

MICHIGAN TRADESMAN

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Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 20, 1907

Number 1261

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Without the love of books the richest man is poor; but endowed with this treasure of treasures, the poorest man is rich. He has wealth which no power can diminish, riches which are always increasing, possessions which the more he scatters the more they accumulate, friends who never desert him, and pleasures which never cloy.

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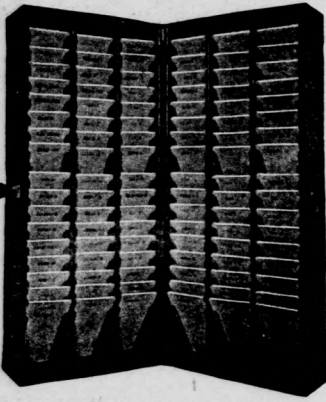
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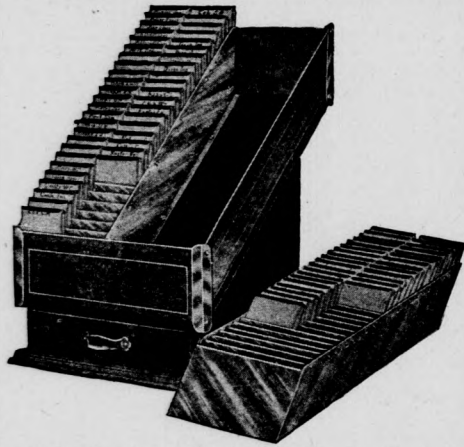


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SNOWBOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 20, 1907

Number 1261

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GRAND RAPIDS, MICHIGAN

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Grand Rapids, Mich

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

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SPECIAL FEATURES.

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TRUE HEROISM.

When in the heat of battle a commanding officer calls for a volunteer to fire a mine that shall not only demoralize and possibly annihilate the enemy, but will also demand the life of the volunteer, the man who answers such a summons immediately takes permanent rank as a hero.

There have been thousands of examples of such heroism and loyalty to specific causes, each demonstration differing from the others only as to physical aspects, as there will be thousands like them to record during the years to come.

It is well enough, perhaps, to differentiate between physical courage and moral courage, because men may be and often are influenced by environment, by intense excitement or painful suspense to assume risks which, under ordinary conditions, would not be undertaken. Then, too, there are those persons who, for one reason or another, are habitually reckless and seemingly seek extra hazardous experiences with a view to ending their histories as suddenly as possible and with no thought of reward or punishment—mere foolish fatalists.

Then there is another sort: Those who make dramatic exhibitions having none of the flavor of real heroism, but fairly alive with the stoicism of the animal nature of prehistoric mankind.

It is, comparatively speaking, a greater test of genuine manhood to face the possibility of certain, complete and permanent physical disability through some deliberate and intended act in behalf of a worthy object than it is to court death in the interests of such a cause; but in either case real heroism is displayed and both moral and physical courage have been controlling factors.

Fully as great, if not greater than any of these, is the display of heroism which has as its dominating cause the desire to protect the rectitude of a nation, a corporation, an estate or an individual, when legally

there is no reason for such a display. When a man of his own volition gives of his very best intellect, his most vital energy and all other of his available resources for the preservation of an enterprise in which his name and credit have been prominent factors; when such a man assumes responsibilities, courts and meets exigencies in such a cause and successfully, then do we witness the rare and magnificent spectacle of absolute human heroism. In such cases there is no compulsion. It is voluntary. There being no legal contention to compel such behavior the act is entirely free from fear of judicial force or punishment. And there is no hope or desire for reward in the sense of material gain. It is purely, solely, a moral proceeding along the irrevocable pathway of right doing—an example of unqualified moral heroism.

The soldier hero may get a formal acknowledgment of his act from his commander and possibly also may receive ultimately a resolution of thanks from Congress, a medal of honor from the War Department, a monument at the hands of his comrades in arms or as a mark of distinction from his home-town people. The citizen hero who saves life at the imminent risk of his own is certain to receive newspaper praise and, perhaps, a medal from either the Nation or some organization to whom his act appeals most strongly; but the unassuming and usually unknown hero—he who does the right thing at any cost and without a murmur of protest or a hint at praise—receives as his ample and only reward his own contentment, satisfaction and relief over the fact that he has been permitted to accomplish to the last degree that which his own soul tells him is the very best of all human victories.

The Michigan Tradesman most cordially greets and congratulates as such a hero Mr. William Widdicomb, of Grand Rapids, whose ten year battle to wrest the Widdicomb Furniture Co. from the throes of dissolution and place it in the proud position it occupied under his management a quarter of a century ago as a dividend paying institution resulted in the victory described at some length in last week's edition of this publication.

Dr. Wiley, expert Chemist of the Agricultural Department, has decided that beef kept in cold storage fourteen years becomes unpalatable. This discovery is about as valuable as most of Dr. Wiley's work along pure food lines. It is now in order for him to announce that strawberries should be eaten within seventeen years after they are picked and that whisky should be drunk within 499 years after it is distilled.

LO, THE POOR INDIAN.

Several years ago, indeed more than three or four decades, there was a good deal of Indian fighting for the United States troops to do. Captain Jack and other braves of various tribes fought the white man but invariably were whipped, though frequently not before the braves had done a good deal of damage. By dint of hard work Lo and his folks were subjugated. They were put on reservations and cared for by the Government, which endeavored to make them good citizens and teach them to work and earn their living as white people have to do. A few of them farmed it some, but most of them did only enough work to get a living and looked to the Government for the rest. Anybody who has ever traveled much in the Western states and noticed the noble red man and likewise the noble red lady hanging around the railroad stations has not been very much impressed with their nobility. Of them certainly it could be said that they are opposed to slavery, for in most instances they regard work as their enemy.

The other day it was reported that one of the tribes showed rebellion and proposed to resist the Government in its efforts to control. Of course it would be very feeble resistance that could be thus raised, but the reason is of general interest. The policy of the Government has been to support the Indians while teaching them to become self-supporting. Work is provided and for the rebellious tribe it was digging on a railway at \$2 a day. This the Utes declined to do, saying the Government owes them a living. When it was suggested to them that they were being put on the level with the white men who have to work or starve, some bright brave among them pointed out that in the East there are institutions where the non-supporting white people are maintained at public expense. Their misunderstanding of a poorhouse was such that they wanted one for themselves. Their insurrection is more against work than it is against the Government. What they want is to be supported in idleness and that their Uncle Sam refuses. The troops have been sent out there and arguments have been presented which are indisputable. Under the circumstances there is no occasion for anybody to sympathize with the Indians. Everything possible has been done for them and will be in reason. It will be impressed and brought home to them that they are just as good as anybody else and that when employment is provided they must work for a living.

An empty head is no evidence of a holy heart.

COMMON PEOPLE.

Their Sane Sense Will Save the Banks.

Written for the Tradesman.

The high-salaried employe approached the druggist gingerly. He looked and acted like a man who wasn't quite certain of the reception he was to receive.

The old druggist smiled and went to meet him. The customer laid a prescription down on the counter and the merchant carried it back to the clerk behind the desk. The customer stood waiting. When he got his remedy, he laid a folded bit of paper in the merchant's hand.

"What's this?" asked the druggist.

"Money," replied the other, shortly.

"Doesn't look like it."

"Well, I got it at the 'Steenth National Bank."

The druggist unfolded the paper and laid it flat on the showcase, so he could get a good look at it. It was a certificate of deposit for five dollars.

"Why do you leave your money in bank and carry such paper around with you?" asked the merchant, tossing the certificate into the cash drawer and counting out the change.

The customer waited until he had the change in his hand—just as he had waited for the remedy before he presented the certificate of deposit.

"I didn't put the money in the bank," he then said. "The Truejoint Furniture company, where I am employed, put the money in the bank and gave me a check in my pay envelope instead of the currency. When I went to bank with the check the cashier gave me ten dollars in currency and four of these certificates of deposit instead of giving me the currency the furniture company had deposited to meet these payroll checks. What do you think of a game like that?"

"I see nothing wrong about it," replied the druggist. "The banks are, or were at that time, trying to keep business going without exhausting their currency."

"But this sort of thing frightens everybody."

"It frightens only the ignorant. That certificate of deposit is just as good as a five-dollar gold-piece, and you know it. It makes me think of the old days of the civil war. I was a kid then, and used to get my pocket money with my steel traps. See? It was fun for me then to get up at daybreak and tramp five miles through swamps to see if I had caught a muskrat. The hides were worth a quarter in those days, and calico was half a dollar a yard. When I got a few pelts ahead I'd go to town and trade. Say, but they used to give quinine pills and pocket knives for change in those days. And postage stamps! Well! The old three-cent kind were passed around until they looked like a chromo on a fish pail. Talk about change! There wasn't any. When a man sold something he got rid of the proceeds of the sale just as quickly as he could. Why, these times are gold-

en days of luxury compared to those old ones. Don't you worry as long as you can get good certificates of deposit."

"Well, it looks bad to me," insisted the customer.

"What looks bad?"

"This scarcity of money."

"There is more money in the country to-day than there was two months ago, when there was no trouble whatever. The trouble is that the 'fraid ones are taking their coin out of bank and putting it into safety deposit vaults. Whenever currency gets a little scarce, folks grab for their bank books and run. As a writer has said, this is just like turning on the water because there is an alarm of fire.

"If every one turned on water to hoard a supply because the fire engines were likely to use a lot of it, the whole city would burn down. If everybody hoarded money in times when currency was scarce there would soon be no currency for them to hoard. They would be obliged to spend what they had for food, and there would be no means of getting more. If you want to see your factory shut down and yourself out of work, just push this kick of yours along until people get so scared they won't buy furniture. That will do the business all right."

"Oh, that is what they all say," replied the customer. "Look here, what is the use of putting money in bank if you can't get it out when you want it? I'll tell you right now that the banks won't get over this for months. People will be afraid of them. And you business men won't get over it, either, for people will hoard their money instead of buying things they need with it. You see?"

"You talk like a sausage," laughed the druggist. "The banks are all right, and they are doing only what they ought to do. They are keeping business going by exercising good judgment. They are bringing a hundred millions in gold into the country, and they are using clearing house certificates as much as possible in their own transactions. The banks are all right as long as they are conducted on the right lines. How can you expect a bank with two million dollars out on loans, much of it on commercial paper, to get all its resources in on a day's notice?"

"If they tried that, half the business men of this city would be thrown into bankruptcy. That would breed a nice mess for workingmen, wouldn't it? I presume your own employers have credit at the banks. Shut this off, and away goes your job."

"Well, it is mighty funny," said the customer, "that the banks can't get plenty of currency, with all their resources. It shows that a new system of banking is in order. If the financial interests of the land are at the complete mercy of the people who have small savings accounts, our famous financial fabric rests upon a mighty insecure foundation, let me tell you. If the ignorant people

who get scared in a second and rush to draw their money have the safety of the business interests of the country in their hands, we are in mighty hard luck."

"I like to hear you talk," replied the old druggist. "You make me think of the days when I had a remedy for every ill. Yes, me son, the common people have the age on the financial situation, and always will have it. The common people are the ones who, in the aggregate, hold a large majority of the currency of the world. The use of it rests with them. If the circulating medium of the United States should be increased a hundred billion dollars tomorrow, in a few weeks it would all be out in the hands of the common people. We've got to trust the common people. There is no way that we can do business without them."

"Of course," continued the druggist, who, as the readers of The Tradesman well know, is never so happy as when preaching a little sermon, "I do not claim that the banking system is just as it should be. Somehow, it seems to me that there ought to be a system which the people would trust implicitly. The circulating medium of the country must be used day by day, and the banks must handle it, so we must have some system which will appeal to the people as it should."

"The postal bank is the thing," said the customer.

"Oh, I don't know about that," was the reply. "It is not that we need a safer place for our money. It is that we need a safe system where the currency will be on hand for business every working day of the year. We don't know what the government would do with the people's money if it had it. The money question means just this: Keep it moving."

"I try to keep mine moving," smiled the customer. "I haven't saved a cent this year. Yes, I keep mine out doing good."

"You don't have to squander it in order to keep it moving," said the merchant. "To keep it moving means not to tie it up in a safe or in a stocking. It is like this: You pay \$10 to Jones for a watch charm. Jones pays \$10 to Smith for a bit of carpenter work. Smith pays Carlton \$10 for groceries. Carlton pays \$10 to Dare, the wholesaler, for sugar. Dare pays \$10 to your firm for furniture. The firm pays \$10 over to you for labor. There you are."

"But look here, if Jones had hoarded the \$10 you paid him, putting it away in his safe, where would the others have come out? In the end, you would have been the loser. This is all old, of course, but it will do no harm to talk it now, where there is so much kicking at the banks."

"It is an unstable system," repeated the customer. "When the owners of the savings books can block trade, or ruin it, there is no safety. We must have a better system."

"You might say the same of the government," said the druggist. "The common people own and control

this government. They own all the cities and all the farms and villages. They can go to the polls at any general election and choose a president and a congress that would wreck wealth and scatter collections of money which are now invested in plants which give employment to thousands. You can't get beyond the reach of the common people, me son, and so we've got to trust 'em."

"If they can bust the banks at will and suspend all business, so can they bust the government at will and set up in its place any old thing that would please the fanatical and selfish. But they don't do so. They don't tear the government to pieces, and they won't wreck the banks. It is for their interest not to do so."

"A run on banks would mean money-hoarding. That would mean a lack of consumption of the products of labor. That would mean men out of work. That would mean lower wages. You take all the certificates you are offered, me son, and remember that there is a lot of sense in the heads of the common people."

Alfred B. Tozer.

Sand Bar Now Worth \$10,000.

By the action of the sea, a bar of sand has been created into an island, and the man who paid the state of New Jersey \$185 for it two years ago has just sold it for \$10,000.

The island is to be enlarged with sand pumped from the sea, and connected with Five-Mile Beach, which will probably afford a means of connecting the coast trolley lines between Atlantic City and Cape May, in the great project of a continuous line from Atlantic Highlands to the capes.

The bit of land thus pushed into prominence is now known as Champagne Island, about midway of Hereboard inlet. On its shoals last July 11 persons lost their lives by the capsizing of the yacht Normal.

A hundred years ago it was part of the neck known as Angelsea, but now North Wildwood. By action of the ocean currents, it gradually went down and for many years was but a treacherous bar, a menace to navigation.

By one of those puzzling switches of the currents the bar began to rise about ten years ago, and it gradually grew higher and higher until at last was visible above high water.

The shifting sands continued to pile up, and finally, it became an island, to which was given the euphonious name of Champagne Island, not because the fizzing beverage had anything to do with it, but because that sounded good to those who desired to call it something.

Like all such land within riparian territory, the pile of sea-washed sand was the property of the state, and many eyes looked upon it with visions of riches to come. While others dreamed Henry H. Ottens made his dicker with the state authorities and bought the island for \$185.—New York World.

When a woman hasn't anything else to worry over she'll sit up and weep because she has had no heart-chastening sorrow sent to her.

WALL PAPER.

Its Sale To Women No Pipe Dream of Pleasure.

Written for the Tradesman.

The wall paper man was in a communicative mood when I sat down on the seat with him on the street car. I had a long way to go and he was bound for an even farther distance in the same direction, so we waxed chummy for the time being.

"I suppose the women just about drive you frantic, don't they, with their vacillation?" I said, by way of a starter for denunciations against the sex, after we had got through with glittering generalities about the weather.

"Well, I should be inclined to say 'Yes' if I stuck strictly to the truth of the matter. If I wasn't a man of veracity I should sugar-coat it and declare up and down that they never bothered me in the least; that nothing gave me more exquisite pleasure than to stand by the side of a wooden rack all day long and flop over samples of wall paper for the delectation, criticism or execration of the Weaker and Weathervane Sex.

"Honestly, though, I do get most frightfully weary of the whole I-almost-said-something business.

"There's one woman in Grand Rapids—well, truly, I'd rather see the Devil himself come aprancing along towards me than to behold her stately hulk heaving into view on the horizon."

(The paper man seemed nautically as well as veraciously inclined.)

"Yes, I hate her worse than His

Satanic Majesty hates holy water! She's a mean old skinflint—the incarnation of penuriousness. She admires nice goods—wants the best of everything—but never likes to pay what merchandise is worth. I've clerked in other stores in the city—several different kinds—and the experience of one in regard to Mrs. Bulkiness is the experience of them all. Each store's employes abominate her and her close methods. She is the greatest beat-'em-down inside the city limits and way out to Plainfield, Cascade, Grandville and Berlin thrown in for good measure! She'd be none too good to steal her old grandmother's only pair of spectacles and put 'em in hock. She sells her husband's old shoes to the secondhand man and gloats over the quarter she gets for them.

"Oh, she's a terror to snakes, she is!

"Didn't I have a siege with her and don't I know?" demanded the paper man of the Man in the Moon—at least I supposed he was addressing himself to the Man in the Moon, the way he rolled his eyes to Heaven.

"This lovely(?) lady started in to paper her dining room. Before we got through we papered her entire house, an', golly! weren't we simply wiped out of existence by the time she got through bossing us!

"I stood up by the clock—no, by the rack—for three straight hours while that woman talked. Talked? Talk wasn't it—she had a perpetual motion machine in her upper story guaranteed to run without winding

up or readjustment for seventy-two consecutive hours, with ten minutes allowed for refreshments!

"As I said, she began on the dining room. She'd select a sample and stick to it that she was going to have like that particular one for the dado. Then the frieze received her profound concentration. Then she'd switch off on to a couple of others, hang by those for a few moments, when back she'd go to her first love, only to pick out a third combination, and perhaps a fourth, or fifth, sixth or seventh.

"I was just about dead when she got through with the selections for all her rooms!

"And, say! if you could have seen that house when our decorator was done with it! I declared that it was a very fine job. It certainly was a fine job, but the way I meant was not what she thought I meant. 'Twas the ugliest hodge-podge you ever set eyes on. A house should be homogeneous in all its adornings. The rooms should have a certain harmony to those in closest proximity, and also to all the others, so that there is no incongruous contrast—no clashing anywhere.

"Not so the domicile of Mrs. Bulkiness. Each room screams at its neighbor and as well at all the rest.

"That woman is but a fair sample of very many others with whom we have to deal. Oh, life isn't all peaches and cream, not by any manner of means. There's beefsteak smothered in onions, besides pate de foie gras and other little French fixin's. But

the most disagreeable of all the annoyances we have to put up with is where a woman decides on the paper for fifteen or twenty rooms and then changes her mind about every blessed one of 'em. That's the time we need the patience of a Job and the tact of a diplomat. It's very, very seldom that a feminine lands the same paper on a room as the one she first thought she preferred, but when it comes to her going back on all her preferences for a great big house it's a corker of a proposition."

Here was where I got off, so I said a pleasant "Good evening" to the wall paper salesman and left him ruminating on his "corker of a proposition." I guess it's no lie what he said about the life of him and his brothers being "not all peaches and cream."

Jessie Burton.

A Mackerel Novelty.

Necessity is the mother of invention and short crops of one food are the initiative for the discovery of others. The present scarcity of sardines has driven French ingenuity to devise new methods of canning substitutes and several new delicacies have arisen from the present stringency in the sardine supply. Chiefly are little mackerel, about eight or ten to the can, put up in a variety of ways new to the trade: pickled, in oil, in tomato sauce and in lemon sauce. The new goods have awakened considerable interest among those who have seen them.

OF INTEREST TO YOU

When a grocer sells cheap baking powders he invites dissatisfaction. The cake being spoiled by the powder, all the ingredients will be classed as inferior, to the discredit of the grocer who sold them. The sale of lower-cost or inferior brands of powders as substitutes for the Royal Baking Powder, or at the price of the Royal, is not fair toward the consumer, and will react against the reputation of the store.

Royal is recognized everywhere and by every one as the very highest grade baking powder—superior to all other brands in purity, leavening strength and keeping quality. It is this baking powder, therefore, that will always give the highest satisfaction to the customer; and a thoroughly satisfied customer is the most profitable customer that a dealer can have.

Ask your jobber for Royal Baking Powder. In the long run it yields more profit to the grocer than the low-priced alum brands.



Movements of Merchants.

Orion—H. D. Bailey has purchased the hardware stock of J. M. Heenan.

Mulliken—F. J. Noble has purchased the Frank Braley building, where he will conduct a grocery store.

Simmons—Nelson Emlaw has purchased the grocery stock of the Earle Lumber Co. and will continue the business.

Wyandotte—Adolph Smith, aged 45 years, a well-known west side grocer, died at his home on Oak street last Thursday night, after a lingering illness.

Paw Paw—O. P. Hutchins, of Alamo, has opened a grocery store in the building formerly occupied by Wm. Strowbridge on North Kalamazoo street.

Grand Marais—Mrs. J. J. Brown, of St. Ignace, has purchased the millinery stock and fixtures of Mrs. C. Bell, recently deceased, and will continue the business.

Lake Odessa—Mahon & Clark, the former of Petoskey and the latter from Clare, have leased the building vacated by F. C. Dickinson and will open a wholesale and retail candy store and factory.

Muskegon—The A. J. Schultz Shoe Co., which will conduct a general boot and shoe business, has been incorporated, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Bingham—Joseph Oberlin has disposed of his general stock to his mother and brother-in-law, John B. Arnold, taking in exchange the Colonial Hotel at Ludington. Mr. Oberlin has left for Ludington to take charge.

Vandalia—A stock company has been formed under the style of Shull Bros. & Co., which will carry on a general mercantile business. The new company has an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Port Huron—J. B. Sperry and T. G. Hall have merged their hardware and bazaar stocks, which marks the beginning of an up-to-date department store. The new store will be known as Sperry's and will occupy the three floors of the building now occupied by J. B. Sperry.

Lake Odessa—O. A. Lapo, who is now engaged in the hardware business, has purchased the O. M. Bachelder furniture and hardware stock. Mr. Lapo will continue both stores for a time, but will ultimately merge the two stocks, continuing the business at the new location.

Holland—The New York bargain stores, conducted at this city and Zeeland by Nemerowski Bros. & Shanessy, have been closed and are now in charge of the sheriff. Shanessy, who was running the Zeeland store, it is alleged, took \$2,000 and skipped the country. The indebtedness will reach \$6,000, while the stock on hand will not exceed \$2,000.

Detroit—Geo. D. and Chas. A. Grant, constituting the Grant Bros. Auto Co., have merged their business into a stock company under the same style. The company has been capitalized at \$10,000, all of which has been subscribed, \$300 being paid in in cash and \$9,700 in property.

Gagetown—H. C. Purdy, the hardware merchant, has a new use for his automobile. He backed it up near his wood pile, jacked up the hind end, stretched a belt from the axle to a buzz saw, started it going and was successful in cutting up several cords of light wood for his cook stove.

Bay City—The Bay City Hardware Co., Ltd., conducting a general wholesale and retail hardware business, has merged its business into a stock company under the style of the Bay City Hardware Co. The company has been capitalized at \$60,000, all of which has been subscribed and paid in in cash.

South Lyon—Frank Judson died here Nov. 16. Mr. Judson for twenty-two years conducted a grocery and drug store at Brighton. He moved to this place three years ago. In each place he took an active part in politics and held several offices in each town. He was a cousin of Lyman J. Gage, former Secretary of the Treasury. Mr. Judson is survived by a widow and three children. Death was the result of a stroke of paralysis sustained one week ago.

Nashville—Inventory of the Elmer McKinnis grocery stock resulted as follows: Stock, \$1,202.77; fixtures, \$300. Loss to stock, \$648.90; to fixtures, \$190. These figures will probably be accepted by the insurance company. This is the fire which was caused by escaping gas from the hollow wire system of gasoline lighting recently installed in the store by the Allen-Sparks Gas Light Co., of Lansing. It is reported that the insurance companies will hereafter refuse to accept policies on mercantile stocks in stores where this system is installed.

Kalamazoo—An attachment was issued by Justice Peck on Oct. 31 on the grocery stock of Waldorf Bros. at the instance of A. J. Winslow on the alleged ground that the Waldorfs were trying to dispose of their stock and defraud creditors. Winslow had a claim against them for rent, which he feared he would lose. The firm contended that they had no intention of defrauding their creditors in any way, although they had given an option on their goods, which at the time the attachment was served had expired. Commissioner Schaberg subsequently issued an order dissolving the attachment.

Manufacturing Matters.

Jackson—The Granger-Teer Carriage Co. has changed its name to the Jackson Carriage Co.

Detroit—The capital stock of the American Blower Co. has been increased from \$300,000 to \$500,000.

Utica—The Utica Co-operative Creamery Association has increased its capital stock from \$6,100 to \$7,380.

Koss—Joseph Frimering, a wealthy millowner of Munster, Ohio, is planning to erect a hardwood factory at this place. He has been looking over

the adjoining timber lands and, if he can secure the necessary site, will erect a plant. The factory will employ from thirty to forty men the year round.

West Branch—The Batchelor Timber Co. has shut its plant down for three weeks for extensive repairs, after which the mill will start on an all winter run.

St. Ignace—The Bissell & Shaver shingle mill is being rebuilt with additional machinery from Highstone's mill at Detour. The plant will have a capacity of 70,000 shingles a day.

Grand Marais—William Lavender has taken a contract from his son, E. J. Lavender, to log 480,000 feet of hardwood near this place this winter, the timber to be delivered to Cook, Curtis & Miller's hardwood mill here. Mr. Lavender has begun operations.

Cheboygan—Joseph Mailhot has started a lumber camp near Topinabee, with George McCarty as foreman. He has another camp in Beaugrand township, where he is getting out pulpwood.

Seney—The Danaher Lumber Co., owner of a large tract of timber south of this place, has decided to lumber it this winter. The timber will be railed to Dollarville and a branch line of road is being built to the timber via McMillan.

Holland—C. E. Thompson, manufacturer of all kinds of plumbers' supplies, has merged his business into a stock company under the style of the Central Manufacturing Co., with an authorized capital stock of \$35,000, of which amount \$18,000 has been subscribed, \$1,000 being paid in in cash and \$17,000 in property.

Detroit—The Michigan Cement Machine Co., which will manufacture concrete mixers and cement block machinery, operations to be carried on at Grand Rapids and Detroit, has been incorporated, with an authorized capital stock of \$35,000, all of which has been subscribed, \$30,000 being paid in in property and \$5,000 in cash.

Hessel—The United States Coöperage Co. is leaving this place and has transferred its mill to Robert Harris and R. E. Clay, of St. Ignace, who have formed a partnership to saw out the logs on hand and clean up the company's timber limits. Considerable timber is still in the region and the sawmill may be run for several years.

Grayling—The Cheboygan Boiler Works has closed a contract with Salling, Hanson & Co. to erect at the mill of the firm at this place the largest refuse burner in Michigan. It is to be 100 feet high and 43 feet in diameter, with an 18-inch water space. Thousands of dollars' worth of valuable refuse will be converted into ashes in this way every year because the firm has no other available use to which it can be diverted.

Detroit—The Esper-Ford Lumber & Chemical Co. has filed articles of association with the County Clerk. The company will engage in the manufacture of lumber in Springwells and will use the waste material for making wood alcohol. The new concern is capitalized at \$15,000, and of this amount \$6,025 has been paid in

in cash and the balance in property. The stockholders are F. H. Esper, John Ford and Lucius D. Harris.

Dowagiac—J. V. Lindsley, who has designed a new automobile, has arranged with Lake & Neff to build his cars, and they will begin on them very soon. Mr. Lindsley has two styles of low priced cars selling at \$450 and \$475. The former is a delivery wagon with high wheels and the latter a spring wagon especially designed for farmers. Mr. Lindsley's father, J. A. Lindsley, will also be associated in the company, which will be styled the Dowagiac Automobile Co.

Kalamazoo—The King Folding Canvas Boat Co. is considering the advisability of moving its plant to Muskegon. Although nothing definite has been decided about the matter, the concern may leave Kalamazoo within the next few months. The proprietor of the King company, George W. Winans, states that he has been interested in Muskegon real estate for some time and the contemplated move, if made, will be merely for the reason that Mr. Winans' holdings there demand his attention and not because of any dissatisfaction with conditions in this city.

Saginaw—Owing to the late start at the opening of the season the output of the cheese factories in the Saginaw section will fall short of the usual season's work. Most of the factories are shut down at the present time, although some may continue to run for a week or more yet. Large demands have left the manufacturers with less cheese on hand than usual. Reports from all over the country are to the effect that less milk has been received during the year than previously, owing to the high price of milk for marketing, the absence of good pastures and the high price of feed. The output of the Saginaw section will be from 25 to 30 per cent. short of the regular output.

Kalamazoo—H. H. Everard has resigned his position as General Manager of the Munising Paper Co. and will in the future devote a much larger portion of his time to the upbuilding and enlargement of the Detroit Sulphite Pulp and Paper Co. Mr. Everard is in Denver at the present time, but it is stated on what is believed to be the best authority that an over burden of interests compelled him to relinquish the duties at Munising and thus lighten his labors in the future. Mr. Everard's successor has been chosen and he is L. R. Stewart, one of the best known papermakers in America. He started the Richards Paper Co., Gardner, Mo., and has occupied responsible positions with the Everett (Wash.) Paper Co., Eastern Manufacturing Co., South Brewster, Me.; General Paper Co., and Birmingham and Seaman Co.

B. E. Pierce has engaged in general trade at Shultz. P. Steketee & Sons furnished the dry goods and the Musselman Grocer Co. supplied the groceries.



The Produce Market.

Apples—The market is active on the basis of \$3@3.50 per bbl. for acceptable winter varieties.

Beets—50c per bu.

Butter — Creamery is without change, being still quotable at 28c for tubs and 29c for pints. On the present basis the market is in a healthy condition. Dairy is coming in more freely, finding an outlet on the basis of 23c for No. 1. Packing stock is steady at 17c.

Cabbage—50c per doz.

Carrots—40c per bu.

Celery—25c per bunch.

Cocoanuts—\$5 per bag of 90.

Cranberries — Wisconsin Bell and Cherry command \$9 per bbl. Howe brand fetches \$9.50 per bbl. Late Blacks from Cape Cod range around \$8.50 per bbl.

Crabapples—\$1@1.25 per bu. for Hyslips.

Cucumbers—75c per doz. for hot house.

Eggs—The market is firm at the advance noted last week. Newlaid continue very scarce and receipts are clearing up as fast as they come in. The market on storage is unchanged at all points. Stocks in storage are gradually decreasing, and if any change occurs in the near future it will probably be a slight advance. Dealers pay 23c for case count, holding candled at 26c. Storage are moving out on the basis of 21c.

Grapes — Malagas command \$4 and \$4.50 per keg, according to weight.

Grape Fruit—Jamaica and Florida commands \$5 for 80s and 90s and \$6 for 54s and 64s.

Honey—16@17c per lb. for white clover and 12@14c for dark.

Lemons—Californias command \$5 per box. Verdillas fetch \$4.50 per box. Messinas command \$4 per box.

Onions—Red and yellow Globe (home grown) command 70c per bu. Spanish are in moderate demand at \$1.35 per crate.

Oranges—Valencias command \$7 per box and Jamaicas fetch \$3.75 per box; Floridas, \$4. The first arrivals of new navels from Northern California should be in within a week. There will be more carloads than last year and it is predicted that the fruit will run to better sizes.

Parsley—30c per doz. bunches.

Parsnips—75c per bu.

Pears—Kiefers fetch \$1 per bu.

Pickling Onions—\$2 per bu. for white and \$1.50 per bu. for yellow.

Potatoes—Local dealers pay 45@50c per bu., according to quality.

Poultry—Local dealers pay 7½c for live hens and 10c for dressed—spring chickens the same; 8c for live ducks and 10c for dressed; 14c for live turkeys and 18@20c for dressed. Reports to the effect that poultry will be unusually high this season are without confirmation, at least so far as Michigan is concerned. Eastern buyers have not taken hold as freely

as formerly on account of the scarcity of money to handle shipments. Local dealers have established next week's prices on the same basis as this week's, which assures a seasonable market and large consumptive demand.

Quinces—\$2 per bu.

Squash—1c per lb. for Hubbard.

Turnips—40c per bu.

Sweet Potatoes—\$2.50 per bbl. for Virginias and \$3.50 per bbl. for Jerseys.

Veal—Market is ½@1c higher on account of scarcity of stock and corresponding dearth of receipts. Dealers pay 6@7c for poor and thin; 8@9c for fair to good; 9@9½c for good white kidney from 90 lbs. up.

Shorter Hours for the Retail Clerks.

Bay City, Nov. 19—The Bay City Ministerial Association desires to see the working conditions of several hundred clerks in stores and offices in this city bettered by a reduction of the long turns of duty that come, especially Saturdays. They would also like to see a half-holiday per week for each clerk, and to that end the Association has appointed a committee of three ministers to consider the best plans for approaching the subject. The Committee has not yet reported as to the best plan for proceeding with a campaign for the work, but it is expected to do so soon.

It is pointed out by members of the Ministerial Association that nearly all classes of labor except that of the salaried clerk and employe in stores, offices, etc., have secured reductions in hours or other equally advantageous conditions. From fourteen to seventeen hours of work Saturdays has the effect of transforming Sunday into a day of recovery, instead of mere rest. This condition operates against the enjoyment of Sunday in the accepted manner; lessens opportunity and inclination for attendance at church or other Sunday meetings and bodily fatigue naturally tends to lower the mental and intellectual tone, so that interest in religious affairs is injured or killed.

The probabilities are that if the ministers see a way clear for the attainment of their purpose the subject will be treated from the pulpit in an endeavor to assist the merchants in educating shoppers up to the idea of refraining from Saturday shopping as much as possible. It is claimed that much Saturday shopping could be done on other days, and that there is really little excuse for the late Saturday hours. Grocery stores and meat markets can supply their patrons at any time and it is really the patrons who keep the stores open so late, it is claimed. The proprietors themselves would unquestionably close up if trade ceased at 8 or 9 o'clock, some of the ministers argue.

Inasmuch as there is a strong spiritual side to the affair, the majority of ministers feel that work the Association will attempt in this direction is fully within the scope of the ministry.

The Grocery Market.

Tea—Notwithstanding the money squeeze, no weakness has resulted, and none will result which can affect low grades, as they are scarce and in strong hands. The better grades, however, if the present dullness continues, as it seems likely to, will probably soften up a little very shortly.

Coffee—The receipts of actual coffee in Brazil indicate a much smaller crop than last year, but this is simply what everybody expected and what the market must have if it is to hold up at all. Notwithstanding the comparatively small receipts, however, the purchasing power of the trade in this country is at present so limited that stocks of Rio and Santos are actually greater than at this time last year. This is beginning to attract some attention. Bogota coffees have declined somewhat from the recent high figures, owing in part to the financial conditions, which have prevented roasters from buying milds in large quantities from the holders. The general market for mild coffees is steady and with very little demand. Java and Mocha are also steady and unchanged.

Canned Goods—The financial situation had its effect early on Eastern canners and the market weakened. Since then it has firmed up a little. Tomatoes and corn are firm. Peas continue strong. Succotash, pumpkin and squash are firm. Asparagus continues scarce. Canned beans are quite strong. Nearly all foreign goods are in short supply. California canners say demand is very quiet, but they look for a better demand after the first of the year. Gallon apples are steady. All Eastern small fruits continue firm. All grades of salmon continue firm. Cove oysters are strong. Mackerel and herring are steady. Sardines are firm. Canned meats show no new features. Trade generally expects a little lower prices on some lines.

Dried Fruits—Seeded raisins have broken since the arrival of new goods. On spot the market, through scarcity, reached 14c in second hands. The same goods subsequently sold in the same way at 10¼c. Loose raisins are also very weak, but have declined no further during the week. Apricots are dull and unchanged, a few moving. Currants are in good active demand at ruling prices. No change has occurred in prunes, and the demand is fair. Secondary markets are comparatively weaker than the coast, but the coast prune market may weaken somewhat, as all California banks are accepting drafts simply for collection. That ties money up, which condition usually produces an inevitable result. Peaches are exceedingly dull, and rule at unchanged prices.

Cheese—The make of cheese continues very light, and stocks in storage are about 40 per cent. less than a year ago. There has been a better movement since the recent decline and large traders believe in better conditions. It seems likely that the market will be firm at steady prices during the coming week.

Syrups and Molasses—Sugar syrup is in light demand at ruling prices. Some new molasses has reached Northern markets, ranging at 42 cents up. Sales as yet are small. Old crop molasses is unchanged in price and in very light demand.

Farinaceous Goods—The entire list is steady. Rolled oats are in about the same notch as at last report. Buckwheat flour is in good demand and firm. Cornmeal is steady. Package cereals, pearl barley, sago, tapioca, peas and beans are unchanged.

Rice—The market is steady. Better grades are in better supply.

Spices—The market on all kinds is quiet and steady. Everything is in good supply.

Provisions—There has been an increase in the make of pure lard, which has already declined ½c in consequence. Compound lard shows the same decline, owing to a decline in cotton oil. The consumptive demand is about normal, and no further change in either grade is looked for during the coming week. Barrel pork and dried beef are firm and unchanged. Canned meats are dull at ruling prices.

Fish—Codfish is dull, but firm, upon reports of interference with fishing by heavy storms. Domestic sardines are steady, unchanged and quiet. French sardines are very scarce and high, and their scarcity has brought considerable demand to Norwegian sardines, which are also firm in consequence. Salmon is unchanged, but steady, and in fair demand. Norway, Irish and shore mackerel are all dull, but at absolutely maintained prices.

Gradually Gaining in Membership.

Bay City, Nov. 1—The regular quarterly meeting, open for all members, of the Board of Trade, is to be held December 12 at some suitable place that will hold a large gathering, and the Entertainment Committee is now arranging a programme. One feature already decided on is an address by the President of some one of the successful boards of the State. Believing that the Grand Rapids Board of Trade has accomplished more than any other organization of the kind in the country. President Fisher has sent a personal invitation to E. A. Stowe, President of the Grand Rapids organization, and it is hoped that Mr. Stowe can see his way clear to accept the invitation.

The Secretary has his hands full of correspondence these days, but during the week was called upon by two different parties who desire to change locations early in 1908, and the available sites about the city were shown. The membership of the Board is steadily increasing, the following having been admitted recently: A. E. Munger, E. E. Corliss, Frank S. Pratt, L. P. Coumans, William Gaffney, D. A. McDonald, John Katziarntschitsch, John G. Arnold, Jas. Donnelly, Warren & Warren, R. A. Forsythe, Joseph Leighton, Stoddard & McMillan.

Burk Bros. have engaged in the grocery business at St. Johns. The Musselman Grocer Co. furnished the stock.



Shoe Windowmen Overlook Two Important Points.

I was thinking, to-day, how many shoe stores there are that seem to have no idea of appropriateness of the "stage setting" of their particular merchandise. Some put velvet on the floor. Velvet wouldn't be a bad idea, because, the nap not being silk, the stuff is not too good to be walked upon, but velvet is a regal stuff and deserves better treatment. Sir Walter might throw his velvet cape in the mud for his queen to save her booties, but for general purposes it is rather an expensive sort of material on which to put the feet. And if so, then it is not fit, either, for the floor of a window devoted to coverings for the feet.

Whatever sort of stuff is employed it should not be puffed for a shoe window. Shoes look far better if placed on a flat surface that has goods smoothly stretched over it; the smoother the better. And, too, if there are any seams in the floor covering see to it carefully that they run perfectly true. It looks bad if the seams in a floor covering go all higglety-pigglety. Pains should be exercised that the seams go across the floor with mathematical exactitude. The floor covering should come out to the extremes of the space, where it should be covered with heavy roping or flat trimming wide enough to hide all rough edges. Little patches of the floor should not show where the roping or other finish has been applied in a slovenly manner. This may seem a small matter—one not at all large enough to be so very particular about—but it is just these tiny trifles that make or mar an otherwise elegant window. Even the simplest, the very cheapest of material receives an enhancement in value if care be taken as to its disposal. Contrariwise, the very richest may be ruined, as to effectiveness, if it is arranged "every way for Sunday," as the children say.

For shoes nothing is much better than Turkish toweling, bought by the yard and sewed together without "puckers." Or canton flannel is very good, either side being suitable, although the "fuzzy" one is generally preferred. The nap must, of course, all go the same way, and it should receive a thorough brushing before the shoes are set in place.

There's one mistake that is common, I notice, with most shoe store window dressers: they will get shoes going in the wrong direction, so that the unpleasant aspect is presented of "toeing in," when viewed from the sidewalk. And, too, the wrong shoe is selected, a right being used where its mate should have been chosen. I can't, for the life of me, see how shoe windowmen can neglect these two important points. Wouldn't you think that, next to the make of shoes that it is wished to advertise these other two points

would be the next to claim consideration? Seemingly, they never enter the window trimmers' noddles. They go on committing these errors year in and year out, the idea never striking in, or, if it does, no evidence thereof is ever apparent.

If a window is to exhibit brown shoes, let all the shoes put in be of this rich autumnal color. If anything else is introduced let it be made the keynote of the shoe composition, not put off at one side, where the poor thing looks "lugged in" and as if it were wishing it had "stayed to hum." Poor thing! And well may it wish it.

By the way, I never hear the expression "well may" without the following story obtruding itself on memory:

A big fat pompous clergyman came to the home of a poverty-stricken parishioner. He happened(?) in just shortly before mealtime, so there was nothing to be done but to ask him to stay to dinner. Needless to say, Old Pomposity accepted. Ministers are proverbially fond of hen. This wretched family could boast of but one, the devoted mother of a lone little chick, which latter belonged to the small boy of the tribe. These poor people lived in such a miserable old shack of a place that the floor was full of wide cracks. During the progress of the dinner a plaintive "Cheap! Cheap!" was heard. Looking down through the cracks, the forlorn little feathered biped was seen crouching on the cold bare ground, at which the small boy indignantly addressed his pet:

"'Cheap! Cheap! Well may you say, 'Cheap! Cheap!' If it wasn't for this darn minister here you might have a mother yet!"

But I was talking about shoes and somehow I've got sidetracked onto poultry.

Shoes make a very acceptable present for Christmas to a relative, as I have had occasion to say before now. But for a present you must be very cautious to select those that are adaptable to the needs of the intended recipient. To a young girl give only the daintiest of dainty footwear if you wish to earn her encomiums—never substantial. Most young girls are of the folderoly-sort and anything else is thrown away on them. You might better keep your money shut up in your pocketbook under an extra strong clasp. Any one outside the pale of parentage should leave the so-called substantial to other and nearer hands and confine himself to the frivolities in gift-giving to the Sweet Young Thing. Present her with these latter and she will call you a "dear old chappie;" but in solitude only gloomy eyes will look upon a sensible present. Goodness knows it ought not be hard to select a likeable present for Budding Young Womanhood, unless the donee has "everything under the sun" in the way of personal belongings. Then, indeed, is it onerous to give and the brain must receive a severe racking.

With older people one does not have to exercise quite so much caution when playing the part of Old

Santy. They are not so extremely critical, looking at the kind heart that prompted a gift rather than at the gift itself. However, it is well, here, to be discriminating, also, so that there may be a double pleasure in the receipt of a present: That the good friend thought of the recipient and that the former bought or made just the thing that would be a delight for the latter to own.

Michigan Schools for the Training of Farmers.

Written for the Tradesman.

Some very important developments along educational lines are taking place in Michigan at the present time and they seem certain to affect profoundly the commercial interests of the State.

An act passed by the last Legislature provides that a School of Agriculture may be established by any county or counties; that this institution shall be free to any boy or girl in the county who has passed the eighth grade or can pass a special entrance examination; that instruction shall be given in the two-year regular course in general agricultural subjects, domestic science, manual training, farm book-keeping and general English; that a tract of at least ten acres of land shall be connected with the School, and that the superintendent shall be at least a graduate of the Michigan Agricultural College.

The State College in Ingham county, excellent although it is, is inadequate to fill the needs of an educated farming community throughout the State, for geographical reasons. It is far removed from the Upper Peninsula and so we find that Menominee county, taking the initiative in the matter, has a modern school building nearly completed at that place, and the instruction of classes will begin early in the new year. This School is patterned after the Wisconsin institution just across the State border, which has proven very successful. A farm of 115 acres will be operated in connection.

Mason county, in the Lower Peninsula, is now falling into line, through the efforts of its Commissioner of Schools, and the Board of Supervisors has passed a resolution to raise \$5,000 for establishing a School of Agriculture there. This matter will be decided finally by voters at the spring election.

Perhaps the chief purpose in mind in establishing these schools is not simply to give instruction along elementary, practical lines, but to apply this instruction to local conditions. Michigan has a great diversity of soil and climatic conditions, hence the need of these centers of light, as you might call them, to assist in bringing out the latent possibilities of our great commonwealth.

Certain portions of the State are fit only for growing trees and the efforts of the State Forestry Association are being diverted along this direction—not to make vast portions of Northern Michigan a wild woods, as some people have an idea. The great portion of the State, even the sandy lands generally credited with being of little value, needs only intelligent handling to produce aston-

ishing results. For example, the sowing of clover seed at the right time and in the right way has been shown by careful experiments to produce wonderful crops on thin soils.

This is the purpose of the local schools, and Mason county, not Menominee county, agriculture will be taught at Ludington, actually fitting the students for success on the home farm.

The statement is often made that the Michigan Agricultural College turns out more professors than farmers. It will be the province of the smaller schools to make farmers, and farmers' wives, men who can till the soil intelligently and profitably and women with practical knowledge of the domestic sciences.

Almond Griffen.

Correcting Damaging Reports.

A movement is on foot in the canned goods trade to form a committee of members of the canned goods packers' organization, whose duty it shall be to run down all reports of alleged damage done by canned foods, so that the truth and the whole truth shall be made public in every instance. It is well known that the newspapers often publish reports of sickness and death that are said to have resulted from eating canned food, and as a result there is a prejudice against "canned stuff" that probably would not exist were all the facts known. Many instances have come to light where canned food had no more to do with the trouble alleged to have resulted than the man in the moon, but the trade has suffered because the truth was not known. Here is a hint that butchers and packers should find profitable, especially retail butchers. In fact, every trade should have a Smelling-out Committee that would rapidly get at the truth of every damaging rumor and set it hot on the track of all lies tending to the discredit and injury of the trade affected. The interests of the trade demand it, to say nothing of the public welfare. Once an institution of this type is on the job, lying rumors will be so soon exposed that fewer of them will be heard of after that.

James J. Hill, in an address made at the reception of the Inland Waterways Commission, at the St. Paul Commercial Club, asserted that the time probably had arrived when railroad building in this country had stopped, and that it would take a long time to start it again. He said many legislatures had passed bills the last year or two without any knowledge of what they were doing. He laughed at the Sunborg Committee of the Minnesota Senate, and said half a dozen old women could sit on the capitol steps under umbrellas and make just as good a report on the valuation of railroads as these so-called investigating committees. Mr. Hill finished his remarks by asserting that if present conditions continued it would not be long before Congress would be asked to give bonuses for the construction of railroads.

THE CORNER CLUB.

Cracker Box Philosophers Discuss New Constitution.

Written for the Tradesman.

The Corner Club met, as usual, last Saturday night at the back end of Hylman's corner grocery. In the absence of Grocer Hylman, who is Perpetual Grand of the Club, the hardware merchant hoisted himself into the chair of state on the raised platform where the grocer's desk is.

There were present at the call of time the hardware merchant, the mechanic, the butcher, the teacher, Mr. Easy and a young doctor who had been voted into membership at the last meeting. The teacher was first on his feet.

"I move," he said, with a glance to see if the way to the alley door was clear of obstructions and suitable for a hot-foot out of the store, "that the mechanic take the chair."

"The chair is occupied," suggested Mr. Easy.

"I think that I do now observe some sort of an obstruction in it," sneered the teacher, "but that can be removed with the aid of a shovel. I repeat my motion that the mechanic take the chair."

The delivery boy, half asleep on his bag of beans by the alley door, started up on his elbows, winking prodigiously at the flaring gas jets.

"The mechanic won't take a chair, or anything else, out of this store unless he pays cash," he said, still dopey with sleep.

The mechanic, who sat on a cracker box by the side of a box of potatoes, began a bombardment of the delivery boy with the tubers, and the youth, fully awakened by a clip on the nose, crept behind a row of barrels and, meditating revenge, went to sleep again.

"Perhaps the teacher wouldn't mind getting a shovel and removing the obstruction from the chair?" observed the hardware man, drawing up his coat sleeves.

Every member of the Club who was present spoke at once and there was in sight a mix-up which might have wrecked the store and furnished a job for the patrol wagon when Grocer Hylman entered and took the chair, which was instantly vacated by the hardware merchant.

"After the session," said the chairman, "a collection will be taken and the proceeds will be devoted to the purchase of a set of boxing gloves. Hereafter when a member of this Club offers combat he's got to make good. Now, if some one will dump a pail of water on that delivery boy, the Club will proceed to business. I have heard that cold water is an excellent remedy for the snores."

The mechanic arose to obey the mandate of the chair, but the boy fell over the barrels getting to the alley door, where he stood with the thumb of his right hand at the tip of his nose and his four fingers gyrating in the air. When things quieted down a trifle, the teacher was on his feet again with the following preamble and resolutions:

"Whereas—It is a well-known fact that corporations, trusts and all de-

grees of advantage-seekers are haunting the halls of the constitutional convention; and,

"Whereas—A small measure can't contain many damaged goods; therefore be it

"Resolved—That the new constitution of the State of Michigan ought not to exceed five hundred words in length; and be it further

"Resolved—That the delegates prepare these five hundred words immediately and go home about their business, if they have any."

"I move to amend," said the hardware man, "that the State House at Lansing be condensed into one room so there won't be so great an opportunity for class legislation."

"The trouble with you," said the teacher to the hardware man, "is that you are not very bright. You don't know a constitution from a problem drama in four acts. You're balmy in the crumpey, as the boys say."

"You are fined the cigars for being personal!" roared the chair. "And you are fined more cigars for interfering with the monologue of the chair. The chair is ready to dispose of this question right now."

"Can't I speak to my resolution?" demanded the teacher.

"If you still think that there is anything to say after the chair gets done, you may have three minutes," replied the chair, graciously.

The teacher started for the door in a rage, but the delivery boy switched a large red pumpkin into his right of way and he sat down in a basket of apples, some of which were over-ripe on top. After the teacher had resumed his seat on the soap box and the boy had found refuge in the alley, the chair continued the debate.

"There are a good many people in the world," he said, "who seem to believe that if a thing is small it can't be very dangerous. I refer these people to the deadly poisons and the more destructive explosives. You don't have to drink a pail of prussic acid to fall into your last sleep, and you don't have to sit down on a ton of dynamite in order to spread yourself over the ambient atmosphere. Because these things are condensed energy does not prove that they are not dangerous. It might be just so with a constitution of five hundred words. A trust magnate with a check book and a corporation lawyer with a shriveled conscience might be able to do a lot of harm in five hundred words."

"You manage to entangle mighty little sense in five hundred words!" cried the teacher. "If I had a tongue hung in the middle and wagging at both ends, as yours seems to be, I'd try to connect it with a brain pan that didn't rattle when in action."

"Of course," continued the chair, ignoring the impulsive observations of the enraged teacher, "if the people of the State have only five hundred words to look through when they come to vote on the new constitution, they will probably know something about the provisions of the document they are settling the fate of. A state constitution of five hun-

dred words would be a peach, and the chair is in favor of such a document, on general principles."

"Then, if you are in favor of the resolutions, perhaps you'll permit me to take the floor for a minute," suggested the teacher. "If you wouldn't talk so much you'd get fatter."

"But, the trouble with the resolutions is that they don't hit what they aim at," resumed the chair, casting a glance of contempt at the teacher. "If you say you want a five-hundred-word constitution so that people can understand what it provides, that is one thing. If you want a five-hundred-word constitution so that the trusts can't get in their deadly work by means of it, that is quite another thing. As I have already demonstrated by reference to prussic acid and dynamite, a thing is not necessarily harmless because it is little."

"Write it out and mail it!" suggested the mechanic. "If a man could fill a cotton bag with your words, it would float an air ship."

"The people of Michigan," the chair resumed, "want a new fundamental law that is on the square, and they don't care whether it is in five hundred words or in five hundred volumes. We business men want a square deal. We want to have the same chances at the pockets of the dear people that the big concerns have. Only two things are necessary in a new constitution. One of these is to declare for equal justice among men. The other is to declare for equal justice among men. Do you catch on?"

"He'll land in the swamp directly," said the hardware man. "He's going round in a circle now. Good thing we have a doctor on the spot."

"The fact of the matter is," continued the chair, "that the people are afraid of these trusts. They are like children going to bed in the dark: They believe there is a bear under the bed. The people believe there is a trust hidden in every paragraph of law enacted these days.

"This is what is going to make it difficult to get the new constitution past the people. I don't say that the people are right in their suspicions. I say merely that they have suspicions. They are afraid of the tricksters. They want to know what they are getting in a new organic law, but they won't trust themselves to determine the quality of the goods.

"The people know that they can get along with the old constitution. They are aware that the men who built the present one did not know the use of the telephone or the automobile, that they didn't understand the lock-step in finance as well as the Wall street speculators understand it now. They may even have a notion that the men who built the present constitution were fanatical and all that, but they understand that these men, with all their limitations, knew human nature quite as well as the present delegates know it.

"The people won't stand for any foolishness. They won't pass a new constitution because of the age of the other one, or because the makers of the present document didn't know that cats carry diseases, or because

they weren't acquainted with Tip Atwood. If the trusts and corporations load the new constitution down with favorable clauses, or give themselves power by subtle omissions, the people will turn it down so hard that there won't be a piece of it left as big as the soul of a bribed delegate."

"If this little lecture on ethics is now finished," said the teacher, "I should like to talk to my resolutions."

"The resolutions are out of order," said the chair, "and the meeting stands adjourned. When a man tries to take the power for mischief out of a thing by making it small, he overlooks the red-headed boy with the blow-pipe and the baby with the stomachache. It is the opinion of the chair that the delegates will try to give the people a square deal, and that the people will think there is a bear under the bed and turn down the whole thing. Now, if some one will hook that boy out from behind the fish barrels we'll get on our way."

The mechanic made a grab for the delivery boy, and in a second there were fish on the floor and brine running into baskets of fruit and vegetables. The mechanic stepped on a flat denizen—ex-denizen—of the sea and went down in the mess. As the boy ducked out of the alley door he shouted back:

"It is moved that the mechanic confine his remarks to five hundred words."

And the lights were extinguished and the members of the Club wended their way homeward.

Alfred B. Tozer.

Spectacles for Cows To Wear.

A Russian firm which manufactures optical goods has just completed an order for 40,000 pairs of glasses to be worn by cows. These spectacles are necessary because the steppes, the great Russian prairies, are covered with snow for six months in the year, but during a part of the time delicate fresh grass tips protrude from the white and dazzling mantle. The cows then are turned out to feed on the new grass, but if their eyes are unprotected from the dazzle of sunshine on the snow it gives them snow blindness. Hundreds have died from this cause; but a rude, cheap kind of spectacles, made of leather and smoked glass, was invented, and since has been used with great success.

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E. A. STOWE, Editor.

Wednesday, November 20, 1907.

REAL SEA SERVICE.

There are no real reasons, so long as our Government is required to maintain a naval establishment on a par with the navies of other first grade powers, why the major portion of our navy should not make the long cruise around the Horn or wherever else a route may be planned. On the other hand, there are many reasons why such a trip should be made.

First in importance is the fact that we are at peace with all nations so that the chances of meeting up, enroute, with a sanguinary enemy are very remote. Barring the elements, the danger possible during the cruise is unworthy of consideration.

Next, the retirement of many line officers who have reached the age limit and the consequent promotion of a large number of younger men warrants the bestowal, as soon as possible, of actual fleet experience under conditions approximating the conditions of actual war.

And, third, there is very little that is good in the policy of limiting the operations of a great navy to within hailing distance of the hotels, theaters and club houses of Boston, New York, Philadelphia, Baltimore and Washington, to say nothing of the wiles of the tuft-hunters and sycophants of Bar Harbor, Newport and the scores of lesser resorts along the Atlantic seaboard.

It is said that fully 50 per cent. of the commissioned officers of our navy are young men who have made excellent records at Annapolis; who maintained those records while perfecting their academic equipment in various capitals of Europe and whose diligence and attention to duty while on shore leave or on brief, comfortable and uneventful practice cruises in the Carribean Sea and the Mediterranean Sea were faultless; but that these very estimable and polished gentlemen would, in case of actual campaigning at sea, be not much better than landlubbers.

The Government has therefore decided to give the rank and file of its navy a six months' course of instruction that shall approach, at least, the conditions and curriculum that would develop in times of hostility. This

rank and file will see a lot of water before their cruise is ended; moreover, they will see a lot of work—squadron drills, fleet manoeuvres, scouting, target practice and all the rest. There will be these splendid advantages during this cruise and work over the lesser cruises and work that have come to be almost conventional with our navy.

There will be many ships together at all times, and as they will each constitute an individual factor of the great entity there is certain to develop a spirit of competition, of generous rivalry which can not fail to give added vigor to the esprit de corps already so well founded. Of course, from the purely physical aspect the jackies will have the least attractive portion of the experience, but even these workers will not fare so badly when one considers that the fleet will be equipped with refrigerators, ice making plants and wireless telegraph outfits, while the sick bays will be mere temporary retreats for those slightly ill, the more seriously affected being transferred to the hospital ship with every known modern resource for the cure of disease.

There will be an ample commissary, so that plum duff, salt pork and corned beef will not be considered delicacies and onions will not be necessary as an antidote to scurvy. As the ships and their crews will pass our Northern winter amid the breezes of the Southern summer fruits and vegetables fresh from the gardens of South America will be available at the ports they will visit. With news from home almost daily—by wireless telegraph; with the keenest realization that they are learning something each day which is bound to contribute toward increasing the fighting value of the navy; with a consequent daily increase in their admiration for and loyalty to the nation they represent, there can be no mistake in the order which made such a cruise possible.

Vermont farmers have discovered a new industry which they are turning to very profitable account. In many of the mountain towns whole families are now engaged in picking ferns. The price paid is 40 cents a 1,000, and the ferns are so plentiful that a good picker can easily gather as many as 10,000 a day, making a wage of \$4. The ferns are tied in bunches of 25 and delivered at the nearest railroad station for shipment. The greater part of the harvest is sold through jobbers, who place the ferns in cold storage and sell to the florists during the winter. The ferns are used for backgrounds in packing flowers. Until recently this non-cultivated vegetation was turned to no account, but at present nearly every one who has fern growing land is picking and shipping the plants to market. The gathering may continue until snow covers the ground, and as the roots are not destroyed, another crop is ready for picking the next year afterwards.

It may be well to tell a girl she is an angel occasionally, but don't keep harping on the subject.

TIME TO WAKE UP.

From a business point of view it is not at all a good thing to live completely within the horizon of one's own office or store or factory, and it is equally unfair to one's self and to his neighbors to limit his view to the confines of his own town, county or state. We may, every one of us, recall the combination of stag elk and buck deer trying to climb to the top of a sunburst originating in a shield bearing the legend: "Tuebor," and will recall how a ribbon scroll says: "Si Quaeis Peninsulam Amoenam Circumspice," while an American eagle, rampant, holds up the motto: "E Pluribus Unum."

We acknowledge that the display shows good Latin, but are entitled to doubt the physical features of our State seal. And there are other things we are entitled to protest against—things of fully as much importance as is the make-up of the great seal.

The States of South Carolina, Alabama, Texas—in fact, all of the Southern States—spurred on by the wondrous development of industries and agriculture in that part of the land, and the Pacific coast commonwealths and states nearer home are spending hundreds of thousands of dollars each year—dollars raised by popular subscription among business men and dollars formally appropriated by private corporations to advertise the opportunities for farmers, manufacturers and merchants existing in those states. Moreover, it is estimated that more than a million people have been induced to leave Ohio, Indiana, Michigan, Illinois, Wisconsin and Iowa during the past two years to settle in the Southern States alone.

This does not include the other thousands who are moving from the Northern Central States to the Canadian Northwest and to Colorado, Nevada, Idaho and Montana each year, to say nothing of the outgo to Oklahoma, Arizona and Utah.

What are the people of Michigan doing to counteract this movement? Absolutely nothing.

One of the features prominent in the circular announcements and magazine and newspaper advertisements sent out from the South, the West and the Northwest is the prominence given to the claim that there are for sale almost unlimited supplies of farming land at from \$50 to \$100 per acre and any quantity of land suitable for garden farming available at from \$100 to \$500 per acre.

When one considers that there is scarcely a village in the lower half of the Lower Peninsula of Michigan where an intending immigrant would have any difficulty whatever in buying any number of acres of good farm land he might desire at from \$50 to \$100 an acre, it seems singular that those other acres, anywhere from twenty-five to fifty miles away from a railway station, should attract especial attention. Besides, there are thousands of acres of good hard wood farming land available at from \$40 to \$50 per acre in the upper half of the Lower Peninsula of our State.

The secret of the situation is that our far-away neighbors in the South, the West and the Northwest are using money and operating together, united among themselves and harmonious in the work of attracting attention to the ordinary opportunities they offer, while the people of Michigan, seeing barely beyond the boundaries of their individual bailiwicks and failing to realize the extraordinary inducements—abundant railway facilities, short wagon hauls, good schools, modern utilities and as good land as lies out of doors at very moderate prices and on easy terms—which they can offer, are "waiting for something to turn up."

If they wait long enough our commonwealth will pass from its present condition of harmful desuetude to the last stage of dry rot and then will we have an opportunity to mourn alone.

The chemists of the United States Department of Agriculture say they have proved by experiment that denatured alcohol can be produced at a cost that would afford a fair profit at 12 cents a gallon. Under the law and the ruling of the internal revenue officials, the production of denatured alcohol is monopolized by about a dozen big distilleries, and their wholesale price is 35@42 cents a gallon. The act of Congress removing the tax on denatured alcohol appeared to make its production free to all, but the conditions imposed by officials make it a monopoly of the most objectionable character. Congress will be asked at the coming session to make the law so plain that its provisions will not require official translation.

The State Commissioner of Agriculture of Maine, after a personal investigation, pronounces the potato crop of that state a failure. The acreage this year is greater than in any previous year, but the unfavorable weather conditions have produced blight, rot and rust, so that the yield is less than half of the average. Thousands of bushels of potatoes remain in the ground, partly because the condition of the crop would not warrant the expense of harvesting and partly because of the scarcity of help. The monetary loss to the growers will approximate \$8,000,000, the bulk of which falls on Aroostook county farmers.

An Associated Press dispatch from Richmond, Va., says that a girl in that city found a diamond in the core of an apple. The New York Herald explains the mystery by saying that probably some one climbed into the tree which bore the apple while it was in bloom, accidentally dropping the setting to a ring, which fell into the heart of a blossom, there to remain until the apple matured and was gathered. A more reasonable explanation is that some enterprising news gatherer who failed to find material for the number of words he desired put his imaginations at work to supply the shortage.

Jealousy is the rankest weed that grows in true love's garden.

TALKING THROUGH HIS HAT.

"It is time," said M. Urbain Gohier, the famous French publicist in an address last week before many daughters of wealthy Americans, who are students in Lafayette College in Paris, "that Americans receive a few doses of brutal truth."

Then M. Gohier proceeded to show from his viewpoint that the boasted energy of Americans is a myth born of failure to appreciate the conditions under which they strive and win. He declared that our tremendous advances in commerce, industries and finance are purely the result of luck and that foresight, industry, singleness of purpose, energy and exceptional skill have very little to do with that progress. "They are lucky, that is all. They live in a new country abounding in riches and naturally they succeed. Talk of American energy, real energy is represented by the French peasant who tirelessly cultivates our stubborn, worn out soil. We Frenchmen have far more opportunity to be energetic than the average American. Our struggle in life is infinitely keener."

He sneered at the eminent Frenchmen who visit America for a month or two as guests at the best hotels and are entertained by society and who return to France to go into raptures over the splendid American spirit that has so amazed them. His audience fully appreciated the fact that the speaker was delivering a contrasting reply to a lecture recently given in the same college by Baron d'Estouruelles de Constant and, with "true American spirit," refrained from overwhelming him with applause.

It is true that we have unbounded resources, but if the eminent publicist would put in a month or so with some of our ordinary everyday superintendents of great industrial establishments, or, better still, devote a week or two to watching the daily routine visible where some great irrigation project or some difficult problem in railroad building is being solved, he might, if he survived the shock, be of a different opinion as to our energy. In fact, all over our land, in thousands of places, he could, if open to conviction, discover the difference between the "real energy of the peasants of France"—who content to live on black bread and sour wine, do not care to hurry, do not know the meaning of energy—and the good luck of the lumber jacks, the farmers, the cattle men and the mechanics of our own land.

Mr. Gohier mistakes the dogged, hopeless patience of the rural population of his country for energy. He mistakes the self-reliant, fearless and tireless force of the average American workmen for good luck. And it is quite as certain that those fellow countrymen of his who are in raptures over the splendid American spirit they so thoroughly enjoyed during a social month or two in New York are equally ignorant with the man who sneered at them as to the matter they so learnedly discussed.

The so-called society magnates of America do not and can not repre-

sent the true American spirit. Doubtless some of their ancestors—the chaps who worked eighteen hours out of every twenty-four for years; who assumed and successfully carried tremendous responsibilities year after year, undergoing pitiless disappointments, surviving wretched privations and welcoming most hazardous possibilities—doubtless such as these could enlighten our friends in France as to the true American spirit. But the molly-coddles who flourish best under the soporific influence of inherited millions, evening clothes, high-balls and Society with a large S, these nonentities no more represent the true American spirit than do the habitués of the boulevards represent the true spirit of France.

THE CANADA RULE.

Asking how long a lawyer should talk in summing up a case is a good deal like asking, "How long is a piece of string?" There are some lawyers who can talk two hours and not have it seem as long as when others talk twenty minutes. There is an aged story about an attorney who did not know when to stop and having made the same statement several times, the judge interrupted him by saying, "You have said that before." The lawyer remarked, "I am sorry I forgot it," and the court's retort was: "Don't apologize; it was so very long ago." With a view of cutting off and shutting off interminable talks by attorneys, Canada's Supreme Court has made a rule that none of them can speak more than three hours. The result will be that legal business in the provinces will be very much expedited, nor is there any reason to believe nor to fear that there will be any miscarriage of justice or any failure to do what is right by all concerned.

It is quite as possible and sometimes easier to talk a case to death than it is to help it by oratorical flights. In some of these important murder cases, such for example as was the case in the Thaw and the Haywood trials of recent memory, one lawyer rose and talked until he was tired and then another took his place and so on for days until the jury must have wished that none of the legal lights had talked at all. The case is supposed to be decided on the evidence and not on the pleas of counsel. It is proper, perhaps, for each side to call particular attention to special features of testimony, putting thereon a favorable interpretation. In the ordinary case a bright man should be able to do this in an hour or two, three at the outside. It takes a great deal smarter man to say it all in an hour than in three hours. It is possible to remember most of what a man says in an hour, whereas it is a mental impossibility to remember most of what a man says in seven hours. Too much cross-examination and too much summing up have spoiled many an otherwise good case before a jury. The Canada rule ought to be adopted in the United States, in the interests of humanity.

THE MILITARY SPIRIT.

The Tradesman referred recently to the noticeable decline in the military spirit in this country as shown by the difficulty being experienced in filling the ranks of the Regular Army and lack of interest shown in the National Guard. The fact that the Army is short more than 20,000 men is attributed by the military authorities mainly to the small pay given the soldier by comparison with the wages earned by any able-bodied man in civil life. The cause assigned may be the correct one, and the remedy suggested equally the proper thing, but there is still no escaping the suspicion that the true reason for the unwillingness of young Americans to enlist in the military service is due primarily to a decline in military enthusiasm.

It is now reported that the Army is also suffering from a scarcity of officers. Not only are there large numbers of vacancies in second lieutenantcies in the coast artillery, but there are also vacancies in all the other branches, and, worse still, the ranks of the cadets at West Point are far from full. The Superintendent of that institution points out that not only do fewer young men apply for admission to the Military Academy, but many of the graduates resign from the Army soon after graduation. The reason assigned for this state of things is the higher pay and the more rapid advancement in civil life, and the remedy suggested is higher pay.

Now, while the insufficient pay in the case of the enlisted men may be accepted as a reasonable and pardonable reason for failure to enlist or to re-enlist on the termination of a first enlistment, the excuse of insufficient pay is by no means an excusable explanation of the scarcity of officers. Formerly it was considered a high honor to be an officer in the Army, and young men entered the Military Academy and persevered in the Army because the military profession was considered a highly honorable career, and not because of the pay or other emoluments concerned. While the military officers of the Government should undoubtedly be paid a proper and reasonable compensation, it speaks very poorly for the Army that officers are leaving it because of insufficient pay.

Such officers are certainly better out of the service.

There is entirely too much talk about increased pay nowadays in all the military services, and too little importance attached to the love of the military profession per se, without regard to pay. No other country in the world pays its military officers as liberally as the United States, and in no other country is an officer so absolutely sure of his future. Not only are our officers well paid while they are able to do active service, but the most generous provision is made for those superannuated or disabled.

If it is true that cadetships at the Military Academy go begging, as reported, there has certainly been a radical change in the tastes of our young men, which is not at all to their credit. It is not so many years since appointments to the Military Academy were so highly prized that Congressmen were compelled to resort to competitive examinations to escape the importunities of parents of their respective districts desiring to place their sons in the Military Academy. That things should be so different now is but another strong indication that military enthusiasm has sunk to a very low ebb, a development which patriotic Americans may well view with concern.

The Departmental Co-operative Guild, under the management of Government clerks at Washington, has this week opened its store for business. The Guild will deal in groceries, provisions, meats, canned goods and general household supplies. The Directors have secured John A. Wilson, of Toledo, Ohio, to be General Manager of the store. Mr. Wilson is from England, and since his boyhood has been closely allied with co-operative guilds of that country. The movement to establish a co-operative store in Washington has been in the formative stage for the last two years, but nothing definite was decided until a year ago. In July a charter was obtained, and immediately subscriptions with which to finance the venture were commenced. More than 650 subscribers have contributed about \$10,000. President Patten says that by the first of the coming year at least 1,000 subscribers will have become interested in the store.

WHY YOU OUGHT TO CARRY OUR FULL LINE

There is a growing demand for improved roofing and shingles to take the place of wood and metal.

H. M. R. Prepared Roofings—the Granite Coated Kind—fill the rigid requirements of a good roofing and are handsome and durable.



They take the place of wood and metal—last longer, look better. No warp, no rot; fire and waterproof. Our entire line is a money-maker for the dealer. Proof and prices if you'll write.

H. M. REYNOLDS ROOFING CO., Grand Rapids, Mich.



MODERN METHODS.

What the Humane Societies Stand For.*

The other day I was asked: What is meant by the title, Humane Society?

The man who asked the question is a clergyman. Accordingly, I was annoyed because I was afraid—being just then pressed for time—that I was booked for a half hour or so to listen to a technical and tedious, even although it might be a learned, discourse on the subject.

And so, urged on by an inspiration born of a desire to escape, I replied: "It is the briefest possible method of designating a group of individuals who, according to their opportunities and abilities, live up to the spirit of the Golden Rule.

As I hurried up the street I felt guilty of discourtesy until, as I turned a corner, I happened to glance back over my shoulder just in time to see my friend of the cloth busily engaged, right there on the sidewalk, in writing in a note book.

What bothers me now is uncertainty as to what he was writing. Was he noting down my reply, or was he making a memorandum as to my rudeness? Whatever he may have been doing, will I hear from him again?

"Therefore all things whatsoever ye would that men should do to you, do ye even so to them: for this is the law and the prophets." You all know the law, and we are all willing to pose as prophets.

Thus I give you a preface to what I fondly trust will not be a sermon. Such people as are before me are not to be preached at. And, if you were, I am not a preacher. And if I were a preacher you gave me in your invitation to address you a loop-hole through which to escape when you said: "Give us a talk. Talk on any subject you choose."

And by that carte-blanche warrant issued at your hands I "have liberty withal, as large a charter as the wind, to blow on whom I please."

It is altogether too common to speak disdainfully of such organizations as your own and others that exist because of a genuine desire to do good; to better conditions and lessen disappointments, discouragements, sufferings. And this is too common because the great masses of people are too busy with their own individual interests and desires to inform themselves as to the scope and purpose of associations such as this. About all the great majority of people know as to the Humane Society, the Forestry Society, the Horticultural Society, the Good Roads Association, the Y. M. C. A., the Young Women's Christian Association and a score or more of similar public welfare organizations is that with more or less regularity they see those titles in the headlines of the newspapers.

And that is enough for 90 per cent. of those who read the newspapers. They skip the text of the reports of proceedings and then go about with their eyes and noses

*Address delivered at annual meeting Kent County Humane Society by E. A. Stowe.

sneeringly displayed, as they prate aimlessly, unfairly and harmlessly about the selfishness, vanity and foolishness of a lot of cranks who think they are thinking, who hope to accomplish something, they know not what.

The fact that the last century developed one such character as the late Henry Bergh is sufficient as a foil to all the sneers and doubts born of ignorance which may be uttered during the present century against all the Humane Societies in existence; the fact that the late Friedrich Froebel, before he died, evolved and perfected an educational method which he left as a gospel to all the children of the world can never be obliterated or lessened in its force and beauty by all the captious critics in Christendom.

In New York there is a factor in civilization which can not be overcome by all the combined peevishness, moroseness, deceit, assurance and jealousy in the world, and that factor is known throughout the world as Jacob Riis.

How can organizations such as your own, then, pursuing its course steadily, devotedly, modestly and effectively, afford to take serious note of the silly sarcasm and biased, haphazard comments of those who do not know, in the light of such betterments as have been established by Froebel, Bergh and Riis—those who do know? How many seven column newspaper pages of printed charges, assertions and claims made by those who do not know would be required to disprove and overturn the wondrous results during the past decade achieved by Jacob Riis in New York City?

"Ah, yes," says one of our friends who does not know, "but those you mention are but three individuals in four thousand millions of individuals."

Mathematics do not and can not operate successfully in estimating such a matter. There has been but one Nazarine, according to our faith, but the millions who strive to follow Him are none the less of Him. His immortal Sermon on the Mount is an everlasting inspiration and a perpetual benediction for all mankind, just as the gospels of Froebel, Bergh and Riis are and will be forever inspirations for unborn millions of people, so that, less than a century hence, the Humane Societies, the Charities Organization Societies, the Good Roads Societies, the Civic Beauty Societies, and all the rest of the organizations which to-day are mere pioneers, will be seen on a par, yes, above par, by the side of present day political, religious and other social organizations.

One of the brightest and best paragraphs in the history of newspapers is that record which shows that Robert Raikes, proprietor of the Gloucester (England) Journal, established in July, 1780, the first Sunday school—as it is known in modern days—in a private house with four women, who received a shilling each a day as assistant teachers, his purpose being to provide instruction in reading and in the Church of Eng-

Hot Buckwheat Cakes

With sausage and gravy. Isn't that compensation enough for crawling out of a warm bed on a cold morning?

Blessings on the head of the man who first discovered them—he knew what real breakfast food is.

Good old-fashioned buckwheat flour is again coming to the front and the breakfast food fad is dying—for the winter, anyway. This is the time of the year when the average man prefers good hot buckwheat cakes.

There's nothing like them for making a man feel warm, comfortable and well fed on a cold morning.

We have the buckwheat.

It has the real, genuine buckwheat flavor. It makes rich brown cakes—not the white livered, pale, pasty things which never saw real buckwheat but the brown-colored luscious kind that mother made when we were boys and girls.

Remember if it is our buckwheat it has our name on the sack and that means our guarantee that it is pure and wholesome.

It is put up in neat small sacks so you can get it often and have it fresh.

Buckwheat is the kind of health food our pioneer ancestors ate and they thrived on it.

It's the kind you ought to sell, because it's the kind you can sell.

Send your order early and be ready.

Valley City Milling Co.

Grand Rapids, Mich.

land Catechism for the neglected children of a manufacturing district in his city. While the movement became popular very rapidly its progress was opposed by no less a personage than the Archbishop of Canterbury, who summoned a Council of Bishops to consider ways and means to check the innovation; and the Presbyterians of Scotland and the Congregationalists of New England opposed the practice as tending to secularize the Sabbath day.

And yet the idea, original with Robert Raikes, the newspaper publisher, was but a copy, unconsciously, of the Jewish Sunday schools organized a century before the time of Christ, just as the original efforts of Froebel, Bergh, Riis and George Williams (founder of the Young Men's Christian Association) were but new expressions of "the law and the prophets" as taught by Jesus Christ.

How true was the thought of the great New England orator, Wendell Phillips, when he said: "Revolutions are not made; they come."

And they come quietly and usually very slowly. Moreover, they come to stay, if they are right, even although all the disagreeable qualities of human nature are arraigned against them from the beginning.

But your work is evolution, not revolution. It originated in love, in kindness and in gentleness and it "arrived" with the coming of the Babe at Bethlehem and has continued for nearly 2,000 years, little affected by sects, schisms or creeds because of its own all-embracing and unimpeachable Golden Rule.

We do not, any of us, live up to the dictates of that rule because we are merely human; but because we are not supremely divine we need not, we must not, forget that couplet of Wordsworth:

"He prayeth well who loveth well
Both man and bird and beast."

What do these terms mean? What is it to love well and so to pray well?

Give me the man whose daily habit of expression wins for him the cheery, spontaneous greetings of all the children in his street; permit me to worship at the shrine of women who just now are, with rakes, twine and gloved hands, tenderly blanketing their beloved plants, vines and roots—putting them to sleep for the winter, fondling them, talking to them and telling them holy things just as mothers do to their children; let me have the distinguished honor of counting as my friends those citizens who feel a sense of shame and deep individual regret when they are forced to realize that municipal wisdom compels them to participate in the destruction of the natural beauties of our river's banks.

Idealism? Yes, a thousand times, yes. Idealism is but another name for individuality and we are all of us fond of coddling the belief that in some way or another we are different; that we possess individuality, that we are idealists. Because of this habit some of us belong to the Humane Society and some of us belong to the Independent Order of Pike Hobos.

Our colleges and universities, every

one of them, include the study of the classics as the basis of the higher education. The Church of Rome in all of its schools and colleges specifies the study of the Humanities as a chief reliance, and the history of Humanism, begun centuries before the time of Christ, is not yet finished. And to-day and right here in Grand Rapids, as well as in thousands of similar centers of population throughout the world, sentences, paragraphs and chapters to be added to that history are being written without the aid of Greek or Latin language and without conscious reference to either lexicons, grammars, dictionaries of mythology, rhetoric, logic, arithmetic, geometry, astronomy or music.

This is because Humanism is the result of evolution and not a consequence of revolution. The Humane Society of Grand Rapids is one of the myriad of expressions of that evolution, visible everywhere. Men and women are doing things, thinking things and achieving results without ostentation, with no thought of reward other than the general betterment of conditions, and these acts are intuitive, spontaneous and genuine because the actors, loving well, pray well and are happy.

How Man Learned To Stand Erect.

The reason that human beings stand upright is because the cleverest of the animals discovered that by restricting locomotion to his hind legs, and abandoning his arboreal habits, he freed the front legs and could use them for getting hold of things. The development of the front legs for prehensile purposes led to the acquirement of hand dexterity. He already was endowed with sustained binocular vision, and had outgrown the nocturnal habits of his ancestors. He began to adapt his environment to himself in the fashioning of rude garments and in the manufacture of implements, both warlike and domestic. He trained a convergence of the eyes in order that he might meet this self-imposed condition, and to translate them from purely distance organs to structures that could see equally well near by and far off. Growing intelligence led to the transmission of more and more complicated ideas to other individuals in speech, whether gesticulation, spoken, pictorial, or written. It is a fact that those things, acquired last are first lost, and those things first acquired are last lost. The person depressed by an anaesthetic, such as chloroform, loses his faculties in about the following order: First, self-restraint, or any of the finer sides of human nature last acquired; speech next becomes more or less incoherent; balancing becomes difficult; speech descends to noises before the individual abandoned all fours; vision is next lost, and when gone, hearing soon follows, and then comes complete unconsciousness.

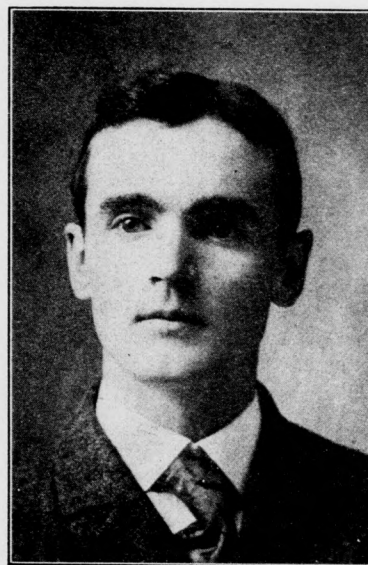
The walls of a man's air castle generally go up in smoke.

Sympathetic friends are always chronic encorers.

SUCCESSFUL SALESMEN.

Geo. C. Hollister, Representing Hot Blast Feather Co.

Geo. C. Hollister was born in Grand Rapids, July 16, 1882, his ancestors on both sides having been natives of New England. He attended the public schools here until he completed the eighth grade, when he entered the employ of Geo. F. Cook, general dealer at Grove, with whom he remained eighteen months. He speaks very highly of the valuable instruction he received under the tutelage of Mr. Cook, whom he regards as an ideal merchant. He then entered the employ of the Grand Rapids Veneer Co., with whom he remained two years, during which time he learned the trade of veneer making. In the meantime he took up the study of advertising and perfected himself



in the work to such an extent that he was able to obtain employment with the Morse Dry Goods Co., the National Clothing Co. and Pierce & Co., of Battle Creek. He continued doing work for these houses for four years, when he was called upon to prepare a booklet for the Hot Blast Feather Co. The results of this booklet were so apparent that Manager Kennedy offered him a position as salesman and advertiser for the house, which offer he accepted. He has continued with that house to the present, having in the meantime become a stockholder and been elected a director. He has charge of the

sales and advertising departments and covers all the customers of the house in Michigan, seeing his trade every sixty days.

Mr. Hollister was married April 5, 1905, to Miss Mary Rowland. They reside in their own home at 149 Turner street.

Mr. Hollister is an attendant at St. Paul's Episcopal church and is a member of the Illinois Commercial Men's Association and the Bankers' Life Insurance Co. He is not much of a jiner and has but three hobbies—fishing, hunting and a disposition to plug for Grand Rapids, which he confidently expects to live to see the biggest commercial center in Michigan.

People Taking on Airs Generally Cheap Skates.

Written for the Tradesman.

A bright little lady in the women's belt department was going over some of the oddities of our sex. Said she, with a laugh:

"You'd be surprised at some of the silly subterfuges women resort to to give us an impression that they are simply rolling in wealth:

"Lots of times they come in here and command, in supercilious tone and with haughty mien: 'Show me your most expensive belts.' Then we think: 'My! here's a nice fat sale!' But, alas! how doomed to disappointment—they go out with a measly little 25 center! Fact. Then there is the swell-dresser who sails up to our counter and lights on us a dissertation of the things of Chicago and New York swelldom.

"Naturally, we can't carry the earth and moon in stock. These, also, leave with one of the cheapest belts we have. Would you believe it? No? Well, it's true, every word of it. If you have any doubts about it you just loiter around a bit and a very few minutes will demonstrate the veracity of my statements.

"And so it goes: The people you'd think didn't have a penny to bless themselves with prove to be liberal buyers, while the folks who put on such high-and-mighty airs are the ones who turn out to be cheap skates." Janey Wardell.

He only is a true liberal who is more anxious that others should be free than that he should be without restraint.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers



Careless Shoe Buying Results in Losses.

There's an old saying that "there's no use crying over spilt milk." That may be true, but there's a heap of use investigating the cause of the spilling, and in so changing conditions that there shall be no more loss of the lacteal fluid—that there shall be a stronger pitcher, or a pail with no holes in the bottom, or a better can stopper or a firmer support for the container, or less broomsticks and hoe handles in the path of the one who carries the milk. There's another saying which better hits the lesson which is intended to be taught at this time. It reads: "The wise man makes mistakes, but only fools make the same mistake twice."

The statement that goods well bought are half sold applies most forcibly to the shoe business. The success or failure of a shoe department depends more largely upon intelligent buying than upon any other one factor. There can be proportionally more money tied up in dead stock in the shoe business than in almost any other line of merchandising, and per contra, the merchant who is a shrewd and judicious buyer of footwear is almost certain to make a success of his department. Of course it stands to reason that other things are necessary, for no business will run itself, and no goods will sell themselves. But the man of average business ability, plus this faculty of buying right, will make a success, while a man with as much ability minus the know-how of shoe buying is almost certain to make a failure unless—well, we'll speak of the unless later.

These remarks are apropos of the starting out last month from every shoe manufacturing center of salesmen and sample trunks. There are hundreds of them now on the railroads, with thousands of samples of shoes of the styles for spring and summer of 1908. Many of them will visit your city, and some of them will call and solicit your order. It may seem early for you to order goods for next summer now that you have just closed last summer's season, but it is just the same in shoes as in all your other lines, the samples are now on view, and the orders must be given now to secure prompt delivery, for in the meantime the manufacturers must produce the goods.

This is the status of affairs if the merchant has his stock of shoes manufactured to order, and buys of manufacturers who make goods only on orders, and who do not carry stock. The question of judicious buying may well be considered now that the opportunity is at hand for the shoe department manager to choose his styles for next spring, and to order sufficiently far in advance that he may have his spring and summer goods on his shelves ready for the Easter

trade. It is well enough to consider this even although Easter next year comes after the middle of April.

Bring out your left-overs from the summer stock. Spread them out in the back room, or downstairs or in the store room. Then study them—not in a bunch, but each lot by itself. Perhaps each pair by itself. You paid good money for those shoes. You expected to get back what you paid, and enough profit to make it worth while. And you have not done so. Now is the time to find out just the reason why you have made a mistake. For you have made one. There is no doubt of that. But what was the mistake? To answer that is a problem.

One of the most difficult questions to settle is, "Will this shoe suit my trade?" The various sections of the country require widely diverse styles. That is plain to every merchant. But a truth which is by no means so apparent is that different locations in the same city demand different shoe styles. You admit that such a state of affairs exists as regards clothing and haberdashery. It is just the same regarding footwear. The successful buyer and manager of a department in a popular, bargain advertising department store may fall down lamentably in a shoe department in a store which caters to a more exacting trade of aristocratic customers.

If these questions truthfully and thoughtfully answered do not reveal the reason why the shoes are shelf-warmers instead of profit-makers, the next question is, Are they too high or too low in price? Perhaps you are being undersold on that particular quality by your competitors, or you have set too high a price for the looks of the shoe. As a rule, shoe buyers decide what they want mainly by appearance and price. A good shoe with true value in it, but plain, is frequently outsold by a poorer shoe with showy cut and trimmings. And there is just a bare possibility that in your endeavor to give your customers the best possible value for their money you have marked the shoe too low, and people have avoided it on the suspicion that it was not good enough, or that it contained, hidden somewhere out of their sight, the shoddy which justified the low price at which it was offered.

If none of these points seem to justify the lack of sales, take an inventory of the sizes and widths. Perhaps that will show the trouble. In some sections people demand narrow widths, while in some others the short stubby toe is more popular. If you find the left-overs all narrow, or all wide, you have found the cause of your trouble. But if the widths are assorted, and the sizes are bunched, it would go to show that you had miscalculated, and bought the wrong assortment of sizes. Many shoe dealers have found that "regular" assortments, as are sent out by the factory, are not the right proportion of sizes to suit their especial trade. In this connection it is well to look over your record of orders, and see if the left-overs correspond fairly

The Best Yet

—Our—
Hartt Brand Line
 Fine Dress Shoes

For Men and Boys

Made on new stylish lasts in Box
 Calf, Velour Calf, Gun Metal,
 Glazed Colt and Vici Kid.

Wayne Shoe Mfg. Co.

Fort Wayne, Ind.

Our salesman will be pleased to show you

Satisfaction

In speaking of Rubbers another name
 for "satisfaction" is

HOOD RUBBERS

They have the **three essentials**
 of a first-class shoe

Style, Quality, Fit

Look for this  Trade mark

Grand Rapids Shoe & Rubber Co.

Grand Rapids, Mich.

State Agents for Hood Rubber Co.

well with your late sizing-up orders, in which case it would show that your first orders were all right, but the sizing-up was injudicious.

Perhaps the location of stock on your shelves had something to do with the failure to sell. Possibly the salesmen or clerks couldn't reach them easily, so did not bother to show them. Nearly every dealer can tell of a line of shoes in his store which were slow-movers, but which were given a sudden and active boost by being relocated where the salesmen would find them the handiest ones to reach for. It is surprising how much the very ease of access has to do with the sale of goods. This must not be regarded as an indication of laziness or indifference on the part of salesmen, but just the natural tendency to show what is easiest and first at hand. This point therefore is one which should be considered in looking over the "remains" of the past season.

You will notice, away back in the second paragraph of this article the statement that the man who does not know how to buy is almost certain to make a failure unless— You probably want to know what this unless leads to. Here is the answer: Unless he has a competent and conscientious adviser. Where will he find one? The commercial traveler. He is the best friend such a retailer can have. He is generally honest. As a rule he is capable. He is nearly always a student of business. To be sure there are exceptions, and the merchant must use his common sense, his judgment and his knowledge of men. But taking for granted that the shoe salesmen are honest, let the buyer confide his troubles to them, and ask them candidly to tell him what the trouble is. Every salesman knows a dozen or a hundred men similarly situated as regards location, size of stock and class of customers. Every salesman can give you pointers from the experiences of other customers. Every one of them can point out the pitfalls which beset the path of inexperienced shoe buyers.

Of course, every one of them will tell you that you ought to buy his line exclusively. That's their business. That's where they make their living. But most of them will tell you some additional reason why you "fell down" last season. And the fellow who gets your order is likely to take a whole lot of pains to see that it is for goods which in his best judgment are the ones which you can sell next year. He can judge somewhat by the goods you couldn't sell this year, and also by his knowledge of dealers so situated in other cities.

Do not understand by this that the buyer is to put himself unconditionally in the hands of the salesman. No man will do this unless he has the utmost faith in the honesty and the greatest confidence in the judgment and ability of the salesman. But if he approaches near to such a point with the right salesman he is likely to buy for the coming season shoes better suited to the more or less exacting requirements of his own particular trade.—Clothier and Furnisher.

Why Quickseller's Shoe Business Pays.

Adam Quickseller's store is located in the heart of the city, and his patronage is the envy of all competitors.

He is the embodiment of hustle. Whenever you hear of anything enterprising being accomplished in the shoe business, it is Adam, or one of his relatives, who originated the scheme. For all of the hustlers are in the Quickseller family.

There is no secret about Adam's success. It was rapid but strenuous. When asked what made him a rich merchant, Quickseller answers that he early in his business career adopted a motto, which he carried, instead of a woman's face, on the inside of his watch case. It reads:

"Work. More work! Still more Work!"

Work has become a habit with Quickseller, and he takes more pleasure out of it than out of recreation. He is frequently in the store an hour after the clerks have left at night, figuring on some new advertising scheme that has occurred to him and forgetting the flight of time as he thinks over the details.

It is not uncommon to see him take up his note book while waiting for lunch in a restaurant, and begin figuring so earnestly that when the waiter brings his dinner he frowns at the interruption. He has also been known to consult this note book between the acts in the theatre, greatly to the annoyance of Mrs. Quickseller. In fact, Quickseller's mind seldom strays far away from business, and he correctly described his mental condition when he once told a friend that work was the best "fun" he got out of existence on this planet.

Everything that Quickseller does is instructive to the shoeman. Just at the present time he is featuring women's high-cut lace and button boots. They occupy a prominent place in his displays, and are proving to be good sellers.

Timid retailers were cautious about these goods. They held back to see whether a demand would develop. Result, their orders were placed late, and many of them are still waiting for the goods. Quickseller never holds back. He says it is bad business. He makes mistakes, certainly, but his losses are never serious because of his clever advertising. A competitor once said that if Quickseller advertised "gold-bricks" the public would rush to buy them. Of course, he meant the kind of gold-

bricks that slick gentlemen sell to farmers.

Quickseller is also holding on to tans. He says that from present indications the better grades will be sold during the cold weather. His store always has something to "catch the eye" of the women. Just at present he has a display of red kid evening slippers in the handsome showcase facing the wide entrance. Nothing else is shown in the case, and the goods look very rich and stylish. More than one woman has seen them from the pavement and entered the store for a closer examination. Bronze slippers are also given some space, but Quickseller admits that they are not strong sellers.

"Get a woman inside of the store by any means. They will buy if they have money, and if they have none they will see something they want and come to your store first the next time."

That is one of Quickseller's business rules.

One of his methods for bringing women into the store is his shoe-shining stand for women. A neat card in the window reads: "Ladies' Shoes Shined. Walk In."

Those who accept the invitation walk back to the rear of the establishment and find themselves in a kind of reception hall. The hardwood floor is partly covered with handsome rugs. Comfortable rockers and luxurious divans entice the languid, while a table contains all the current periodicals.

The young fellow in charge of the stand is handsome—Quickseller knows the weakness of the sex—and if my lady does not care to look over a magazine while her shoes are being polished, she can talk to this nice-appearing young man. Many women patronize this department daily. Others find it pleasant to rest in the comfortable chairs while friends are being fitted with shoes.

A case nearby contains an attractive display of tans with fancy tops to match the women's gowns.

"Maybe they ain't selling," says Quickseller, who sometimes forgets his grammar in his business enthusiasm. "That scheme of having the tops match the costume seems to have struck many women just about right."

Mayer Honorbilt Shoes
Are popular

"Mishoco" New Specialty Shoe
For Men and Boys

Made in all Leathers Snappy up-to-date Lasts

Men's Goodyear Welts, Retail \$3.00 and \$3.50

Boys' English Welts, Retail \$2.50

All Solid Leather

Michigan Shoe Co. - Detroit, Mich.



**Get On
the
Right Side
of
The Boys**

Is the line of shoes you are now handling popular with them? Have you ever given the subject serious thought?

Try out a line of the H. B. "Hard Pans," starting with the Bike Cut Elkskin right now, and a few dozen water-shed, high and regular cut shoes for Fall.

Remember that you can reach the parents, too, for wherever there is a boy there is a family. But the line you buy must be the genuine thing or it will never touch the boys, for the H. B. "Hard Pan" chaps are legion and loyal. They know that the H. B. "Hard Pans" are the stuff.

One good customer in a town gets all the profit. Better send in a postal today for salesman's call or samples.

**Herold-Bertsch
Shoe Co.**
Grand Rapids, Mich.
Makers of the



"Pocket Rubbers" are also attracting the women. They are very much like any other rubber but can be folded up into a little roll that fits into a woman's hand-bag, or into her pocket.

Women don't like to wear rubbers any more than men do, and here is where the advantage of the Pocket Rubbers comes in. Instead of having them on her feet, where they are uncomfortable, my lady can tuck them in her pocket or in a bag. Then when a shower suddenly makes its appearance, she can step into a doorway, put on the rubbers, and continue on her way smiling.

The above is the language of Quickseller's advertisement. He writes all of his descriptive matter in a happy, easy-flowing style which is pleasant to the reader.

One of the attractions of Quickseller's window is the automobile boot. It is so rich, so comfy-looking, so suggestive of luxury that young and old of all classes of society stop to examine it.

And here is where Quickseller differs from many less sagacious business men. They do not carry a pair of automobile boots because they say there is no demand for them. The "demand" at Quickseller's is scarcely any stronger, but he keeps the boots in his window nevertheless because of their display value. They give tone to the entire exhibit, and—what is more important—scores of people who otherwise would have passed the window are compelled to pause and glance over the display. Why? Because these rich-looking boots attract them.

Quickseller has no difficulty in getting rid of the odds and ends of his summer stock. His shelves are not littered with useless goods that must be "carried over" for another season. A man of his ingenuity has no trouble in solving such a problem. When the time came to get rid of the odds and ends he advertised a "dollar sale."

That caught the attention of hundreds. There was something catchy in the name. Moreover, his window display of the goods was decidedly "catchy." Instead of price-tickets, Quickseller attached a dollar bill to each pair of shoes.

Thirty or forty pairs of shoes in a window are no longer a novelty to the public. In fact, they are so commonplace as to be rather uninteresting. But thirty or forty pairs of shoes in a window, with brand new bank-notes attached to them aroused the greed, curiosity and wonder of the public. In this manner did the ingenious Quickseller get an advertisement out of so ordinary a thing as a price-ticket.

"Did he sell everything at \$1.00, despite its value?" asks a shoe dealer.

He did, and some of the goods were worth three and four dollars a pair. But not many of them. Quickseller told the public all about this in his advertisements. Needless to say, it brought trade.

Quickseller is too bright a business man to forget the children. He always has something to interest

them, at prices that interest their parents. School shoes are featured at regular intervals. Every child receives some sort of a souvenir—a bear, a top, a doll or a pencil box. The premiums cost Quickseller only a few cents apiece, but they bring him a great deal of business.

One of his best sellers is a high-cut button boot for children. It is admirably adapted for wear in stormy weather. Slippers are shown for wear at parties. Children attend many such functions. They go to dances and to all sorts of evening companies, and their mothers are anxious that they shall make a good appearance.

Quickseller talks freely about such things in his ads. He always suggests the occasions for which this shoe or that will be needed. Incidentally, he sells hosiery, and just at present is exploiting a handsome line of oxfords, for young women, which match the stockings in color. Many girls who like the effect of the combinations shown in the window are purchasing hose as well as oxfords.

Other retailers who are not carrying stockings do not reap this additional profit. But they are not in Quickseller's class.—A. B. Northfield in Boot and Shoe Recorder.

Makes Footwear for Celebrities of the Stage.

"I am a shoemaker, but I am an artist also," said Bandello. "I work for the stage. I make dainty slippers, rustic leggings, slashing, dashing cavalry boots." He illustrated with his eloquent hands. "Everything for the feet of people of the stage from prima donnas to the carriers of spears, from Bernhardt and Mansfield to the pony ballet. That is my art and my work.

"Sit down and I will tell you. Yes, Bandello is my name and from Milan I come, from Milan, city of the cardinals, of Il Duomo, the great cathedral; of La Scala, queen of opera houses.

"For six generations the Bandelli have been artists and bootmakers. You know the Cardinals and what beautiful shoes they wore in the olden time? I need say no more. All the Cardinals of Venice and Lombardy and Florence were our patrons. Only the Bandelli, only the Bandelli, I repeat, were so much as allowed to measure their feet.

"And when the Cardinals, like too many others, became modern, too, and wore no more shoes of fine leather and gorgeous sunset colors, the Bandelli, of course, turned from them. 'To what?' you ask. To what, indeed, but to the only field where costume, great costume, remained a thing of beauty as in the centuries that are gone—to the theater and the opera.

"My father made shoes for all the great ones who trod the boards of La Scala. And when my Savoyard mother said I was old enough I learned my art from him and then came to this country to make boots for the great ones of the American stage.

"Have I been successful? My Italian blood beats in my veins with pride. Look on this wall."

The Crisis Is Past

The Storm Is Practically Over

What is most needed just at present is that our citizens should realize how fundamentally sound business conditions in this country are, and how absurd it is to permit themselves to get into a panic and create a stringency by hoarding their savings instead of trusting perfectly sound banks.

These are facts; and I appeal to the public to co-operate with us in restoring normal business conditions. The Government will see that the people do not suffer if only the people themselves will act in a normal way. Crops are good and business conditions are sound; and we should put the money we have into circulation in order to meet the needs of our abounding prosperity.

The above is a quotation from President Roosevelt's letter to the Secretary of the Treasury, Mr. Cortelyou.



Conservative people who have exceptional opportunities to weigh the financial and industrial situation have come to the same conclusion the Irishman did who viewed his fence after a severe storm: "shtill shtanding, and a foot higher than it waz befhore."

The basis of prosperity is good crops. They are abundant and prices have never been so uniformly high as this season.

Don't fear that the people are going barefoot.

They will need shoes and the **ROGUE REX** kind.

Built for wear.

Send us your orders.

HIRTH-KRAUSE CO.

Grand Rapids, Mich.

He waved a proud hand. Well he might. The great Calve smiled down over her dedication to "Un artist veritable." Ancona, treader, had dashed off "Al m'amico." And Bernhardt and Novelli and Marlowe and Anna Held gave testimony in that portrait gallery to the man who had shod them with comfort, chic and beauty in such half jocular, half affectionate phrases as "Ire," "Al mio caro amico," and the like.

"You see, in my own way I am just as much of a success in making these boots as many actors are in wearing them, much more so, often I think. William H. Crane used to tell me that in the days when he produced costume plays. You see that from his picture up there."

Crane's portrait was between Anna Held's and Sir Henry Irving's, and on it was written: "Your shoes were great. If the public had only liked my play as I like the shoes I wouldn't have been able to carry the money away."

"It is an odd business, this making shoes for the stage. The orders, either a feast or a famine. Either they are large or they come not at all.

"For instance, I received a while ago a commission from one of the Broadway managers for shoes for the entire cast of 'As You Like It.' I had to turn out 185 pairs in two weeks, and even with six workmen to help me I had my hands full. My work rooms overflowed with Orlando and forest maidens and courtiers understudying Jaques and all the rest.

"The shoes were more expensive than you think. Very few fell below \$10 a pair. Some of them—Rosalind's leggings in brown and green leather, cost \$60. And the beautiful high strapped boots in pale pink leather, trimmed with imitation pearls and real opals which the Duke wore were worth just \$150.

"Mousquetaire boots such as I made for Salvini and for Sothern in their plays of 'The Three Musketeers' run about \$25 a pair. I charged that price for these white ones for Sothern. The pair of brown ooze mousquetaires I made for John Drew long ago fetched that price.

"They are dashing boots, these mousquetaires. Their folds drop now this way, now that, and are full of suggestion always. There are no less than seven different characters hid in the folds of this mousquetaire. Look—"

And seizing a great boot Bandello with a tug here and a twist there showed forth the roystering trooper, the spy, the ne'er-do-weel, the craven, the laggard, and so on.

"Ah, there is many a trick we must turn in this trade. To make milord or milady taller is an everyday job.

"There was Lewis Morrison. He played a Shakespearian part opposite Louis James in which he had to be as tall as James. I built him up two inches and no one suspected the trick.

"No, it is not done altogether by extra heels. We work up the inside of the shoes. In that way I built up a romantic actress three inches to play Jean d'Arc. Every one thought her very tall, but she liked that and

she would never forgive me if I told her name now and gave away the little deception.

"Speaking of that, it would surprise you, would it not, should I tell you that there are very few women of the stage with small, well shaped feet. Except on the vaudeville stage and in the pony ballets there are almost none.

"Even there I know a musical comedy star, advertised as one of the most chic women on the stage. Her foot was atrocious. High heels and tight shoes had thickened the ankles and broadened the toes so that I actually had to refuse to make shoes for her until she had consulted her doctor as to what sort of shoes she needed to correct what in a few years would have been a positive malformation.

"Bernhardt, though, has a very beautiful foot and quite a small one. It is long and slim and takes about a No. 4 boot. I rave, yes, I rave over the foot of the divine one every time I measure it.

"Perhaps that is why she orders so well from me, oh, the heart of woman—sixty-six pairs of slippers in her last order—think of such profusion! And that was only for her private use. Some two dozen others she took for the stage.

"Those golden slippers—no, they are not for Cleopatra, although I regret spoiling an illusion—those I made for her as Frou-Frou. Those others with the curling toes she wore as Gismonda.

"Ah, she is the greatest of artists and so gentle and pleasant, too. I could work for her forever. But the disagreements I have had with some of them!

"Sothern and the great Mansfield, they were the difficult ones. With Sothern I agreed well enough for a time and then—well, one is an artist and one has dignity and when they forget this then it is time to lose one's temper, too.

"Well, I have shown you most of my work. I will tell you it is not easy to do. You see, a design has to be made, measurements taken, then paper patterns cut according to a scale and these laid on the different colored leathers and each bit cut out and sewed or pasted into the boot.

"You see that odd looking boot in green and black and silver with raised pictures of conflicts between animals and men of the stone age and the middle ages and the like? That is a boot symbolical of the history of the world. I made it for a Hindoo fakir and there are no less than thirty pieces of leather in its composition.

"That other queer looking crimson boot with golden suns and moons and all the signs of the zodiac is an astrologer's boot. The astrologer, oddly enough, lives in Hoboken. That, too, is made of many pieces of leather.

"But, after all, I am only a bootmaker for the stage, and an artist, yes; but a bootmaker still. Yet one day I will be something else, rich; but not through bootmaking, no, not through bootmaking. Listen," and Bandello's expressive face changed from grave

to gay and from gay to grave again.

"Once I knew a great artist. You smile, but he was nevertheless a great artist. He was poor and lived on coffee and black bread. I gave him money—he came from my province in beautiful Italy. One day he died and left me his pictures. See them."

A button clicked, lights flashed out around the ceiling edge and Bandello stood in the center of a little art gallery. Several landscapes and marines, an Oriental scene or two, some portraits and a half dozen water colors of Western life covered the walls.

"You see? One day I will sell these, erect a great monument to him and be enormously rich and happy for the rest of my life! That is as it should be. Why else should one come to America?"

"Ah, well, I have shown you most of my treasures. There are a few more. I collect bric-a-brac and antiques in a small way. You see here are some good Tanagra pieces. And, lastly, I am somewhat of a connoisseur in this," and he exhibited a neat little den, with high shelf set out with plates of the warm blue ware of Delft and old stone jugs in which beer and ale must seem nectar, and tall, pale gold glasses, fit goblets for the sunlit wines of the Po.

"You see? Some day you must come and have supper with me and I will give you risotto Milanaise as they make it in its home in my province and spaghetti piping hot, garnished with garlic, and for a sweet golden, creamy zabaleoni. That will be soon, I hope.

"And some day after that perhaps you will come back again and I will not be here. My poor, dead friend will have been discovered and I will be rich, enormously rich. But wherever I go these," and he waved lovingly toward the host of many colored boots and sandals and leggings and slippers in the window, "these I will always keep with me."—Shoe Trade Journal.

Wonder What He'll Do Next.

"There's the laziest man who ever signed a hotel register," remarked Mort Rathbone, the veteran manager of the Morton House, indicating a large, well-set-up stroller about the corridor.

"He's a drummer for a big Philadelphia silk house, and his name is Samuel Parker Sedgewick Elliott. When I first knew him, ten years ago, he used to sign his full name in a very deliberate and careful manner, using considerable flourish. A couple of years after he began to abbreviate it slightly, like this:

"Samuel P. S. Elliott."

"Then I noticed on the register 'Sam'l P. G. Elliott.'"

"The following trip disclosed a further slight elision, 'S. P. G. Elliott.'"

"Coming in one night rather late, he took the proffered pen and wrote 'Sam Elliott.'"

"On his arrival here last week I saw he had the habit incurably, and there was no hope for him whatever. Here is what he scrawled: 'S. Eliot.'"



If You Want Practical Profitable and Serviceable Shoes

You will be interested in our Spring line. Besides our own make our salesman will show you a large and varied assortment of shoes whose wear and style qualities are exceptionally strong. You will find the selections you may make, from the various kinds and grades, best adapted to your needs, exactly as we represent them, and in every case full value for the price asked.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

WHOLESALE CATALOGUES

From the Buying Merchant's Point of View.

Written for the Tradesman.

Very many merchants order a large portion of their goods by mail. Even those who go to market regularly and patronize drummers liberally have frequent occasion to make orders from catalogue.

The good catalogue is particularly valuable to the man who is doing business in a small place, at a considerable distance from any large commercial center. It is a mistake for such a one to suppose that he must wait for his traveling man to come before he can place an order for goods he is needing, unless, of course, it is in some line that he especially wants to see samples before buying.

A few years ago a large wholesale house that sells by catalogue only made a change in the form of its monthly issue. Shortly after doing this they sent out a request to each of their customers to write them briefly, stating whether the new form was liked better than the old; if so, why? If not, why not? The remarkable thing about this was not the change they had made, but that they considered it worth while to find out what their customers thought about it.

So many houses issue catalogue after catalogue, year in and year out, seeming to think they know all there is to be known on the subject, and never troubling themselves to get at the point of view of the humble retailer whose interests they are supposed to be serving.

Any one accustomed to making up mail orders knows how excellent and practical are the books put out by some wholesale houses, and of how little real utility are those issued by some others. It is safe to say of many firms that their catalogues do not bring results proportionate to the expenditure involved in their issue. And it is just as true of others that the merits of their catalogues are a great factor in their business success.

Some of the most important features of a good catalogue are given below:

1. A good index. It is to be remembered that mail orders have often to be gotten up in haste, and that time is money. In every catalogue of any size there should be a full and complete index embracing every item listed. An article that is likely to be looked for under either one of two initial letters should be placed under each. Window shades should go under W as window shades and under S as shades. Let there be the most unerring accuracy as to page numbers. A few mistakes in these will cause great delay and difficulty. It is akin to the trouble it makes in an arithmetic class when there are a few wrong answers in the book. Remember the merchant does not have time to hunt for the desired item. He should be able to turn to the proper page at once.

2. All descriptions in a catalogue should be clear, definite and correct.

It is a well known fact that exaggeration of merits, when down in black and white in a catalogue, is not as easily forgiven as when it comes from the tips of an affable and smooth-tongued drummer. But drummers are learning that it is the man who represents his goods just as they actually are who laughs last. The traveling salesman can not be on hand with his hypnotic spell and good stories and cigars when the goods are unpacked, nor, later, when they are brought out for the inspection of critical customers. Veracity and dependableness, found to be so important in the drummer, are even more essential in the catalogue.

3. When it is possible prices should always be stated, and it should be plainly indicated whether those given will hold until the next issue, or whether they are subject to market changes.

A catalogue is handiest to work from when the price is placed at the close of each description and given in net form, so that it is not necessary to figure off one or more discounts. Some catalogues are intended for the merchant to show to his customers. In these only list prices can be given, from which the merchant gets his percentage off, or else all prices can be omitted from the descriptions and given on price sheets which the customer does not see.

4. Illustrations in a catalogue are now a practical necessity. The very cheapest kind of a cut gives the impression of inferior quality in the merchandise. On the other hand, it is doubtful whether a very expensive cut will sell any more goods than a good, medium-priced picture.

This brings up the point that an ordinary mercantile catalogue is not designed for the same purposes as a work of art, nor will it justify a large expenditure for ornamentation. A great deal of money can be laid out in handsome covers, high-priced paper and expensive illustrations. These elegant books speak rather for the good taste of the firms who issue them than for their business sagacity. An attractive appearance and a neat, well-ordered arrangement of contents are compatible with a moderate outlay.

5. The date of the issue should be placed conspicuously on the front cover of every catalogue. The busy buyer never wants to spend much time ascertaining whether he has gotten hold of the last catalogue sent out by any one of his wholesale houses or some number that is out of date. The number of the issue is not enough. No one keeps track of that except the house that puts out the catalogue.

6. A catalogue should have some character and individuality. It should be "something different." A very striking or grotesque effect is not always desirable; a quiet individuality and flavor may be far better. It was said of a great English statesman that he could make an entertaining speech on the dry facts and figures of the financial budget. Dr. Johnson imparted a literary quality to his dictionary. It takes some genius to get up a really good cata-

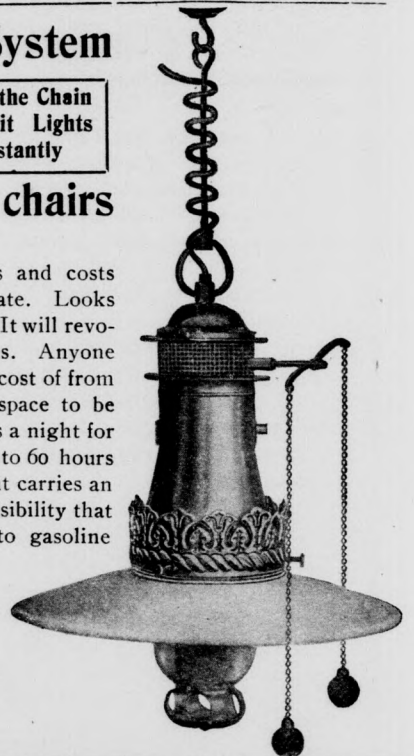
logue. The touch of the master hand will show itself not only in the general character of the book but in the description of the most commonplace articles, and in the thousand little things upon which greatly depend the merit and serviceableness of

the catalogue. The genius required for this work is perhaps not of so high an order as that which manifests itself in composing a poem or a novel, but nevertheless it is a very practical and desirable kind of ability. Quillo.

A Gasoline Lighting System That Requires No Generating No climbing ladders or chairs

Pull the Chain and it Lights Instantly

Is as convenient as electricity or gas and costs less than one-twentieth as much to operate. Looks like the latest Nernst electric arc lights. It will revolutionize the lighting of stores and homes. Anyone can install and own a lighting plant at a cost of from \$20.00 up, according to the size of the space to be lighted. **500 Candle Power**, two hours a night for **a Nickel a Week**. Will actually run 40 to 60 hours on **one gallon of gasoline**. Every outfit carries an eleven year guarantee backed by a responsibility that is unquestionable. The only objection to gasoline lighting, viz.:—having to generate the lights before using, entirely overcome. Send for our 48 page catalogue showing many beautiful designs.



Gloria Light Company
5-7 N. CURTIS ST., CHICAGO



Stocking the Ben-Hur Never Starts a Man "Seein' Things"

No doubt the Thanksgiving bird will have sweet revenge at many a troubled dream couch next week, but no business man ever lost a wink of sleep because of worry over stocking the **Ben-Hur**.

It always sells, and never becomes a dried-up back number on the last row in a dealer's case; the only kick we ever have is that dealers cannot keep them—because they sell too fast.

Order right now from your jobber.

GUSTAV A. MOEBS & CO., Makers, Detroit, Michigan

BEN-HUR CIGARS MADE ON HONOR
SOLD ON MERIT
WORDEN GROCER COMPANY
Wholesale Distributors for Western Michigan

How the Grocer Felt.

"There is one thing about it," observed the grocer, hopefully, as he craned his neck over the counter to see the beating rain outside, "it's likely to clear up and let us have a spell of pleasant weather. We ought to have quite an Indian summer."

"Indian nothing," said the disgusted looking customer with the dripping umbrella. "We're going to jump right into the middle of winter, that's what we are going to do. We'll have snow flying before three weeks. Want to bet on it?"

"I wouldn't bet," said the grocer, "but it seems to me that we've got some warm weather coming to us. It's been a mighty cool, rainy summer."

"Is that any sign?" asked the disgusted looking customer. "If I'm broke to-day is that any reason I won't be broke to-morrow, or that I'm going to find a hundred dollar note on my doorstep? I tell you I ain't one of these fellows who are always looking to see it clear up. I look for it to keep on raining for another week or two. Oh, we may get one or two days when we'll see the sun shining, but it won't last. I tell you that the weather's all got turned around; the winters are getting longer right along and the summer's got to be early spring and late fall. It ain't getting better, it's getting worse."

"It's a long lane that hasn't got no turning," said the grocer.

"I should say it was," said the customer. "And there's plenty of them. I've gone along many's the one of 'em and brought up against a brick wall. It's like this prosperity. I've heard some say that when business got about so bad it was sure to pick up. Say, if you have one bad day do you find that you do a double amount of business the next? I'll bet you don't. I'll bet you've had it drop off for weeks at a time and when it did get better there wasn't no rush about it. You just did what you'd call an ord'nary, fair day's business."

"Oh, I don't know," said the grocer.

"Don't you! Well, I do. I know that business has been getting worse and I ain't making as much as I was and it's costing me more to live. What's more, I'm going to make less and less and it's going to cost me more and more to live."

"It ain't going to be as bad as that," said the grocer.

"It isn't? Who's been telling you? You're like one of these fellows who get into a card game. They lose about so much and then they think it's a cinch they're going to win. They've got to win. Sure! Why? Because they've been losing and it's a long lane that hasn't any turning. Suppose I lose a week's work through sickness. Where am I going to get that week back again? Can you tell me? Of course, you can't. There ain't any way."

"I guess that's so, as far as that goes," admitted the grocer.

"Am I going to get a double allowance of good health? I guess not. There's my second oldest kid.

Last spring he got sick with the measles. Finally he got over 'em and the first day he got let to go to school he came back with the whooping cough. 'Well,' my wife says, 'we might as well make the best of it. He might just as well have it and be done with it.' Has he got done with it? No, sir, he's having them coughing spells yet, and they tell me he may cough all winter."

The grocer handed down a package from the shelf. "Ever try this?" he asked. "It's the latest health food and guaranteed to be a sure cure for indigestion and liver complaint."

The customer shook his head gloomily. "It wouldn't do me any good," he said. "Mine's chronic. I'm getting so I can't eat a square meal without suffering for it. It'll just about kill me inside of a couple more years. Well, I've got to go and see if there's any dry clothes to put on. I'm due to get a spell of rheumatism for this."

As soon as the customer had gone the grocer lighted the gas.

"It ain't dark enough for that yet," said the cashier.

"Ain't it?" said the grocer. "Well, maybe it ain't, but I feel as if it was."

Neatness in Dress and Premises.

Written for the Tradesman.

The variety of goods handled in a general store occasions unpleasant amalgamations unless the rules of cleanliness are constantly in mind, while the fact that many of the commodities are used as food renders the situation more imperative. The man who drives up in a hurry for provisions may be impatient at having to wait for the grocer to wash his hands after drawing oil before measuring out sugar; yet if this necessary ablution was omitted impatience would be turned into wrath when the pronounced flavor spoiled the food product. It pays in the end to have a wash bowl and towel ready and to use them when necessary.

Neatness in dress counts for much, especially in a place where food products are handled. One can not always appear immaculate, yet aprons and detachable cuffs are cheap, and the laundry bill added is better than customers lost through lack of tidiness in this respect.

Neatness of premises is another essential. While it is true that ordering is largely done over the phone in many towns, yet if a housekeeper in a trip down town chances to think of some omission and steps in to add it, she does not like to be compelled to pick her way through filth. Brooms are cheaper than dress goods, and she will feel stronger on this subject than you, because she is looking from another point of view. If people persist in loafing—and it seems hard to solve this problem in some places without giving offense—they should at least refrain from rendering a cleanly swept floor filthy.

A woman in the country store seems to impart through both knock and mere presence a salutary influence. She is neat or, at least, is expected to be; and if she fails she does much damage to the trade. In her

presence the language of the loiterers is naturally restricted to that of order and decency; and the store in which she is regularly domiciled comes to be more like the home. Rough talk, smoking and, worst of all, spitting on the floor, will gradually be dissipated through her very presence if she be one who is worthy of respect and capable of using tact.

Oil, fish and tobacco do not combine pleasantly with butter and crackers and each should be kept isolated from the rest. Even flour will rapidly absorb unpleasant odors and, while it may be perfectly clean so far as direct contact is concerned, it will be absolutely repulsive to the delicate olfactories.

Reminders of mice in sugar or crackers will quickly prejudice the neat housewife against any store whence issue such damaged goods, and while there may not be—usually is not in such cases—a formal complaint, there will be a quiet withdrawal of patronage; and where this is done, be assured that the rival with the best promises of cleanliness will be the successful competitor.

Bessie L. Putnam.

Shocker for His Mother.

"Why is it," asked a young mother, "that personal cleanliness is a taste only acquired with years? My babies have been scrubbed from infancy upward, until you wouldn't think they could endure a speck of dirt. And all I seem to have accomplished is a regard for outside appearances."

"The other day my husband 'phoned me from the office that he wanted to take Jack to a ball game, and asked me to have him ready and send him down town within half an hour. Jack was wild with joy, and I sent him upstairs to dress. After fifteen minutes he appeared, his face wearing an expression of keenest anxiety as he asked:

"'Oh, mother, may I wear my gloves, or must I wash my hands?'"

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

48 HIGHEST AWARDS
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Walter Baker & Co. Ltd.

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offers to the retail grocery trade—such trade as may fully appreciate the advantages of carrying goods of superior intrinsic value—

The "Quaker" Brand COFFEES AND SPICES

These Goods are Perfect
in Quality and Condition

TOO RAPID EATING.**Failing Peculiar To American Business Men.**

Written for the Tradesman.

Foreigners visiting this country often criticise the American habit of eating too fast. We can not deny that in this one respect, at least, we deserve all the sharp thrusts they give us.

Watch a line of men at a lunch counter or a group taking a meal at a hotel or restaurant. What mean those huge mouthfuls and the hurried action of all those pairs of jaws? Are these men half starved, so that they eat like savages who have gone two or three days without food? Or are they a lot of gluttons gormandizing for the mere gratification of voracious appetites?

They are not starved. Probably every man of them ate a meal that fully satisfied all desire for food less than six hours before. Neither are they gluttons. Many of them are small eaters, even although it always requires more food to satisfy when taken rapidly than it does when eaten slowly and chewed thoroughly.

The explanation of this unhygienic practice is simple. The energetic person is apt to get into the habit of hurrying everything that he does in order to accomplish as much as possible. Involuntarily, he takes the same gait, so to speak, with his eating that he takes with everything else and eats just as fast as he can.

The man who is a great pusher at his work is usually a very rapid eater. It would seem to him an awful waste of time to spend half or three-quarters of an hour in slowly taking a meal, when it can be crammed down in ten or fifteen minutes.

The habit of bolting the food is common with women and children, as well as with men. Dignity, elegance, good digestion and the pleasures of social intercourse are all sacrificed to the prevailing habit of hurry.

Physiologists tell us that digestion begins in the mouth. The saliva produces a certain necessary chemical change in the starchy foods. If these are swallowed without being thoroughly mixed with it the fluids of the stomach can not supply the lack and a form of indigestion results.

It is the custom of most persons to chew meat and other solid foods quite thoroughly, but to swallow quickly all the softer, smoother substances, thinking it is unnecessary to chew them. This is wrong. The up-to-date physician now tells you to chew mashed potatoes, oat meal porridge and soft toast; in fact, all the starchy foods. Whether food seems to need mastication to make it of a consistency that it can be easily swallowed is not the point. It needs the chemical action of the saliva. Washing down the food with tea, coffee, water and other liquids is strongly condemned.

Another practice which is daily adding recruits to the great army of dyspeptics is that of keeping the mind strung up to the highest working tension during mealtime. This

goes hand in hand with too rapid eating. Those who commit the one sin are apt to be guilty of the other also.

The man who carries all the stress and strain, all the problems and cares of his work to the table is everywhere a familiar figure. All his nerves are tense, and his mind is so engrossed that often he hardly knows what he is eating and actually swallows his food without tasting it. If he engages at all in conversation all he has to say relates to business. He "talks shop" entirely. The blood is being drawn to the brain so largely that there is small chance for the stomach to get the extra amount it needs, after each meal, for digesting the food.

Nature has planned that the time of eating and a little while after should be a period of rest and relaxation. To make it otherwise will sooner or later bring down her righteous wrath.

When the habit of eating too fast has become confirmed, to break off from it and learn to eat slowly, particularly if work is pressing, takes a strong effort of the will. To drop all work and worries at mealtime and give the mind a playspell requires even more determination. But the issue is the possession of a good digestion with all its attendant blessings, as against becoming a chronic patient for the stomach specialist.

Quillo.

The Tired Lady Might Be Waiting Yet.

Written for the Tradesman.

The lady was waiting impatiently to use the telephone to find out from her dressmaker exactly how many yards of trimming she must have for the new frock she was purchasing of the store that rented the phone for its own and its customers' convenience.

But she had to delay until the snippy young girl who was standing there had unburdened herself of the following—she had just gotten her "party" as the lady approached her vicinity.

"Zat you, Mame?"

"Why, hullo! how are ye?"

"Jew go t' th' party last Wednesday night?"

"My! I wisht I could have went."

"Jew have a nice time—I betcha did?"

"Well, I wisht I could a ben there, but m' best feller's out o' town—ye know Jack."

"Ye don't know Jack!"

"Jack who? Why, Jack De Winter, uv course. Ye orter know him—"

"Ye don't? Oh, come off, ye do, too. I seen ye with him twice aready sence I begin goin' with him stidy."

"He takes me pretty near ever'where now, sence him an' Susie busted up."

"Ye didn't hear 'bout that? Well, I'll tell ye 'bout it sometime—they's a party waitin' here ter use the 'phone, so I got ter chop off—"

"Say! Ye goin' over t' Chicago next week, like you said you wuz goin'?"

"Wisht I wuz goin' wid ye! My,

wouldn't we have a gay time t'gether, though! Maudie goin' along?"

"Oh, say! I wisht I wuz goin', tew!"

"I sure got ter stop now."

(Lady moving off, weary of the clack-clack and seeing no end to it.)

"Oh, say, lady—youse ken hev the blame telerphone now—"

"There! she's gone away mad, Mame, an' it's all your fault, too. You no business ter talked ter me so long."

"I could a chopped off my own self, ye say? It'll be a cole day when I tell you 'bout the bust-up ateen Jack an' Susie, so 'twill! Now, ye jess run along an' play—I ain't agoin' ter tell ye one blame thing!"

And the receiver got a hanging up with a slam that could be heard above the din of the customers and the continual whirr of the cash carrier system and the constant metallic bang of the boxes as they reached their respective journey's end and fell into the wire pockets waiting to receive them.

J. T.

Benzin Ignited by Rubbing.

It is reported from Paterson, N. J., while a garment was being cleaned with benzin in a shop at that place it burst into flame. The operator's hands were badly burned. The fire was apparently caused by the development of electricity from the friction.

Many a church is praying for more consecration when it needs to put more in the collection.

**The "Ideal" Girl in Uniform Overalls**

All the Improvements
Write for Samples

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

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.

Far-Sighted Forest Policy of the French Nation.

France has under way a far-sighted forest policy which will require two centuries before the work reaches its greatest efficiency. The plan covers the reforestation of vast tracts of denuded land and the work is in the hands of 4,000 trained foresters in the pay of the Republic and a large number of men employed by the communal governments.

Consul General R. P. Skinner tells how this work is being done by a great nation keenly alive to the necessity of doing it and determined that it shall be done well, although years and centuries are consumed in the doing. Colbert, in the reign of Louis XIV., exclaimed: "France will perish for lack of wood," and his prophecy was coming true a century and a half later, when the French people waked to the peril which threatened them and called a halt.

Their forests were vanishing as are those in the United States to-day, but the depletion had gone even farther than it has yet gone in America. France commenced protecting and restoring its wooded areas nearly a century ago and has stuck to the task ever since, but so much yet remains to do that Mr. Skinner says in his report:

"The work is slow. It will require probably 200 years to bring it up to its maximum effectiveness. But the time is foreseen when existing damaged forests will be reconstituted and when all the waste spaces will be replanted to the point of proper proportion to insure the conservation of the water supply and to furnish the timber and wood required by the population. The effect upon private landowners of this public work has been most salutary. Where absolutely bald mountains have been replanted very surprising local results are now visible to all observers. This is especially true in the Hautes Alpes, which had the unenviable reputation of being the poorest department in France, and is, in fact, one of the few from which the United States has received several thousand French immigrants. There are now many artificially planted forests in this department of twenty-five years' standing and in the bottomland below conditions have so improved that a state of general prosperity prevails."

The plan of the French foresters is comprehensive. It embraces the care of forest land, planting of trees, fixation of dunes near the coasts to prevent the drifting of sand upon agricultural land, correction of mountain streams, regulation of pasture land, utilization of water in pastoral and forest regions, and the surveillance of river fishing and fish culture. This comprehensive service extends to every part of the Republic.

The area of the National Forests of the United States exceeds twenty-fold the National and communal forests of France, but the problems are the same. France has been longer at the work, and when it began its forests were in a worse condition than ours are now, but not worse

than our privately owned forests will be if present methods continue.

Consul General Skinner concludes his report with this suggestion to those in America who have shown sufficient interest in the matter to write him on the subject:

"If correspondents could penetrate, as the writer has done, the almost inaccessible mountain villages of this country, and there discover the enthusiastic French forester at work, applying scientific methods which can not come to complete fruition before two or three hundred years, they would retire full of admiration and surprise and carry the lesson back to the United States."

Be Good To the Man Below You.

Hundreds of years ago Marcus Aurelius, one of the best of the Roman emperors, wrote some commentaries on men and things. One of the observations he made was to the effect that those persons who are troubled by what is passing in the present would do well to remember that everything is changing all the time, and that one always must be prepared for these changes.

Counsel better calculated to do good to workers could not be found.

Many men who now do not get ahead as fast as they could are kept back by not knowing or not remembering that the employe of to-day is the employer of to-morrow.

Men who are surly to subordinates and the men nearer the bottom of the ladder to-day would not take the tone they do if they had sense enough to remember that to-morrow may find all things changed.

To many people the thought of doing good merely that more good may come of the doing is obnoxious. There are some men and women who have sufficient character to enable them to long to do good merely for the sake of good. Now, men and women such as these have no obstacles in the way of their success, as have those persons to whom a selfish reason must be found for every undertaking.

There are selfish reasons in plenty to be found by those who know where to look for them. What stronger reason, even although it be a selfish one, could be found to make men and women more tolerant to others than the reason of expediency?

The man who has been abused and imposed upon when he was in a small position is more than human if, when he finds himself elevated and that person who has harmed him depressed in rank, he abstains from retaliating to some degree.

Now, the trouble with impulses such as these is that when they are put into execution they harm not only the man who uses them and the man against whom they are used but they harm the work itself. When men get to satisfying personal grudges at the expense of the employer the employer has a right to object.

What he wants is that the work be well done. Now, the work would be done much better if no enmity had come between the men. Such antagonism would not be there if the men

had been decent to each other earlier in the game.

The point, then, is this, that the worker who is insolent or unjust or overbearing or resentful to a worker who for the day, or the week, or the month, or the year does not hold rank equal to his own does a wrong thing. He hurts not only himself and the other man, but he hurts the work of the man who pays them both, and if the man who pays them both possesses the acumen that is needful for the conduct of a business of any importance this fact will not long remain unobserved.

And when it is found out it is likely that two heads will fall if one does, and there have been plenty of cases, and any worker of experience has had one or more of them occur within the limits of his own recollection, in which the man who loses out is the man who had the advantage at the start.

Every worker should act as if the man under him were to be promoted over him before the next day. Work-

ers that remember this will not harm willingly those who for the moment are their inferiors so far as pay or position goes. For those men who are so placed may be the superiors of the others in craft and skill and their advancement may be upon the eve of consummation.

Lawrence Wright.

Where His Theory Didn't Work.

"The late Admiral Walker," said a naval officer, "believed heartily in marriage for sailors. He always urged sailors to wed. Nautical bachelors were held up to scorn by him.

"Strolling with him in New York one day we met a young ship broker. Admiral Walker hailed the young man delightedly. He clapped him on the back, wrung his hand and cried:

"Congratulations on your marriage, my young friend. No more sewing on of buttons now, eh?"

"No, indeed," said the ship broker, sharply. "I wear a belt now. It keeps me so busy paying my wife's bills that I have no time to sew on buttons."

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Money is Made on the Outside



No Sadder Sight Than the Misuse of Books.

The trustees of one of the largest public libraries in the country are considering the plan of disinfecting each book as it is returned by a subscriber, as a means of preventing the spread of contagious diseases. Nothing could seem a wiser precaution. Probably nobody with the fear of the deadly microbe before his eyes ever picks up a well-thumbed volume which has gone the rounds of the more or less unwashed without wondering what particular kind of suicide he is committing, but the mere suggestion of submitting popular books to an antiseptic bath sets one to wishing that there was some way in which the thoughts on the pages might be as easily sterilized as the pages themselves, and that it was as possible to kill the moral bacilli as it is the physical.

To a thoughtful person there is no sadder sight than the misuse we make of books, and the way in which we turn one of the greatest blessings of life into something that comes pretty nearly being one of its greatest curses. The great majority of people have an unsophisticated idea that there is some virtue in reading, no matter how worthless or vile the thing they read, and they account it unto themselves for culture when they race through a large number of books, whether they carry away a single idea with them or not.

To sustain a reputation for being literary nowadays it is only necessary to have skimmed the plot of the last forty-seven popular novels, although the process is enough to give one acute mental dyspepsia for the balance of one's life. This is particularly true of women, for when a man has either time or inclination for more than the daily papers and the magazines, he is apt to read something solid and with substance to it. With women reading almost invariably means the unlimited consumption of novels, and even then it is quite as much a matter of quantity as quality that counts. A mother told me the other day that her 13-year-old daughter was literary because she had read thirty novels since Christmas, although investigation showed that they were nothing but the veriest trash. When anybody announces that Miss So-and-So is such a cultured woman, we know at once that she is the kind of a person who is an animated catalogue of novels that are still hot from the press, and who regards us with undisguised pity and contempt if in the exigencies of making a living or minding our children we have not devoured the latest farmhand idyl or thrilled over the newest colonial historical abortion. Many a woman poses as a leader of thought and a literary light in her community on the strength of having always read Marie Corelli's or Edna Lyall's latest inanity.

No one would be unreasonable enough to condemn novel reading, of course. Some of our best literature comes to us in that delightful guise, and we are indebted for many of our highest inspirations and noblest thoughts to good stories, but there is another side to the question. There is the bad novel, the story of evil suggestion, the story that reeks with lawless passion and represents sin in its most alluring guise, and to-day there is no other influence so potent for harm confronting the world as it is. There is no quarantine against bad books, and the greatest danger of all is that women who are trying to guard their families against every other evil on earth seem never to suspect the harm that comes from vicious books. A woman would be frantic with horror if she saw her little son learning to be a drunkard under her very eyes or her little girl getting to be a dope fiend, but she lets them acquire the bad novel habit, which is just as bad for them, morally and physically, and thinks they are being "literary." God save the mark!

Just think for a moment of the inconsistency of mothers on this point and the ignorance and criminal negligence they display. A woman will watch her children like a hawk to keep them from playing with bad children on the corner, but she will sit up at night in self-satisfied complacency, sure Johnny is safe because he is quietly reading. Yet, very likely, just across the library table Johnny is consorting with thieves and thugs and criminals and feeding his quick imagination with pictures of the lowest haunts of vice. The worst boy in the city would not be so dangerous a companion as the books in which brutality is glorified, murder represented as heroic and crimes for which the law prescribes penitentiary stripes presented as alluring adventures. What we read—the things that fire our fancies, and thrill our senses—are the stuff of which character is woven, and it is rank folly for any mother to waste her time trying to inculcate gentle manners and courteous speech and high aspirations in her son so long as she lets his reading give the lie to her teachings.

Or, perhaps, it is the case of Margery. Her mother prides herself on being so careful with her innocent young daughter and would shield her from contact with a wicked woman as she would from the pestilence, but she does not concern herself with the fact that Margery devours one erotic novel after another and is forming her ideals of life on stories of white-hot sizzling passion and being familiarized with the details of the careers of the kind of people she would never meet in decent society. It is a cold fact that mothers would do well to bear in mind that a declassée woman is no more desirable a companion in a novel for a young girl than she would be in real life. In the book the girl sees the life surrounded by the lime light of alluring romance. In real life she would see the painted faces, the haggard eyes, the sordidness and shame, and there

would be nothing but what disgusted and horrified her.

Aside from the stories that are actually immoral and vulgar, there is a vast array of those that are merely namby-pamby, but it is questionable if they do not do as much harm in the world as the wicked ones, they are responsible for so many of the false ideals and idiotic performances of women. What makes little Susie Jones turn up her nose at the honest young carpenter who wants to marry her and who would work all his days to make her a good home? Simply because she has stuffed her silly little noggin with nonsense about dark-browed heroes, with curling black mustaches and soft white hands, who will talk about soul mates and quote poetry to her, instead of talking



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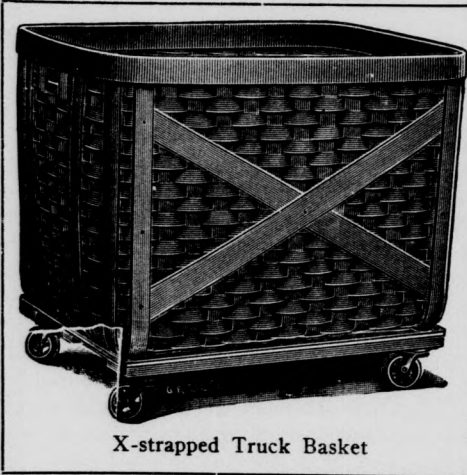
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about building her a little home. That is her ideal, and by and by he will come along, or she will think he will, and she will run off with a man she never saw until week before last, and there will be another victim added to the long list of those who have picked out their affinities by the advice of novels.

What is it that makes so many girls who have good homes with parents willing to support them crazy to break away from their families and friends and go to some city to pursue a career? Nothing on earth but the misleading stories of free and fascinating girl bachelor life, in which the heroine is represented as having become instantaneously famous, and spending her time thereafter in perpetually waving a latch key and eating lobster Newburg and opening letters containing checks. Just how many misguided women have vainly tried to realize one of these pipe dream novels and have turned back home disappointed and heart-broken nobody knows, but they have added in no small measure to the misery of the world. The girl with a career craze in a family is about as much trouble as the boy who drinks, and both cause the parents to shed barrels of tears.

As for those popular novels in which the noble Lord Reginald St. Clair observes the beautiful but humble Mary Ann scrubbing down the front steps, and stops to ask her to be his wife and share his exalted state, they count their victims by the million. These stories are the bane of the working girl, and it is because she is always expecting to be snatched from her counter or typewriter and translated to the haunts of fashion and society, as per her favorite novel, that many a girl never settles down to learn her business and do good work.

When a married woman gets to be a novel fiend she is worse off still. The most frequent victims are women who board, and with many of them it gets to be simply a case of emotional debauchery. There are women who literally spend their lives lying on a couch devouring one high-spiced story after another. They breathe nothing but an air of intrigue and adventure that is full of the deadliest mental miasma. Nothing else could be so unhealthy, and in a little while it begins to show itself in discontent and little flirtations and romantic longings. No woman can spend her time dreaming about fascinatons without wanting to be one, and any man whose wife is acquiring the novel habit owes it to her and himself to divert her mind by a course in cooking and dishwashing.

It is time for women to look the question of novel reading squarely in the face. Taken in moderation it is a pleasure that cheers many an hour, that stimulates and benefits. Immoderately, it is the worst sort of a vice. Books are voices that speak to us in our silent hours, and what they teach us we do not forget. It is, therefore, important that they should only say to us that which makes us better, truer and stronger. If they inspire us with false ideals

and untrue theories of living, they are not our friends. They are our enemies. For life is not a romance, it is a plain fact. Dorothy Dix.

Something for Hired Man and Farmer To Think Of.

This question of farm help is a serious one. The tremendous demand for labor in all lines of human industry is pinching the farmer very closely and he must rouse himself to see if there is not something he can do to attract good help his way. A writer in the National Stockman tells of the following incident:

Quite recently the writer was passing along the road leading from one small town to another when a young man who was driving a fine young horse to a buggy came along and asked me to ride with him. I did so and while driving along the young man informed me that he was laboring on a farm, but that day rain had fallen and he had gone to a shoeing shop to have his horse shod. He said that he was receiving \$20 per month, board, his clothing laundered and his horse kept. He intended to get a position in the city, as soon as he could at \$50 per month. I said to him, "You are receiving \$50 now; \$20 wages, \$16 board, \$2 laundry, \$12 horse keep. The horse keeping or livery hire and street car tickets in the city would cost more than \$20 per month."

Young men and women in the cities do not ride very much in buggies unless they have quite a large salary. Young people who go from the farms to the cities to live soon learn this. Stay on the farms, young man and young woman, and enjoy good living. Farmers, wake up to your best interests and make the home on the farm a pleasant place to be in and the farm labor problem will be solved. You can well afford to pay a little higher wages and thus secure better and more willing helpers. The price of farm produce is higher than it was ten years ago. Make it possible for the laborers to be happy.

Costly Experiment.

"By gosh, but Uncle Hezekiah is down on them Washington officials," said the old farmer with the big scythe.

"What is the trouble" enquired the windmill repairer.

"Why, you see, them Washington folks sent out a circular saying that skeeters could be killed with kerosene."

"What happened then?"

"Most everything happened, stranger; 'most everything. You see, Uncle Hezekiah tried the experiment. He hunted around half the morning and broke his suspenders before he could catch a live skeeter. Then when he did catch one he took him out in the yard and ducked his head down in a big can of kerosene. While Uncle Hezekiah was bending over the sun reflected through the corner of his spectacles and set fire to the oil. Before Uncle Hezekiah could get away it burned off half his whiskers and exploded his celluloid collar. And worst of all, Uncle Hezekiah is not sure whether the skeeter was killed or not."

Mr. Grocer—

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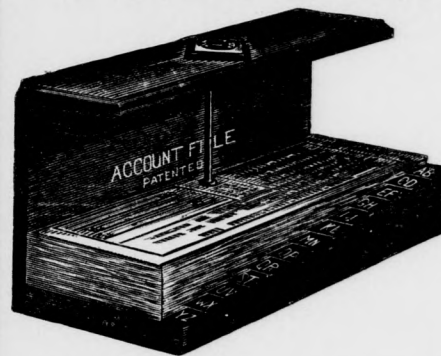
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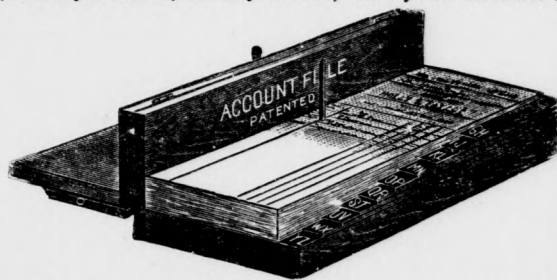
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STIFFEN YOUR BACKBONE.**You Will Certainly Win If You Are a Fighter.**

Charles Sumner said: "There are three things necessary: (1) Backbone. (2) Backbone. (3) Backbone." When Lincoln was asked how Grant impressed him as a general, he replied: "The greatest thing about him is his cool persistence of purpose; he has the grip of a bulldog; when once he gets his teeth in, nothing can shake him."

This was the whole compendium of Grant's character, his epitome as a soldier. Nothing could shake him off. With him it was, "On to Richmond," and "I shall fight it out on this line of it takes all summer;" that broke the backbone of the rebellion and eventually made Lee surrender. This wonderful man, at 38 an obscure citizen of Galena, drawing but \$800 a year in his father's tannery, at 42 was one of the greatest generals of history.

After his defeat at Shiloh nearly every newspaper of both parties in the North, almost every member of Congress, and public sentiment all over the country clamored for his removal. Friends of Lincoln pleaded with him as President to give the command to some one else, not alone for the good of the country but for the sake of his own reputation.

The President listened one night for hours until the clock struck 1. Then, after a long silence, he said: "I can't spare this man; he fights." It was Lincoln's insight and determination that saved Grant from the storm of popular passion and so gave us the greatest hero of the Civil War.

When Phil Sheridan found his army retiring before the victorious Early, the general in command said:

"Oh, sir, we are beaten."

"No, sir," said Sheridan, "you are beaten, but not this army."

Then, seizing his army as Jupiter his thunderbolt, he hurled it upon the enemy and snatched victory from defeat.

Do you know how Gen. Thomas Jonathan Jackson received the sobriquet of "Stonewall," which never left him? The troops of South Carolina, commanded by Gen. Bell, had been overwhelmed at the battle of Manassas, and he rode up to Jackson in despair, exclaiming:

"They are beating us back."

"Then," said Jackson, "we will give them the bayonet."

Bell rode off to rejoin his command, and cried out to them to look at Jackson, saying:

"There he stands like a stone wall rally behind the Virginians!"

"It is in me, and shall come out," said Richard Brinsley Sheridan, when told that he would never make an orator, as he had failed in his first speech in Parliament. He became one of the foremost orators of his day.

Behold William Lloyd Garrison! A broadcloth mob is leading him through the streets of Boston by a rope; he is hurried to jail. He returns unflinchingly to his work, beginning at the point at which he was

interrupted. Note this heading in the Liberator:

"I am in earnest. I will not equivocate. I will not excuse. I will not retreat a single inch, and I will be heard."

That one man of grit became God's redhot thunderbolt that shivered that colossal iniquity—slavery. Even the gallows erected in front of his doors did not daunt him. His grit made an unwilling world hear the word "Freedom," which was destined never to cease its vibrations until it had breathed its sweet secret to the last slave.

Clear grit always commands respect; it is the quality which achieves something, and everybody admires achievement. Backbone, even without brains, will carry against brains without backbone. Seeming impossibilities surrender to invincible purpose and imperial energy. Kitto, the master of Oriental learning, lost his hearing at 12, and his father's circumstances became so wretched that young Kitto was sent to the poorhouse, where he learned shoemaking.

He piteously begged his father to take him out of the poorhouse, saying that he would live upon blackberries and field turnips and be willing to sleep on a hayrick. What obstacles could dampen the enthusiasm of such ardor, what impossibilities could withstand such a resolute will?

Patrick Henry had clear grit when, in the Virginia house of burgesses, amid cries of "Treason!" he stood up and said: "Is life so dear or peace so sweet as to be purchased at the price of chains and slavery? I know not what course others may take, but as for me, give me liberty or give me death!"

Grit is that element of character which in itself has the power to control and command. It pilots the ship through sunshine and storm, through sleet and rain, even when there is a leak and the crew in mutiny, and never gives up the helm until it steers into the harbor of success. It will bring a man through when every other quality will fail him.

Henry M. Stanley, speaking of his success in Africa against tremendous odds, says:

"No matter how near death I might be, even if I were in the hands of the executioner and surrounded by guards, I should never yield without one last desperate struggle. I should be overpowered, but what of that? I had died fighting."

When Gen. Gordon saw a soldier at Appomattox running away from the battle at the top of his speed he stopped him and demanded:

"What are you running for?"

"Because I can't fly." And on he went.

How many run away from battle and victory just that way!

Irresistible determination, looking for future triumph through present trial, has always begotten confidence and commanded success. Caesar would not have crossed the Rubicon nor Washington the Delaware had they not fixed their stern gaze on objects far beyond the perils at their feet.

Most of the failures in life are due to want of grit or nerve. A yielding disposition, or, in other words, no backbone to map out a course and pursue it steadily, unswervingly to the end, leaves many a one behind in the life race. You know how the boy said he learned to skate—by getting up every time he fell down and trying again.

Men who have always been successful have often been defeated, but they turned each defeat into a stepping stone to further progress.

Edmund Burke said, "Never despair, but if you do, work on in despair." Every successful man is the story of an iron will and invincible determination. Franklin dined on a small loaf in a printing office, with a book in his hand.

Locke lived on bread and water in a Dutch garret. It was this same indomitable spirit that sustained Lincoln and Garfield on their hard journey from the log cabin and the tow-path to the splendors of the White House.

Prescott was blind, but he put grit in place of eyesight into his work and became one of our greatest historians. In our own time a remarkable instance of what grit can do, even when handicapped by seemingly insurmountable obstacles, is presented in the case of the deaf, dumb and blind girl, Helen Keller.

Miss Keller has conquered all, and despite her defects has demonstrated that she is able to take her place in almost any line with her more fortunate compeers. In her blindness

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she sees the beauty of the universe, in her deafness she hears the music of the spheres through the ears of a contented mind, and with her deft fingers she voices the emotions of her being and the happy thoughts that are hers. So far from bemoaning her fate, she would not exchange places with queens.

Another great specimen of grit and determined manhood was manifested in the statesman Jew, Benjamin Disraeli, afterwards Lord Beaconsfield. Scoffed at in the House of Commons on account of his race, he hurled forth:

"The time will come when you will hear me," and so it did.

On another occasion, when attacked, he thus acknowledged and defended the faith of his race:

"Yes, I am a Jew, and when the ancestors of the honorable gentleman were savages in an unknown island mine were priests in the temple."

With such qualities as that you can not keep a man down; he will make stepping stones of stumbling blocks and cross the river of opposition to the bank of success. Imagine England's surprise when the hated Jew became prime minister and got a seat on the woosack!

Louisa M. Alcott fought poverty for twenty years, fighting it with splitting headaches, weary limbs and aching heart, but she made over \$200,000 with her pen and cleared all the family debts, even those outlawed. Her grit alone sustained her against ill health.

The story of successful men and women who sprang from a humble origin and had no opportunity, save that which they made for themselves, should put to shame the grumblers who complain of hard fortune and tell you they have no chance.

Everybody has a chance, for everybody can make his or her own chance. Don't fly off the track, keep steadily on, and you will reach the goal.

Madison C. Peters.

Tell Tales Out of School.

Big business men are the most entertaining gossips in the world. To form a new acquaintance among them is to come into possession of a new view of men of position and power and to learn the most intimate secrets of great affairs. A frank statement from one of these men who control some great business or trade sometimes turns the world upside down in a minute for the recipient of the confidence, and often requires a complete readjustment of previous views.

The head of a big firm, all the affairs of which seem to move with the utmost precision, recently declared that its chief men gained nothing by discussing matters together. "And why not?" was the astonished question. "Because we fight." The questioner was nonplussed. It had seemed as if the directorate in this institution formed the most harmonious cabinet that ever discussed affairs of moment. But the answer was, after all, delightful in that it showed such a human state of affairs.

A man who for years has been an intimate and influential part of a great establishment recently was asked some questions about a man who once had been in his employ but had left to start a business uniquely his own in which he has been enormously successful. Unfortunately he has in his success and otherwise been a thorn in the flesh to many people, and especially to those with whom he formerly was connected.

"What did you think of him in those days? Did you discover that he possessed those powers of exploitation which have made him so eminent?"

"No, we did not. We kicked him out."

It was evident from the tone of the speaker's voice that he would do no differently had he the thing to do over again. The questioner had acquired the most delicious bit of gossip.

Of course, these men do not speak in any mean and spiteful way—they come out flat-footed—and yet it is rare for them to give a business rival hearty and full commendation. They have remarkable memories of every unfavorable incident in the development of businesses that now are above question in stability and character, and they enjoy telling these to one who finds them entertaining.

There is no mincing of matters when business men give out bits that constitute the most interesting gossip. A sympathetic listener, even if a stranger, can come away from an interview with them, having passed through the most varied emotional experiences of surprise, doubt, and astonishment.

No companion on shipboard is more charming than the business man of advancing years who has known the rating of every man of importance in the country, and had dealings with men of all professions. Hour after hour such a man will regale a listener with stories of domestic events that have made or marred fortunes, of well known men who have been helped at a great crisis of their fortunes and now stand as stable as the eternal hills. The wealth of dramatic and sentimental material these men possess would keep a novelist busy through a lifetime.

Every man of large experience has had to meet the tricksters and lose or win before them. To listen to the stories of successfully trapping these men in the snares they have set for others is like reading the best story ever written.

C. S. Maddocks.

It has recently been observed that several varieties of the Australian eucalypti, in addition to the special oils and "blue" or "red" gums which have rendered them so famous, contain notable quantities of caoutchouc. It would be interesting to ascertain—particularly in these days when the demand for rubber is increasing constantly, and the supply is getting shorter—whether the gum could not be extracted from some of the eucalypti in commercial quantities.

Mr. Retail Dealer:

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Would you be interested in a plan and piano to be given away absolutely free that will increase your cash business anywhere from 20 per cent. to 75 per cent.?

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Our way the new way, the only way to increase cash business without expense to merchants.

We have just such a plan and proposition, including piano, for one retail merchant only in a town. Our plan requires no investment or ready cash.

We can serve only one merchant in a town. Send today for particulars and ask for letters from dealers who have tried giving away a piano to their patrons, for cash trade, with very profitable results.

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BEDDING AS GIFTS.

Why Clerks Should Dwell on Its Suitability.

Written for the Tradesman.

The sale of bedding is something that depends much upon the knowledge of human nature and tact of the one who is placed over its disposal. Not every one is fitted for this department.

All store employes have their favorites in merchandise. A glove clerk may prefer the selling of cloaks, even while able to achieve a fine success in the section over which she is presiding. The girl at the jewelry counter may desire to be on the floor devoted to lingerie, and the one on this floor may wish she were among the notions.

While all these may think they are in the wrong niche, that they are better adapted to some other locality of the store, even while they are getting along nicely with the goods where they are, the fact remains that, although "tain't no use to fret and fume," the girl who is stationed in the bedding department will do just that if she does not like her special goods.

To begin with, they are prosaic. People are not going to buy comforters to gratify a fad, for, although not heavy, they are bulky things, taking up much space in a house if stored away. Generally only such are purchased as are needed to replace some that have given out. Not more than three or four extra ones are kept in the household of ordinary size. Each member of it knows what amount of bedding is necessary for the preferred sleeping temperature and more than that is as superfluous as a baker's dozen of tails is to a cat. The prudent housewife, while providing a plenty, does not believe in cumbering up her home with more truck than is absolutely necessary, deeming it far more desirable to have all the breathing space possible and fewer storerooms and closets and cupboards chuckful of stuff for which she seldom finds use. And, too, she does not wish to burden herself with its care.

A woman will buy lots of jim-cracks, but she isn't, as I say, going to fill her house with comforters. So the girl in this department can not persuade women to buy any more extras from her stock than they desire for immediate want. But there is one thing she can do: She can attempt, by suggestion, to induce them to buy a handsome comforter as a present for a relative or a friend, or one less pretty but more practical for some poor person who the customer knows is suffering for the bare necessities of life.

They don't make comforters the way they used to. They formerly were of such a back-breaking weight that bed-making was a daily dread for those of the household to whose unhappy lot it fell. Now more comforters are used on a bed, but they are like a feather to lift.

The word feather always makes me think of the Indian who had begun to get civilized, and so decided to

try sleeping on the floor with a feather under him. In the morning he got up with an ache in every joint and then some.

He had picked up considerable of the White Man's language, as well as some of his ways.

"Gosh!" said he, as he slowly clambered to his feet, the while regarding the innocent feather with disgust. "Gosh!" he repeated. "If one leetle fadder be so blank hard what mus' whole fadder-bed be!"

The eider-down in a silk coverlet isn't so hard, by any manner of means, as Poor Lo's "one fadder." There is no one that would object to such a fine gift, or even one of much less expense. Some of the silkolene ones are very pretty, indeed, and the clerk who sells them may descant long on their beauty and suitability as sanguinary or friendship gifts without in one iota stretching the quality that, "crushed to earth, shall rise again." Amanda Weed.

What the Michigan Merchants and Farmers Are Doing.

The Pennfield Farmers' Club of Northern Calhoun county at a recent meeting adopted a resolution deploring the use of the landscape, barns, trees and fences in the advertising propaganda of Battle Creek merchants, and it was decided to notify the business men of that city of this action, requesting that they refrain from putting any more advertising signs on property of members of the Club. The farmers even threaten a trade boycott in the event of the practice not being stopped.

A smoker given Nov. 6 at St. Joseph by the Merchants' Association of that city was attended by nearly every merchant in the city and was a decided success. The majority of members were in favor of holding a Trading Week each year, sparing no time nor expense to make it a big success. The week of July 4 was suggested, as all merchants would derive some benefit at that time. On motion, President N. C. Rice was empowered to appoint an Executive Committee of three to take up this matter. The Association holds its regular meetings the first Thursday evening of each month.

A feature of the meeting was a communication presented by John F. Duncan and addressed to the Association, which was, in part, as follows:

Better streets in the city.
Better country roads.
Uniform prices on staple goods.
A Trading Week every week in the year.

Continued refunding of fares by all the merchants on the purchase of a certain amount.

Make it an inducement for all our people to trade at home.

The credit system can be made just as good as cash in hand.

By co-operation merchandising could be made just like play.

A friendly feeling among all classes of merchants.

Patronize home newspapers.
Always boost; never knock.

Forget petty differences and pull together.

Help to push each other along to success.

Don't throw mud.

No reason why we can not draw trade from a great distance.

Every merchant should be broader in every sense of the word.

Narrow merchants need not apply.

The regulation of the parcels post to suit local trade.

The parcels post is bound to become a law and we must govern ourselves accordingly.

We might offer greater inducements for the farmer to come to town oftener.

Get more interurban railways.

Encourage all of our manufacturing plants and try to get some new ones.

Make all roads lead to St. Joseph. Don't let even the big windy city of Chicago bluff us.

Always talk St. Joseph.
What's to hinder?

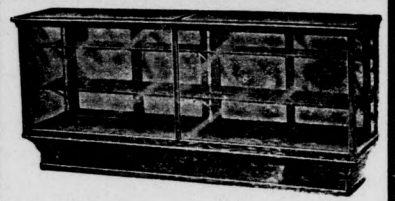
Almond Griffen.

New Name For Old Brand.

"What has become of that 'Hod-carrier's Delight' you used to have such a run on?"

"The hodcarriers are smoking Perfectos these days," answered the tobacconist, "so I've renamed the old brand. I call it 'Pride-of-Wall-Street' now."

A donkey may buy a degree for cash, but he can not conceal his brogue.



The Case With a Conscience

although better than most, and the equal of any, is not the highest priced.

We claim our prices are right. You can easily judge for yourself by comparison.

We are willing to wait for your business until you realize we can do the best by you.

GRAND RAPIDS FIXTURES CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

THE MAKERS of Crown Pianos don't know how to make more than one grade of Pianos. They never tried making any but the highest grade possible.

Geo. P. Bent, Manufacturer
Chicago

Paste This in Your Hat

You must sell package coffee, for many of your customers won't have it loose on account of the things that get in it, and because of the loss of the aroma.

You can't sell as good a coffee as **Ariosa** at the same price, because there isn't any.

You don't have to sell **Ariosa**, we have done that for you—simply hand it out.

You make only your profit on other package coffees and you are not sure to please your trade. **Ariosa** pleases everybody who buys it and besides your profit you get vouchers with every case—vouchers which we will exchange for almost anything money will buy.

Arbuckle Brothers

New York

PRICELESS TREASURE.

Some Things Which Money Can Not Buy.

You, young men who are not to become the successes which are measured by money getting, what are you going to do in the effort to find compensation in life in contrast to the worship of riches?

What are you doing to recognize and to cultivate and to cherish those other things in life which gold can not purchase of you when they are attained? If this age of materialism is to continue you will have need to solace yourself with something more than money, got for the sake of money, if you are to have title to that individualism that is yours by a law higher than that made by man.

I'm never so sure that in some of the old monarchical countries of Europe there is not a compensation above that or a republic in the ordering of social life. Theoretically, at least, a pauper prince still is a prince of the blood. An earl, penniless, commands the servile cap of the man who has only money. Prince nor lord may stoop to vulgar money making in the trade grooves of competition. "Noblesse oblige" in its fullest sense is a bit of philosophy to command the depths of human nature anywhere in a civilized world.

But in the money world of the Occidental American only money may understand money; only money commands money unless out of the egotism of money, money stoops—perhaps to art—to patronize art to the glory of money. If you, young man, have not the money to command, nor the art to invite its patronage, what are you doing in preparation for compensations which shall satisfy yourself with yourself?

That question came to me the other day in a way to command all the sympathy that is within me. It was the question of a man who as a young man married and who to-day has several children of an age at which he would like to do the most that is in his power to promote the strong artistic talent that lies within one of these at least.

"Why is it?" he asked with the intonation of one confessing to his own failure in life rather than criticising the social condition. "I was born to my work in the world. I felt that in taking it up I was giving the best that was in me to the civilization of which I was and am a part. I have worked faithfully and well. I have done even more than measured right by my fellow men. I have given a heaping measure where there has been a shadow of doubt as to right. There is no human being in any situation possible in life who can point a finger at me.

"But what is all this worth to me as a world asset? In thousands of circumstances and conditions of every day in the year if I should get up and say as much as this I would be set down as a liar with a purpose, or as a fool babbling of his foolishness.

"Suppose I should go to the largest

banker in the world and tell him that if he should give me carte blanche to come and go through his institution where his millions of capital and deposits might lie uncounted, that never a penny of it would appeal to my cupidity under any circumstances. Do you imagine that he could believe me? Do you imagine that a service of a quarter of a century would prevent his putting me under bond against a possible speculation?

"I have had opportunities to make money—perhaps enough money to have made me independent now. But I have scorned the means to it. For what? To be laughed at if I should step inside a Christian church and tell just what those reasons were! To-day at the chosen work in which I am giving the best that is in me and taking least, I can look about me and count for an hour those acquaintances of mine who have given nothing of themselves and who have taken all.

"Why is it? I ask. What has been the use?"

"Nothing—nothing!" I replied quickly. "You have been a fool. But it isn't too late; I know how you feel—I've felt it myself and I see my mistake. At this minute I am working at a deal where both you and I can recoup all that we have missed so foolishly. I need a man of just your type to help me put it through—a young man with a face such as yours! We must be careful in launching the thing; we've got to work on the quiet until we have our people hooked—simply hooked! When we have hooked them we'll land them, and we can laugh at them and at the law, too. I wish you'd come down to my office and see me to-night. I'll let you in at the alley entrance—"

But my young friend was blazing in his wrath! "You!—YOU!—You make this proposition to me—" and he choked down as I burst into a smile and took his hand from behind him in order to give it the grasp which my whole soul prompted.

Don't you see, young man? You who are not the elect of riches—the one marked by circumstance for the power of position ignobly got? Here is something that money could not buy—money which might have been a power for good to those whom this man loved far more than himself—in a world that is measuring success with its wand of gold.

You, too, may have that priceless thing for the taking of it! That first jewel in the collection is not a yard from your feet—not an hour removed from you! Why not pick it up? Why not study its beauty which you can see in every facet of the stone? You will have all that is, that has been or may be in life, if at the end someone in truth shall sing of you as Tennyson sings of Arthur Hallam:

And thus he bore without abuse
The grand old name of gentleman—
Defrauded by every charlatan,
And soiled with all ignoble use.
John A. Howland.

A man's diligence in business is religious in proportion as his religion is a diligent business.

Jam Factories in India.

Three flourishing little factories at Simla, in the foothills of the Himalayas—7,000 to 8,000 feet above sea level—provide jams and preserves for the tables of the British exiles in India. "A very nice line of jams and preserves," says Consul General Michael. "The strawberries, raspberries, apricots, green-gages, yellow plums, lemons, citrons and mangoes are grown on the sides of the mountains about Simla by the natives. The apples, quinces, peaches, damsons and pears are grown eighty miles north of Simla, in the mountains at Kulu. The guavas and oranges come from the plains near Lahore. The fruits from Kulu, eighty miles back in the mountains, are carried by coolies in baskets, which weigh each sixty pounds, strung over their backs. It requires four days for the coolies to make the trip in, over the narrow, tortuous path from Kulu to Simla. For this they receive 24 cents a day. The path or road is owned by the government, and two annas, or four cents, toll is charged. This is paid by the firm that buys the fruit. Men and women carry baskets of fruit, the women, as usual, receiving less than the men for the service."

True prayer wears out the soles faster than the knees.

Cameron Currie & Co.
Bankers and Brokers

Members of { New York Stock Exchange
Boston Stock Exchange
Chicago Stock Exchange
N. Y. Produce Exchange
Chicago Board of Trade

Michigan Trust Building

Telephones

Citizens, 6834 Bell, 337

Direct private wire. Boston copper stocks.

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING
IN BANK AND INDUSTRIAL STOCKS
AND BONDS OF WESTERN MICHIGAN.

ORDERS EXECUTED FOR LISTED
SECURITIES.

CITIZENS 1999 BELL 424

411 MICHIGAN TRUST BUILDING,
GRAND RAPIDS

**Successful Progressive
Strong**



No. 1 Canal St.

Capital and Surplus
\$1,200,000.00

Assets
\$7,000,000.00

Commercial and Savings
Departments

**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



Developing Holiday Trade in a Hardware Store.

Dull business may come. The time to plant the seeds of new business is now, when trade is good and prosperity is still here. "In time of peace prepare for war." In referring to the advisability of adding new lines, and especially holiday goods, a hardware dealer said that his business was good in staple lines and that he didn't intend putting forth effort in building up a new line, the net returns on which he might not receive for two or three years to come. This is just one of the very best reasons for adding on a new line at the present time.

The trade in holiday goods is profitable and is growing greater each season. The hardware dealer who carries a line of silverware and other Christmas merchandise will find his business in regular hardware goods increasing at the holiday season. A larger amount of table and pocket cutlery, carving sets, rifles and sporting goods will be sold and at better profits, from the mere fact that more people will be attracted to the store.

If possible, and if the volume of prospective business warrants it, procure a man who understands the line and can work into some other department of the store. But if the business is located in a small town where of necessity the hardware dealer must do a large part of his own purchasing, then take up the line in a conservative way. Small sterling silver articles and a good line of plated hollowware, together with an attractive and up-to-date line of plated tableware, should be first selected. Procure well-known and well-advertised brands of plated ware and popular priced sterling goods.

Now is the time to make purchases of these goods for this season's trade, and the goods should be in the store by December 1. All this line must be attractively displayed. If the store fixtures are not up to date the present time should be taken to put in a new show-case and this used for the silverware.

Numberless articles which were considered to be a luxury ten years ago are now to be found in daily use in many homes. This is especially true of cut glass. The sales are increasing every year. Cut glass wares, tumblers and glasses, and to say nothing of the large number of small dishes, are becoming more popular every day. In taking up the line of cut glass it is better to tie up with a make that is not sold in the city or at least not in the neighborhood of the hardware store—it is then possible for the dealer to make practically his own profit—of from 50 per cent. to 100 per cent.

Lamps—especially the higher priced, fancy decorated styles—should be bought in a conservative manner. It is better to sell out and lose a few

sales the day before Christmas than to carry over very many fancy gas or oil lamps, as this line is not easily sold except at the holiday season. Both the lines are best bought, at least the first year, from a jobber. Most of the large hardware concerns to-day carry a good assortment of cut glass and fancy lamps.

Almost all classes of leather goods—pocketbooks, card cases, bill rolls, toilet articles, as well as men's gloves—are sold with a 6 per cent. ten days' cash discount or sixty days net. The line of men's pocketbooks and card cases is attractive and shows a profit of from 50 per cent. to 65 per cent. Popular-priced goods, such as 50 cent, 75 cent or \$1 articles, will be the best sellers and in some sections or locations the 25 and 35 cent lines will have a ready sale. Where the hardware dealer has a very fine trade the \$1.25 and up to \$2.75 card cases and bill holders will sell. Some exceedingly handsome and durable alligator and pigskin goods are being shown this season.

When the word for fancy goods is used a large line is covered. Imported work and sewing-baskets which sell at prices all the way from 25 cents to \$3 have a good market, and will be found to sell well to men who are looking for a useful and acceptable gift for a woman. Aluminum and celluloid goods come under this heading and will be found to sell well at the holiday season. A very large assortment is made in both lines and many of the articles are useful and tasty. This line of fancy goods should be put in with great care as the breakage or loss from shop-worn goods is large. The profit, however, will fully cover the risk of handling. These lines mentioned all help to round out the line of holiday goods and are all good rapid business makers.

In addition to good newspaper display advertising, a well-worded letter or announcement sent by mail will bring good results. This announcement should be gotten up with great care and worded something like this:

THE HUSTLER HARDWARE CO.

Beg to announce to their Friends and Patrons that a new and up-to-date stock of Silverware, Cut Glass, Fancy Goods, Plated Ware and Leather Goods has been added to their fine stock for the Christmas Season of 1907.

Your inspection is invited.

A plan of advertising adopted by a Western retailer in putting in this line last season was that of opening the department with a souvenir given to every customer of the store. A small article, such as a rose or a little silver pin (which can be bought for 10 or 12 cents wholesale) will be found to bring customers, and will be the means of starting the department in good shape. If this plan is adopted it is well to mail with the announcement above a small card printed in this way:

December 6 and 7, 1907

Souvenir-Opening Day
You will be remembered

Hustler Hardware Co.

In all the holiday advertisements it is well to keep the firm name well before the public and that the store's business is selling hardware.

In all the holiday season emphasize the fact that the hardware store is a man's store. Women looking for suggestions as to a suitable gift for a man will come for it to a man's store. Many men who put off Christmas shopping until the last minute will be drawn toward the store known as a man's store.

These lines are all profitable and as compared with much in hardware are very easy to handle. The trade is going by the store every Christ-

mas—put in the goods and get your share of the holiday business.—Hardware.

A Clean Desk.

Every night when you leave your work, or at least every morning before you enter upon the new day, see that all papers, scraps, memoranda, etc., are safely filed away where they belong, and not cumbering your desk. A pile of papers on a man's desk makes him nervous and unsystematic. He starts this and that thing suggested by some paper he sees, and quits what he is working on before he is through to fly at something else. Get the habit of arranging all papers in some orderly way, make up your mind what should be done first, and save your nerves.

Our central location and prompt service enable us to take exceptionally good care of you. It means: smaller stock for you to carry, less money for you to invest in your stove business and less to carry over for another year. This is a big advantage. Think it over.

Wormnest Stove and Range Co. Grand Rapids, Mich.

President, Geo. J. Heinzelman

Vice-President, Ulysses S. Silbar

Secretary and Treasurer, Frank VanDeven

Grand Rapids Paper Co.

Representatives of Manufacturers and Wholesale Dealers in

PAPER BAGS, CORDAGE AND WOODEN WARE

20 Pearl St. Grand Rapids, Mich.

AGENTS FOR MUNISING FIBRE PAPERS



Fire Arms and Ammunition

Big Game Rifles

Automatic Guns

Double Shotguns, Single Shotguns

Hunters' Clothing, Carryall Bags, Ponchos

Base Ball Goods

FOSTER, STEVENS & CO.

Grand Rapids, Mich.

CALENDARS FOR 1908

We have some beautiful calendar designs especially adapted to the hardware trade. We will submit samples if you wish.

Tradesman Company,

Grand Rapids, Mich

Where Bread Sells By the Half Loaf.

The cent rather than the nickel or dime is the most popular medium of exchange in certain districts of Chicago. It is found most plentifully where the population is most congested. In certain portions of the Ghetto many regular 5 and 10 cent articles are sold in smaller quantities for one cent or two cents to each customer.

In the Ghetto and on certain streets in the stockyards district a woman often will give an order for 2 cents' worth of onions, 4 cents' worth of eggs, 3 cents' worth of pepper, 2 cents' worth of bread, 3 cents' worth of sausage, and so on. The storekeeper may urge her to buy in larger quantities, but generally he will give her the things just as she has ordered them. He makes larger profits on the smaller sales.

The excuse given by many large shopkeepers for not wanting to sell in such small quantities is that there is too much shrinkage on certain articles, or that, in case a loaf of bread is broken, there will be no one to buy the other half of it. For this the small merchant in the Ghetto usually looks out. If he divides a loaf he is certain of having another customer within five minutes asking for just 2 or 3 cents' worth of bread. As for the shrinkage, he sees to it that when selling in penny quantities the shrinkage should be not on his but on his customer's side.

A storekeeper on Jefferson street who was weighing half a pound of cornmeal and selling it to a woman for 3 cents was asked for an explanation for the great popularity of this small bargaining. He gave as his chief reason not so much poverty as the desire of the woman to do frequent shopping.

"Of course there are certain poor women and men who live from hand to mouth and who have to buy their food from meal to meal," he said. "But this after all would not account for the large amount of the penny trade in this neighborhood. In my opinion it is the woman's instinct for frequent bargaining, aided by the proximity of the market for everything that her heart desires, that is responsible for it.

"You will find that many women in this neighborhood will throw a shawl about their shoulders and just go out to take a look at what is doing in the street. She may ask prices on half a dozen articles without buying any one of them. Occasionally, when she begins to feel ashamed of bothering a man for several minutes for nothing, she will seek to buy something, and here the penny trade comes in handy. She buys something for a cent or two, something useful, of course, like onions or cereals, and thinks that she has discharged her duty toward the grocery man.

"From the storekeeper's side this penny bargaining here is something like the 5 and 10 cent stores in the ordinary business districts. It is a good paying proposition. As a rule the smaller the quantities sold the bigger the profits."

As regards the origin of this penny trade various reasons were given.

According to one veteran Ghetto standkeeper it resulted from the large number of immigrant girls and men who do their own housekeeping. They have to buy everything in small quantities from day to day, as they have no place to keep their food-stuffs, their apartments in the Ghetto barely affording room for their tired bodies.

Then, too, the dinner hour in the numerous sweatshops in that district, from which hundreds of men pour out to buy something for lunch, is a great force in determining this penny trade. Few of the workers in these sweatshops spend above 7 cents for their noon lunch. The majority spend only 5. Of this they may spend 2 cents for bread, 2 for sausage or a herring, and may get two or three apples for 1 cent. This is the noon hour meal of most workers in sweatshops in the first year of their immigrant life.

But it is not in food alone that the penny trade is prevalent. In the minor articles of clothing one usually can get along without having to go higher than 4 cents for any article. Thus one easily can buy 2 cents' worth of collar buttons, a pair of socks for 3 or 4 cents, and handkerchiefs at the same price.

Penny sales are almost the rule in letter paper and envelopes. The reason for this is not economy nor lack of money. It is cleanliness. Paper gets dirty quickly unless it is kept in a clean place, a drawer. This luxury is not to be had in every boarding house in the Ghetto. Hence the demand for a sheet of paper and an envelope for 1 cent.

In the stockyards district the penny trade is known in certain side streets only, but is limited owing to the fact that many of the stores are not in the hands of people of the same nationality as that of the majority of the population. Then, too, the Slavonic people living in that neighborhood have a different sort of communistic system of keeping boarders, which prevents the individual from going out bargaining. The keeper of the boarding house does all the buying "on the book."

The storekeepers catering to the penny trade are doing as well as their fellow tradesmen in other sections of the city. They have a lively business that usually enables them in a few years to move into a different neighborhood and start up a modern store. Elias Tobenkin.

An Odd Place of Worship.

Burmah can show the oldest place of worship to be found anywhere in the world. Some miles out of Moulmein, in the middle of a great plain, stands a lone rock so peculiar in form as never to be forgotten after once seen. Ages ago the caves which honeycomb this fortress were transformed from the habitats of bats and wild animals into places of devotion. Thousands of images of Buddha are carved on the walls, and in every chamber bronze, stone or wooden gods are standing, sitting or reclining in endless silence. It is computed that many millions of feet have pressed the earthen floors of these sacred caverns.

Canned Shark.

"They can shark in Sweden," said a butcher. "They make of sharks' flesh a very palatable and nourishing meat extract.

"For several years the business has been going on, and there are now several factories engaged in it. The stuff tastes exactly like extract of beef. The fish taste is eliminated—a secret process.

"The sharks, which are plentiful in those waters, are first chopped up fine in big hoppers and afterward boiled down to a liquid of the consistency of thin gruel. The oil is skimmed off, a second boiling follows, then filtering. A clear fluid then remains. This is evaporated to the thickness of molasses, seasoned with salt and sugar and sealed up in jars, after the addition of some unknown chemical.

"It is an excellent meat extract. It hasn't a suspicion of fishiness about it. It builds up a consumptive or anaemic person as well as the best beef would do."

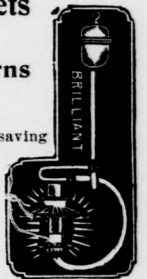
Saves Oil, Time, Labor, Money
By using a
Bowser Self Measuring Oil Outfit
Full particulars free.
Ask for Catalogue "M".
S. F. Bowser & Co. Ft. Wayne, Ind.



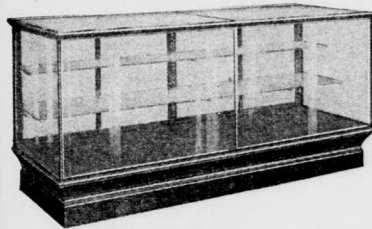
TRADE WINNERS.
Pop Corn Poppers, Peanut Roasters and Combination Machines.
MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.
KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

The Sun Never Sets
where the
Brilliant Lamp Burns

And No Other Light
HALF SO GOOD OR CHEAP
It's economy to use them—a saving of 50 to 75 per cent. over any other artificial light, which is demonstrated by the many thousands in use for the last nine years all over the world. Write for M. T. catalog, it tells all about them and our systems.



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



Our Crackerjack No. 25

Write for our catalog A.

Non-binding doors and drawers, non-warping pilasters and frames. Great improvements for our wall cases and show cases. We guarantee that it is impossible for a door or drawer to bind under any climatic condition. Do you realize what this means in the wearing qualities of fixtures? 1,000 cases in stock, all sizes and styles.

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.
The Largest Show Case Plant in the World

Obey the Law

By laying in a supply of gummed labels for your sales of

Gasoline, Naphtha or Benzine

in conformity with Act No. 178, Public Acts of 1907, which went into effect Nov.

1. We are prepared to supply these labels on the following basis:

- 1,000—75 cents
- 5,000—50 cents per 1,000
- 10,000—40 cents per 1,000
- 20,000—35 cents per 1,000

Tradesman Company
Grand Rapids



The Clerk Should Not Be a Slot Machine.

If I were advertising manager of a big department store I would insist upon the hearty co-operation of all salespeople, and my big stick would become a club, to be wielded vigorously until I got what I wanted.

A bit of experience in a big State street, Chicago, department store the other day made me wonder if the average clerk is merely an automaton. It certainly convinced me that one store at least is neglecting a mighty big opportunity to make its advertising pay to the last notch.

The store advertised a special sale of well known hats at a substantial reduction. I had worn that hat before and was interested. The clerk showed me several shapes and allowed me to make a selection without comment or suggestion. While he was making out the ticket I noticed a defect in the hat and called the clerk's attention to it.

"Yes, I know it," he said; "these are factory seconds and drummers' samples—we can not sell perfect stock at that price."

Some people are satisfied with factory seconds, but I wanted the real thing, and was so disappointed and nettled at the clerk's indifference that I walked away from his department without buying. This clerk should have explained in the beginning that "these special hats are defective." He should have said, "These hats are worth the money, but we can sell you the same shape in another make—perfect hats—for the same price." He might have sold the hat desired at the full price. His indifference amounted to actual deception.

The fact that I sought goods at a reduced price proved me to be a bargain hunter, for that day at least. In the same advertisement with the hats there were shirts, ties, gloves and other lines offered at special prices. A visit to these departments brought me face to face with some real money saving opportunities. But the salespeople in each department permitted me to buy without offering a single helpful suggestion. But suppose I hadn't read that advertisement. That store would have gotten 75 cents of my money and no more.

On the other hand, suppose the salespeople in that store were drilled to size up a customer and work him to the limit by suggesting bargains in the other departments. This is the bargain age, and every day the big store has its leaders in each department. We will assume that all the salespeople have been drilled to the highest state of efficiency and that they are all working together in the true spirit of co-operation—here is what we would find:

The store opens Monday morning. Every clerk has been given a copy of the store's advertisements that appeared in Sunday and Monday pa-

pers. Here comes a customer into the shirt department. He wants some of those \$1.25 to \$1.50 shirts advertised at 85 cents. Mr. Shirt Salesman sizes him up correctly and helps him make a selection.

"How are you fixed for ties?" asks the clerk as he makes out the ticket. "We have something special over there in the next aisle at three for a dollar—been selling at 50 cents."

The customer, if he needs ties, goes over to that department and ask for the three for a dollar specials. The young woman who supplies his wants notices that he has no gloves, perhaps, and suggests a visit to the glove department, "where we have the most complete assortment we have ever shown."

Over in the glove department the customer finds what he wants, and the salesman suggests that he be sure and tell the women of his family that they have a complete line for women, girls and children. Then if the customer's hat is a little rusty the salesman doesn't tell him so, but tactfully suggests that "he see the new fall styles, from \$1.50 up, before he goes out."

Often the customer may enter a store intending to make only a single purchase, but this wonderful force-suggestion—will fill him full of the shopping spirit and send him on and on, buying the things he actually needs and many things he doesn't. Conscientious endeavor of salespeople along this line will increase their value to their employer tenfold.

The customer may not be a bargain hunter—he may want the best goods he can buy regardless of price. Good enough. Size him up correctly and anticipate his wants. Send him from one department to another and it is quite likely your interest will be appreciated. This same plan applies to the women customers, whether they are in the department of wearing apparel, groceries, house furnishings, or in any other department of the store. The salespeople are thoroughly posted on all the daily specials in the allied lines in their respective departments.

On Saturday a synopsis of the next week's offerings is placed in the hands of every clerk with instructions to tip it off to their friends. The advertising manager knows how far he can go in this direction, so instead of furnishing a complete copy of Sunday's advertisement he simply says—"Something special in laces on Monday," "Big bargains in shoes all next week," and so on, supplying talking points on each line advertised.

Then each clerk gets a little letter which makes him enthusiastic. They talk the store to their friends on the street and at home from Saturday morning to the following Saturday. Suppose the store has a thousand clerks. If each clerk boosts his store to five people it means that 5,000 possible customers receive "inside information" firsthand.

There is no doubt that retail store advertising can be made doubly effective by a plan of this kind. It is only necessary to make the salespeo-

ple thoughtful and observing and teach them the principles of co-operation. The \$7 a week ribbon girl is just as important in the general plan of the store as the \$100 a month clothing salesman. Make them work together.

Whose duty is it to ginger up this great sales force? Has the advertising manager time for it? No; he is driven hard enough without taking on any more work. The advertising manager is one of the busiest men in the store. He must keep in close touch with the management and with all the department heads. He must allot the space for each department, lay out and assemble each day's advertising, and follow it up until it is placed in the forms ready for printing.

But the spirit of co-operation must prevail. This means a closer alliance—perfect harmony between the advertising and sales departments. This spirit of co-operation is about the only thing in which the modern department store is deficient. If you don't believe this go into any of the big establishments; keep your eyes and ears open and you'll be surprised if you find more than one clerk in ten who knows anything outside of his or her respective line.

In every large manufacturing enterprise there is a sales manager who keeps his selling force together. He knows that enthusiasm is the salesman's most valuable asset, therefore keeps his men keyed up to the highest pitch. The sales manager and advertising manager work together.

It would be too bad to decorate your home in the ordinary way when you can with

Alabastine

The Sanitary Wall Coating

secure simply wonderful results in a wonderfully simple manner. Write us or ask local dealer

Alabastine Co
Grand Rapids, Mich.
New York City

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
GRAND RAPIDS, MICH.

Everything Is Up
Excepting

Mother's Oats

Same good quality
Same old price, but an additional profit for the grocer

Why?

Because of our Profit Sharing Plan
which applies to

MOTHER'S Oats Twos
Oats, Family Size
Cornmeal

Encourage economy by pushing these brands
and make MORE PROFIT

The Great Western Cereal Co.
Chicago

and every salesman knows what is being done to advertise his line. He makes good use of it too, in pushing his goods.

The time will come when every department store will have a sales manager whose sole duty it is to advertise the store's advertising among the store's workers. This office will be created and the man good enough to fill it must be a leader rather than a driver—a man who knows how to spread enthusiasm and good will among the store's employes. He should have daily conferences with the advertising manager and department heads and prepare a daily bulletin for the selling force.

A store paper could be filled with "ginger talks," personal chat about the workers and special announcements. Publish the names of the banner salesmen and tail enders for each day and offer suitable rewards for merit and helpful suggestions and you will have, so far as your own employes are concerned, the most eagerly read publication in Chicago.

There will be greater personality and enthusiasm behind the counter. Every clerk will work to increase his sales instead of working merely for wages.

Think about this, clerks—consider all these points carefully. Then decide whether you are a real salesman or just a slot machine.

Roy B. Simpson.

The Lemon Face Sure To Lose His Job.

"Pass the glad hand."

It is the heading over a unique list of rules for clerks in a big Minneapolis retail establishment. Here is the rest of it:

"Be cheerful until 10:30 a. m.; the rest of the day will take care of itself.

"You are paid by the day. Spend all the time with each customer that he will devote to business.

"Don't look out of the window while your customer is looking at goods. Be enthusiastic yourself or your patron will cease to be interested.

"Don't express relief when your customer has made a selection. See if he doesn't want to look further.

"Act as though you appreciated the stranger's business—not as though you were doing him a favor by taking his money.

"Smile—it costs you nothing.

"Pass the glad hand."

Lemuel Eli Quigg, New York street railway accelerator, has gotten himself into a peck of undesirable notoriety and probably lost his pull, but that's no knock on the glad hand. The profession in itself, commercial or social, is gilt edged. Billionaires and hodcarriers, as well as people financially between these, should cultivate it as a side line. John D. Rockefeller has won friends since he adopted the policy of "loosening up" personally, and his good fellow attitude towards the newspaper reporters has lost him nothing. Fairbanks has adopted the glad hand.

"Hello, Bill!" has closed more deals than "Good morning, Mr. Jones,"

just because the world is democratic and because the expression is more to the point. To be sure, it would offend some men, but even a boy could spot that man in advance and put more reserve into his approach. But this type is becoming more scarce in business. With strenuous industry has come brevity, the essence of which may be characterized by "Hello, Bill."

Of course, the glad hand has its limitations and can become as dangerous as it may be profitable. It's a handy tool when used at the right time and a boomerang in the hands of a fool. Here's how it is practiced:

Politically—From the ward boss to the president its worth is appreciated. The heeler's glad hand palls on the voter whose perception is above the average, but it is accepted as a sign of equality and good fellowship generally. A glad hand politician may be true blue or a gumshoe hypocrite. It will be conceded, however, there is no more powerful card to draw votes.

Socially—A strange man in the town will remain strange if he has no glad hand for those he does meet. He has the heaviest of handicaps. Yet he can be too ardent and cut off his own head. The native can win the friendship of a stranger by a hearty reception, yet he can overdo it and drive the newcomer to cover in self-defense. There is a narrow, yet well defined line between holding out the glad hand and "butting in."

Professionally—Doctor, lawyer, any professional man finds the glad hand better than a college diploma. The walls of his office may be plastered with sheepskins and degree awards, yet if he is a grouch cobwebs will grow over his door. Especially is this true of the medical profession. Young doctor makes use of the social glad hand to get the business. This is one of his leading avenues to success. The social enthusiast gains acquaintances and through acquaintances comes business.

Perchance (here's a steer from the medical rule book) all this leads to the marriage of the new young doctor in town to the daughter of the leading banker. Then the doctor's club whispers of the "making" of the struggling M. D. by the wife's family. A marriage of this sort is called a "good trade" and demonstrates one of the variations of the professional glad hand—a cross between the social and business.

Business — In trade, successful trade, the glad hand is universal. Even a man's smile has competition and to him who makes the most of the cheerful comrade act, or to him who uses the best judgment, come the shekels. The sour salesman has been put on the back shelf. A wise business man allows no dyspeptic grouch to meet his customers. The only place for the man the newsboy calls the "lemon face" is behind the cage where there is no competition in the business. As for the others, those who must get business away from the man across the street, they smile at whatever effort and are alert

unto the bitter end.

Glad hand or weary welcome is the assortment. Take your choice.
Dow G. Congdon.

Electricity Restores Nitrogen to Soil.

Electricity takes the nitrogen out of the air and fertilizes the earth with it. Thus the problem of renewing the soil has been solved. Ten years ago Sir William Crooks pointed out that the world soon would be starving unless some way could be found of restoring to the soil the nitrogen extracted by the growing cereals. All the nitrate supplies stored in the earth, so far known to be available, will form only a temporary and limited renewal of fertility. But there is plenty of nitrogen in the air. Several years ago a small plant was built at Nottoden, Norway, where electricity generated by water power was used in the production of nitrate of lime and nitrate of soda from the atmosphere.

The process was found to be economical, and there was a ready market for all the fertilizer thus produced. Now a new plant has been built, using the Tinfos waterfall as power for the generation of electricity, and French capitalists have obtained a concession for another plant at the Rjukanfos. This is one of the greatest of waterfalls, and the dam to be constructed will supply the plant with 250,000 horse power. The inexhaustible supplies of nitrogen in the air will furnish fertility to the soil as long as the world lasts. The process, simply described, is the electrical combustion of the air and the fixation of the nitrates.

"Fun for all—All the Year."

Wabash

Wagons and Handcars



The Wabash Coaster Wagon—A strong, sensible little wagon for children; combining fun with usefulness, it is adapted for general use as well as coasting.

Large, roomy removable box, hard wood gear and steel wheels (Wabash patent). Spokes are drawn tight so there is no bumping or pounding. Front wheels turn to the center, so wagon can turn completely on a narrow walk.



Wabash Farm Wagon—a real farm wagon on a small scale, with end boards, reach and fifth wheel and necessary braces—strongly built, oak gear. W a b a s h wheels; front, 11 in. in diameter—back wheels 15 inches. Box 34x16x5 1/4 inches.



The Wabash Limited—A safe, speedy, geared car—a regular flyer. Built low down and well balanced so there is no danger of upsetting. 36 inch frame, with Wabash 11 inch steel wheels. Handsomely painted in red and green. Affords sport and exercise combined. Recommended by physicians.

Manufactured by
Wabash Manufacturing Company
Wabash, Indiana

Geo. C. Wetherbee & Company, Detroit, and
Morley Brothers Saginaw, Michigan, Selling
Agents.

NOTIONS

Buy your "NOTIONS" from us and be assured of good goods at reasonable prices. We sell Decorated LAMPS, Crockery and Glassware direct from the factory. Write us.

Grand Rapids Notions & Crockery Co.
1-3 So. Ionia St. Grand Rapids, Mich.

We Sell the Celebrated

Penn Yann Buckwheat Flour

Made at Penn Yann, New York

— and —

Pure Gold Buckwheat Flour

Made at Plainwell, Michigan

Just received our first car of Henkel's Self-Raising
Buckwheat and Pan Cake Flour

JUDSON GROCER CO.
Wholesale Distributors for Western Michigan

THE FARM WOODLOT.

How It Can Be Preserved and Protected.*

The farm woodlot on the majority of our farms is not a premeditated affair. It is rather by default than by intention. It is the last vestige of a once superb forest. In the mind of the gray-haired, callous-handed farmers of the generation now passing it is the last stand of the enemy, the remains of a once powerful but now a conquered foe. The older ones of you in this room have seen the foe driven back; your father's father started the work and it is bred in the bone.

The younger generation have been thoughtless of the growth. They had no reason to look upon trees except as things to be destroyed, to be taken root and branch from the land that agricultural crops might be grown. In the majority of cases the owner did not choose the poorest soil or left the steepest hillsides and ravines in their original forest verdure. He did not consider the greater financial returns which would accrue from this particular soil kept in forest growth rather than in agricultural crops or the erosion of his hillsides. He took up his land, cut away the trees to the main road whether it was much better that timber be left or not on that particular soil, so he could see out, placing the house where the family could see those that passed.

To-day, therefore, we find but few so-called woodlots which hold a proper relation to the remainder of the farm. They are of a conglomerate composition—all sorts of native tree species of all degrees of maturity. The owner in some cases has left a nice group of mature trees. He glories in them but he cares nothing for the saplings. The young growth is cut out, the grass comes in and the grazing is excellent. Then, too, with this treatment he has a better view of the tree boles. It gives the place a park-like effect which is pleasing to him. In another instance he has cut out all the best mature trees and the woods are made up of inferior species and young growth. We find ironwood, blue beech and witch hazel mingled with the oncoming reproduction of the better sorts, as the oaks, the maple and the basswood. Into this lot each year he turns his young growing live stock, where they browse and trample at will. The well-armed thistles come and are not browsed, briars spring up among them and the place becomes a fine blackberry patch. Maybe the woodlot is beside a railroad track. Every other spring or fall the sparks from the flying locomotives set the woods on fire and irregular patches burn over. The sun beats down on the blackened earth through dead tree-tops, the rain washes away the fine ashes and surface deposits.

Under these conditions tree seeds fail to germinate, grass comes in and the trees give up their struggle.

*Address by J. Fred Baker, Professor of Forestry at Michigan Agricultural College, at third annual meeting of the State Forestry Association at Saginaw, Nov. 12.

These old woodlots have had their use. They have supplied fuel, fencing and bits of choice material for special uses. The old fashioned farmer always had a nice, straight grained piece of hickory tucked away among the cobwebs under the rafters of the wagonshed or smoke-house. Rainy days or while the snow drifted outside he repaired single trees and made axe helms for future use until the shavings lay ankle deep.

We Americans, having for years thought in terms of forest destruction, are not being compelled to think in terms of forest regeneration and reproduction. It is little wonder that it takes many of our best citizens some time to adjust themselves to the conditions. We are apt to think of the small patches of isolated timber on farms as a small matter in this immense forestry problem.

Did you ever stop to think that, taken in the aggregate, there is more timber in the woodlots to-day east of the Mississippi and north of the Mason and Dixon line than there is on the so-called present timber lands? Of course, the soil conditions are better and the land is more capable of producing tree growth than the sand lands of our Northern timber tracts. Each year timber prices are higher; the farmers pay more for fuel to-day than ever before and many find it cheaper to burn coal.

With all the shortcomings of the old woodlot it must be saved. We want it as a basis for our new woodlot, our farm forest. The first thing is to protect it. Its worst enemies are fire and grazing. Fire injures the soil by burning off the leaf litter and vegetable mould, leaving the surface bare and blackened. It injures the reproduction by destroying the natural seed bed, with the seeds and young seedlings. It scorches the trunk of the old tree, the soft inner bark dies and the tree eeks out a miserable existence. Fungi and insects at this stage come in and the tree harbors thousands of forest foes. During the next high wind the tree blows down. As it falls it crashes through other but smaller trees, leaving a path of destruction. When a barn is on fire the farm bell is rung and everyone hurries to help. Ring the bell for the farm woodlot as well as the barn. Call the neighbors if necessary. Put it out. It will pay.

Cattle will eat the tender shoots of maple or basswood with as much greed as clover pasture in the month of June. They will destroy more tree growth in one summer forenoon than can be replaced in years. They trample the heavy soil and cause it to puddle. They break and kill the vegetable mat on light soils and the soil is carried away by the next wind. Live stock must not be allowed on the farm woodlot and fire must be kept out. Firebreaks should be on every dangerous side.

It is surprising how quickly the old wood responds to protection. The farmer who has already protected his woodlot is the one who is most interested in tree growth. He sees

what our native species will do when given a chance.

The second step in the care of the old woodlot is to make improvement cuttings. Cut out the dead trees. Utilize the down timber. From time to time cut out the mature trees, never cutting enough to let in too much sunlight or make an opening for wind. Keep the crowns well together. Select what trees you want to save and then cut the remainder. We soon find the woodlot giving good returns.

So much for the old woodlot. Let us now consider the new. Many farmers have not even a vestige of the old forest with which to start a new one. They are at a disadvantage in that they will have to wait years for results, but they also have the advantage of planning a new woodlot to suit themselves. They can locate it where they desire. The unproductive hills or the soggy ravines may be covered by a wealth of forest growth. The new woodlot may be used as a wind break and afford needed protection to the farm house, garden or orchard. The species may be chosen at will with a very wide range. Quick results may be obtained by planting locust for posts, poplar, willow and green ash for fuel and the slower growing species, such as walnut, maple and oak, for longer periods.

In forest planting mimic nature. Observe how she does things and, when it comes your turn to try, you will not be far off.

Because of the length of time re-

quired to harvest a forest crop the individual is very apt to shirk the responsibility. Every tiller of the soil must have faith or he would never drop a kernel or turn a furrow. Farm with faith and stick to it.

Now, a word as to where the Agricultural College comes in:

Forestry is only one phase of agriculture—tree agriculture. What we want to do is to bring the idea of farm forestry so point blank to the farmers of this State that they can not get over it, around it or under it. How are we going to do it? The plain facts concerning what can actually be done with our native tree

Two Heads

on one body would be a freak of nature.

"Two telephone systems in one city" is a freak of finance.

The duplicate has no function not possessed by the original.

"Use the Bell"

IT PAYS

CALL MAIN 330



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.

Auburn, Indiana Wagons

will give excellent service and prove a paying advertisement in your business. Highest quality, finest workmanship and stylish designs. Over 100 different styles to select from. Let us send you our catalogue and price list. You will surely be interested.

"Don't Forget It"

When writing for No. 34 catalogue of Delivery Wagons, just ask for full particulars of our Motor Buggy. Prices ranging from \$250 to \$500.

AUBURN WAGON & BUGGY WORKS

Box No. 101

Auburn, Indiana

species must be placed before them. Extensive tree growth studies must be made. Model farm woodlots and plantations must be located in every county on different characters of soil, using different species. Co-operate with the farmers. Measurements should be taken each year on these models and the data carefully preserved.

It seems proper and fitting that the State Agricultural College should have been first to inaugurate this woodlot work. Dr. W. J. Beal planted an arboretum made up of different species of trees in 1877. A pine plantation was also started by him in the spring of 1897. The actual cost and the yearly rate of growth is being preserved. Some may say such a study will take years. True, it will. Can you expect anything else? It has taken years to demolish the forest. It will take more years to replace it.

The work is under way. We want you as foresters in the State of Michigan to help us. Think forestry, act forestry, talk forestry and keep everlastingly at it.

Never Mind the Man Above You.

Three score and ten times I was told before obtaining my maiden job that I should watch the man above me and learn to do his work. My parents impressed it upon me. I read it in magazines, books and newspapers. In fact, in every place where advice was given to workers I was told that in order to become a millionaire I must learn the work of the man above me. I used to gaze at billboards, signs in street cars and electric signs on buildings to see if there I could find my old friend the admonition, "Watch the man above you."

Therefore when my name was enrolled among those engaged in gainful occupations I immediately determined to learn the work of the man above me, and as a natural sequence become a bloated plutocrat. During the first two weeks of my arduous labor I spent more time learning how to do the work of my immediate superior than in doing my own. But after a heart talk with the boss, in which he told me that it was my job, not the other fellow's, I was supposed to fill, I paid more attention to my own work.

At the end of six months virtue brought its reward in the shape of \$2 more per week and a better job. The man above me was promoted, and I stepped into his shoes. By this time I was pretty well acquainted with the work of the position, so that I learned rapidly. I was complimented by my boss, who seemed delighted with my work.

For a few weeks I did my work well, and everybody was as happy as our old friend the clam in the huckleberry bush. Suddenly Nettleton, who had the next job above me, became ill. From the nature of his illness it looked as if he would pay hospital bills for a number of weeks.

The boss was puzzled to know whom to put in Nettleton's place. Then I, Little Bright Eyes, the Boy Wonder, put up my hand and said I

could do Nettleton's work. I had been learning Nettleton's work during odd moments for only three weeks, so that I had no more than a speaking acquaintance with it, but, along with the cardinal virtue of knowing the work of the man above you, another virtue always was preached—that of having perfect confidence in yourself and not being afraid to tackle any job. Therefore I volunteered, although I knew I was not competent to handle the job.

Again the boss was delighted, and again I bought a larger hat because of the words of praise. This time the work did not go so well. Nettleton's job was a fairly hard one, and with my small knowledge of the work something broke in the business machine. I knew just enough about the work so that my mistakes due to lack of knowledge appeared to be due to carelessness and lack of judgment.

It was with a great sigh of relief that I welcomed the return of Nettleton to straighten out my tangled affairs. He had to work overtime to get things into running order, but finally the mixup was fixed up.

About six months later there was a general promotion all along the line due to the death of one of the big men of the firm. Nettleton took a step up the business ladder, and of course I expected to be given his job because I was next in line, and especially because by this time I had learned his work thoroughly.

I was both surprised and disappointed to learn that little Scott, who held my old place, the next one beneath me, had taken a running high jump over my head. I hurried to the boss to find out why the job had been given to Scott in place of to me.

The boss explained that I had had my little fling and had failed.

"You perhaps remember that when Nettleton was ill we gave you his place and you proved a miserable failure. You had learned the work all right, for which I must give you credit. In fact, I want to compliment you on your energetic spirit in not only doing your own work well but in learning the work of the man above you; but you were tried and found wanting. During the time that you handled Nettleton's job you gave clear evidence that you were not big enough to hold the job; you were careless and lacking in judgment. Now, of course, you are in line for the promotion, but because of your failure we feel that we must give the job to Scott. Scott never has held the position, but he has done well in the place he holds. He has accomplished his work speedily and thoroughly, so we believe that he will do well in this higher place. I will not say that he has done his work better than you have, but you have had the place and were a downright failure."

Scott learned the work thoroughly and well. It took him a long time to grasp all the details, but in the end he filled the position with credit, but I thoroughly believe that I would have done as well and would not have wasted time in learning, as I already knew all the retails of the work.

Wherefore, be it resolved that never again will I volunteer to do another man's work.

And never again will I listen to the sermons of the business preacher and waste my time in learning the work of the man above me.

James C. Barton.

Lincoln's Sarcasm.

Probably the most cutting thing Lincoln ever said was the remark he made about a very loquacious man: "This person can compress the most words into the smallest ideas of any man I ever met."

You are not sure of being right with God because you are strong with every one else.

Fear is a poor kind of foresight.

Largest Exclusive Furniture Store in the World
When you're in town be sure and call. Illustrations and prices upon application.
Klingman's Sample Furniture Co.
Grand Rapids, Mich.
Ionia, Fountain and Division Sts.
Opposite Morton House

ATLAS MASON JARS

Made from superior quality of glass by special process which insures uniform thickness and strength.
BOOK OF PRESERVING RECIPES—FREE to every woman who sends us the name of her grocer, stating if he sells Atlas Jars.
HAZEL-ATLAS GLASS CO., Wheeling, W. Va.

20 Second Hand Automobiles

For sale at bargain prices. Now is the right time to buy. Send for our latest second hand list.
ADAMS & HART, 47-49 No. Division St.
Grand Rapids



20¢
—THE—
POUND.

MO-KA COFFEE

A Big Seller

Its widespread popularity is proof of its quality. It is a favorite with the dealer because it brings him friendship and trade.

It is a favorite with the customer because of its high grade and popular price. Write us for prices.

TRADESMAN COMPANY
ENGRAVERS PRINTERS
FURNITURE CATALOGUES COMPLETE
STEEL STAMPING FOR STATIONERY
TRADESMAN BUILDING
GRAND RAPIDS MICHIGAN

RURAL DEALER.

Does Not Want To Be a Calamity Howler.

Written for the Tradesman.

He's old—about 68, I should judge—and oh, oh, so homely! He has a shock of iron-gray hair that stands out tousily all around his head. His face is as red as a beet—that bluish-red, magenta-red that makes you have extreme pity for its possessor—and it is punctured by big bulging butter-milk blue eyes set far in under beetling eyebrows that are a regular brush-heap. A monstrous nose and a mammoth mouth above what the kids irreverently designate a "spinach" complete as unlovely a physiognomy as you could run across in a month of Sundays, as the expression goes.

But, say, "Old Spinach," as those renegades call him who are not acquainted with him, with all this ugly exterior is loved by all who know him intimately. And even the boys who deride the "nanny goat" that so conspicuously ornaments his massive chin are taken by his abounding good nature.

The old man runs a little cross roads store—such a tiny affair. The space seems no larger than your pocket handkerchief, and when three or four rollicking young fellows tumble out of an auto and into the little box of a place they can scarcely find room for their underpinning.

There's nothing for them to spend their chink for here except some old-fashioned candy "marbles" and "stick" candy in jars. This latter has stripes running up and down in barber-pole fashion, mostly peppermint flavor, which flavor is repeated in the white "lozengers," that also repose in the funny glass jars with the brown tin caps. Oh, yes, I forgot—there's licorice, both the root and the manufactured article, the yellow sticks of the one or the brown gum of the other painting the corners of your mouth either color you prefer!

You get any of these in a paper bag, and you carry it out to the auto and munch as you bowl along, each dive of eager hands (any old thing, tastes good when you're driving) weakening the bag, which won't stand strenuous usage forever, and whose frailty finally succumbs, and what is left finds its finish on the floor of the chug-chug wagon.

But to return to "Old Spinach," which I don't like to call him, but I am not familiar with his real name.

He is going to leave that Four Corners and "retiah to fahm life," so he declared the last time we stopped at his store.

"Well, Uncle," said the youngsters' "Pop" (and "Uncle" is much better than "Old Spinach"), "we'll be mighty sorry to lose you. You're always so good natured I don't see how we shall get along without you here. Maybe the next fellow who runs this store will be such a sour old cuss that we'll want to just show him our dust, instead of stopping every time and stocking up on the stuff here in the jars."

"Well," responded "Uncle" with a smile that couldn't, if it wanted to, be anything but expansive, "Ah've kep' stoah right heah fah nigh on to twenty yeahs, an' that's what evvybody 'round seems t' say 'bout me.

"Well, it's jess this-a-way with me" (keeping up Southern provincialisms that betrayed a former residence in other parts:)

"Ah nevah could abide cross folks. Mah parents wuh both th' soul uv amiability all theyah lives long, an' Ah s'pose Ah git a lahge paht uv m' 'good nachah,' ez you-all call it, frum them. Ah'm powahful fond, m'se'f, uv hevin' folks 'roun' m' that's easy t' git 'long with. I allus b'lieve in bein' jess ez nice t' othah people ez ye possibly can be. That's been m' principle durin' all m' life long. Might jess ez well be pleasant ez draw ah long face, ye know.

"Well, goodbye to you-all. Ye won't find we-uns heah nex' time ye come 'long. We-uns'll be ovah yondah 'bout half a mile. Goodbye."

"Goodbye, goodbye, goodbye!" yelled all "we-uns," as we piled one into the front seat and the rest into the tonneau.

And I'm afraid, after this, if we do stop at the old Four Corners of "Uncle Spinach," the "marbles" and the "barber-poles" and the licorice will have lost all their charm, for that wide contagious smile won't be there to remind us—if we needed it—that life is well worth the living.

J. T.

Uniformity in Currency, Checks and Drafts.

If the plan for paper money of different colors, proposed at the recent convention of the American Bankers' Association, should go into effect, the old familiar reference to the "greenback" may become meaningless.

This is the proposition as embodied in a resolution that has been referred to the Executive Council: That the groundwork of all future bank notes be printed as follows: \$1 bills, slate tinted; \$2 bills, brown; \$5 bills, green; \$10 bills, blue; \$20 bills, yellow; \$50 bills, pink; \$100 bills and over, white, or such other colors he may deem most easily distinguishable."

At first sight this scheme seems highly desirable. Not only would the ordinary purse express its contents without the close examination for the figures which is now required, but the bank teller would find the work of counting and assorting immensely facilitated. Once the handler becomes familiar with the different colors the possibility of loss through careless payment or receipt might be diminished. But would not counterfeiting tend to be facilitated? This question has been offered. The theory is that once the color scheme takes possession of a teller's mind it may diminish the keenness of the perception which now so readily detects the counterfeit. This suggestion is stated for what it is worth. The nearer uniformity the less danger that diversity will not be noticed. The greater diversity the greater care to detect the false diversity. On the other hand, much must be conceded to the theory that a bill could not be raised above its proper denomination if it had its distinctive color.

At the convention it was also suggested that bank items of different values have their appropriate colors. The objection suggested above would not apply here. The idea offered is as follows:

"All the following stationery to be of uniform size, 3 by 7½ inches, but in different color tints, that is, all groundwork of checks to be white;

bills receivable, green tinted; certificates of deposit, pink tinted; drafts, yellow tinted; receipts, slate tinted, or any other size or color found most practical; all letter heads to be 9 by 11 inches; all note heads, 6 by 10 inches, which is the size fitting best for ordinary envelopes. Each bank might have its letter heads in a special color tint, which would make it easy of detection when a letter of a particular correspondent is wanted, but this would not be so very important."

The gentleman who was responsible for these interesting proposals touched a practical point in his comment when he said:

"We are continually under large expense in acquiring appliances, with which to lighten or expedite our labor and adopting a standard as suggested will still more facilitate our labor without not only no extra expense, but with profit in our stationery expenditures, because after uniformity in size and color is once adopted there is no question that we can effect a large saving in the cost of our stationery."

Every bank clerk will at once admit that the items which the banks take in every day could be more quickly assorted if the different colors proclaimed the character of the items. But imagine the campaign of education required to bring the banks and business men into line on a proposition like this. Plans to have stationery of uniform size are not new. The idea has been repeatedly urged at the various bankers' conventions. It is desirable, but seems to lack practicability.

The lights of the world are not advertising signs.

Faith's fervor is more than effervescence.

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

HAND SAPOLIO

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

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

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



Causes of Death of Young Chicks.

It has been often noted that a large number of incubator chicks die during the first ten days in the brooder from a looseness of the bowels, which is commonly known among poultry men as white diarrhea. This trouble has been assigned to a variety of causes, among them being irregular temperature, lack of vitality of breeding stock, improper feeding and poor ventilation not only of brooders but also of the rooms in which the incubators are kept. A committee of Ontario poultry experts after investigating the cause of this mortality among chicks in Ontario and New York concluded that the lack of ventilation was perhaps the most important of the determining factors.

The Connecticut Storrs Experiment Station has recently studied this question, being led thereto by the fact that nearly every chick died of 400 hatched in February in different incubators, while large numbers of chicks hatched before and after this date did not exhibit any of the fatal symptoms. Believing that food was an important factor in the problem, C. K. Graham, who carried on the work, fed several lots of chicks with different kinds of feed and noted that the mortality was high in whichever lot received one of the grain mixtures. Careful examination showed that this feed contained a fairly large percentage of musty grain, particularly corn. The young chicks ate all the grains indiscriminately, and their lack of ability to detect wholesome from unwholesome foods was further tested by giving them rations which contained such substances as sawdust, coarse salt and granulated sugar. These materials were eaten as readily as the grains with which they were mixed. Indeed, "the salt and sugar were always selected first, apparently owing to their bright appearance; but as a rule the chicks did not appear to relish them."

When older chicks hatched by hens, and also those taken from the incubators and given to the hens, were offered these same mixtures, it was exceptional to find a chick that took over a grain or two of salt, sugar or sawdust.

When musty food was given to the older incubator chicks it was noticed that those which were eight or nine days old showed considerable discrimination in selecting the grain.

This forces the conclusion that many of the deaths among young chicks are caused by musty food, although there is no doubt that faulty brooders, chills, overheating, improper ventilation and lack of vitality in the parent stock should all receive proper credit for their share.

Fortunes Made in Alfalfa.

Alfalfa has made millions of money and added thousands of inhabitants to Nebraska and Kansas within the

last decade. It means the establishment of creameries and cheese factories in every town in the agricultural districts. It means the multiplying of dairy herds, the establishment of combination dairy and stock farms, the raising of hogs and the establishment of a system of diversified farming and the redemption of all exhausted lands. Horses, cows and sheep thrive on alfalfa, either as a pasture or as cured hay. Hogs not only thrive on it but grow fat when placed in an alfalfa pasture with no other food. And the hen, although not classed as a ruminant, will browse on alfalfa day after day and go to the roost chewing the end of contentment. The value of alfalfa as a soil restorer lies in the fact that its roots, which penetrate the soil to a great depth, die and are constantly renewed, thus enriching the soil with a supply of humus, and, what is more important, the nitrogen which the plant has gathered from the atmosphere. As a butter fat and milk producer alfalfa has no superior in the range of foliage. Dairy cows feed on the cured hay and keep up the milk flow as well as when fed on ensilage. As hay it is worth from \$10 to \$15 per ton in the market, according to seasons, and more than that to feed on the farm.

They That Live in the Atom.

Atoms as solar systems are familiar. The attractive center or "sun" of the atom is a core of what we somewhat vaguely call positive electricity, for gravitational attraction is substituted electric attraction and for planets we have electrons, or particles of negative electricity which revolve around the center, and relatively to their size are quite as far apart as Jupiter and Mars from the earth. Prof. E. E. Fournier suggests that possibly the electrons or planets of these little systems are inhabited. Nothing is small or great but thinking makes it so. Mr. Fournier's conception of the supra world makes us realize that our ordinary notions have no more real validity than would the notions of one of our blood corpuscles as to the nature of the stream in which it finds itself. To such corpuscle itself is its own end, and it would be highly astonished on being told that it really was only one of countless billions which are regarded merely as subordinate parts of an organism no less alive than itself, the dimensions of which, relatively to the corpuscle, are perhaps as great as the dimensions of the solar system, or, indeed, the stellar system to ourselves. If the size and anatomy of man were revealed to one of his tiny constituent cells, would they not appear as merely mechanical, insentient, and monstrous as the stellar heavens do to us, looking upon them from within? Our solar system with its planets and their planets or moons may quite fairly be likened to a constituent atom of a mighty molecule or organism which we call the stellar universe. The number of such atoms or solar systems constituting our particular stellar system, say one hundred millions, is by no means incomparable with the number which must

be contained in the smallest living organism known as such to us. To regard the secular movements of the stars as absolutely long is as unwarrantable as to regard the year of an election, its period of rotation within the atom, as absolutely short.

Effects of the Cold Wave.

The cold wave is an American wave, "some folks say." The sudden drop of temperature accompanying a downrush of cool air is something that clearly differentiates American from European weather, and may account for certain temperamental differences in the inhabitants of the two continents. No other land is said to have cold waves like ours, which are credited with the responsibility for our keen, alert mind and incessant, unremitting energy. The cold wave stirs up the sluggish immigrant and sends him up to the top of the ladder. In earlier days it fed and fanned the spirit that fired our fathers to cross the Atlantic. The cold wave originates miles above our heads—usually on the Rocky Mountain plateau, whence a mass of bitterly cold air rushes down as through a great funnel, spreading over the Mississippi Valley and the Atlantic States. New waves of this kind follow each other regularly, like the breakers on a seashore.

Many a man thinks he is patient with pain when he is only perverse in eating pickles.

It is hard to be in the swim without getting soaked.



Dairy Feeds

are wanted by dairy-men and stockfeeders because of their milk producing value. We make these a specialty:

- Cotton Seed Meal
 - O. P. Linseed Meal
 - Gluten Feed
 - Dried Brewers' Grains
 - Malt Sprouts Molasses Feed
 - Dried Beet Pulp
- (See quotations on page 44 of this paper)

Straight car loads; mixed cars with flour and feed, or local shipments. Samples if you want them.

Don't forget
We Are Quick Shippers

Established 1883

WYKES & CO.
FEED MILLERS

Wealthy Ave. and Ionia St.
GRAND RAPIDS, MICH

If your eggs are fresh and you are offered less than 24 cents for them write or phone me for my offer.
All grades of dairy butter wanted.

F. E. STROUP Successor to **Stroup & Carmer** Grand Rapids, Mich.

Potato Bags

new and second hand. Shipments made same day order is received. I sell bags for every known purpose.

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

Highest Price Paid for Eggs

We buy them case count, f. o. b. your station.

Today we are paying 23c.

We also want your Butter, Cheese and Poultry.

Money right back

Bradford=Burns Co.

7 N. Ionia Street
Grand Rapids, Michigan

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

Marine National Bank, Commercial Agents, Express Companies Trade Papers and Hundreds of Shippers

Established 1873



Co-operation in Marketing Fruit and Truck Crops.

The co-operative idea among fruit and truck growers, having passed the experimental stage, has become an important factor in present-day marketing. Scarcely any well-developed horticultural sections are without their associations in one form or other. New fruit and truck regions are being constantly developed, however, and a brief study of co-operative methods may be of value. The benefits to be derived from such organizations are many. Small producers can make combined shipments in car lots, which is now considered the economic unit of shipment. Organizations, through the volume of their business, can secure minimum transportation rates. They can afford to maintain daily telegraphic communications with all of the important markets and are thereby enabled to divert cars already en route to places where the demand is greatest. Growers are advised when to hold and when to ship. Uniform grades and packs are secured. Organizations are in a position to know the actual supply of their respective communities; hence managers, working in harmony, can regulate prices to a considerable extent. Through the Association the members can procure packing material, fruit-picking baskets, spraying materials and pumps, potato bags, etc., at a greatly reduced cost. Successful associations require choice products. By an interchange of ideas and experience members are in position to eliminate unprofitable varieties of fruits or vegetables from the community and to develop thorough and economic systems of cultivation. These and many other advantages might be noted.

Co-operative associations have developed rapidly in the West. Over thirty fruit and produce organizations of various kinds are now doing business in Colorado. In a recent publication of the Colorado Station, W. Paddock describes the workings of these associations, which in a general way are similar to those of other sections.

There are two methods of packing and grading fruit; in one instance the Association does all the packing, the growers delivering the fruit to the packing house just as it is taken from the trees. Here the packers, under the direction of a superintendent, sort the fruit into the various grades, and at the same time pack it into boxes or crates. Should there be any culls they are returned to the grower and are at his disposal.

Each grower is given a number, which is used to designate his fruit throughout the season. As each box is packed it is marked with his number and the grade. When the boxes are loaded into the cars the number of boxes, the varieties and the various grades which belong to any grower are kept account of and duly

recorded. In this way the price for each box of fruit in any car is easily determined.

But where there is a very large amount of fruit to be handled it is impossible for the Association to do the packing, consequently the growers assume this work. With this arrangement the Association employs an inspector, whose duty it is to inspect each load as it is delivered. This he does by opening the boxes on the side in the case of apples, when a good estimate of the contents may be made. If the pack is satisfactory not more than two boxes may be opened. If unsatisfactory, several may be examined, and if all run under the inspector's standard, the entire load must either be placed in a lower grade or else be repacked.

It will be seen that a great deal depends on the inspector, and that it is a difficult position to fill. Upon him depends the reputation of the Association, so he must be entirely free to do the work as he sees fit.

All the fruit is kept track of by numbers, as in the former case.

The Association charges a commission on all sales, usually 5 per cent., to defray expenses. Then, in case the packing is done by the Association, an additional charge is made to cover the cost of the box and packing. Any surplus is, of course, distributed as premiums. Any fruit grower may become a member of the Association so long as there is stock for sale, and the owner of one share is entitled to all of its privileges. The number of shares one individual may own is limited.

The growers are generally asked and, in many instances, required to furnish an estimate of their crop. In the smaller associations the manager sometimes secures this information by visiting the orchards in person. This estimate is made early in the fall, or not until damage by worms and other causes is practically over and the crop is secure. With this knowledge in hand, the manager can enter into contracts for delivering certain amounts of various varieties or grades.

The system of selling has been radically changed within the past few years. Formerly practically all of the fruit was consigned to commission men, who, as a class, it may be truthfully said, are inclined to do the best they can by their constituents. But too often the experience has been otherwise. Not infrequently has it happened that shipments consigned to a distant city have been reported as not being up to grade, or not in good condition, so the market price could not be realized. In such cases, although the manager may be certain that his fruit is as he represented, he is often unable to help himself, so must take what he can get. But of late years the plan of selling f. o. b. is being practiced more and more, and this is largely due to the organized efforts of the associations. Consignments are only made to well-known firms, and much of this fruit is sold at auction.

But even with this arrangement difficulties arise, so in order to protect themselves the larger associations

have an agent at the more important distributing points. It is the duty of the agent, or broker, to inspect all cars which come into his territory, as near the destination as possible, and thus protect the Association from dishonest buyers. He also is on hand to adjust the differences which arise when the fruit actually reaches the buyer in poor condition.

Express shipments are only made to comparatively near-by points, and with such shipments the growers receive exactly what the fruit brings, less the expressage and the Association's commission. It is usually the early fruits that are expressed, but prohibitive rates prevent any very large amount of business being done in this way.

Resenting an Affront.

"Mister," said Tuffold Knutt, "would ye mind givin' me the price of a drink?"

"Certainly not," answered the man on the street corner, handing him a nickel.

Tuffold Knutt looked at the coin and handed it back.

"Mister," he said, with offended dignity, "I may have a beer exterior, but I have a Bourbon county appetite on the inside of me."

If you are shipping current receipts of fresh gathered eggs and want an outlet for them at full prices—regularly—write for our proposition.

L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York
We handle dairy butter, ladles and packing stock.

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.

Butter

We are in the market every day in the year for Packing Stock Butter. Write or wire us for prices, or let your shipments come along direct to the factory and get outside prices at all times.

We are also manufacturers of fancy Renovated and Creamery Butter, and can supply the trade at all times in any quantity, 60 pound and 30 pound tubs or 1 pound prints. Write for prices.

American Farm Products Co.

Owosso, Mich.

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.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State, and of the United States.
Manufactured by Wells & Richardson Co.
Burlington, Vt.

We Are Buying

Apples, Peaches, Pears, Plums, Grapes, Onions, Potatoes, Cabbage. CAR LOTS OR LESS.

We Are Selling

Everything in the Fruit and Produce line. Straight car lots, mixed car lots or little lots by express or freight.

OUR MARKET LETTER FREE

We want to do business with you. You ought to do business with us. COME ON.

The Vinkemulder Company
Grand Rapids, Mich.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 16—The week in the coffee market, speculatively speaking, has been one of ups and downs. A lot of coffee, said to have been held for two years, was reported sold at figures which must have showed a good loss. But the holder had to have the cash. The preacher was coming and he was out of meat. And there are others who are realizing on this sort of collateral, so that the situation is not altogether favorable for any immediate advance in quotations. The spot market is kept alive by buyers who are taking such quantities as they really must have to keep up assortments. Only this and nothing more. Rio No. 7 is quoted at 6c. In stock and afloat there are 3,946,224 bags, against 3,819,386 bags at the same time a year ago. Receipts of coffee at Santos and Rio show a big falling off as compared with last year—6,054,000 bags, against 8,981,000. This decline has been fully anticipated. Mild grades are without change. East Indies are fairly steady and the range of quotations shows no variation.

Sugar is about the most quiet article on the market. There is absolutely no new business, and it would seem as if refineries might all shut down without any serious inconvenience. Granulated, 4.65@4.70, as to refiner, less 1 per cent. cash.

Business in the tea market has been confined to the disposal of recent arrivals which were sold some time previously. There is little demand, as a rule, but stocks are not overabundant and prices are generally well sustained.

Holdings of rice are not especially anxious to make sales to the interior owing to the difficulty in making prompt payments. The market can be called firm, and were it not for the one trouble of tight money the trade would be quite content. Prices are without change.

Spices are doing better. Many enquiries have come in and if conditions otherwise were normal there would be an excellent outlook. Prices are well held.

Receipts of molasses are rather light, but so is the demand, as buyers are taking small lots, in many cases about one-quarter of the usual quantity. Prices are fairly well held. Syrups are steady and unchanged.

There is a better feeling in the canned goods trade and every day this feeling is accentuated. Holders are not tumbling over each other to make sales, and now that a very large part of the "low down" stuff has been worked off the market is gaining all the time. It is pretty well settled that 85c is the correct figure for standard Maryland tomatoes, 3s, and efforts to find really decent stock for less are not successful. If 80c or less is named

there is room for suspicion as to quality. Corn is also firmer and 75c for Maryland, Maine style, seems to be about the correct figure. Peas have been in light request and offerings are light, too. Other goods are moving in about the usual way and, upon the whole, the market closes in quite a cheerful mood.

Butter has been very quiet for a day or so and the upward tendency seems temporarily, at least, to be somewhat checked. The supply of the top grades, while not overabundant is sufficient for the demand and, in fact, there is probably some accumulation. Grades other than the best are in pretty good request, but there is no anxiety to take large supplies on the part of buyers. Creamery specials, 28½c; firsts, 28c; held stock, 27@28c; imitation creamery, 22½@23½c; Western factory, firsts, 21c; seconds, 19@20c; process stock, 21½@24c.

Nothing doing in cheese. Full cream, small size, is still quoted at 15¼c, with very moderate enquiry indeed. The export trade has pretty much vanished.

Eggs are still very high and for nearly the demand has been sufficiently active to clear the boards at 45@50c. Western extra firsts, 31@32c; firsts, 29@30c. Refrigerator goods are working out at 17@20c.

Disappointing Cod Catch.

Speaking of this season's codfish catch, the November circular of the Gorton-Pew Co. says:

"The fleet landed 10,562,500 pounds codfish and other ground fish. The same month of 1906 the receipts were 10,131,816 pounds—the increase a little over 400,000 pounds is a disappointment. The stormy weather in October retarded the operations of the fleet quite materially—sudden and severe storms caused loss of lives, one vessel and other materials. Of the Grand Bank cod fleet there are only nine vessels more to arrive which are expected this month. There were eighteen vessels of this fishery out last year at this time. The shrinkage in the Grand Bank cod catch this year in comparison with that of 1906, which was much below the average, is likely to be 2,500,000 pounds. We do not see any prospect based upon the receipts of codfish to make lower prices. The demand for our products is much larger than a year ago, and if other dealers are having the same increase, the stock of fish on hand in this market December 31 of this year is likely to be much less than that of Dec. 31, 1906.

How To Dispose of Damaged Goods.
Written for the Tradesman.

These are bound to confront even the most careful manager. The question is how to convert them into the greatest equivalent without compromise of integrity. This last phrase should be an imperative one, for every bit of material which passes from an establishment under the representation of good quality and is not at once brands the proprietor as a cheat. Silence does not excuse. The man who sells wormy flour or raisins may not say that they are

sound. If he does not declare them defective the inference is that they are all right.

There are many conditions which can be made use of in working off damaged goods, but the prime factor is to let the possible purchaser know the exact condition. The washwoman will be glad to get a sack of flour which has become infested with insects, providing the proper reduction is made in price. It is all right for making starch. The poultryman will likewise relieve the dealer of corn meal thus damaged.

Some will be glad to buy crackers not strictly fresh at a discount, the money saved paying for the trouble of heating in the oven. But if your raisins are "alive" or some of the packages of cereals broken open, state the fact plainly to your customer and put the price down to a risk which he is willing to assume. He will not then be dissatisfied with this deal, but will have a confidence in you for future transactions.

Bessie L. Putnam.

It is easy to be brave when you know the enemy has only blank cartridges.

Borrowed brains have a way of balking when you drive them in public.

Justice Not Wanted.

A Nashville lawyer once had a client noted for his unscrupulous business methods. The client lived in a small town, and bought and sold country produce. If the price of potatoes went up after he had contracted to purchase the crop, he would refuse to take them at the market price. If the price went down, however, he was surer than death or taxes to claim them at the prevailing market figure. Naturally this policy got him into frequent and bitter litigation.

On one occasion he had become involved in a case based on a deal in potatoes. The man who owned the potatoes brought suit and the case was taken before a local justice. The lawyer conducted the defense along purely technical lines and the case was taken under advisement by the justice.

The client was called away on business in Chattanooga before the justice had rendered his decision, so when the latter brought in a verdict adverse to the plaintiff, the lawyer, in his somewhat unexpected triumph, wired his client:

"Justice has triumphed."

Immediately came back the startling reply:

"Take an appeal!"

WE'RE DAILY BUYERS
Don't sell your orchard or farm products before we have made you our cash offer

We have the orders to fill, so can pay you top of the market for apples, grapes, peaches, plums, pears, potatoes, cabbage, etc., carlots or less.
Wire us for quotations or call us at any time. Citizens phone 5166, Bell 2167, or drop us a line informing us what you have to offer.

Yours truly,
YUILLE-MILLER CO., Grand Rapids, Mich.

BEANS We are in the market for all kinds. When any to offer either for prompt or future shipment, write us.

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

Apples Wanted IN CAR LOTS OR LESS FOR

The New Canning Factory
Write, Phone or Wire
C. D. CRITTENDEN CO.
41-43 S. Market St. Grand Rapids, Mich.

ESTABLISHED 1876

FIELD SEEDS
Clover and Timothy Seeds. All Kinds Grass Seeds.
Orders will have prompt attention.

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

THE INCORPORATING COMPANY OF ARIZONA
makes a specialty of the LEGAL INCORPORATION and REPRESENTATION of corporations under the VERY LIBERAL and INEXPENSIVE corporation laws of Arizona. Attends to every detail, furnishes By-Laws and Instructions for organizing and presents FREE to each company a copy of the most complete and authentic work on CORPORATE MANAGEMENT issued. Get a copy of RED BOOK of complete information and laws before incorporating. It's Free.
Box 277-L, PHOENIX, ARIZONA.
References: Phoenix National Bank, Home Savings Bank.

KNOCK ENDS FAVOR.**How a Secret Enemy Gained the Victory.**

Among the men who went from our office to work for Haggins & Co., a new firm which was starting up as a competitor and which sought to get an experienced office force from the start by offering higher salaries than some of our fellows were earning, was the head checker.

I got his job. I had been doing most of the checking, anyhow, as ever since I had been promoted to be his assistant the head had fallen into a sort of condition bordering on downright "soldiering," and it didn't mean much added effort or responsibility to step into his shoes.

But it certainly did make some difference in my standing in the office. Instead of being a clerk working under another man I was a sort of a head. I had charge of myself entirely. All I had to do was my work, and nobody had a word to say to me. The checker in the invoice department of our house was checker and nothing else. No matter how rushed some of the other parts of the office might be, and no matter how many clerks were taken off invoice desks to help the other fellows out, the checker stayed where he was put. There was no telling when an invoice might come up from the city sales department marked, "Waiting," and without the checker at hand to put it through the bill would have to lie on his desk. Then the customer downstairs made a loud kick through the salesman.

The way in which a salesman kicks about anything in the office that has served to delay or annoy one of his customers is a surprise to the man who has seen the salesman only in his capacity as a salesman. To hear him talk one would think that the office never did anything that it ought to do, and if it did it was four weeks behind time with it, and that the only thing that kept the salesman from getting all the business in his territory was delinquency on the part of the office. Hence, the checker never left the department.

So the checker was of some importance—in his position. Not only was it necessary to the work of the department that he be always at hand but he was at perfect liberty to criticize clerks when they made errors in their invoices. As there were some clerks on the desk who had been with the house four years against my one I didn't take advantage of this, however. I simply handed them back their incorrect invoices with check marks against their errors.

Besides all this they made my salary \$15 a week the day I took the new position. This made three raises in twelve months, and as the Head told me of my promotion he said:

"Of course you know that the regular salary of our head checker is \$18 a week. There is no intention on our part to save any of this amount by promoting you, a new man, to the post. A good checker is worth \$18 a week to us. As soon as you show that you are capable of doing the work as well as the man who was

in the place before you, you will be given the regular pay attached to the position. By the way, when you go out send Mr. Dearborn to me. I must tell him that I have decided to give you the place."

I was surprised at this last remark. Dearborn was head of the invoice department. He ran that part of the office. I felt surprised and, I must say, considerably elated. I was getting into the Head's favor strong, and that was the big thing to achieve.

I went over to Dearborn's desk and told him that the Head wished to see him.

"Wants to see me? How'd he happen to tell you to tell me? Have you been in there?" he asked sharply.

"Yes, sir," I said.

"What about?" he said.

"He sent for me. He made me head checker."

Dearborn looked me over with one of his quick glances and started for the private office without another word.

Half an hour later he came over to my desk.

"Well, I suppose you'll have to have an assistant," he said curtly.

"I was going to speak to you about that, Mr. Dearborn," I said. "I don't believe it's necessary to have two men on the job. I think I can handle it alone."

"Well, I don't think so," replied Dearborn, drumming on the desk with a pencil and looking over the department as if he was looking for somebody to put beside me. "You might go along all right for a few days, but I'm afraid you'd be balled up at the first rush."

Just then the Head came walking through the office and overheard Dearborn's last words.

"I'm just telling this young man that he'd better have an assistant," said Dearborn, as the old man stopped. "He thinks he can do the checking alone, but I'm afraid he can't."

"Better let him try, if he thinks so," said the Head, going on.

That evening as we were leaving the office Harrison, an old clerk, edged over toward me and asked: "What was Dearborn talking to you about?"

I told him. I went further and gave him the full details of the day's happenings. Harrison was the kind of a man that you want to tell your troubles to if you have any.

He didn't say anything for a whole block. Then he remarked: "Dearborn is a good fellow and pretty square generally. But he does hate to see anybody in the department get a step ahead of his say so." Then he jumped on his car and left me.

Two weeks after I had begun my work as head checker I was suddenly summoned into the Head's office. Dearborn was there. The Head was angry.

"Here are two invoices that were put through on the 17th," he began at once. "They came to you on the 16th. What did you do with them—keep them in your desk overnight?"

I took the invoices that he held out to me. They were for a big customer who always kicked if his bills did not come promptly. I remembered

when I had put them through; it was on the morning of the 17th.

"I didn't get them until the 17th," I said. "I know—"

"No, you don't know," said the Head. "Look at the time stamp on them. What do you see? Four-thirty on the afternoon of the 16th, don't you? You got other invoices at the same time that you put through. Why didn't you finish your day's work before going home?"

I was so amazed by his manner, which was directly opposite of that which he usually showed toward me, that I couldn't gather myself together to make a decent explanation. All I could say was that I knew I hadn't got the invoices until the morning of the 17th, and that I had put them through with that day's work. But there was the time stamp for the afternoon of the 16th on both of them.

"Oh, don't trouble to try to explain," said the Head, waving me aside. "You fell down on them, that's all. I guess you've over-estimated your ability, young man. Dearborn, you'd better get him an assistant to-day. And, young man, don't let this thing happen again."

When I was back at my desk, with my face as red as a beet, Dearborn came over to me.

"It was too bad that should happen," he said politely, "but I must say that I expected it from the start. When you get an assistant you probably will be able to do the work all right."

I thought of what Harrison had

Buckwheat Millers

We pay highest market price for grain, carlots or less. Order our old-fashioned stone ground buckwheat flour. It has the flavor of buckwheat.

Send us your orders for Red Jacket Best Spring Patent, Wizard Winter Flour, Graham, Rye Flour, also horse and cow feeds of all kinds.

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

Pure Buckwheat Flour

Car lots or less. Write for prices and sample.

Traverse City Milling Co.
Traverse City, Mich.

**W. J. NELSON
Expert Auctioneer**

Closing out and reducing stocks of merchandise a specialty. Address

152 Butterworth Ave. Grand Rapids, Mich.

CONVEX AND FLAT SLEIGH SHOE STEEL

Bob Runners and Complete Line of Sleigh Material

SHERWOOD HALL CO., Ltd.

Grand Rapids, Mich.

Seals--Stamps--Stencils

WE MAKE THEM

Volk Stamp and Stencil Co.
H. J. VOLK. J. P. SOLOMAN.

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Detroit



You Take No Risk in Selling the

**Original
Holland Rusk**

The Prize Toast of the World

A guarantee of its purity is on file with the Secretary of Agriculture, Washington, D. C.

The Original Holland Rusk is packed only in red and black cartons with a Dutch windmill as a trade-mark.

It will pay you to push it.

HOLLAND RUSK CO.

Holland, Mich.



Weekly Market Review of the Principal Staples.

Bleached Goods—Are quiet, new business being absolutely out of the question. Goods are being charged up by most houses, but in the matter of incidents there is nothing new in this connection. Attempts to cancel are constantly made, some being successful, this depending, to be sure, altogether on whether or no the goods are overdue. Nothing can be done but await the development of things in general, this being the position assumed by most sellers.

Sheetings—Toward the latter end of last week a small volume of buying sprang up in the market for these goods, although previous to this the various days had been marked by an almost absolute lack of business. Here it is that the factors look for an early adjustment of difficulties and a resumption of buying in the near future. It is doubtful, however, if buyers, swayed by the adverse tendency of the market, show any disposition to become active for at least a period considerably more lengthy than that designated. There is no doubt in the minds of many, however, that when things begin to readjust themselves they will do so more rapidly than is generally believed, and it may be that buyers will put in their appearance much sooner than would now appear to be the case.

Domestics—Naturally enough, the goods most affected by the cessation of immediate buying are those coming under the head of domestics. The fact that all markets are equally affected by the existing conditions explains the cause of the falling of the buying and also justifies the statement of sellers that they are not anxious to do much business until a better knowledge of things in general is obtainable. Conservatism is operative on all sides and is entirely warrantable. As may be supposed some business is being contracted for, and in view of the magnitude of the interest of the market in general it would be surprising if there was not some scattered buying. The most extreme care is taken, however, in such cases that sales are not made to parties who will in the future be liable to "lie down." The position of finished goods, such as gingham, denims, etc., is not very different from that which has existed in the past, as the disposition to cancel has not yet reached them.

Dress Goods—About the only thing worthy of note in the market for women's wear is the demand for broadcloths, which continues from all quarters. The entire market otherwise lacks interesting features, especially as concerns new business. Staple worsteds are active, but not to the degree which characterized them earlier on in the season. The disposition of large retailers to conserve their forces has direct effect upon

dress goods as a whole and consequently their operations have the appearance of being more volatile than they really are.

Underwear—The market is now concerned, as are all other dry goods markets, over the attitude buyers are assuming, or rather are attempting to assume, toward the obligations which they in the past have undertaken. All sorts of pleas are entered and excuses invented as to why they should be allowed to repudiate contracts which a short time ago they were all too anxious to make, now that they labor under the stress of a "scare" which may develop in character to be more or less temporary. The liberty taken is most extraordinary and the motive a purely selfish one, as is that which prompts similar action in cotton goods and hosiery. A desire to conserve their forces by reducing outstanding obligations and thus reduce to a minimum their liabilities has taken possession of the buying element regardless of who suffers as a result, as long as it is not themselves.

Hosiery—The all-absorbing question among hosiery sellers at the moment is, "When shall I begin showing goods?" All realize the expediency of deferring these openings as long as possible, but there is also an equal realization that if one goes out the rest may as well do so. Some are already upon the road, but doubts are freely expressed as to the volume of business that they are doing or that they are likely to do. The big jobbers when approached recently stated that they did not want to look at anything at all, but rather wanted to sell something first. There is no doubt that it has been up-hill work for them recently and that the rule established by large retailers, some time ago, not to receive any more goods in their shipping department until the receipt of further orders, has been a source of no inconsiderable amount of difficulty.

The United States Postal Department is realizing a handsome revenue from the post card fad, which has reached enormous proportions. The exact number of post cards passing through the mails is uncertain, as they are not counted, except during the first seven days of October, when an accurate account of these, as well as of the Government postal cards, which are mailed at United States postoffices for destinations in Canada is made. The total number of postal cards transmitted through the United States mails for the fiscal year ending June 30, 1906, was nearly 800,000, or ten for each man, woman and child in the country. Reckoning upon the basis of four post cards to one postal card as found in the special count, the private mailing cards would reach the number of 3,200,000,000 for the year. Using the same ratio as a basis to find the total number of each kind carried during the year ending with June, 1907, the result would be a decrease of postal cards to less than 550,000,000, and an increase of the post cards to nearly 4,500,000,000, or over eight to one in favor of the private cards.

Sleepy Hollow Blankets

We have in stock for **immediate delivery** all numbers in the famous **Sleepy Hollow Blankets**.

Each pair is separately papered.

Borders are either pink or blue.

Woven and finished like
Look like the finest
Wear like the best

Wool Blankets

Goods in stock as follows:

Marken grey - - -	\$1.50 per pair
Leyden white - - -	1.50 per pair
Tilburg grey - - -	1.75 per pair
Voorne white - - -	1.75 per pair
Netherland grey - -	2.00 per pair
Tholen white - - -	2.00 per pair

Terms, 2% 10 days, usual dating.

To facilitate the sale of these goods we will send with orders a beautiful Sleepy Hollow poster. This is of artistic design and represents a scene from Washington Irving's classic story:

"The Legend of Sleepy Hollow"

We are sole selling agents for these goods and control the American copyrights to the poster and the tickets.

EDSON, MOORE & CO., Detroit, Mich.



Leggings

Our line is made up of popular priced numbers which prove to be ready sellers for the general store and dry goods trade. Look us over or write. Mail orders given careful attention. We have styles and prices as follows:

Jersey with Button Sides

(Packed two dozen pairs in box)

Child's Assorted 5 x 10, in box.....	\$3 50
Misses' Assorted 11 x 2, in box.....	4 50
Women's Assorted 3 x 7, in box.....	6 00
Special Assortment, 8 pairs each, Women's, Misses' and Child's....	4 50

Knit Leggings

(Packed one dozen pairs in box)

Misses' Black Assorted 22 x 24, in box.....	\$2 00
Child's White Assorted 14 x 18, in box.....	2 25
Women's Black Assorted 27 x 29, in box.....	2 25
Women's Black Assorted 27 x 29, in box.....	3 50
Women's Black Assorted 27 x 29, in box.....	4 00
Women's Black Assorted 31 x 33, in box.....	4 50

Knit Drawer Gaitors

(Packed one-half dozen pairs in box)

Child's Black Assorted 2 x 4, in box.....	\$4 50
Child's White Assorted 2 x 4, in box.....	4 50
Child's White (with boot) Assorted 2 x 4, in box.....	6 00

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

Conservatism Marks the Knit Goods Market.

Considerable uncertainty exists in the knit goods market concerning the trade outlook. This season's mill sales have been excellent and both jobbers and retailers have plentiful stocks on hand, which is in odd contrast to the depleted condition of manufacturers' stocks. Spring business is practically finished, as far as the mills who sell to the jobbers are concerned, and a good showing has been made. Orders for spring deliveries with the mills selling the retail trade direct have not yet measured up to a satisfactory point and naturally jobbers have met the same condition.

Delinquency in purchasing spring necessities, instead of decreasing as the season advances, appears to be still prevalent. Orders have come in best from the country districts and small towns. The city trade, on the contrary, has only nibbled and little buying has been done, either from the mills trading direct or from jobbers, while duplicating on fall and winter weights is also below the standard expected, a condition generally ascribed to the warm weather that has prevailed, although by some considered to be in a measure reflective of current financial unrest, tight money and other disturbing factors.

Next fall's prices and weights have not been generally fixed as yet, although a few of the more foresighted mills have set their schedules and taken orders. One mill making fleeced-lined underwear, which last year based prices on 9-cent cotton, has this fall, after waiting a month later than usual, taken the bull by the horns and fixed its weights and prices upon a basis of 9½-cent cotton and after already having sold half of its product is still waiting uncovered for spot cotton to go to its figure. If cotton slides to 9½ cents a pound the concern will make a profit; if cotton goes lower their anticipation will net them an even larger profit, but if cotton stays at its present price profits will be curtailed. But a mere handful of mills have operated in this way, as most are firm believers in the policy of conservatism.

It is thought by many conservative mill agents that for the trade in general next fall's prices and weights will not be fixed nor samples shown until after the middle of November, as the jobbing trade, while anxious to learn what will have to be paid, does not seem inclined to place business until the financial atmosphere has cleared and the markets for the raw materials become more settled.

In connection with orders taken for fall '08 goods it should be noted that many paper orders are included in the list of "sold-ups," that leave the subject of prices still an open question, the provision being made that if before a certain date equally good merchandise can be bought in the open market for less money, a rebate or readjustment of prices shall be made the jobber. This is not believed to be a general condition on spring business, however, being a means employed to capture uncertain

business to a mill on a declining market.

Many retailers handling imported underwear or hosiery have already placed their spring orders, although there are still many who have not, believing that they can do better by waiting. The popular retail theory is that general procrastination will force manufacturers and jobbers to readjust their prices to a parity with present cotton and future cotton values. This conclusion is based upon the tightness of the money market and the idea that stocks will have to be turned over even for less money in order to get funds. It is now reported that some jobbers are offering concessionary spring prices. Manufacturers, on the contrary, repeat what they have claimed all along that the retailer who delays placing his orders will surely get held up on deliveries, and as proof of this statement they present the fact that many mills have sold up their product either well into next year or for the year completely. Still another indication to the retailer which is causing him to delay covering his spring needs is the fact that with one or two exceptions of certain branded goods he can go into the market and get almost anything he needs when he needs it and not before. This should be qualified as pertaining only to the jobbing market, which is said to be well filled, in striking contrast to the mills, which say they can not make deliveries fast enough. The latter report of pressure for deliveries, however, is not taken seriously by the retailers, who say that as their business does not warrant duplicating jobbers must necessarily be lacking that trade which warrants extensive filling in.

In the cities business in the underwear and hosiery lines has been best with the department stores. Furnishers have been most active on neckwear, with gloves second. The latter say that the underwear trade has been held back by the weather and look for bigger business later on.

It is a known fact that certain retailers have repented their early purchases of imported knit goods and have countermanded their orders. Reports have been prevalent that some jobbing houses have also sought to cancel, but have been flatly refused that once more permissible concession. The feeling against cancellations is getting more bitter every season and it seems to be avoided more than ever as a condition of business quite undesirable, as tending to react on the ones who would apparently gain. Mills and jobbers all say they would sue, but so far, happily, this extreme has not been resorted to noticeably.

Practically the same reasons are being advanced for higher prices as formerly by the mills, who claim that every detail of cost is up. Domestic as well as imported knit goods have been put up, although many retailers state positively that they are able to and have made spring purchases at old prices. One big buyer says he has just bought his lisle socks at a reduction. Last year he paid \$2.10 a dozen for quarter hose, but

this season got them for \$1.92, notwithstanding the fact that the manufacturer was asking \$2.25. Mercerized goods are said to be generally a little higher and no reports of concessions have been heard concerning this line. French hose, as well as underwear, are higher; German are said to be holding more nearly to, if not quite down to, last season's schedule.—Apparel Gazette.

Faith and Works.

"Hello, Bub! Where is your mother?"

"Doin' a wash so's she kin buy some bread."

"Where's your dad; at work, too?"

"Nope. He's in the woodshed prayin' fer meat and 'taters."

Looking Ahead.

Husband—I say, my dear, such luck. I've engaged two maids for you to-day.

Wife—Whatever did you get two for? We only want one.

Husband—Ah, that's just it. One is coming to-morrow and the other in a week's time.

Often the bitterest things in life bring out the sweetest and best in character.

HATS At Wholesale

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

The Best Ever

Our line of Men's and Boys' caps in all the popular shapes. Prices ranging from \$2.25 to \$13.50 per dozen. Order now while stock is still complete.

P. STEKETEE & SONS

Wholesale Dry Goods
Grand Rapids, Mich.

1908

This is to remind you that the end of the year is close at hand and it is time you placed your order for your next year's calendars. You know our reputation as calendar makers, so send for our new line of samples.

Tradesman Company

Grand Rapids



Peculiar Position Taken by Michigan Supreme Court.

Feb. 27, 1901, the Michigan Supreme Court handed down a decision in the case of Marshall vs. Pontiac, Oxford & Northern Railroad Co., which has been the occasion of more comment on the part of the bench, the bar and the handling public than any other matter which has been before that tribunal for years. The full text of the decision, which the Tradesman reproduces from the 126th Michigan Report, page 46, is as follows:

The facts in this case appear in the following statement, prepared by defendant's counsel, and given to the jury by the court below:

"The undisputed facts in this case go to show that on the 11th day of August, 1899, plaintiff purchased a ticket at the office of the Detroit, Grand Haven & Milwaukee Railroad, in the city of Detroit, over that railroad and the Pontiac, Oxford & Northern Railroad to Imlay City, about 5 o'clock in the afternoon. Knowing that no train left until the next morning, he had his trunk checked for Imlay City, with no intention of going on that train or accompanying the trunk. The trunk was sent the next morning, and at Pontiac was taken and carried over the defendant's road to Imlay City, arriving there about 10 o'clock the next morning, no one accompanying it. On the arrival of the trunk at Imlay City it was placed upon the platform of the station and remained there for an hour, at least, waiting for the owner to call for it; but, he not calling for it, the trunk was placed in the defendant's baggage room, which has been in use as such for several years. This was Saturday, August the 12th. The baggage room was one used by the defendant. There was a window on the east side. This window was fastened down, and some time in the night of August 13th, which was Sunday night, the baggage room was burglariously entered by prying open the door on the west side, pushing the lock aside by pushing the screws from the casing which held the fastening and feloniously taking and carrying away the trunk and the articles therein in controversy. The windows were not touched or in any way interfered with."

Upon this statement the court was requested to direct a verdict for the defendant. This was refused, the court holding, and so instructing the jury, that the following questions of fact were for their determination:

1. Was the room such as is usually used by railway companies for the purpose of taking care of baggage which was uncalled for?
2. Was this particular baggage room such as were the others on the defendant's road?
3. Was the door properly fastened?

4. Was the plaintiff familiar with the construction of or safety of the rooms as a place of storage?

The court also instructed the jury that the defendant's liability as a common carrier had ceased and that it could be only held liable as a warehouseman; that, as a warehouseman, was its duty to place the trunk in such a place as a man of ordinary prudence would store his goods in, and that it must be such a place as other railroad companies are in the habit of using under like circumstances.

The amount of plaintiff's claim was \$60.50. The jury rendered a verdict for \$40.

Aug. C. Baldwin (A. L. Moore, of counsel) for appellant.

H. W. Smith, for appellee.

Grant, J. (after stating the facts): It is the well-established rule that the rigorous liability of a railroad company as a common carrier ceases when the passenger's trunk has reached its destination and been placed upon its platform ready for delivery, and a reasonable opportunity given to take it away. After reasonable opportunity has been given the passenger to take it away, the company according to many authorities, is liable only as warehouseman, bound to the exercise of ordinary care. Was the defendant in this case such a bailee or a gratuitous bailee, liable only for gross negligence? Plaintiff was not a passenger and did not intend to be a passenger on the same train with his baggage, or for some time thereafter, if ever. He was not a passenger over the defendant's road until more than four months had elapsed. He had not used his ticket when the case was tried in Justice Court, but had used it shortly before it was tried in the Circuit. Baggage implies a passenger who intends to go upon the train with his baggage and receive it upon the arrival of the train at the end of the journey. For his own convenience plaintiff purchased a ticket for the sole purpose of deceiving the Railroad Company into the belief that he intended to be a passenger, entitled to have carried with him the usual amount of baggage. His contract was that of a passenger. He intended to go to his destination by his private conveyance and there present his check and obtain his baggage. This he did, and, without having been a passenger, asks the same protection as if he had been one. If he had sold the ticket (which he might have done) to another passenger, he would stand in no different light from that in which he does now. So that the question is presented: May a passenger purchase a ticket, check his baggage, sell the ticket, and then stand in the position of a bona fide passenger upon the road? Counsel cite no authority the parallel of this, and our knowledge of the counsel leads us to conclude that they have made a careful research and are unable to find any. My own examination of the authorities fails to find a parallel case.

The defendant was not in fault in checking the baggage. Its agent, the baggage master, was justified in as-

suming that the plaintiff intended to accompany his baggage upon the next train. A baggage master has no authority or right to check baggage for any other than a passenger. If, therefore, plaintiff had disclosed to the baggage master the actual situation, he would have been refused a check.

In a case of libel against a boat for a loss of baggage, the libellant had taken passage on the boat from Antwerp to New York. The vessel left before the arrival at Antwerp of the goods, which consisted of ten packages and one basket, and it became necessary to send them by another vessel. On their arrival two trunks and the basket could not be found. The ground of defense was that the goods were shipped on a passenger ship as personal baggage belonging to the passenger, and, as she did not take passage on board the ship, and pay the fare, which would include compensation for the usual baggage, no compensation was paid, and the ship was entitled to none, and therefore the master was a gratuitous bailee, responsible only for gross negligence. The court held that, where a passenger accompanies his baggage, the fare includes compensation for its transportation; if, however, he does not accompany it, the carrier may demand compensation in advance, or upon delivery, relying on his lien or the personal responsibility of the owner. The *Elvira Harbeck*, 2 Blatchf. 336 (Fed. Cas. No. 4424).

In *Wilson vs. Railway Co.*, 56 Me. 60 (96 Am. Dec. 435), it is said, "It is implied in the contract that the baggage and the passenger go together."

Redfield says that the receipt and carriage of baggage are incidental to passenger transportation and that the agents of railroad companies have no authority to receive baggage to carry upon any other basis. 2 Redf. R. R. Par. 171; Hutch. Carr. Par. 702.

Where a passenger had arrived at her destination, had left the cars, taken her baggage into her possession and immediately left it in the baggage room for a few hours, it was held that the company was a gratuitous bailee, liable only for gross negligence. *Minor vs. Railway Co.*, 19 Wis. 40 (88 Am. Dec. 670).

See, also, *Hodkinson vs. Railway Co.*, 14 Q. B. Div. 228.

We must not be understood as holding that it is absolutely necessary for the passenger to go upon the same train with his baggage in order to entitle him to have his baggage taken care of at his destination by the Railroad Company as a warehouseman. Where the passenger purchased his ticket with the bona fide intention to use it, but, without fault upon his part, did not accompany it, but went upon a following train, a different case is presented.

We conclude that plaintiff was not a passenger; that the defendant was a gratuitous bailee, and was not guilty of gross negligence; and that, therefore, plaintiff could not recover.

Judgment reversed and no new trial ordered.

The other justices concurred.

Commenting on the decision, Case and Comment dissents from the opinion of the Michigan Supreme Court in the following spirited manner:

The doctrine that baggage implies a passenger who intends to go upon a train with his baggage and receive it upon the arrival of the train at the end of the journey has had some support from the courts. It was declared in the case of *Marshall vs. Pontiac, O. & N. R. Co.*, 126 Michigan, where one who had bought a ticket for the sole purpose of checking his baggage, and did so, while he traveled by a private conveyance, he was denied any claim against the carrier for the theft of the baggage unless the carrier was guilty of gross negligence, on the ground that the carrier was only a gratuitous bailee. In a note to this case, as reported in 55 L. R. A. 650, the authorities touching the question were carefully reviewed, and the conclusion reached that this decision was based on a theory of the relation of baggage to the passenger which does not at all fit the modern practice of railroad transportation in this country, although consistent with the usages of carriers of earlier times. As Case and Comment for March, 1902, said: If this theory was ever true, it has certainly ceased to be true, for it is an everyday occurrence that railroad companies, either for their own convenience or for the convenience of a passenger by train, carry his trunk on an earlier train or a later train. In fact, their time tables expressly say that certain trains which carry passengers will not take baggage, and that this must go by other trains. The court, in the case referred to, said that if the owner of the ticket had told the baggage master that he was not going on the train, he would have been refused a check for his trunk; but it is not easy to believe that any baggage master or any railroad official would decline to check a trunk on a ticket regularly purchased, merely because he knew that the company would not have to carry its owner also. When passenger transportation was chiefly by stage, and the baggage constantly under the passenger's eye, there might have been some reason in holding that the passenger must accompany his baggage; but, in these days of railroads, a trunk is beyond the passenger's reach, even if he is on the same

The American in London starts for Hotel Cecil, the Englishman in America hunts for St. Regia.

The tide of popular favor in Grand Rapids is turned toward

**Hotel
Livingston**

train. It is outside of his custody and beyond his authority. It can make no possible difference to the risk of carrying it, whether he is on the same train or some other train; and, in fact, in many instances he is not allowed to have it on the same train which carries him. This view of the subject is accepted by the recent Minnesota decision in McKibbin vs. Wisconsin R. Co., 100 Minn., 270, 8 L. R. A. (N. S.) 489, 110 N. W. 964. In this case the court declined to accept the doctrine of the Michigan case above mentioned, and says: "In view of modern methods of checking baggage and the custom of regularly checking it on the presentation of a ticket at stations, general ticket offices and the homes of passengers, we are of the opinion that there is now no good reason for the rule claimed, if ever there were, and hold that a railway carrier is not, as a matter of law, liable only as a gratuitous bailee of baggage which it has regularly checked, if the passenger does not go on the same train with it." It was therefore held that a salesman who checked his baggage and sent it on a train, intending to follow on a later train, could hold the carrier liable for its value when it was destroyed by fire while in the carrier's baggage room, through the carrier's negligence.

Muskegon Organizes a Council of the U. C. T.

Muskegon, Nov. 19—Initiated, installed and banqueted, the new Muskegon Council of the United Commercial Travelers was permanently established in Muskegon Saturday evening. Under the designation of Muskegon Council, No. 404, it has now become a working organization. Fraternal insurance for accidental death and a widows' and orphans fund are its main objects.

The organizing was done by F. A. Cook, of Jackson, grand secretary, and F. A. Gainard of Jackson, grand senior counselor. Grand Rapids branch conducted the initiatory ceremony.

The officers elected by the Muskegon men are as follows:

Senior Counselor—M. H. Steiner.
Junior Counselor—Wright W. Richards.

Past Counselor—I. F. Hopkins.
Secretary and Treasurer—E. C. Welton.

Conductor—Frank Anderson.

Page—A. S. Gillard.

Sentinel—A. K. Bliss.

Executive Committee—Frederick Bauer and W. A. White, one year; Ernest Hentschel and A. W. Stevenson, two years.

Council Physician—Charles T. Eckerman.

The business session was held in K. of P. hall, at which place regular meetings will hereafter be held on last Saturdays. About twenty members were initiated and four others were transferred from other branches. At the banquet that followed at the Bismarck restaurant toasts were exchanged between the visitors and the new Muskegon members. Mr. Gainard was toastmaster. Among those speaking were W. D. Watkins

and John H. Hoffman, of Kalamazoo, a past grand counselor and a member of the grand executive committee.

About fifteen Grand Rapids men were present. The company also included members of the order from Kalamazoo, Saginaw and Petoskey, and also a member from Illinois.

An invitation was accepted to attend a meeting of the Grand Rapids branch on the first Saturday of December.

Gripsack Brigade.

A. E. McGuire, who represented Holman & Co., of Terre Haute, in this territory for nearly fifteen years, and who has represented the Vincennes Co., of Vincennes, Ind., in New York City for the past two years, has returned to Grand Rapids and will make this city his headquarters hereafter. He will cover Michigan for the Orenge Parker Co. of Covington, Ky.

Ed. Formsma, who has been connected with P. Steketee & Sons for the past twenty years, has formed an alliance with Burnham, Stoepel & Co. and will hereafter represent that house in this territory. He will have permanent sample rooms in 207, 208, 209 and 210 Ashton building, which will be the rendezvous of all the traveling men representing that house in Western Michigan.

The suggestion of John A. Sherrick (Rindge, Kalmbach, Logie & Co.) that the traveling men of Grand Rapids show their appreciation of the reception tendered them last spring by the wholesale dealers of Grand Rapids by tendering the jobbers a reception at the Board of Trade rooms sometime between Christmas and New Years appears to meet the approval of the traveling fraternity. The cost of such an entertainment would be but a trifle, and as it would give the traveling men of Grand Rapids an opportunity to "talk back" to the wholesale dealers—which they were hardly justified in doing while they were guests of the jobbers—it is not at all unlikely that definite action will be taken in the premises before the end of the present month with a view to bringing about another pleasant event which will tend to strengthen the hands of all concerned and bring about, if possible, even more harmonious relations than now exist between the Grand Rapids jobbers and the traveling men who reside at this market, whether they travel for Grand Rapids houses or represent foreign institutions.

Live News from the Wisconsin Lumber District.

Milwaukee—Retail yards of this city report business quiet. Dealers here having camps in the northern part of the State say that this year's output of lumber will be greatly curtailed because of the heavy expense connected with securing it. Labor is plentiful now, but the wages paid the men and the high price of food has so increased the price of lumbering that many owners of tracts of timber prefer to leave the trees standing, as the lumber is worth more that way than on the cars at the present time. Some shrewd lumber-

men are of the opinion that next year will be a quiet one for business and as lumber increases 8 per cent. each year it pays them to leave it uncut. For this reason this year's output will be considerably less than last year's.

Marinette—The old mill of the R. W. Merryman Lumber Co. is being torn down. The big metal burner has been sold to a scrap iron company. The brick buildings will be left standing and the Francis Beidler Lumber Co. will install a complete shingle mill in them.

St. Croix—The St. Croix Log Lifting Co. has ended for the season the reclaiming of sunken and "dead head" logs in the St. Croix River. The work this summer was very successful and millions of feet of logs, worth many thousands of dollars, have been turned over to the mills and owners to be sawed. Some of them belonged to owners long dead and these became the property of the reclaimers.

Wausau—The Manser sawmill will be unable to cut its entire stock of logs this fall and will probably carry over until next season about 1,000,000 feet, for with the logs already in sight there will be sufficient to keep the mill going all next summer. In addition to what will be carried over there are about 500,000 feet of "dead heads" piled up on the river bank, a short distance from the mill, which it will be impossible to touch this fall.

Michigamme—The Oliver Iron Mining Co. will conduct logging operations this season a few miles west of this place. A crew of sixty men will be employed. The Oliver concern owns 240 acres, formerly known as the Illinois Steel lands, at that point. Pine and other heavy timber will be shipped to the company's mill at Champion and smaller timber will be distributed among the mines on the Iron ranges.

New London—Freymuth & Son, of this city, are seeking a bonus to enable them to enlarge their thriving butter tub factory. It is hoped that the plant may be retained here.

Sevastopol—Gus Brandt is shipping hundreds of cords of hardwood from this place to the Algoma Fuel Co., at Algoma. The wood is being hauled out with an 18-horsepower traction engine that draws seven wagons carrying a total of twelve cords of wood at a haul.

Antigo—The factory of the Crocker Chair Co. will start up in a few days, after having been closed down for some time to permit installment of a 500-horsepower engine.

Gilman—The Gilman Manufacturing Co. will soon erect a stave and heading factory at a cost of \$12,000. The corporation includes Roy and Anton Heagle and M. Willgen, who were formerly interested in the Thorp Manufacturing Company, of Thorp.

Oconto—Charles Post has bought a large \$6,000 steam log loader, to be used in hauling his season's cut of logs and his summer's cut of lumber twenty-four miles from Mountain to this city. The big engine will pull a train of wide sleighs having a run of eight feet, the engine work-

ing between the ice tracks made for the sleighs. The combined haul will make nearly a common trainload. It is expected that four or five miles an hour can be attained.

Shawano—The sawmill of the Shawano Lumber Co. has been shut down after a good season's run, during which 2,800,000 feet of lumber were sawed, besides 3,000,000 shingles and 1,500,000 lath. The planing mill will continue in operation until January 1. The sawmill crew will go into the company's logging camps, one of which is eight miles west of Mountain. A band mill of increased capacity will be put into the sawmill next season.

Lime Fruit or Limes.

The fruit of the citrus lime tree is a species of lemon or orange, of which, like apple trees, there are several kinds. Their flavor is generally better liked than that of lemons, they are more juicy and their acidity is more acrid.

The lime produced in the West Indies, Florida and in Southern Europe is of globular shape, much smaller than a lemon, has a thinner rind, and its color when the fruit arrives at a perfect state of maturity is a fine bright yellow.

The limetta lime of India is a sweet variety. Ogeechee limes are of Floridian growth, rather larger than the others. Bergamotte limes are another kind, cultivated in the Mediterranean region, and are often, but erroneously, called "shaddock's."

Limes are classed by several botanists as hybrids between lemons and oranges, and the fruit is used for similar purposes as the lemon.

A barrel of fruit yields six to eight gallons of juice, and a gallon of this will produce twelve to fifteen ounces of citric acid.

The Boys Behind the Counter.

Flint—D. Clinton Reed, of Lapeer, has taken a position as pharmacist at the drug store of F. E. Curtis.

Saginaw—W. H. Summers, who has been employed as salesman for the Gately Co. for the past fifteen years, has taken a position as salesman for the Hitchcock Hill Co., wholesale grocer, of Chicago.

Traverse City—B. Ulenski succeeds J. A. Blodgett as salesman in the carpet department of J. W. Milliken.

Decatur—Charlie Haefner moved to Dowagiac last week, where he has taken a clerkship in the store of the Onen Hardware Co. Warden Armstrong offered Charlie a position as carpenter and guard in the State Prison at Jackson with a salary of \$1,000 a year, but prison life did not appeal to him. His brother Clarence took the prison job.

G. B. Fleming, who retired from the grocery business at Ionia about a year ago, has re-engaged in the same business at that place. The Musselman Grocer Co. furnished the stock.

The men who parade their vices are almost as bad as those who boast of their virtues.

Some people think they are in the swim when they are really only up to their ankles.

DRUGS

Michigan Board of Pharmacy.
 President—Henry H. Heim, Saginaw.
 Secretary—W. E. Collins, Owosso.
 Treasurer—W. A. Dohany, Detroit.
 Other members—John D. Muir, Grand Rapids, and Sid A. Erwin, Battle Creek.
 Next examination session—Grand Rapids, Nov. 19, 20 and 21.

Michigan State Pharmaceutical Association.

President—J. E. Bogart, Detroit.
 First Vice-President—D. B. Perry, Bay City.
 Second Vice-President—J. E. Way, Jackson.
 Third Vice-President—W. R. Hall, Manistee.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—J. L. Wallace, Kalamazoo; M. A. Jones, Lansing; Julius Greenthal, Detroit; C. H. Frantz, Bay City, and Owen Raymo, Wayne.

Large Profits in Post Cards.

The drug store is peculiarly adapted to this post card business, for everyone visits a drug store every day or so, and they buy because they see the attractive cards. A few persons have made lots of money out of the business, but how much better it would have been if every retail druggist had grasped this opportunity and the business had been centered in the drug stores. It would have been a great deal better for all of us. Some of them do not see it yet, and others do not make the most that there is in it. The business is by no means on the decline, for now a large percentage of people, instead of writing letters, send brief messages on these same post cards.

Probably 60 per cent. of the souvenir post cards sold in this country are handled by druggists. Metropolitan pharmacists have not been slow to see the advantages of this side line, which offers a profit of about 100 per cent. A majority of New York drug stores are equipped with card racks and many of them display post cards in the windows.

Just what the possibilities of the business are is well illustrated in the case of two down town stores, who are the pioneer post card dealers among the druggists of New York. They import their own cards and carry a stock worth \$2,000 and upward. In regard to this branch of their business it is said their sales of post cards average \$25 a day. They have been selling cards ever since they were first placed on the market, and find them a very profitable side line and easy to sell. They have sold as high as \$250 worth in a single day and have had sales run over \$500 for three consecutive days. Of course, they handle a high class of cards—some of their cards retailing as high as 50 cents each—and place them where customers can see them.

All the styles of cards are found profitable. Local view cards are always in demand. Holiday and fine art cards sell in large quantities at certain seasons. A really good line of comics will always attract more or less attention. A large part of success in handling cards is due to the fact that they keep such a quantity in stock for the prospective customer to select from and that they try to

display cards in such a way as to please the eye. In addition to the cards which are kept in racks they have a large number of cards in drawers, indexed so that they can put their hands on any kind of card desired at a moment's notice.

The manager of one of these stores recently said: The cards are no trouble to sell, all that is necessary being to display them in such a way as to attract the attention of persons coming into the store. Frequently while a customer is waiting for a prescription, or for a clerk to wrap up a package, his eye will be caught by something on the card rack and he will immediately invest in some cards.

"While the cards will sell themselves, however, great care must be taken in selecting them, as poor cards will certainly detract from your sales. We purchase cards from all the leading publishers, selecting only those that we have good reason to believe will prove good sellers, and we are rarely disappointed.

"There is just one more point that is an important one in the selling of cards. That is the selling of postage stamps. Many can not see the use of putting out perhaps a hundred dollars in one-cent stamps with no direct return, but let me tell you that we are glad to do it as an accommodation to our customers, for every souvenir post card calls for a stamp."

Formula for a Green Liquid Corn Cure.

We know of nothing better than compound salicylated collodion of the National Formulary. Every druggist should have a copy of this valuable work. The American Medical Association have just published the Physicians' Manual of the Pharmacopoeia and the National Formulary. This valuable little work, which retails at the low figure of 50 cents, affords a convenient reference to all the preparations of the U. S. Pharmacopoeia and National Formulary, giving technical, official, chemical and popular names, uses and dosage, with exact formulae of all compounds and mixtures. Those desirous of obtaining this manual should write the American Medical Association, Chicago, who will forward the book on receipt of 50 cents.

We republish the formula for the N. F. corn cure for the benefit of those of our subscribers who have not already provided themselves with either of these useful books:

Salicylic acid 11 parts
 Ext. Indian hemp 2 parts
 Alcohol 10 parts
 Flexible collodion to make 100 parts

Dissolve the Indian hemp extract in the alcohol, and the salicylic acid in about 50 parts of flexible collodion previously weighed in a tared bottle. Then add the former solution to the latter, and finally add enough flexible collodion to make the product weigh 100 parts.

R. E. Johnson, M. D.

No man is so great that he can afford to oppress even the least man.

There never can be any unity without sympathy and charity.

The Drug Market.

Gum Opium—Is steady.

Morphine—Is unchanged.

Quinine—Is unchanged.

Alcohol—Is very firm and advancing.

Borax—Is steady at the late decline.

Bromide Potash, Soda and Ammonia—Are weak and tending lower.

Cocoa Butter—Is tending lower.

Glycerine—Is very firm at the last advance.

Guarana—Is in better supply and lower.

Menthol—Is weak and tending lower.

Balsam Fir, Canada—Is in very firm position and tending higher.

Balsam Peru—Is weak.

Cubeb Berries—Are very firm and advancing.

Oil Lemon—Is weak and lower.

Oil Spearmint—Is firm and tending higher.

Oil Tanzy—Is advancing.

Oil Cassia—Is in small supply and has advanced.

Oil Cubebs—Has advanced on account of higher price for berries.

Gum Camphor—Is steady at the late decline.

A White Capping Mixture for Bottles.

Here is a mixture which is especially fine for capping toilet preparations. Melt 8 ounces of white wax over a spirit lamp. For this purpose the wax may be put in any cheap tin or porcelain vessel with a handle. When the wax is melted, add 2 drachms of thick mucilage of tragacanth and 1 ounce of bismuth subnitrate. Stir briskly until a uniform mixture results. The preparation is now ready for use. Dip the necks of stoppered bottles in to the desired depth. The substance will congeal almost immediately. Repeat

this operation about three times and you will have a beautiful white cap—firm and yet easily removed. During the capping process the mixture must be stirred and held over the lamp from time to time.—C. T. Ruff in Bulletin of Pharmacy.



YOUNG MEN WANTED—To learn the Veterinary Profession. Catalogue sent free. Address VETERINARY COLLEGE, Grand Rapids, Mich. L. L. Conkey, Prin.

THE Keeley Cure **LIQUOR MORPHINE**
 27 Years Success
 WRITE FOR
ONLY ONE IN MICH. INFORMATION.
GRAND RAPIDS, 265 So. College Ave.

PILES CURED
 ...without...
Chloroform, Knife or Pain
Dr. Willard M. Burleson
 103 Monroe St., Grand Rapids

Booklet free on application

POST CARDS

Our customers say we show the best line. Something new every trip. Be sure and wait for our line of Christmas, New Year, Birthday and Fancy Post Cards.

They are beautiful and prices are right. The sale will be enormous.

FRED BRUNDAGE

Wholesale Drugs
 Stationery and Holiday Goods
 32-34 Western Ave. Muskegon, Mich.

Dorothy Vernon

PERFUME



This is one of the most attractive Christmas packages a druggist can offer to his trade for the holidays. It consists of a 2 ounce bottle in a handsome embossed box and retails for \$1.00.

The druggist gets the benefit of our extensive advertising campaign in the leading women's and fashion magazines. If you want to know how, write us.

The Jennings Co., Perfumers,

Grand Rapids,
 Michigan

WHOLESALE DRUG PRICE CURRENT

Table of wholesale drug prices for various categories including Aceticum, Benzolium, Boracic, Carbolicum, Citricum, Hydrochlor, Nitrochum, Oxalicum, Phosphorium, Salicylicum, Sulphuricum, Tannicum, Tartaricum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, Oleum, and Syrupe.

Table of wholesale drug prices for various categories including Liquor Arsen et Hydrarg Iod, Liq Potass Arsanit, Magnesia, Sulph, Mannia, S. F., Menthol, Morphia, SP&W, Morphia, S. NYQ, Morphia, Mal., Moschus Canton., Myristica, Nux Vomica, Os Sepia, Pepsin Saac, H & P D Co., P D Co., Picis Liq N N 1/4, Picis Liq qts, Picis Liq pints., Pil Hydrarg po 80, Piper Nigra po 22, Piper Alba po 35, Pix Burgum, Plumbi Acet, Pulvis Ip'cet Opil 1, Pyrethrum, bxs H & P D Co. doz., Quassia, S P & W., Quina, S Ger., Quina, N. Y., Rubia Tincturum, Saccharum La's., Salacin, Sanguis Drac's, Sapo, W., Sapo, M., Sapo, G., Seidlitz Mixture., Sinapis, Sinapis, opt., Snuff, Maccaboy, Snuff, DeVoes., Soda, Boras., Soda, Boras, po 7 1/2, Soda et Pot's Tart 2 1/2, Soda, Carb., Soda, Bi-Carb., Soda, Ash, Soda, Sulphas., Spts. Cologne., Spts. Ether Co., Spts. Myrcia Dom., Spts. Vini Rect bbl., Spts. V'i Rect 1/2 b, Spts. V'i R't 10 gl, Spts. V'i R't 5 gal, Strychnia, Crystl 1, Sulphur Subl., Sulphur, Roll, Tamarinds, Terebenth Venice, Thebromae, Vanilla, and Zinc Sulph.

Advertisement for Hazeltine & Perkins Drug Co. featuring the word 'Drugs' in large stylized letters, followed by text: 'We are Importers and Jobbers of Drugs, Chemicals and Patent Medicines. We are dealers in Paints, Oils and Varnishes. We have a full line of Staple Druggists' Sundries. We are the sole proprietors of Weatherly's Michigan Catarrh Remedy. We always have in stock a full line of Whiskies, Brandies, Gins, Wines and Rums for medical purposes only. We give our personal attention to mail orders and guarantee satisfaction. All orders shipped and invoiced the same day received. Send a trial order.' The company name and address 'Grand Rapids, Mich.' are at the bottom.

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 and their corresponding column numbers (A through Y) for the Index to Markets.

Main table of grocery prices, organized into columns 1 and 2. Includes categories like Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brushes, Butter Color, Candles, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Fresh Meats, Gelatine, Grain Bags, Grains and Flour, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olive, Pipes, Pickles, Playing Cards, Petanah, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soups, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, and Yeast Cake.

Table of prices for items in columns 3 and 4. Includes categories like Emblem, Fern, Ideal, Jersey, Riverside, Springdale, Warner's, Brick, Leiden, Limburger, Pineapple, Sap Sago, Swiss, domestic, Swiss, imported, CHEWING GUM, American Flag Spruce, Seaman's Pepsin, Adams Pepsin, Best Pepsin, Best Pepsin 5 boxes, Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Perf, Long Tom, Yucatan, CHICORY, Bulk, Red, Eagle, Frank's, Scherer's, CHOCOLATE, Walter Baker & Co's, German Sweet, Premium, Caracas, Walter M. Lowney Co., Premium, Premium, Premium, COCOA, Baker's, Cleveland, Colonial, Colonial, Epps, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Van Houten, Webb, Wilbur, Wilbur, COCOANUT, Dunham's, Dunham's, Dunham's, Bulk, COCOA SHELLS, 20lb. bags, Less quantity, Pound packages, COFFEE, Rio, Common, Fair, Choice, Fancy, Santos, Common, Fair, Choice, Fancy, Mexican, Choice, Fancy, Guatemala, Java, African, Fancy African, O. G., P. G., Mocha, Arabian, Package, New York Basis, Arbuckle, Dilworth, Jersey, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only, Mail all orders direct to W. F. McLaughlin & Co., Chicago, Extract, Holland, Felix, Hummel's foil, Hummel's tin, CRACKERS, National Biscuit Company, Seymour, Round, N. B. C., Square, Soda, N. B. C. Soda, Select Soda, Saratoga Flakes, Zephyrette, Oyster, N. B. C., Round, Gem, Faust, Shell, Sweet Goods, Boxes and cans, Animals, Atlantic, Assorted, Brittle, Cartwheels, Currant Fruit Biscuit 10.

Table of prices for items in column 5. Includes categories like Raisins, London Layers, Cluster, Loose Muscatels, Loose Muscatels, 3 cr, Loose Muscatels, 4 cr, 10, Loose Muscatels, 4 cr, 10, L. M. Seeded 1 lb 9% @ 11, Sultanas, bulk, Sultanas, package, FARINACEOUS GOODS, Beans, Dried Lima, Med. Hd. Pk'd, Brown Holland, Farina, 24 lb. packages, Bulk, per 100 lbs., Hominy, Flake, 50lb. sack, Pearl, 200lb. sack, Pearl, 100lb. sack, Macaroni and Vermicelli, Domestic, 10lb. box, Imported, 25lb. box, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu, 2 1/2, Green, Scotch, bu, 2 1/2, Split, lb, 04, 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 brand Van. Lem, 2 oz., 4 oz., 8 oz., Jaxon brand Van. Lem, 2 oz., 4 oz., 8 oz., Reverse, Assorted, Ruber, Scotch Style Cookies, Snow Creams, Sugar Fingers, Sugar Gems, Sultana Fruit Biscuit, Spiced Gingers, Spiced Gingers Iced, Sugar Cakes, Sugar Squares, large or small, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Waverly, Zanzibar, In-er Seal Goods, Albert Biscuit, Animals, Butter Thin Biscuit, Butter Wafers, Cheese Sandwich, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Protana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snap, Oatmeal Crackers, Oysterettes, Old Time Sugar Cook, Pretzeltes, Hd Md., Royal Toast, Saltine, Saratoga Flakes, Social Tea Biscuit, Soda, N. B. C., Soda, Select, Sultana Fruit Biscuit, Uneda Biscuit, Uneda Jinjer Wayfer, Uneda Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback, Holland Rusk, 36 packages, 40 packages, 60 packages, CREAM TARTAR, Barrels or drums, Boxes, Square cans, Fancy caddies, DRIED FRUITS, Apples, Sundried, Evaporated, California, California Prunes, 100-125 25lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 40-50 25lb. boxes, 30-40 25lb. boxes, 1/2 c less in 50lb. cases, Corsican, Citron, Currants, Imp'd 1 lb. pkg., Imported bulk, Peel, Lemon American, Orange American.

Market price table with columns 6-11. Column 6: Meal, Flour, Oats, etc. Column 7: Sausages, Beef, Pork, etc. Column 8: SNUFF, SOAP, Gunpowder, etc. Column 9: Gunpowder, Young Hyson, Oolong, etc. Column 10: Clothes Pins, Egg Crates, etc. Column 11: CONFECTIONS, Stick Candy, etc.

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 85
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



G. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

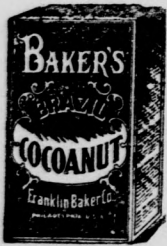
G J Johnson Cigar Co.'s bd.



Any quantity31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritanos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass5 1/2 @ 9
Hindquarters7 1/2 @ 10
Loins8 @ 14
Rounds6 1/2 @ 7 1/2
Chucks5 @ 6 1/2
Plates5 @ 5
Livers5 @ 5

Pork

Loins@ 14
Dressed@ 7 1/2
Boston Butts@ 13
Shoulders@ 10 1/2
Leaf Lard@ 10 1/2
Trimnings@ 9 1/2

Mutton

Carcass@ 9 1/2
Lambs@ 10 1/2
Spring Lambs@ 10 1/2
Veal
Carcass6 @ 8 1/2

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 3 in.9
1 3/4 to 3 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium28
Large34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz.1 80
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 20
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95
Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

FINE CALENDARS



NOTHING can ever
be so popular with
your customers for

the reason that nothing
else is so useful. No
housekeeper ever has
too many. They are a
constant reminder of the
generosity and thought-
fulness of the giver.

We manufacture every-
thing in the calendar line
at prices consistent with
first-class quality and
workmanship. Tell us
what kind you want and
we will send you sam-
ples and prices.

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.

A bargain if you want a nice clean shoe stock, at once. Central Michigan. For particulars address No. 328, care Michigan Tradesman. 328

\$10 invested in formula for concrete work, Government test. Will make you \$5 per day. Address M. Jacobs, Marshall, Mich. 327

For Sale—Stock general merchandise invoicing \$2,000 in small town on Grand Rapids and Indiana railroad, in good producing country. For further information address Calvert, Valentine, Ind. 326

For Sale—A good paying clean drug stock and line of fancy groceries in brick building. Located in excellent farming community. Good reason for selling. Address George Kritzer, Bailey, Mich. 325

Wanted—Two thousand cords bass-wood and poplar excelsior bolts, green or dry. Highest market price paid, cash. Excelsior Wrapper Co., Grand Rapids, Mich. 329

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

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

Will pay 10 per cent. on \$1,800 for one year, good security. Address Lock Box 121, Kenosha, Wis. 322

For Sale—First-class flour, feed and coal business in city of 5,000. Good reason for selling. Enquire of Parker & McLaughlin, 118 West Lovett St., Charlotte, Mich. 323

Another Bargain—\$3,500 clean general stock in Montana, good territory, buildings and lots to be had for \$2,500. Annual sales \$20,000. Write quick. Henry Siegel, 62 Sheffield Ave., Chicago, Ill. 318

For Sale—One of the best meat markets in Holland, Mich. Doing nice cash business. Good reasons for selling. Address No. 317, care Michigan Tradesman. 317

For Sale—Stock of farm implements, wagons, carriages, harnesses, robes, blankets and harness shop. First-class location. No competition. Fine farming country. Terms cash. No trade. Address Y. Z., care Michigan Tradesman. 316

To Rent—Desirable store in Flint, Mich., main street. Good for any business. Size 21x110 ft. Flint Buggy Co., Flint, Mich. 314

For Sale—Only drug stock in town of 500 inhabitants. Sales \$5,000 a year. Stock invoices \$2,000. Rent \$14. Terms cash. Good reason for selling. Address No. 312, care Michigan Tradesman. 312

For Sale or Rent—Lumber yard doing business in the same location thirty years. For rent or sale January 1, 1908. J. M. Ritter, Sedalia, Mo. 311

Great opportunity for party with limited capital stock to buy \$4,000 first-class clothing and furnishing stock. Best location Western Michigan town, about 1,000. Good farming country surrounding. Will sell cheap for cash if taken at once. Address No. 319, care Tradesman. 319

As I am retiring from business, I offer my general stock of merchandise, consisting of dry goods, clothing, shoes, crockery, groceries, etc., at a big bargain. It is the best opening in the United States. Located at Howell, Mich., County seat. Only two other general stores. Will sell whole or 1/2 interest, cash or approved paper. Stock about \$20,000. Can be reduced. Established 25 years and a moneymaker. Address A. J. Prindle, Howell, Mich. 310

For Sale—14-station Lamson cash carrier system (comparatively new), including 600 feet of track and one horsepower direct current motor. Address the Higbee Company, Cleveland, Ohio. 302

A large beautiful farm for sale, or will trade for stock of furniture or hardware. Address Farmer, care Michigan Tradesman. 301

Wanted—A responsible sawmill man with good mill (band mill preferred), and logging outfit, to take full charge of log and saw merchantable timber on 20,000 acres, estimated at 100,000,000 feet, and get out, asy, 3,000,000 hardwood ties. Must have capital to erect and operate his mill, do logging and meet his payrolls until first month's cutting is on sticks or at railroad. Payments monthly for lumber sawed and ties delivered to railroad (on property) under direction owner's local superintendent. Ralph H. Waggoner, 309 Broadway, New York. 309

For Sale—160 acres unimproved land 3/4 mile from station, 2 1/2 miles from good railroad town. McKinley, Alcona Co. Price \$7 per acre. Address Box 233, Garner, Iowa. 300

For Sale—Only department store in town of 3,500. Doing cash business of \$55,000 to \$60,000 annually. Stock in pink of condition. Will invoice \$14,000 to \$15,000. Excellent farming country. 10 miles to any town. Railroad division point with monthly payroll of \$40,000 to \$45,000. Reason for selling, owner died over a year ago, leaving estate to widow who is nearly 60 years old. For full particulars address No. 299, care Michigan Tradesman. 299

Wanted—\$15,000 to \$25,000 stock general merchandise for Hartley Co. Texas land. Address No. 287, care Tradesman. 287

For Sale—Good clean hardware stock, will invoice about \$4,000. Can be reduced to \$3,000. Last year's sales \$1,000. Don't answer unless you mean business. No trade. Address No. 290, care Michigan Tradesman. 290

I WANT TO BUY

From 100 to 10,000 pairs of SHOES, new or old style—your entire stock, or part of it.

SPOT CASH

You can have it. I'm ready to come.
PAUL FEYREISEN, 12 State St., Chicago

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. 193

For Sale—An old-established grocery and meat market, doing good business in good location. Will sell reasonable if taken at once. P. O. Box 981, Benton Harbor, Mich. 120

Cash for your business or real estate. No matter where located. If you want to buy or sell address Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 961

For Sale—Clean stock general merchandise and fixtures, invoicing about \$5,000. Building with basements and warehouse for sale or rent. Main sales-room 30x110 feet, heated by furnace. Two churches. Only Academy in state is located here. Splendid farming and fruit country. Good class of associates, morally and intellectually. Case Mercantile Co., Benzonia, Mich. 278

Special Attention—Drug stores and positions anywhere desired in United States or Canada. F. V. Kniest, Omaha, Neb. 951

Large clothing factory wants managers for branch stores. Salary \$1,300. Investment \$1,200. Permanent position. Address Galbreath, Youngstown, Ohio. 210

HELP WANTED.

Cigar salesman wanted. Experience unnecessary. \$100 per month and expenses. Peerless Cigar Co., Toledo, Ohio. 324

SITUATIONS WANTED.

Wanted—Position by married man, capable of taking charge of general store. Ten years' experience. Good references. Address No. 320, care Michigan Tradesman. 320

Wanted—A position as clerk by a middle age christian man. Experienced in general store. Good recommends. Address John Graybill, Clarksburg, Ill. 313

Want Ads. continued on next page.

If you want to sell your business.

If you want to buy a business.

If you want a partner.

If you want a situation.

If you want a good clerk.

If you want a tenant for your empty store-room.

If you want to trade your stock for real estate.

If you want at any time to reach merchants, clerks, traveling salesmen, brokers, traders—business men generally—

**Try a
Michigan
Tradesman
Business
Want Ad.**

THE PANIC OF 1893.

In every instance where the business of this country has been overwhelmed by a financial panic, it has been caused by excessive speculation.

The American people pass all others as business gamblers. Some of them may employ their leisure in betting on regular gambling games, but that is a mere bagatelle. The money lost and won in that way is trivial in amount in comparison with the vast sums staked in business speculations. The desire to get rich quick is so overpowering that men who are ordinarily prudent become, in a measure, insane when some scheme is presented by which it is shown with more or less plausibility that something can be made out of nothing, or that immense returns can be secured by moderate or even small investments. Almost any stranger, if he be a glib talker and possess impudently easy manners, can secure listeners, no matter how unreasonable and impossible a proposition he may unfold.

The favorite schemes of the charlatans of the Middle Ages were the transmutation of brass into gold, and the creation of power to operate machinery without consuming fuel or the use of animal muscle, as perpetual power and motion were to be created so that they would continue to operate without a cent of expense after they had once been set in motion. While the goldmakers and creators of perpetual power no longer ply their swindling trades, the quick-get-rich schemes in vogue to-day are quite as impossible of benefit to those foolish enough to put money in them.

The chief gambling in which millions on millions are risked is what is claimed to be in the line of legitimate business. Men will take enormous risks on probabilities as to the size of the crops of staple products. Some will bet that the crops will be insufficient to meet the demands for consumption, and therefore prices will go up, and they invest their money on the possibility. Others, believing that the products in question will be in unusual quantity, proceed to take risks on the consequent decline of prices. Then there are others who believe that the earnings of corporations and trusts will be large or otherwise, as the case may be, and they buy or sell the stock of such corporations on the faith of their forebodings.

This is all legitimate, so far as business goes, but it produces no wealth. It does not add to the amount of valuable products in the country and it does not increase the amount of money, but, on the contrary, it swallows up the available cash that is needed for the conduct and maintenance of regular business operations, and so causes a scarcity of money for the most important purposes and creates conditions that precipitate a financial panic by causing a loss of confidence in banks and moneyed institutions.

The speculators, in order to carry on their deals, must have money, and they pay for it at rates which no regular and necessary business can afford, and therefore the money is

loaned out to the big speculators, while the bank vaults are deprived of cash, but are stuffed with the securities deposited by the borrowers, and these securities, however valuable in ordinary times, can not be converted into cash at a moment's notice.

This country has passed through a tremendous financial convulsion about once in every twenty years or less. Just as soon as business recovers from the last panic speculation begins again, and goes on until the finances can no longer bear the pressure. Then comes another panic. The last before the present was that of 1893. It followed the one of 1873, which prostrated the business throughout the country. The country was slow in recovering from the crash of '73, but the revival commenced in 1879 when railroad building, which had nearly stopped under the influence of the general depression that followed the panic, was recommenced with great activity, so that in fourteen years, from '79 to '93, the mileage was doubled, having increased from 86,500 to 175,100 miles. Business of every sort was correspondingly inflated, and the time had come for a financial convulsion.

It has always been difficult to convince the American people that it is impossible to create something out of nothing. They believed for a long time that money could be made out of paper, and that all that is necessary to accomplish this is for the Government to print the notes and put them in circulation without limit. People did not seem to understand that a government has no means of earning or securing wealth except to draw it from the people in the form of taxes, and there must be limits to taxation, because when carried to too great a degree it robs the people of their property and has caused bloody revolutions and the overthrow of governments, kings and princes.

The only real money is that which has a standard value in all commercial countries which trade each with the others. This money is gold, and all national currency must be based on gold. Paper money is only a promise to pay real money, and unless a government is able to redeem its paper when presented, that paper immediately loses value. This was the case with greenbacks, which fell in 1864 to 285 cents for one dollar in gold. Confederate paper became worthless because there was no government to redeem it. Confederate gold coin would have needed no redeemer, but would have preserved its value at all times and under all circumstances.

In the meantime the American people took up the notion that if paper money could be made to pass for gold, although it had no value in itself, silver could be made to do the same thing, although it had become so easy to get that the cost of production was anywhere from twenty-five to forty cents an ounce, and could be made to take the place of gold which was and is worth in

every country \$20.67 per ounce. It was proposed to bring all this money of the United States to a silver basis, although the market value of silver had declined to so low a figure that the metal in a silver dollar could be bought for fifty cents and less.

This notion was carried to such an extent that Mr. Bryan made a campaign for the national presidency on the basis of the free coinage of silver at 16 ounces of it to one ounce in gold, when an ounce of gold would buy in the market more than 33 ounces of silver. But so deeply had this silver notion taken hold upon the people that a Republican Congress in 1890 passed a law authorizing the Treasury to buy silver and store it up in large quantities as security for United States notes.

As has been previously noted, by reason of excessive expansion and speculation in which the proposition to make dollars out of 50 cents worth of silver cut a figure, in January, 1893, monetary conditions were normal, though gold was exported in some volume because of adverse international trade balances, due largely to the unloading by foreign banks of silver which had previously been attracted hither by the high price for the metal, resulting from the operation of the silver purchase law. In February a disturbing factor was the continued large exports of gold to settle trade balances and to pay for silver; such exports tended to reduce the Treasury gold reserve so greatly as to make it probable that the Government would be forced to sell bonds to replenish its reserve, which was then becoming impaired. The Treasury situation was indeed so grave that the Department had to borrow from the New York banks more than six millions gold to re-enforce its stock of the metal. Rates for money grew stringent, because of lower bank surpluses, and the adverse international trade balance increased.

In March President Cleveland, who had just come into office, was urged to call a special session of Congress to repeal the silver law; money became even more stringent, stock values were depressed and gold exports increased in volume. In April the loss of Treasury gold through exports reduced the reserve against legal tenders on the 22d below 100 millions; the announcement by Secretary Carlisle that the Department would pay gold for Treasury notes, so long as he had any of such metal available, was construed to mean that the Treasury was on the eve of silver payments for such notes and much excitement was caused thereby; the President, however, intervened with a declaration that every effort possible would be exercised to maintain the parity between gold and silver, and apprehension was consequently allayed. In May a panic developed on the Stock Exchange involving many brokers; there was a bank crisis in Australia, causing an advance in the Bank of England rate, and bank suspensions in the West were quite numerous. In June New York bank reserves decreased, mon-

ey rose to high rates, and the Clearing House intervened on the 21st by issuing loan certificates; as the result of this action the money panic was arrested on the 29th through the employment by large banks of six millions loan certificates.

President Cleveland on the 30th issued a call for a special session of Congress to be held Aug. 7; on June 27 the Indian government suspended the free coinage of the rupee, silver bullion fell precipitately 21½ cents per ounce, and the intrinsic value of the coined dollar as sharply declined, thus pricking the bubble of inflation of the currency through the use of silver.

In July unsettled conditions continued to prevail, causing bank failures at the West; high rates for money demoralized foreign exchange so that gold was imported from London.

The resort to Clearing House certificates was made by New York banks June 21, 1893. By November 1 the last of these emissions was retired and in the interval \$41,490,000 had been employed. The Boston Clearing House emitted \$11,645,000, that of Philadelphia \$10,975,000, Baltimore \$1,475,000, New Orleans \$998,000, and Cincinnati, Buffalo, Pittsburgh and Detroit issued smaller amounts.

Thus it is seen that the New York banks in 1893, after using Clearing House certificates for four months, resumed money payments, and business was resumed on the usual basis. In consideration of the vast amounts of Government money absorbed by them, they ought to be able to resume cash payments by the beginning of the New Year. When New York banks unlock Michigan money deposited in their vaults we can resume at once.

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

Buffalo, Nov. 20—Creamery, fresh, 25@28½c; dairy, fresh, 22@26c; poor to common, 18@20c; rolls, 20@25c.

Eggs—Strictly fresh, candled, 28@30c; cold storage, candled, 19@20c.

Live Poultry—Springs, 10@12c; fowls, 9@10c; ducks, 13@13½c; old cox, 8c.

Dressed Poultry—Springs, 12@13½c; fowls, 11@12½c; old cox, 9@10c.

Beans—Marrow, hand-picked, \$2.25 @2.35; medium, hand-picked, \$2.25@2.30.

Potatoes—White, 55@60c per bu.; mixed, 50@55c. Rea & Witzig.

Gilding the whistle will not raise the steam.

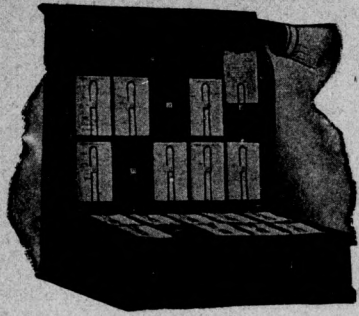
BUSINESS CHANCES.

For Sale—One of the finest up-to-date drug stores in Michigan. Corner store, low rent, full prices. Invoice stock and fixtures about \$6,000. Annual sales \$10,000. A proposition that will stand rigid investigation. Proprietor not a druggist and desires to devote his entire time to other business. Don't write unless you mean business. Address No. 332, care Michigan Tradesman. 332

Will sell or exchange, for good real estate, good grocery stock doing good business in factory town. Address 331, care Tradesman. 331

For Sale—A 45-room \$2 per day hotel; modern in every respect; has good trade and is beautifully located. Call or write, E. M. Worden, Ladysmith, Wis. 330

Wanted—Position as salesman. Have had fifteen years' experience retail grocery business. E. J. Cheney, 1251 So. Division St., Grand Rapids. 329



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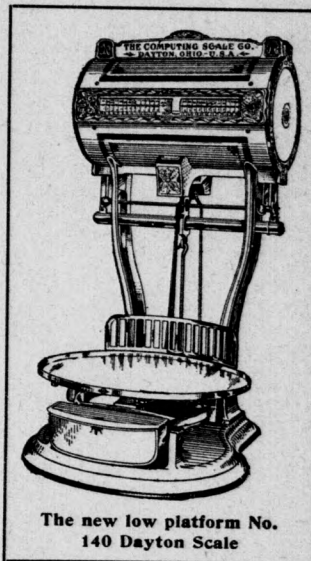
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CONTINUAL LOSS is endured by users of old style pound and ounce scales and a brief comparative test with a modern MONEY WEIGHT SCALE will convince you of this fact.

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What Is the Good

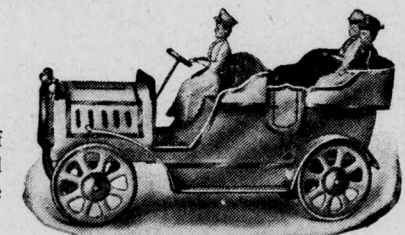
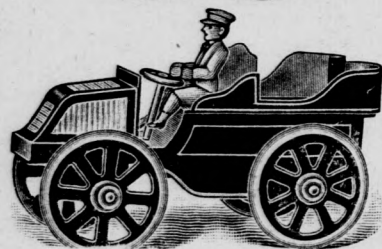
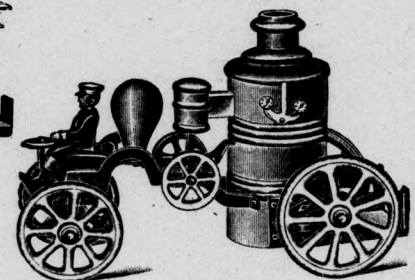
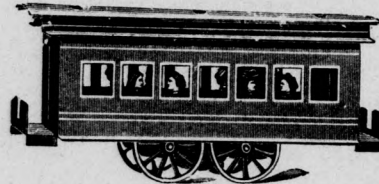
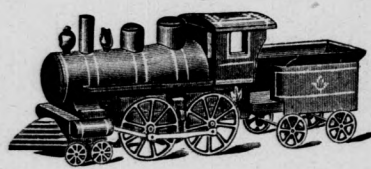
Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids

Holiday Stocks Still Complete

Notwithstanding the heavy selling which has been going on for the last months, we are pleased to announce that our lines of "Holiday Merchandise" are as yet unbroken, so that we are still in fine shape to fill your orders complete. If you have not yet bought your holiday stock, we would advise you to come as early as possible and view our magnificent display, the best we have ever shown. If you cannot come in person, order some of the assortments enumerated below. They are carefully selected and sure to give satisfaction. Detailed lists of assortments mailed on request.

FRICITION TOYS FOR YOUR WINDOW DISPLAY



Assortment of American Friction Toys

10 Large
Toys for **\$5.00**

This assortment contains ten of the most rapid sellers in this line of popular toys. They are the strongest toys ever put on the market and will run on the carpet as well as on the sidewalk. They will make a fine window display during the holidays. Retail price 50c and \$1.25.

Holiday Assortments for Busy Merchants

"Bonanza" Assortment **\$11.79** Fancy Novelty Baskets

consists of 78 handsome and very popular basket novelties with hand painted celluloid covers and other decorations. Retail from 10 to 50 cents.

"Gold Nugget" Assortment **\$10.57** Gold Plated Novelties

A splendid variety of first-class sellers that will pay you a handsome profit.

"Top Notch" Assortment **\$47.64** Brush-Comb-Manicure Sets

comprises 36 different sets in ebonoid, rosewood, genuine French stag, gold and silver plate, china, etc.

"Lucky Strike" Assortment **\$20.93** Genuine Rich Cut Glass

consists of genuine brilliantly cut glass bowls, pitchers, oils, tumblers, celery trays, etc.

"World Beater" Assortment **\$24.70** Fancy Celluloid Case Goods

comprises a large variety of toilet cases, shaving sets, jewel boxes, cuff and collar boxes, etc., that retail at various popular prices.

"Money Maker" Assortment **\$13.50** Five Cent Toys

This assortment contains no less than 36 dozen carefully selected five cent toys. No stickers.

"Record Breaker" Assortment **\$28.80** Ten Cent Toys

contains 36 dozen articles of rapidly selling 10 cent toys representing no less than 44 distinctly different kinds.

C4117 Assortment **\$10.50** Decorated 10c China

contains 12 dozen everyday sellers in real china, such as creamers, bowls, plates, mugs, etc. Two styles of decorations.

"Champion" Assortment **\$31.00** 25 Cent Toys

There are no less than 37 distinct kinds of toys in this assortment, every one of which is a proved seller. Contains 16 dozen and pays a profit of \$17.00.

"Toyland" Assortment Dolls **\$33.47**

comprises 36 different styles and sizes of dolls, covering every range of price from the penny baby up to the \$1.00 dressed doll.

"Gilt Edge" Assortment **\$47.28** Decorated China

contains a splendid variety of high-grade salad bowls, cracker jars, cake plates, nut dishes, bon-bons, etc.

"Venetian Scenery" Porcelain Tableware **\$10.50**

Twelve dozen pieces underglaze decorated English porcelain tableware. Border design and warranted not to craze.

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