhow. He's a snake, and sooner or later will get against the rocks. I just got a line on my enemy and leaded up with his indiscretions. I dug out a lot of fellows he was trusting against the rules of the firm. He was hand-in-glove with them in outside matters, and so he let them in on the books of the firm. When I was loaded to the muzzle I wrote it all out, took a certified copy, and sent it to the firm. Did I sign my name? You bet I did. And I sent the copy to Grandine after the firm had had time to digest the dose I had given them. I not only wanted Grandine done good and brown, but I wanted him to know that I did it. Of course he came to see me, but I wasn't in. He was driving a delivery wagon the last I knew of him."

"Served him right."

"And so," continued the old book-keeper, "I was thinking about this bright young man who wants me to help him get to be manager at Cowell & Crane's. Edwin Marsh his name is. Perhaps you know him? You see, if I could get him to do me some kind of a favor first—a real favor—I'd nose into the game and help him, but I don't think I shall as the cards lie now. I want to keep the work I have from the firm."

"Do you really think he would throw you down?"

"Why, it's just a case of averages. I've been dumped by ninety-nine out of every hundred men I tried to help. It's a hundred-to-one shot. See? No, the odds are too great. He'll get a job somewhere and get along somehow. I'll keep my hands off."

"Oh, don't be so confounded ugly," urged the clerk. "I'll bet Marsh

needs the place, and if you can help him get it you ought to do so."

"There was once a Divine Being who healed ten lepers," said the book-keeper. "How many of them came back and thanked him?"

"Why, one."

"Well, I'll take the chances on the ten per cent."

The old bookkeeper wrote the letter and the young man got the job. Three months later the book-keeper called the clerk to his desk.

"Here's a letter I want you to read," he said.

"It's from Cowell & Crane," said the clerk in surprise. "Does the new manager give you the merry ha-ha?"

"Read the letter."

"Why, it's an offer of a job at a larger salary," said the clerk, "and it is signed by Marsh. Now, you see, I was right at the time you told me of the matter."

"The one out of a hundred," mused the old book-keeper. "The one out of a thousand! Still, don't place too much reliance on this incident, young man. Some day you will be in business for yourself. When you are, just watch the average of snakes you do business with. Why, once I mortgaged my home to pay for goods so that I might give credit to a lot of customers who were having a long lay-off. I stretched my credit and lost my home, and lost my business, too."

"What happened?"

"Well, there came a time when I could get no more goods. I told the men of the shape I was in and asked them to pay cash for what they got in future. Just about that time they all went to work."

"Then why should you have lost out?"

"They were angry because I asked them to pay cash and quit me—all but

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about six out of the hundred. I lost their trade and I lost what they owed me. So one day the sheriff came along and closed me up. The six followed me all over the city to trade with me after that. Oh, when a man is loyal, even if it is in a mistaken cause, he is loyal to the backbone. I did only a little thing once on a time for the best friend I've got on earth, and he magnifies it until he thinks I did something really worth while and puts himself out of the way to help me whenever I need help. But there are the other nine, young man. When you pass through fifty years of life you will remember the nine who never came back. And, mind you, never be one of the nine. Three or four good friends I have, and they all think I did something for them once, but they have done a thousand times more for me. But, you see, I am not one of the nine. After all, learn wisdom: It's a risky thing to do a favor for a man. The chances are that you'll lose both your money, or your job, and your alleged friend." Alfred B. Tozer.

Make Few Promises, But Keep Them Always.

Written for the Tradesman.

My boy, remember this: Never promise to do anything which is wrong. Never promise to do anything which you do not intend to do. That, also, is wrong. Never promise what you can not do. Never make a promise simply to avoid being teased. Never make a promise without considering the cost or the difficulties which must naturally be overcome.

Do not make indefinite promises. Do not say, "I will do so sometime, or before a great while." Do not make conditional promises and then make use of the smallest excuse to relieve yourself of the obligation. Conditional promises should depend upon unavoidable circumstances, the wishes of parents, teachers or others whom one is in duty bound to consult.

If you are liable to forget promises make as few as possible, and try to adopt some plan by which you will be reminded of them in time to fulfill your obligations.

Do not promise to purchase goods or property without setting a certain time when you will fulfill the contract. And in justice to both parties, there should usually be a contract or a payment made to bind the bargain. You can then keep your promise by forfeiting the payment already made or by paying the balance and taking the property at the time agreed.

If by your negligence or carelessness the person who has depended on your promise suffers loss you should fully reimburse him if in your power to do so. But, remember, this does not make good your word, neither does it restore the full confidence in you which may have before been entertained.

If you make a bargain, fully understanding the conditions, you must stand by that bargain, whether you lose or profit thereby. Never flunk out because the other party can not by law compel you to do as you promised.

Should you ever so far lose con-

trol of yourself as to make a promise in anger, a threat, which can only result in ill do not add to your wrong by fulfilling it.

Having made a promise or agreement which at the time seemed right and proper and afterward learning that it will injure or defraud any one, or that it will help some one to secure gain unjustly, your duty is to refrain from keeping your promise. You should not fear to tell why you can not do as you intended.

A promise secured by misrepresentation is not binding, but you will likely have trouble over it. Do what is right, and let the trouble you suffer be a warning for the future.

Understand fully what the promise involves before you make it. Do not make a promise upon the pretense that only a promise is needed for the present and there never will be any occasion to require its fulfillment. Just think how foolish to say: "Now, please promise that you will do a certain thing for me, and I sacredly promise that I will never require you to do so." You are released from the obligation before the promise is made. Then there is no reason for you to make a promise. Don't do it; there is some trick behind it all.

Never bind yourself by a written contract when the other party will give you only his word for doing his part. Why should he demand more than he is willing to give? Would you admit that your word alone is worthless while his can be depended upon?

Some day, my boys, you will be out in the world, away from your early home and friends. Remember the promises you may have made to father, mother, sister, brother, teacher or pastor—promises made to those who love you and have sought to help you to a happy, useful, honorable life. You are pledged only to that which is for your own good; only to that which is your duty even had you made no promise. Do not allow newly-made acquaintances to persuade you to disregard those sacred promises.

Any promise—every promise—is sacred. Beware if you are tempted to turn aside in the least degree. Truth is the foundation of character. You would not deliberately lie; you would not misrepresent for the sake of gain; you would not promise simply to secure respite from troublesome importunity. Then do not lie by failing to keep your promise, even although the task be hard and disagreeable.

You lose respect for, you lose confidence in the person who does not keep his promises. Beware that you do not lose respect for yourself. It will be a source of sorrow and regret if ever you feel that others have lost confidence in you. You will be disarmed in the battle of life. You will be a failure. You will suffer shame and humiliation and defeat. You will be dissatisfied and unhappy; and all because you failed to keep your promises.

What can you expect of others if you yourself fail? When importuned and in doubt as to the proper thing to do promise only that you will do

as you believe to be right and best in the matter.

Make few promises, but do all in your power to keep them.

E. E. Whitney.

Stood the Test.

A dentist received a call the other morning from a couple whom he soon had reason to believe were lovers. The girl had an aching tooth, and as they entered the young man said:

"Now, darling, the worst is over. Just take a seat and it will be out in a minute."

"Oh, I daren't!" she gasped. "But it really won't hurt you at all, you know."

"But I'm afraid it will." "It can't. I'd have one pulled in a minute if it ached."

"I don't believe it." "Well, then, I'll have one pulled out just to show you that it doesn't hurt."

He took a seat, leaned back and opened his mouth and the dentist seemed to be selecting a tooth to seize with his forceps, when the girl protested.

"Hold on! The test is sufficient. He has proved his devotion. Move away, Harry, and I'll have it pulled."

She took the chair, had the tooth drawn without a groan and as she went out she was saying to the young man:

"Now I can believe you when you declare that you would die for me."

And yet every tooth in his head was false.

Women delight in telling how much they influence the actions of others.

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STRICTLY BUSINESS.

Story of the Treachery of the Machine.

First of all, it is to be understood that it is The Office that is The Machine. It is the most delicate, complicated and advanced of machines. It is the most efficient of machines, and, consequently, the most cruel. Where other mechanical devices are forced to utilize in their operating parts dead, ignorant pieces of the earth, in the shape of wood, or iron, or steel, or stone, The Office has for the make-up of its parts the pick and flower of the blood and flesh, and bones, and brains of the community.

Where the common machine runs under the impulse of an ignorant steam contrivance, The Office does its work under the driving power of human hearts and brains; the machine is capable of animation only through its operator's directions, but The Office lives, moves, and has its being upon a basis of human hopes, ambitions, desires, loves, hates, lives and deaths.

A great machine is The Office—the boldest conception of all. No human ever invented it. No human would have dared to conceive such a terror. The name of its inventor is Modern Conditions, and conditions always have been man's master, so they handle him and dandle him much as they please.

The Office merely is one phase of this power demonstrating itself, but it happens that it is the phase into contact with which Billy Dake was thrown, and as this is the story of Dake and of Going & Co., The Office is the phase that is interesting at the present moment.

Dake knew quite well that The Office was nothing but a machine. It would have been much to his discredit to say that he did not know this, for if ever there was anybody in a position to know it, this same Dake was the man. He had been a part and parcel of offices from the day when he left school and trustfully answered an advertisement calling for a neat young man (or boy), aged 16 or 17, well dressed well educated, with excellent references, and willing to work hard and make himself useful for \$3 a week as office boy in the office of a downtown store.

Dake filled all the qualifications. He was 16 or 17 years of age, well dressed, neat, had excellent references, and was willing to work hard and make himself useful. This, to the casual reader may seem an awful lot to supply for a consideration of \$3 per, but that is because the reader never has applied for a position as office boy. The farther down the scale one goes the more arduous the requirements of the position.

For instance, who ever heard of a corporation demanding that its general manager or president be neat and well dressed, that he have excellent references and be willing to work hard and make himself useful, and that he be of a certain set age? Nobody, of course. And then the department heads—what does the firm require of them? Do they have to show that they comb their hair regularly every morning, that they keep

their finger nails clean and do not smoke enough cigarettes to make the finger tips yellow? Do they? Not at all. They and the general manager or president may be just what they please. They can smoke all the cigarettes they want to; they do not need to comb their hair and shine their shoes unless they want to; they can go out and misbehave themselves scandalously, drinking champagne out of the slippers of merry ladies, and all that sort of stuff.

Getting down the scale to the clerk, we find that the standard has been raised considerably, although even here it is not what it is for the office boy. The clerk must not drink, he must not gamble, and he must work hard. But it is the little kid on the bench outside the private office who must be all that a human being should be. He, and he alone, is subjected to a rigid standard of examination and investigation upon his application for a position.

Once upon a time an office boy looked over the list of qualifications for office boys in a certain office and gasped:

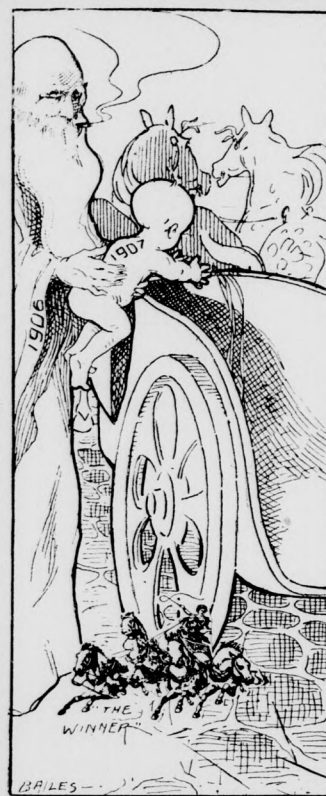
"Gee, boss!" said he to the prospective employer, "you don't want no office kid; what you wants is an angel." And he had much justification for the same.

Ah, well; perhaps it is for the best after all. Certainly there is some restriction needed, for by the time they have become department managers, or general managers, or presidents even those office boys who in the beginning were all that the bill called for have degenerated and are just as wicked and disregarding of the niceties of the world as those great powers who never experienced the benefit of a rigid cross questioning when they began their upward climb. What they would be without this examination it is impossible to say, the imagination refusing to conceive iniquity beyond that of some of our best general managers, etc.

No, we have not forgotten Dake, dear reader with the hurry habit. All this is about Dake. Dake is the one subject from which the mind refused to tear itself away while it was explaining how much harder it is to get work as an office boy than as a general manager. For these things and a few others were all well known to Dake and helped him to know, as has been said before, that The Office is a machine.

So well did Dake know this that he made his plans accordingly. He was no fool. He saw plainly, and refused to allow anything to blur his vision. He saw quickly that there was no sentiment in business. Well, he would use no sentiment in it. He saw that there was no use for a soul in business. All right, if he had such a thing about him he was not going to let it crop out, and trouble his chances for success. Other people did not see these things, and so went on the rocks of failure, and Dake noted and profited by their failures.

In a few years he left the office in the downtown store and came to Going & Co. There had been a strike in the plants of Going a few weeks before and a certain number of clerks in the office had refused to go out



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In addition to the above on all orders for five case lots or more, straight or assorted, of MOTHER'S OATS FAMILY SIZE and MOTHER'S OATS TWOS, bought by the retail grocer for delivery during **January and February**, we will make drop shipments from the jobbers' stocks, or from our own stocks for the jobbers, and absorb **all of the freight charges, to points in the territory east of the Missouri River and north of Tennessee.**

You will certainly have a big demand for MOTHER'S OATS FAMILY SIZE; the work we are doing, the Profit Sharing coupon and the drop shipment will do the business. MOTHER'S OATS FAMILY SIZE is going to be the most popular selling package of that size in your territory, and it will mean more profit than you can make on any package of this character you can buy. **There are no strings to this offer.** Your jobber will supply you.

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and take the places of the strikers. Thus it happened that as soon as the strike was settled there were a number of vacancies in the clerical forces of Going & Co., and so Dake came into their employ. Here it was for the first time that Dake truly became convinced of the truth of his conclusions, that The Office was to be regarded as nothing but a machine. He thought the matter over seriously, for he had just taken unto himself a wife, and summed the situation up in this manner:

"The Office is a machine. It hasn't any feeling, any senses at all. Its purpose is to grind out work. It uses men to do this. If a poor man gets in, The Machine soon finds it out and gets angry. If a good man, an exceptionally good man, gets in, The Machine soon finds it out because it makes the work of the whole lighter, and The Machine is pleased. The Machine is powerful. I will be a good man. The reward is as inevitable as the fact that The Office is a Machine."

So he began to be a good man. He trusted The Machine fully. There was no question in his mind that it rewarded those who served it faithfully.

He had plenty of experience to justify him in this conclusion. He saw poor men come under the yoke of The Machine, falter in their duties and fall and The Machine spewed them out in disgust. He saw good, strong men come in, do what was given them to do with alacrity and worth, and The Machine patted them on the head and heaped upon them better wages and more power. The Machine would have as its parts only those upon whom the badge of efficiency rested fittingly; and these soon became its favorites—mechanically, of course.

Dake saw all this and went to work. He worked a long time. He began as a bill clerk. There were more vacancies in the list of bill clerks than in any other capacity at this time, and he had several years of experience in this kind of work. It didn't matter to Dake, however, how he started—the thing was to start. An exceptionally good cog in a minor wheel would call attention to itself perhaps not as quickly as a great piston rod, but just as surely, and as he was gifted with a great patience he was willing to start humbly.

He was a bill clerk for four years. This was not because of any direct fault on his part, but because there happened to be a number of old clerks who had stood by the firm through the strike trouble who must be rewarded before the newcomers, so there was no promotion for Dake until these four years had expired. Then they made him a checker. And Dake, although he had worked hard as a bill clerk, worked all the harder as a checker. It was a chance to distinguish himself, and he grasped it. As a result, he occupied this position only three years, when he was transferred to the book-keeping department and given a position as file clerk in that important division of the office.

The file clerk's work was difficult, and there was much of it, a compli-

cated system of book-keeping resulting in a complication of the department's affairs that necessitated a clear head on the man whose work it was to straighten them out when they were tangled. Dake was this man. Sometimes he got through with his work at 5:30, the regular hour for the office to quit for the day. More often he did not, but stayed behind and toiled at the things which were left for him to do. He was a good file clerk, and he held the position three years, and then he was given a ledger and became a full fledged book-keeper.

His pay was \$20 per week now, and he had been working fifteen years, ten of which were spent with Going & Co. But his faith in The Machine was unshaken, for was it not pushing him upward, slowly it is true, but upward just the same? So he dug at his ledger and knew well that soon there would be another boost, and this time it would be one that would count.

Now, Dake really should have had it. If things had gone right, and usually they do with well regulated machines, that boost would have been his. But the fact of the matter is that it was not until six years later that the opportunity, or perhaps it was only a necessity, for promoting a book-keeper presented itself. Then it was to make some one a head book-keeper.

"There's Dake," said the head of the auditing department, naming the possible candidates for the advancement.

"Dake?" said the head of The Machine, frowning. "Do you mean to say that you'd turn the responsibility of that department over to a worked out, broken down piece of dead timber like him? Why, we've got to have a live man in that place—can't have somebody whose originality and stamina are all gone. No, Dake is an impossibility, now. Might have done a while ago, but not now. Too old, and too much all in. Who else is there?"

So, after all, The Machine played false. It drained Dake of all that he had to give—and then it had no more use for him.

It hardly seems fair—

What's that, sir? Fair? FAIR! Why, it's business, sir; it's business! Allan Wilson.

Japanese Laborers in Mexico.

Will the Japanese save Mexico? The solution of Mexico's labor difficulties seems to rest with the Lilliputs of Nippon. The Mexican laborer expects an excessive number of holidays, a total of 131 out of the year, and these he takes regardless of considerations and devotes them to traditional or obligatory idleness. No one questions the ambition of the Japanese, and no one doubts their capacity and improved methods. The Japanese colonists in Mexico are not only contented and doing well, but most of them have married Mexican women. Something like 1,000 Japanese laborers have already been brought into Mexico, and about 2,000 more will be introduced, chiefly for railway work.

May You Prosper

May you prosper in 1907 as you never have before. That is our wish for you and there is no selfish motive back of it. We mean it—every word.

Our business friends are just as dear to us as those we make socially, and nothing gives us greater pleasure than to have them get their share of the good things of this world.

May you have joy in your work and good health to accomplish your ambition. May you have courage to surmount every obstacle, and may you never doubt for **one moment** that behind every cloud there is a silver lining, and that all things are possible to the man who says, "I WILL."

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Grand Rapids, Mich.

Manufacturers

LILY WHITE

"THE FLOUR THE BEST COOKS USE."



Victims of the Most Relentless Tyranny on Earth.

Far and away above all other rights and privileges the thing that woman envies man is his clothes.

No matter how much we may talk abstractly about our oppressions and legal disabilities and the other stock grievances we are accustomed to holding responsible for our failures, every one of us knows in our hearts that the greatest obstacle to woman's success in the world of affairs is her dress. Whether we bow a willing or an unwilling neck to the yoke, every woman is a slave to her clothes. Custom, fashion and vanity have all combined to fasten our fetters upon us. We have even learned, in humility of spirit, to kiss the hand that binds, but no one will attempt to deny that we are the victims of the most relentless tyranny on earth.

Whatever a woman wants to do she is hampered and impeded at every step by her clothes, and this is equally the case whether she wants to run for office or run upstairs with the baby in her arms. It is not alone that women's clothes violate every sanitary and hygienic law—that they are loose where they ought to be tight and tight where they ought to be loose, and short where they ought to be long and long where they ought to be short—or that ninety-nine times out of a hundred the woman is fitted into her dress instead of the dress being fitted onto her. The chief burden of the oppression lies in the fact that from the cradle to the grave her entire life is overshadowed by the question of clothes. It is the old man of the sea that no woman may be rid of while she lives, and even when she dies she but passes the burden on, for some other woman has to see about getting her an appropriate shroud, and mourning for the family. We can never be so happy, or so sad, or so clever or so dull, but what we must first think of our clothes. A man may dare to be himself in whatever he finds handiest to put on. His clothes are regarded as of secondary importance to his personality, but a woman, in public opinion, never rises superior to her frock. By it we judge her, and she knows it.

Suppose she is strong-minded and wants to go in for public life—preach, lecture, urge reforms from the platform. Before she gets up a speech she must first get up a suitable wardrobe, for she is perfectly aware that an unmistakable Worth frock is more convincing to the average audience than the profoundest logic. They might overlook the flaws in her argument, or be blind to the fact she was advocating a dead issue, but they would never fail to detect it if her skirt was made by a last year's pattern, or she had trimmed her own bonnet. Nobody takes the cut of a man's coat as any evidence that his views on the money question or expansion are unsound, but the woman who aspired to mold public opinion

would be indeed a prophet without honor in her own country unless her clothes looked like a daily hint from Paris. "Follow that woman!" we would say scornfully; "why, my dear, she doesn't know enough to know how to buy her own clothes," and that would settle her.

Suppose—and it's the case with many of us—she is merely a woman who is trying to earn her bread and butter out in the business world, competing with men. The very first obstacle she stumbles over is her own skirt, and the reason so many of us are sitting on the bottom rung of the financial ladder is because women's clothes are not built for climbing, and we are simply held down by them. Our skirts are trailing and flopping around us at every step, and getting in the way, and every time we come down to work on a rainy day, trying to hold up our petticoats in one hand, while with the other we frantically grab at an umbrella and a purse, and a handkerchief, and a note book, and a lead pencil, and a stray package or two, we feel like sitting down and crying, and admitting that the unpocketed woman can never really compete with the many-pocketed man. We are carrying a killing handicap, and it's no wonder he wins the race. Even the black bag—the badge of the business woman—which so many carry, is a mere makeshift and delusion. You can't imagine real business men toting a bag. Fancy a stock exchange full of men clawing around in their bags for their lead pencil, or memorandum book, or a telegram, or letter, while business was suspended until they found it. The hopeless conclusion is irresistibly forced on us that women can never be business men so long as we have to carry our handkerchiefs stuffed up our sleeves, and our car fare in our gloves, and borrow a knife every time we want to sharpen a lead pencil. Our clothes are against us.

Of course, the purely domestic woman, having more time to devote to holding up her skirts, has less cause of complaint, although there are times—when she is trying to carry the baby and a lighted lamp up the stairs at the same time, for instance—when she feels that it was a mistake in providence not to provide women with three hands instead of two.

Of course, the question naturally arises, and we have all asked it ourselves a thousand times, Why do women submit to being so afflicted by their clothes? Why don't they devise some sort of a rational costume? Why should the working woman idiotically imitate the woman who has nothing to do but hold up trailing skirts? The only answer is the feminine one, "Just because." Because we haven't the courage. Because we are bound by custom, and last, but not least, we had rather look well than be comfortable. So we go our way, putting up with inconveniences and discomfort, and envying man the freedom and good sense he displays in his clothes, and wishing we dared imitate him.

But would women, if they could—if it were good form, if it were fash-

ionable, if there were no one to criticize—would they adopt masculine garb? Those of us who are worn out with the clothes question say, "Yes, we'd jump at the chance." But would we? Would we take freedom at the price of grace? Would we exchange frills for pockets? Would any amount of comfort reconcile us to garments that weren't accordion-pleated and furbelowed? In a word, after all our abuse of our own clothes and their manifest lack of adaptability to our new occupations and pursuits, would we adopt the costume we have so long envied men?

An interesting commentary is offered on the subject by the experience of the women of Pitcairn Island, a lonely spot in the Pacific, set-

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

With Bour Quality Coffees You Have America's Best Drinking Coffees

They are the Perfected Result of Years of
Painstaking Experiment and are the

Standard of Quality the Country Over

You are losing
money and
business every
day without them.

Detroit Branch
127
Jefferson Ave.

The
J. M. BOUR CO.
Toledo, O.

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

bled by the descendants of the mutineers of the Bounty. In this colony there are about 100 women, and a ship which has recently arrived in Philadelphia from there brings word of the piteous plight these forlorn sisters make for women's clothes. It seems that the supply of petticoats, waists and other feminine apparel gave out. The few ships which touched at the island at unfrequent intervals carried no chiffons for the fair sex, and the women, many of whom are young and pretty girls, were forced to don trousers and the other habiliments of the sterner sex. Here, one might think, were the ideal conditions for women to break away from slavery to dress that has oppressed their sex so long. Here were none to jeer at the amateur Dr. Mary Walker. Here there was no society to criticise, for society, so to speak, was on its uppers. One couldn't even be accused of being strong-minded for adopting masculine attire, when it was the only attire there was. How we can picture the joy with which these women, emancipated from custom and fashion, reveled for the first time in their lives in a rational, sensible costume, admirably adapted to the situation in which they lived. Unfortunately, nothing of the sort happened. The Pitcairn women, it seems, do not desire freedom. They want frills, and they sent, through the captain of the ship, a moving and urgent plea to their sisters in civilization to send them some women's clothes, the more befuddled and befurrowed the better.

So perishes another theory when confronted with actual experience. What is the lesson of it? Does it mean that women's souls have been absorbed so long by the passion for clothes that nothing else on earth can take the place or repay them for the lack of appliques, and passementeries and pattern hats? Or does it mean that we who are loaded down with long-tailed skirts have been wasting envy on the wearers of trousers? Is man's vaunted freedom in dress merely an idle boast? Evidently it isn't all that it has been cracked up to be, for the Pitcairn women—the only women of our race who have had a chance to try it—won't have it at any price, and are in haste to join themselves once more to the god of their idolatry, and want to get back their stays and long skirts and other impediments to health and comfort as quickly as possible.

It is an old truth in life that a great deal that we ardently desire turns to dead sea fruit once we get it in our hands. We women are experimenting with a great many things just now. It may be that when we get them—when we get the ballot, and prove our right and our ability to have careers, and run business enterprises, and be just as free and independent as men—we will find out that the theory of it all was good, but it didn't work out just right somehow in experience, and we will be like the Pitcairn women: We'll give up trying to wear the trousers, and go back home and rock the cradle and darn stockings and get us the frilliest, womanliest dresses that money can buy. Dorothy Dix.

CHEAP GOODS.

They Possess No Attractions for People Nowadays.

People want something solid these days, something that is worth the price asked. They are not carried away with the allurements of cheapness; they know that very cheap goods are the dearest they can buy and act accordingly. It is not possible for any one to place equal stress upon everything one may have in the store, but the lines may be so classified that a few pieces out of each line may serve as a type for the whole. These small advertisements are specially useful to present an article or a few articles in strong light so as to emphasize the whole line of which the articles are types. To make known the line it is unnecessary to advertise every piece in the line, except by the presentation of one or two pieces representative of the line. What profit is it to any one of having a reputation for large and gorgeous advertisements, if these products reflect nothing of special interest to the reader? Is it not better to select representative articles and put them strongly before the reader?

Every person that has tried the plan of using good illustrations in advertising knows their value. The child and the adult, the educated and uneducated alike, are interested in pictures. They pore over illustrations with eagerness, because the pictures are always a thing of interest. It is the bent of the human mind that makes it necessary that the illustration should yield something that is suggested in the printed matter of the advertisement. When the printed matter of the production gives in detail something, omitting nothing to be suggested, the illustration has no place, and if used in such circumstances, it will add nothing to the effect. The reason is apparent, as the use of an illustration is to bring forward vividly the suggestion made in the text-matter, and where the text-matter explains everything, leaving nothing to be suggested, the illustration has no work to do.


If the merchant has an extra fine garment to sell he compiles a neatly worded advertisement, obtains an appropriate illustration for it and sends it out through his daily paper to do its work. The largest retail clothing and furnishing goods merchants in our prominent mercantile centers use ten of these little productions to one of a larger kind. They rarely exceed six inches in length and are column width. The type used is good size and very plain. One idea is usually presented at a time, but not the same idea in the same form. If a hat is twice presented it would not be in good taste to associate with it in one of the small productions a suit of clothes. A hat is a type of all hats, and in advertising one the whole stock, in that particular style, is made known. The same is true of a suit of clothes, and so on with other articles of men's wear.

Some retailers seem to think the important object to be gained in advertising is to let the public know that they have a certain kind of goods

to sell. That is true, as far as it goes, but it does not go very far as an inducement to buy those goods. There may be several other firms in the town that handle the same kind of goods. If one has an especially good article one will gain the public confidence by telling something about it. If it is a bad article the less said about it the better, and no wonder some think "We have goods to sell" is sufficient. It may be sufficient in their case, and it may be more than sufficient, for, perhaps, the kind of goods handled will sell better in the dark than through the light of publicity.

In this article the functions of business have been considered as well as advertising in itself, not with a view to teach the successful business man what he should or should not do in his circumstances, but to now and then give suggestions that may be helpful to those needing them. Every year new businesses are entered upon, and, in many cases, by men of little or no experience; such frequently may reap advantages by careful experiences of others in similar circumstances. Failures many times occur for lack of careful attention to business, and sometimes by an unconscious omission of little things that gradually creep into the business management, to the detriment of success. "Eternal vigilance is the price of liberty" has its application in business, and we might truthfully say, "Eternal vigilance is the price of success."—Clothier and Furnisher.

Gillett's EXTRACTS




Conform to the most stringent Pure Food Laws and are guaranteed in every respect.

If you do not handle them write for our special introductory proposition.

Sherer-Gillett Co.
Chicago

WHITE HOUSE COFFEE


DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.



It Must Be a Great Satisfaction

for retail grocers to be able to insure the goods they sell against dis-satisfaction. Knowing this, and thoroughly imbued with the idea, when Dwinell-Wright Co. first put on the market the now celebrated

White House Coffee



the firm created a standard of excellence the whole coffee-world has since adopted. Even the "Pure Food" principles—the *sine qua non* of commercial integrity—coincide exactly with the "White House" Coffee platform: **absolute purity, insurance against adulteration and coffee robbery.** It will be a great satisfaction to your customers if you supply

WHITE HOUSE COFFEE

SYMONS BROS. & CO., SAGINAW, MICHIGAN
Wholesale Agents for the Distribution of
DWINELL-WRIGHT CO'S COFFEES AND SPICES

THE YELLOW STREAK.

How Broder Came To Lose the Job.

Frederick Broder was "up against it." And it was no ordinary piece of bad luck. When the small bank had failed in the country, Broder never had doubted there would be unlimited scope for his abilities in Chicago. He imagined a hundred firms would gladly welcome the man who had been assistant cashier, paying teller, book-keeper, stenographer, etc. But his hopes had suffered a severe jolt. There was no opening in any of the big city banks. The large mercantile firms didn't seem to want a man who appeared to have been everything and nothing in particular. When they asked him what his special line was, he got confused, and when he faltered and his replies became scarcely intelligible, they took his name, saying they would write him. But somehow or other nothing tangible came of his numerous applications. He never got the welcome letter asking him to start.

Fred's board bill was three weeks overdue. The small stock of money he had brought with him was reduced to a very few dimes and nickels. For over two weeks he had been learning how a man could live on two meals a day—one in the early morning and one late in the evening—and also if necessary walk a dozen miles in the interval between them.

He found nothing romantic nor thrilling in the actual experience of a young man trying to fight his way up in a big city. It was sordid, spirit crushing, nauseating. Multi-millionaires had gone out of their way to descend on the blessings of poverty in early life, and the fervent joy of overcoming what seemed insurmountable obstacles. After a short trial Broder determined, if he could get out of his plight immediately, he would take their word about the pleasure of being short of money and the rest of it.

And his clothes! He kept well in the shade when possible, but he had noticed several men looking keenly at his dress. But of late men who paid much attention to his personal appearance didn't even trouble to say they "would write" him. They merely said they would "consider the matter," and made the statement in a tone of utter indifference.

Saturday night Broder was in despair, but the thought of to-morrow's paper, with its long columns of "Help Wanted," buoyed him up. Surely the tide must be on the turn for him. Something was bound to turn up in a few days.

Eagerly he bought a paper on Sunday morning and read the advertisements with all his eyes while engaged in swallowing the meager breakfast put before him. Ah! He was surely wanted by the firm who put that advertisement in the paper. The notice ran:

"Young Man—23 to 26 years old, all round banking experience preferred. To a man with energy, ambition, executive ability and who is an A1 penman we will pay \$100 per month. Address —."

The better part of Sunday Fred

toiled on the application. But when he was through, although his stock of note paper was sadly depleted, he was certain his letter would compel favorable attention and secure an interview.

Sure enough Tuesday morning brought him a letter signed by the Vice-President of a big corporation requesting him to call that day at 10 a. m.

Eagerly Broder put an extra fine polish on his shoes, brushed his once smart clothing carefully, and surveyed himself a dozen times in the mirror to get that bright, keen look on his face which he had noticed on all the countenances of men holding responsible positions.

Ten o'clock found Fred in the presence of the Vice-President of the Blank Manufacturing Company. He noticed that the big man had that quick, alert look on his face worn by all other successful men, only intensified. He seemed to have the smartness and alertness of ten compressed into his gaze. But, despite that, the eyes were not unkindly. They did not dwell long on the shoes down at the heel, nor on the sadly over-worked suit, but traveled swiftly up and fixed themselves on Broder's features. Fred felt himself being read, but, not being self-conscious, retained his poise, which fact seemed to tell in his favor.

Broder also subtly felt that the man of business regarded the way he told his story as even more important than the statements he made, and therefore spoke out boldly and confidently.

His recital, manner and references were all evidently satisfactory, as when he had finished the business man said: "All right, Broder, I guess you'll do. Hold yourself in readiness to start Thursday morning. Mind, though" (at this point his eyes flashed). "we don't like quitters. You'll have to work hard here, sometimes until late at night; often Saturday afternoons. But it's not a bad place. If we work our men for all they're worth, we don't underpay them. I started in here much lower than you."

Dismissing Frederick with a curt good-bye, he leaned over to his assistant and said: "Seemed nice bright boy, that. I like those country youths. They're strenuous and not afraid of work. A bit slow to catch on, maybe, but they've got the goods on 'em. I noticed he seemed to want the job, too. Well, I came from the country myself, and know how hard the game is—Oh, I didn't tell him he'd have to report at the other factory, did I? That's where he is wanted."

Jumping from his chair, the Vice-President unfastened a small brass door built in a wooden partition and, putting his head through, yelled "Broder!"

Broder did not hear him shout, but just as he was preparing to call again something in Frederick's demeanor—half guilty, half furtive, as though he were doing something in a hurry that he had no right to do—arrested his attention.

The truth was that when the Vice-President had talked so hard and earnestly about long hours and hard work, Broder's yellow streak had de-

THE FRAZER

Always Uniform
Often Imitated
Never Equaled
Known Everywhere
No Talk Required to Sell It
Good Grease Makes Trade
Cheap Grease Kills Trade



FRAZER Axle Grease
FRAZER Axle Oil
FRAZER Harness Soap
FRAZER Harness Oil
FRAZER Hoof Oil
FRAZER Stock Food

Good to the Very End

S.C.W.

5c Cigar

G. J. Johnson Cigar Co.

Makers
Grand Rapids, Mich.

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.

Fire and Burqlar Proof

Safes

Tradesman Company, Grand Rapids

veloped until he was in a state of cowardly fear about being worked to death. When the Vice-President called him he was engaged in asking the boy at the door a hurried question as to the hours of work, and was being assured that, instead of their being longer, they were really shorter than in most offices.

"Huh," observed the diminutive door attendant, "that's only the way the old man tells whether a feller's got any sand in him. He tries yer out that way. If yer eyes flinch and yer jaw drops he don't want nobody."

Instead of calling "Broder" again the Vice-President waited until Broder had walked away and then called the door attendant.

"What was that man asking you about?" he asked sternly. "Now, tell the truth. No lies."

"He was asking me what time we started in and quit, an' whether we were worked to death."

"All right. I wanted to see him again, but I guess it doesn't matter now."

To the stenographer he said: "Dictation, please."

"Mr. F. Broder, City: Since you left this morning new developments have arisen which make it unnecessary for us to employ your services, which fact we regret—no, cut out that last phrase about regretting. As, however, you will likely not be looking for anything for a day or two, and we do not want you to be at any monetary loss through our action, we inclose herewith check for \$15."

William Britt.

The Earth Is Not a Solid Body.

Is it "terra firma" or is it "terra infirma?" Camille Flammarion remarks that "The planet which we inhabit does not possess the apparent stability which it presents to the mind uninstructed by history and science. The intensity of seismic shocks and the electricity of the terrestrial globe were seen in the great disaster of Assam. This earthquake, which was not less disastrous than that at Lisbon in 1755, took place on the 12th of June, 1897, and the tremors of the earth not only spread from this spot to the antipodes but they were registered again on the seismographical apparatus of India after having twice made the tour of the globe, like the atmospheric and marine waves caused by the gigantic explosion of Krakatoa in 1883, which I showed in my special work on the subject. The last eruption of Vesuvius and the earthquakes of San Francisco, following the earthquake of Calabria, which continued from the 8th to the 15th of September last; the one in India on the 4th of April, replete with terrible consequences; and the many slight shocks observed everywhere lead us to study these phenomena of nature by the help of the most recent investigations of science. The earthquake at San Francisco seems to have been of the same intensity and energy as those of Lisbon and Assam. It was registered by all the seismometers of the globe, and it was not until they had twice made the tour of the world that the tremors decreased in force."

Be Composed When You Take Important Step.

"Fate," said Thomas Lawson, of Boston, "hangs no red lights at the crossroads of a man's career." This is true. Few men can see all the results that will come from taking a certain step. But it is rarely wise to make an important move in an angry or depressed state of mind.

Some time ago in England important news was received in Liverpool about a disaster to the crop in the Southern States of America. The cable came just after the market had closed for the day. And it was wisely remarked that it was a great stroke of luck it did. Traders who would have lost thousands of dollars by trying to act wisely on the impulse of the moment, instead had a good night's rest and several hours' reflection before the market was opened again. The result was that before the market opened the wise old members of the exchange came together, and when business commenced put their shoulders under the market and averted scores of bankruptcies which would have ensued had the news come a few minutes before it did.

Scores of men who act on the impulse of the moment have a lifelong regret on their minds for a rash and foolish move. Take your time. If you have been years in a place surely you ought to think for one day before you lose all the advantages coming to you for long and faithful service.

When a man has had his dinner, scientists say his body and mind are much stronger. Then when quietly smoking or taking a walk a decision can be arrived at which will generally do the thinker credit.

Of course, cases of great moment often have to be decided on immediately; but generally it is unwise to be rushed into doing anything of importance. Men who have the reputation of possessing good judgment will not be rushed into making hasty decisions. They want to look at a thing from different viewpoints.

When you make a decision, if possible, also get a woman's advice. The intuition of most women is far more keen than that of most men. Talk the matter over with your wife. If you haven't a wife, ask your best girl. She will generally astonish you by asking some pertinent and vital questions about the proposition of which you never had thought.

When you are tired and hungry and the world looks blue and dismal, put off making rash promises. It's morally certain you'll go wrong if you do. Wait until you've taken a bath and had a meal. Then you'll be able to do yourself justice. But seek counsel, if possible, and don't despise the help of a woman. George Brett.


Most men take kindly to a story which has a flavor of the unsavory.

VALENTINES

Complete lines at right prices. The boys will call with a full line of samples.
FRED BRUNDAGE Wholesale Druggist
 Muskegon, Mich.

Seals--Stamps--Stencils
 WE MAKE THEM
Volk Stamp and Stencil Co
 H. J. VOLK. J. P. SOLOMAN.
 91 Griswold St. Detroit

Guns and Ammunition



Complete line of
Shotguns, Rifles and Revolvers
 Loaded Shells
 Camp Equipment Big Game Rifles

FOSTER STEVENS & CO.
 Grand Rapids, Michigan

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



Instructive Reminiscences of the Days Gone By.

It was a patent leather, man's blucher, with dull upper, extension sole, medium toe, that made these confessions. And I am frank to admit that both the matter and the manner of the story have caused a brand new idea to sprout on the soil of my mental life. Perhaps this idea may best be set forth by the phrase, shoe-tragedy.

I discovered this old shoe on the outskirts of one of our suburban sections. It lay there with certain other worn-out utilities of civilization, but between the shoe and these—since they were commonplace of origin—there was no bond of sympathy. Although far less dilapidated than these low-born utilities, the shoe looked vastly more disconsolate. As it lay there with its sodden upper glued to the soil and the shimmer of the sun on its shabby vamp it impressed me as being proud and strong even in its ruin. It was to be seen at a glance that it had been cast off by some unappreciative person far too hastily, and it was this circumstance, perhaps, which prompted me to poke it with my stick. When I did it grunted a protest which was not quite intelligible, but evidently quite cordial in its sourness. It struck me as being deucedly queer that anything in the way of an old shoe would resent being prodded, and so I poked harder than ever just to make sure that my fancy wasn't playing me a trick. The protest came quick and with increased venom. At this I was minded to say:

"What's the matter with you anyhow, shoe? And why are you so devilishly touchy?"

(Only a grunt from the shoe in response.)

"What are you grunting about, old fellow?" I persisted. "Why don't you take it easy? Back there in the city people are going to the bow-wow for want of a little leisure and occasional gulps of fresh air, and out here you are fairly soaked in both."

"Do you always ask questions in bunches," snarled the shoe, and it was evident that his tongue wasn't as supple as it used to be.

"You're fresh for an old shoe," I retorted, "I wonder you don't find a mate."

"In the words of the telephone girl," said the shoe, "'don't mind it, please.'"

"Do you consider yourself an ornament to the landscape?" I resumed.

"I was once in a window trim," said the shoe with a touch of injured pride.

"I've seen all kinds of stuffed things in window trims," I retorted.

Evidently the shoe was in no mood for further by-play, for it shut up like a clam. I changed my tactics.

"Say, old shoe, it's evident you've seen better days—would you mind telling me the story of your life?"

There was a little tremor of the

pull strap, which I at first thought was due to a fitful gust of wind, but afterwards decided arose from the shoe's inner emotions. Presently the old shoe spoke as follows:

"It isn't necessary for me to tell you," began the shoe, "that I was once a proud, well-favored specimen of footwear. I was designed by a man whose name is synonymous with shoe-stylefulness. You'll see his monogram there in buff silk stitching on the pull strap. I remember his saying once that he thought about me a great deal before he decided to make me as he did. I was one of the first batch to go through on the new last, and that is a thing that any shoe has a right to be proud of—provided the last is the proper sort. You can see for yourself that this last which was the making of me was not an ordinary last. It stood for something; and, although it is I that say it, I tried my level best to yield myself to the realization of his ideal. Yes, I was a young, ambitious and foolish bit of footgear then—and it is well enough that I didn't know what Fate had in store for me.

"More than once during our progress through the factory the boss came in to see how it fared with us. It made my lace stays hot with indignation to hear the boys say, 'There comes the Chief Squeeze!' In the lasting room he picked me up and ran his hand over me with a pleased expression on his face. It is one of my earliest and proudest recollections. He told the foreman I was getting on in a way that just tickled him all over, and that I would by and by get the shoe-buying folks by the ears all right. Of course that would make any shoe feel good. I was then tenderly laid back on the rack with others of my kind, and I heard the boss tell the man to push us on as fast as possible. Then followed a lot of technical things which I did not comprehend at the time, but afterwards learned were expressions to the effect that he wanted us made in every detail right up to the top-notch of shoe excellence. The man nodded a hearty approval, and said that he would do that very thing or bust something about his anatomy, which I am not quite able to recall at present. The boss said, 'Good!' and disappeared with that swift, decided gait of his that I would recognize anywhere.

"When we were finally put through the finishing room the boss came in again and looked us over. The smile that played about the corners of his mouth made him look younger. He said things about us that were pleasant to hear. When he went out he carried me with him into the office and set me up on the polished surface of his colossal roll-top desk. He then got a big black cigar out of one of the drawers and when the cigar was burning cheerily he looked at me while the little clouds of fleecy, fragrant smoke curled upwards. More than once he took me down, held me at arm's length, and inspected me from different angles. I was deeply impressed with the penetrating quality of his eyes; he seemed to see everything about me all at once. I was sure that he had no fault to find

in me, for during all this little interview he never once frowned.

"Presently he called in from an adjoining office another man. This other man looked like a boss, too. The first boss called the second boss, 'Fred.' He said: 'What d'you think about it, Fred?' Fred took me and looked me over quite a while, also holding me at arm's length from several positions. I was beginning to fear that 'Fred' wasn't going to speak at all, but at length he did. There were several expressions of an enthusiastic nature such as: 'By Jove, that's a corker, ain't it?' 'Looks good to me!' etc.

"After this I was carried back to the rest of my kind, and in the course of a few days we were wrapped in cotton batting, placed in cartons and crated for shipment. I didn't know where we were going, and didn't care particularly, for I felt that we needn't be ashamed to pull up even in the center of fashion. After many jolts, and at the end of what seemed to us an age, we were transferred from the car to a wagon. After being hauled through the streets in a dray we stopped abruptly and were carried into the warerooms of what I found later on to be the swellest shop in the city. When the man opened the box he seemed to be eager to have a look at us. It so happened that I and my mate, to whom you so unfeelingly referred, occupied the carton nearest at hand. Us he took out and looked over. He seemed to be as much pleased with our appearance as the big boss had been back at the factory. With my mate in one hand and me in the other he fairly pranced forward to where the proprietor was standing. As the man approached the proprietor turned about. I was struck by the looks of him. He was a thin, dark man, with eyes that looked as if they might study the molecular activity of most anything he chose to scrutinize. He took me up and looked me over, and I must say that I couldn't help wincing when he got his optics focused on me. But I soon saw that he was pleased with me, and this suspicion was confirmed when he told the man to put me in the window. My mate of course went with me.

"It would make this story entirely too long to tell you all that I saw and heard during my stay there in that window. It was a big, showy window and must have been thought well of by the people who saw it—and they were many. There were many kinds of shoes there—more than I had ever dreamed of. Some of them were big, heavy shoes that looked as if they might squeak; there were light, thin-soled shoes that looked entirely too frail and dainty; there were blacks and tans, dull leathers and patent leathers; shoes made of oil grain, vici and demi glazed leathers; there were laced shoes, button shoes and oxfords, to say nothing of the pumps, house slippers and riding boots; and there were also some things not shoes, but essential to shoe life and comfort, such as polishes, polishing brushes, trees, laces and the like. It was a big show, I assure you, and I was in high feather at my good luck in getting there. I think

it is a liberal education for any shoe to be placed in a window trim.

"And the people that saw us! I had no idea there were so many kinds of people running about loose. Some of them made us laugh, and some of them made us mad. While the people on the outside were looking at us we were looking at them. Sometimes we made remarks about them. The vici blucher to my left used to make some of the drollest remarks I ever heard from the tongue of a shoe. Somehow my mate and I got rather more than our share of the admiration. I have often seen men pass the window, then turn back to look at us the second time. Many, many times men have looked at us (my mate and me and then come into the store and called for shoes like us.

"One day a blockily built young fellow with hands thrust deep in his trousers pockets, stood looking at us for fully a minute, then wheeled about and walked in. I heard him tell the clerk that he wanted a pair of shoes like us. The clerk took his measure and found that this young fellow required an eight—and that's my number, as you see. After trying on several pairs—and I could overhear only parts of the discussion—the clerk said:

"'Friend, a B is too narrow for you, but I have it if you insist on taking it.'"

"The man insisted, and so the clerk took my mate and me from the window—much to our regret—and carried us to the fitting stool. Me he tried on first, and the minute I came in contact with that foot I realized that there wasn't enough of me to make that foot comfortable. But he managed somehow to pull me on, although I protested as loud as I could. Then he put my mate on the other foot, overcoming by brute strength the same resistance he had met with in me. Having got us on he inspected himself in the big mirror and told the clerk we would do. And shortly thereafter he went out with us. Then my troubles began.

"Us he wore in all sorts of weather, and occasionally into places where no self-respecting shoe would go of its own accord. Sometimes he was wobbly on his feet and made us come in contact with objects which scuffed us shamefully. We were never treed. I am afraid we retaliated by hurting the feet of him who abused us. A B shoe on a D foot has a good opportunity to get even. I make no bones of saying that I embraced the opportunity.

"By and by he cast us off more in anger than sorrow. In two directions we were cast, my mate and I, and since that moment I have been kicked from pillar to post. One morning the ash man found me, but failing to find my mate, carried me out here with never a qualm. Here I have since remained, wronged, humiliated, and finally discarded, through no fault of my own. I'm all in now, but I think I would have done better if I'd had half a chance."—Cid McKay in Boot and Shoe Recorder.

A man's knowledge often brings upon him troubles he would like to have avoided.

Rouge Rex



We have them in High Tops Kangaroo Stock 1/2 D. S. or Double Sole 8, 10 or 12 in. high.

Walrus Waterproof Shoes treated with Walrus Oil. One 2 oz. bottle Walrus Oil with each pair shoes 8, 10 or 12 inches high, 1/2 D. S. or double sole. Write for sample.

Hirth-Krause Company

Shoe Manufacturers

Grand Rapids, Mich.

Selling



As a dealer your proof of a shoe is in the selling.

As a consumer your proof of a shoe lies in the wearing.

A line that combines selling quantity with wear quality is the best foundation on which to build a paying business.

For over forty years our shoes have traveled in the selling class, because inside and out and from top to sole we have made them so thoroughly good.

Give the people the most you can for their money. We do it and find it pays.

Buy our shoes and you can do it, too.

RINDGE, KALMBACH, LOGIE & CO., LTD.

Grand Rapids, Mich.

We Make Nothing
But

RUBBERS

We Sell Nothing
But

RUBBERS

We Don't Solicit Your Business on

Anything But Rubbers

We are specialists in the Rubber Shoe Business, consequently can supply your wants and handle your business efficiently.

Buy your rubbers direct from the manufacturer.

The Beacon Falls Rubber Shoe Co.

Not in a Trust

236 Monroe St., Chicago

BURNING UP MONEY.

Many a Merchant Does It in Handling Advertising.

Written for the Tradesman.

"I'm going to cut down my advertising expense this year," said the shoe man, sitting at the back of the drug store, where the man of pills and patent medicines was struggling over his books.

"Doesn't it pay?" asked the druggist.

"Oh, in the long run I presume it does, but I've got to go slow this year and I can't afford to pay out money in the hope of returns in two or three years."

"Suppose you cut down your advertising expenses," said the druggist, "and manage not to reduce the volume of advertising?"

"I can't be done."

"Do you know that half the money paid out for advertising is thrown away?" asked the druggist.

"I have heard so. And I have also heard that less than half the food we eat gives any return for the investment. Everything is a gamble."

"No," said the druggist, with a serious look, "advertising is an exact science. There is nothing of the gamble about it."

"You think that it is unnecessary to waste money in that way?"

"Sure."

"How are you to avoid it?"

"By knowing what you are at and watching the work you employ others to do for you in the way of publicity."

"Elucidate."

"Well, here's a case in point. I walked along a country road, the other day, just for the fresh air and the exercise. Incidentally I looked up and inspected a lot of paint signs I had caused to be put out."

"The old story about signs put on with whitewash, I suppose," said the shoe man. "For one, I never deal with the man who paints signs on country fences and barns."

"I saw some whitewash signs," said the druggist, "but I wasn't going to speak of them. I saw more expensive signs which I would want the rain to wash out if they were mine. They indicated a mighty bad conception of advertising."

"What sort of signs were they?"

"Rather neat bulletin boards—well put together and painted up in good shape."

The shoe man began to look cross.

"What was the matter with them?" he asked.

The druggist was looking out of the window. He was not supposed to know that the shoe man was getting angry, so he blundered ahead.

"Yes," he continued, "if they were my signs I'd want the rain to wash the boards free of paint. It would save the expense of having it scrubbed off."

"Why would you have it taken off?"

"Because the advertising matter is rotten. It is not advertising at all, except that the name of the merchant and the number of his store are given, away down at the bottom, where few will see them."

The shoe man arose and pranced

up and down the floor. He did not like to hear the druggist talking that way about the bulletin-board signs for two reasons. They were:

1. They were his signs.

2. The druggist was generally believed to know what he was talking about when he cut loose on advertising.

"Well, tell what's wrong with the stuff," he said.

"How much did those boards cost you to make, paint and put up?" asked the druggist, irrelevantly.

"A lot more than they should have cost."

"You saw them painted?"

"Yes, and I supplied the matter, if that is what you are after. And I was advertising shoes, and not paint or patent medicine."

The druggist laughed at the other's show of ill-temper.

"What is the first line?" he asked.

"Why, I don't remember now."

"It is, 'WE SELL,' in letters that take up half the board. Now, where is the use in saying that? What is the good of it, anyway? It doesn't mean anything."

"What would you have led the advertisement with, Mr. Wisehead?"

"Shoes \$3," was the reply.

"But I usually advertise cheap shoes in the country."

"Then you should have put \$1 or \$2 in the top line. What is needful is to get the thing and the price where they strike the eye the first thing. 'We Sell! Say, honest, that is funny! But that is no worse than a big, expensive advertisement for a steam pump I saw once. It was painted on a fence in huge letters. Must have cost a \$10 bill, if not more. What do you think was in the top line? 'The Noblest Roman of them All! Now, what do you think of that? How can a pump be a Roman, anyway? It is too funny to talk about.'"

"What would you have put there?"

"Something about the pump. Some merit it had over others. Something catchy. You have, I presume, observed the rhyming lines in modern advertisements? The double line, 'It's Pure, That's Sure,' makes a hit. So do the words, 'Kalamazoo, Direct to You.' Yes, you go out and wash that paint off your boards and put something on that you will hear people quoting when they come into the store. If you can't do it yourself, pay some one for a bright advertisement. This notion that you must hire an expert to make your boards and paint your announcements, but that any old fool can dream out the proper thing to put on them is obsolete. You ought to pay more for the matter than for all the rest put

together, for that is where the value comes in."

"All right," said the shoe man, "I'll give you the best pair of shoes in the store—two pair if you think one isn't enough—if you'll get up something to put on those boards that you will approve of. Something catchy, as you say."

"I'm not an advertisement writer," laughed the druggist, "but I'll see what I can do in that line. It's the idea you want, you know, and not a string of words, and the thing is to get an idea not out of place on a country fence."

"I've got something," said the shoe man, leaping to his feet again. "Whee! I've got the sort of a thing you've been talking about! You bet I have. It will do for farmers, all right, and it will do for city people, too. Guess I'll write down to Washington and get a copyright on it. I wonder why I never thought of it before? Off comes the paint now, you bet!"

"But you've contracted with me," suggested the druggist, with a grin. "You're under agreement to let me do that work and take my pay in trade. What is your notion?"

"Oh, you'll get the shoes, all right," said the shoe man. "You gave me the idea that is now swelling within me bosom! You'll get your shoes, all right. Say, this notion of mine is such a corker that I hate to give it away."

"Come, out with it."

"I'll call in all those boards," said the shoe man, "and I'll get a man who can paint in red, and I'll have him write:

"MARTIN'S SHOE
WON'T WET THROUGH!"

"Have him paint it in red at the top of every board, and just below I'll have a picture of the shoe, with a red line drawn around the price, which shall be painted on the sole of one shoe. You see, I'll have one shoe show the top and one the bottom, and I'll have a finger pointing to the sole, and the words below:

"SEE THAT WATERPROOF SOLE?"

"Now, don't you think I'm waking up in the matter of advertising? Oh, you've got to show me from this time on."

"You're all right," said the druggist. "The idea is worth a hundred

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

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.

to a manufacturer. Keep on that way and you'll have a double store before the year is out."

"I doubt if I'll continue to receive inspiration when I've got out of your magnetic influence," smiled the shoe man. "Well, come on out here and fill your pockets with cigars and then trot over and get the shoes."

"Wait a week," said the druggist, "you may change your mind before you get home. And don't do too much of that fence advertising. The family newspaper is better, if you know how to use it. That couplet is all right for that, too. But is it a fact that the Martin shoe won't wet through?"

But the shoe man was going out of the door, and out from the swish of the street came the muttered words, drifting back to the ears of the druggist:

**"MARTIN'S SHOE
WON'T WET THROUGH."**

"He'll hear that in his store often enough," thought the druggist. "I wish I'd blundered on that myself."

Alfred B. Tozer.

How One Girl Won Success.

Lola Rapp arrived from a small country town from down the State several years ago. She had come to the city determined to win her way in the world.

Lola was the picture of simplicity. At that time she was just 19 years of age. Her sole object was to become a woman of the business world. She wandered across the bridge, where she obtained a single room for \$1 a week.

Weary from her travel and inclined to be a little homesick, Lola retired and was soon in deep slumber, dreaming of the success that would surely come to her. As was her custom when living on the farm, she awoke the next morning at 5 o'clock with the birds. She dressed herself neatly and with an air of determination left the house in search of employment. Instead of going down town she went north.

Finally she arrived at a neat little corner grocery on a quiet side street. Outward appearances of the store resembled that of a small department store of the village whence she came. It made her long for home. She stood in front of it for at least ten minutes debating what she should do.

Knowing that to make a successful business woman she had better start in at just such a place as this to study the commercial world from the small dealer's point of view, she resolved to enter and ask for employment.

An old miserly looking man confronted her at the door. His appearance alone made her tremble, but she regained her courage and explained to him that she was seeking a position. After a few minutes' parley she was successful and was employed at a salary of \$4 a week. This amount seemed large to her. The store was quaint and homelike. This in itself meant much to her.

She retained the position several months for experience which would prepare her for the accomplishment of her object. She greeted with a

cheerful smile all customers who entered and was ever willing to serve them. For this reason if nothing else she was liked by the neighborhood.

The store was clean and the patrons were of a German type. She was well satisfied, but realized that she could not work for the same salary longer even although she was studying the trade at the same time. As a matter of fact, she had obtained all the knowledge she desired in that line, so one busy night when trade was more brisk than usual she asked her employer for an increase in salary.

Although the owner of the store knew that his trade had increased twofold since he had employed her, he refused her request, giving her the average employer's story, "Business is too dull."

"Business was too dull"—Lola knew that such was not the case. On the following Saturday she resigned her position. He offered an increase of \$1, but she refused it. She rented a vacant room across the street and started a store in opposition. She possessed little money, but salesmen remembered her smiling face and she was given plenty of time to pay for her goods. In a short time she had a well stocked store.

In the course of a month she had, by dint of "down weight" and politeness, won much of the neighborhood trade and, more than that, she kept it. She had the intuition of a business woman. She was free hearted and kind to the children. At first she was not particular about making more than living expenses.

Several weeks later she had no competition, for her enemy and former "boss" had failed and closed up his store. He moved from the neighborhood, blaming his former help, Lola, for his failure in business. The trade and business of Lola's store then increased with greater rapidity; everything was clear of debt. She owed for nothing. She bought the building later and several additions were made to it and different branches were installed.

Several months later business was so good and there were so many departments to look after that she needed a manager. She wished to employ a good, honest man.

Suddenly she remembered her former employer, and, remembering that he was the "making" of her, employed him. Out of work, the old man consented to the proposition made to him by Lola. It hurt him to work for her, but he stepped into the store and worked with great alacrity and was honest.

Lola became the owner of a wholesale store—the sole object of her life. Besides herself there is only one person who has anything to say about the management of the store, and that is her "miserly old employer," whom she respects and thanks for her success. It might be worth while to mention that he never asked for an increase in salary, but it has been raised twice.

In evidence of her success there stands a large red brick building on that now busy side street.

William H. Murphy.

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.

Forget It!


Forget the mistakes you have made in ordering shoes for boys' wear that looked good in the sample and fell down on the first pair you tried on your best customer and lost you their business. Get a line of

Hard-Pan Shoes
For Men and Boys

and be a success—without worry. Hard-Pan shoes will bring back your customer the next week, the next month, and bring along new trade. But don't forget that but one man in a town can get them. Your success depends on your action today—a postal will do the business if the other fellow hasn't got ahead.

**Our Name on the Strap of Every Pair of the
Original Hard-Pans**

HEROLD-BERTSCH SHOE CO.
Makers of Shoes
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.

TYING UP PARCELS.

Why the Trade Will Never Quit It.
Written for the Tradesman.

The three chums, the grocer, the clothier, and the hardware man, sat at the rear of the grocery smoking and telling hard-luck stories.

"There's a new thing on in the grocery business," said the clothier, presently, "which ought to give us purer food. I read about it in a New York paper not long ago."

"Purer food!" echoed the hardware man. "Why, the grocers sell only pure food now. I'd like to see you find something wrong in this stock."

"You bet it's pure!" said the grocer. "The traveling salesmen who sold it to me said it was, and they wouldn't lie."

"Not long ago," said the clothier, a whimsical look on his face, "I read a story about four flies. They were buzzing on the window of a dining room one hot day, and—"

"Chestnuts!" cried the grocer.

"All right," said the clothier, "I'll tell it to the hardware man. These four flies were hungry and the table was set, so they fell to. One of them dropped on a plate of honey and buzzed and buzzed until he was full up to the eyes. Then he went off and died. For the honey was adulterated with noxious things.

"Another fly dropped into the sugar bowl and filled up. Like his mate, he got a good load, then he, too, went off and expired. For the sugar was adulterated and the insect died of poison.

"The third fly lit on a dish of ice cream, just then put on the table, and feasted in merry glee. When he could manage no more, he flew off and passed in his checks. The ice cream was poisoned with wood alcohol flavoring extracts.

"When the poor little fourth fly saw his brethren lying cold in death he figured it out that life would not be worth the living without his chums, and he resolved to commit suicide and join them in a fly heaven. So the bereaved little creature made a farewell buzz about the room, singing his own death song, and, flying straight to a saucer of liquid fly poison, drank his fill and keeled over. But it was so that the fly poison was also adulterated, and the unsuspecting creature flew away in perfect health, cured of the desire for death by the tonic of the alleged poison."

"I wish," said the grocer, wearily, "that people would place the blame for impure goods where it belongs. We know that a lot of the stuff we sell is adulterated, but we get the best we can, and are not to blame if the officials of the state do not insist on making manufacturers toe the mark in preparing their product for the market."

"Well, there's hope for grocers in a scheme they are trying in New York," said the clothier.

"There're plenty of schemes," said the hardware man. "But most of them need fixing a whole lot."

"It will help the poor down-trodden grocer," said the grocer, "let us know what it is immediately."

"It will help the consumer more,"

said the clothier, "and place the responsibility for impure goods right where it belongs."

"Out with it."

"Well, the idea is to have every article sold in the store sold in the original package," said the clothier.

"I wonder if the man who conceived that idea ever ran a grocery in a country town, or in a tough city district?"

It was the grocer who spoke.

"What's wrong with it?" asked the clothier. "The article stated that the goods were to be put up in such sized packages as experience dictated. I don't see why it won't work. You walk into a store and ask for half a pound of butter. The clerk takes a little package out of the cooling chest, and there you are."

"But when butter is thirty cents a pound; and a child comes in and wants three cents' worth? What then?"

"Why, if that is the manner of city trade, the grocer will have to cut a package or send her away."

"They'll have to put tea and coffee in five-cent packages," said the hardware man, who had once done business on Second avenue, New York, just above Grand street.

"You bet they will," said the grocer. "When the man operating this new-fangled provision emporium gets up against a red-headed wash lady who has come in with ten cents to buy a dinner for six he'll have to open a few packages, and then some. In good times a small measure of potatoes is six cents. The measure is about as large as a two-quart tin pail. Well, I've had people come in and ask for half a small measure of potatoes. That would be three cents. What? How you going to fix that? Corn meal costs about three cents a pound in the poor precincts of large cities. The orders are from half a pound to two pounds. I guess they'll put up cornmeal to the value of a cent and a half in a pretty little package, with a picture of a mill and a dam on the cover? Not this year."

"Come to think of it," observed the clothier, "the grocery which is to be operated on the original package idea was located farther up town where the people are comparatively rich, and can put up the cash for a whole measure of potatoes and a whole half pound of butter at one fell swoop. Say, but when the grocer gets so he can sit in a revolving chair in the center of his store and just whirl round and take things off the shelves with a long pole and exchange them for cash, I'll be in the swim. I always did like the grocery business."

"And when you get all ready to swing around," said the grocer, "you'll bump against a sweet little child of the tenements with calculation in her eye and three cents in her dirt-browned little fist. She'll want a cent's worth of pepper, and a cent's worth of cinnamon, and a cent's worth of mustard, and will you be good enough to give her a pinch of salt? And when she goes away you'll meet a cold-eyed woman with an open package of codfish in

her outstretched hand. She'll tell you—"

"No, she won't," said the clothier, "for by that time I'll be on a car headed for the dim land of the pines, or some other seaport town, where the high denomination of money is not the merry little cent."

"And she'll tell you," continued the grocer, "that the man who filled that can used more salt than fish, and that the moral character of the fish was bad to begin with, and that it had been put up improperly, and that if any real codfish ever saw that stuff in the can it would back off and deny kinship, and she would tell you more other things than a woman can remember after a quilting bee, and you would give her back her money and sell her a little tin of pure maple sugar, made of corncobs down in a basement on River street. That afternoon she will come waltzing in with a little tin dish in her hand, and will show you the collection of antiques she got out of the pure maple sugar when she melted it."

"You kick just because it is a new scheme," said the clothier.

"When you can make people all think alike," said the grocer, "perhaps an original package scheme may work, but the store will have to be in a fine district. And even then some chump will come along and sell in bulk, and get the trade away from the new-notion store. People want what they want, and as much or as little of it as they are prepared to pay for. Nit! It won't work."

"But see how the original package notion is growing," said the clothier, pointing to the shelves packed with tinned goods. "A few years ago about all that stuff would have been sold in bulk."

"A few years ago," said the grocer, "it would not have been sold at all, at least in a grocery. That stuff has come on the market within ten years, or twenty at the very latest. Look at the brands. Meats, and vegetables and fruits in tins! People would have opened their eyes at such a display twenty years ago."

"If the original-package store ever does arrive," said the hardware man, "the goods ought to improve in quality, for it will be a race between brands."

"It is a race between brands now," said the grocer, "and yet we get a lot of rotten put-up foods. Oh, there will be improvements in the grocery business, but it will not be in that way. There's a lot of canning factory managers who will have to serve time before we can get things just as we want them, and the date will have to be put on the package."

"I bought some canned beans the other day," said the hardware man, "and there was no need of a date on the label. Up at the house we all knew that the stuff outranked us all in age. I guess I could have registered it and had it vote, for it was old enough."

Then the three chums went across the street and sat down at a round table.

Alfred B. Tozer.

THE CASH CUSTOMER.

He Is Never Prized as He Should Be.

Jones and Johnson lived side by side. Their dwellings were the same, belonged to the same owner, and were a part of an entire row built from the one set of plans. And, as one would naturally suppose under the circumstances, they paid the same rent. But this is as far as the similarity went. Jones' house was rusty looking and sadly in need of a coat of paint, and the rooms in need of papering, while at Johnson's everything was in apple pie order, the house newly painted, rooms in fine condition. The same rule held good with every class of repairs. It certainly seemed strange.

"What's the rub between you and the landlord?" I tackled Jones one day. "Why doesn't he paint you up like Johnson? Behind in your rent?"

"Not a cent. Never failed to pay right on the day. I am sure I give it up. Whenever I phone him he puts me off. Always has one excuse or another. Just like pulling eye-teeth to get him to do anything for me. It's different with Johnson. All he has to do is to phone, and a man is sent out the same day.

"I can't understand it. Guess I'm hoodooed. Anyway, I know it always used to be the same way at every place I ever was. Same way with my grocers and butchers. First few purchases the best of everything is sent me, then the quality of the goods takes a sudden and permanent slide. I pay for the best. With Johnson it is different. He always gets the best. I don't know why, but he gets it. We patronize the same grocer and butcher — Smith and Brown."

This was a fact. I had noticed and been struck by the oddity of it on more than one occasion. At Johnson's the steaks were of the thick, juicy kind, the butter above suspicion, and the coffee never failed to give that delicious aromatic evidence of being the real thing. At Jones', on the other hand, everything seemed to be of the dubious order.

"Johnson," I said, one fine day, "I want you to tell me how you work it to get the swell stuff day after day and week after week? Have you a mortgage on Smith and Brown—do they owe you anything?"

"No, indeed! They don't owe me a cent. But aside from that, really, you will have to excuse me—my wife never would forgive me were I to give away the snap."

Aha—so I was right in my surmise, after all—there was a snap! The selfish scoundrel! But I would learn it. Even if I had to invite myself out to dinner with him every day for a month. The mystery should not go by default. If necessary I would worm myself into the confidence of the two boarders. Boarders often get on to things. Especially the star boarder. Aha! Here was an idea sure enough. Why should Rogers, the star boarder, be treated so much better than Pettibone! Both paid the same rate, and the latter was not a whit less agreeable than the former!

Here was a parallel case—a valuable clew. I would run it down.

"Pettibone," I said to that gentleman, as we were lingering over a game of checkers, "between you and me and the checkerboard, how comes it that Rogers is the star boarder?"

The shadow of a sickly smile rested on Pettibone's face, but he quickly chased it. "And do you not know! No? Have you never heard! No? Well, I'll tell you: Rogers is the star boarder in this house because—because he owes Mrs. Johnson \$40 back for board!"

Well, well, well, here was a pretty howdy do and so easy! The next day, hot on the trail, I called on Smith, the grocer.

"Smith," said I, in a tone that could not be misunderstood, "I have made the discovery that your first consideration is not for your cash paying customers, but for those who are owing you. Am I right? I want the truth, the whole truth, and nothing but the truth."

After cautiously looking about him to see that no one heard him, he softly pleaded guilty—and then the confession followed:

"You see, it's this way. It is a case of must with us trades people to give our debtors the best of treatment. We'd lose out at both ends if we didn't. We'd not only lose their trade but also the lump they owe us."

"Then you really prize this debtor trade to the extent that you would not care to lose it?"

"Yes, indeed! That is to say, the class of debtor of which you speak—such as Johnson. They are tiptop customers, steady and dependable and good pay. They merely run along in debt at an even depth in order to have the debt as a kind of a club over us. It works admirably, too, as you have seen. We have too much at stake to slight them. But the advantage isn't all on the one side, however—and that is the reason we really are willing to lend ourselves to the practice—that is, of course, with responsible men, such as Johnson. You see, the debt ties them to us as securely as it binds us to them. Johnson has been on our books now for over three years, and, barring the floating debt, pays up conscientiously."

My visits subsequently to the landlord and the butcher corroborated the grocer. It was something novel, if not exactly startling. To think that hereafter the debt might be viewed in the light of a trading stamp proposition and used as a legitimate auxiliary to business economy was unique.

D. Romero.

Sufficiently Punished.

Judge (to lawyer)—Mr. Sharp, are you defending this prisoner?

Lawyer—I am, your Honor.

Judge—And how much is he charged with stealing?

Lawyer—Fifty dollars, your Honor.

Judge—Well, we'll let him go; he'll be punished enough anyhow.

Lawyer—What do you mean, your Honor?

Judge—Why, by the time you get that fifty, and then he works out the other hundred you'll charge him, he'll be sorry enough he ever was dishonest.

Hardware Price Current

Table listing various hardware items such as Ammunition, Caps, Cartridges, Gun Wads, Loaded Shells, Axes, Barrows, Bolts, Buckets, Butts, Cast, Chain, Crowbars, Chisels, Elbows, Expensive Bits, Files-New List, Galvanized, Gauges, Glass, Hammers, Hinges, Hollow Ware, Horse Nails, House Furnishing Goods, and Iron.

IRON

Table listing various iron and metal items including Bar Iron, Light Band, Knobs-New List, Levels, Metals-Zinc, Miscellaneous, Molasses Gates, Pans, Patent Planished Iron, Planes, Nails, Rivets, Roofing Plates, Ropes, Sand Paper, Sash Weights, Sheet Iron, Shovels and Spades, Solder, Squares, Tin-Melny Grade, Tin-Allaway Grade, Boiler Size Tin Plate, Traps, Wire, and Wire Goods.

Crockery and Glassware

Table listing various crockery and glassware items such as Stoneware, Butters, Churns, Milkpans, Seal Wax, Lamp Burners, Mason Fruit Jars, Lamp Chimneys, Oil Cans, Lanterns, Coupon Books, and Credit Checks.

SALES BY STRATEGY.

Why the Resourceful Salesman Invariably Wins.

That the columns of stories that have been written and the hundreds of tales that have been told of the wiles and strategy of the traveling man have foundation is a fact that comes home to the new man on the road long before he gets used to getting turned down by grumpy merchants. At the same time it is a serious mistake to come to the job of taking orders with the preconceived idea that the work of the salesman consists mainly of trying to outwit his rivals and his customers. The young drummer who tries to make his way in this line is sure to fall down hard in a hurry. Not that he doesn't need to exercise his wits all the time when taking orders. He does. But the fellow who thinks that this is the whole thing in the art of selling goods is so apt to go over the line of legitimate enterprise and strategy and deal dishonestly in trying to "play foxy" that it is a serious mistake to consider it the greatest part of the trade. If "strategy" leads a young man to begin to deceive his trade he might just as well pack his grips, take them to the express office, and follow them home on the next train.

Don't be dishonest with your customers. A salesman who lies to his customers, who has two or three prices on his goods, who works on the "take what you can get" system, never will gain the confidence of a merchant, and never will build up a good trade. Confidence in the salesman is the foundation of success for the traveling man as well as the house salesman.

You might as well expect to scale the Alps in one bound as to be a success as a salesman if you are in the slightest degree dishonest. It is not alone the plain, every day form of honesty. You must be honest to the core. You must not exaggerate. Honesty IS the best policy. You can't do business without it. If your memory recalls those seeming to make a success by dishonest methods, bear in mind: "No good thing is a failure—no evil thing is a success." This may be laid down as a rule in salesmanship.

"But," I have been asked, "do you tell the customer the cost of your goods if he asks you about it?"

Certainly not. If a customer asks me this question I say to him: "My dear friend, you don't tell the cost price of your goods to your customer, nor do I. We can't sell our goods at cost, we must make a fair profit in order to cover expenses, and we must make a little profit besides, otherwise we go to the dogs. A merchant who does not make more than his expenses will not be a successful merchant." No sensible man will take offense at such an answer.

But there are so many opportunities and so much need for legitimate strategy that a salesman would be foolish to waste his time on those that can not be so classed. For instance, there is the case of Mike and Abe, who, meeting in Grand Forks,

N. D., began a battle of wits to see who should be the first man in Devil's Lake, twenty miles away, where there was a customer for whose trade they were keen competitors.

"Where are you going from here?" asked Mike.

"To Cruxton," lied Abe. "And you?"

"I'm going to Grafton," lied Mike. "Goodby. I must go to work again."

Each knew that the other fellow was anxious to be one train ahead of him at Devil's Lake, and this time Abe seemed to have the advantage over Mike. The next and only train from Devil's Lake left at 1 o'clock. Mike could not finish his business before 10 o'clock in the evening—no train for him until 9 o'clock the following morning. He would arrive at 10, too late to secure the first and the larger order. His competitor would be ready for his customer. This thought made Mike furious; it occupied his mind all morning and afternoon while he was working with his customer.

Abe rejoiced. There was no other clothing store in town. He would take the next train for Devil's Lake. By the time Mike arrived he would have sold the larger part of the order. Such were his calculations.

Then the report came: "Train two hours late." Abe didn't like this much. He would not get to Devil's Lake until 3 o'clock, and it would be 4 by the time his samples were unpacked. This was a little late, but he was ahead of Mike and that was sufficient reason for feeling good. He would be selling his customer next morning before Mike could reach Devil's Lake.

When 3 o'clock came Mike was at the station to see if Abe really was going to Devil's Lake. Sure enough, there he stood on the platform of the rear car, and, when the train pulled out, he laughed sarcastically at Mike and cried out: "Good by, Mike! Good luck to you."

He arrived at Devil's Lake at 4 o'clock and saw his customer, who told him he would look at his samples at 9 o'clock the following morning. He unpacked them in the hotel, played euchre until 11 o'clock, went to bed and slept a sound sleep.

At 7 o'clock he arose, breakfasted, lit a cigar, bought a newspaper, and began to read. Nine o'clock sharp found him at the store of his customer. He wasn't in.

"Where is John?" queried Abe of the clerk.

"In the hotel," was the reply.

"What's he doing in the hotel?"

"Buying goods."

"Buying goods? What kind of goods?"

"Clothing."

"Clothing? Why, that's impossible."

"Why is it impossible?"

"Because I have an appointment with him for 9 o'clock."

"Well, he may be through with the other fellow by that time."

"Who is the other fellow?"

"Mike Mendelson of New York," was the reply, and Abe felt as if a

thunderbolt had struck him dumb and deaf.

"Mike Mendelson! That's impossible," he said. "Mike is at Grand Forks and I cannot be here until 10 o'clock."

"You are mistaken," said the clerk. "See there."

Abe looked in the direction of the hotel, and, sure enough, there were Mike and his customer coming out of the hotel. Only those who have had similar experiences know how Abe felt. He refused the hand of his customer when it was offered, and didn't reply to his "Good morning!" He sold his man a small bill of goods. Mike had taken the lion's share.

But how did Mike manage to get into Devil's Lake?

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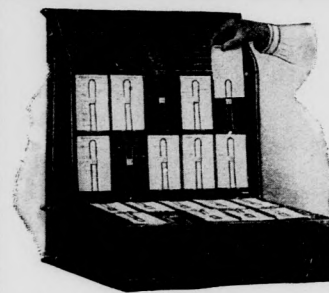
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He had finished his business with his customer by 10 o'clock, by 11 he had packed up. Two teams were standing at the door, one for the trunks and one for himself. He arrived at Devil's Lake at 3 o'clock in the morning, laid out his samples in the sample room, and by 5 o'clock was ready for business. He had ordered an early breakfast, which made him feel good and strong again, then, at six o'clock, went to the store. He knew his customer was an early riser; on this fact he had laid out his plans. He found him in front of the store, cleaning the sidewalk.

"Good morning, John," he cried from a distance.

"What! Mike, is that you? Where the deuce do you come from? Abe said you would not be here until 10 o'clock."

Then Mike told him all, and John was so taken up with Mike's strategy that he left sidewalk and store to the clerk and went with Mike to the hotel, selecting the largest bill of clothing he had ever bought of him, leaving the smaller part for Abe.

Another kind of strategy that sometimes stands the traveling man in good stead as the finer sort was demonstrated by a friend of mine recently in the collection of an old account. This is his own story of the affair:

"A customer had owed us \$50 for a long time, and finally I decided to try to collect it myself. I found the man at his desk. As soon as I told him that I wanted the money he yelled out at the top of his voice that he didn't want to be bothered, he would pay when he was ready, and finally commenced to call me bad names. This tirade evidently was only a bluff. Every few seconds, in order to scare me, he lifted his fist and pounded upon the desk as if he wanted to split it in two. At first I said nothing, only laughed at him, which made him more furious, but when he commenced to call me names I got hot and also commenced to yell as loud as I could, my voice even overpowering his. I told him I would not allow anybody to call me bad names, would not leave the store until I had the money, and with every sentence I struck the top of the desk a blow hard enough to smash it all to pieces. This yelling and pounding made such a racket that passersby and employes came running into the office, thinking there was murder going on. At this point the fellow saw that I had outbluffed him; he laughed, took out his pocketbook, gave me \$25, said I should have the balance next week, and invited me to have a drink." C. T. Wettstein.

A Wise Clerk.

The beautiful actress rushed into the office of the hotel and excitedly said to the clerk:

"Somebody has been in my room and stolen \$10,000 worth of my jewels!"

Without replying he stepped to the telephone.

"Are you going to call up the police?" she asked.

"No," he replied, "the newspaper reporters."

Acumen and Tact Should Govern Clerks.

Written for the Tradesman.
Just what degree of familiarity is permissible toward the patrons of a store by its hired help is a question.

I know a woman who is a stickler when it comes to a bit too much freedom of a personal nature as shown by store employes. She is of the dignified, hold-'em-off-at-arm's-length sort. Whether she's in the right or not I'm not sayin', but at any rate she makes the poor clerks feel in awe of her and they are always ashiver for fear they will do something to offend her. Those proper clerks who know her are more than careful of their speech in her presence.

The woman I refer to is to be pitied more than censured for her attitude toward persons behind the counter, for she's of that quite considerable portion of those of earth known as New-Rich.

I was witness to a little episode the other day—such a small incident it could scarce be called an episode—that seemed to rouse the ire of Mrs. New-Rich more than a little. (I was sitting at the counter next the door waiting for a street car and could not help but hear what was said.)

The woman had just entered the store—in reality still had her hand on the door-catch. She hadn't even made a move toward any of the counters around her.

"How can I serve you to-day, my friend?" fell on her ear.

"My friend, indeed!" I could imagine Mrs. New-Rich exclaiming to herself. And probably something like "Impudent thing!" followed in quick succession in her mind.

The woman drew herself up like an animated iceberg and then turned abruptly and went out of the door with her head in the clouds and her heels sending forth ominous little clicks through the unclosed door behind her.

"Well!" audibly exploded to another the frumpy clerk who had offended Mrs. N. R. "I never saw it work just that-a-way before. Most everybody seems to like it when I call 'em 'friend.'"

Responded the one addressed: "You'll have to be careful after this. You better 'look a leetle out' before you 'spake so mit th' ladies wot cooms in here!"

This unrefined speech was received with a loud giggle and betokened that neither one would take much to heart the incident.

To be sure the lady in the huff wasn't very much to brag of, but the fact is not to be gotten around that her purse is filled with gold and she hath a spendthrift disposition. Furthermore she is, as I happen to know, a person of very strong likes and animosities, and is won't to allow her actions to be governed by her feelings.

So it happened to be a bad move for that clerk to call her "friend," although, as the girl said, she had found such tactics capable of drawing trade.

Which goes to show that a clerk can't adopt one method and invariably adhere to it. He must first gauge his customers and then he will know whether it is well to approach

them with even the semblance of cordiality. Acumen and tact—these two must govern a clerk's treatment of patrons. John B. Still.

The Only Way.

A gentleman complained to his doctor recently that every time he bent forward slightly and held out his arms horizontally, waving them around in a small circle, he felt a

sharp pain in his left shoulder blade. "Well," snorted the doctor, "why the dickens do you want to do such a contortion act?"

"How else is a man to put his overcoat on, doctor?"

Many a man would feel a good deal more confident about his interview with St. Peter if he was sure his wife wouldn't be there.

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A Traveling Salesman Met With a Brass Band.

Despite the many inconveniences and hardships of their life it is doubtful if any set of hard working business men have any more fun than the traveling salesmen. Naturally a fun loving set to begin with, and forced to cultivate cheerfulness as a business asset, they become in the end fun makers and even humorists of the first order. They are inveterate jokers and story tellers, and often their actual experiences are more amusing than their fancy tales.

Some years ago John H. Buttles, a stove salesman from Detroit, and myself stopped off at Owatonna, Minn. Buttles carried a long black sample case which a man with a good quantity of imagination might have taken for a violin case. We found the station crowded with people. As soon as we stepped from the car a band of music began to play "Hail to the Chief," and a man took the grip from Buttles' hand, saying: "Welcome to Owatonna, Mr. Bull. Please come with us to the hall. There is a big crowd waiting," and before we had time to realize what it all meant the man placed himself at the head of what seemed to be a reception committee and marched off.

Buttles and I followed and the crowd closed up behind us, with the brass band playing in front. We did not know what to make of it, all went so quickly and unceremoniously that we had not time to think.

We came to a large hall brightly lighted and filled with people. Buttles was taken to a seat on the platform, the chairman turned toward the audience and said: "Ladies and gentlemen, it affords me great pleasure to announce to you that we have in our midst the world renowned violinist, Ole Bull, whom I now have the honor to—"

"Hold on, Mr. Chairman," cried Buttles, jumping up from his seat. "Excuse me for interrupting you. Although I am highly flattered by the reception the citizens of Owatonna have given me, I must decline the honor, as my name is not Ole Bull. My name is John H. Buttles, and I am selling stoves for the Detroit Stove Co. Good night, ladies and gentlemen."

For a few seconds the audience was quiet as if stunned by the discovery of the mistake. Then it burst forth into such an uproar of applause and yelling and laughter that it shook the building from roof to foundation, during which Buttles and myself escaped. Ole Bull had missed the train and could not play that night.

The writer has a "double," who is a traveling salesman for a Chicago tea and coffee house, and what happens to me naturally happens to him "Hello, C. T.," one of my customers shouts to him on the street. "What's the matter with you? Why don't you call on me? Isn't my credit good any more? Any new styles out?" My friend's name is T. J., but he always takes up the joke and says: "Well, I think there must be some nice styles out, but—" By this time my customer has found out his mistake and apologizes with the remark: "Beg pardon, I made a mistake. I took you for the hat man."

We have traveled over the same territory for years and we stop at the same hotels, where we exchange our experiences and laugh over the mistakes. We both have long, gray whiskers and both wear silk hats—the main cause of the mistake. We wear spectacles, and this is the most striking feature of the whole thing, as T. J. says—we are both "good looking fellows," as our customers say, considering our ages, 70 and 80.

But supposing T. J. has an enemy and this fellow, looking for him to give him a good thrashing, should suddenly come across me. That wouldn't be quite so funny.

One of the most inveterate jokers on the road to-day is a tobacco man who travels for a Louisville house. He tells the following story of how he recently had some fun with a man who is a notorious "grouch:"

"I came downstairs into the lobby with my grip about 8 o'clock in the morning and noticed the proprietor himself behind the desk, which is not his usual custom.

"I always delight in having a little amusement with this sort of a being, so I stepped up to the desk and asked him where the clerk was, as I wished to know the amount of my bill. He replied sharply that he didn't know where the clerk was, but that my bill was \$1.50. Whereupon I proceeded to inform him that I thought on this occasion he would have to settle with me for 50 cents on the dollar. This had the desired effect, as he became exceedingly wroth, and replied, 'Not by a darn sight. You'll make no such settlement with me, I assure you.' I let him fume and fuss awhile, and then slowly drew a dollar and a half in silver from my pocket, placed the 50 cent piece on top of the dollar, and laid it on the desk, saying: 'This is what I call settling with 50 cents on the dollar,' and asked him if it was satisfactory. Even the grouch was forced to smile."

A cigar salesman creates lots of amusement among his fellow travelers, and the following is a sample of his "tough" tales:

"A few years ago, when I was traveling out West, I had to stop off at a little junction to wait for a train. There was a small lunch counter at the station, and to my great surprise they had, besides the regular ham, some nice chicken sandwiches. The woman tried to sell me a ham sandwich—I suppose she hadn't many of the chicken—but I insisted upon having chicken, paid for it, and was just at the point of eating

it when we heard a terrible noise outside and, before I could say 'boo,' the building and everything in it, myself included, were lifted from the ground and tossed into the air, and with a terrible force were swept away. Nothing of the station and not a house in the village was left standing—everything was gone. Two blocks from the railroad I came down on my feet again, and what do you think? When I was carried up I had in my hand a nice chicken sandwich and when I came down it was a dry ham sandwich. That's tough, isn't it? Well, what are you laughing about?"

C. T. Wettstein.

Case Where Catsup Caused a Warm Reception.

The route traveled by the specialty salesman can not at its best be described as a primrose path.

When I attempted some years ago to introduce a comparatively new and unknown specialty from a comparatively unknown grocery wholesaler, I found I had about the stiffest proposition imaginable.

My specialty was a brand of catsup. It has since made good on the strength of its merits, but at the time of which I speak the trade regarded it with a dubious and wary eye.

I got into difficulties at the first town I made. I had never seen the town before and I have never encountered such a look of mingled disgust and malevolence as Mr. B., my prospective customer, turned on me when I announced my business.

"Hy! Bill, lock the door," he called to one of his clerks with apparent irrelevancy. "We've got him."

Bill obeyed orders, and then advanced on me, threateningly. I demanded an explanation.

"Your bluff won't go," Mr. B. vociferated. "You know well enough you are the fellow who sold me three cases of your catsup—three dozen bottles—a couple of months ago. I have got every one of those bottles on my hands yet."

I looked at him in amazement. I had never seen the man before—and up to the previous Monday had never sold a bottle of the catsup in my life. I gazed at the shopkeeper with the "Who, me?" expression of the innocent who has been wrongly accused.

Bill, in the meantime, was keeping guard over me, ready to avenge the wrongs of his employer upon my person as soon as he should be given the signal. The door being locked prevented my escape. It was a western town, where they do things in a whole-souled fashion.

I tried to explain to the grocer that it was a case of mistaken identity—my predecessor in the territory might have sold him those bottles of catsup, but not I. I explained that I was a new man on the route.

He said he wasn't sure whether I was the one or not, and that he didn't care, anyway. I represented the house from which he had bought the consignment of catsup, and that was enough for him. Whether I had been the one who sold it or not, he demanded an accounting from me. I will not state in print the terms he used in blackguarding that catsup. It

appeared that he had sold four bottles of it and every bottle had been returned. In each instance he had lost a "steady" customer, he said.

The argument grew hotter and the situation began to get desperate. Explanations and assurances that the house "would make good," if any defect which made its product unsalable were proved, failed to have a soothing effect.

"See here! we have had enough of this!" I said, gathering up spirit. "Have you got the boxes of catsup in the store?" He pointed to a crate beneath a counter at the rear. I seized a hammer and a handful of nails from a box of junk which was lying near by. Before the grocer or Bill guessed my intention I sailed in and crated that catsup ready for shipment.

"Now," said I, facing the storekeeper, "how much money would you get for those thirty-six bottles of catsup at retail?"

He told me the price. I hauled a roll of bills from my pocket and paid him the sum he had named.

"That settles your kick," I said. "Now I am going to do what I had intended to do when I entered your store. I am going to take your order for our catsup. If you are the sensible business man I take you for, you are not going to let this little incident prejudice you or blind you to reason. Mistakes will happen! You will have a hard time finding the house to trade with that does not occasionally make mistakes or meet with some accident to its product. But the thing for you to do is to give your trade to the house that admits those mistakes and is the quickest to correct them when any do occur. My house is that kind of a house." And with this I launched into my regular selling talk.

The shopkeeper's greed got the upper hand of his rage. If I had paid him just what he paid for the catsup he would still have grumbled about the trouble to which he had been put, his disappointment in not making anything on the deal, etc. But he couldn't complain when he received full payment at the retail price. The statement that he had lost any regular customers through the affair was incredible, and he really made a good thing on the transaction.

He finally accepted my explanation that, through some mischance, there might be some defect in the process of manufacture for which the firm could not be blamed, though it was willing, of course, to be fully responsible. I bragged about our catsup. I told him of re-orders from old customers who "couldn't get enough of it," and I received a good-sized order from Mr. B.

The three cases which had proved unfit for use were returned to the house. The firm upheld my action in the matter and refunded to me after carefully investigating all the circumstances.—D. L. Adams in Salesmanship.

Few women like to be regarded as deserving of censure, no matter what they do.

DEPENDON

THE DEPENDON TICKET is attached, as a registered Trade-Mark, to such goods as we deem especially worthy of consideration by merchants who prefer to sell only such merchandise as is thoroughly dependable.

The raw material in DEPENDON Merchandise is honest material—the colors pure and fast—the process of manufacture the most modern—thus producing a finished fabric, the excellence of which, for the price, is unsurpassed.

The DEPENDON Line includes Wool Dress Fabrics, Silks, Wash Goods, Linings, White Goods, Household Linens, Blankets, Bed Spreads, Lace and Tapestry Curtains, Table Oil Cloth, Underwear, Petticoats, Carpets, Art Squares, Shirts, Collars, Suspenders, Umbrellas, Gloves, Ribbons, Notions, and Domestics.

DEPENDON MERCHANDISE

costs no more than the kind you have been carrying in stock—in many cases less—and as each individual line is better, your margin of profit will naturally be at least as large—in many cases larger—and you will have the additional satisfaction of knowing that when you sell a piece of DEPENDON Goods, your customer will receive the best possible value for her money.

Our travelers are now showing samples of DEPENDON Merchandise. We solicit your careful inspection and consideration of the goods offered under the DEPENDON Brand.

John V. Farwell Company

CHICAGO, THE GREAT CENTRAL MARKET

READY TO USE ADS

The sixteen ads shown in reduced sizes in this circle will give you a good idea of how far you can go in recommending **DEPENDON** Merchandise as being thoroughly dependable. We furnish electros of these ads, each 8 in. long and one column wide, to merchants who stock **DEPENDON** Merchandise, **Free of Charge**. These electros are mortised at the bottom, leaving space open for special mention of one or two numbers in the particular line and for the firm's name. When ordering, simply specify lines of **DEPENDON** Merchandise carried.

YOU CAN DEPEND ON "DEPENDON"

A Difference in Ribbons
Just that a ribbon is "all silk" is not always an indication that it will serve the purpose for which it is supposed to be made. If it is made of poor silk, you can be almost positive that it will prove unsatisfactory.

DEPENDON RIBBONS
are not only "all silk" but every thread is of such a quality that the finished ribbon retains its lustre and softness for a long time. And the color—so fast as they can be made.

THE DEPENDON TICKET
is your guarantee of high quality in ribbons, and they cost no more than you have been in the habit of paying for ordinary grades.

Artistic Portieres
give a touch to the interior of your home. They are made of the finest materials and are designed to give you a decorative touch.

DEPENDON DRAPERIES
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in draperies, and they cost no more than you have been in the habit of paying for ordinary grades.

A Shirt that Fits
is a shirt that is made of the finest materials and is designed to give you a decorative touch.

DEPENDON SHIRTS
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in shirts, and they cost no more than you have been in the habit of paying for ordinary grades.

The Washboard Appearance
is a washboard that is made of the finest materials and is designed to give you a decorative touch.

DEPENDON WASHBOARDS
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in washboards, and they cost no more than you have been in the habit of paying for ordinary grades.

When you buy a Carpet
you want it to look well, to give you a decorative touch, and to be made of the finest materials.

DEPENDON CARPETS
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in carpets, and they cost no more than you have been in the habit of paying for ordinary grades.

Best-Dy Dresses
are made of the finest materials and are designed to give you a decorative touch.

DEPENDON DRESSES
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in dresses, and they cost no more than you have been in the habit of paying for ordinary grades.

Does That Comfortable Underwear
is made of the finest materials and is designed to give you a decorative touch.

DEPENDON UNDERWEAR
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in underwear, and they cost no more than you have been in the habit of paying for ordinary grades.

Buying a Silk Dress
is a dress that is made of the finest materials and is designed to give you a decorative touch.

DEPENDON SILK DRESSES
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in silk dresses, and they cost no more than you have been in the habit of paying for ordinary grades.

Pretty Curtains That Wear Well
are made of the finest materials and are designed to give you a decorative touch.

DEPENDON CURTAINS
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in curtains, and they cost no more than you have been in the habit of paying for ordinary grades.

Save Money on Your Colours
are made of the finest materials and are designed to give you a decorative touch.

DEPENDON COLOURS
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in colours, and they cost no more than you have been in the habit of paying for ordinary grades.

Do Your Suits Good
are made of the finest materials and are designed to give you a decorative touch.

DEPENDON SUITS
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in suits, and they cost no more than you have been in the habit of paying for ordinary grades.

Keeping the Cold on the Outside
is a blanket that is made of the finest materials and is designed to give you a decorative touch.

DEPENDON BLANKETS
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in blankets, and they cost no more than you have been in the habit of paying for ordinary grades.

The Life of Your Dress
is a dress that is made of the finest materials and is designed to give you a decorative touch.

DEPENDON DRESSES
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in dresses, and they cost no more than you have been in the habit of paying for ordinary grades.

Daintiest Summer Dresses
are made of the finest materials and are designed to give you a decorative touch.

DEPENDON SUMMER DRESSES
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in summer dresses, and they cost no more than you have been in the habit of paying for ordinary grades.

Why Wear Union Suits?
are made of the finest materials and are designed to give you a decorative touch.

DEPENDON UNION SUITS
are made of the finest materials and are designed to give you a decorative touch.

THE DEPENDON TICKET
is your guarantee of high quality in union suits, and they cost no more than you have been in the habit of paying for ordinary grades.

WINDOW DISPLAYS The nine window displays pictured and described in the **DEPENDON** Book are so simple that very little difficulty will be found in executing them, while they possess the chief point aimed at in window decorations, effectiveness—the power that produces sales.

OTHER SELLING HELPS in the shape of plans for selling contests and other sales campaigns are outlined in the **DEPENDON** Book, now ready for distribution. If you would like a copy of this book just sign your firm name and address in the spaces below and mail it to

JOHN V. FARWELL COMPANY
CHICAGO, THE GREAT CENTRAL MARKET.

Your Firm Name

City and State

Gripsack Brigade.

H. W. Schall & Co. have arranged to engage in the drug business at Three Rivers. The Hazeltine & Perkins Drug Co. has the order for the stock.

C. L. Corey, for several years on the road for Edwin J. Gillies & Co., of New York, succeeds Fred Ephlin as traveling salesman for the Lemon & Wheeler Company.

Chas. Sowers, traveling representative for Burley & Tyrrell, of Chicago, spent the holidays with W. N. Burgess, President of the Leonard Crockery Co.

Marshall Statesman: B. F. Welch, Jr., has resigned as traveling salesman with the Marshall Furnace Co. to take the position of manager of the Chappel Furnace Co., of Morrenci.

A Charlotte correspondent writes as follows: Frank Finch, who recently resigned his position with Geo. Barney, has accepted a more lucrative one as traveling salesman for a New York dry goods house, having Michigan and Wisconsin for his territory.

John H. Lang, for two years manager of the Delta Hardware Co.'s branch store at Escanaba, has been promoted to the position of traveling salesman for the company to succeed T. F. Follis, who resigned to accept a similar position with the Pritzlaff Hardware Co., of Milwaukee.

J. A. Plank, Western Michigan representative for the McCaskey Register Co., left Monday for Alliance, Ohio, where he will attend the fourth annual convention of the 190 traveling salesmen of that house. Sessions of the convention will be held all the week and will undoubtedly prove to be fruitful of results for all concerned.

M. A. Ellis, who has been stock-keeper for the Putnam Candy Co. for the past three or four years, has taken the position of traveling salesman for Straub Bros. & Amiotte formerly filled by Geo. W. McKay. Mr. Ellis is a young man of ability and energy and will undoubtedly achieve success in his new undertaking.

Geo. W. McKay, who has covered Western Michigan for the past five years for Straub Bros. & Amiotte, has engaged to travel this year for the Lyon Factory, National Candy Co., Chicago. He will cover the Upper Peninsula and the northern half of Michigan and Wisconsin, seeing his trade every sixty days. Mr. McKay is a painstaking traveling man who wins and retains the confidence and good will of his customers.

The Michigan Shoe Co., officers and employes, held their annual banquet Friday night in the Wayne Hotel. Responses to toasts were made by Chas. E. Locke, President; W. C. Stoepel, Treasurer, and Edward R. Snyder, Vice-President. The following traveling salesmen told some of their experiences: John M. Daron, W. T. Bailey, R. A. McDougall, G. A. Butler, Arthur S. Cowling, Clyde W. Booth, Harry O. Cowling, Edward T. Tripler and Moses Lipsitz. Heads of departments who spoke on their work were C. E. Chandler, J. C. Coleman, James Coughlin, Henry Behling, J. C. Bauer, George Bauer,

Frank Barth, Michael Klinkhammer and W. S. Rathbun.

It may not be generally known, but it is a fact nevertheless, that all of the Michigan railroads have issued instructions to their conductors to accept C. P. A. mileage on the train where the passenger does not have time to obtain his exchange ticket of the agent before the trains leave. Some of the traveling men are taking advantage of this concession more frequently than the circumstances justify, but they are hardly to be blamed, because the rule which compels them to get an exchange ticket is a tyrannical one and should not be insisted upon by the railroads. A Grand Rapids jobber made a trip the length of the G. R. & I. Northern division a few days ago without an exchange ticket. In boarding the train he forgot to comply with the terms of the book and the train conductor accepted the mileage without protest.

An Escanaba correspondent writes as follows: Thomas F. Follis, for twelve years traveling salesman for the Delta Hardware Co., of Escanaba, has resigned his position with that company to accept a traveling position with the John Pritslaff Hardware Co., of Milwaukee, in Upper Peninsula territory. Mr. Follis is one of the most popular of the Upper Peninsula traveling men, who seems to have a way of his own in making friends, both among his trade and with the boys on the road. He is spoken of as a hustler and a good hardwareman. His friends on the road congratulate and welcome him into the larger field which he now enters and wish him every success, and he has no fears but that he will make good. Mr. Follis is an Irishman by birth and made a visit to Ireland two years ago after a lapse of nearly twenty-five years, but he is a loyal American citizen in every sense, is a Mason and a pretty good fellow.

However Grand Rapids may be discriminated against in some matters, it is certainly favored in the matter of chair car and sleeping car rates. For instance, the short line mileage from Grand Rapids to Chicago is 178 miles. For several years the chair car rate has been 50c. The distance from Buffalo to Cleveland is 183 miles. For several years the chair car rate has been \$1.25, but, in consequence of aggressive action on the part of the traveling public at both ends of the line, the Pullman Co. last week made a reduction to 90c. The short line mileage from Grand Rapids to Detroit is 153 miles. The chair car rate has been 25c between these points for twelve or fifteen years. This rate was first promulgated by the Grand Trunk, although the chair car service on the Grand Trunk is so inferior to that of every other Michigan road as to be little less than ridiculous. The Pere Marquette subsequently followed suit, which naturally forced the Michigan Central to adopt the same rate. The Tradesman believes there is no cheaper chair car service anywhere in the country than is enjoyed by Grand Rapids. The same is true to a lesser

degree of sleeping car rates. The tariff from Detroit to Chicago has always been \$1.50. The distance from Chicago to Indianapolis by way of the Big Four is practically the same as from Grand Rapids to Chicago, yet the rate is \$2 and in the majority of cases the Pullman Co. charges \$2 where the distance is 175 miles or more. It is interesting to note that, while Grand Rapids is discriminated against in so many ways, on account of not being on any of the great trunk lines, it is favored in these matters by one of the greatest monopolies the world has ever seen. In the matter of railroad fares Grand Rapids surely shares well. For instance, through passengers on the Wolverine from Chicago to New York or from New York to Chicago pay \$5 extra, whereas no extra charge is made Grand Rapids passengers. The sleeping car rate is \$4.50 from Grand Rapids and \$5 from Chicago, which difference is probably accounted for by the fact that the train has to start nearly three hours earlier from Chicago than the connecting car does from Grand Rapids.

It is barely possible that the Grand Rapids traveling men who met at the Morton House a week ago Saturday for the purpose of taking action on the railway situation overstepped the mark in asking for a flat 2c rate and also an interchangeable family mileage book to be sold at \$20. There are good reasons to believe that the present Legislature will enact a flat 2c rate over the railroads of the Lower Peninsula and, in case this is done and the railroads conform to the law, they will probably put out a \$20 unlimited book, good for bearer, similar to the book now issued by the New York Central Lines east of Buffalo. This arrangement will naturally compel traveling men who cover a large portion of the State to carry about four books—one for the Vanderbilt Lines, one for the Pennsylvania system, one for the Pere Marquette and one for the Grand Trunk. As the Pere Marquette will ultimately be absorbed by the Vanderbilt system, this will cut the number of books down from four to three. The introduction of an interchangeable book would compel the railroads to maintain an expensive bureau, which the Tradesman thinks it is hardly fair to ask in the event of the railroads submitting to the 2c rate. While it is true that the railroads have not treated the traveling public fairly and have failed to keep faith with the traveling men by abandoning the Northern mileage book after entering into an iron-clad agreement to maintain it intact, and while under ordinary circumstances it is difficult to get the average man in a condition of mind to treat the railroads fairly, because they have been so hoggish and so tyrannical in the past, yet the Tradesman believes that it is the part of wisdom for the traveling men to go slow and sure and not ask for anything which is not within the realm of fairness and equity. If the railroads of Michigan would insist on the C. P. A. book being made good on the trains, it would go a long ways

in tempering the action of the Legislature and remove much of the antipathy now felt by the traveling men toward the public carriers of the State. Why the railroads persist in compelling the traveling public in C. P. A. territory to put up with such a book, while the traveling public in every other part of the United States is given a book good on the trains, is more than the Tradesman can understand.

Movements of Michigan Gideons.

Detroit, Jan. 1—Edwin P. Fox has moved from Detroit to 52 Windsor place, Grand Rapids, and will be assigned to Camp No. 2. Grand Rapids Camp now has a pair of Foxes and what will happen is yet to be determined.

Jacob J. Kinsey, 27 East High street, this city, has joined the Gideons and gave testimony at the Volunteers' meeting Saturday evening.

Alonzo C. Holmes, Edwin A. Field and Aaron B. Gates conducted the services at the Volunteers of America Saturday and Sunday evenings.

Aaron B. Gates is now Michigan representative for Graham-Ernst, of South Norwalk, Conn., Quakertown, Pa., and Tampa, Fla., and will call on all his old customers and friends.

Ernest W. Convis, of Henderson, has joined the Gideons and will be assigned to Saginaw Camp.

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

Buffalo, Jan. 2—Creamery, fresh, 28@32c; dairy, fresh, 20@22c; poor to common, 18@20c; roll, 22@23c.

Eggs—Fancy candled, 30c; choice, 28@29c; cold storage, 22@23c.

Live Poultry—Springs, 10@12c; fowls, 9@11c; ducks, 13@14c; old cox, 8c; geese, 13c; turkeys, 16@17c.

Dressed Poultry—Fowls, 11@13c; chickens, 12@14c; old cox, 9c; turkeys, 18@20c; ducks, 14@16c; geese, 12@14c.

Beans—Pea, hand-picked, \$1.45; marrow, \$2.25@2.40; meliums, \$1.50@1.60; red kidney, \$2.25@2.40; white kidney, \$2.40@2.50.

Potatoes—White, 35@40c; mixed and red, 30@32c. Rea & Witzig.

The price of S. C. W. cigars has advanced \$1 per thousand. It is either "cut the quality or raise the price," and we think the consumer will appreciate quality.

G. J. Johnson Cigar Co.

A sanctified look does not make up for a lack of sand.

**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



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. Shilly, 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.

An Encouraging Indication.

The essential oil market has advanced to a point which surprises the drug trade. Dealers are prepared for sudden, unexpected and unexplainable changes in prices on a single article, but the upward tendency all along the line with volatile oils is an unusual experience. Perhaps the most rational explanation that has been offered is the fact of the new pure drug and food law which is forcing out of trade artificial, mixed and adulterated oils. The retail trade must be prepared to pay for pharmacopoeial oils. Perhaps in no other line of medicines has the tendency in the past been so great in favor of cheap goods. In addition to the above reasons for high prices on volatile oils is this fact: labor is commanding a better price almost the world over than for years past. Many drugs are gathered in foreign countries by persons who follow that occupation when nothing better presents itself. Our readers who live in districts where indigenous drugs are gathered can fully appreciate this statement.

Taken all in all, the advance in prices of drugs is a natural result of the pure drug and food law and an encouraging indication for the just enforcement of the regulations.

The Drug Market.

Opium—Is still in a very firm position.

Powdered Opium—Has been advanced 5c per pound.

Quinine—Is very firm.

Wood Alcohol—Will be lower after the first of January.

Denatured Alcohol—It is now thought that it will be difficult for druggists who manufacture medical preparations to get a permit to sell this article.

Cocoa Butter—Is very firm at higher price.

Glycerine—Is very firm and tending higher.

Balsam Copaiba—Has advanced and is tending higher.

Gambier and Catechu.

The reports made by various wholesale drug firms on the influence of the substitution by the Pharmacopoeia of gambier for catechu do not seem to agree. One jobber says, "Our experience since the new Pharmacopoeia became official is that nearly all orders call for gambier in

place of catechu." Another firm writes, "We have failed to notice any influence whatever on the relative number of orders for catechu and gambier since the latter became official." A third firm informs us that the drug trade orders for these goods is but a small fraction of the amount sold to tanners, dyers, manufacturers of boiler compounds, etc. The latter, of

al education to be able to profit by his training in the drug store or school of pharmacy and this seems little enough if he expects to successfully and satisfactorily complete his course of study and training. Unfortunately the long hours required in most drug stores drives the best educated and brightest boys into some other line of business, and it



The above illustration represents two of the tallest druggists who purchase goods in the Grand Rapids market—A. C. Tiffany, of Boyne Falls, who stands 6 feet 3 inches in his stocking feet, and W. R. Fouch, of Fennville, who owns up to 6 feet 6 inches. Mr. Tiffany was formerly engaged in the drug business at Boyne City and has been located at Boyne Falls about five years. Mr. Fouch has conducted the drug business at Fennville about three years, having previously clerked in a drug store at Allegan. Both gentlemen are practical druggists, as well as successful business men, and each possesses a delightful personality which enables him to make and hold friends wherever he happens to cast his lot.

course, know nothing about the Pharmacopoeia.

Educated Boys Do Not Enter Pharmacy.

I am in favor of a rule requiring one year of high school work before registering as an apprentice. If an apprentice is to finally become a registered pharmacist he should be of sufficient age and have enough gener-

also induces the best graduates to seek other lines. Hence we have difficulty in securing the right sort of apprentices and a great scarcity of good clerks. T. H. Patterson.

Those straitlaced women who claim that dancing is little better than hugging have evidently never been hugged.

Renting Fruit for the Dinner Table.

"Well," said the proprietor of a fine fruit store, "I've been in this business for over ten years, and I've never heard of that before."

"What did he want?" asked the head clerk.

"Why," answered the proprietor, his eyes still fastened on the retreating figure of his customer, "he wanted to hire a few of my finest pineapples for to-morrow night! He's an Englishman and he says that London dealers make more by hiring out their choice fruits for banquets than they do by sales. He himself always used to rent a handsome pine whenever he gave a dinner. He's only been here a few weeks, and he supposed we did the same thing. When he learned he could buy one here for the price he would have hired it at in London he was delighted and ordered three.

"He told me how once in a Regent street shop they showed him an enormous pineapple that had been hired out nine nights successively and was good for two more weeks of active service. The ordinary selling price is seven or eight shillings, but this one was worth a pound. Rented out for, say, twenty nights at three shillings a night, it brought in £3, then when it had passed its prime they could still sell it. Doesn't that beat any Yankee trick you ever heard of?"—New York Sun.

Practical.

"Did she suspect his closeness before their marriage?"

"Oh, yes. He gave her her engagement ring as a Christmas gift."

The price of S. C. W. cigars has advanced \$1 per thousand. It is either "cut the quality or raise the price," and we think the consumer will appreciate quality.

G. J. Johnson Cigar Co.

A lot of folks who think of faith only as a ferry to heaven are going to get their feet wet.

Valentines

Write for Catalogue

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

WHOLESALE DRUG PRICE CURRENT

Advanced—Citric Acid, Oil Peppermint, Camphor.		
Acidum		
Aceticum	60	75
Benzoicum, Ger.	70	8
Boricum	20	17
Carbolicum	25	29
Citricum	52	55
Hydrochlor	30	5
Nitrosum	80	10
Oxalicum	10	12
Phosphoricum, dil.	44	47
Salicylicum	44	45
Sulphuricum	1 1/2	1 1/2
Tannicum	75	85
Tartaricum	35	40
Ammonia		
Aqua, 15 deg.	4	6
Aqua, 20 deg.	6	8
Carbonas	13	15
Chloridum	12	14
Aniline		
Black	2 00	2 25
Brown	80	1 00
Red	45	50
Yellow	3 50	3 00
Baccas		
Cubebae	22	25
Juniperus	8	10
Xanthoxylum	30	35
Balsamum		
Conpaiba	60	65
Peru	1 60	1 60
Serabin, Canada	60	65
Tolutan	35	40
Cortex		
Abies, Canadian	18	18
Cassiae	20	20
Cinchona Flava	18	18
Buonymus atro.	20	20
Myrica Cerifera	20	20
Prunus Virgin.	15	15
Quillaja, gr'd	12	12
Sassafras	25	25
Ulmus	36	36
Extractum		
Glycyrrhiza Gla.	24	30
Glycyrrhiza, po.	28	30
Haematox	11	12
Haematox, 18	13	15
Haematox, 1/2 s.	14	15
Haematox, 1/4 s.	16	17
Ferri		
Carbonate Precip.	15	15
Citrate and Quina	3 00	3 00
Citrate Soluble	55	55
Ferrocyanidum S	40	40
Solut. Chloride	15	15
Sulphate, com'l.	2	2
Sulphate, com'l. by	70	70
bbl. per cwt.	70	70
Sulphate, pure	7	7
Flora		
Anemone	15	15
Anthemis	30	35
Matricaria	30	35
Folia		
Barosma	40	45
Cassia Acutifol.	15	20
Cassia, Acutifol.	25	30
Salvia officinalis	18	20
1/2 and 1/4	18	20
Ova Ursi	8	10
Gummi		
Acacia, 1st pld.	65	65
Acacia, 2nd pld.	35	35
Acacia, 3rd pld.	28	28
Acacia, sifted sts.	60	65
Acacia, po.	45	55
Aloe Barb	22	25
Aloe, Cape	25	25
Aloe, Socotri	45	45
Ammoniac	55	60
Asafoetida	35	40
Benzoinum	50	55
Catechu, 1s	13	14
Catechu, 1/2 s	14	16
Catechu, 1/4 s	16	18
Comphorae	1 30	1 36
Euphorbium	40	40
Galbanum	10	10
Gamboge, po.	1 35	1 45
Gualiacum, po 35	45	45
po 45c	45	45
Mastic	45	45
Myrrh, po 50	45	45
Opium	75	80
Shellac	60	70
Shellac, bleached	60	65
Fragacanth	70	1 00
Herba		
Absinthium	50	4 60
Eupatorium oz pk	25	25
Lobelia, oz pk	23	23
Mastrum, oz pk	23	23
Menra Pip. oz pk	23	23
Menra Ver. oz pk	23	23
Rue, oz pk	25	25
Tanacetum, V.	22	22
Thymus V., oz pk	25	25
Magnesia		
Calcined, Pat	55	60
Carbonate, Pat.	18	20
Carbonate, K-M.	18	20
Carbonate	18	20
Oleum		
Absinthium	4 90	5 00
Amygdalae, Dulc.	40	45
Amygdalae, Ama	8 00	8 25
Anisi	1 85	2 10
Aurant Cortex	2 75	2 85
Bergamii	3 00	3 10
Calypati	85	90
Carvophilli	1 40	1 50
Cedar	50	50
Chenopadi	75	80
Cinnamoni	1 35	1 40
Citronella	65	70
Copalba	1 15	1 25
Cubebae	1 35	1 40
Evechthitos	1 00	1 10
Erigeron	1 00	1 10
Gaultheria	2 25	2 35
Geranium, oz	75	75
Gossippil Sem gal	70	75
Hedeoma	3 00	3 10
Juniper	40	40
Lavendula	90	90
Limons	1 40	1 50
Mentha Piper	3 00	3 25
Morrhua Verid	25	30
Morruhae gal	1 25	1 50
Myrica	3 00	3 00
Olive	75	80
Picea Liquida	10	12
Picea Liquida gal	10	12
Ricina	1 06	1 10
Rosmarini	1 00	1 00
Rosae oz	5 00	6 00
Succini	40	45
Sabina	90	1 00
Santal	4 50	5 00
Sassafras	90	95
Sinapis, ess. oz.	70	75
Tigil	1 10	1 20
Thyme	40	50
Thyme, opt	1 60	1 60
Theobromas	15	20
Potassium		
Bi-Carb	15	18
Bichromate	13	15
Bromide	25	30
Carb	12	15
Chlorate, po.	12	14
Cyanide	24	28
Iodide	2 50	2 60
Potassa, Bitart pr	30	32
Potass Nitras opt	7	10
Potass Nitras	6	8
Prussiate	23	28
Sulphate po	15	18
Radix		
Aconitum	20	25
Althae	30	35
Anchusa	10	12
Arum po	20	25
Calamus	20	40
Gentiana po 15	12	15
Glycyrrhiza pv 15	16	18
Hydrastis, Canada	1 90	2 00
Hydrastis, Can. po	2 00	2 10
Hellebore, Alba.	12	15
Inula, po	18	22
Ipecac, po	2 50	2 60
Iris, plox	35	40
Jalapa, pr	25	30
Maranta, 1/4 s	35	40
Podophyllum po.	15	18
Rhei	75	1 00
Rhei, cut	1 00	1 25
Rhei, pv	75	1 00
Spigella	1 45	1 50
Sanuginari, po 18	15	15
Serpentaria	50	55
Senega	85	90
Smilax, off's H.	40	48
Smilax, M	20	25
Scillae po 45	20	25
Symplocarpus	20	25
Valeriana Eng	15	20
Valeriana, Ger.	15	20
Zingiber a	12	14
Zingiber j	22	25
Semen		
Anisum po 20.	12	15
Aplum (gravel's)	12	15
Bird, 1s	4	6
Carul po 15	12	14
Cardamom	70	90
Corlandrum	12	14
Cannabis Sativa	7	8
Cydonium	75	1 00
Chenopodium	25	30
Dipterix Odorate.	80	1 00
Foeniculum	7	8
Foenugreek, po.	7	9
Lini	4	6
Lini, gr'd. bbl. 2 1/2	3	6
Lobelia	75	80
Pharlaris Cana'n	9	10
Rapa	5	6
Sinapis Alba	7	9
Sinapis Nigra	9	10
Spiritus		
Frumentum W D.	2 00	2 50
Frumentum	1 25	1 50
Juniperis Co O T	1 65	2 00
Juniperis Co	1 75	2 50
Saccharum N E	1 90	2 10
Spt Vini Galli	1 75	2 60
Vini Oporto	1 25	2 00
Vina Alba	1 25	2 00
Sponges		
Florida Sheeps' wool	3 00	3 50
Nassau sheeps' wool	3 50	3 75
carriage	3 50	3 75
Velvet extra sheeps' wool, carriage.	2 00	2 00
Extra yellow sheeps' wool, carriage.	1 25	1 25
Grass sheeps' wool, carriage	1 25	1 25
Hard, slate use.	1 00	1 00
Yellow Reef, for slate use	1 40	1 40
Syrups		
Acacia	50	50
Aurant Cortex	50	50
Zingiber	50	50
Ipecac	50	50
Ferri Iod	50	50
Rhei Arom	50	50
Smilax Off's	50	50
Senega	50	50
Scilla	50	50
Syrups	50	50
Tinctures	50	50
Aconitum Nap's R	50	50
Aconitum Nap's F	50	50
Aloes	50	50
Arnica	50	50
Aloes & Myrrh	50	50
Asafoetida	50	50
Atrope Belladonna	50	50
Aurant Cortex	50	50
Benzoin	50	50
Benzoin Co	50	50
Barosma	50	50
Cantharides	50	50
Capsicum	50	50
Cardamom	50	50
Cardamom Cr	50	50
Catechu	50	50
Cinchona	50	50
Cinchona Co	50	50
Columbia	50	50
Cubebae	50	50
Cassia Acutifol	50	50
Cassia Acutifol Co	50	50
Digitalis	50	50
Ergot	50	50
Ferri Chloridum	50	50
Gentian	50	50
Gentian Co	50	50
Guaiaca	50	50
Guaiaca ammon	50	50
Hyocysamus	50	50
Iodine	50	50
Iodine, colorless	50	50
Kino	50	50
Lobelia	50	50
Myrrh	50	50
Nux Vomica	50	50
Opil	50	50
Opil, camphorated	50	50
Opil, deodorized	1 50	1 50
Quassia	50	50
Rhatany	50	50
Rhei	50	50
Sanguinaria	50	50
Serpentaria	50	50
Stromonium	50	50
Tolutan	50	50
Valerian	50	50
Veratrum Veride.	50	50
Zingiber	20	20
Miscellaneous		
Aether, Spts Nit 3f	30	35
Aether, Spts Nit 4f	34	38
Alumen, gr'd po 7	3	4
Antato	40	50
Antimoni, po	4	5
Antimoni, po T	40	50
Antipyrin	20	25
Antifebrin	20	20
Argenti Nitras oz	58	58
Arsenicum	10	12
Balm Glead buds	60	65
Bismuth S N	1 85	1 90
Calcium Chlor, 1s	9	9
Calcium Chlor, 1/2 s	10	10
Calcium Chlor, 1/4 s	12	12
Cantharides, Rus	1 75	1 75
Capsici Fruc's af	20	20
Capsici Fruc's B po	22	22
Carmine, No. 40.	22	25
Cera Alba	50	55
Cera Flava	40	42
Crocus	1 30	1 40
Cassia Fructus	35	35
Centraria	10	10
Cataceum	35	35
Chloroform	32	32
Chloro'm Squibbs	90	90
Chloral Hyd Crsls	35	1 60
Chondrus	20	25
Cinchonidine P-W	38	48
Cinchonide Germ	38	48
Cocaine	3 05	3 30
Cork list D P Ct.	75	75
Croosotum	45	45
Creta, bbl 75	2	2
Creta, prep	5	5
Creta, precip	9	11
Creta, Rubra	6	8
Crocus	1 50	1 60
Cudbear	24	24
Cupri Sulph	8 1/2	12
Dextrine	7	10
Emery, all Nos.	10	10
Emery, po	6	6
Ergota, po 65	60	65
Ether Sulph	70	80
Flake White	12	15
Gala	23	23
Gambier	8	9
Gelatin, Cooper.	60	60
Gelatin, French	35	60
Glassware, ft box	75	75
Less than box	70	70
Glue, brown	11	13
Glue white	15	25
Glycerina	13	18
Grana Paradisl.	25	25
Humulus	35	60
Hydrarg Ch Mt	90	90
Hydrarg Ch Cor	90</	

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table listing various grocery items such as Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brushes, Butter Color, Candies, Canned Goods, Carbon Oils, Catsup, Cheese, Cereals, etc., with corresponding prices.

1 ARCTIC AMMONIA

Table listing items under '1' including Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brushes, Butter Color, Candies, Canned Goods, Carbon Oils, Catsup, Cheese, Cereals, etc.

2 OYSTERS

Table listing items under '2' including Oysters, Plums, Peas, Marrowfat, Early June Sifted, Peaches, Pineapple, Grated Pineapple, Sliced, Pumpkin, Raspberries, Russian Caviar, Salmon, Sardines, Domestic, California, French, Shrimps, Succotash, Strawberries, Tomatoes, Gallons, Carbon Oils, Cereals, Breakfast Foods, etc.

3

Table listing items under '3' including Gem, Ideal, Jersey, Peerless, Riverside, Springdale, Warner's, Brick, Leiden, Limburger, Pineapple, Sap Sago, Swiss, Imported, CHEWING GUM, American Flag Spruce, Reeman's Pepsin, Mdam, Best Pepsin, Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Perf., Sugar Leaf, Yucatan, CHICORY, Bulk, Red, Eagle, Franck's, Schener's, CHOCOLATE, Walter Baker & Co's, German Sweet, Premium, Vanilla, Caracas, Eagle, COCOA, Baker's, Cleveland, Colonial, Colonial, Epps, Huyler, Van Houten, Van Houten, Van Houten, Webb, Wilbur, Wilbur, COCOANUT, Dunham's, Dunham's, Dunham's, Bulk, COCA SHELLS, 20lb. bags, Less quantity, Pound packages, COFFEE, Rio, Common, Fair, Choice, Fancy, Santos, Common, Fair, Choice, Fancy, Peaberry, Maracaibo, Choice, Mexican, Guatemala, Java, African, Fancy African, O. G., P. G., Mocha, Arabian, Package, New York Raisin, Arbuckle, Dilworth, Jersey, Lion, McLoughlin's XXXX, McLoughlin's XXXX sold to retailers only, Mail all orders direct to W. F. McLoughlin & Co., Chicago, Extract, Holland, Felix, Hummel's foil, Hummel's tin, Hummel's tin, CRACKERS, National Biscuit Company, Seymour, Round, New York, Square, Family, Salted, Hexagon, Soda, N. B. C. Soda, Select Soda, Saratoga Flakes, Zephyrettes, Oyster, N. B. C. Round, N. B. C. Square Salted, Faust, Shell, Sweet Goods, Animals, Atlantic, Assorted, Bagley Gems, Belle Isle Picnic, Brittle, Cartwheel & M., Currant Fruit, Cracknels, Coffee Cake, N. B. C., plain or iced, Cocoanut Taffy, Cocoa Bar, Chocolate Drops

4

Table listing items under '4' including Cocoanut Drops, Cocoanut Honey Cake, Cocoanut Hy Fingers, Cocoanut Macaroons, Dixie Sugar Cookie, Fruit Honey Squares, Frosted Cream, Fluted Cocoanut, Fig Sticks, Ginger Gems, Graham Crackers, Ginger Snaps, N. B. C., Hazelnut, Hippodrome, Honey Cake, N. B. C., Honey Fingers, As Ice, Honey Jumbles, Household Cookies, Iced Honey Crumpets, Imperial, Jersey Lunch, Jamaica Gingers, Kream Klips, Lady Fingers, Lem Yen, Lemon Gems, Lemon Biscuit Sq., Lemon Wafer, Lemon Cookie, Malaga, Mary Ann, Marshmallow Walnuts, Muskegon Branch, Iced, Molasses Cakes, Mouthful of Sweetness, Mixed Picnic, Mich. Frosted Honey, Newton, Nic Sugar, Nic Nags, Oatmeal Crackers, Okay, Orange Slices, Orange Gems, Penny Cakes, Ass't., Pineapple Honey, Plum Tarts, Pretzels, Hand Md., Pretzellettes, Hand Md., Pretzellettes, Mac Md., Raisin Cookies, Revere, Assorted, Richwood, Rube, Scotch Cookies, Snow Creams, Snowdrop, Spiced Gingers, Iced, Spiced Sugar Tops, Sultana Fruit, Sugar Cakes, Sugar Squares, large or small, Superba, Sponge Lady Fingers, Urchins, Vanilla Wafers, Vienna Crimp, Waverly, Water Crackers (Ben. & Co.), Zanzibar, In-er Seal Goods, Doz., Almond Bon Bon, Albert Biscuit, Animals, Broomer's But. Wafers, Butter Thin Biscuit, Cheese Sandwich, Cocoanut Macaroons, Cracker Meal, Faust Oyster, Five O'clock Tea, Frosted Coffee Cake, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snaps, Marshmallow Dainties, Oatmeal Crackers, Oysterettes, Pretzellettes, H. M., Royal Toast, Saltine, Saratoga Flakes, Seymour Butter, Social Tea, Soda, N. B. C., Soda, Select, Sponge Lady Fingers, Sultana Fruit Biscuit, Uneda Biscuit, Uneda Jinxer Wayfar, Uneda Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback, CREAM TARTAR, Barrels or drums, Boxes, Square caddies, Fancy caddies, DRIED FRUITS, Apples, Sundry, Evaporated, California Prunes, 100-125 25lb. boxes, 80-100 25lb. boxes, 60-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 40-50 25lb. boxes, 30-40 25lb. boxes, 1/4c less in 50lb. cases, Citron, Corsican, Currants, Imp'd 1 lb. pkg., Imported bulk, Peel, Lemon American, Orange American

5

Table listing items under '5' including Raisins, London Layers, 3 cr, London Layers, 4 cr, Cluster 5 crown, Loose Muscatels, 2 cr, Loose Muscatels, 3 cr, Loose Muscatels, 4 cr, L. M. Seeded, 1 lb. 10 1/2 @ 11, L. M. Seeded, 1/2 lb., Sultanas, bulk, Sultanas, package @ 9 1/2, FARINACEOUS GOODS, Beans, Dried Lima, Med. Hd Pk'd, Brown Holland, Farina, 24 1lb. packages, Bulk, per 100 lbs., Hominy, Flake 50lb. sack, Pearl, 200lb. sack, Pearl, 100lb. sack, Maccaroni and Vermicelli, Domestic, 10lb. box, Imported, 25lb. box, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu., Split, Scotch, bu., Split, lb., Sago, East India, German, sacks, German, broken pkg., Tapioca, Flake, 110 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., FLAVORING EXTRACTS, Foote & Jenks, Coleman's Van. Lem., 2 oz. Panel, 3 oz. Taper, No. 4 Rich. Blake, Jennings, Terpeneless Ext. Lemon, Doz., No. 2 Panel D. C., No. 4 Panel D. C., No. 6 Panel D. C., Taper Panel D. C., 1 oz. Full Meas. D. C., 2 oz. Full Meas. D. C., 4 oz. Full Meas. D. C., Mexican Extract Vanilla, No. 2 Panel D. C., No. 4 Panel D. C., No. 6 Panel D. C., Taper Panel D. C., 1 oz. Full Meas. D. C., 2 oz. Full Meas. D. C., 4 oz. Full Meas. D. C., No. 2 Assorted Flavors, GRAIN BAGS, Amoskeag, 100 in bale 19, Amoskeag, less than bl 19 1/2, GRAINS AND FLOUR, Wheat, No. 1 White, No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Graham, Buckwheat, Rye, Subject to usual cash discount, Flour in barrels, 25c per barrel additional, Worden Grocer Co's Brand, Quaker, paper, Quaker, cloth, Wykes-Schroeder Co., Eclipse, Kansas Hard Wheat Flour, Judson Grocer Co., Spring Wheat Flour, Roy Baker's Brand, Golden Horn, family, Golden Horn, baker's, Calumet, Wisconsin Rye, Judson Grocer Co's Brand, Ceresota, 1/4s, Ceresota, 1/2s, Ceresota, 3/4s, Ceresota, 1/4s, Lemon & Wheeler's Brand, Wingold, 1/4s, Wingold, 1/2s, Wingold, 3/4s, Pillsbury's Brand, Best, 1/4s cloth, Best, 1/4s cloth, Best, 1/4s paper, Best, 1/4s paper, Best, wood, Worden Grocer Co's Brand, Laurel, 1/4s cloth, Laurel, 1/2s cloth, Laurel, 1/4s & 1/4s paper, Laurel, 1/4s & 1/4s paper, Wykes-Schroeder Co., Sleepy Eye, 1/4s cloth, Sleepy Eye, 1/2s cloth, Sleepy Eye, 1/4s paper, Sleepy Eye, 1/4s paper

Table with 1 column and 1 row, containing various food items and prices under the heading '6'.

Table with 1 column and 1 row, containing various food items and prices under the heading '7'.

Table with 1 column and 1 row, containing various food items and prices under the heading '8'.

Table with 1 column and 1 row, containing various food items and prices under the heading '9'.

Table with 1 column and 1 row, containing various food items and prices under the heading '10'.

Table with 1 column and 1 row, containing various food items and prices under the heading '11'.

Mr. Merchant

If for YOU—this January—it's Push and Profit rather than Rest and Rust you can't get our January catalogue any too soon.

Besides the big feature sale of 5 and 10 cent leaders with which the book begins, in every department there are hosts of extra good things for offering at other prices also low enough to be compelling when folks generally are making up for Christmas extravagances.

This catalogue of ours also contains a lot of resultful plans that have PROVED they will pull trade to stores like yours—in January.

So you don't HAVE to be "naturally" idle in January when both the ways and the means for being busy are yours merely by asking for our January catalogue.

Shall we send you this January issue—catalogue No. J598? Write NOW—before the edition is exhausted.

BUTLER BROTHERS

WHOLESALEERS OF GENERAL MERCHANDISE

NEW YORK CHICAGO
ST. LOUIS (And MINNEAPOLIS)
 About March 1.

Sample Houses: Baltimore, Dallas, St Paul

Special Price Current


AXLE GREASE



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

BAKING POWDER

Royal



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


BLUING



C. P. Bluing

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

CIGARS



G J Johnson Cigar Co.'s bd.
Less than 500 33
500 or more 32
1,000 or more 31

Worden Grocer Co. brand
Ben Hur

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

COCOANUT



Baker's Brazil Shredded

70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/2 lb. pkg. per case 2 60
16 1/4 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass 4 1/2 @ 8 1/2
Hindquarters 6 1/2 @ 10
Loins 8 @ 14
Loins 7 @ 14
Rounds 5 @ 7
Chucks 5 @ 6 1/2
Flats 4 @ 5
Livers 3 @ 3

Pork

Loins @ 10 1/2
Dressed @ 7 1/2
Boston Butts @ 9 1/2
Shoulders @ 9 1/2
Leaf Lard @ 9 1/2
Trimnings @ 8 1/2

Fresh Cuts

P. H. Loins @ 10 1/2
Butts @ 9 1/2
Trimnings @ 7 1/2
Shoulders @ 9

Mutton

Carcass @ 7
Lambs 9 @ 11
Spring Lambs @ 12

Veal

Carcass 5 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

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

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 & Cadv, 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 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size 1 10
Cox's 2 qt. size 1 61
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Knox's Acidu'd. doz. 1 30
Knox's Acidu'd. gro. 14 00
Nelson's 1 58
Oxford 75
Plymouth Rock 1 97


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, large 3 75
Halford, small 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Business-Wants Department

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Cash for your property wherever located. If you want to sell, send us description and price. If you want to buy, send for our monthly. Northwestern Business Agency, 43 Bank of Commerce Bldg., Minneapolis, Minn. 430

For Sale—Stock of bazaar goods in town of 2,000 inhabitants in Eastern Michigan. Address No. 428, care Michigan Tradesman. 428

Finest opening for clothing store in State. Write at once. Lock Box 107, Milford, Mich. 427

American DeForest wireless telegraph stock, any part of 1,000 shares, 400 per cent. below company prices. Big money-making copper-gold mining stock, 10 cents share. Agents wanted. E. J. Mackey, 2038 Stout St., Denver, Colo. 426

For sale or to rent, unfurnished 50-room hotel in Saginaw, Michigan. Fine location, perfect repair; steam heat; gas and electric lights, baths. Enquire H. Naegely, 1615 Genesee Ave., Saginaw, Mich. 425

For Sale—Drug store in Southwestern Michigan. Clean, up-to-date. No dead stock. Best reasons for selling. Address "Y," care Tradesman 423

Racket store for sale. Positively the best opening in a farming and factory town of 3,000. Located in Southern Michigan. Will take \$2,000 to get in. Best location. Do not miss this chance. Address "Business," care Michigan Tradesman. 420

For Sale—Stock of ladies' and men's furnishings and bazaar goods, also fixtures. Must sell by Feb. 1, 1907, as lease expires then. A bargain. Address A. E. Shaddock, Lansing, Mich. 419

Who will give money to build real auto airship, all improvements made? Address No. 418, care Michigan Tradesman. 418

An experienced and competent, all round advertisement writer and designer of profitable advertising is open for position. Highest references. Address No. 417, care Michigan Tradesman. 417

A good business opportunity. For rent, a modern brick store building. Located in the heart of the business center of the city. General store established at this location for over twenty years and has always enjoyed an excellent trade. Excellent farming country. Size of store, 22x100 feet, three floors which includes a good basement. Brick warehouse in rear of main store. Store well adapted for groceries, dry goods, boots and shoes. Will lease for a term of years at reasonable rental. Address John W. S. Pierson, Owner, Stanton, Mich. 416

Good opening for general store, shoe shop, harness shop and hotel in growing town near big pasture. Address Faxon Land & Loan Co., Faxon, Okla. 413

For Rent—Store building suitable for any kind of business. Located on main street in Wayland, Mich. Address A. J. Stevens, Middleville, Mich. 414

For Sale—A soda fountain and fixtures complete. All in good condition. A bargain if sold at once. L. Fris, Holland, Mich. 407

For Sale—The oldest established meat market and grocery in Petoskey, including meat and grocery fixtures, stock and good will. Average cash yearly sales, \$25,000. Can be bought at a great bargain. Other business requires my attention. C. C. Hamill, 318 Mitchel St., Petoskey, Mich. 406

For Sale—A six key National Cash Register, with cabinet for six clerks. Perfect condition. Worth \$250. Cash price f. o. b. Sunfield, Mich. \$100 if taken at once. Address Lock Box 264, Sunfield, Mich. 409

Wanted—Doctor and druggist. Good location, no competition. Population village 650, also good farming, Northern Michigan. Address Liniment, care Tradesman. 408

Pecos Valley of New Mexico, the land of sunshine, health and opportunity. Special inducements in irrigated lands. William Dooley, Secretary Farmers' Land League, Artesia, New Mexico. 410

For Sale or Rent—Two brick stores. Rent reasonable. For particulars address E. I. Pickhaver, c-o M. O. Farnham, Mancelona, Mich. 338

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

For Sale—Stock of dry goods, shoes, clothing and hats. Write for particulars. Address Merchandise, P. O. Station D, Columbus, Ohio. 385

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—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, 1908, and can be renewed. Last inventory, \$2,590. Sales during 1905, \$8,640. Good reasons for selling. Address No. 386, care Michigan Tradesman. 386

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

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—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

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

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 co-operate 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

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

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

Wanted for cash to job manufacturers, line of negligee shirts. Address Andreas Rebell, 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

Want Ads. continued on next page.

MR. CASSATT'S MONUMENT.

Andrew J. Cassatt, who died last week and who was best known, in the popular sense, as the successful head of vast railway interests, was much more than a mere financier and capitalist. Great intellectually, unassuming socially and of agreeable personality, his view was not hedged in by purely private aims. Unfortunately, the revelations of the insurance investigations called him back to this country post haste while he was in Europe trying to relax and recuperate. His return to America was not only of his own choice, upon the publication of the scandals involving officials of the Pennsylvania system, but it was with the declared purpose of defending those who could be defended and punishing those who deserved correction. Had he lived in his wonted condition of strength and activity his own name would have been cleared of reflected suspicion directed his way. However, those who knew Mr. Cassatt best require no stimulant to sustain their faith in his absolute integrity.

When, after long consideration and careful investigation, our Government decided upon the adoption and carrying out of a concrete, comprehensive design for the beautification of the city of Washington, perhaps the most imposing obstacle that confronted the project was the location and operation of the Pennsylvania Railroad terminal facilities in that city. Crossing the Eastern branch of the Potomac at the Congressional cemetery, they passed around to the east and south to Sixth street, a distance of two or three miles, thence northwest on Sixth street through the Mall to the company's station at B and Sixth streets, N. W.—only a very short square from Pennsylvania avenue.

The rights of the Pennsylvania Railroad were not insurmountable, but to overcome them legally meant delay and expense to the Government. On the other hand, the Mall constituted the foundational factor for the proposed remodeling. The carrying out of the plan was impossible with a surface railway system crossing the Mall at its most effective point.

No person saw this situation more readily or more clearly than did Mr. Cassatt, the eminent civil engineer, the appreciative artist and the public spirited citizen. At once and upon his own suggestion he consulted the Commissioners and assured them that the matter of the abandonment of the tracks across the Mall and of the great railway station just south of Pennsylvania avenue need not be given a thought by them; that whenever they were ready to begin operations and no matter where the magnificent union station (now building) might be located the Pennsylvania Railroad would not only very gladly adjust its Washington equipment to the new conditions, but would willingly and generously contribute to the fund for meeting the cost of those conditions.

More than that, Mr. Cassatt, all through the investigations and studies by the Commission, rendered, gratis, valuable advisory service in his great capacity as civil engineer,

watching every phase of the progress made in perfecting the superb plan which, when it is fully realized—during the next twenty-five years, perhaps—will make of Washington the most dignified and stately capital city in the world. And prominent in the history of that development must necessarily appear the name of Andrew J. Cassatt.

Live Notes From a Live Town.

Lansing, Jan. 2—Herbert E. Johnson, for the past sixteen years local manager of the Hammond Beef and Provision Co., has resigned his position and will be succeeded by Frank B. Rigby, book-keeper in the local office for the past three years, but formerly with the Toledo Beef Co.

George J. Bohnet and Bart Stanchfield were elected sales manager and superintendent, respectively, of the newly organized Capital Auto Co. at a meeting of the directors last week. Mr. Bohnet, up to one year ago, had charge of the W. K. Prudden & Co. garage here, and since then has represented the Reo people in Saginaw territory. Mr. Stanchfield will be remembered as one of the Olds trans-continental drivers last year.

The agitation inaugurated some time ago by the local grocers against the proposed raise in rates by the Bell telephone people, and which promised a clean sweep of the Bell phones by the grocers because of the raise, has fallen flat, several prominent members of the Association having decided at the last moment that they could not afford to do without Bell phones. It is stated a few grocers scattered throughout the city will hold out, but no concerted action will be taken, and it looks as though nothing further will develop.

John M. McElwain, formerly of Hastings, but during the past ten or twelve years in the Auditor General's department, has purchased a half interest in the Sullivan Bottling Works, buying out E. G. Hamblin's interest.

Articles of incorporation of the Walker-Schultz Foundry Co., with a capital stock of \$5,000, have been filed. William Walker, Adolph and Julius Schultz and Otto Letzau, Jr., are the incorporators. The corporation succeeds the firm of Walker & Schultz, which has been conducting the old Maud S. foundry on Cedar street, north.

The real estate men of this city last week organized themselves under the name of the Lansing Realty Board. J. W. Bailey, W. C. Hull and Herbert J. Flint were elected temporary officers. Several reasons are given for the organization, some of which are the proposed uniformity of commissions, the booming of this city and interesting outside capital. The constitution of the Detroit Realty Board will be followed in drafting the constitution of the local board.

Merchants here, particularly the grocers, are clearing their shelves of their old stock of canned goods which come under the ban of the new pure food law, and it will soon be a hard matter to find any of these in this city. Local dealers declare the new law will have the desirable effect of knocking out the cheaper grade of

goods and only the best and purest will find a place on their shelves hereafter.

Geo. A. Toolan.

Let Us All Turn Over a New Leaf.

Evansville, Ind., Dec. 31—The best thing for us to do is to stop and take an inventory of our mind and if we find any dead stock there close it out. Profits are made on goods which are alive and move, and the best stock any merchant can have is the stock which he carries in the head. Let us try to kill the influence which runs through most of us that is known as selfishness. Selfishness is a bad stock to carry. When we fully realize the great fact of the oneness of all life, that all are partakers from this one Infinite Source, and so that the same life is the life in each individual, then selfishness, prejudices and hatred cease. Love grows and reigns supreme. Then, wherever we go, whenever we come in contact with our fellowman, we are able to recognize the Great Power within. We thus look only for the good, and we find it. It always pays.

There is a deep scientific fact underlying the Great Truth, "He that takes the sword shall perish by the sword." The moment we come into a realization of the subtle powers of the THOUGHT FORCES, we can quickly see that the moment we entertain any thoughts of hatred toward another, he gets the effects of these diabolical forces that go out from us, and has the same thoughts of hatred aroused in him, which in turn return to the sender.

Then when we understand the effects of the passion, hatred or anger, even upon the physical body, we can see how detrimental, how expensive this is. The same is true in regard to all kindred thoughts or passions, envy, criticism, jealousy, scorn. In the ultimate we shall find that in entertaining feelings of this nature toward another, we always suffer far more than the one toward whom we entertain them. Selfishness truly is at the root of all error, sin, and crime, and ignorance is the basis of all selfishness.

I am writing these thoughts not for the readers of this journal only. I wish the writers to remember them too. I am going to think more about these thoughts myself. We ought to practice what we preach. I know that I am like most of all of those who write articles only once in awhile, we are greatly misunderstood, but that does not make any difference, for the fact is that all thought is alive and it does its work whether it is fully understood or not.

What are we all working for? We are trying harder to protect our lives than do anything else. But too many of us seem to forget the Life Forces within us and let our eyes lead us off to the land where there appear to be values of dollars and cents.

Dollars are a good thing to have, but, my dear fellow merchants, try to know that you can get them much easier if you will take better care of the influence that controls all wealth, and that is the THOUGHT FORCE. There is no mistake about it, if a

man will think right he will be right.

A man passes for what he is worth, not in dollars and cents but in the knowledge that he has of himself. It makes but little difference to those around you how much you may understand how to buy and sell goods, it is how much you really care for the welfare of your better thoughts that counts now days.

Edward Miller, Jr.

BUSINESS CHANCES.

For Sale—Fine large, clean stock of furniture, carpets and rugs. A successful business of long standing. Very little competition. Fine locality, surrounded by well to do farmers. A sure winning business on solid foundation. Sure to succeed with good management. For particulars enquire of No. 439, care Michigan Tradesman. 439

For Sale—Nearly new stock of shoes and gents' furnishings, invoicing about \$7,500, located in town of 500. Good established business. Will sell furnishings stock separate, invoicing about \$3,500, but prefer to sell the entire stock. Lock Box C, Byron, Mich. 433

What town wants a printing office? A good printer and editor wants a change of location. Has a model printing outfit and am now publishing a paper, but have too good an outfit for present location. Address M, care Michigan Tradesman, Grand Rapids, Mich. 432

Drug and grocery for sale. Good Michigan town 600. Inventories \$4,800. Doing better than \$15,000 yearly business. Your money back the first year. Address No. 431, care Michigan Tradesman. 431

For Sale—First-class shoe store, in Calumet, Mich., invoicing \$30,000. Will sell for \$25,000. Best location in the city. Doing the largest retail shoe business in the copper country. Reasons for selling, retiring from business. The Bee Hive Shoe Store, Calumet, Mich. 438

For Sale—Eighty acres of land, good soil, sixty acres hardwood timber, two miles. Good sawmill, good investment for speculation. \$1,200 takes it, as the money is needed for other business. Write Clifford Parker, Hill City, Minn. 435

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

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

POSITIONS WANTED

Wanted—By man 34, hustler, position as traveling salesman, staple line. Experienced. Satisfactory reference. Address No. 436, care Michigan Tradesman. 436

HELP WANTED.

Immediately, young men, bright, from Michigan, to prepare for entrance examinations for railway mail clerks. Good prospects. Particulars free. 457 Interstate Bldg., Cedar Rapids, Ia. 437

Wanted—An experienced candy salesman. Good position for competent man. Address No. 434, care Michigan Tradesman. 434

Wanted—An experienced dry goods clerk, (lady or gent), lady preferred, to take charge of dry goods department. Permanent position. Fifteen miles from Grand Rapids. Address No. 424, care Michigan Tradesman. 424

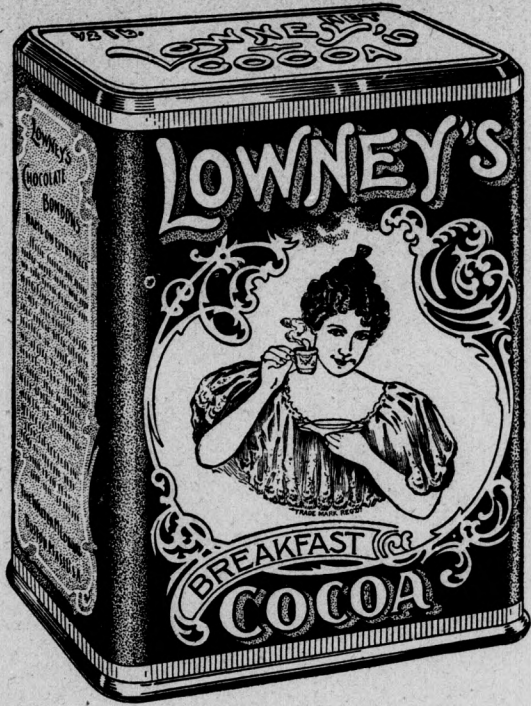
Wanted—Stenographer and assistant book-keeper for general store work. Young man. Send references. Cobbs & Mitchell, Inc., Springvale, Mich. 422

Wanted—Good salesman, covering State of Michigan, to carry our goods as a side-line. Good commissions. Trade established. Caledonia Chemical Co., Caledonia, N. Y. 421

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. 415

Wanted—A first-class registered pharmacist. Salary \$75 per month. For information write Yerington Drug Co., Yerington, Nev. 395

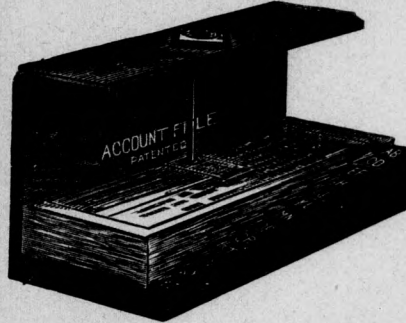
We want one lady or gentleman in each town and city to represent us in the sale of our shears and novelties; our agents make from \$12 to \$35 per week; the work is steady, no heavy samples to carry, and permanent. Salaried positions to those who show ability; write to-day for particulars of our offer. No money required on your part if you work for us. The United Shear Co., Westboro, Mass. 967



The purity of the Lowney products will never be questioned by Pure Food Officials. There are no preservatives, substitutes, adulterants or dyes in the Lowney goods. Dealers find safety, satisfaction and a fair profit in selling them.

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

Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids



DON'T WAIT

Every day's use of old style scales is *costing you money* in wasted time and merchandise that

MONEYWEIGHT Scales

will prevent.

Many users have expressed regret that they waited so long before sending in the coupon.

Send the Coupon TO-DAY.

If you are using old style scales you are paying in waste for MONEYWEIGHT Scales without having the satisfaction of using them.

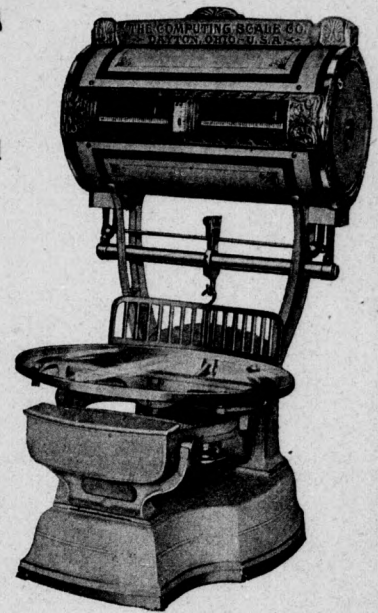
Let MONEYWEIGHT Scales stop the loss and *pay for themselves.*

SEND IN THE COUPON!

It does not place you under any obligation to buy.

Moneyweight Scale Co.

Distributors of HONEST Scales GUARANTEED Commercially Correct
58 State St. = = = CHICAGO



**This Scale
Stops Your Loss**

**The Computing Scale
Company.**
MANUFACTURERS
DAYTON, OHIO.

Date.....
Moneyweight Scale Co., 58 State St., Chicago.
Next time one of your men is around this way I would be glad to have your No. 95 scale explained to me.
This does not place me under obligation to purchase.

NAME

STREET and No.

TOWN STATE

Continuing Our Talk of Last Week on

Homer Laughlin's Dinner Ware

We illustrate below some of the easiest selling lines of Crockery made in the world to-day:

Homer Laughlin's Semi-Porcelain

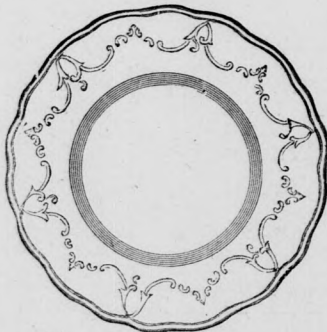
No. 4823 Pattern
Green Spray Decoration



100 Piece Dinner Set
Retail Price **\$6.95**

Homer Laughlin's Semi-Porcelain

"Colonial" Pattern
Plain White



100 Piece Dinner Set
Retail Price **\$6.25**

Homer Laughlin's Semi-Porcelain

No. 4830 Pattern
Gold Spray Decoration



100 Piece Dinner Set
Retail Price **\$10.50**

You Will Find It the Easiest Thing in the World

To Build Up A Profitable Crockery Business

in your town and vicinity if you will sell these finest and easiest selling lines of Homer Laughlin's China, because it never fails to give your customers the utmost satisfaction and is sure to bring them back to your store.

Remember these goods are made in the largest pottery of the world and are absolutely

Guaranteed Against crazing

by the makers.

A Few Dont's

- Don't buy any ware because it's cheap. It's sure to hurt your business.
- Don't keep two or three kinds. Stick to one kind and keep that constantly in stock.
- Don't buy "thirds" unless you are tired of business.
- Don't be without Homer Laughlin's wares.

We Make
NO CHARGE
For Package and Cartage

Leonard Crockery Co.

Grand Rapids, Mich.

Half your railroad fare refunded under the perpetual excursion plan of the Grand Rapids Board of Trade. Ask for "Purchaser's Certificate" showing amount of your purchase.

We Make
NO CHARGE
For Package and Cartage