



21
CAR
LOADS

The Largest Shipment of Breakfast Food Ever Sent to One Person (Name on Request)

21 carloads—an entire train—of Kellogg's Toasted Corn Flakes, shipped to one individual. Enough for 5,292,000 breakfasts. This is the record shipment for breakfast foods. Nothing in this line has ever nearly approached it.

What does this mean? Simply this: First—that there is a constantly increasing demand for this most popular of all breakfast foods; that the people insist on

The Original—Genuine—Kellogg's TOASTED CORN FLAKES

And Second—that the trade is appreciating the Square Deal Policy on which these goods are marketed. There is satisfaction to the retail merchant in handling the only Flaked Food on which he is on equal footing with every other retailer, great and small, and which is sold on its merits—without premiums, schemes or deals. It is not sold direct to chain stores, department stores or price cutters. All the others are.

Are YOU with us on this
Square Deal Policy?

W. K. Kellogg



P. S.—We don't compete with the imitators in price or free deals any more than they pretend to compete with us in quality.

Toasted Corn Flake Co., Battle Creek, Mich.

Policyholders Service & Adjustment Co., Detroit, Michigan

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

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

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

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

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

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

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ELECTRICAL SUPPLIES

Do You Want

NEW DESK LIGHTS

NEW SHADES

NEW WINDOW LIGHTS

Tell Us Your Wants—We Will Give You Prices

M. B. Wheeler Electric Co.

93 Pearl Street

Grand Rapids

Mich.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

On account of the Pure Food Law
there is a greater demand than
ever for ❖ ❖ ❖ ❖ ❖ ❖

Pure Cider Vinegar

We guarantee our vinegar to be
absolutely pure, made from apples
and free from all artificial color-
ing. Our vinegar meets the re-
quirements of the Pure Food Laws
of every State in the Union. ❖ ❖

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Every Cake



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

The Fleischmann Co.,

of Michigan

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

Makes Clothes Whiter—Work Easier—Kitchen Cleaner.

**SNOW BOY WASHING
POWDER.**

'GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 16, 1908

Number 1317

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

Kent State Bank

Grand Rapids

Capital \$500,000

Surplus and Profits \$150,000

Assets Six Million Dollars

You can make deposits with us easily by mail

HENRY IDEMA, Pres.

J. A. COVODE, Vice Pres.

J. A. S. VERDIER, Cashier

GRAND RAPIDS

FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids

Majestic Building, Detroit

**FIRE AND
BURGLAR
PROOF**

SAFES

Grand Rapids

Safe Co.

Tradesman Building

SPECIAL FEATURES.

2. Window Trimming.
4. News of the Business World.
5. Grocery and Produce Markets.
6. Farm Life.
8. Editorial.
10. About Cigars.
11. Large Estates.
12. Face on the Cover.
14. For Business Reasons.
16. Chinese Teas.
18. Why They Fail.
20. Christmas Mince Pies.
22. Women and Wine.
24. A Last Will.
26. Parcels Post Extension.
28. Woman's World.
30. The Old Surveyor.
32. Review of the Shoe Market.
33. Down and Out.
34. Good Clothes.
35. Chain Stores.
36. Butter, Eggs and Provisions.
38. Window Gazers.
40. The Commercial Traveler.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

SCANT COURTESY.

Last week there was a three days' session in Grand Rapids of the Michigan State Association of Corrections and Charities, held here by invitation of our Board of Trade.

At the opening of the session there was an audience of about seventy-five men and women, including visiting delegates, and not one of the meetings received anywhere near adequate attention from the citizens of Grand Rapids. Especially was it noticeable that the Board of Trade—the host, so to speak—was most meagrely represented. More particularly than all was it observed that the Municipal Affairs Committee of that body, the Committee which is supposed to work in harmony with the Charity Organization Society and which is especially interested in the purpose and work of the State Association of Corrections and Charities, was represented by less than a dozen of its more than 100 members.

That such a record has been made is unfair to the State organization, unfair to the Board of Trade and a reproach upon the city in general. There were two addresses—one by Mr. George Clapperton and one by Rev. Dr. Wishart—delivered at this session, which should have been heard by at least half of the members of the Municipal Affairs Committee and which, had they been heard by every citizen of Grand Rapids, would have accomplished much in the direction of systematizing and making more direct and beneficial to the community in general the bestowal of deserved and needed help in times of stress, at the same time preventing impostors from plying their vocations, to the loss and disgust of those who are generously inclined.

The proposition presented, to establish a retreat and school for crippled children, a comparatively new topic for Michigan, was intensely interesting and informing and deserved to be heard and understood by all the

people of Grand Rapids. More than that, the many unfortunates in whose behalf the plea was made are entitled to be heard by more than three or four hundred of the more than one hundred thousand residents of our city.

WELCOME ESTIMATE.

Samuel G. Blythe, in the Saturday Evening Post, indulging in a review as to the make-up of the new Senate of the United States, predicts the fall of the Aldrich oligarchy and that the control of that Senate will shift from the East to the West. This because of the deaths of Senators McMillan, Platt (of Connecticut) and Allison and the resignation of Senator Spooner. As to the personnel of the radical forces who are to wrest this control from Senator Aldrich he names Senators Beveridge, Borah, Bourne, Brown, Burkett, Flint, Heyburn and Smith (all members of the Sixtieth Congress) and Senators Bristow, of Kansas; Crawford, of South Dakota; Jones, of Washington, and Cummins, of Iowa.

Senators Gamble, Smoot and Sutherland are classed as negligible quantities; Senator La Follette is called "The Lone Fisherman," who is "not popular with anybody" and who, if he "tries to lead an organized movement against the controlling powers, will find he has no privates in the ranks."

Of the senior Michigan Senator the estimate says: "Burrows is a crafty Senator, but he is old and tired;" and of our junior Senator: "William Alden Smith has developed a lot since he left the House to go to the Senate. He was the first man who jumped out last winter and opposed the railroad bond provision in the Aldrich bill, and he opposed it more effectively than any other who spoke against it. Smith is a politician, of course, but he is willing to take a chance and he will be one of the leaders in the movement."

This view closes with: "The opportunity is there. A compact fighting force can be organized if the younger Senators will enlist for the common good and forget the personal equation, which is hard but not impossible. The West can gain the leadership of the United States Senate in the next four years if the Senators from the West, the Republican Senators, will fight together. This may be worth much or it may be worth little. It all depends upon how the Western Republican Senators view it themselves. There is no doubt how the bulk of the people will view it. It will take hard fighting and much of it. For many years Senators who have no adequate conception of the possibilities or the needs of the West have been legis-

lating for the West or controlling legislation for the West, to put it in another way, without knowing what the West really is; legislating for the West from the New England viewpoint. Everything is now propitious for some legislation for the West by Western men. All that is needed now is continuity, concentration, co-operation and courage."

MISTAKE TO BE CORRECTED.

B. F. Yoakum, chairman of the Executive Committee of the Rock Island & Frisco lines of railways, comes out bluntly and fearlessly in criticism of the work for governmental appropriations in behalf of improving inland waterways, because the effort is too timid and the amounts asked for are too small. He says: "If this country is to go forward as it should the Government must permit a fair return to private capital invested in railroad construction, and put in motion the machinery to expend one hundred and fifty million dollars annually on our waterways and to expand our national irrigation system."

"The improvement of our inland waterways is a big project. A paltry expenditure would be a waste, not an investment. The public's money would be disbursed in a stupendous undertaking that would end in a financial, commercial governmental failure."

"What can we expect to accomplish in our country's growth with the insignificant sum of \$7,500,000, to be followed by the very inadequate sum of \$50,000,000 annually, to be dribbled over the next ten years? Any plan that does not contemplate continuous work on a large scale means in the future what we have had in the past, no substantial improvement."

As a near-at-home example of the force of Mr. Yoakum's position, attention is invited to the improvement of Grand River. For over twenty years inadequate dribbles of money have been put into this river for the simple reason that the project has been too small; has been looked upon simply as a handy political resource and not as an industrial and commercial fact.

There is a vast difference between the contemplation of a six foot channel from Grand Rapids to Grand Haven, and let it go at that, and the consideration of the bed of Grand River from Lake Michigan to Lyons, as the chief factor in a deep waterway across the Lower Peninsula of Michigan; and it is a misfortune that the people of our State did not have a Yoakum to tell us twenty years ago of the mistake we were making.

The next and nearest kindness is the farthest reaching creed.



The Christmas Spirit Beginning To Influence.

The Christmas spirit is abroad in the land and is affecting all alike except those of us who are too stingy to be good or those of us who are not stingy but are too poor this year to indulge our generous impulses.

It's a funny thing, this Christmas spirit, when you think of it. Every year people know just how it will be with them. They know that they will have just so much dilly-dallying over the purchasing of their presents, they know just about how much money they will be likely to have to devote to gift-giving, they know just about how much time they can snatch from their duties to devote to the matter in hand. And yet, knowing all this, "every single separate" year, they deliberately put off and put off and put off the selection of their presents until the very last week before Christmas—likely as not until the very last day and hour—and then they rail against a mean fate that orders things so disagreeably for their very foolish, their very silly selves!

Now, you'd naturally imagine that if they got caught one year with a dearth of opportunity the next year they would profit by the experience of the past and mend their ways. But, no, they never do. Why only the gods can tell—mortals can't discern it.

Windows Full of Prettiness.

It would seem not a hard matter to pick out a gift for almost any relative or friend, with the store windows so full of elegant goods, but still some people seem to make for themselves a hard time of it. Of course, where one is trying to pick out something to give to a person who, seemingly, has "everything under the sun," I'll admit 'tis no easy proposition with which the buyer is confronted. But even then there may be found some object that shall please the receiver. The giver simply has to rake his wits a little the harder to think what that object shall take the shape of. When he has settled on that in his mind half the struggle is over.

Poor Children Easy To Suit.

The children of the very poor are not hard to buy for. The girl child is yet to be born who does not love an inanimate miniature of herself, and with dolls from every nation under the canopy to select from the question is soon settled. The average little girl can't have too many dolls. (Substitute "closets" for "dolls" and the child much resembles her maternal feminine relative once removed—she "never can have enough."

The love of books can not be inculcated any too soon, and a book that Kris Kringle brings with his reindeers possesses a charm that is lacking under other circumstances of presentation. Children should early be taught that a book is a sacred thing and that it should have reverent treatment. I see so many evidently otherwise sensible people banging books around so sacrilegiously that it fairly makes my heart sick. I myself was brought up to almost worship a book and I've not been able to get away from that early training—had it instilled into me to take good care of everything, for the matter of that—and it gives me a shudder every time I see a book shabbily handled. If, as has been said, "Books are our best friends," how meanly are they used.

Knives and boys are generally inseparable companions—a boy with a knife is like a girl with a dollie: he can't have too many of 'em. Knives are constantly "taking to themselves wings and flying to the uttermost parts of the earth," so don't be afraid of an unappreciative recipient when you give a boy a "messer."

Little kids never tire of tops, be the small fry boys or girls. And so unique are these toys nowadays that even the grown-ups enjoy them. They go a great, great deal longer than they did a generation or two ago. The top of the present is wound up in an ingenious way and the more costly ones give out, as they spin, a combination of musical tones and some of them play an elaborate tune.

For Him.

A prominent haberdashery uses the following phrases to catch the eye of buyers:

Shirts.

This house has long been acknowledged the shirt store of Grand Rapids. Our patterns and colorings are the most recent offerings of Fashion-dom. They bear the names of the world's foremost factories, which means that the fit, style and workmanship measure up to the highest standard.

Fancy Vests and Waistcoats.

Convincing individuality characterizes our offerings. Novelties so distinctive as to stand in a class of their own. Full dress, Tuxedo, flannels and washables.

One fifty to Six Dollars.

Smoking Jackets, House Coats.

An appeal to his "comfy" side. House clothes are just as necessary to a man as to a woman. A garment here to suit every purse.

Sweater Vests.

What could be a more acceptable

present than these comfortable warm outside garments? Many men wear them in preference to overcoats.

From One to Five Dollars.

Our Xmas Special—A regular Five Dollar Sweater Vest at Three fifty.

Fancy Vests.

Fine hair-line flannel waistcoat, beautifully tailored, in tans, greys and greens, all sizes; the very newest designs, at the

Special Price of Two Fifty.

Hats and Caps.

For men who are particular and are accustomed to wearing only the best, the Blank hat, for which we are the exclusive agents, is their first choice.

Hosiery.

We are especially proud of this department. The colorings and designs are indicative of the world's foremost hosiery centers.

Mufflers, Scarfs, Protectors.

We carry the largest assortment in the city, in which every variety of a muffler or protector is included, from a Twenty-five cent article up.

Ties.

Richly wrought shimmering silks and satins in weaves unordinary. We present an extensive range of contrasting effects as well as solid tones not available elsewhere.

Matched Sets.

Fashion's latest decree for men—Matched scarf pins and sleeve links to harmonize with the tie.

We have them in holiday boxes from Fifty cents to One Fifty per set.

Better grades, in satin-lined plush and leather boxes, from One Fifty to Three Dollars.

Combination Sets.

Hose, tie and handkerchief to match.

An attractive Xmas package,

One Fifty.

Scarf Pins—Cuff Buttons.

A handsome line of scarf pins and cuff buttons, exquisitely wrought in latest designs.

Twenty-five cents to Two Dollars.

Handkerchiefs.

Most staple of gifts. A large assortment to select from. Plain, colored, or initialed in cotton, linen and silk.

Ten cents to One Dollar.

Elastic Sets.

Suspenders, hose supporters and arm bands of the same material, altogether in a pretty box.

The Dollar grade we sell for Fifty-nine cents; Two Dollar grade for One Dollar Nineteen—just for a Christmas flyer.

Suit Cases.

Useful presents that appeal to every man who is in the habit of going away.

A large line of suit cases and Gladstone bags, in various leathers, ranging from One to Twenty-five Dollars.

Our special sole leather suit case, with patent handle, Five Dollars.

Collar Boxes.

The new ones—the ones the men all like—all leather, in various colors.

He who lives only in future joys will know many present pains.

COMMERCIAL COMMODITY.

The Greatest Asset a Traveling Man Man Can Have.*

The greatest sin in the world is ignorance and wisdom is the greatest virtue. Those men are wisest who have taken and put into practical operation the injunction of the old Greek sage who said: "Know thyself."

And when you know yourself—when you know the possibilities lying latent in you and understand that strength and the greatness of the power back of you—you will go out and take part in the great work of salesmanship with a persuasive power that will move away the mountains of objections.

I tell you, men, it is the man of faith who does things—the man who believes. I know the Good Book is scientifically right when it says: "According to your faith be it unto you." I know from my own experience, and from the experience of great men in all the years whose record we find on the pages of history, that faith is one of the greatest powers in the world.

I want to talk to you to-night for a little while about this great, practical, common sense religion of service—the one great true religion. I want to show you that Christ was scientifically right when he said: "The greatest among you shall be your servant," and I want to prove to you that he who serves best profits most, and that in business the Golden Rule can be made to pay in dollars and cents.

Before a salesman can be a great success he must have faith in five things. He must have faith in his God, in himself, in his fellow man, in his goods and in his employer. The man who truly knows himself knows that his real self is not his body. He knows that his body is but a covering of his soul, and that this soul is pregnant with possibilities. He must realize that a Great Power is constantly seeking to express itself through him, and that the more he permits this expression to take place the stronger will he be.

There are in every man the latent qualities which make for success. As I have said before, every man is all right if he will only bring out the almighty all-rightness. All of us can make our bodies stronger by obeying the laws which govern health. We can make the muscles of our arms stronger by educating them—that is, by feeding and exercising them. When we neglect to keep our body working in harmony with the divine laws of health we are certain to pay the penalty in having to spend our vacation in a hospital, and when a great enough number of these laws are violated the sinner must pay the great penalty of death.

That man is the greatest success who obeys the greatest number of success laws—the divine laws, if you please. The man who keeps 75 per cent. and violates 25 per cent. is not as great a success as he who keeps 90 per cent. It is a mathematical

*Address before Detroit Gideons Sunday evening, Dec. 13, by A. F. Sheldon, of Chicago.

certainty that failure comes from disobeying a sufficient number of natural laws.

When a man has faith in this Great Power back of him, which seeks to be expressed through him, and permits this expression to take place in rendering service, he is bound to be a true success. As I have said somewhere else, that man is a success who has happiness, and he is happy who has health, long life, money and honor.

The great men of history have been men of great faith. They have believed in the power of divinity back of them. Christ was the greatest salesman who ever lived. His representatives are to be found to-day, two thousand years after His crucifixion, in every country in the world, and His churches stand everywhere in His honor. And Christ, you know, believed in His Father. "I and the Father are one."

I say all the great men—the men who have done things—have been men of faith. Next to a belief in their God they believed in themselves. But no man can believe in himself for any length of time who so lives that he can not trust himself—that is, no man can believe in himself who knowingly and willingly transgresses the law.

I tell you, gentlemen, the square deal pays and the Golden Rule can be put into successful operation in every transaction of our lives. The day when a man could lie and cheat and misrepresent and become a success is passing away. Men are learn-

ing that there is, indeed, more in business building than in mere business getting and that he is the most successful salesman who makes each customer a link in an endless chain for the bringing of more customers.

The salesman who lives squarely and honestly can not fail to have faith in himself, and no salesman who lives that way will sell goods in which he does not have confidence.

The greatest salesman is the great servant. He has evolved to a height which enables him to see that only he who sinks self in service can be truly successful. He realizes, as I am sure you men of the Gideons realize, that Christ was scientifically right when he said: "The greatest among you shall be your servant." I know that I am right in this. I have tried both ways, and I know that, even looking at it from the dollars and cents standpoint, there is more in the Golden Rule than in dog-eat-dog philosophy.

He who would be a true salesman will aim to be a true servant. He will serve his house and his customers and by doing that will serve himself. He will be a true business builder. He will believe absolutely in his house, for the true salesman will not stultify himself by working for a house that is unworthy of the confidence of the world.

All trade, if I may use the platitude, is based on confidence. Confidence is born of faith. That salesman inspires the greatest confidence who possesses the strongest personality. You know of men to whom

you give your confidence the first time you meet them. There is something compelling about them. They have that come-hither power in their eye and their bearing. And these men of strong personality are men who have character and health. They are men whose bodies vibrate in harmony with the natural laws of health, and their soul vibrates with the divine laws of the intellect, sensibilities and will.

In the world of salesmanship we need strong, manly, persuasive Christian men—men who have great faith. We want more men who have evolved to a point where they can see that there is indeed within us "a divinity which shapes our ends"—men who understand the divine laws of that Great Power which is constantly expressing itself through each and every one of us, according to our willingness to have that power so expressed.

I know that this sounds preachy. I know that this is not the ordinary talk of the marts of trade. I know that there are men in the great commercial world to-day who are so blind that they cannot see the scientific truth of what I have said here to-night; but I want you men to understand that this preaching is not impractical, it is not visionary, it is not utopian. I have given you nothing but scientific truths—truths which can be tested daily for their value in the work which each of you do.

The work for all of us to do is to make religion a practical, living, working actuality. We must bring

religion down to earth. We must not look upon it as something for the women and children to use, nor must we regard it as being too sacred to use seven days in the week. Our religion must be an inseparable part of our daily lives. We must use it in selling groceries, hardware, umbrellas and everything else.

Roosevelt is using religion. His desire, if we may be permitted to judge from the results of the work he has done, is to give this Nation a Government in which every man, woman and child will be given a square deal. And a square deal, you know, is nothing more or less than the putting into operations of the Golden Rule.

And so I might go on. I might cite instance after instance in the great commercial world of men who have become great successes through the use of the Golden Rule. Surely you can see that it pays—that it pays big dividends in dollars and cents.

If there is one message that I would give to each and everyone of you to-night it is this:

The science of business is the science of service, and he profits most who serves best; salesmanship is the power of persuasion, but the two greatest elements in persuasion are:

1. Quality of goods.
2. Excellence of service.

That man can best give this service who has the greatest faith; so that faith is, indeed, our greatest commercial asset, since upon it must rest confidence, which is the basis of trade.

Just
Figure Out
the Profits
YOU
Can Make
by Selling
Dandelion
Brand
Butter Color
Purely Vegetable



This trade mark has appeared on our Butter Color for over 25 years.

There Must be at Least 50 Makers of Butter===Probably More===In Reach of Your Store.

For every pound these men sell they could get 3 to 5 cents extra by using Dandelion Brand Butter Color. In a year the profits of any one of these would mount up to a figure well worth while.

And part of that profit—a good part, too—would be yours. To get the exact figures you have only to divide the total number of pounds of butter made in your county by the number of pounds that can be colored from each can of Dandelion Brand Butter Color. And there is no reason why you shouldn't get all this business.

Dandelion Brand Butter Color produces such a perfect "June" shade, is so absolutely odorless and tasteless—and adds so much to the weight of the butter that every man who tries it will continue to use it. It is one of the few butter colors that are approved under the Pure Food Law for there is

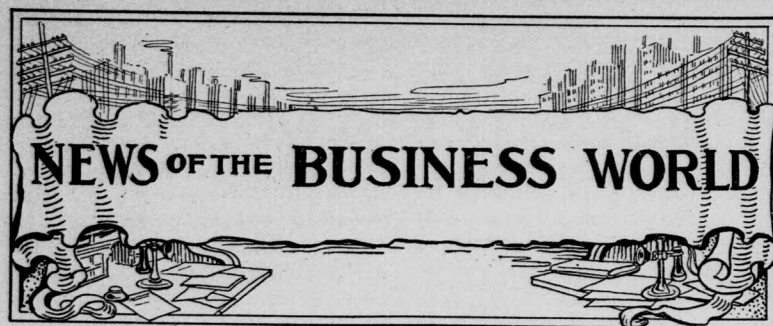
No Coal Tar In the Dandelion Brand Butter Color

It is made of absolutely pure and unadulterated vegetable matter and is guaranteed never to turn sour or rancid or to injure the digestion in any manner. That is why it sells so well.

To get the exact figures on the profit you can make from each can of Dandelion Brand Butter Color write us today for complete description and prices.

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

WELLS & RICHARDSON CO., BURLINGTON, VT.



Movements of Merchants.

St. Louis—Acker & Acker will soon open a furniture store.

Charlotte—A meat market has been opened by T. Waddell.

Merrill—Barber & Shreen have opened a jewelry store.

Fremont—A grocery store has been opened by Gerrit Dobben.

Lowell—A bazaar store has been opened by J. W. Rutherford.

Lansing—A new shoe store has been opened by Fred Shubel.

Merrill—E. H. Hendershot, of St. Louis, will soon open a racket store.

Muskegon—John Heisser succeeds Andrew Rineveld in the bakery business.

New Era—E. Homfeld and H. H. Plesscher have opened a furniture store.

Newburg Corners—A general store has been opened here by Charles R. Carson.

New Era—Frank Scholten has put in a stock of men's clothing and furnishings.

Coldwater—The Scheidler grocery stock has been purchased by Fred Hildebrand.

Onaway—E. Jarvis is remodeling his store preparatory to putting in a stock of groceries.

Mottville—F. J. Farquhar, of Sturgis, has purchased the general stock of D. C. Hartman.

Ewart—Norman Schatz will succeed Mrs. G. O. Gorthy in the confectionery business.

Flint—E. L. Devereaux, of Owosso, has purchased what is known as the Hughes grocery stock.

Keeler—H. H. Hillard, of Hartford, has purchased the drug and grocery stock of A. J. Sykes.

Alma—F. E. Pollasky has engaged to manage the shoe store of L. G. Parslow during the coming year.

Oxford—C. M. Libbey, of Detroit, succeeds Judson Baldwin in the furniture and undertaking business.

Big Rapids—H. J. Prevost has sold his stock of paints and wall paper to S. S. Smith, who will take possession on Jan. 1.

Grand Ledge—F. R. Bromley has sold his drug stock to Housen Patterson, of St. Johns, and Lloyd Bryant, of Jackson.

Port Huron—F. W. Jewett, of Detroit, has succeeded W. H. Reynolds as manager of the Partridge & Blackwell store.

Thompsonville—Mrs. J. C. Stewart has sold her grocery stock to G. W. O'Connor, who formerly conducted a general store at Wallin.

Birmingham—I. Lee Truax is succeeded in the hardware business by Geo. Hopp, of Kingston, who will take possession on Feb. 1.

Flint—A. O. McNeil & Son are succeeded in the hardware business by Tidball & Parmenter, formerly engaged in the same line of trade in Pontiac.

Marshall—M. A. Manning has purchased the Julius Nagel stock of hardware and paints at the trustee's sale in bankruptcy, the purchase price being \$1,495.

Port Huron—The St. Clair Packing Co. has been incorporated to deal in meats with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and paid in in cash.

Sault Ste. Marie—Francis X. Renand, grocer, is dead as the result of an injury sustained by falling into an open hatchway from the deck of the steamer Wasaga while delivering groceries.

Coldwater—Fairbanks & Fonda are succeeded in the grocery business by A. W. Grice and his son-in-law, C. J. Wetzel, who will conduct business under the style of Grice, Wetzel & Co.

Webberville—The banking business formerly conducted by Stanley & Power will be continued by the Farmers' State Bank, John Marshall continuing as cashier. The capital stock of the new bank is \$20,000.

Hart—A change has occurred in the dry goods firm of Lester & Eddy, Chas. B. Eddy, becoming the owner of a controlling interest. A. M. Lester still retains some interest, but will retire from active business.

Hillsdale—The grocery stock of Mrs. Maggie Duff has been purchased by L. B. Spencer, who is in the employ of the Hillsdale Grocery Co. He will remain in this position and his wife will conduct the Spencer store.

South Haven—The drug business formerly conducted by Valda Johnston under the style of the Colonial Drug Co. will be continued by Geo. T. Arnold and Chas. Williams under the same style and under the management of Henry Arbour.

Cadillac—J. W. Salt, grocer on North Mitchell street, has closed his store and turned the stock over to a trustee for the benefit of his creditors. Charles Brooks, of the National Grocer Co., is in charge and is directing an inventory of the stock.

Marine City—The firm of Zimmerman Bros., composed of the four brothers, Fred W., Chas. F., John F. and Henry M. Zimmerman, have conducted a hardware business at this place for a quarter of a century. Fred W. Zimmerman embarked in the business and later took his three brothers into partnership.

St. Joseph—Richard C. Crawford has negotiated the sale of his gro-

cery stock to the Kidd, Dater & Price Co., of Benton Harbor, and according to the transaction Mr. Crawford comes into possession of the interest of the Kidd, Dater & Price Co. interest in the Danforth. Mr. Crawford will continue in the meat business here and in Benton Harbor.

Manufacturing Matters.

Marshall—The New Process Steel Co. has increased its capital stock from \$13,500 to \$25,000.

Centerville—Frank E. Lehr is succeeded in the drug business by W. J. Moreland, formerly clerk for Dr. H. D. Harvey, of Bangor. Mr. Lehr will now devote his entire attention to the production and manufacture of peppermint oil.

Benton Harbor—The Kinney Cider & Vinegar Co. has merged its business into a stock company under the style of the Benton Harbor Pickle Co., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The American Horse Goods Co., which conducts a manufacturing business, has merged same into a stock company under the same style with an authorized capital stock of \$10,000, of which \$7,250 is paid in, \$3,000 in cash and \$4,250 in property.

Read the Tradesman and Be Wise.

Evansville, Ind., Dec. 10—It made me smile when I read the following, which appeared in your Dec. 2 number: "One can not always get inside information from a middleman." The first thing I thought of, as I read the above, was the jobber. Do you mean him? I think you did not have him in mind, but think it fits some of them at least.

The jobbers are not giving out any inside information that I know of and for that reason I had to smile.

I like a few jobbers in this country. The ones I have in mind are good fellows, but I think more of the manufacturers. I like to deal with the "end" men. They make me smile, too. The middleman plays his part all right. He throws out the suggestions to the end men and we retailers hold the bag.

Some of the middlemen make me smile, too. They are as funny as the monkeys in their actions. They monkey with the end men and we retailers follow them around just to see the bosses pull the string.

Yes, if you want inside information don't look to the middleman. Read the Michigan Tradesman and be wise. Edward Miller, Jr.

Would Have Come Earlier.

"How long has this restaurant been open?" asked the would-be diner.

"Two years," said the proprietor.

"I am sorry I did not know it," said the guest. "I should be better off if I had come here then."

"Yes?" smiled the proprietor, very much pleased. "How is that?"

"I should probably have been served by this time if I had," said the guest and the entente cordiale vanished.

No raptures last that do not relate themselves to realities.

PROMPT ACTION.

There was a meeting of the Wholesale Dealers' Committee of the Grand Rapids Board of Trade Wednesday morning, at which Paul Leake, Secretary of the Wholesale Dealers' Association of Detroit, brought up the matter of excess baggage rates in Michigan, which has been under consideration by the State Railway Commission for some time. He showed that the Detroit organization desired to co-operate with the Grand Rapids body and that, as it was believed an amicable adjustment of the excess baggage problem could be obtained, such co-operation could not fail to prove of benefit to all Michigan jobbers. He explained the points of a tentative agreement that was to be presented to the State Railway Commission, showing how by that arrangement the rates would be practically cut in two and would effect a saving of a very large amount of money in the aggregate to Michigan merchants.

As the hearing was to be held at Lansing this afternoon, quick action was desirable. President Stowe assured Mr. Leake that the Grand Rapids jobbers welcomed the advances made by the Detroit jobbers and that co-operation would be gladly given. As a result of the conference Messrs. Heber A. Knott, Wm. Logie, Lee M. Hutchins and Daniel Steketee were made delegates to attend the hearing at Lansing, and each gentleman promised to be present.

The Drug Market.

Opium—Has been weak and declining for several months, but has become firm and advanced on account of damage to the growing crop.

Morphine—Is unchanged.

Quinine—Is steady.

Acetanilid—On account of strong competition has declined 2c per pound.

Carbolic Acid—Is weak and tending lower.

Wood Alcohol—Has advanced on account of scarcity.

Bromides—Have advanced and are tending higher.

Castile Soap—Has advanced on account of higher prices for olive oil.

Glycerine—Is very firm and advancing.

Oil Peppermint—Is firm and an advance is looked for.

Buchu Leaves—Are very firm and tending higher.

Quince Seed—Has again advanced.

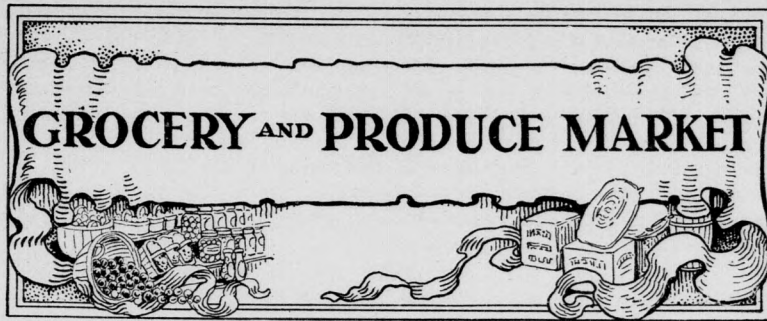
Subtle.

"Do you think that Miss Kidder was having fun with me?" asked Chawley.

"Well, old chap, give me the details," was Awtur's response.

"You see, I had my bull terrier with me. And I said to her: 'That dog knows as much as I do.' And she said: 'Don't you think four dollars and a half was too much to pay for him?'"

When you are able to set your religion in a compartment of your life, life itself comes along and locks up the file.



The Produce Market.

Apples—New York Spys, \$4.50@5; Snows, \$4.50; Baldwins, \$3.50@4; Greenings, \$3.50.

Bananas—\$1.50 for small bunches, \$2 for Jumbos and \$2.25 for Extra Jumbos.

Beets—\$1.50 per bbl.

Butter—The market is very active on the present basis. The consumptive demand is very good and the supply of fresh butter is very light. Storage butter is in steady demand and stocks are being rapidly reduced. This applies to all grades. No material change is looked for in the next few days, although there may be some slight fluctuation in price. Fancy creamery is held at 30c for tubs and 31c for prints; dairy grades command 26c for No. 1 and 18c for packing stock.

Cabbage—75c per doz.

Carrots—\$1.50 per bbl.

Celery—30c per bunch.

Chestnuts—17c per lb. for New York.

Citron—60c per doz.

Cocoanuts—\$4.50 per bag of 90.

Cranberries—\$15 per bbl. for Late Howes from Cape Cod.

Eggs—The supply of fresh is extremely light. Storage are being rapidly withdrawn to fill the gap, and stocks are being reduced so rapidly that the price is firm. Present conditions are likely to exist until there is a larger supply of fresh eggs, which will not be before January. Local dealers pay 28@29c on track, holding candled fresh at 32@33c and candled cold storage at 27@28c.

Grape Fruit—Florida commands \$3.75 for 70s and 80s and \$4 for 46s, 54s and 64s.

Grapes—Malagas command \$5@6 per keg, according to weight.

Honey—15c per lb. for white clover and 12c for dark.

Lemons—Messinas are in fair demand at \$3.25 and Californias are slow sale at \$3.50.

Lettuce—Leaf, 12c per lb.; head, \$1 per doz.

Onions—Yellow Danvers and Red and Yellow Globes are in ample supply at 65c per bu.

Oranges—No new feature has developed in the market, prices continuing on the same level as last week. Offerings are quite liberal, with demand about equal. Floridas, \$2.50; Navels, \$3.25@3.50.

Parsley—40c per doz. bunches.

Potatoes—No change has been noted, but the market is in good shape, and, in view of the fact that the cold weather has caused a heavier demand, advances are among the possibilities. Local dealers are selling on the basis of 70c.

Poultry—Paying prices: Fowls, 7½@8½c for live and 9@10c for dressed; springs, 9@9½c for live and 10@11c for dressed; ducks, 8@9c for live and 10c for dressed; geese, 10c for live and 13c for dressed; turkeys, 13@14c for live and 15@16c for dressed. The outlook is for better turkey conditions at Christmas than at Thanksgiving. Stock is getting in much better condition and will doubtless be fatter. It is impossible to forecast the prices which will rule, but the present indication is that the market will be firm on about to-day's basis. The outlook is for an ample supply of chickens, ducks, fowls, geese, etc., at about present ruling prices.

Squash—1c per lb. for Hubbard.

Sweet Potatoes—\$3.75 per bbl. for kiln dried Jerseys.

Spinach—60c per bu.

Veal—Dealers pay 4@5c for poor and thin; 5@6c for fair to good; 6@8c for good white kidney.

Maintenance of a Ladies' Chorus.

An admirable illustration of modern altruistic business methods is furnished by the G. J. Johnson Cigar Co., of Grand Rapids, in the organization from among their employees, of a Ladies' Chorus. This association meets every Monday night for rehearsal and the purpose is to give public recitals every three months. The company employs Mr. William T. Harris as Director and Mrs. E. W. E. Paterson acts as accompanist. The first recital was given on the evening of November 30, and there were 300 employees present. Nine numbers were presented, including four numbers by the Chorus; Bartlett's "Dream" by the Apollo Male Quartette; "The Road to Yesterday," a vocal solo by Miss Josie Ratajczak; Lohr's "Swing Song," a vocal solo by Miss Ricka Sterkins; a piano solo, "Valse Caprice," (Bohm) by Miss Josie Kothe and readings by Miss Vera Goetz.

At present the Chorus has but twenty-four members, but it is believed that it will have double that number very shortly. The present members are:

Mary Kramer, Kate Topp, Cora Risk, Josie Ratajczak, Hattie Taze-lar, Jennie Sinke, Lizzie Kasnovich, Dena Jacobson, Agnes Funk, Maggie Ratajczak, Kate Jaskulska, Eva Bouwman, Lizzie Lampe, Helen Kasnovich, Gertrude DeGroot, Susie Strickland, Ricka Sterkins, Lizzie Barry, Rose Kasnovich, Gertrude Van Dyke, Pearl Smith, Mae Payne, Joe Kothe, Tillie Nydan.

Credulity as to the guilt of others is often due to the word of conscience within ourselves.

The Grocery Market.

Sugar—All the Eastern refiners have reduced granulated to a 465 basis. Michigan granulated is going out on the basis of 455. The Federal refinery has closed down and is not accepting any orders. Raws are weaker and lower.

Tea—The situation throughout the country shows an improvement and a better tone is noted, which assures a steady demand, more especially in Japan teas. Congous are low with the market inclined to be stagnant. Ceylons are growing in favor, even in Michigan, the first direct shipment from Colombo to the Grand Rapids market having been cleared from the custom house for a local jobber this week. The growth of the tea trade in Boston has increased to such an extent lately that a tea examiner will be appointed by the Government for that port.

Coffee—There is no improvement in the statistical position of Brazil coffee, stocks at primal points being now about 3,000,000 bags. This extremely large stock must surely give notice to the syndicate that the consuming interests do not intend to carry any part of their burden. Mild coffees are unchanged and dull. Java and Mocha are in moderate demand at ruling prices.

Canned Goods — Corn continues very firm, and the long expected advance will probably materialize just as soon as the demand shows heavier proportions. Tomatoes have weakened considerably during the week, and it is reported that a number of packers who are anxious to sell have shaded quotations to the extent of 2½ cents. Peaches and apricots are inclined to show weakness, while gallon apples are firm, packers still refusing to make concessions from quoted prices. All grades of salmon, with the exception of pinks, continue to show strength, and it is predicted that advances will be made soon if the present good demand continues for any length of time. Pinks are easy, being in good supply, but they are not moving very freely, preference being shown to the higher grades.

Dried Fruits—Currants are selling well at unchanged prices. Raisins are still slow and weak. Loose raisins are in demand at fairly steady prices, but seeded are neglected and prices are not strong. The whole raisin market seems rather hopelessly demoralized. Citron, dates and figs are wanted at unchanged prices. Prunes are weaker. Santa Claras are now quoted on a 3c basis, coast, by some packers, and sales of outside brands have actually been made during the week at 2½c. The demand is light. Peaches are in fair demand at ruling prices. Apricots are scarce and wanted, and are believed to be nearly cleaned up from first hands.

Syrups and Molasses—Manufacturers of glucose have reduced the prices 30 points. Compound syrup has declined 2c per gallon in sympathy. It is now low, but the demand seems not to have been stimulated to any appreciable extent. Sugar syr-

up is being absorbed as fast as made, prices remaining unchanged. Molasses is in fair demand at ruling prices.

Cheese—Stocks are very light and trade is very satisfactory. Any radical change seems unlikely.

Provisions—The consumptive demand continues very light, and prices are about unchanged. Both pure and compound lard are steady and unchanged, and there is a fair demand reported for both. Dried beef, barrel pork and canned meats are all dull and rule at unchanged prices.

Fish—Cod, hake and haddock are unchanged and quiet. The cool weather has caused a little consuming boom. Sardines are unchanged in every grade and in light demand. The Government investigation of the sardine trust brought no difference to the market. Salmon is in fair demand for the season at unchanged prices. Red Alaska in secondary markets is slightly above the coast parity. Small Norway mackerel rule unchanged on the low basis previously quoted. The demand is only fair. Irish mackerel are unchanged in price and in light demand.

Merged Business Into Stock Company.

The Terrell's Equipment Co., which has been conducting business here for the past two years, has merged same into a stock company under the same style. The new corporation has a capital stock of \$100,000, \$40,000 preferred and \$60,000 common. The officers of the company are as follows:

President—Albert C. Terrell.

First Vice-President—C. R. Unkrich.

Second Vice-President—Frank G. Rowe.

Secretary and Treasurer—Victor Klason.

The company has built up a large business in the manufacture of steel lockers for the use of public and private institutions and will shortly place on the market a new hotel range constructed wholly of malleable iron.

A grocery store has been opened at 306 Hamilton street by J. B. Andriyauskas, who bought his stock of the Judson Grocer Co.

The Judson Grocer Co. recently sold a stock of groceries to Hudson & Son, who will conduct a store at Pine Grove.

Walter Dick will conduct a grocery store at 142 West Fulton street, the Judson Grocer Co. furnishing the stock.

The new stock of groceries installed at Boyne City by James Smith was purchased of the Judson Grocer Co.

The man who sits on the fence is fond of talking about taking high ground on all questions.

Henry Smith, of East Jordan, bought a stock of groceries of the Judson Grocer Co.

Cherishing the memory of slights and injuries is like filling the pillow with thorns.

FARM LIFE.

Isolation and Cheerlessness Not Inseparable Features.

Written for the Tradesman.

In discussing farm life whoever speaks or writes only of its isolation, its lack of social privileges, its lonesomeness or cheerlessness, its toil and hardships, must have a motive in presenting its unfavorable aspects or can not be well informed as to present conditions in this country.

Those who seek information in the public press on such subjects have reason to expect an impartial presentation of all the facts obtainable. He whose aim is to disseminate knowledge for the benefit of the people will not purposely present distorted views of any subject. The conception of country life entertained by many people has no doubt been gained by the perusal of the writings of those who sought only to supply a demand for humorous or ludicrous views of humanity.

There are also a great many people in cities whose idea of life in the country is based on their experience in youth, and who have not kept themselves informed as to the changes which have taken place in forty or fifty years. They know that the hoe, the scythe, the cradle and the flail have been superseded by the wheeled cultivator, the mowing machine, the reaper and the threshing machine, but only by constant reading of agricultural publications or by frequent visits to the country can they keep posted as to the improvements which have been made, not only in the mechanical line, in the labor saving devices, but in the increase of comforts and luxuries in the home and the greater facilities for traveling, hearing, seeing and knowing of their neighbors and the world outside.

There are those reared in the city who, having spent one short week in the country, which for some reason proved a disappointment, will ever after declare that they know all they care to know about country life, and whenever occasion presents will speak against it. If any of their friends or acquaintances are inclined to seek a home in the country or desire information as to actual conditions they can not or will not point to a single redeeming feature for such enquirers' enlightenment or encouragement.

The person who regards attendance at the theater or other places of amusement as the greatest pleasure of life, who thinks that the only way to really live is to be in a constant whirl of excitement, can see no enjoyment in the quiet of the country.

A great many people in the city are seeking some way to better their situation. They would like to know more about what the country offers, of its possibilities, if it has advantages for them and if they can adapt themselves to it. They procure some book on the subject or they find a series of articles in some publication which seem intended to depict the desirable features of country life. As they read and ponder it they find that it appeals mainly to the tastes of the

rough, wild element of humanity. They are disappointed, and they abandon the quest for information.

Again, there are discontented city dwellers who believe they would be better off in the country, but they are deterred by pride. They have grown up with a contempt for farmers. They can not give a good reason for entertaining such a feeling. They may have imbibed it by association with those who were wont to speak of the farmer in derogatory terms. It would require a great deal of moral courage for such people to turn farmers, even if they believed the change would be better for health, increase their income, or, what is the equivalent, lessen expenses and add to their comforts.

In writing on this subject our first thought was to deal with the idea of the isolation of farm life. Is it true that in general the farmer is isolated from the most desirable things, from the most beneficial conditions? It seems that there is abundance of information readily obtainable on this subject, and the one who reads and thinks must be familiar with a great many facts which if carefully pondered would settle the question. We will therefore call attention to a few facts in this connection and then turn to some other phases of farm life which should be of interest to the business man as well as to the student or the one seeking the life to which he is best adapted.

There are sections of our country where farm homes must of necessity be widely separated, as on the broad prairies of the West, where each farm comprises hundreds or thousands of acres and social privileges are limited. The owner, the employes and their families comprise each little community, and must find their entire social enjoyment among themselves except when in proximity to some town. But throughout our country generally the farms are comparatively small, and neighbors near enough so that all who wish may gather frequently in social relations. Villages and towns are scattered through the farming communities, and steam or electric roads are convenient to nearly all sections. Communication is made rapid and easy by telegraph, telephones and rural mail delivery. An abundance of high class reading matter is available at very small cost. Musical instruments are in nearly every home. Many an unpretentious, weather beaten farm cottage has a cozy parlor, an organ and inmates of varied musical abilities. There are schools and churches, farmers' clubs and grange societies, socials and entertainments, at which a literary programme is usually a prominent feature. There are occasional lectures and institutes and conventions with talented speakers from other parts of our country. There are township and circulating libraries free to all. The wonder is that the rural resident improves so many of these opportunities without neglecting his regular work, and one gratifying feature is the small expense to him in comparison with the city resident.

There are rural communities where religious influences and refinement predominate, where the wild, reckless, lawless element is not in evidence. If such there be they are held in restraint. Again, in some places the latter take the lead in society and those who desire the best for themselves and their families should seek farther for congenial society.

The one who cares not for neighbors nor society can find isolation to a certain extent in the country; the invalid who requires quiet can find it there, but in this day and age isolation and loneliness are not necessarily inseparable from farm life. Compared with the wage earner in the city the farmer has no reason to complain of lack of desirable and beneficial social opportunities.

If it is said that farming is monotonous and unchanging, we may say the same of other vocations, and we might specify some which are vastly more so. But farm life need not be monotonous. There is variety in the work; there are frequent changes. The farmer does not sit or stand in the same position all day and day after day; does not use the same set of muscles continuously, deal with one class of people only, and walk the same street from one year's end to another without variation as some city people do. He does not operate one kind of machine continuously; he may have a dozen, one for each kind of work, and takes pride in becoming proficient in their use.

One can not obtain a comprehensive view of farm life by spending one vacation in the country, by living with and studying one farmer and his family or by observing the habits and social activities of a single community. Nor will he be apt to obtain a correct description of farm life from the farmer himself unless he be one who is satisfied with his calling, who understands somewhat of the actual conditions and undesirable aspects of other vocations and who takes time to consider the benefits and privileges he may enjoy which others can not.

There may be farmers who work the members of their families or their hired help beyond all reason. From early morn until late at night, spring, summer, fall or winter, in heat or cold, rain or snow, there is business on hand all the time, work that must be done. There are no easing up, no play spells, no off days, no time to visit, no time to plant shrubs or flowers, no time to enjoy the beauties of nature apart from working hours. Every effort must count for dollars and cents; every year must see an increased bank account, new buildings, a large decrease in the indebtedness, or the purchase of more land or stock. Because this is true in some cases it does not necessarily follow that it is the only way to prosper on a farm.

Again, there may be some farmers whose diet is principally salt pork, potatoes and pancakes, but this does not prevent others in the same community from using the best products

of the farm themselves, from having an abundance of milk, butter, eggs, fresh fruit and vegetables, fresh meat frequently and a variety of canned goods and prepared foods which may be found in nearly every grocery at the present time.

Farm life offers many desirable things, some which the city resident can not always have and some which he never can have. There is always plenty of work, work which even under unfavorable conditions affords food, clothing and shelter. No one who is able and willing to work need suffer for necessities.

Farm work is conducive to health. It affords regular and sufficient exercise with favorable surroundings. While it requires skill, knowledge, study and mental exertion it does not overtax the brain. Physical exertion balances the mental, maintains a healthy equilibrium, serves as a bal-

last. The farmer can not always appear in faultless attire, can not display soft, white hands nor sit in a revolving chair at his work. But he does not have to inhale smoke laden air, poisonous dust from the street or the deadly exhalations of human lungs in crowded street cars or places of business. He does not have to work in overheated rooms until he is as tender as a house plant and can not expose himself to winter weather without great risk to health or life.

Who can be a farmer? He who is well and capable of doing hard work regularly and constantly if necessary. The person reared on a farm has a great advantage over the one who was not, and yet the one who will study, seek the advice of others and follow it carefully may make rapid progress in the art of farming.

The idea that a sick man can do farm work is preposterous. After one has taxed brain and nerves until a collapse comes he need not expect to go to the country and get well immediately. The man of middle age may never be able to do the work or endure exposure to the sun on the hottest days after he has been for years accustomed to work in store, shop or factory. He must gradually become inured to outdoor life. But it is far better for one to grow up as an outdoor worker—to be healthy and strong and continue so. Then he will be able to endure all kinds of work and weather. As the old section foreman says: "A man can stand almost any kind of weather if he keeps at work steadily every day."

The man of mature years who carries on a farm successfully has learned to think for himself. He is not simply part of a machine as are many workers at trades. In the quiet of his home or about his work he has chances to ponder many questions outside of his vocation and decide them in his own mind. Many a city worker has little time to meditate; he has little chance to think of else but his work and his personal needs. He reads his favorite paper and adopts its opinions. When he talks on any public subject we recognize current

ideas; his brain products are all second hand. Of course all farmers are not independent in thought. The political parrot is often heard in the country store, but he is not usually a farmer.

In another paper we propose to consider what the farm offers for the wife and children. E. E. Whitney.

American Newspaper and Trade.

Writing in the New York Herald the advertising manager of a big American business house says that the United States is the best place in the world in which to shop, for every need and every article, the whole year through. Paris has a tariff advantage for gloves and England for woollens, but no other country gives such service as America does in the aggregate. Newspaper advertising is the secret, he says. Competition is very keen, and Americans are educated shoppers. American advertising is more rigidly truthful than is any other line of literary work, and the republic responds, to its own advantage. European stores depend on window displays, with signs to the limit of daring, to draw people in. The better American stores devote their window space largely to education in the beautiful, showing the finest goods they have gathered, showing proper color blending—in a word, teaching by picture and emphasizing their power as providers. The American store window is a treat, perhaps the more heartily appreciated because art and beauty other than feminine beauty, are far less plentiful in America. Dresden, Vienna, Berlin and Munich lead Europe in window-dressing.

He declares that the advertising of "bargain days" frequently in America pays better than the plan of having only two bargain sales a year, as is the custom abroad, the store advertising in the same space every day drawing about the same business every day, the difference not exceeding five per cent. between the sales of the best and the poorest days. He gives the following information concerning how European stores strive to win trade: "Catalogues are issued continually—one store is said to publish 300 different catalogues yearly. If an average of 100,000 copies of each is distributed, think of the cost of postage alone. And if 100,000 copies are mailed daily, how small the number of readers, compared with the audience of 2,000,000 people, who can be reached every day with the newspapers."

Doings in Other Cities.

Written for the Tradesman.

The Battle Creek Industrial Association will issue 25,000 folders containing pictures of the city's public buildings, churches and factories, in addition to descriptive matter.

Jackson has taken a step forward in placing the full control of its parks and the portion of the public highways between the curb and sidewalks in the hands of a new city commission. It is the mayor's idea that the borders of streets, now often neglected, may be systematically cared for under the new plan.

Mayor Nisbett, in addressing the Common Council of Big Rapids recently, urged the appointment of a Park and Playgrounds Commission, providing breathing and recreation places in each ward.

The directors of the Chamber of Commerce, Muskegon, have voted to open ground floor offices, to be placed in charge of a paid permanent secretary, or, at least, a clerk.

The river channel at Manistee, now 15 feet, will be deepened by the Government to 18 feet, and President Baker, of the Commercial Club, is getting the signatures of owners of abutting property releasing Uncle Sam from liability for damages.

A full fledged board of public works is proposed for Flint by the Improvement League of that city.

South Bend organized a Chamber of Commerce last week.

The domestic science course introduced this year in the school of Flint has proven a success. Over 200 future home-makers have enrolled in the new department.

Almond Griffen.

Strike Declared Off.

Almost sixteen months ago a general strike of machinists was inaugurated on the Louisville and Nashville Railroad on a charge of discrimination in favor of non-union machinists, and about 500 men threw up their jobs. The railroad company did not, however, decide to go out of business, but instead reached the natural and proper decision, that if these men did not wish to work others might be found to fill the vacant shops. Since the men went out, 400 of them have gone into other kinds of employment, and now the president of the International Association of Machinists has concluded that nothing can be gained by keeping up the farce, and so has declared the strike off. This enables the poor fellows who have been unable to get other work to seek such machinists' jobs as may be given them by the railroad. The event proves that the union members are as likely to be losers by a strike as the company which has incurred the displeasure of the union.

The Workers' Rights.

Judge George Gray of Pittsburgh speaking of organization in industry, says of the rights of workers: "In order to be entitled to equal recognition with other business factors the labor organization or union must give the same recognition to the rights of the employer and of others which it demands for itself and for its members. The worker has the right to quit or to strike in conjunction with his fellows when by so doing he does not violate a contract made by or for him. He has neither right nor license to destroy or to damage the property of the employer; neither has he any right or license to intimidate or to use violence against the man who chooses to exercise his right to work nor to interfere with those who do not feel that the union offers the best method for adjusting grievances."

Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.



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OF BUSINESS MEN.

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E. A. STOWE, Editor.

Wednesday, December 16, 1908

Exactly as in time of war courage is the cardinal virtue of the soldier, so in time of peace honesty, using the word in its deepest and broadest significance, is the essential basic virtue, without which all else avails nothing.—Roosevelt.

THE ENORMOUS FIRE WASTE.

The Tradesman has frequently commented upon the frightfully heavy waste from fire which is constantly occurring in this country. This waste is so constant and enduring that it can not be attributed merely to temporary or accidental causes, but must be ascribed to conditions that are permanent and inherent in our methods and habits. The records of the losses during November have been made public by the New York Journal of Commerce, a recognized authority on the subject, and, although a slight betterment is shown over both the previous month and the corresponding month in 1907, nevertheless the figures are sufficiently large to indicate plainly that the year 1908, as a whole, will prove anything but a favorable period in underwriting annals.

The November fire loss in the United States and Canada totals \$15,834,350, as compared with \$19,122,200 for November, 1907. The total waste for the eleven months of the year foots up \$224,593,000, as against \$199,879,000 for the corresponding period of 1907. There is no proper comparison to be made with 1906 owing to the enormous loss that resulted from the San Francisco earthquake and resultant fire of that year.

Taken by itself, the record for 1908 is sufficiently startling, as it has not been augmented by any great conflagrations. Whether the bad showing has been influenced by the panic of last winter and the depression in trade which resulted, it is difficult to say. To assume that such is the case would be to admit that what is known as the moral hazard has entered more extensively into the situation than usual. It is claimed that hard times produce increased fire waste, but whether the statistics will bear out such a contention or not the Tradesman is unable to say. Certain it is,

however, that 1908 has been a period of unsatisfactory trade and it is equally certain that it has also been a year of excessive fire losses. Whether this is a mere coincidence or is a demonstration of cause and effect everybody may decide for himself.

That the year 1908 has been a disastrous period for underwriters is quite generally admitted. Commenting upon this fact the New York Journal of Commerce makes the following significant remarks:

The abnormal loss during November, 1907, was due to the grain elevator and dock loss at Superior, Wis., of \$2,225,000. The important factors in the November, 1908, total were the incendiary blazes at Philadelphia and two large whisky warehouse fires in Kentucky. It will be seen that the 1908 losses so far exceed those for the same period in 1907 by about \$25,000,000, and it is well known in insurance circles that only the heavy increase in security values has saved a number of fire underwriting institutions from going to the wall.

With these facts before us it is not to be wondered at that insurance premiums have been raised and that risks are more carefully scrutinized than ever before with resultant hardships to many people. The fact should be always kept carefully in mind that the whole people lose through the first waste. Premiums for insurance are based upon the character of the risks and the volume of the fire waste. Underwriters must collect sufficient premiums not only to make good the losses, but to furnish a reasonable profit on the business. In years like the present, with big losses before them, there is no other course left open to the insurance companies but to increase rates.

There can be no possible excuse for the unparalleled fire losses this country experiences. No other country in the world shows anything like as large a percentage of loss by fire as we do. This very fact should be enough to convince us that something is radically wrong either in our building laws, our police regulations or our habits of life. Any such waste would bankrupt any other country, and it is unquestionably doing us harm by inducing many great foreign companies either to withdraw altogether from the American field or greatly reduce their risks. In no one thing is radical reform more necessary than in this matter of fire waste.

UNGOVERNED BOYS.

It is more than likely that by this time every boy and girl in Central High and Central Grammar Schools in this city has learned that a complaint was recently made to Superintendent Greeson against the boy pupils in those schools for acts of boorish injury and destruction to the property of a venerable citizen, who, a veteran officer of the civil war times, a man who has ever been held in high esteem in the community where he has lived for half a century, appealed to the Superintendent of Schools that the trouble should be removed.

The first—most important fact—is that no special boy or boys were charged with the offense. The orderly, right-minded boy rests equally

under the stigma on our public schools with the vicious youngsters—a fact which should prompt all parents and all pupils to do everything in their power to put a stop to vandalism on the part of the pupils.

That very hackneyed commonplace, "Boys will be boys," should be put away on the shelf where all other easy going proverbs belong, because it is very seldom used in its proper sense. Boys may be boys, but at the same time, if they have the proper home influence, if their environment is truly desirable, they may, at the same time, be genteel and kind to others. True, Superintendent Greeson, Principal Davis and all the teachers will undoubtedly receive cordial support from a very large majority of the pupils in the effort to prevent another assault upon the property of the complainant; true, it is perhaps beyond question that the entire incident will serve an admirable purpose in preventing repetitions of such reprehensible and malevolent practices anywhere in the city; but the reform can not be brought to perfection without the co-operation of parents. There is where the best results must develop.

REASSURING FACTS.

Pretty good evidence that the American people are level headed, have their convictions and the courage thereof and do not wobble about very seriously is provided by the record of the recent National popular vote. Mr. Taft received 7,659,688 votes or 36,202 more votes than were received by President Roosevelt four years ago. This difference may readily be accounted for by the natural increase in the number of young Republican voters, coupled with the probable fact that an ample number of Democrats voted for Mr. Taft, to more than overcome the natural increase in the number of young Democratic voters.

And, by the way, all things considered, Mr. Bryan did not make so bad a run, as his vote this year was 1,372,719 in excess of the vote received by Judge Parker, or only 1,208,998 less than Mr. Taft received. One of the most agreeable suggestions contained in the official record under consideration is the fact that there were 782 fewer socialist votes cast this year than were recorded four years ago. In view of the unquestionable wave of temperance reform which has passed over sections of the country recently, it is difficult to formulate an opinion as to why, at the last election, there were over 30,000 less prohibition votes cast than were deposited in 1908.

And so, any country whose popular vote demonstrates stability of purpose, intelligence and rational performance of the right to vote, such as has just been shown by the people of the United States, can not be in any immediate danger of social revolution or political calamity.

FORGET THINGS.

There are people who, not yet alive to the full meaning of the present National awakening as to the

value of the inland waterways of the United States, are fond of holding up to view the consistent opposition of Speaker Cannon to the forestry, the irrigation and the river improvement measures that are contemplated.

But, bless their dear benighted souls, they forget that the world moves, that Uncle Joe, close to 70 years of age, may not remain forever in his present exalted and powerful position. They forget a lot of things:

They forget that many years of time have been required to carry the Illinois Drainage Canal even to its present position; they forget that more than 100 years ago a prediction was made that if ever the Panama Canal was built it would be by the United States and that, even now, seven or eight years more will be required before this canal is completed.

They forget that the Federal Government has been at work more than fifty years perfecting the natural deep waterways along the Great Lakes; that the Soo Canal is not yet completed; that ten years of investigation and ten other years of work were required to complete the Suez Canal. At last, after fifty years or more of widely scattered discussion, a specific proposition—a waterway across the Lower Peninsula of Michigan—is being carefully investigated and the probabilities are that this effort will require at least two or three years of time before it will be known, beyond question, whether or not the construction of the waterway is desirable. It is an educational movement, pure and simple as yet, and still there are individuals who insist on making dogmatic declarations that such a movement can not succeed. How do they know? Have they made careful, thorough studies of the matter? Do they know whereof they speak? If so, they are not loyal to the interests of Michigan if they fail to give to the people the full benefit of their knowledge.

When railroads increase their rolling stock it is evident that there is business in sight. The transportation of the eight billion dollars' worth of agricultural products which Secretary Wilson says the farmers have grown this year will keep a great many wheels rolling, and the leading roads are getting ready for it with all possible dispatch. The Canadian Pacific Railway has new freight cars in course of construction at the Angus shops at the rate of twenty a day, which will keep the shops employed at top capacity for the next six months. The locomotive department has orders ahead totalling \$600,000 and is turning out one locomotive a week. The company also has placed orders for \$2,000,000 worth of new passenger coaches. The Canada Car Company will this year complete 2,400 box cars for the Grand Trunk Pacific, which is part of an order for 10,000 cars given some time ago. The company is turning out eight cars a day at a cost of \$6,400, or \$2,000,000 a year. The leading roads in the United States are making similar preparations for increased business.

PAYING THE PREACHER.

The question of what price to pay the preacher is as old as churches, but has been revived because in New York the other day a diocesan convention fixed the minimum at \$1,200 a year for single, and \$1,500 for married ministers. That is a living and since clergymen and their families must live somehow this rating for the city has been fixed by at least one denomination. There are a great many—perhaps half altogether—who get less than these figures. A little is added annually for weddings and funerals, although in most cases the latter are supposed to be free. There is many a country church where the pastor gets \$600 or \$800 a year and has to keep a horse. It is true there are a great many people outside the clergy who live comfortably on from \$600 to \$1,500 a year and beside raising a family can and do save money. Of them, however, as much is not expected as from the minister who must appear well all the time and who must maintain the best social standards of the particular locality. There are numerous economies not available for preachers to practice.

Of course, no man would enter the ministry for financial considerations. Some pastors are well paid, \$5,000 to \$10,000 a year. They are as few and far between as angels' visits and when you find a man who can get such a salary, you find one who is smart enough to get twice that in some other profession or business. A clergyman is expected to lay up treasures in Heaven where moth and rust do not corrupt nor thieves break through and steal; but there is no reason why he should not lay up a few on earth against the inevitable rainy day when his throat gives out and the pulpit no longer wants him and when the pews positively refuse to have him. A preacher must either save a little while he is earning or depend on others in his declining days. If he has prosperous children they may take care of him and his wife and as a last resort there are the homes for aged and indigent couples, and if these are not in the neighborhood, why, every county has its almshouse. The fact about it is that the average minister does not get enough salary. Salvation is free and all that, but, even so, those who make a business of calling attention to the fact must have food, fuel and clothes. A clergyman must spend years and years in preparatory study, must deny himself many so-called pleasures and must find his joy in helping others. Men of much less ability and usefulness frequently get more. The laborer is worthy of his hire, and there is a growing appreciation of the fact that preachers ought to be fairly paid.

THE CHRISTMAS STAMP.

A good many people are receiving packages, letters, papers, etc., on which what is known as the "Christmas Stamp" is pasted. It will not carry mail anywhere, but any sort of a letter or package will carry it anywhere the sender chooses. It costs but a penny, and the

whole price goes to fight the "white plague." The Christmas stamp is under the auspices of the American National Red Cross, and is issued in every state. It bears a wreath of holly with "Merry Christmas" and "Happy New Year." The sum of 10 cents will buy nine stamps and 25 cents will buy 24, in little books like Government stamps. Nobody makes any profit on it and the proceeds in each state go toward defraying the expenses of the tuberculosis work in that state. It enables everybody to have a chance to contribute to this good cause and provides a fund for a needed work.

The Christmas stamp for this purpose started in Denmark in 1904. It was not good for postage and its object was to raise a fund to help build a tuberculosis hospital for little children. The success of the scheme far outran the expectation of its promoters, for 4,000,000 were sold at half a cent apiece. The plan has been continued in Denmark ever since to defray the expenses of this undertaking. In this country Delaware was the first state to try it, and, though the stamp was put on the market only eighteen days before Christmas, the presses could not keep pace with the demand. Then Pennsylvania took it up, and now it has become, not a state, but a national affair. The Delaware undertaking netted \$3,000 clear profit, and the receipts were devoted to the erection of a tuberculosis hospital in Wilmington. If every man, woman and child in the country should buy only one, the proceeds would be a great help in the fight against the white plague. Scientists say that it will be entirely possible to stamp out tuberculosis in this country in less than fifty years from date if proper attention is paid to the subject, and under favorable circumstances it would be considerably less time. Certainly this is well worth doing. Everything that can be ought to be done to further and support this undertaking. Christmas stamps are one of the helps for this purpose.

DEATH BY ELECTRICITY.

Since the State of New York, more than a decade ago, adopted electricity as a means of executing criminals condemned to death for serious crimes, several other states have gradually substituted the electric chair for the old-time rope and noose, the theory being that electrocution is not only more decorous, but that it is also more humane, being instantaneous and painless. Notwithstanding that there have been some disagreeable incidents, the electric chair has apparently met all expectations, although there have been some doubting Thomases who professed to believe that death has not always resulted from the shock administered in the electric chair, but in some instances has actually resulted from the dissection incident to the official autopsy which always follows electrical executions.

This seemingly untenable theory has been given some importance by the fact that a man who had been accidentally exposed to contact with a very heavy electrical current while

engaged in work, and who was, to all appearances, dead as a result of the shock, was ultimately revived and restored to health by the vigorous treatment of a physician who happened to be near. This experience led to a statement by a well-known New York doctor that in his belief the electric chair frequently failed to produce death and that were vigorous restoratives resorted to at once the criminals supposed to have been executed would revive.

While it is the general belief among professional men that there is no truth in the opinion entertained by a comparatively few that the electric shock as applied to criminals does not kill, sufficient interest is taken in the theory advanced to induce the attempting of an experiment at Trenton, N. J., when a murderer is executed there during Christmas week. Every effort will be made to revive the supposedly dead man, and, although the officials who are to make the experiment are firmly convinced that no results will follow, they desire to set at rest the rather weird theory that has been started.

Gruesome as such an experiment must be, it is probably justified by the necessity of permanently disposing of a theory which, however wild, is sure to grow until thousands will persuade themselves that the electric chair is unreliable, although there does not appear to be the slightest reason for such a doubt. It should so happen, however, that the criminal experimented with revives, the officials will be confronted with a serious problem. The execution having failed, will it be their duty to execute the criminal over again, or should they assume that the criminal, having once passed through the electric chair, is officially dead and has paid the full penalty? It is an interesting problem.

ON A BUSINESS BASIS.

Whatever it costs and however much the deficit, the American people are very well satisfied that they get their money's worth in the postal service. Nobody finds fault at paying two cents to send a letter, and millions of them are mailed every day. The rates are not excessive and no one complains that they are burdensome. If, however, the deficit can by any means be abolished that would be a good thing to do. Postmaster General Meyer recommends the appointment of a Director of Posts, who would really be a business manager for the Department. He would hold office from year to year and from administration to administration without change, if he proved the right man for the place. It is said that if such an office were created and such an officer were given the requisite office force, the services of four assistants to the Postmaster General could be dispensed with and the work would be done better than it is under the present plan. With the frequent changes, the wonder is that service as good as it is can be provided.

It is an unfortunate fact that somehow private business can always be transacted more cheaply than public

business for the same degree of efficiency. The Post Office Department is one of the very best and most economically managed in the Government, but presumably there is room for improvement even there. The other day a prominent capitalist made the statement that he would be willing to organize a private corporation to take over the postal business of the Government, giving the people as good service as it has now, and pay \$50,000 for the franchise. He said that he could not only do away with the deficit, but that he could declare good dividends to his stockholders and get a big salary for himself. All there is about it is that he would manage it after strictly business methods without any politics or influence. Now, it is this sort of a man which the Postmaster General has in mind when he speaks of a director of posts. Such a man is worth at least \$15,000 a year at the least calculation, and could get that salary working for a business house or a big corporation. Many men take comparatively small salaries for the honor of being in the Government employ, but it would be better to pay bigger salaries and get more competent business men. The success of the suggestion would depend entirely upon the man selected, and a high salaried man would be a great deal cheaper than a politician who could be hired for half that sum. When strictly business methods obtain everywhere in the public service, then the millennium will not be to exceed two weeks distant.

For some time New York City has been famous for its "skyscrapers," as they are called. It is not so very long ago that a ten-story building was thought to be very high, and now no one stops to look twice at one which runs twenty stories into the air. A new building has just been arranged for on Lower Broadway which is to have forty-three stories, and six of them will be underground. The contract cost will be about \$4,000,000. The six stories that are to be below the level of the street, the architect says, will be dry and well ventilated and just as healthy for occupancy as those a dozen stories above. The promoters claim that they have already had an offer for a long lease of the underground floors at a rental which will aggregate a round million of dollars. Land is very valuable in Manhattan, and those who buy the surface buy as far down and as high as they care to go, or the building laws will permit. Structures that are everyday occurrences now and attract no attention would have been counted marvelous only a few years ago. The territory of Manhattan can not be increased, so its owners must utilize every inch of it. This they are doing and are making money at it.

What does anxiety do? It does not empty to-morrow, brother, of its sorrow; but ah! it empties to-day of its strength. It does not make you escape the evil; it makes you unfit to cope with it if it comes.—Jan MacLaren.

ABOUT CIGARS.

Some Interesting Facts Every Dealer Should Know.

Written for the Tradesman.

As every cigar dealer realizes, cigars require care to keep them fresh. If they are kept in warehouses where there is heat they are sure to dry out to some extent, although they may be sealed virtually air-tight in the boxes in which they have been placed by the manufacturers. Steam heat seems to be the hardest upon cigars. If they are left at all exposed to this form of heat they dry out very quickly and lose a great deal of their flavor.

In the big warehouses where large quantities of cigars are stored the jobbers have "humidors" for all their goods. These are simply water containers of one style or another arranged so that the water is always open to the air for evaporation. The presence of this water prevents the air from getting too dry for the cigars. In the big showcases in the jobbers' salesrooms the same precaution is taken to prevent the stock from becoming dry. Moisteners made by placing water-soaked pads in tin-lined wooden boxes are put in the compartments with the boxes of cigars. Every careful retailer is—ought to be—quite as particular with his cigars as the wholesalers, and a soaked sponge or some other form of moistener should be in every showcase with the "weeds."

A brick, thoroughly water-soaked, is a good thing to put into a showcase with cigars. The brick is so porous that it will soak up almost its own bulk in water. It is much more satisfactory than a sponge because the water within it evaporates slowly—just enough to keep the cigars in first-class condition.

If cigars are packed in boxes of good quality they will retain their flavor for a long time—in some cases for years; and the superb flavor, as well as the aroma, of cigars of high grade comes from the tobacco alone. It is an error to suppose that anything else is used to enhance or qualify the flavor of first-class tobaccos. It is only the poor goods that are "doctored"—and "doctored" they certainly are—with drugs or chemicals. As the poor grades of tobacco have little flavor, the manufacturer often provides a flavor as well as an aroma. This is done with considerable success, and an aroma resembling tobacco is not infrequently produced. Almost every cigar smoker has at some time been imposed upon by means of a Perfecto that had a good wrapper and smelled as if it was made of first-class tobacco. It lacked taste, however, and if it had been unrolled a short "filler" would have been disclosed. This is the typical "doctored" cigar.

When inexpensive cigars have a wrapper that looks as if it had been glazed they should be rejected, for they have an unpleasant sweet taste, some treatment having been given them. The writer has been unable to ascertain what the process is, but the fact is beyond dispute.

Nearly all cheap cigars (5 cents

each) are made of short "filler." In other words, their inside is composed of broken pieces of tobacco leaf. Only the wrapper and binder are of large, perfect leaves. In some of the lower grades of Spanish and Cuban cigars there is no binder. The small pieces of tobacco are simply enclosed in the single outside wrapper.

The drugs used to flavor cigars are, as far as I have been able to discover, perfectly harmless. Tonka bean is, perhaps, the most common, and valerian is employed to some extent. The former is the fragrant seed of *Dipteryse odorata*, a leguminous tree which grows in the more northerly countries of South America. Each pod contains a single bean, which is almond-shaped with a shining black coat. This same bean is sometimes used as a substitute for vanilla; it is also utilized by makers of perfume. For cigar-flavoring it is ground to a powder.

Valerian officinalis is an annual herb common throughout Europe and Northern Asia. The powdered root, in addition to its employment as an adulterant of tobacco, is of value as a drug, being an anti-spasmodic and a stimulant. It is usually made into a liquid for medicinal purposes, but when employed to give taste to cigars the dry powder is said to be scattered over the tobacco some time before the manufacture takes place.

Lawrence Irwell.

Buying Cigars For the Wrong Crowd.

Many sad things happen to those "friends of the common peepul" who go forth in search of the elusive vote. On one occasion Nicholas Longworth was making a most energetic campaign for election to the Ohio Senate. He visited the town of Harrison and, while in a cigar store, endeavored to foster the opinion that he was a jolly good fellow by buying cigars for every one in sight. He was congratulating himself on the good opinion he had gained when he was surprised on leaving the store by the proprietor bursting into a roar of laughter.

"Why, what's the joke?" queried the President's son-in-law, feeling rather hurt.

"Oh, nothing," replied the owner of the cigar store, "only you see Harrison is partly in Indiana and partly in Ohio and you are on the Indiana side of the street. You'll find your voters across the way."

How She Got It.

A little girl was sent by her mother to the grocery store with a jug for a quart of vinegar.

"But, mamma," said the little one, "I can't say the word."

"But you must try," said the mother, "for I must have vinegar, and there's no one else to send."

So the little girl went with the jug, and, as she reached the counter of the store, she pulled the cork out of the jug with a pop, swung the jug on the counter with a thud, and said to the astonished clerk:

"There! Smell of that and give me a quart!"

Highways of happiness are never cut through with pain and tears.

CHRISTMAS BUYING.

One Family Most Admirable To Pattern After.

Written for the Tradesman.

Many parents, "wise in their day and generation," are going to give to their children something for Christmas that shall be on the order of the strictly useful—something in the way of clothing or articles for their sleeping apartments that shall fill a void of the now or replace an object that has given out.

Each member of one family I know intimately is to state what it is that is wanted most, and then different ones will club together and fulfill each particular desire. By so doing a much nicer present will be procurable than if but one person's money were expended therefor.

There are seven children in this family to which I refer. They are all at some employment. They support themselves entirely and, besides, are doing a great deal for the home, which is not as yet all paid for. The young folk keep up the payments on it, also the taxes and insurance; and they are still purchasing a piece of furniture or other necessity occasionally. With such a big family—nine are almost a boarding house—things are continually requiring to be replenished, no matter how careful the people are. Take it by and far, their row is not any too easy to hoe and matters will have to be looked to pretty closely for a long time in order to meet all the obligations.

The father is old now—past the age when he is able to do hard work. Several years ago the children insisted that he give up his former occupation and "take life easy" and they would see that everything went along as it should go. "So far as money affairs are concerned, the head of the household is not to bother his devoted head," so they said. And he doesn't. Not that this pater familias is lazy. No, indeed, he hasn't a lazy hair in his head. He putters around the home most of the time. He is as handy as a carpenter or a cabinetmaker with tools, so he is all the while making or fixing something that shall contribute to the comfort and joy of his loved ones. Then he does all the marketing and buying of groceries for the house and very many errands for all. In the summer he mows the lawn. He has a great big heart; is the epitome of kindness, of gentleness.

The mother, too, has an exceedingly amiable disposition, and the children are blessed with the inheritance of their parents' traits. I never saw such an even-tempered family in my life—always thoughtful for others.

And, this Christmas, as they have so much on their hands that must be attended to—so much indebtedness that must be met—all the members of the family, as I observed, have decided to give each other gifts by clubbing together. And the articles given will be such as are actually needed; all are to be useful.

The presents are already decided upon: Mother is to have a fine large kitchen cabinet, which is to stand

where an old "milk safe" with screen doors now takes up the room, which cupboard will be carted down cellar and be made use of to store canned fruit. Father will have a pair of shoes and a warm sweater-vest. Presents to the four girls are to be: A cloak, a hat, shoes and slippers, set of furs. The three boys are to have: gymnasium suit, overcoat, suit of clothes. All the presents are sensible, as you see.

They being for Christmas, more expense will be put into the articles than would be at any other time of the year. Each one is to have the "picking out" of their own present. I think the whole plan is a most excellent one. The recipients will have just what they desire the most and they will be satisfied with their gifts as they will select them their own selves. The money is all ready for the purchases, as, none of the family being on the spendthrift order, the money for Christmas was all saved up a month ago. Thus there is no worry about the "wherewithal," thus there will be plenty of time in which to "shop around" and see where the hoarded shekels will go the farthest.

This family is certainly to be congratulated on its prudence. Would there were more such instead of the opposite sort who go around like lunatics the last hour of the last day—the last hour of Christmas Eve.

Perhaps—probably—the fact that the family on which I have descanted are Germans will solve the mystery of their moral superiority.

J. Jodelle.

Making Ice in the Kitchen.

Make your own ice in your own kitchen when you go to Marseilles. The ice making machine looks much like an ice cream freezer. The water is placed in a tin receptacle which is plunged into nitrate of ammonia. After agitation ice is formed and withdrawn from the tin.

Another machine consists of a porcelain receptacle for the water, which is placed inside a larger receptacle containing either nitrate of ammonia or sulphuric acid and sulphate of soda. The whole, when tightly closed, is fitted to a curved iron frame which once set in motion by the hand continues rocking automatically for a long enough time to produce the ice.

The Wise One.

"Indeed, I am not permitting myself to get into a quarrel with any of my beaux now," says the first gentle damsel. "It is too near to Christmas."

"Oh, sugar!" exclaims the second, "I've quarreled with every one of mine. They'll all give me so much nicer things than they otherwise would in order to get me to forgive them."

To save your faith from formalism translate every article into an act.

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

LARGE ESTATES.

They Have Been Unusually Numerous This Year.

A larger number of large estates have gone into Probate Court this year than in any former year in the history of the city. This is interesting as a statement of fact, and yet the record is one that must awaken many a keen regret. The Probate Court entry marks the passing of the person who leaves property. It is the official recognition that others must take up the responsibilities which the departed one bore. The size of the estate left may not always be an exact measure of the man, but to an unusually large degree the estates that have gone to probate this year are of men who have been potential in the making of Grand Rapids.

The largest estate to enter the Probate Court not only this year but in any year since Kent county was created is that of Delos A. Blodgett. No estimate has yet been made of the value of the estate. It is too early yet to look for the official inventory. Friendly guesses as to how much it is worth range from \$5,000,000 to \$10,000,000. Even at the lower figure the estate will stand in a class by itself as far as the Kent Probate Court is concerned.

Other large estates are the following:

James M. Barnett	\$ 430,000
C. G. A. Voigt	396,000
Amelia C. Munson	275,000
Julius Berkey	260,000
Fred M. Leonard	185,000
Daniel McCoy	180,000
Joseph Houseman	160,000
Frank W. Morris	160,000
S. S. Gay	150,000
Eliza Ellen Lowe	140,000
Samuel Sears	109,000
Cornelius Clark	100,000
Sabra E. Gilbert	88,000
Anson J. Daniels	73,000
Chas. W. Wright	72,000
Franklin B. Wallin	70,000
Alice I. Hayden	66,000
Dr. Geo. K. Johnson	65,000
Desdemona Church Naysmith	60,000
Susan Emily Berkey	56,000
J. Frederick Baars	55,000
Mary H. Stocking	46,000
Carrie F. Kendall	38,500
Cecilia Jane Monseau	35,000
Josie Adams	33,000
Robert Rasch	27,000
John Rauser	25,000
Mrs. C. C. Comstock	20,000
E. M. Barnard	20,000
Wm. Harrison	19,000
Wm. G. Beckwith	15,000
Gen. B. M. Cutcheon	15,000
Jennie L. Blake	15,000

Total\$3,459,500

Some of the estates are of more than passing interest. The Amelia C. Munson estate represented the ownership of the Porter block before its recent sale. This block was built by Lewis Porter, and by him bequeathed to his daughter, Nellie Porter Munson. The daughter by will left the property to her husband, Henry C. Munson, of New Haven, Conn. The husband died about two

hours after his wife passed away and as he left no will the property went to his mother, Amelia C. Munson. The mother died last summer and now her eight surviving children inherit the property which Lewis Porter gave to his only daughter.

Fred M. Leonard was the son of the late Heman Leonard, the pioneer manufacturer and merchant, and Frank W. Morris was the only son of R. W. Morris, an old time lumberman. The sons inherited their respective shares of their fathers' estates, became mentally incompetent and for several years their business interests were under the supervision of the court. The Leonard estate will be divided between the two brothers of deceased. The Morris estate will go to relatives of Morris' mother.

Alice I. Hayden's estate was inherited from her father "Jockey" Brown, the pioneer trader and money loaner, whose old home still stands across the corner from the Y. M. C. A. Brown by will left the bulk of his property to another daughter. A long, bitter and sensational will contest ensued. The will was set aside and the property was evenly divided between the sisters.

tains of industry. He founded the wagon works which bore his name, employed hundreds of men and during his life distributed millions of dollars in wages. A few years ago he was ranked as worth from a quarter to a half million dollars. Late in life reverses came and when he died he had left only a fragment of what was once his.

Other estates that might have place on the list are those of Jas. H. McKee, Stephen H. Ocker and Frank M. Strong. Their deaths have been so recent that the inventories have not yet been filed. The estate of Cornelius Clark given at \$100,000, is probably considerably larger. The amount named was given in the petition for administration, and in such petitions the estimates are usually very conservative.

Although the large estates this year have been numerous, the number of public bequests have been small. D. A. Blodgett left but \$25,000 for the Children's Home, but the home itself costing \$150,000 and the furnishings \$10,000 more can almost be classed as a bequest as he did not live to see the work completed. It may be added that his family will make generous provision for the

Quality vs. Cheapness

CHEAP GROCERIES used as baits are usually under the ban and those who use them as a bait to get the retailer's business are apt to find that they have serious trouble on their hands. The National Pure Food Law and the State laws which coincide with it are certainly very much in favor of the honest salesman. Quality of food goods is more and more the retail merchant's standard. Cheapness in price necessarily means inferior quality.

"A well-trained mind in an active body is that which will contribute almost certainly to success in the grocery business and, therefore, to happiness in those who follow it.

William Judson.

Mrs. Hayden died in Denver. After the death of her husband, who is now about 75 years old, most of the property will go to the Woman's Home and Hospital.

Mary H. Stocking was the widow of Billius Stocking, who laid out Stocking street on a slant instead of straight north and south that he might have a short cut to town from his farm at the north end of the road. The old farm house which Stocking built about seventy years ago is still occupied by his daughter as her home.

Eliza Ellen Lowe was the widow of the late James Lowe, and Desdemona Church Naysmith the widow of Henry R. Naysmith, a pioneer builder and contractor. Sabra E. Gilbert was the widow of T. B. Gilbert.

In two instances this year husband and wife have died and their estates are in court. Julius Berkey followed his wife to the grave by a few months. The death of Dr. Geo. K. Johnson preceded by a few days that of his wife. Mrs. Johnson's estate is not noted on the list given as it has not advanced to the inventory stage in Probate Court.

One estate on the list given will appear pitifully small. It is that of Wm. Harrison, who in his best days was one of this city's mightiest cap-

maintenance of the Home. Mrs. Hayden, as has been noted, left the bulk of her property to the Woman's Home and Hospital after the death of her husband. Joseph Houseman made a number of public bequests and so did A. J. Daniels, and this practically exhausts the list.

Prudent Young Man.

It was one day about the middle of last August that a broad-backed young man entered the jewelry store, and had been gazing around for five minutes when a clerk came forward and asked what could be done for him.

"I'm just looking about a little for Christmas," was the reply.

"I see. It's rather early for Christmas presents, but it's the early bird that catches the worm, you know. Is it a ring for a young lady?"

"Mebbe."

"How expensive a ring would you like to look at?"

The young man fidgeted around for a spell and then sank his voice to a whisper and replied:

"I'm not engaged to her yet."

"No? But you are expecting to be?"

"That's it, but you can never tell, you know. Do you guarantee those things?"

"How do you mean?"

"That she'll agree to marry me if I buy a ring?"

"Well, hardly. That's scarcely in our line, you see. The best I can do is to hope that the ring may sort o' clinch things."

"That won't do," said the young man as he shook his head. "If you won't guarantee then I guess I won't buy."

He went away and nothing more was seen of him until the other day. Then he entered the store again, and walking up to the same clerk, he said:

"I guess you remember me, I was the feller who was in here one day last summer. You wouldn't guarantee that the girl would marry me if I bought her a Christmas present."

"Oh, yes. And you've come now for the present?"

"Not any. I've come to tell you that she married the other feller the first of October, and if I'd bought a ring I'd be in the soup now."

Joseph Kerr.

A well-known grown-up newsboy in Cleveland, who has long been blind, with little prospect of recovery, was told by an expert oculist that an operation would restore his sight. He began saving his pennies to defray the expense. As soon as his customers heard of it receipts swelled immensely. He found in his money bag daily dimes and quarters passed in by customers who failed to wait for their change. He soon had the required amount and the operation was a success. There is a happy news-distributor in Cleveland who believes there are yet many good people in this wicked world.

They who wear the garments of religion all the week can feel pious on Sunday without a frock coat.

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FACE ON THE COVER.

The Story Leading Up To Its Appearance.

Written for the Tradesman.

Bill Perkins, "Old Man" Perkins he was called, was what is known as a grouch. Nobody liked him and no one would have entered his store if it had not been necessary. There was no other store in the little Michigan town where the goods purchased were as satisfactory as they were at his, for as a rule he was a good business man, although he never seemed to realize that a cheerful face is a business asset of no small value. Nobody was surprised, therefore, when it became known in the little business world of Horton, we will call it, because that does not happen to be the place, that in a fit of rage Perkins had discharged his clerk and general-all-around-right-hand man, Harvey Thorp. In just the measure that Perkins was a grouch, Thorp was a booster, and it was more to his good work than anything else that the store owed its success.

Public sentiment in the little village was all in favor of Thorp when it became known that Perkins had discharged him for no particular reason, just a fancied neglect of some trivial duty, and it became very evident as soon as Harvey had ceased to be connected with the store that Perkins had made a great mistake when he let the young man go. When Harvey left the store that morning he was wild with rage at the injustice of Perkins and he was tempted to go back and relieve his feelings by giving the grouchy Perkins a good thrashing. But there was a reason why he did not and that reason was a girl. The girl was Perkins' daughter. Every since the young man had started to work for the old general storekeeper the girl had looked with admiration on the clean cut, well set up young man, with his broad shoulders and frank handsome face. And from the first time that Thorp had seen the petite young girl with her waving brown hair and laughing eyes his steady heart had beat faster when she came tripping into the cool store out of the bright sunlight outside, and he vowed that some day he would make Ruth Perkins his wife. It was not long before the two were good friends, but this state of affairs could not last, and although Perkins kept a watchful eye on his daughter the two found opportunity to tell each other how much in love they were.

For a long time Thorp had said nothing to the old man of his love for the girl, but as he grew to be more and more of a fixture about the place and as he realized that he was getting to be almost indispensable he had visions of getting the consent of Perkins to marry Ruth and of later becoming a partner in the store, for he had saved a little money and had a small inheritance from his father's estate, but when he broached the subject to Perkins there was an explosion of wrath on the part of the village grouch which told Thorp that he had very little, if any, chance.

Things ran along for several weeks

in a very unsatisfactory manner for everyone after Thorp's discharge. Many of the rich customers who had traded at Perkins' store had done so because they knew they could get the best goods there, but also because they liked the young man who had charge of affairs. While Perkins was the nominal manager he left most of the work to his young assistant, and to say that he was wise would be putting it mildly. Therefore when the young man was missed from the store custom began falling off and Perkins realized his mistake, although he would never admit it. Misfortunes did not come singly to the old man, and the very next week after he had discharged Thorp he was amazed to see a big store building that had been vacant for some time being cleaned out and repainted, and in a few days a brisk, pleasant stranger appeared in Horton and announced that he was going to put a stock of goods into the store and make a bid for business. He began at the start to advertise heavily in the little four page daily which came out each afternoon from the little brick office after considerable of a struggle, judging by its appearance. Everybody read it, however, because it had "all the home news" and it was a good medium. People began to take an active interest in the new store and decided to give it a trial. The proprietor was genial, carried a complete stock of goods, and so displayed his wares that in most instances people went away with packages of goods in their arms which they had no idea of purchasing when they entered.

When Perkins saw the way things were going he very wisely decided that the best thing for him to do would be to close up shop as the long suffering people would never come back to him after the treatment they had received at his hands. Therefore he advertised a going out of business sale, got some clerks from the city and sold out his stock at about one-half what it was worth. People did not like Perkins even when he sold ten bars of excellent washing soap for a quarter.

With the store off his hands Perkins, who was naturally addicted to always being busy, looked for something to occupy his time. He found it in the Horton Paper Mills. Several of the stockholders in this institution, which manufactured different grades of writing paper suitable for binding in school tablets, were dissatisfied and wanted to sell out. Perkins realized that with a few improvements the mills would come to be a good investment and purchased their interests and acquired enough shares of stock to secure a controlling interest.

In a few weeks he had the business rearranged and on a paying basis. He was in his element. Personality did not enter into this business, and with all his shortcomings the man had a certain amount of executive ability that made him successful in this new venture. Every cent that he could scrape together he invested in the mills, and when at last he had everything running smoothly he settled

back in his chair one day and with a scowl out of the window down in the valley toward the town he defied the people to rob him of his business as they had done while he was in the store. With one mill running smoothly Perkins began to ponder. He was being seized by the lust for power and a position whereby he could do great things. Also he wanted a place in the society of the city for his daughter, and this only money could buy. So he laid plans.

Meanwhile Thorp had gone to work in the rival store. But he was not satisfied. Daily he thought of the girl he loved. Perkins, with visions of a great future for his daughter, scorned Thorp, who had caused him so much trouble and whom he sneeringly referred to as a "cheap clerk." Pleading and tears on the part of Ruth were of no avail, and while the girl would meet her lover, although her father had forbade her to even see him, she refused to elope as Thorp, in the hot-headedness of youth and love, begged her to do.

One dull forenoon Thorp sat at his desk in the store with his head leaning on his hands and thought. He was disgusted and discouraged and had decided to quit the store, leave the town and try to forget the girl he loved, as he realized that he could never hope to win her as long as her father was alive. Driven to despair by his thoughts he was just reaching for his pen to write a farewell note to Ruth when the telephone rang and an attorney whom he knew asked him to step up to the office for a few minutes on important busi-

ness. In a sort of daze he put on his coat and left the store. The attorney's office was but a short distance up the street and in a few moments the young man was seated in a deep leather chair, while Bronson, the attorney, beamed over his gold rimmed glasses and said, "I have a piece of very good news for you, Thorp." Wonderingly the young man asked what it was.

In court Bronson had a very decisive manner of speaking and his statements were concise to the verge of being unintelligible, but in his office with a client at his mercy he rambled and discoursed and amplified every statement in a most alarming manner, and at the end of fifteen minutes Thorp knew but little more than when he sat down.

Summed up, Thorp learned at the end of half an hour that in the transfer of the Horton Paper Mills certain interests which his father had held in it and which had never come to light after his sudden death in a railway accident some years ago, until now, belonged to him. Papers had just been found by the lawyer in some of his effects which would invalidate others, signed later, and a mortgage which the owners of the mills had believed to have been paid through looseness of management was still against them. The Wolverine Strawboard Mills and the Exter Coating Mills Thorp also found were his for the asking.

"It sounds like a fairy story," said Thorp when he understood everything. "Perkins would not invest his money in the mills until he was sure

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that everything was regular and there was no chance to lose, and if I own a controlling interest in the other two concerns how does it come that I have never heard of it before and that the present owners have never said anything to me about it?"

"The first is easy to explain," replied the attorney. "The Horton Paper Mills were in the hands of a group of business men who were merely attempting to get all they could out of the mills before letting everything go to smash. The business was run in a very loose manner. A number of shares of stock turned up missing when one of the office men carried off a bunch of papers and later committed suicide in a Western hotel. The papers he took were never found, and this further complicated the matter. As you know, your father was in Europe at the time in an effort to bolster up his fast failing export business, and when he died on his way home matters were still further complicated. It has been known all along that he held a controlling interest in the other mills, but it could never be proven in court until now and no attempt was made to do so. The other owners of the mills did not care to rake up any trouble for themselves and pocketed any profits they might make until the moment came when they were forced to recognize your rights in the business. The fact that you recently came here from a distant part of the country helped them a good deal."

Thorp went out of the office with his head in a whirl.

It did not take long, however, for him to start plans for taking over the business of the mills and he realized with a throb of joy at his heart that if he were successful in putting the mills on a paying basis it would mean wealth and position for him and prove a means of forcing Perkins to consent to his marriage to Ruth.

That night there were two plans on foot in the minds of two citizens of Horton. The plans were both of an important nature and both required a deal of thinking. Perkins was one planner and Thorp the other. Perkins finished his plans first and went to bed, sinking into slumber with a contented smile. His plan as outlined was as follows: He proposed to form an alliance with the owners of the Wolverine Strawboard Mills and the Exter Coating Mills. At the Horton Mills a good grade of paper suitable for binding into the better kind of school tablets was manufactured. Horton's scheme was to combine with the coating mills, which would coat his paper, with the strawboard mills, which would furnish the material for binding and put upon the market the Perkins tablet.

At present he was selling the product of his mills to a jobbing house, which later sold it to manufacturers of tablets, who in turn sent it back to be coated and purchased strawboard for binding. The combination would do away with a considerable expense in the production, and as the tablets could be sold at a reduced price to the jobbers and still

leave a large margin of profit the old man saw nothing but success for his scheme.

Thorp's plans had not taken on the aspect of completeness when he retired for the night. He saw only the vague light of success before him and the girl he loved, but he fell asleep dreaming of the activity which to-morrow would bring.

Perkins bided his time, formulating the details of his plan. He said nothing to anyone about it and made no overtures to the owners of the other two mills as he wished to be sure that all conditions were right before starting out.

Accompanied by his lawyer Thorp repaired to a place agreed upon with the men in control of the other mills and the lawyer sprung the bomb among them. As all of the men interested had expected something of the kind for some time they were not at all surprised and relinquished all claim to the mills as soon as Thorp had agreed to pay them a good price for such small blocks of stock as they could still prove a clear claim to. In the agreement drawn up there was a clause which imposed silence on the participants concerned in the deal. Thorp had a hazy plan in which the Horton Mills entered. He did not want anyone to know of his recently acquired property, why, he could have scarcely told himself, but when everything was over the world was no wiser and no one knew that the ownership of the two properties had changed.

Feeling very well satisfied with himself and the world Perkins came downtown the next day and headed straight for the office of the Exter Coating Mills. A previous telephone conversation had arranged a meeting there with the supposed owners of the Wolverine and Exter Mills with Perkins, and when they were all gathered around the big table in the directors' room Perkins broached his big scheme. Looks went round the table that the old man did not understand, and instead of falling in with the plan as Perkins had confidently expected the men, after a short discussion, asked for another day to consider the matter.

True to their agreement the former controllers of the mill did not reveal the secret, and when Perkins had gone Thorp was called up and told of the meeting.

"Phone Mr. Perkins to come to your offices at 10 o'clock to-morrow forenoon for a final settlement of the matter," said Thorp over the phone, "and do not tell him of the change."

Confident that the owners of the other two mills had seen their way clear to make the combination Perkins approached the offices of the Exter Paper Co. the next day with assurance written all over him. At the appointed hour he strode into the offices, passed the row of busy bookkeepers and with the air of a man who knew a hearty welcome was awaiting him pushed open the door of the directors' room. Instead of the circle of men that he expected to see he found only Thorp waiting for him at the end of the table. The old man's confident demeanor deserted him when he saw Thorp, and

a sneer replaced the confident smile upon his lips.

"Risen to the distinction of office boy now?" he asked. Thorp paid no heed to him.

"Sit down," he said, "let's get to business."

"I have no business with you," the old man grunted; "go and tell the directors that I am here."

"I am the directors," said Thorp, with a cool smile upon his face. "I own the controlling interests in the Wolverine Strawboard Mills and the Exter Coating Mills. There are the papers which prove it. I understand your scheme in all its details and I am here to tell you that in return for all that you have done for me I am going to do something for you. I am going to make you an offer for the Horton Mills and you are going to take it, too."

"Never! Never!" shouted the old man, choking with rage as his trembling fingers rattled the papers which proved to him that Thorp was really the owner of the mills.

"If you don't accept my offer I am going to break you just so sure as my name is Thorp. With the advantage that I hold of owning the two mills I can easily erect another and carry out your pet scheme of using the combined products in the manufacture of tablets, and as I can sell the finished tablet to the jobbers at about the cost of your raw material. I expect little difficulty in making things decidedly interesting for you."

All of the fierceness had gone out of Perkins now and he was simply a broken old man.

"Think of what it means to me," he said. "Think of my daughter. I saw wealth for her, social position—everything. I do not care so much for myself. She is all I have to live for and if you ruin me you ruin her."

At the mention of Ruth Thorp's face softened and a new light came into his eyes.

"Perkins," he said, "you have been unkind to me. You cast slurs on me and said that I was not worthy of your daughter. You threw me out of my position when I was more than giving value received for every cent of salary I was getting. When I made an honorable proposal as man to man and asked for the hand of your daughter you jeered at me and since have insulted me. This is my final proposition: I will enter into the combine as you have planned it, provided I gain your full and complete permission, without reservation, to marry your daughter at a suitable time." Thorp's whole manner changed. "Can't you see it will be for the good of all of us?" he said. "Can't you see it? I am sure Ruth loves me, but she would never marry without your consent."

"Old Man" Perkins advanced toward Thorp with his hand outstretched:

"I accept your proposal and allow me to say that I could not wish for a more astute and suitable son-in-law. I have not treated you well, but if you will let bygones be bygones I will try to make amends in the future."

"I will, certainly," said Thorp, "but



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why was your treatment of me so ill?"

"Because," said the old man, "I have had many troubles in my life, many failures and no success. The only thing left for me was my beautiful daughter and I wanted her to marry wealth and position, and when I saw how things were going in the store I thought that the best way to end the whole matter was to send you off."

But it is all ended now and when school children gaze on the beautiful face which adorns the cover of the Perkins tablet they do not know that it is a likeness of Mrs. Harry Thorp.

Glenn A. Sovacool.

Illustration of Frenzied Finance.

The late Bishop Potter delighted to tell the following story illustrating the idea of modern finance:

"I once knew a boy who would have made a splendid financier. This boy, strolling idly through the streets—he never had anything to do—met another.

"I wish," he said, "I had a nickel. Then I'd buy a good 5-cent cigar and go into the woods and have a smoke."

"I have a nickel," said the other boy.

"Have you?" the first cried, eagerly. "Then let's form a corporation."

"All right. How is it done?"

"I'll be the President. You'll be the stockholder. The nickel will be the capital and we'll invest it in tobacco."

"The thing was agreed to and the President, taking the stockholder's 5 cents, bought a cigar forthwith. Then he led the way to the woods. There he sat down on a log, lighted up and began to smoke skillfully.

"The stockholder waited for his turn to come. He waited very patiently. But the cigar diminished. One-third of it, two-thirds of it disappeared and still the President showed no signs of satiety.

"Say!" exclaimed the stockholder at last, "don't I get a whack here?"

"The President, knocking off the ashes, shook his head.

"I don't see it," he said.

"But what," shouted the angry stockholder, "do I get for my capital?"

"Well," said the President, "you can spit."

The Whole Code.

Emily—Why are you waving your handkerchief?

Angelina—Since papa has forbidden Tom the house we have arranged a code of signals.

Emily—What is it?

Angelina—When he waves his handkerchief five times that means, "Do you love me?" And when I wave frantically in reply it means, "Yes, darling."

Emily—And how do you ask other questions?

Angelina—We don't. That's the whole code.

If you really want to know the world you will do more than investigate its shadows and sample its garbage cans.

FOR BUSINESS REASONS.

Local Option Proposition Is Causing Warm Arguments.

Written for the Tradesman.

The local option battle is on in many Michigan counties, and, naturally, much of the talking on the subject is being done in stores and other places of business. It is not only the liquor dealers who are doing the talking against the proposed change from "wet" to "dry." As a rule they are allowing others who make money out of the saloon business to win all the converts to whisky they can. Some of the saloon advocates are being paid cash for their services, as are, no doubt, some of the local option workers, and some are doing it for business reasons, as are, again, some of the men and women who favor the proposed change. Anyway, the merchant is getting stuffed full of the subject, especially the merchant in the small town.

Only the other day Trueman, the big man of Rootville, dropped in at the corner store and sat down to discuss the question with Green, who sells merchandise for what there is in it, and who does not owe a cent in the town. It may also be remarked, incidentally, that he is the only business man in Rootville who is not under the thumb of Trueman. Green had been saying things which sounded, when reported at a distance, like local option arguments, and Trueman had called to reprimand him.

"When did you become a Prohibitionist?" asked Trueman, opening the conversation with a sour look.

"Never," was the sharp reply.

Green knew what the big man of the town was there for, and knew that the villagers would be saying, next day, that Green had been disciplined by Trueman, and had been ordered to draw in his horns on the local option question. Therefore Green was determined that there should be no mistake as to his preferences in the matter.

"Why," said the boss of the town, "I hear that you are talking prohibition."

"Not on your life!" replied Green.

"But you signed the local option petition," said Trueman.

"Of course, but that is a different matter. If only Prohibitionists signed the petition the question would never come to a vote."

"Why should a man sign the petition if he is not in favor of prohibition?" demanded Trueman.

"I did it to teach the brewers a lesson," replied Green. "I want to let them know that if they want to keep on making and selling beer they've got to do two things: One is to make good beer, and the other is to quit putting bums and highway robbers into the saloon business."

"There are good men in the business."

"Mighty few."

"There will be more after this."

"I can't see it in that way."

"For their own interest the brewers will be more careful."

"Indeed, they will not. If they win now they'll be more impudent than ever."

The big man of the little town walked up and down the floor in a rage. He was unaccustomed to such treatment.

"What fault have you to find with the manner in which the liquor business is conducted in this town at present?" he asked. "What do the dealers do that they should not do?"

"They sell to boys and girls."

"Why aren't they punished, then?"

"Because the average officer likes his drinks and needs the influence of the saloon on election days!"

"Well, what else?"

"The dealers sell to drunken men, and so get money which ought to go to the family instead of over the bar."

"What else?"

"They sell to men in the habit of becoming intoxicated. They urge the first drink on a man so he will become drunk and blow his money."

"Quite an indictment," said Trueman. "What next?"

"They sell rotten poison whisky they dope up in their basements."

"Again, why don't the officers get after them?"

"I have already answered that question."

Trueman paced the floor once more, grumbling and snarling.

"Well," he said, at length, "for business reasons you ought not to side with the local option cranks."

"I'm doing it for business reasons," said Green.

"It will ruin the trade of the town," insisted the boss.

"It may ruin your trade," said Green. "How many buildings do you rent to saloon men and those indirectly engaged in the business?"

"That has nothing to do with it," roared Trueman, whose tenants were mostly saloon men and barkeepers and who rented two stores for saloons.

Cadillac side entrance, Model B Touring, refinished. Top, gas and oil lamps. Worth \$450. This week... \$325

1907 Holsman, Model 10, top, storm front, new tires, cables, brakes and chains. Engine completely overhauled, car refinished, oil lamps, also gas lamps and generator. This car is in elegant condition, worth \$475. This week.... \$375

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CIGAR
BUT IT'LL COST A DIME TO DO IT.

GUSTAV A. MOEBS & CO. MAKERS DETROIT MICH.

"It makes no difference who owns the buildings, any law that empties them is a detriment to the town. You know that as well as I do."

"While you are talking from your point of view," said Green, "let me say a word for myself: If a few buildings were vacated rents—which are too high—might go down so tenants would have more money to spend at my store."

"That is pure selfishness!" said Trueman.

"Oh, I don't know," said Green. "The landlord gets a big slice of all the salaries paid in town, and the saloons get another slice. Money paid to a landlord or a saloon is money thrown away. Our people would wear better clothes and eat better food if it wasn't for the landlord and the saloon."

"You've got your nerve!" shouted the boss of the town, but not the boss of Green, "to class my business with that of the liquor dealer! If there weren't any houses in this town for rent, you'd have a small trade, I can tell you that!"

"During the last fifteen years," said Green, rather enjoying the rage of the big man of the town, "the people of this town have paid out enough money to landlords and whisky-sellers to have paid for homes of their own."

"You're mixing me up with the saloonkeepers just to insult me!" howled Trueman. "I'll show you!"

"Why," said Green, "you've just been telling me what a nice lot of men there were in the liquor trade. I don't see why you should feel insulted at being classed with the men you are fighting for."

"I want them let alone for business reasons," grumbled Trueman. "But there is no use talking to you," he added. "You're bound to ruin the town."

"If that man wasn't renting buildings to saloonkeepers and barkeepers," said a customer who had overheard the talk, "he'd be at the head of the local option movement. He has good reason to be. One of his agents got into the clutches of a saloon man and ran off with a thousand of his money."

The merchant grinned and went out in front to wait on the local agent of the one railroad which ran through the town.

"Trueman says you've got the local option craze," said the agent.

"Sure," said Green. "I signed the petition. I'll vote for it."

"It will kill the town," said the agent.

"I hardly think it will kill the town," said Green, "but it will knock the railroad out of the money they get for hauling beer and whisky here, and also the money they now receive for hauling drunkards escorted by lazy officers to the county jail."

The agent had no more to say, and Green fell to wondering if that was all there was to the opposition to local option—just a lot of men interested in having other men get drunk because they profited thereby. Then Deacon Hyde came in to talk about local option. Green began to see

that, dreading his influence, the liquor men had planned a campaign of education for his benefit.

"If we don't get local option here," said the Deacon, "I'm goin' to put up some new stores next year. If we do get it, I'll move out of town."

"Have you sold your brewery stock?" asked Green.

"What makes you think I have brewery stock?" demanded the Deacon.

"Because you, an officer of the church, are pleading for whisky," said Green.

The Deacon slammed out of the store. Green knew that he held a large block of brewery stock, which was paying big dividends.

"The men who want the whisky sale to continue here," mused Green, "are not all in the saloon business. The three men just in here probably made more profit out of the whisky trade last year than any saloon man in town. These men who want whisky for business reasons are the ones we must beat."

Just then two old soaks who had been fishing came in and sat down by the stove. One of them had no overcoat at all, while the one worn by the other was ragged and thin.

"Pretty cool when you haven't got warm clothing," commented the one minus an overcoat. "I had the money to buy a coat, worked a month for it, but I got to drinking one day and blew it in. Nice thing, that, eh?"

"Then you must be a local option man now?" said Green.

"Well," said the other, "I'll have to be pretty drunk if I vote for these gin-mills next spring. I can get along without them if they'll keep them out of sight. Say, Green, it isn't the old soaks like me who are fighting local option. It is the men who make money out of whisky without putting on a white apron. Half the saloonkeepers don't care, either. They can go into other business. It is the other fellows who make the noise."

"I have just reached that conclusion myself," said Green. "When the eminent preachers and scientists come here this winter to preach in favor of whisky, it won't be the money of the saloonkeeper which will pay them. It will be the money of those higher up." Alfred B. Tozer.

Instance Where Haste Was Not Waste.

Tommie Morris was working for old man Skinner, of Beeton & Skinner, when he received a letter from Goodrich & Co. offering him a better job at a larger salary. Now, Tommie not only was willing to take a better job at any time, but he also was looking for a chance to change because of a personal dislike for the boss. He and Skinner had many disagreements or, rather, would have had, if Tommie would have had the nerve to speak up; Tommie, like that class of worker who is afraid to say anything when working for a man, was looking forward to the time when he was to leave because then he would "tell the boss what he thought of him."

A few days before Tommie re-

ceived the letter from Goodrich old Skinner had proposed that Tommie do the work of Bob Calhoun, who had been fired, as Skinner put it, because there was no use hiring another man when Tommie could do the work just as well in his spare time, of which Skinner seemed to think Tommie had an abundance.

When therefore he had received the letter from Goodrich he determined to do what he had been telling his fellow workers he was going to do for the last few years—quit his job and tell the boss "where to get off at." In accordance with this plan he sat down that night to write a letter accepting the job to Goodrich and another letter to Skinner, for even now when he was leaving he hadn't nerve enough to be impertinent when face to face with the old man. To Skinner he wrote the following letter:

"Sir—Your proposal is outrageous. No self-respecting workman would think for a minute of doing the work you require for the wage you offer. Not only is the proposal preposterous but I wish to inform you that personally you are exceptionally disagreeable to me. If you were the last man on earth offering the last job I wouldn't take it. You are a cranky, crabbed, crazy old curmudgeon, and if I could think of any more words I would try to tell you more exactly what I think of you. T. Morris."

Then, having addressed an envelope, he laid the letter on the table, waiting for the ink to dry before placing the letter therein, and started his letter to Mr. Goodrich. To him he wrote:

"My Dear Mr. Goodrich—I take great pleasure in accepting the position you so kindly offered me, I am sick and tired of working for a silly old codfish like this man Skinner, and will be glad to get in with a live firm. The old goat Skinner is a slave driver if there ever was one, so that no one would work for him if he could possibly get a job any place else. But this wouldn't be so bad if one could respect the man. He is entirely lacking in every quality that might lead one to respect him, and, as for brains, a chicken that jumps in front of an automobile is a Noah Webster compared with him. Thanking you

again for your offer, I remain, yours respectfully, Thomas Morris."

Just as Tommie had addressed the envelope for this letter, which was lying beside the other, and before he had time to place either one in its own envelope, his landlady called him to the telephone, telling him that Miss Haggartay wished to speak to him. Excited by this interruption, he thrust the letters into the envelopes hazily, rushed downstairs, dropped the envelope into the mail box without looking at them, and hurried to the telephone.

And then? Then nothing happened, for, contrary to the best usage of the magazine writers, he had placed the right letter in the right envelope and Mr. Goodrich received the polite letter of acceptance, and old man Skinner frothed over the fresh letter, as Tommie had intended, and Tommie has made good in the new job, where he is paid \$10 a week more.

The moral of this little tale? Well, if there is a moral it should be that one doesn't always make an irretrievable mistake when one is excited and in a hurry. Horace Zollars.

It is a good deal easier to believe that the angels love many sinners than that they love all the saints.



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The Apollo Player Piano the most perfect Player Piano in the world. We presume every dealer makes the same claim. Make us prove our assertion. It only means a few minutes of your time.

M. M. Marrin & Co.
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Popular Price

Mo-Ka COFFEE

Mr. Grocer:

Write your Jobber. Tell him to order a case of

MO-KA Coffee

for you. The Mills pay the freight and guarantee the quality and the sale of MO-KA both to your Jobber and to you.

Valley City Coffee and Spice Mills
Saginaw, Mich.

CHINESE TEAS.

They Are Suited to Persons With Delicate Digestions.

Written for the Tradesman.

Wholesalers who make a specialty of Chinese tea emphatically assert that Indian tea is injurious, because, unless it is prepared for drinking in a very careful manner, it is sure to contain an excessive quantity of the astringent substances usually known as tannin. On the other hand, the vendors of Indian and Ceylon teas insist that Chinese tea is objectionable because the leaves are prepared in unhygienic surroundings and that it becomes contaminated owing to its manipulation by hand, whereas Indian and Ceylon teas are both above suspicion in this respect on account of nothing being concerned in their manufacture except machinery. To the latter opinion many lovers of tea answer that the finer qualities of tea leaves are injured by the mechanical methods employed in India and Ceylon and that, as a result, the teas prepared in those countries never equal in flavor the products of the Celestial Kingdom.

The disparaging statements concerning Chinese tea, which are based on the fact that it is prepared by hand, can probably be disregarded, for it is hardly conceivable that any serious contamination can arise, and if it did any disease-producing microbes that survived the process would be likely to be destroyed in the teapot, although it is quite true that a single boiling does not kill all microbic life. It is known, however, that an infusion of tea is antagonistic to the development of microbic life, and this is believed to be specially the case in regard to the typhoid bacillus, which is often found in drinking water.

The objection to the manipulation of tea by hand instead of by machinery has the same weight as the objection to grapes being trodden under foot before being made into wine, as is done in France. Although this process has been abandoned in California, most of our American connoisseurs prefer imported champagne to the domestic article.

The tendency of any fermentative process is to exclude impurities, and fermentation is essential to the production of both tea and wine.

The real argument in favor of Chinese tea is that it contains less astringent substances than the Indian product, and as this can be demonstrated beyond dispute, nothing further need be said upon that point. Chinese tea is more delicate than any others and is better suited to the needs of persons who have delicate digestions. There can be little doubt that if it were not for the fact that tea is often weakened by the use of milk or cream, Indian tea would do much more harm than it does. Upon the other hand, Chinese tea, owing to its fine flavor, is often consumed without milk, some persons adding lemon juice or grated lemon rind to it.

So long as the stronger teas—Indian and Ceylon—are prepared in a manner that will exclude the greater

part of the astringent substances from passing into the infusion, little can be said against them. But as "afternoon tea" is becoming a regular institution all over the country some precautions ought always to be taken to see that the water should be allowed to remain with the tea leaves for five minutes and no longer. If the teapot contains a sufficient quantity of the infusion for "second cups" this should be poured into a reserve teapot containing no tea leaves as soon as the first cups have been filled.

Lawrence Irwell.

Getting Ready for the Bay City Convention.

Bay City, Dec. 15.—The members of the Bay City Association of Grocers, who will have the task in hand this year of entertaining the State Association, are at their work in plenty of time and already have their committees at work. With the city's ample hotel accommodations the local Association not only figures on entertaining well all delegates to the convention, but they issue as well an invitation to all retail merchants in the unorganized towns and cities of the State, and the Invitation Committee simply says to all, "Come on, boys, we'll do the rest." It is the aim of the Bay City hustlers to make this convention the best ever and an occasion for showing their friends and visitors that there is no short weight in their hospitality.

M. L. De Bats.

Disappointed in the Color.

Three-year-old Allan had a very aristocratic grandma, who prided herself on her own and her husband's blue-blooded ancestry. She told him heroic deeds of them and warned him from ever playing with boys of low degree.

One day Allan came screaming upstairs to his mamma and grandma, holding his hand up covered with blood, where he had cut his little finger. They were both greatly alarmed, as he was a child who rarely cried or complained when hurt. Mamma washed the blood off and, examining the cut, said:

"Why, dear, it's not so very bad. Does it hurt you so much?"

"I'm not cryin' 'cause it hurts," he said, "but 'cause it's only red blood, and grandma said I had blue."

Choice of Two Evils.

The Mother: My little boy was rude, I know. I am afraid he is awfully spoiled.

The Stranger: Don't mention it, madam. It is better that he should be spoiled than that his young life should be embittered by the thought that he is different from all other American children.

The Slumbers of the Brook.

The poetical young man with soulful eyes was walking with his matter-of-fact brother by the brookside.

"How the stream tosses in its slumbers!" he exclaimed.

"Yes," answered his brother, "and you would, too, if your bed was full of stones."

No man can preach far beyond his real self.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 12.—The crowds in the stores were never so great and they are spending money, too. Retailers are rejoicing and it is hoped the usual after-holiday dullness will not be quite so accentuated this year as usual in previous seasons. The weather has been warm and this necessitates big cuts in heavy winter goods where the stocks have been large. The grocery trade is active and almost everything retailers sell has moved in a very satisfactory way.

Coffee roasters are not purchasing largely and, in fact, the spot market is rather quiet all around, neither buyer nor seller taking any great interest in the situation. At the close Rio No. 7 is worth in an invoice way 6½¢@6¾¢. In store and afloat there are 8,690,000 bags, against 6,877,000 bags at the same time last year. Mild coffees, in sympathy with Brazil sorts, move slowly, although good roasting grades are well sustained. Good Cucuta, 95¢.

Refined sugar is dull. There is practically no new business and withdrawals under previous contracts are extremely light. Quotations average 4.65¢, less 1 per cent.

There is a little something doing in teas all the time, but the actual volume of business is not large and quotations show no change whatever. The sorts most in demand are Japans, Country Greens and also Pingsueys. Dealers are waiting for the turn of the year, and after that they will probably wait for the turn of the next year. There is going to be no great boom in teas, and if the outlook grows no worse it is all that could be asked.

Rice is quiet. Sales generally are of small lots and prices are steady. Grocers are still firm in their views as to the value of rough, and the future is awaited with some interest. Prime to choice, 5½¢@6¼¢.

Spices have sold with more freedom this week and some pretty good orders were received. Supplies, while not overabundant, seem to be sufficient and prices are firmly adhered to.

Molasses is firm. It is now near the end of the season and prices are growing stronger, although official quotations are not perceptibly altered. Syrups are quiet.

Canned goods continue mighty quiet. When a sale is to be recorded it is of the smallest quantity and not a speck of interest seems to be shown, either for spot or future goods. Dealers profess to believe that after January 1 the public will begin to eat "tinned goods," although just why that date is set is unknown. It would seem more reasonable to set a time nearer spring. Packs of most goods last season were undoubtedly light and it would seem that the statistical position of canned stock is such as to warrant a confident feeling. Quotations show no appreciable change from last week on anything.

Top grades of butter are becoming

well reduced and prices are firmly held. Creamery specials, 32¢; held stock, 28½¢@29¢; Western imitation creamery firsts, 22¢@23¢; factory, 20¢@21½¢; process, specials, 25¢; extras, 24¢@24½¢.

Cheese is well sustained, although there is not quite the activity of previous weeks. Full cream, 14½¢@15½¢.

Eggs are still climbing upward and fresh gathered firsts are quoted at 33¢@33½¢; seconds, 31¢@32¢; refrigerator stock, 27¢@27½¢; limed goods, 26¢@26½¢.

Believes in Selling Goods on Small Profits.

Evansville, Ind., Dec. 14.—I have just read what William Judson wrote and you published in your Dec. 9 number of the Michigan Tradesman in regard to "The Merchant Who Cuts." I am a price-cutter and very proud of it. I have not lost my self respect either. The community does not make a foot ball of me, but it does help to keep my store crowded all the time. Twenty-two years ago I started in the retail business without one cent of my own money and now I have five stores and a bakery, all paid for, and I discount all of my bills. I made all of this just because I was a price-cutter. I sell almost everything I carry in stock cheaper than others do. Why? Because I can afford to. I have and I do yet sell lots of goods at cost and sometimes below cost. You will say, "Foolish man."

Do not forget it takes the foolish to make the wise sit up and take notice. I am in business, not to make money but to make a good living. I do not want the earth, but still if I will do the right things at the right time I will always make enough money, and make it much faster than my neighbors who fail to know just how the public wants to be treated. If I sell good goods cheap and always tell the truth about them the community will respect me and if it respects me I can respect myself.

I am not a slave to any one, nor to my business. My business is my slave. I work it. It does not work me. But I do not even work my business as some have worked their slaves. I know when I have enough, meaning profit on my goods. Of course, we retailers are like a lot of others, we never can get too much. That is, too much trade and too much money. But say, brother, do we all have to have as much as we are getting?

The way I control my business is that I watch the expense and keep it down to the bottom. I don't let my eyes get the best of me. I don't get everything my eyes try to make me think I ought to have, and after I get these things try to make my customers pay for them by adding more profit to my goods. I have too much self respect to want other people to pay for things I really ought not to have until I have really earned them.

Mr. Judson, you have hit upon a subject that needs a great deal of thought. Let us think.

Edward Miller, Jr.

Get Away From the Usual Run

OUR early showing of new Spring Models should be seen by every merchant who appreciates advance knowledge as to the style tendencies of the season. This showing is of vast interest, as it illustrates the



marked difference, which is greater than ever before, between the passing and coming seasons' styles. "Flossys" and "Graduates" bear the stamp of originality, clever ideas, smart lines, fit and fine workmanship. Varied cuffs—nifty waistcoats which in some instances differ in pattern from the coat and trousers—and many other new departures too numerous to mention. *Get away from the usual run, try the top-notch of all makes in Youngmen's Clothes, the kinds that will make a name for you.*

The GRADUATE
VIKING SYSTEM

The FLOSSY
VIKING SYSTEM

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VIKING GRADUATE VIKING SYSTEM
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Michigan Tradesman

WHY THEY FAIL.

Some Mistakes Made by Young Grocers.

Written for the Tradesman.

It is easier to point out the causes of failure than it is to give instruction how to succeed. This is so because failure may result from ignorance or neglect in one particular only, while success depends on careful attention to many factors. Men fail in business who have many qualifications for that business yet lack in one essential. They do not, they can not, discover their incapacity until they have tried the experiment of going into business for themselves.

In endeavoring to point out some of the mistakes of the new-fledged grocer (not always young in years) we will leave aside the class of failures which are due to carelessness, reckless expenditure and extravagance, because such failures are criminal—are due primarily to dishonesty—and confine our attention to men whose motives are honorable.

By failure we mean not alone those which result in bankruptcy and loss to creditors, for he also fails who starts in business and is obliged to give it up because of mistakes or inefficiency, even although none but himself suffers financial loss.

In speaking of mistakes of beginners it is most natural first to think of lack of experience, inadequate capital, unfavorable location or some equally prominent feature. Leaving these aside for the present, after all other preparations are completed for starting in business, the great problem is to secure customers. If one does not buy out an established firm or choose a field practically free of competition where trade must follow prompt service and fair dealing, the great test of a grocer's qualification will come.

This leads to one of the greatest mistakes of the beginner, which is price cutting. There are two reasons why this is done: Want of knowledge of necessary expenses may lead one to believe that he can sell goods at a smaller margin than others do. More often it is done to attract trade, the grocer being fully aware that he is not making sufficient profit on such goods and must make up on something else.

But loss of profit on the goods is not the only result. Price cutting is antagonizing fellow merchants. It is a basis for false imputations. It affords an argument against all other grocers that they make too large a profit on their goods. It is used by some to try to beat down the prices of their regular dealer, the customer well knowing that the new dealer's cut prices are leaders—bait, if you please—to attract trade.

It is a mistake for a grocer to antagonize fellow merchants in any way. It shows not only that he has no appreciation of their good will, of a value of a friendly feeling between dealers in the same line, that he feels perfectly independent of all others, but that he can not see the danger to his business if he makes himself so obnoxious that the others will

make an effort to down him. In many places the grocers are too honorable to conspire against one who seems even to offend purposely by throwing out the imputation that all others are robbers and he alone is selling goods at a reasonable profit. But there is not usually any need to conspire together or to operate individually against the newcomer. All they have to do is to wait and see him cut his own throat, as the saying is.

Price cutting will draw a class of buyers who are always on the watch for bargains, and only by continual price cutting can they be retained. They know the grocer is losing on those leaders, and they step in and take the bait—but nothing else—nothing that the grocer sells at a living profit. And then it is amusing to them to see the dealer squirm, as he sometimes does. It can be seen in his looks and actions if he does not come right out and say that the goods cost more than he asks for them.

When such a statement is made to the unsophisticated—to those who are not posted in the scheme of leaders—they are wont to distrust him. The inference is that he is a liar, a fool or a thief. A liar for trying to make them believe he sells goods at a loss; a fool if he really does so; or a thief if he buys goods on time and expects to defraud the creditor.

Price cutting has a different message to different people. To one it says: "I can do business and live at lower prices, less profits, than my fellow merchants, therefore they are extortioners, are trying to get rich too fast." To another it says: "I am giving you a great bargain on one thing and I am going to make up handsomely on others." Therefore they are always on guard when they purchase at that store. They are not to be caught easily.

Failing to provide a reserve is another mistake. A person may have adequate capital for a reserve and yet tie it up so that it is not available when most needed. For want of a reserve cash fund or a backer who stands ready to aid in emergency some may fail. Until such time as the business is well enough established to meet all expenses and begin to return profits there should be an ample reserve fund, and that fund should be guarded as a choice treasure. With the best of intention to keep this fund for a time of slack trade or small collections and use it to meet current bills, the young grocer may be beguiled into buying an overstock in certain lines. Better 3 per cent. in the bank, where it can be had when absolutely necessary, than freight free and 1 or 2 per cent. discount on goods that will not be needed for three, six or twelve months.

Another mistake of the young grocer is extravagance. As soon as he becomes a merchant he begins to indulge in luxuries, or he allows his family to do so, without knowing whether he can afford them or not. Economy in the home, in the store and constant watchfulness to avoid losses must not be overlooked if suc-

cess is to crown the efforts of the merchant.

It may not always be a mistake for a beginner to start a new store down town in competition with several well established firms, but it would be much easier for him to select a suburban location where a grocery would be gladly welcomed by the residents and build up a business where competition is small. The one who builds up a trade by long and careful effort will not make the mistake of thinking that a business will run itself, as some appear to do who buy out a well established business.

It is as great a mistake to be constantly changing to new brands of goods as it is to hold on to all the old ones with never anything new for variety. It is a mistake to substitute cheaper grades of goods in order to make larger profits.

All people do not agree in the opinion that what is good enough for one is good enough for everybody. Some grocers make this mistake and will not provide a variety in quality and prices in order to please all classes.

Granting unlimited credit is one of the surest if not the quickest ways to fail in business. If one grants credit at all it requires prudence, watchfulness, tact and, in fact, it absorbs much of one's time and thought which might be profitably expended in other directions. It often robs one of needed rest and recreation and is a prolific source of anxiety and trouble.

And there are other mistakes,

VOIGT'S CRESCENT

MEETING THE DEMAND

Are you prepared to meet the growing demand for an all-round family flour—a brand suitable for both bread and pastry, a brand that always makes good?

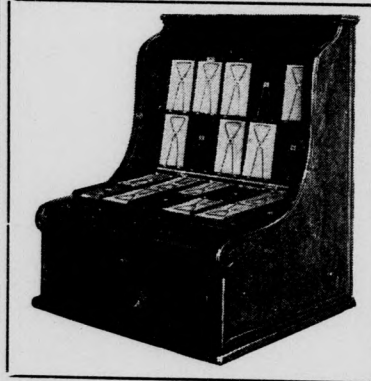
You've probably already had calls for such, because housewives have discovered that the flour that does all things and does them well is the particular kind they want.

Are you getting calls for Voigt's Crescent flour? Are you prepared to give your customers what they want?

Better look it up for "It's better late than never."

Voigt Milling Co.
Grand Rapids, Mich.

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among which might be mentioned depending upon social ties, relationship, benevolent gifts and show instead of strict business principles to win and hold trade.

E. E. Whitney.

Some of the Mistakes That Salesmen Make.

In the metropolitan cities individual clothiers and furnishers have awakened to the fact that while the big department stores have created "shoppers" and "lookers," as the non-buying visitors to the big stores are designated by these big organizations, every kind of a scheme is being put into operation to encourage this class of visitors. In fact, the big stores are not only spending a great deal of money to attract "lookers," but to entertain them in the store by various attractions devised for their amusement. It was discovered that the ulterior motive of such attractions (getting people into the store, and then getting them to buy) was annulled by the indifference and oftentimes discourteous treatment accorded "lookers" by the salespeople as soon as they discovered the prospective customers were "only looking." Forthwith "classes in manners" were established in the stores and the salesmen and saleswomen were instructed "how to be courteous under any and all circumstances." The difference in the attitude of the salespeople toward customers in some of the big stores since this movement is very noticeable.

The people behind the counters, the floorwalkers and aislemen are polite, obliging and painstaking in extending information and in accommodating service. One of the stores has gone so far in this matter as to appoint "monitors of manners," whose duties are to see that the store's rules on behavior toward visitors are carried out according to the class instructor's teachings. But the service does not stop here. This store has "guides," whose business it is to conduct visitors about and give them every attention and all the information required. Then there is the interpreting salesman, whose duty is to interpret for foreign visitors and facilitate making such visitors feel at home in the store without implying any obligation to buy, even although goods are shown.

It is this sort of service in the big stores that has aroused the small merchant to the shortcomings of his own salesmen, with the result that some of the progressive clothiers and furnishers have instructed their salesmen to not only welcome "lookers" but to extend them every possible service while bearing in mind that if they do not buy to-day they may buy some other time.

The discouraging of "shoppers" in small stores is too prevalent the country over. If the small dealer ever expects to compete more successfully with the big stores the service of his store in this regard will have to be improved. In the average country store salesmen have the habit of snubbing the visitor who comes in to look and who may not at the time have the money to buy. Such

visitors are made to feel uncomfortable in the store, and are plainly told by the treatment of the salesmen that the store does not countenance "lookers," and is only after the money. The salesman may feel justification for such conduct in his desire to protect the store against a lot of "shoppers," but is that reason the right one, is it the correct view of the matter?

Would it not be an improvement on old methods if the individual store made it known to the public that "shoppers" were not only welcome, but salesmen would accord them a reasonable amount of time to show goods and vouchsafe information thereon? Men in particular are more and more prone to-day to take their patronage to the store they know best, but although regular patrons of one store frequently feel like buying elsewhere if they knew something about the stock of the store they would like to go to. And perhaps such custom is withheld because some acquaintance has expressed displeasure with the treatment received there from a salesman.

As "lookers" very frequently become customers and often influence friends to buy at a place where they were received courteously and with a welcome there is much inducement for the store to be liberal with "shoppers." If, when a visitor enters the store and is approached by a salesman and says he is "only looking" the salesman would extend him the welcome of the store with the hope that he would feel at home, a good impression of that store and its methods would be given. If this were followed up with the statement that there was no obligation to buy, probably such visitor would feel free to look at the goods, and then if the salesman waiting upon such a customer would part with him with the

words that he hoped that after looking around he might find that the selections which were shown him were equal to any others, and that if he found something attractive elsewhere, the next time he would not forget to come in and look the stock over again, that customer could not forget this kind of treatment and the store would surely get his trade at some other time. Such attention usually makes a man feel so well pleased with a store and its service that he would like to leave some of his trade there, and he will if he possibly can. You never can tell when the store may have something that is just what the "shopper" is looking for. It is the belief of the big store that it has just what is wanted that induces it to encourage "shoppers." Why should not the individual store hold out the same encouragement for more trade?—Apparel Gazette.

Willing To Go Again.

"You are pushing me too hard," said Wu-Ting-Fang to a reporter in San Francisco who was interviewing him. "You are taking advantage of me. You are like the Peking poor relation:

"One day he met the head of his family in the street.

"Come and dine with us to-night," the mandarin said, graciously.

"Thank you," said the poor relation. "But wouldn't to-morrow night do just as well?"

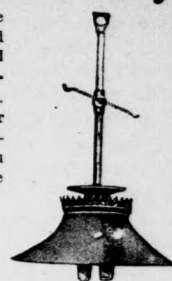
"Yes, certainly. But where are you dining to-night?" asked the mandarin, curiously.

"At your house. You see, your estimable wife was good enough to give me to-night's invitation."

The trouble often is that we listen to the voice of conscience while yielding to the push of desire.

Save Your Money

Stop wasting it on those expensively operated lights. An Improved Hanson Lighting System gives 100 per cent. better light at 50 per cent. less cost to operate. Let us send you descriptive catalogue telling all.



American Gas Machine Co.
Albert Lea, Minn.

Pure California Fruits

We put up every season California fruits in the form of jams, marmalades and preserves. In these there is nothing but the fruit named on the label and pure granulated sugar. We have at this time the following varieties in one pound glass jars, and in half gallon stone crocks, at \$4.25 a case for 2 dozen glass jars, or \$4.40 a case for one-half dozen stone jars: ORANGE, GRAPEFRUIT, BLACKBERRY, PLUM, FIG, GRAPE (glass only), TOMATO (glass only), APRICOT (stone only), freight paid to you in 5 case lots. Try 5 cases, and if it isn't all right we'll pay your money back.

H. P. D. Kingsbury
Redlands, California

(Where the oranges come from)

W. S. Ware & Co., Distributors
Detroit, Mich.

IT WILL BE YOUR BEST CUSTOMERS,

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

HAND SAPOLIO

Always supply it and you
will keep their good will.

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

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

CHRISTMAS MINCE PIES.

Two Merchants Who Believed in Their Own Goods.

Written for the Tradesman.

A man, or woman either, for that matter, who doesn't believe in himself or herself isn't much. Humanity is like the savings bank system: In the absence of confidence it is a mighty lean thing.

It is just so with a merchant. If he doesn't believe in his goods he is not likely to operate a store with a brass-fitted elevator boy at the rear. If he isn't positive that he gives better value than his competitors, his goods are likely to wear out on his shelves instead of being turned into cash and replaced by fresh stock. The person who believes in himself and his business, whatever that business is, is enthusiastic and earnest, and these qualities are contagious.

This brings me to Henry & Clara, who did business in a little old building which had once been a barn. The structure was down by the bridge, in a fairly good location, but it was a fright, and the display window was just a common house window with six six-by-eight panes of glass in each sash.

The interior of the store was eight by twenty feet, and at that there weren't goods enough to make a good showing on the shelves nailed on cleats against the wall. When you consider that the store was cut into two rooms by a pine partition, you will understand that the display couldn't be great, just tea and coffee, and sugar and spices, and a few vegetables, and codfish and tinned goods, and cheese and crackers, and eggs and bakery goods.

During the Christmas season there were mince pies and cakes of the most tempting quality. Also candy and nuts and oranges. Henry, the senior member of the firm, was 17 and Clara, the junior member, was 15. They lived in the back room of the store and the junior member manufactured the baked goods. Henry said she could make pies to beat the band, and the few customers who came to the store seemed to think so, too, for most of the profit Christmas week was in baked goods. They were brother and sister, of course, orphans, and were as proud of each other as they were of their mince pies.

Last Christmas week Clara manufactured some unusually interesting mince pies. She put in just enough apple to make them moist, just enough suet to make them rich, just enough cider to make them tart, just enough spice to season them right, and just enough teaspoon embroidery on the edges to make them the most beautiful pies that were ever turned out.

"I think," she said to the senior partner as she brought the pies out and set them in the showcase, which the senior partner had made with his own hands, "that we ought to get a quarter apiece for these pies. They're the best pies I ever made, deep and rich, and every one of 'em enough for a full meal for six."

"We'll be lucky," said Henry, "if we sell 'em all at fifteen cents. Hope

we won't, for then I'll stand a show of getting one of 'em. I could put away two right this minute!"

"Boys think too much of their stomachs," said Clara, reprovingly. "But," she added, turning her head one side to get a peep at the rich crusts inside the showcase, "they do look pretty eatable in there. There ain't no such mince pies in town."

"Ho!" laughed the senior member of the firm, "you seem to think you're the only piemaker in town! What do you think the Governor, and the Senator, and the bunch of high brows up at the Governor's mansion are going to do for pies? You haven't sold any to them, have you?"

"No," replied Clara, her brown eyes flashing, "but they're good enough for governors and senators all rolled into one. You bet they won't have anything better than these pies, not if they send out to New York! I wish the Governor would buy one."

"If the folks could see the Governor of the State come down from the hill, over there, with a market basket on his arm, and come in here and load up with our pies," said the senior partner, "it might help trade. Then we could have new clothes and things, and, perhaps, move out of this old shack."

"Would lots of people come here to buy just because the Governor did?" asked Clara.

"You bet!" replied Henry. "Of course they would!"

"I wish he'd come, then," said Clara.

"He'll come," replied Henry, "when pigs fly."

Clara hadn't been in the grocery business very long, but she believed in her pies, and she knew that if she wanted other people to find out how good they were she would have to tell them about it. She knew nothing about newspaper advertising. Perhaps it is just as well that she didn't, for then she might have put her faith in it, and reading about a Christmas mince pie is not at all like cutting into one with a knife, and taking a quarter out when there is no one looking, and forgetting about a plate and a fork!

She pondered over the matter a long time, and when Henry went to bed in the loft she said she wanted to do a bit of work in the store, and sat in front until he was sound asleep.

When it got to be 9 o'clock, and the streets were quiet, and the lights up at the Governor's house dominated all the other lights in that end of town, she put two of her wonderful pies in a basket, packing them in as if fearful they might take cold, drew on her hood and shawl, and set out for the Governor's house. She wasn't an expert business woman yet, but she had heard of a market for her goods which promised great things for the future, and she was setting forth to win it, which, after all, is what all the big and little enterprises in the world are obliged to do if they make good. Find your market first, then get the right sort of salesmen to introduce your goods.

That is the thing to do, the world over!

When Clara got to the Governor's door her heart almost failed her. She wouldn't turn back without making an effort, but she would have been glad if the lights had all gone out at once, or the roof had fallen in, or something else happened to make the proposed interview impossible and yet leave her proper self respect. She knew that she would always be a coward in her own eyes if she turned back.

"You can't see the Governor," said the flunkey at the door. "He is at dinner."

"I was to see him at dinner," trembled Clara, using the expedient traveling salesmen have used to gain audience since the beginning of the world.

"Oh!" gasped the flunkey. "Have you an appointment with him?"

"No," replied Clara, innocently, "I have mince pies."

"Are they good mince pies?" asked the flunkey, his mouth watering.

"If you'll take me to the Governor," said Clara, trying another art which salesmen have been known to resort to in obstinate cases, "I'll give you a pie, and then you can see how good it is."

In a minute Clara stood at the door of the big dining room, on the inside, too, but she had only one pie! There was the Governor at the head of the table, with the Senator on his right and the Lieutenant-Governor on his left, and the Treasurer was somewhere around, and there were eyes, and eyes,

Flour Profits

Where Do You Find Them, Mr. Grocer?

On that flour of which you sell an occasional sack, or on the flour which constantly "repeats," and for which there is an ever increasing demand?



is the best "repeater" you can buy. Your customers will never have occasion to find fault with it. When they try it once they ask for it again because it is better for all around baking than any other flour they can buy. Milled by our patent process from choicest Northern Wheat, scrupulously cleaned, and never touched by human hands in its making. Write us for prices and terms.

BAY STATE MILLING CO.
Winona, Minnesota

LEMON & WHEELER CO.
Wholesale Distributors
GRAND RAPIDS, MICH. KALAMAZOO, MICH.



Our Package

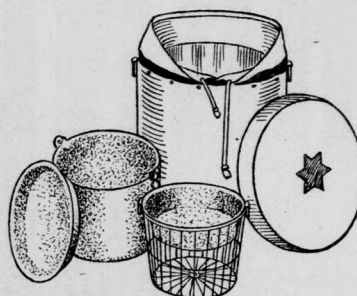
"As You Like It"

HORSE-RADISH

Put up in self sealing earthenware jars so it will keep. Sells at sight. Packed in corrugated paper boxes, 1 dozen to the case, and sells to the trade at \$1.40 per case. Retail at 15 cents per jar.

Manufactured only by

U. S. Horse-Radish Company
Saginaw, Mich., U. S. A.



Give Your Wife a Fireless Cooker For Christmas

Here is your chance to get a good one

FREE

WE WILL SEND YOU this splendid Fireless Cooker absolutely FREE for an order for one basket, 65 pounds, of our PROSPERITY MIXTURE, at \$7.50 per basket. This Mixture is a splendid value to retail for 20 cents per pound. You make from 50 to 75 per cent. profit on the candy and get the Fireless Cooker FREE. Send your order at once as this offer may be withdrawn at any time. We know you will be delighted with the Fireless Cooker and you will send us many duplicate orders for the candy.

PUTNAM FACTORY, National Candy Co., Grand Rapids, Mich.

and eyes turned upon the child and her Christmas mince pie! She felt as if she was swimming in air as she walked up to the head of the table and laid her pie down before the Governor of the State.

"I want you to know how good my pies are," she said, blushing, wondering if her voice sounded as strange to all the rest. "I made this one."

The Governor, and the Senator, and the Lieutenant-Governor all leaned forward, or backward, or sideways, and tried to look under the red hood, which half hid the face of this little saleswoman, out for the conquest of a new market for her goods.

"It looks nice," admitted the Governor, "and I'm sure it is good," said the Senator.

"You can't tell how good it is," said the junior member of the firm, "without eating it. If you eat it, perhaps you'll come down to our store and buy some of them—and other things, too. Henry said that if you came down there with a market basket on your arm and filled it with pies and things other people would come, too."

"And who is Henry?" asked the Governor. Then it all came out, for Mrs. Governor knew about the store made out of a barn, and knew about the children, too.

"My!" said the Governor, after the story had been told, "this pie looks most too good to cut open. You don't suppose one could eat it at a grab, do you?"

"Henry says he could eat two," replied Clara, watching the Governor cut the pie into many wedge-shaped pieces.

"All right," said the Executive, then, his mouth stained with the heart of the pie, "I'll be down in the morning to get the rest of the pies. Will one market basket be large enough for the lot, do you think?"

"I don't think so," replied Clara, for the commercial instinct was strong upon her just then, and she knew she should work all night making more pies for this easiest of all new markets! Well, I guess you adult business men do the same thing, when you find a virgin market, in order to stock the natives up before competitors get next to your game!

The eyes of the senior member of the firm hung out so one could almost hang a hat on them, next morning, when he saw the stacks of pies the junior member had baked during the night, and when the Governor and the Senator, and the Lieutenant-Governor and the Treasurer all came in with market baskets and bought all the pies and about everything else there was in the store, paying the most extravagant prices for everything, her brother just sat down on the end of the counter and whistled. But in a moment he was given a poke under the chin by the junior member and told to hurry down to the wholesale house and stock up again, for other people were beginning to flock in to see if a council of state was being held in the store that was a barn, and they were buying what was left like everything. There never was such a trade as they had all through the holidays! The senior

member says a sign he put in the window did it:

HENRY & CLARA,
PIE-MAKERS to his Excellency,
the GOVERNOR.

It sure was a good sign, and when they took a larger store they took it with them. Now, in this case, of course, the Governor helped, but the main thing was that the merchants believed in their goods and exploited them with enthusiasm, which is contagious.

Alfred B. Tozer.

Various Religious Beliefs of Our Presidents.

Washington was an Episcopalian and one of his biographers says he was a communicant, while another declares that although he was a regular attendant at the services of that church, he was no more than an adherent and sympathizer. John Adams was a Unitarian, having been brought up in that faith and adhering to it all his life. Thomas Jefferson was repeatedly charged with being a free-thinker, some even said an atheist of the French school, but after his death his friends and family asserted that he was a believer in God and divine revelation, the immortality of the soul, and a future life, their statements being sustained by certain letters and documents found among his papers. Madison and Monroe were both members of the Episcopal church, remaining in that connection all their lives. John Quincy Adams was a Unitarian and for most of his life was connected with the same congregation which bore on its rolls the name of his father. For the greater part of his life General Jackson had no religious affiliation whatever, but in the evening of his days, and mainly through the influence of Mrs. Jackson, he attended the Presbyterian church, and after her death became in fact as well as form a member. On his estate he built a Presbyterian church and spent much money in contributing to its support.

Martin Van Buren was not a member of any church, but was a regular attendant at the services of the Dutch Reformed church near his home in Kinderhook, N. Y. William Henry Harrison was a communicant and for a time a vestryman in the Episcopal church. For a long time after his death his pew in Christ church, Cleveland, Ohio, bore the silver plate indicating its ownership. In his inaugural address he made what he called "a confession of faith," testifying to his religious belief. Tyler, like Harrison, was an Episcopalian, and personally a very devout man. Polk was not a member of any religious denomination, but in deference to Mrs. Polk he generally attended the services of the Presbyterian church. During his last illness he was baptized by a Methodist clergyman, a friend and neighbor, and formally received as a member of the Methodist church. President Taylor was a regular attendant at the services of the Episcopal church, and although the testimony is somewhat conflicting, it seems probable that he was a member. Millard Fillmore was a Unitarian, born and raised in a fam-

ily belonging to that denomination. President Pierce was a Trinitarian Congregationalist, and his religion is described as "more of the head than of the heart." Buchanan was a very acceptable member of the Presbyterian church.

President Lincoln, although described by his biographers as a man of deep religious convictions, was not a member of any denomination, although he often attended the Presbyterian church. Andrew Johnson was not a church member, although during his residence in Tennessee he generally attended the Methodist church. General Grant never connected himself with any church, although when he attended services at all, it was generally those of the Methodists. It is said that shortly before his death he became a member. Hayes was for many years a member of the Methodist church. Garfield was the only President who ever officiated as a preacher and pastor. After leaving the pulpit for the platform he remained a member of the Disciples of Christ. President Arthur was prominently connected with one of the leading Episcopal churches of New York City. President Cleveland was a regular attendant and, in his late years, it is said, a member, of the Presbyterian church. President Harrison was a Presbyterian and for many years an elder of a church in Indianapolis. President McKinley was a Methodist. President Roosevelt is a member of the Dutch Reformed church. President-elect Taft is a Unitarian.

Summarized, the showing is as follows:

Episcopal	8
Unitarian	4
Presbyterian	2
Methodist	2
Dutch Reformed	2
Congregational	1
Disciples	1

The most ridiculous coward in the world is the man who fears ridicule.

Grocers and General Store Merchants

Can increase their profits

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On Notions, Stationery and Staple Sundries

Large Variety Everyday Sellers

Send for our large catalogue—free

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Wholesale

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MERCHANTS

The best is the cheapest in everything
When you have that

AUCTION or SPECIAL SALE

Get the BEST and you will be the gainer by
LONG ODDS

Let us tell you all about what our twelve years' experience can do for you in reducing or closing out your stock at a profit.

We can please you as we have hundreds of others, and leave you smiling when we say good-bye.

Our methods are strictly up-to-date, everything high class, and we get the business.

W. A. RALSTON & CO.

Suite 407-409 Exchange Place Bldg.
Rochester, N. Y.

ARE IN

New California Fruits

New Figs New Nuts

Everything
For Holiday Business

Judson Grocer Co.

Grand Rapids, Mich.

WOMEN AND WINE.

Part They Played in Fifth National Bank Theft.

Ford had been missing for a week and mentally I had labeled his absence, "Gone fishing." He came back pale and tired, and I knew that my diagnosis was incorrect.

"Beer?" he demanded as he dropped himself into his great armchair.

"Lots of it," I said, and brought a bottle.

Then there was a throat filling lull, after that moments were devoted to a proper lighting of two pipes, and then I turned upon him sternly and said:

"You've been working—you've been working hard. I haven't seen or heard from you for a week. Please explain."

Ford waved a hand apologetically.

"My boy," said he, "don't let your curiosity run away with you. I will admit that I have been away for a week and that in that time you have not seen nor heard from me. Further, I will admit that I have been working hard. But more than this, no. When I have related unto thee the plain tale of my last week's doings I think that you will agree with me that I have had a right to fail to convey to you information as to my where and howabouts. To tell the truth, I got to working on this Fifth National Bank case and forgot that anything else existed."

It was my cue to start. The Fifth National Bank theft had been the great subject of interest for the city for a week. Seventy-five thousand dollars; the tellers' cage; and an unexplained disappearance of money, these sprang to my mind at Ford's words. But I hadn't connected his absence with the disappearance of the bank's money. I was shocked.

"You worked on that case?" I asked.

"I said I did."

"Hooray! Then finally you've got to admit you have gone up against something too hard for you to solve." As I have said, the disappearance of this \$75,000 had been unexplained.

"I didn't say that," said Ford quietly.

"Go on, man," I begged. "Can't you see—"

"Well, I was going to tell the story all the time," said Ford. "You see, sometimes the papers don't know everything about everything, even although they think they do. Sometimes it's just as well that they do not, although you'd never make editors believe it. This is one of those cases, speaking from the viewpoint of the Fifth National Bank.

"Of course, you know, because the papers know, that \$75,000 in packages of various sizes disappeared from the paying teller's cage of the bank. The disappearance was inexplicable, the papers said, the money having gone from the barred and locked cage as if it had taken wings and flown away. Very pretty work on the part of the reporters describing it, but money doesn't fly out of barred and locked cages without the aid of human hands, so the figure was a little flighty.

"The paying teller, Johnson by name, discovered the theft when he was checking up his money for the night, preparatory to putting it in the vault. He reported promptly to the cashier. An investigation was begun at once and resulted in nothing. The money was gone, the paying teller and five assistants were the only ones, apparently, who possibly could have taken it; but of these six men there was not one who was not a trusted employe, and all that sort of thing. Very complete case of mysterious disappearance of much money, you see.

"When they called me in I begged the officers of the institution to discharge one of the six clerks, any one would do.

"Why?" they wanted to know.

"First," I replied, 'to shake the crowd up and keep them on Uneasy street; second, to give me a chance to work in the cage and see things for myself.'

"But we don't suspect any particular individual," they said.

"Neither do I. But I do need this position for that purpose."

"So they fired one of the men and put me on his high stool, and I began to work. Naturally the other men, including the paying teller, who was not in the officers' confidence, suspected me of being just what I was. That was just what I wanted. Nothing in the world will break a man's nerve so quickly as to work under the strain of being next to a man whom he suspects of being a spotter, especially if the man is dishonest. Imagine how it would be yourself; I mean if you were dishonest, of course.

"I had calculated that I was near a clew when I went in the cage; when I found out, or thought I found out, that I was not, I got sore and went to see a woman who knows more about men who go wrong a la the thieving bank clerk than anybody in town. I helped arrest her once long ago. Consequently she feels kindly toward me, and answers any questions she can.

"None of my men had showed themselves where she could see or hear of them.

"But," says she, 'it's a wonder they don't, with their boss setting them the example he does.'

"As how?" I asked. For answer she got up and did a little dance.

"Whew! Everything, that's how," she said. 'Several women, much wine, two large buzz wagons, and all that goes with them. Oh, he's got some reputation, that boy.'

"That was pretty interesting to me, so I asked for the man's name.

"Why, Blake, the cashier, of course," said the woman.

"Yes, of course," I said. 'Knew all the time, but simply wanted to see if you knew what you were talking about.'

"I went back at once to the bank and began to talk with Blake about the money. I told him that I was on the trail of the man who was guilty of the theft; that I didn't know who the man was, but knew what he was, and that it was certain that

sooner or later I would run him down.

"I finished, lying like a thief, by saying: 'I have got on a road that leads to our man. It's a crooked road and a long one, but the man is at the end of it sure. If you'll have patience, the man is ours.'

"While talking I watched Blake as closely as I knew how. He was pretty good, but not quite good enough. His face was like a stone mask, but he was tearing an important letter into small bits as he listened.

"Well, I'm glad to hear that, I'm sure, Mr. Ford," he said. 'Of course, anything that we can do to expedite matters should be done, as the longer these things are permitted to go unsolved the harder their solution becomes. I can't imagine the man staying in the country long if he's left a trail that can be traced. However, do your best, always remembering that the quicker this thing is cleaned up the better.'

"Yes, sir; I always do my best," I said; and I did it in this case; I shadowed Mr. Blake from that hour henceforth.

"Blake was one of the most prominent of our prominent citizens. He had a big old brown stone house on the boulevard, a wife who read club papers, and two daughters who sang in the choir and did settlement work. If you ever read a newspaper biography of him you know that he was a desirable citizen, honest, industrious, frugal, a model for all young men of ambition to take after. Fine and dandy! Come with me and take after him just this one night and see how it would be for the ambitious young man to do likewise.

"He left the boulevard brown stone front about 9 in the evening via the stable, walked down the alley to the corner and jumped into the machine that was waiting for him. He spoke a single word and the chauffeur turned on the juice and whizzed away to a big redlight cafe. When Blake walked into a little private room the girls rose up and called him 'papa.' That was your young man's shining example for you.

"Next night Blake didn't go out. Johnson, the paying teller, called at his home. He stayed an hour. When he came out I followed him. He went to a railroad depot and bought a ticket. I was behind him, also.

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.

The \$500
Maxwell Runabout

has a two cylinder 10 H.
P. motor under hood, shaft
drive, 82 inch wheel base,
full elliptic springs.

Ask for catalogue.

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Established in 1873

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H. J. Hartman Foundry Co.
Manufacturers of Light Gray Iron and
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Bars, Hitching Posts, Street and Sewer
Castings, Etc. 270 S. Front St., Grand
Rapids, Mich. Citizens' Phone 5329.

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Clark Foot Warmers

Lower in price than ever. Clark Heaters have a reputation for excellence. No casting in a Clark—no soldered joints or screws to work loose—every part is solidly riveted.

They fill the bill for carriage,
wagon, sleigh or automobile.

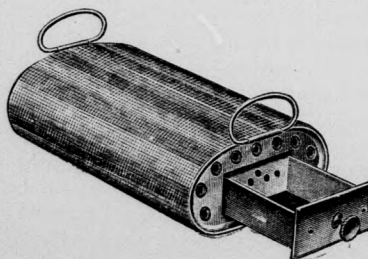
Drop us a card for new catalogue. Your jobber has this line.

Clark Coal Is Best

Costs no more than inferior grades and every brick carries a written guarantee to give at least 25% more heat than any other fuel on the market.

It is the one fuel that always pleases.
The ideal fuel for foot warmers or self-heating sad irons.

Chicago Flexible Shaft Company
99 La Salle Avenue, Chicago



buying a ticket, and looking over his shoulder I saw the name of the station to which he was going, Milford, eighty miles out of town and where Blake's summer home was located. It was late for anybody to go to Milford, the family all being in town, and Johnson's sudden departure for there after the call at the Blake home had me puzzled.

"Milford is one of those stations that look like a city in summer time and like a graveyard in autumn. You get off the train, get into a bus, and take a lonely ride to your hotel, or hire a launch to take you up the lake, which lies a few rods from the tracks. Our train was a slow one and it was well into the morning when we pulled into Milford. I dropped off on the side away from the depot and hid in the darkness, while Johnson stepped off on the station platform. When the train pulled away, so the platform was visible to me, I had a shock. Johnson was stepping into Blake's big red car and Blake was sitting at the wheel!

"Then I began to understand a little. Blake evidently had wished to meet Johnson at Milford, which meant that he wished to meet him where there was no danger of discovery. He had directed the teller to go by train, while he had gone by machine. And here they were whisking away into the night, leaving me behind, helpless and stung.

"All that saved me was a little light in a boathouse on the lake. I made for that light, knocked and awakened an old boatman. I asked him about Blake's place.

"'T'other end of the lake,' he said, 'but there's nobody there now, not even a caretaker.'

"All right enough,' I said. 'I'm the new caretaker. Now here I'm left stranded and I want to get to the Blake place to-night. Can you suggest any way for me to go?'

"Of course,' says he. 'I'll take you up in my launch for \$5.'

"He had a fast boat, and as we cut straight across the lake, while Blake had to go 'way around, I had managed to break open a window and hide myself on the lawn when the machine came up. The boat waited for me.

"They wasted no time. They jumped out of the machine and went into the house. I went to a window and listened. I heard nothing and saw nothing, and I was just about to go in through my opened window when a light broke out from a bedroom upstairs.

"There was a tree a ways from the window. I went up this as fast as I could, keeping its trunk between myself and the light. They were wasting no time in the room; Blake was unlocking a desk and Johnson was standing beside him. When the roll-top went up Blake reached into a drawer and pulled out a package and handed it to Johnson. Johnson took it, dropped it into a bag that he'd brought with him, and Blake turned out the light and they went downstairs again. A minute or two later they came out, locked the door behind them, and went to the machine without a word. While Blake was

cranking Johnson dropped the bag into the tonneau and spoke just once:

"God! he said harshly, 'but a thief does earn his money too hard!'

"Then Blake jumped in and they buzzed away.

"My job was plain enough: I had to beat them back to the train and follow Johnson and the bag. It was all plain to me now: Blake had taken the money out to Milford and now was sending it away with Johnson, who, apparently, was his tool. I would follow Johnson, and if he attempted to leave the country I would quietly arrest him and come back and have a nice little talk with Blake. It was a funny situation and the more I thought of Johnson's tone of voice when he spoke about a thief earning what he got, the more strange it seemed. A good thief doesn't talk that way, off the stage.

"I was hidden in the weeds across the tracks from the platform when Blake's machine swung up to the Milford station platform. As I expected Johnson jumped out, the bag in his hand, and Blake shot away toward the city. I got on the train after Johnson had entered the coach, went into another car, and when he left the train in the city I was waiting to follow him.

"You'll never guess where he went. It was 9 o'clock by this time, the time when the bank employees came to work. Johnson simply went into the teller's cage and took off his hat and coat as he had done every morning for seven years; and the bag was with him.

"It took me an hour to get out of my disguise and into my real self, and when I came to the bank I was instructed to see Mr. Blake.

"Mr. Ford,' said Blake, 'your services will not be necessary to this institution any longer. The matter of the money you have been seeking has been adjusted in a way satisfactory to all concerned.'

"That left me gasping, but finally I managed to blurt out:

"Then that's what Johnson meant last night when he said that a thief earns his money too hard?"

"Blake paled and wilted like a man with a knife in his vitals.

"What do you mean?' he demanded.

"Johnson brought the money back from Milford in a little black bag this morning, didn't he? That's what you went out there for last night, wasn't it? I was up in that big elm tree outside the window when you were in the bedroom, Mr. Blake.'

"He wet his lips half a dozen times before he could speak.

"Ford,' he said, 'one mistake doesn't necessarily make a man a criminal. You know that. Look here: I was the prime mover in this affair. I took the package out after Johnson had reported to me after he'd pretended to check up and find it missing. It was all me; he was my tool. But look here: This afternoon I resign my position. I'm going away. I'm going to go out and live in the country and see if I can't get back to decency for a little while before I die. Considering that the money came back, are you going to give me a chance?'

"It's not mine to condemn anybody,' I said. 'You and Johnson aren't thieves; you couldn't be with your soft consciences. If you go, Johnson wouldn't dare to take a penny as long as he lives. If you'll tell me that my duty is done and that my services no longer are required, I will go.'

"And he told me all that, and so I came home. To-morrow you'll see that Mr. Blake resigned. And that's how the unsolved Fifth National Bank theft listens from the inside."

B. James Kells.

The Horse's Power of Smell.

The horse will leave musty hay untouched in his bin, however hungry. He will not drink of water objectionable to his questioning sniff, nor from a bucket which some odor makes offensive, however thirsty. His intelligent nostrils will widen, quiver and query over the daintiest bit offered by the fairest of hands, with coaxings that would make a mortal shut his eyes and swallow a nauseous mouthful at a gulp. A mare is never satisfied by either sight or whinny that her colt is really her own until she has a certified nasal certificate to the fact. A blind horse, now living, will not allow the approach of any stranger without showing signs of anger not safely to be disregarded. The distinction is evidently made by his sense of smell and at a considerable distance. Blind horses, as a rule, will gallop wildly about a pasture without striking the surrounding fence. The sense of smell informs them of its proximity.—Horse and Stable.

Grounds for Complaint.

"Any complaints, corporal?" said the colonel, making one morning a personal inspection.

"Yes, sir. Taste that, sir," said the corporal promptly.

The colonel put the liquid to his lips.

"Why," he said, "that's the best soup I ever tasted!"

"Yes, sir," said the corporal, "and the cook wants to call it coffee."

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If YOU wish to succeed in business you must study business as business is done. Investigate our modern and practical courses. Write for new descriptive catalog.

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We Make Prompt Shipments.

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Grand Rapids, Mich.

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The Sun Never Sets

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Brilliant Lamp Burns

And No Other Light HALF SO GOOD OR CHEAP

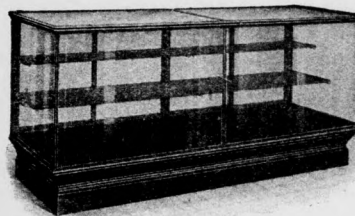
It's economy to use them—a saving of 50 to 75 per cent. over any other artificial light, which is demonstrated by the many thousands in use for the last nine years all over the world. Write for M. T. catalog, it tells all about them and our systems.



BRILLIANT GAS LAMP CO.

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No. 600 Display Case

We Can Give You Prompt Shipments

We carry at all times 1,000 cases in stock, all styles, all sizes. Our fixtures excel in style, construction and finish. No other factory sells as many or can quote you as low prices, quality considered.

Send for our catalog G.

GRAND RAPIDS SHOW CASE CO. GRAND RAPIDS, MICH.

Branch Factory, Lutke Mfg. Co., Portland, Ore. New York Office and Showroom, 724 Broadway St. Louis Office and Showroom, 1331 Washing'n Ave. San Francisco Office and Showroom, 576 Mission St.

Under our own management

The Largest Show Case Plant in the World

A HOME INVESTMENT

Where you know all about the business, the management, the officers

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

has proved popular. Its quarterly cash dividends of two per cent. have been paid for about ten years. Investigate the proposition.

A LAST WILL

HE was stronger and cleverer, no doubt, than other men, and in many broad lines of business he had grown rich, until his wealth exceeded exaggeration. One morning, in his office, he directed a request to his confidential lawyer to come to him in the afternoon. He intended to have his will drawn. A will is a solemn matter, even with men whose life is given up to business, and who are by habit mindful of the future. After giving this direction he took up no other matter, but sat at his desk alone and in silence.

It was a day when Summer was first new. The pale leaves upon the trees were starting forth upon the yet unbending branches. The grass in the parks had a freshness in its green like the freshness of the blue in the sky and of the yellow of the sun—a freshness to make one wish that life might renew its youth. The clear breezes from the south wanted about, and then were still, as if loath to go finally away.

Half idly, half thoughtfully the rich man wrote upon the white paper before him, beginning what he wrote with capital letters, such as he had not made since, as a boy at school, he had taken pride in his skill with the pen:

In The Name of God—Amen. I, Charles Lounsbury, being of sound and disposing mind and memory, do now make and publish this my Last Will and Testament, in order, as justly as I may, to distribute my interests in the world among succeeding men.

And first, that part of my interests which is known among men and recognized in the sheep-bound volumes of the law as my property, being inconsiderable and of none account, I make no account of in this my will.

My right to live, it being but a life estate, is not at my disposal, but these things excepted, all else in the world I now proceed to devise and bequeath:

Item. And first, I give to good Fathers and Mothers, but in trust for their children, nevertheless, all good little words of praise and all quaint pet names, and I charge said parents to use them justly, but generously, as the needs of their children shall require.

Item. I leave to children exclusively, but only for the life of their childhood, all and every, the dandelions of the fields, and the daisies thereof, with the right to play among them freely, according to the custom of children, warning them at the same time against the thistles. And I devise to children the yellow shores of creeks and the golden sands beneath the waters thereof, with the dragon flies that skim the surface of said waters, and the odors of the willows that dip into said waters, and the white clouds that float high over the giant trees.

And I leave to children the long, long days to be merry in, in a thousand ways, and the Night and the Moon and the train of the Milky Way to wonder at, but subject, nevertheless, to the rights hereinafter give to lovers, and I give to each child the right to choose a star that shall be his, and I direct that the child's father shall tell him the name of it, in order that the child shall always remember the name of that star after he has learned and forgotten astronomy.

Item. I devise to boys jointly, all the useful idle fields and commons where ball may be played, and all snow-clad hills where one may coast and all streams and ponds where one may skate to have and to hold the same for the period of their boyhood. And all meadows with the clover blooms and butterflies thereof, and all woods with their appurtenances of squirrels and whirring birds and echoes and strange noises, and all distant places which may be visited together with the adventures there found. I do give to said boys to be their own. And I give to said boys, each his own place at the fireside at night, with all pictures that may be seen in the burning wood or coal, to enjoy without let or hindrance and without any incumbrance of cares.

Item. To lovers I devise their imaginary world, with whatever they may need, as the stars of the sky, the red, red roses by the wall, the snow of the hawthorn, the sweet strains of music or caught else they may desire to figure to each other the lastingness and beauty of their love.

Item. To young men jointly, being joined in a brave, mad crowd, I devise and bequeath all boisterous, inspiring sports of rivalry. I give to them the disdain of weakness, and undaunted confidence in their own strength. Though they are rude and rough, I leave to them alone the power of making lasting friendships and of possessing companions, and to them exclusively I give all merry songs and brave choruses to sing, with smooth voices to troll them forth.

Item. And to those who are no longer children or youths or lovers I leave Memory, and I leave to them the volumes of the poems of Burns and Shakespeare, and of other poets, if there are others, to the end that they may live the old days over again, free and fully, without tithes or diminution; and to those who are no longer children or youths or lovers I leave, too, the knowledge of what a rare, rare world it is.

Charles Lounsbury,

The Cost of NOT HAVING a National Cash Register

is what you must think over. To handle your business *without one* is expensive. You forget Charge Sales, Money Paid Out and similar items, which soon amount to the price of a **National Cash Register**. In fact, **YOU ARE PAYING FOR IT** without **HAVING IT**.



1908 Model Money Maker

This is a new model, and is the most complete register ever manufactured. Prints itemized record under lock and issues check. This register is equipped with time printer to print the time of day a sale is made. It also has an autographic attachment for making records of goods wanted.

On the other hand, **HAVING a National Cash Register** is **NOT** an **EXPENSE**. The money it saves soon pays for it, and continues to come to you afterward as **ADDITIONAL CLEAR PROFIT**.

**It Stops Mistakes
and
Saves You
More Money**


It Will Pay You to Investigate

We can show you a **National Cash Register** that will suit your business and prove to your entire satisfaction that it will save money and make your work easier. You are **LOSING MONEY EVERY DAY** that could be turned into **PROFITS**. Give us an opportunity to put the facts before you. This places you under no obligation whatever. Just mail the coupon for further information.

The National Cash Register Co.

16 No. Division St., Grand Rapids, Mich.

79 Woodward Ave., Detroit, Mich.

 **WRITE TO NEAREST OFFICE**

MAIL THIS COUPON TODAY

The National Cash Register Co., 16 No. Division St., Grand Rapids, Mich., or 79 Woodward Ave., Detroit, Mich: I would like to know how a National Credit File can increase my profits and do the other things you say it will.

Name
Business
Street
City State No. of Clerks

PARCELS POST EXTENSION.

Impracticability of Adopting the European System.

Every word that Postmaster General Meyer says regarding rural free delivery may be heartily endorsed. It is an expensive experiment, and yet there is no logical reason for denying to the farmer the free delivery of his mail. If the farmer is such an important principle in the life of a nation, and he is, he should receive every consideration, in that the closer he comes into touch with the great movements of the world, the more he feels that he is one of a great people. The reading of his daily paper will supply him with the needed impetus to go out into the fields determined to accomplish something worth while. This the rural free delivery is accomplishing.

"The carrying of parcels of merchandise, however, is a very different thing. It bears scarcely any relation whatever to the governmental function above referred to. One is essentially educational, the other purely commercial." These words of a congressman from California were uttered in the House of Representatives on March 3, 1908, and supply a sufficient reason for opposing any extension of the parcels post system.

The advocates of parcels post contend that if the farmer is granted such a system he will have received the one link necessary to complete his chain of happiness. A careful consideration of the problem from his view point will no doubt prove to any fair minded individual that this is a misstatement of facts. For instance, deliver parcels to him and you destroy the local dealer's business, thus removing the farmers home market for his produce. This necessitates the shipment of his produce to a distant market, which requires an additional expense, both in the matter of carriage and packing. Moreover much that he produces will not permit of long shipments. Consider these facts and judge for yourself whether or not the farmer has cause for thanks. Parcels post and rural delivery are two distinct propositions. One is strictly commercial, the other is educational.

Some objection is made to slight incongruities existing in the present system. For instance: A person with two parcels, each weighing four pounds, can send one to New York for 64 cents and one to a foreign country, via New York, for 48 cents. If those packages weighed four and one-half pounds the one for New York would be refused and the one to the foreign country would be accepted. It is stated that "The parcel for the foreign country would be received in most instances even if it weighed as much as eleven pounds, and forwarded to any one of twenty-two foreign countries." These assertions are correct as far as they go, but an explanation of the actual facts would not have been amiss.

In the instance mentioned the domestic rate is larger because even pounds are considered. Let us consider a package weighing seventeen ounces. This package can be sent anywhere in the United States for 17

cents. If sent to a foreign country it would cost 24 cents. Thus we must send even pounds if we are to benefit by the foreign rate.

The domestic and foreign rates should not, however, be considered together in a consideration of parcels post. International parcels post is a matter of comity between nations, and is governed by agreement or treaty. The amount involved is so small that it makes little difference one way or the other in the annual receipts of the Post Office Department. During the last fiscal year we dispatched to all foreign countries only 330,000 parcels, and we received 181,000. These figures compared with the domestic figures are very small and can almost be ignored as far as figuring profit and loss for the whole department is concerned.

The Postmaster General refers to the rejection of the four and one-half pound parcel mailed to a point in the United States. This is a fact and yet an explanation might serve to throw a different light on the matter. The nearest approximate weight in Europe to our four pounds is two kilograms, about four pounds six ounces. This is the only reason why we are able to send six ounces more to Europe.

Let us consider for a moment his statement regarding the eleven pound limit. Australia, Belgium, Denmark, Germany, Great Britain and Ireland, Hongkong, Japan, Norway and Sweden are the countries which recognize the four pound six ounce limit of weight. We have no postal convention with France. These are the principal nations and are the ones to which most of our parcels would go. Germany recognized the eleven pound limit up to a few years ago when she was forced to give it up and accept the four pound six ounce limit because of the unprofitableness of the former system. This leaves us twenty-four minor countries that receive the eleven pound package. For instance such places as the Windward Islands, Barbadoes, certain South American republics, and the Leeward Islands. What benefit is it to the great majority of people that we are able to send eleven pound parcels to these insignificant countries?

"I propose to recommend the establishment of a parcel post on rural routes which will meet the objections of the small store keepers and retailers."

His recommendations, as embodied in Senator Burnham's bill, confine rural delivery parcels post strictly to rural free delivery routes and to parcels mailed at the postoffice from which the rural route emanates or starts. It will take some time for the Postmaster General to convince the mail order houses of the legality of such legislation. In fact there is no doubt but that they will urge a complete parcel post system on the ground that the local parcel post delivery system is class legislation. Herein lies the great danger of inaugurating parcel post in this incomplete form, and supplies the reason for the bitter antagonism of

the retail merchant and farmer toward the system.

Mr. Meyer himself admits that mail order houses would become dangerous competitors of the small merchants, under a full-fledged system of parcels post. He says: "In Germany the small storekeeper has not this advantage (referring to rural free delivery parcel post) in competing with mail order houses, but he has adapted himself to the situation, and in many instances has become the agent in his town, thus supplying the people with goods which it is impossible for him to keep in stock without a great outlay of money." Thus he suggests that our retail merchants, instead of being independent, energetic, and ambitious to achieve success in their own way, become the local agent of the large catalog houses in Chicago; in other words, a mere cog in the wheel of a great piece of machinery. This condition may be satisfactory to the German store keeper, but is contrary to the American spirit of liberty, and will, I am sure, be resented with all the energy which the retail dealer can command.

It isn't a question of whether or not parcel post will benefit the mail order houses, because we are sure it will. The question is, How much will it benefit them and to what extent will it result to the detriment of the farmer and retail dealer?

Granting that parcel post redounds to the advantage of the mail order houses, do we realize the immensity of the injustice done the retailer? In considering this phase of the question we are convinced that it will compel centralization of trade. This means nothing more or less than "wealth." In view of all that we have read and heard regarding the injustice of great corporations or "trusts" in their

dealings with the public, can our legislators conscientiously pave the way for still greater concentration of trade, wealth and energy? Is it more expedient to concentrate our wealth into a few large cities, where the mail order houses abound, or to have it scattered throughout the length and breadth of our country, in every village where are the general store and thrifty farmers? This is the important question which seeks its solution in the passage or rejection of this bill in the next Congress.

That the situation is grave indeed is attested by the admission which the Postal Progress League was forced to make:

MODERN LIGHT

The Swem Gas System produces that desirable rich, clear and highly efficient light at a saving of one-half in operating cost. The price for complete plant is so low it will surprise you. Write us.

SWEM GAS MACHINE CO. Waterloo, Ia.



DON'T FAIL

To send for catalog showing our line of

PEANUT ROASTERS,
CORN POPPERS, &c.

LIBERAL TERMS.

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



The Consumers Lighting System is the modern system of lighting for progressive merchants who want a well lighted store or residence. The Hollow-wire Lighting System that is simple, safe and economical. Let us quote you on our No. 18 Inverted Arc which develops 1000 candle power. Consumers Lighting Co., Grand Rapids, Mich.

Henry Smith
FLORIST
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GRAND RAPIDS, MICH.

HOLIDAY GOODS

We still have good assortments of

Handkerchiefs

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P. STEKETEE & SONS

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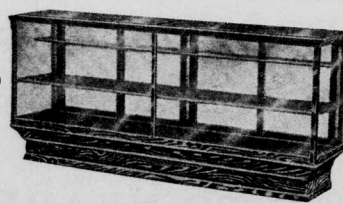
Grand Rapids, Mich.



SAVE MONEY

and cut out the jobber's profit. We make show cases of every description and guarantee them to be unequalled values because they are better built and only best of materials are used. We pay freight both ways if goods are not as represented. Catalogue and prices upon application.

GEO. S. SMITH STORE FIXTURE CO., Grand Rapids, Mich.



Buy Direct
from
Manufacturer

"More opposition comes from many small retailers and country store keepers. They say that a parcel post would rob them of their business and give it all to the mail order houses.

"Doubtless there is some truth in this contention, but the small dealer forgets that under a parcel post system that he, knowing the wants of his trade, could order small lots of goods at very little shipping expense. He could anticipate the demand of his trade and satisfy it almost as cheaply as the mail order houses. He could build up, at no financial risk, a very profitable commission business."

Here again is a very flattering offer to the independent store keeper, who is invited to become the agent of these great octopuses of trade—the mail order houses.

A greater centralization of wealth than already exists will endanger the social fabric of our country.

It is a well known fact that mail order houses have played an important part in the commercial life of England. Consequently there is a noticeable lack of farms and retail stores there, which of course means a lack of thriving villages. Is this the condition of affairs which we are unconsciously bringing about?

Mail order houses can not compete with the retail stores in our large cities in the matter of price, when quality is one of the considerations. This fact has been proven beyond a doubt. Consequently it is very evident that they receive their orders from the rural districts, where competition is practically impossible. This compels the belief that should a parcel post be adopted, thus paving the way for greater mailing power, the mail order house will be able to supply those commodities which at the present time could not be handled to advantage—that is, those articles which can be bought in the general store. Here then we force the retail dealer into a competition which he can not meet. Is this helping him?

I recently received from one of these mail order houses their large catalog, which contained 1,183 pages. The postage on this volume was 21 cents. According to the statement of one house, they send out over 27,000 copies daily. This in postage alone amounts to \$5,670, which for the year totals \$1,774,710. This sum is spent annually in the distribution of catalogues, and it is needless to say that they are not lax in devising some method whereby they will either save something in postage or else ensure larger returns on their advertising—hence this scheme of parcels post.

Through this proposed measure the government becomes a partner with these concerns. This means that the deficit incurred would have to be paid out of the people's taxes. Here is another example of helping the masses by raising their taxes. I say this in all sincerity because the common people have no one on whom to lay the burden of increased rents, grocery bills, etc. Increased taxation must, in the last analysis, be paid in toto by the employee, for the reason that those who have wealth in abund-

ance are able, by increasing the cost of their production, to meet that tax without paying it. Hence we hear the over-rich politician, the capitalist, the manufacturer, say, we are not overtaxed, prices are not too high, rents are normal, etc. Small wonder that they are able to say this when it is no hardship for them, with all of their thousands, to live luxuriously. It is high time that the great mass of the common people should assert themselves in a manner which will be felt by those politicians who have betrayed their trust. The Postmaster General has misled many farmers into believing that his measure will prove advantageous to them, when in reality it will become the greatest and heaviest financial burden which it has been the misfortune of the people to carry.

Victor E. Fehrstorm.

Autumn Leaves Easy To Procure For Store Windows.

Written for the Tradesman.

Before the stingingly freezing weather dropped down on suffering and helpless humanity quite a number of local stores made use of countless millions of the brown autumn leaves that strewed the ground in every direction.

A small wagonload of these is a sufficient amount to deeply cover the floor of any ordinary sized window, and, for all these leaves are so very common out of doors, they always pause people's footsteps when seen in an unusual place.

One hardware store lighted on the scheme of dotting the background mirror with them, touching each leaf with a dab of glue, leaving a large oval space in the center on which was printed, with brown paint, words calling notice as follows to their small oil heaters, eight or ten of which stood imbedded in the seared foliage: "When the leaves begin to fall"

You
Need
One
Of
Our
Little Heaters
To
Take
Off

That Chilly Feeling

A shoe dealer also employed withered leaves on the floor of his window effectively. He stood a pair of substantial-looking shoes at intervals on the small end of starch boxes (which he had brought from the laundry in his own home). He heaped the leaves all around the boxes, so that none of the wood showed. In the background he placed a large sheet of white cardboard, with a border painted in brown water colors, and the letters also were the same kind of brown, only a little lighter. On the card one read:

These Stout Shoes
Just
The
Thing
For
The

"Beautiful Autumnal Woods"

Nothing very startling about these two uses of fallen leaves, but both of

the exhibits awakened the interest they were intended to arouse.

Don't be afraid to engage the services of the simple readily-obtained things of Nature in your window displays. They are often more operative as attention-getters than expensive luxuries in the way of fixtures.

H. E. R. S.

She Took Him Literally.

A Scottish parson, still on the under side of forty, was driving home from an outlying hamlet when he overtook a young woman. He recognized her as the maid of all work at a farm which he would pass, so he pulled up and offered her a lift. Mary gladly accepted the offer, and they chatted pleasantly all the way to the farm gate.

"Thank you, sir," she said, as she got down.

"Don't mention it, Mary. Don't mention it," he told her, politely.

"No, I won't!" Mary obligingly assured him.

We are manufacturers of
**Trimmed and
Untrimmed Hats**

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.



"Always Our Aim"

To make the best work garments on the market.

To make them at a price that insures the dealer a good profit, and

To make them in such a way that the man who has once worn our garments will not wear "something just as good," but will insist upon having **The Ideal Brand**.

Write us for samples.

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



Buy Any Waist Measure You Like

We have a good assortment of Kersey trousers, solid sizes, 32, 33, 34, 36, 38, 40 waist—price per dozen \$18.00.

A few sizes at this time of the year helps balance up your line. Make up your list before our stock is broken.

We Also Offer

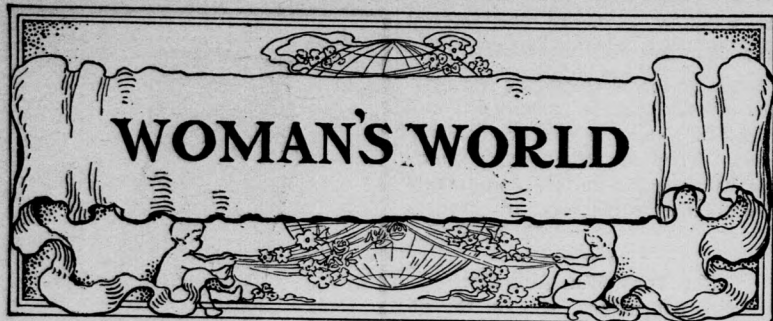
an exceptionally strong line of Kersey, Covert, Duck, Corduroy, Sheep lined and Mackinaw Coats.

Mail orders receive prompt attention.

**Grand Rapids Dry
Goods Co.**

Wholesale Dry Goods

Grand Rapids, Mich.



Some Different Varieties of the Lover.

It is popularly supposed that all the world loves the lover, and that it is a cherished household pet. Never was there a greater mistake, for there is absolutely no ravenous beast of the forest that will make a prudent person take to his heels as quickly as the sight of a real bona fide lover bearing down upon him.

Nor is this fear of this afflicting animal without cause, for literally the onslaught of an army with banners is not so much to be dreaded as the attack of a lover who has it bad. It seizes upon the friend whose hand has fed and clothed it, or waylays a perfect stranger with equal disregard of their feelings, and, without a single pang of compunction, slowly bores them to death.

Just when and where this terrible creature first originated it has been impossible to ascertain. It evidently, however, goes back to a very remote period, for history mentions a number of notable specimens such as Petrarch and Laura; Hero and Leander; Romeo and Juliet, etc., who appear to have gotten in their deadly work in their vicinity in ages long ago.

One of the chief dangers to be apprehended from the lover is that it is very difficult to distinguish it at sight. You observe a nice quiet-looking creature, with a kind eye and a gentle demeanor, that attracts you, and you go up and pet it on the head and begin to make friends with it. Sometimes you are so attracted by it that you even take it home with you, when, suddenly, without a word of warning, it begins to throw fits about some perfectly commonplace girl or young man, and you realize, only too late, that you are alone, and at the mercy of a lover.

The species of rabies with which the lover is afflicted manifests itself in a strange hallucination. This illusion takes the form of supposing that you are hungry and thirsting, and lying awake nights to hear about the personal appearance, and the mental and moral charms of some individual you never saw, or in whom you do not take the slightest interest.

The lover is of both sexes, and while the males are the more violent, they lack the staying powers of the female. They are also of all ages, and the older they get the worse they get, and the more to be dreaded, as nothing else on earth is so afflicting as an old maid lover or a senile grandpa one. If once you are attacked by either of these crea-

tures, you had as well abandon hope at once, as they never let go until their victim sinks into a state of utter insensibility.

There are many varieties of the lover, the most common of which is known as the calf lover. This is always very young, and rather shy, and it is usually possible to frighten it off by hurling a few shafts of ridicule at it. Another common variety is called the poet. This is a particularly venomous species, as it oozes slushy verses at every pore, which it reads to you until you pass away in great agony.

Another species, closely allied to the poet, is the letter writing lover, which may always be recognized at sight by carrying so many letters in its pockets or stuffed in its shirt-waist that it looks like a pouter pigeon. As soon as this variety of lover gets its claws on you it pulls out these letters, which begin, "My ownest own, my precious darling angel love ducky daddle," on you, and assassinates you by making you read forty-page missives of devotion, addressed to another. Happily, however, after the first letter you are reduced to a state of softening of the brain, in which you are not conscious of your sufferings.

The most dangerous variety of the lover, though, is the widower. When one of these, especially a graybeard, develops an attack of love it is the most fearsome bore known to poor humanity. It simply runs amuck, seeking whom it may devour, and neither youth nor age, nor friend nor foe, is safe from its attack.

Some think that an old maid with the first case of rabies is equally as dangerous, but this is a mistake. The real, simon-pure soul-wearier, with the ability raised to the nth power to make one yearn for a speedy death, is the widower who is stuck on a 20-year-old girl, especially a chorus girl.

The mode of attack of the lover resembles that of other men-devouring animals. It simply lies in wait for its prey, and the instant it perceives that you are defenseless it springs upon you with a yelp of joy, and while you are being chewed up it emits sounds that those who have studied its language translate thus:

"Say, you ought to see my girl. She is the most beautiful creature in the world. Her eyes are like violets drenched in dew. Her hair is spun gold. Her mouth is a perfect cupid bow. Her ears are like seashells. Her complexion is like alabaster. Her figure is tall and slight and willowy, and neck and arms are like those of

Karo

The Syrup of Purity and Wholesomeness.

Unequalled for table use and cooking—fine for griddle cakes—dandy for candy. Now more favorably known than ever before. Everybody wants the delicate, charming flavor found only in Karo, the choicest of all food sweets.



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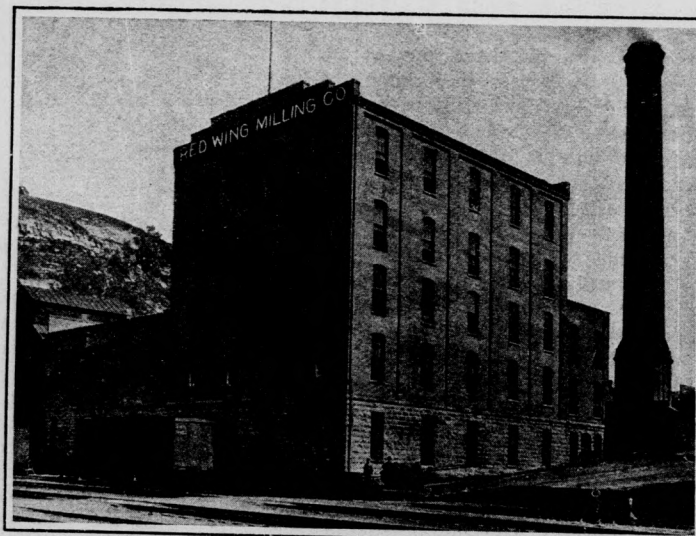
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Grocers handling the line know this—and the result is that all recommend Bixota.

Stock Bixota at once if you want more flour business at better profits.

Red Wing Milling Co.

Red Wing, Minn.

S. A. Potter, Michigan Agent, 859 15th St., Detroit, Mich.

the Venus de Milo. She is the most intelligent woman, bright and witty and vivacious, but not in the least a bluestocking. She dresses magnificently and is the kind of woman that makes every other woman turn round and rubber as she passes, but she is so economical that it doesn't cost her more than five dollars a year to do it. And she is so domestic her angel food just melts in your mouth. And she just worships me. She hasn't another thought except about me. Honest, if anything should happen to me it would just kill her."

You gasp and give a little moan of pain as the creature stops to take breath, and then the horrible pitiless fiend begins it all over again. "Say, you ought to see my girl. She is the most beautiful creature in the world. Her eyes are like violets," etc., etc., and it repeats this again and again, as long as there is any breath left in your body.

The female lover's cry, when masticating a victim, does not differ materially from those of the male, except that every assertion ends with "John says that Mr. Taft will do so and so;" "John says that the stock market will go up or down;" "John says that we will have a hot summer next summer," etc., etc. The peculiar effect of this is to render the people who have to hear it stock, staring mad, so that they beat their heads against the wall, and go about wringing their hands and wondering if they can stand it until the wedding day.

The only known antidote for the rabies in lovers is to get them married. This works an instantaneous cure. They never throw another fit afterwards and are most pleasant and delightful to have about ever after.

Further Facts.

If all the world loves a lover it loves him at a distance.

Many a man writes sonnets to a woman's eyebrows before the marriage who refuses to split the kindling for her after marriage.

The foolishness of lovers is wiser than the wisdom of sages.

Never to have loved is never to have lived.

Once in his life every man is a hero of romance to some woman, and some woman is an angel to some man, and that is God's compensation for all the balance of the commonplace years of existence.

A woman may forget everything else that has happened to her in life, but the last thing that she remembers when she is dying is what her lover used to say to her in the days before they were married.

Dorothy Dix.

Assuming the Burden.

"Now, I don't want to talk insurance to-day," snapped the freight agent.

"I don't blame you a bit," said the insurance agent, suavely; "if you'll simply stop, look and listen, I'll do every bit of the talking!"

It is a good sign of sense as well as of secrecy to keep to yourself the things you do not know.

It is never wise to trust the man who trusts no one.

Parisian Invents Moving Portrait.

Moving portraits hail from Paris. The camera that does it is the stereocinema, an invention of a Parisian named Reynaud.

When we consider a friend's face is not a single expression that we see, but a series of expressions which succeed each other rapidly and are blended by the eye as the photographic objective can not do, and it is the series of expressions that gives us the real physiognomy.

Mr. Reynaud takes a cinematographic portrait and adds a stereoscopic relief. In order to do this he has designed a praxinoscope in which the successive images, taken from points of view sufficiently removed to satisfy the laws of stereoscopy, are placed respectively at right and at left in the interior of two disklike receptacles turning together about a horizontal axis.

Plain mirrors are placed at the center with an arrangement which, by displacing the images sidewise, enables the observer to view them under normal conditions with the aid of a pair of stereoscopic prisms. They also may be projected on a screen by replacing these prisms with two object lenses. Moreover, the two series of images are so arranged that they are presented successively to the eyes without any cessation of continuous vision in the case of either eye.

This doubles the number of images from the cinematographic point of view. Mr. Reynaud makes his own negatives either at his studio or at the subject's home, and he prints his positives on bands of paper that fit easily into the wheels. The device then is turned toward the window or toward a lamp to light the pictures well, and the crank is turned, whereupon the observer sees before him a living and moving image of the person represented.

An Innovation in Roads.

During the last few years much interest has been taken in the crusade for good roads, and in many parts of the country model stretches of highway have been constructed by "good roads" commissions to serve as examples to the natives of each locality. Much valuable instruction has been imparted in this manner, but apparently no plan discovered for overcoming the difficulties of road building in a sandy soil. It remained for a Minnesota man to adopt a new method of construction suitable to such a condition.

George W. Cooley, State Highway Engineer of Minnesota, has designed a road that is serviceable in spite of a sandy foundation. A section of his new construction is located at Cambridge, in Isanti county. In this district there is nothing but sand for a top soil, and it is impossible to preserve a road without adding some other material. Mr. Cooley finally decided that sawdust was the component necessary, and a four-inch layer of this was raked into a stretch of road which had been carefully graded. Passing teams thoroughly ground together this mixture, and whenever ruts were worn into the surface they were filled with fresh

sawdust. The fine particles of wood gradually rot, forming a heavy loam with the sand, and the result is a firm roadbed, suitable to all ordinary traffic.—Harper's Weekly.

Worked the Wrong Way.

Joax—I bought a ton of coal and had it insured.

Hoax—Great scheme! I suppose when you burnt it they gave you another ton?

Joax—No. They threatened to have me arrested for arson.

A Difference.

Blinks (in the restaurant)—Gee, look at that guy over there eating with his knife.

Jinks—Ssh! That man is rich enough to eat with his fingers if he wanted to.

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THE OLD SURVEYOR.

Why He Is Going To Quit Business.

Written for the Tradesman.

"You look tired, Teddy," said the grocer, as the old land surveyor entered and placed his tools of the craft in the corner next the door.

"I am tired, Jake," admitted the old man, advancing to the desk where Harder, the grocer, was posting books, "tired to death."

"There's something on your mind, Mr. Tripod, I see that plain enough," and the merchant put aside his books and asked what the other would have.

"I'm going home," sighed Tripod. "I have run the gamut of this business and things don't wag after the old fashion. Why, do you know, a man actually insulted me this last trip—called me a fool and the like—because I wouldn't drink with him. His whisky was vile; he was certainly more than half seas over and I wouldn't humor him. In my young days I might have done it, but not now."

"And he called you a fool, Ted?"

"That's what he did, an old fool."

"Didn't it arouse your ire?" queried the grocer. "I understand that you were once a hard man to handle. Very few cared to cross swords with Teddy Tripod, the nifty scaler from town."

Mr. Harder laughed reminiscently.

"Oh, yes, I was all fire and tow then—that was before I got to be a surveyor and civil engineer. Once I thought nobody of my inches could down me. Ah, but years as they count upward tell on a fellow and no mistake. To be called a fool and not resent it is about the limit. The man was drunk enough to be ugly and I let it pass."

"A very wise thing to do," said the grocer.

"I am glad you think so. I'd feel bad if my acquaintances thought I was becoming cowardly in my old age. Ah, why can't one remain always young?"

"You have put a puzzling question, old man," said the grocer with a laugh. "Old age is bound to come, do what we will."

The old surveyor called for a lunch and while he was eating it he talked of his latest trip. He had been up among the new settlers on the "Pine Barrens" and had enough to talk about. When the grocer remarked on his fagged-out look the old man admitted again that he was tired.

"I'm going to quit, Jake, quit dead off. This may be my last trip; I wish to Heaven it might be."

"Why, it seems to me there's a fairly good thing in it—four dollars a day and everything found," said the grocer.

"Nothing in it at all. It looks like fair wages, but you have a lot of monkey-work sometimes before you clinch the dollars."

"So? Why, I thought your pay was dead sure. The State guarantees your pay, does it not?"

"No."

"No? Why, I thought county surveyors were always paid."

"Well, in a way, you might say yes, but it has to come in the taxes

where the men are too poor to furnish ready cash. I ain't complaining though. I shall drop out soon anyhow." The surveyor discussed his lunch for some time in silence. Harder returned to his books only to be interrupted by a low laugh from Tripod.

"It's worth telling, I guess," he muttered, lifting his eyes to the face of the grocer. "I had the time of my life among the sandpipers, Jake."

"How is that?"

"The grub they serve is sometimes fierce, don't you know?"

"I should think perhaps it might be."

"You have to eat in all sorts of places, good, bad and indifferent. The last place I was at was a new settler's on a pine stump farm. There were several boys and one girl besides the old man. It was the worst looking outfit I ever encountered. There was not a clean spot in the whole room—the dining and living room."

"The old woman was a slovenly looking creature, her girl lean as a rail, the very picture of Eggleston's Mandy Means in the Hoosier Schoolmaster. I didn't like the appearance of things, but sought to appear indifferent. I had worked hard all day and was mighty tired and hungry. As it happened I had brought my lunch with me from the last place, a neat German shack two miles away, so that my first test was at suppertime."

"They had fresh meat for supper. The plates were brown, cracked and greasy. The meat came steaming to the table in a long platter. What it was I couldn't guess until the old man passed it over, saying, 'Have some o' the hawg, boss?' I noticed that the fringe of hair around the edge of the platter came from a good supply that adhered to the meat. I took a piece, was helped to boiled potatoes and soggy bread, and made a tolerable meal."

"After supper I sat back and watched the others. The old man lighted his pipe and smoked and dozed. A young one, creeping about the floor, halted at a pan of something warming under the high-backed elevated oven cook stove. The kid had a few moments before been sozzling a dirty rag in an old tin basin. It reached out its dirty fingers, jerked off the mud-colored covering, revealing several loaves of bread set for rising. Diff, dab went the dirty youngone's fingers into the cloudy looking loaves, denting them here and there, smearing dirty water across the surface."

"See, ma, what Bub is doing?" called the big, slatternly girl. "Well, what's he doing?" from the mother. Then, seeing with her own eyes, she ran forward and snatched the kid away violently. "Drat the youngun! He's allus tryin' to spile my bread! Take Bub and put him to bed, M'randy."

"The girl dragged Bub away, the latter howling like a caged tiger. The woman smoothed the bread over with one grimy hand, readjusted the covering and went about other duties. Wasn't I happy, though, at the prospect of a three days' sojourn beneath old Si Schofield's roof? That night I slept in the loft. The boys went to

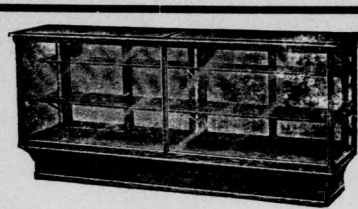
the stable, while the rest of the family camped below somewhere. I slept pretty sound despite the bites of certain insects that I won't mention by name. I was routed out by an early call to breakfast. The fumes of burnt meat and frying griddle cakes came up from below.

"It wasn't such a bad smell, though; it sort of drowned out that other odor which I can't describe. Ever been in such a place, Jake?"

"Never," and the grocer laughed.

"Well, then, you're lucky. This was a little the worst, however, that I had ever tackled. I slipped through the opening and dropped to the floor. The room was full of steam and smoke, with a greasy sort of atmosphere that goes against a weak stomach. Mine is strong as iron so I managed to sit up with the old man and the boys and sample some of the griddle-cakes Mam Schofield was frying. They were a greasy, soggy lot. Old man Schofield dipped plenty of 'hawg grease' over his and ate with the appetite of a grizzly. There was little else on the table so I had to fill up on cakes."

"Presently I found a big lump in one mouthful that tasted queer. I chewed and chewed; it was no go. It stuck to my teeth and tasted like a glue factory. 'What ye got?' said one of the boys, noticing my predicament. 'Somethin' ye can't swaller? Mebbe Bub's been an' throw'd somethin' inter the batter; it's jes' like the ornery critter.' I dropped the lump into my hand and the fellow grabbed it and held it up for inspection."



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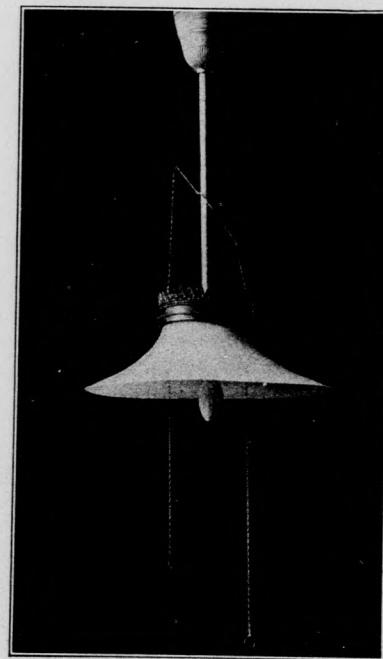
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"Bedad, ef 'tain't soap!" he ejaculated.

"Shet up," snorted old Si. "Soap nothin'. You're 'nough ter make a dawg sick.' But see fer yerself, dad," chuckled the boy. The old man did see for himself. Holding the yellow, slippery mass up to the view of all he finally drawled, "I gad, Jase, 'tis soap!"

"And he was right, a hunk of cheap hard soap had made a part of the pancake batter. I wasn't hungry after that. The boys laughed at my wry face. The old man silenced them with: 'Shet yer heads. Don't ye know nothin'? You'll make the gent sick.'"

"Drat the youngun!" snapped Mrs. Schofield, who had been a witness to the whole proceeding. "He spiles half my cookin' with his tricks. Have 'nother cake, Mr. Tripod; there's no soap in this, I'll warrant." But I'd had a plenty and excused myself and drew away from the table. My stomach held in all right, but I sort of dreaded what might come in the future."

"Well, I should think as much," said the grocer. "How did you manage after that?"

"I managed to change my boarding place without giving offense to the man for whom I was working. The German family that lived two miles away, as nice people as you'll meet anywhere, the woman as sweet and neat as wax, solved my trouble. The son Gotlieb drove over to where I was running a line with old Si and one of his boys as axmen, and said I was wanted bad down to his house. When I asked what it was, if it was really important, Gotlieb winked an eye and assured me it was a case of life and death.

"I agreed to go down at night and see what was wanted. It was so far I told old Si not to look for me until morning. This seemed satisfactory, and you can bet I was glad enough to go. Once I got inside the little German woman's neat sitting room and smelled her nice cooking I felt like a new man.

"After her delicious supper she came in and sat close to me with a half smile on her lips. 'I know the Schofields,' she began. 'Of course nobody white can eat there, so I sent Gotlieb to tell you to come here and board until you get Schofield's job done; you'll be welcome as can be.'"

"I told her that Gotlieb had not said a word about what was wanted. She laughed. 'He was afraid you wouldn't come if you knew,' was her reply. I was glad enough to take up with the offer of the German madam, and managed to live through the next few days in comparative comfort. And do you know, the folks wouldn't take a cent for my three days' board. There's a mighty difference in people now, isn't there?"

"Sure there is," said the grocer.

"I'm too old a man to bogtrot all over creation, sleep in open shacks and eat all kinds of victuals," muttered Tripod, finishing his lunch, wiping the crumbs from his beard with a big handkerchief. "As I said before, this may be my last trip out."

"Well, I don't blame you any, Teddy," said the grocer.

J. M. Merrill.

He Found It.

"Yes, gentlemen," said the drummer, "I have had my two weeks' vacation, and I must say that I never enjoyed myself so well in my life. I went right out into the country to a farmhouse."

"Flies!" sneered one of his listeners.

"Skeeters!" sneered another.

"Hard beds!"

"Fried pork!"

"Dishwater coffee!"

"Fat mothers with three or four crying children apiece!"

"No scenery!"

"No hunting!"

"No fishing!"

"Now, gentlemen," continued the drummer as he looked around, "if you have all got through let me tell you something: There wasn't a skeeter; the beds were the best I ever slept in; there were no fat mothers and squalling children. As for the food, no hotel in New York could have provided better."

"But as for hunting and fishing?" was yelled at him in chorus.

"Gentlemen, you never saw such hunting. I killed quail, rabbit, squirrels and had a shot at a fox and a deer. As for the fishing, I caught pickerel and bass until I was tired of the fun."

"But what ailed the place?"

"Nothing—absolutely nothing. It was the place I had been looking for for twenty years. The only thing I could possibly have found any fault with had I been a kicker, which you know I am not, was the farmer's price per week."

"And what was it?"

"Twenty-five dollars per week, and nothing off, and I hadn't the long green to stay but two weeks!"

Apple Trees Long Livers.

How old can an apple tree grow? I have a few of the trees planted by Sconondah, the Oneida chief, with Dominie Kirkland, the missionary, in 1801. These trees, now considerably over one hundred years of age, still bear an abundance of fruit. The wood is in good condition, notwithstanding many years of neglect. The average age of an orchard, as generally planted and cared for, rarely exceeds fifty years. I am inclined to think that the more sturdy sorts can be made to exceed one hundred and fifty years. In order to attain any such age there must be a selection of varieties, and they must be grafted high up on tough stock. Our fathers' apple trees were grafted in the tops, but the apples planted in these days are grafted in the roots. However, one must not cling too long to an old tree. I love any fine old tree, especially an apple tree, but when beyond usefulness it is a sin to let it cumber the ground. Jesus laid down a great horticultural law when He cursed the barren fig tree (i. e., condemned it to being cut down). There is no room for second-rate stuff in the orchard.—E. P. Powell in *Outing Magazine*.

Living for bread is one way of losing the bread of life.

Value of Good Will.

How many merchants in daily business life look out for what is called good will?

Do you realize when you give a customer good treatment and have dealt fairly with her you have increased your assets?

A large manufacturing concern recently, in taking account of its assets, figured its good will as worth \$300,000. Just imagine how friendly they must have been to their customers for them to figure the firm's good will at \$300,000—a lot of money to have accumulated by being fair and friendly with customers.

How easy it is to work up a good will that is worth a large amount of money, and how easy it is to destroy this good will! Every customer you keep coming to your store is so much added to your good will. Some firms keep what they call a good will account and carry it on their books the same as if they had on hand so much ready cash. Banks loan money partly on a firm's good will. When a firm sells its business the good will is figured as worth a certain sum. Why wouldn't it be a good idea to work along these lines, getting up a good will trade, all the time throwing out a magnet which will draw your customers closer to you?

Refused To Take the Advice.

Andy McTavish was "no feelin' juist weel," so he went to the doctor and stated his complaints.

"What do you drink?" demanded the medico.

"Whusky."

"How much?"

"Maybe a bottle a day."

"Do you smoke?"

"Yes."

"How much?"

"Two ounces a day."

"Well, you give up whisky and tobacco altogether."

Andy took up his cap and in three steps reached the door.

"Andy," called the doctor, "you have not paid for my advice!"

"Ahm no' takkin' it," snapped Andy, as he shut the door behind him.

A Relief.

"So you're a butcher now?"

"Yes," exclaimed the former dry-goods clerk. "The ladies don't try to match spare ribs or steak."

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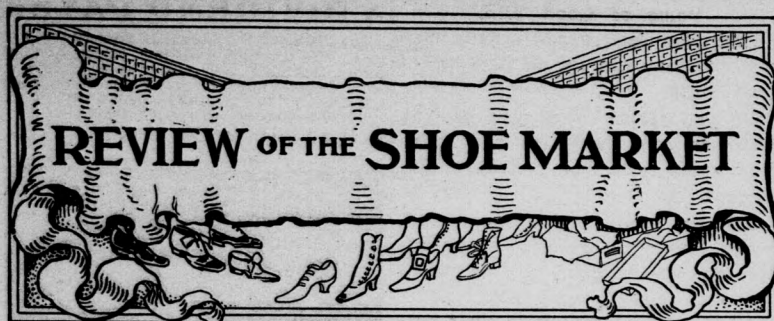
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has become immensely popular with consumers everywhere.
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Large Package Retail 10 Cents.
Holland Rusk Co. Holland, Mich.

Some Ways To Catch the Holiday Trade.

Catching the Christmas trade is simply a matter of getting ahead of your competitors. Every merchant knows that the trade exists. People spend money liberally at Christmas time who keep a tight hold on their purse strings throughout the rest of the year. To make them patronize your store it is necessary to show something that your competitor does not offer.

The first thing necessary is to create a Christmas atmosphere. Holly will accomplish this. Use it in decorating both window and store. Give the inside of the window pane a border of holly, having it project from the woodwork at the top, bottom and both sides. This makes the entire shoe display appear in a sort of holiday frame. The effect is quite pretty.

Use a white floor covering in the window and map it out with sprigs of holly into a series of large squares, like a checker-board. Then place a shoe, or a pair of shoes in each square. Such a display is decidedly attractive.

Brighten up the inside of the store as well as the window. Decorate the top of the shelves with wreaths hanging four or five feet apart and having a festoon of greens in between. But do not use the ordinary Christmas greens too plentifully. They have a heavy appearance that speedily destroys the artistic effect if not used with moderation. And wherever you hang a holly wreath attach to it a great bow of red ribbon. It adds a trifle to the cost of the wreath, but will make your store handsomer than other stores.

Two or three of these wreaths with white kidskins for a background will have a stunning effect hung in the rear of the window.

It is also a good scheme to have holiday price tickets. These contain a sprig of holly with the red berries gleaming amid the leaves, a head of Santa Claus, or something else suggestive of the season. It is a little thing but it is the little things that impress the public.

One shoe dealer of my acquaintance always provides his clerks with boutonnieres of holly leaves and berries. It gives them a spruce appearance that is pleasing to customers.

Cotton makes splendid artificial snow. Some dealers display storm boots, rubbers, winter russets, etc., with the footwear standing in a bed of cotton which rises against the ramps. The exhibit attracts attention because it is unusual.

One of the New York shoe dealers last season gave a special invitation to little girls to visit his establishment during the holidays. Each visitor was requested to bring her doll. In the rear of the store the little mothers found a great paste-board shoe, in which sat a bright-faced boy of 12. Around the edge of his shoe sat pretty dolls, and on a table in front of him—or rather a little platform supported on the buckle of the great shoe—were all sorts and sizes of dolls' footwear. Several chairs were provided for the little girls to rest in while the dolls were being fitted.

Many retailers give away dolls' shoes at Christmas time, but they do not think of this novel method of going about it. It is not always what you do but how you do it that counts.

One of the Western department stores dressed its clerks in colonial costumes last Christmas and found the advertisement a good one. The men were dressed like shoemakers of the year 1775 with leather aprons, knee breeches, powdered wigs and square-toed shoes with brightly polished buckles. The cobblers of 1775 did not wear powdered wigs, but that was a detail which passed unnoticed. The women wore Martha Washington costumes and little lace caps. Some powdered their hair and others more wigs. Many persons were attracted to that shoe department out of curiosity.

Several years ago a Washington retailer kept a crowd of men and women in front of his window throughout the holidays by having a cobbler at work in his window. The man was dressed in a costume similar to those described above and he worked on one of the old shoemaker benches which have gone out of use to such an extent that they are a novelty to the public, particularly to the younger generation. He was not seated directly in the window, which would have interfered with the shoe display, but on a small platform erected behind the window on a level with its floor.

Every half hour the old cobbler would lay aside his work and come to the door with a handful of calendars for distribution. They disappeared like hot cakes on a cold morning, needless to say. Each of the calendars contained an advertisement for the shoe store.

Which should give every enterprising shoeman an idea. A neat little calendar for 1909 would be a capital souvenir to give to patrons who visit your store during the holidays.

Now for a unique window decora-

tion that will be one of the most popular Christmas features on any thoroughfare. Incidentally, it will advertise slippers and findings.

Construct a window sash—or a good imitation of one—in the rear of your shoe exhibit and in front of it set up a small Christmas tree. The tree should be no wider than the width of the sash. Employ an electrician to wire the tree, if you have electricity at your disposal, so that little red, white and blue lamps will gleam amid the pine branches. Trim the tree with the smallest and prettiest articles from the findings counter. Hang spats, half hose, ever-ready rubbers, infants' soft soles, slumber slippers, leggings and leather fancy articles upon it, and around its base arrange polishing sets and the larger findings in an attractive display.

Outside of the window frame have a snow storm. This may sound funny to many retailers, but it can be produced. A German has invented a snow storm that can be installed in the show window. Tiny flakes of artificial snow are attached to long strands which are driven through pulleys by a belt attached to an electric motor. The strands, which are invisible at the back of the window, are drawn downward, pass under a dark curtain which furnishes a background for the storm scene, then up behind it and down again in front of it. It is an endless chain arrangement.

But the effect is beautiful from the pavement, where the Christmas shop-

pers see the lighted tree and the softly falling snow outside of the window behind it. (As the snow scene is expensive, any clever window trimmer can make one with the aid of a machinist who will set up the motor, belt and pulleys. Strong black twine knotted around a tiny ball of cotton every five or six inches can be used to run over the pulleys.)

Not only is it advisable to have everything inside of the store suggestive of the Christmas season, but every package that goes out to a customer's home should have the earmarks of a holiday gift. A little enterprise in this direction will create business.—Donald Ross in Boot and Shoe Recorder.

Wise Girl.

Her mother—I thought I just heard you saying good-bye forever to Mr. Sniggsley?

She—Yes.

Her mother—Then why are you penciling your eyebrows and taking such pains to fix yourself up?

She—I want to look my best when he comes back.

The saddest thing about the life that ministers to no one is that it never knows what it has missed.

The Best Work Shoes
Bear the **MAYER** Trade Mark



WHEN you see these brands on rubbers you can be sure you are getting the very best for your money. The Rubber Season will soon be at its height. Do not miss sales by not having the goods. Send us your orders now. ❁ ❁ ❁ ❁ ❁ ❁ ❁

Grand Rapids Shoe & Rubber Co.
Grand Rapids, Mich.

DOWN AND OUT.

The Third Spree Ended in a Tragedy.

Whether it is a good thing to preach the doctrine of total abstinence or whether a smattering of liberality goes well in arguments against the use of liquor is a question upon which few could agree—even if they wanted to. But if you could ask Watson about it he would say that there is only one way to leave drink alone, and that is to leave it alone altogether. However, Watson is dead, so you can't ask him, and his story must speak for itself.

All this sounds as if Watson were a drinking man. He wasn't, not in the accepted sense of the word. He didn't "take a drink now and then," or "go out and have a time every so often," or otherwise behave himself after the manner of the man who "drinks a little, not enough to hurt him."

If he had, his story would hardly be worth the telling, for the man who drinks a little but not enough to hurt himself is the man over whose corpse the doctors say "Bright's disease," and wonder why good men will kill themselves with bad whisky. But Watson didn't do it. He wasn't a drinking man.

Three times in his life he drank to excess. Between these noteworthy episodes Watson was "on the wagon" about as much as anybody ever could be without being an absolute teetotaler. Three "drunks" in his life, but they did the work for Watson.

The first time in his life that Watson ever drank to excess was the day before his marriage. A party of friends gave him a bachelor dinner and there was wine on the table. Watson drank much wine, and went out to wander around downtown bar-rooms to complete the intoxication which the wine had begun. His system, unaccustomed to any violent stimulant, leaped and tumbled under the whip of alcohol, and soon Watson was on a raving drunk. His employer saw him.

"Aren't you to be married to-morrow?" he asked.

Watson said that he was. The employer looked at him, shook his head, and went away with another word. Possibly he wondered if Watson had no more respect for himself than to appear before his bride to be suffering the obvious effects of drunkenness. But he said nothing and Watson was married, and things went on well enough for a year or more.

Then Watson happened to fall into the hands of evil friends and once more he got drunk. Now, if a man wants to, he might possibly get drunk once a year without hurting himself or any one connected with him. But Watson couldn't. Of course his case is an exception. If everybody who gets drunk once a year lost his position, the office buildings would be empty. That's what happened to Watson, though. He was drunk for a full working day, and on the second day he began his work in such a muddled condition

that by noon his department was in hopeless confusion. So they fired Watson and he went home and his wife cried.

"Fired for drunkenness!" That was the black mark that was against Watson's good name. "Fired for drunkenness!" It might just as well have been "Caught robbing the till." It condemned him as effectively as if it had been the record of a criminal act. He tried for other positions similar to the one he had held with the old house, and once or twice he nearly made connections. He was taken on probation and his work proved satisfactory, for Watson was a good man. Then came the history of why he had been fired. After that the new firm suddenly discovered that Watson's work was not up to their standard, and the door was shut in his face.

The story of his journey down the scale is not particularly interesting. It was made up of incidents similar to this, and in the end Watson found himself holding down a clerk's desk at a clerk's salary, where before his income had been that of a departmental head. The change was a hard one, but there was good stuff in Watson, excellent stuff, and without a word of complaint or moaning about his hard luck he set to work doggedly to win back to the position from which drink had ousted him. For drink had done the work, though it was almost a joke to say so.

The rest is tragedy. For three years Watson kept plugging away. He had developed a new kind of patience, which, coupled with his natural ability, sent him steadily on the way upward. He asked for no advances in salary, he made no requests that he be given a chance to show what he could do. He just kept on working, and soon the inevitable attention of his superiors was attracted his way. They watched him more closely, and in time the Big Job was given him as his just reward.

Watson was notified of his promotion Tuesday evening, directly after he had drawn his pay. He went out of the office with his head up and a new sense of elation in his heart. He had won after all; booze had not downed him. He no longer was afraid of drinking. He had proved that he could beat it after it had him down.

That was the third time that Watson got drunk in his life, and the last. How it began no one knew. The first his wife knew of it was when she opened the front door to get the morning paper. It was raining, a cold, ugly rain, and Watson was lying flat on his back on the steps, snoring.

Pneumonia killed him five days later, as was to be expected. The office turned out and gave him a nice funeral, and his employers sat long together and mourned the good employee they had lost. Mrs. Watson sat in the kitchen and cried.

That's all. Of course, Watson had hard luck, exceptionally hard luck. But, after all, it is only a question of the amount. It took less whisky

to put Watson down and out than it does the average victim.

Charles O. Smith.

When Food Does Not Appeal to the Eye.

Written for the Tradesman.

Chemists occasionally tell us that we are the dupes of esthetic senses and pleasant flavors. Men are willing to pay twenty times as much for a canvasback duck as is justified by its food value. Oysters, although inexpensive, contain so little protein that it would take about two hundred of them to provide as much nourishment as can be obtained from a pound of beef. Caviare is not to be compared with codfish when nutritive values are considered.

It is evident if we regard these conclusions seriously that a large portion of the human family is unreasonably indulgent, caring more for the palatable than the nutritious qualities of food. The same appears to be true in regard to beverages, and even in the case of cigars there is no difference, chemically speaking, between the two for a nickel variety and the twenty-five cent Perfecto. The great discrepancy in the cost is due to the fine flavor of one and the comparative lack of flavor of the other. Physiologically, it is most probable that whisky diluted with some "charged" water is quite as satisfactory as a pint of champagne at about two dollars.

There is, however, another side to this question: In some cases the nutritive equivalent of food and drink

can not be summed up in so many dollars and cents. How often it is found, for example, that the invalid may be tempted to take a few oysters in preference to a small quantity of broiled beef tenderloin, or some real turtle soup when calf's head, the basis of mock turtle, would not appeal to him, although it may be more than equal in nutritive value to the meat of the only reptile that can be made into first-class soup. When a person refuses to take a given food, however nutritious and wholesome it may be, because it is not tempting to his or her sight or palate, it is in many instances probable that if he struggles to overcome his fastidiousness such food may prove a tax to his digestive functions and may even cause stomach or intestinal disturbances, strange as that statement may seem.

What the writer who has studied dietetics for many years would like to impress upon his readers may be summed up in the following words: The chemical analysis of food and physiological experiments in the laboratory do not take into account the physical factor of digestion—that the digestive process is well begun when the sight of food is pleasing. On the contrary, when food does not appeal to the eye it is not likely to appeal to the stomach. It is not reasonable to conclude, therefore, that the price of flavor is always the price of luxury. Grocers might do well to keep this fact in mind; to a good salesman it may often have a "selling" value.

Lawrence Irwell.



The Lucky Shoe Dealer

placed his order early for

H. B. Hard Pans

You know this line has gone steadily on growing in value from good to better, from better to best—his lot were the best values he had ever seen—bought them at the lowest prices—shoes that will earn big profits just as sure as 2 and 2 make 4.

The unlucky dealer knew about H. B. Hard Pans, but he said, "What's the hurry? I'll write next week."

The lucky man wrote P. D. Q. He won. Which man would you rather be? You may be too late already. We'll tell you if you are—if not, you'll get the strongest line of money-making everyday sellers on the market today.

It will cost you only a penny to find out—better write today.



H. B. Hard Pan Blucher
8 inch Top Large Eyelets
Carried in Stock 6-11

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



GOOD CLOTHES.

They Go Long Way Toward Making of Man.

How different the feeling when one is well clothed to that which he experiences when he is shabbily dressed. In the former case he has confidence and spirit to meet and talk with the best of his kind; in the latter he is almost afraid of his own shadow. No matter what ability a man may have, he has not the courage to meet his fellows when he is down and out; he shuns everybody and skulks along as if eager to hide himself from the public gaze.

No matter how bravely a man's heart may throb or how noble his ambition, he has to hold his head as if in shame as long as his coat is shining and ragged, his trousers baggy at the knees, frayed at the ends and his shoes run down at the heel.

Courage oozes out of the holes in a ragged suit and fear enters. But give the same man a new suit, clean linen, a good hat and shining shoes and you will see how soon fear will fly away and confidence be restored. He who before was afraid to speak in whispers lest he might be heard and consequently seen will now talk loudly of million dollar propositions, although he may not have a cent in his pocket. He will assert his individuality and thrust himself forward among the best. He will not be afraid to go anywhere and the "front" he can put up often secures him a good position and the respect of his neighbors.

It is just the opposite with the seedy individual; he can put up no front at all, is afraid to make his wants known, ashamed to go to the places where his talents and experience would count, and so he has to degenerate to a level very much beneath his natural attainments and seek work in places in keeping with his wretched raiment. It is this dread, for lack of decent clothing, that drags men down and compels the best to accept the lowest positions who, were they otherwise dressed, might command fine salaries.

A man in hard luck can bear up against a good many of misfortune's blows, but as soon as his personal appearance begins to deteriorate he gets knocked down and out and has not the spirit or the spunk to renew the contest in the hope of victory. When he feels conscious that his appearance is shabby he loses self respect and at the same time interest in all the affairs of living, so that he might as well be out of the world as in it.

Employers do not take time nor have they the inclination to weigh an applicant in the balance of worth or test him by the standard of merit. They gauge him wholly or almost wholly by his outward ensemble and on this he must either stand or fall. So it often occurs that the polished, well dressed adventurer of little mental caliber, and whose only assets are effrontery and gall, is preferred to the modest man of goodly attainments, but without the advantages of either polished style or a decent suit

of clothes to give him nerve to set forth his claims.

Dress is almost as necessary as brains. It must be kept as a stock in trade or the firm's personality will go bankrupt.

The neatly dressed man, the well mannered man pleases and attracts and can always call attention to his acquirements. He realizes he has an advantage in his personal appearance and he utilizes it to his ends.

There is a line of demarcation that divides the sensible man from the fop, the brainless individual who makes of dress a god and worships it in the shrine of his own vanity.

Often a noble heart beats under a soiled coat, but never beneath the flaming waistcoat of the perfumed dandy.

It is the duty of every man to dress as well and neatly as his means and circumstances will allow. He should cultivate taste in his apparel and show wisdom in its selection. He should avoid loud or gaudy colors that will single him out from others. His main object should be to give grace to his figure and attractiveness to his general appearance, but, above all, should he dress in accordance and in keeping with his station in life. It would be the height of absurdity for the mechanic to ape the banker, or the laborer to try to vie with the millionaire.

It is impossible to lay down definite rules for dress, as the callings and vocations of life vary so much in themselves. What would be appropriate for one would be unsuitable for another, what would suit one time would be wholly out of place at another, and what in one situation would be correct in another would be altogether wrong.

After all, dress, while an important factor as regards the personal appearance, is only a means to an end and should never be made the end itself.

It would be foolish to live only for the sake of dress. Eat that you may live, dress that you may maintain your position in society and merit the respect and confidence of your kind.

Extravagance in dress is a constant source of temptation and trouble to those who have to earn their own living and that of those dependent upon them.

Few people have the courage to wear old clothes until they can afford to buy new, hence many rush into debt and difficulties for the sake of satisfying and keeping up their vanity.

Few tradesmen have to do such a large credit business as our fashionable tailors. More than half the failures that disgrace our land are traceable to a reckless and senseless folly in the matter of dress. Benedict Arnold betrayed his country to get money for the family wardrobe. Do not betray yourself or your family for the sake of a few senseless gew-gaws or to please the dictates of haughty Dame Fashion. She is inexorable in her demands anyway and can never be satisfied, no matter what you do.

Madison C. Peters.

New Association Organized at Grayling.

Port Huron, Dec. 15—I have just returned from a missionary trip up the Soo organizing local associations. On Tuesday I met with the Soo Grocers' Association and had a large meeting, over forty members being present. I talked on the value of organization, and as a result, the Association had eight or nine new members join. After the meeting we enjoyed a fine banquet at the Hotel Belvidere.

On Wednesday evening I met the merchants of Gaylord and had a very successful meeting, the matter of early closing came up and they decided to close their stores at 6 o'clock every evening except Wednesday and Saturday, which is very good, the stores having kept open at all hours. I gave them a talk on organization and they agreed to organize and affiliate with the State Association at an early date.

Thursday evening I organized at Grayling with a majority of the best merchants in the town. They elected the following officers: President, Hyman Joseph; Vice-President, Fred Narrin; Secretary, S. S. Phelps, Jr.; Treasurer, M. Simpson. They will adopt a rating system and will also close their stores at 7 o'clock.

The Bay City grocers are working overtime getting ready for the convention and from appearances now it looks as though every town and city in Michigan will be represented. I would like to get in correspondence with some progressive mer-

chant in every town and have him get busy and attend the convention. The Bay City grocers have adopted the slogan, "Now all together," which would be well to adopt ourselves, as we can accomplish more in association work by so doing.

J. T. Percival.

One for Leap Year.

A very shy young man had been calling on the "best girl in the world" for many moons, but, being bashful, his suit progressed slowly. Finally she decided it was time to start something, so the next time he called she pointed to the rose in the buttonhole of his coat and said:

"I'll give you a kiss for that rose."

A crimson flush spread over his countenance, but the exchange was made after some hesitation on his part. Then he grabbed his hat and started to leave the room.

"Why, where are you going?" she asked in surprise.

"To the—er—florist for more roses," he called back from the front door.

Didn't Help.

"Mamma," says the big little sister while the baby is angrily wailing, "how long is it since the baby was baptized?"

"Three weeks, dearie," answers the mother. "But why do you ask?"

"Don't you think we'd better have him baptized again? I don't believe it took at all."

You can be happy in any work in which you invest your heart.



Each and every shoe we make is the standard quality of its kind and class.

There are five value points to be considered in every shoe you buy. They are: Style, Fit, Wear, Profit and Price.

Our trade mark guarantees that every shoe we manufacture will make good in each of these particulars.

You need our goods and we want your business. Let's get acquainted.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

CHAIN STORES.

Philadelphia Groceries Said To Be Big Money Makers.

I had a talk last week with a fellow who is on the inside of the chain store business in Philadelphia. I tell you it opened my eyes. Why, the biggest money makers in Philadelphia are the chain store groceries.

There ain't one of 'em that ain't on Easy street.

Take the James Bell Co. They have sixty stores. They are pretty good stores. I don't suppose they cater to the highest class trade—more of a popular trade, I should say—although the Bell people have some stores that will compare with any in Philadelphia. I mean that—any in Philadelphia.

The Bell people made \$90,000 out of their business last year! That is going some, ain't it? And they didn't have sixty stores then, either, only around fifty.

The year before that they made over \$100,000!

They tell me the Acme Tea Co., with around 200 stores is making close to half a million a year. Makes your mouth water, don't it?

I know a little concern with only a handful of stores—fifteen or twenty, that makes about \$30,000.

It is a joke to call these concerns cut stores. They sell a few things cheap, once in a while, but most of their goods they make a gilt-edged profit on. By gilt-edged profit I mean better than a good profit.

And they take mighty good care not to become cutters, too. I suppose counting the bigger concerns, there are about 500 chain stores. The proprietors of all of these are friendly as can be. Why, two of 'em buy together.

There is no sentiment about this friendship—it is business. It pays each one big money to keep on good business terms with the others.

Just think what would happen to everybody's profit if the Acme Tea Co. ran amuck! Great gad, I hate to think of it! The other chain store men hate to think of it even worse.

In most things to-day all the chain stores sell at exactly the same prices. This is no fixed-up game—Hunter leads with a price and the rest all follow. The Acme's price seems to look good to all of them. In most cases it ought to look good to anybody.

Still, with all their friendliness the chain store concerns watch each other like hawks. I mean as to locating new stores, especially in the suburbs. If one concern gets an idea for starting a store out there somewhere, the others get on at once.

I know a case that happened only a few months ago. One of the largest concerns located a store in one of the finest Philadelphia suburbs. It didn't especially want to do it, but it was a fat territory, and the owner told a friend of mine he simply had to do it in self-defense.

"If I don't some of the others will, and I've got other stores around this territory that I've got to protect."

So he pre-empted that whole section,

he thinks, by opening the new place.

The biggest trading stamp pushers in the city are the chain stores to-day. All of them use them, probably not one but would be tickled to death to drop out if the others would. Nearly all of them use Crown stamps. The Crown Stamp Co. is owned by the Acme Tea Co. That shows whether they are enemies or not.

One of these concerns opened a new store the other day. On the Friday and Saturday opening he pushed out 125,000 trading stamps! How's that taste in your mouth!

Twelve hundred dollars' worth of business was what he did those two days.

Nobody knows how much the stamps cost him but himself and the seller. In bunches like that they come pretty cheap—say \$1.75 a thousand; \$218.75 worth of trading stamps in two days!

Over one-sixth of the receipts gone for stamps. Say 17 per cent. "given away."

"Why," I said, "how in thunder can you stand a drain like that? That certainly must be half your gross profits gone up in smoke!"

"Not much!" said the chain store man. "Every one of those stamps was paid for by the customer! We got our money back on every one!"

There is nothing new in that, of course. Nobody ever believed anything else but the consumer.

I admire one thing about the chain stores—they all know exactly what their business is doing all the time. Some individual grocers do not. A mighty lot do not.

I will go farther than that. I will bet there is not one grocer out of a hundred who can tell to a cent what his net profits were in 1907. They may have an idea—they may know whether their store is making or losing money, although some of them do not know even that for sure. But as for turning to any record and saying, "I made \$1,826.31 last year," no; they can not do it.

But the chain stores can. They can tell you everything there is to tell about any one of their stores at a minute's notice.

For example, a friend of mine was riding around with one of the chain store superintendents the other day.

"See that store?" the superintendent said, pointing one out.

"That is the only place we have that is not paying."

"How long will you continue to run it if it does not pay?" he was asked.

"Oh, we will give it all the chance in the world to make good, and if nothing pulls it up we will close it up. There is no pride about a thing like that. We are not like the Government and the Philippines—"the flag once planted must never come down," you know. If one of our stores does not pay and can not be made to, up go the shutters. We pull out and try it somewhere else. That store will come through all right, though. We have not had the right sort of help there."

"Find it hard to get good help?" he was asked.

"Mighty hard. We can not pay great big salaries, you know. We pay clerks \$9 to \$12 a week and managers \$15. Cashiers we can get, more than we want, for \$6. To get good clerks is the hardest."

Yes, sir, as a money-making proposition there is nothing like the chain store business to-day. There is not one of them—in Philadelphia, I mean—that is not discounting its bills. Some of them have to shovel money away from them so they can breathe.—Stroller in Grocery World.

Dead Resurrected To Save the Living.

Uncanny resurrections from the dead are foreshadowed by current science. Dr. Alexis Carrel, of the Rockefeller Institute, has showed how the knee joint of a dead man has replaced the injured joint of a living person, how the arteries of husband and wife have been successfully joined so that the wife might endure the shock of a surgical operation; how an infant's blood has been revitalized by the blood of its parent; how a human artery and jugular vein have been interchanged and are fulfilling each other's function; how the kidneys of one cat were substituted for the corresponding organs of another; and how a living fox terrier now frisks about upon the leg of a dead companion.

"In my experiments to preserve arteries," says Carrel, "I found that desiccation would not do, but produced a state of absolute death. Then I put the arteries in refrigerators and kept them in hermetically sealed tubes, at a temperature a little above freezing. I found that an artery could be kept alive for sixty days and substituted for the artery of a living animal."

It is predicted that the day is not distant when the perfect organs of a man who in life had been free from disease may be kept in cold storage after his death, and used to replace diseased organs in living men.

Hairbreadth Escape.

"Will father be an angel?" asked the little boy. "He's got whiskers, and angels don't have any."

"Well," replied the grandmother, "your father may get there, but it will be by a close shave."

Persona Non Grata.

"I certainly do not approve of the Santa Claus stories," says the woman with the firm jaw and the eagle eyes. "But the jolly old saint is such a cheerful idea for the children," we submit.

"That may be, but isn't he always pictured as smoking a pipe? I do not approve of the use of tobacco in any form, and if I were to allow my children to think that Santa Claus could come into our house they would then want to know why I will not permit their father to puff his nasty old pipe in it."

Why He Thought So.

"Auntie," enquired the little nephew, as the unbecoming spinster stood gazing in the long mirror, "what are you thinking of?"

"I was thinking how my figure looks in the glass, Willie."

"I thought that was it!" quickly exclaimed the youth.

"What made you think so?" asked the aunt, her curiosity getting the better of her.

"Because you made such a wry face."

Wise Boy.

Jinks—Im going to stop smoking this week.

Blinks—Throat sore?

Jinks—No, but Im afraid if I don't that my wife will give me cigars at Christmas.

Economy

is the result of eliminating the unnecessary.

A single telephone system having a universal development is the best example of it.

"Use the Bell"

IT PAYS

CALL MAIN 330



FOOTE & JENKS' PURE FLAVORING EXTRACTS



(Guaranty No. 2442)

Pure Vanilla

and the genuine



ORIGINAL TERPENELESS EXTRACT OF LEMON

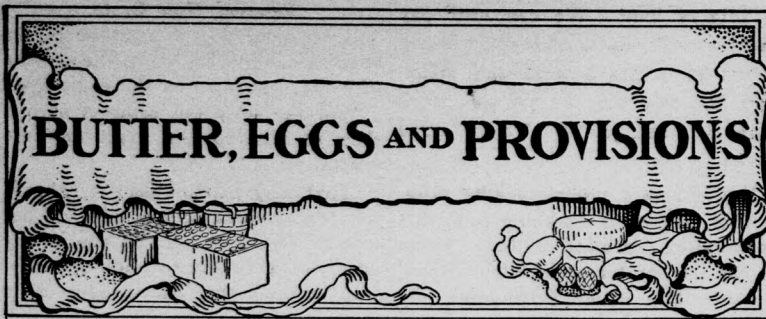
Not Like Any Other Extract. Send for Recipe Book and Special Offer.

Order of National Grocer Co. Branches or Foote & Jenks, Jackson, Michigan

A PIANO POINTER

It is the easiest thing in the world to pay more than is necessary for a piano—unless you come to us.

Friedrich's Music House, 30-32 Canal St., Grand Rapids, Mich.



History of the Dread Foot-and-Mouth Disease.

This disease is also known as epizootic aphtha, aphthous fever, infectious aphtha, eczema epizootica, and may be defined as an acute, highly contagious fever of a specific nature, characterized by the eruption of vesicles, or blisters, in the mouth, around the coronets of the feet, and between the toes.

The tremendous ravages of the disease are seen in the number and variety of species attacked. While it may be regarded as essentially a disease of cattle, hogs would seem to be as easy a prey. Almost in the same grade of receptivity come sheep and goats. Next in order of liability come the buffalo, American bison, camel, deer, chamois, llama, giraffe and antelope. Horses, dogs, cats and even poultry have been victims of the infection, the last three classes being particularly dangerous as carriers of the contagion. Man himself is not immune, and the frequency of his infection by coming in contact with the diseased animals themselves is established by numerous observations. Children suffer as a result of drinking the unboiled milk from infected cattle. In such cases the symptoms resemble those observed in animals. There are fever and difficulty in swallowing, followed by an eruption of blisters in the mouth and very rarely by similar ones on the fingers. The disease is very seldom fatal, and chiefly restricted to children and to those adults who handle sick animals or drink large quantities of unboiled milk. Some veterinarians regard the human affections as by no means uncommon in countries where foot-and-mouth disease prevails but the disturbance of health is usually too slight to come to the notice of the family doctor.

The disease prevails in European countries and occasions great losses. Although the actual mortality is quite low, serious losses result from the diminution of the milk secretion and consequent interference with the business of the dairy. There is likewise more or less loss of flesh in animals.

Every appearance of foot-and-mouth disease upon American soil has been quickly followed by the total suppression of the disease, and it will therefore be necessary to go abroad for evidences of the devastation which always follows in the wake of an outbreak of this scourge and for estimates of the loss which it entails upon the farmers and stock owners in affected districts.

According to the very accurate statistics collected by the German Em-

pire, 431,235 head of cattle, 230,868 sheep and goats and 153,808 swine were affected with the disease in that country in 1890. The infection, quite insignificant in 1886, had been gradually spreading until it reached the enormous figures given above in 1890. During this same year it prevailed in France, Italy, Belgium, Austria-Hungary, Switzerland, Roumania and Bulgaria.

The losses from this disease in England in the year 1883 were estimated at \$5,000,000. An English practitioner of wide experience states that it is none too high to place the loss upon each animal that becomes infected, but that ultimately recovers, at \$20, when milch cows or feeding cattle that are nearly finished are under consideration. On store cattle and calves the loss is proportionately less.

Estimating the losses upon the surviving animals from this basis and adding the value of those that die, it will be seen that an outbreak of this disease may quickly result in direct losses of many millions of dollars. In addition to this, a considerable spread of the contagion in this country would entail the entire loss of our export trade in live animals, interruptions of domestic commerce, and quarantines, which would surpass the loss caused by the ravages of the disease.

Unlike most other infectious diseases, foot-and-mouth disease may attack the same animals repeatedly. The immunity or protection conferred is thus only of limited duration. Hence protective inoculation with the virus, in whatever manner it may be practiced, is not only of no use, but decidedly dangerous, as it will introduce the disease. It is, however, not uncommon in European countries to practice inoculation after the disease has appeared in a herd in order to hasten its progress. This is highly recommended by some, since it not only hastens the infection, but the disease is apt to be milder and limited to the mouth. It consists in rubbing with the finger or a piece of cloth a little of the mucus from the mouth of a diseased animal upon the inner surface of the upper lip of those to be inoculated. From 50 to 75 per cent. of the inoculated animals take the disease.

As with other communicable diseases, the source and origin of foot-and-mouth disease have given rise to much speculation. The disease had been known in Europe for centuries, but it was not until a comparatively recent date that the erroneous conceptions of its spontaneous origin as

a result of climatic and meteorological conditions, exhausting journeys, etc., were abandoned. It is now conceded that foot-and-mouth disease is propagated by a specific virus and that every outbreak starts from some pre-existing outbreak.

The causative agent of this disease has not been isolated, although numerous attempts have been made to cultivate and stain it. Experiments have shown that the virus will pass through standard germproof filters, thus indicating its minute size and the reason it has not been detected by the staining methods. The contagion may be found in the serum of the vesicles of the mouth, feet and udder; in the saliva, milk and various secretions and excretions; also in the blood during the rise of temperature.

A wide distribution of the virus and a rapid infection of a herd are the result. Animals may be infected directly, as by licking, and in calves by sucking, or indirectly by fomites, such as infected manure, hay, utensils, drinking troughs, railway cars, animal markets, barnyards and pastures. Human beings may carry the virus on their clothing and transmit it on their hands when milking, since the udder is occasionally the seat of the eruption. Milk in a raw state may also transmit the disease to animals fed with it.

The observations made by some veterinarians would lead us to suppose that the virus is quite readily destroyed. It is claimed that stables thoroughly cleaned become safe after drying for a short time. Hence lit-

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Buckwheat

Just what the name indicates. We furnish the pure, strong buckwheat flavor. We manufacture buckwheat by the old fashioned stone method, thus retaining **all the buckwheat taste**. Insist on getting **Wizard Buckwheat Flour**. Send us your buckwheat grain; we pay highest market price.

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The Perfection Cheese Cutter

Cuts out your exact profit from every cheese. Adds to appearance of store and increases cheese trade.

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SHIP US YOUR FURS

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37-39 S. Market St. Grand Rapids, Mich.

MAN

We wish at one of our loading stations within 50 miles of Grand Rapids a married man to reside and take charge of warehouse and buy farm produce. Must be experienced in buying beans and potatoes, bright, quick, active trader; able to keep his books. Strong, able-bodied and able and willing to do the work. Strictly temperate habits. Furnish references well known to us as to honesty, character, ability. Only competent, experienced, able to fill requirements need apply.

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Wholesale Dealers and Shippers Beans, Seed and Potatoes

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All Kinds of Cheese at Prices to Please

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

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

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Grand Rapids, Michigan

ter of all kinds, such as manure or soiled straw or hay, may remain infective for a longer time because they do not dry out. Other authorities maintain that the virus is quite tenacious and may live in stables even so long as a year. They also state that animals that have passed through the disease may be a source of infection for several months after recovery.

In three to six days after the exposure of the animal to the infection the disease makes its appearance. It is first indicated by the animal suffering from a chill, quickly followed by an invasion of fever, which may cause the temperature to rise as high as 106 deg. F. Following this in one or two days it will be noticed that small vesicles about the size of hemp seeds or a pea are making their appearance upon the mucous membranes of the mouth at the border and upper surface of the tongue near the tip, the inside of the cheeks, on the gums and the inner surface of the lips, or on the margin of the dental pad. These little blebs contain a yellowish watery fluid and gradually become more extensive as the disease advances. Soon after the eruptions have appeared in the mouth of the animal it will be noticed that there are considerable swelling, redness and tenderness manifest about the feet, at the coronet and between the digits of each foot. Eruptions similar to those within the mouth make their appearance upon these swollen regions of the foot a day or two later, and at this stage it is usual to find that like lesions have made their appearance upon the perineum of the victim. In the case of milch cows, the udder, and more particularly the teats, show the same vesicular eruption, but the latter as the result of milking soon become covered with reddened spots deprived of the superficial layer of skin and may develop deep, obstinate fissures.

The attack upon the feet of an animal is frequently manifested in all four feet at once, but one or more of the feet may entirely escape and remain unaffected throughout the course of the disease. As the feet become sensitive and sore the animal lies down persistently, and it has been found that bed sores develop with amazing rapidity in all such cases and wholly baffle all attempts at treatment until after the patient has regained its feet.

The disease may attack some of the internal organs before it appears upon any of the external tissues. These cases are very liable to prove quickly fatal. The animal dies from paralysis of the heart due to the formation of poisonous principles within the system, or it may suffocate by reason of the action of these same poisons upon the tissues of the lungs, or it may choke to death as a result of paralysis of the throat.

In cases of serious affection of the udder the erosions will often be found located within the passages of the teats, resulting in a "caked" udder, and the same toxic poisoning which is the cause of death in the apoplectic types just mentioned

may arise from this source. In any event, the milk from such cases will be found dangerous for use, causing fatal diarrhea in sucking calves or young pigs and serious illness in human consumers. The milk obtained from cows suffering foot-and-mouth disease is not readily converted into either butter or cheese, but remain thick, slimy and inert in spite of churning and attempts at curdling. The ulceration of the interdental tissue may extend to the ligaments of the fetlock or produce disease of the joint or bone. Pregnant animals may abort. In pigs, sheep and goats the lesions in the foot are most common, but both forms may be observed or only the mouth lesions.

Has Sentiment Any Place in Business?

However long years of business activity may take from a man much of the sentimental side of his nature in business dealings, it remains that most worthy young men start into business nursing some ideals. One of the first questions likely to come to this conscientious young man is: "Am I justified in leaving my present employer to accept a better situation with a competitor?"

Only the young man himself can answer his own question if he has asked his conscience for an answer. As a matter of business policy, gauged by the line laid down by competition, the answer "Yes" is easy. The question at large is: "How much should conscience figure in the young man's view of his business career, which universally is conceded to be inviting to success?"

"Business is business," says the business man in disassociating himself from any impeding sentiment that might halt him. He has learned from experience that the social side and the business side of his acquaintances—even of his friends—are separate. He may do in business, as a matter of course, things which would be impossible in social relations.

It is into this cold, calculating institution of business that the young man with ideals and conscience enters as a worker.

But when this young man finds himself called upon to satisfy his conscience in making a move from the house of his employer he needs to recall first of all the conditions under which he entered that employment. In taking the place did his employer depart from the tradition of business in order to place him there?

Some time ago I met an indignant manufacturer who was railing at the actions of a young man who suddenly had left his employ to go into business for himself. The situation was this, briefly: The manufacturer had observed a young fellow in the establishment who showed signs of inventiveness and inquiry in the line of electricity. The employer was attracted to the young man and proposed sending the young fellow to a technological school where he might study up on the principles of electricity.

The young man accepted the offer. As a result of the schooling for

which the employer paid the young employe succeeded in winding an armature for a small motor which was most adaptable to the uses of men in a certain line of small manufacture. The motor was patented and the young man suddenly left his patron employer to begin the manufacture of the machine. It was this which had excited the anger of the employer.

I should say to the young man entering business that the least of sentiment attachable to the connection is most to be desired. It has no logical place between employer and employe until years of association between the two have brought loyalty on the part of the worker and friendly appreciation on the part of the employer. When this feeling has been established mutually between the two on an honest basis it may be depended upon that the employe—thinking of leaving—may ask the honest counsel of his employer and find him willing to accept the employe's decision as that of a friend.


Men are employed that they may give value received in work. When the young man working can say to himself that he has done his full duty, day by day, by his employer there is little business claim which the employer may have upon his services until loyalty shall have entered into the equation through the sentiment of personal association.

To-day men go into business to make a business success. When most employers of most men would sell

out their businesses from over heads of their employes the employe himself must have regard for his own right to change employers decently and in order. John A. Howland.

There is a certain Western Congressman whose boundless affability and habitual adsent-mindedness have occasionally led him into absurd mistakes. One day, during his last campaign, as he stepped from the train at the station of his home town, after an arduous two weeks of stumping and "glad-handing," his little daughter rushed up to him and kissed him. The Congressman beamed upon her with a proud and tender parental eye.

"Well, well!" he exclaimed, "if it isn't my little Alberta!" Then he added, mechanically, "And how is your dear old father?"



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None Better
WYKES & CO.
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Deer skins and all kinds of hides and skins tanned with hair and fur on or off.

H. DAHM & CO.,
Care E. S. Kiefer's Tannery,
Phone Cit. 5746 Grand Rapids, Mich.

BEANS AND CLOVER SEED

We are in the market for both. If any to offer, mail samples and we will do our best to trade.

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

Christmas Turkeys Wanted

Also Ducks, Chickens, Hogs, Veal, Rubbits, Butter and Eggs.

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

References: Tradesman Company, Grand Rapids National Bank, Commercial Agencies.

The Vinkemulder Company

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We Buy and Sell

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Write or Call on Us for Prices Before Selling

Baskets and Fruit Packages of All Kinds

14-16 Ottawa St.,

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BUTTER

is our specialty. We want all the No. 1 Dairy in jars and Fresh Packing Stock we can get. Highest prices paid for eggs. Will give you a square deal. Try us. Both phones 2052.

T. H. CONDRA & CO.

Manufacturers of Renovated Butter

Grand Rapids, Mich.

WINDOW GAZERS.

Always on the Watch for Appeals To Pocketbook.

Written for the Tradesman.

Did it ever occur to you how much valuable advertising space goes to waste in the average retail store?

And do you realize that your show window forms the bulk of your best advertising space?

The show window is your front; it is the medium through which your store becomes known to the public.

If you neglect to make your window attractive, the public will forget your store and give their attention to the windows which hold some special interest for them.

The average dealer is on the still hunt for something different. New ideas and original schemes are necessary, but they are not the most important thing to be considered in a window trim.

Window gazers are always on the watch for something that appeals either to their tastes or to their pocketbooks.

Grocery display windows should be made to tickle the palates and at the same time appeal to the pocketbooks. There must be this combination to get full value out of the window.

The demand of the passing public is for something that will satisfy. New ideas may attract, but unless the new ideas appeal to a man's selfish tastes, then the window is not doing the best it should do.

I passed a grocery window this morning. I could not resist the temptation to stop and gaze longingly at it. This window was filled with an appetizing arrangement of good things to eat and seasonable vegetables.

Every article was displayed to not only catch the eye, but to appeal to the inner cravings of man.

This window did all that and more.

The other feature was an itemized price list painted in white on the glass window.

After an interested passer-by had gazed at the contents of the window, the name of the article and price were brought forcibly to his attention.

This window was planned to sell goods, to get immediate results.

It was a salesman window in every respect, and it carried the people into the store by the scores.

A great many dealers have an idea that the best a window can do is to just attract attention. But it can be made to sell goods.

When a man stops and looks at a window with the articles placarded and priced, and then enters the store, he has already made up his mind to buy an article. The sale was made through the window, and the clerk acts merely as the medium through which the sale was made.

There are fewer selling windows in the grocery trade than in almost any other line of business.

Lack of material suitable for original and effective displays can not be brought forward as an excuse for this.

The grocer has at his disposal a large and varied stock of goods,

which can be shown in striking and appealing ways.

There is really no excuse for the grocer who lets his windows go to waste. He has ample material for filling the space.

The aim of the grocer should be, of course, to display his goods so conspicuously and attractively as to create in the beholder a desire to possess the goods on hand.

To create a desire is naturally the aim of all display windows, whether they be exhibits of dry goods, hardware or groceries.

But especially in the grocery line, where goods are either perishable or must be sold on the instant, something more is required than merely creating a desire.

A person may stop and gaze at an alluring window, but unless that person can be induced to enter the store at that very moment the chances are she will pass on, and enter the store that does give her some inducement to buy the articles displayed.

Prices in the grocery window equip it with the element of salesmanship.

As soon as a display has created desire, the next thing to impress upon the beholder is the idea that the articles which are desired can be bought at a profitable price.

There is not much chance of losing a sale when the merchant can succeed in impressing these two ideas firmly on the minds of the people who stop before his window.

But the grocer may argue that it is impossible always to fill the window with food stuffs that will make the window-gazer's mouth water.

He has an extensive supply of canned goods, package goods and all sorts of raw materials, which in their unprepared state have not the power to appeal to a man's taste.

He claims that it is necessary to make displays of bottled and canned goods, and that some of these articles do not make artistic windows.

This is in part true. But all the package goods can be used in connection with other food stuffs to good advantage.

One way is to make an artistic display of the cans of packages and use unique window signs to tell the window-gazer about the product back of the attractive label.

Another way is to display the contents of the can or package in plates or platters so that a customer may see for herself what the product looks like.

This is an excellent way to start moving some new brands of goods with which your trade is unfamiliar.

But of course it is not necessary to make every trim an open box or can proposition. The idea should be used in a small way with every display possible.

Grocery windows are always strengthened by window signs and display cards. The advertising ammunition furnished by the manufacturers of the products you handle can be used to bring out the artistic effect of your window.

But you should not depend on the other fellow's ideas entirely. Every man must work out an idea which he

feels will appeal to his customers and bring them into his store.

New shipments and consignments of an extensively advertised product all can be used to strengthen your windows. New ideas never fail to appeal.

Your display windows as well as your advertisements should be planned and designed to sell something. As said, to attract attention is not enough. It means that your window is not a paying proposition.

You would not think of retaining the clerk who was a loss to you, and you should be just as particular about your display windows.

C. L. Pancoast.

He Bungled the Burglar.

The marble clock in the dining-room had just announced in mellow tones the hour of 3 a. m. when the wife of the plumber nudged him and whispered nervously:

"Horace! there's a burglar in the house!"

"There is, hey?" answered the husband, now thoroughly awake. "I'll see about him."

With cunning stealth he got out of bed and tiptoed out of the room. For ten minutes no sound broke the awful stillness; then the house shook with a crash. There was a century of silence. Then a chair fell, the front door slammed, and a heavy bundle thumped down the front stairs and into the street.

The terrified wife fainted, to be brought back to consciousness by the voice of her husband.

"It's all right, dear; I threw him out," he chuckled, as he turned on the light. "But the scoundrel had only four dollars and thirty cents on his clothes."

He Apologized To the Lady.

Colonel Gilbert Pierce, the late Minister to Portugal, once picked up in his arms a young lady who stood hesitating at the corner of a street in an Indiana village, unable to cross it, because a shower had filled it with a rushing torrent of water. The young lady submitted without protest while the Colonel strode gallantly through the torrent until he deposited his fair charge on the opposite sidewalk, with dry feet. "Sir!" she then said, indignantly, "are you aware that you have insulted me?" "I was not aware of it," replied the Colonel; "but seeing that you are right, I beg to make amends." So saying he picked up the protesting damsel and restored her to the point where he had first made her acquaintance.

Knew Which Was Which.

Johnny's mother gave him two five-cent pieces, one for candy, the other for the Sunday school collection.

Light-hearted, he was tossing the coins in the air on his way to the church, when suddenly one eluded his grasp and disappeared through a cel-

lar grating. Down on his knees he peered into the dark pit, only to realize his loss. Then, looking thoughtfully first into his hand, next at the cellar steps, he remarked:

"Well, there goes the Lord's nickel!"



Sold by all Wholesale Grocers

Jennings Extract of Vanilla

is prepared from the choicest variety of carefully selected and properly cured vanilla beans and contains no coloring matter nor any of the artificial or synthetic principles so often employed.

Jennings Terpeneless Lemon Extract

An absolutely pure flavoring extract from the fruit. The flavor of this extract is taken from Messina lemons by our own special mechanical process.

Jennings
Flavoring Extract Co.
Grand Rapids, Mich.

Salesmen—Men with Grit and "Go"—It's Your Chance

I want a few reliable salesmen to canvass the retail trade. Samples in coat pocket. Don't worry trying to revive dead lines. Get one with breath in it now. It's a boom year for you if you connect right. Get wise to the "Iowa Idea." Straight commission. New and very profitable for both the salesman and retailer.

(Mention this paper.)

BOSTON PIANO & MUSIC CO.
Willard F. Main, Proprietor
Iowa City, Iowa, U. S. A.



FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.
891 Wealthy Ave. Grand Rapids, Mich.

PURE OIL

OLIENE The highest grade PENNSYLVANIA oil of unequalled excellence. It will not blacken the chimneys, and saves thereby an endless amount of labor. It never crusts the wicks, nor emits unpleasant odors, but on the contrary is comparatively

Smokeless and Odorless

Grand Rapids Oil Company

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

Call For the Eleventh Annual Convention.

Port Huron, Dec. 15—The eleventh annual convention of the Retail Grocers and General Merchants' Association of Michigan will be held in Bay City on February 9, 10 and 11, 1909, and a cordial invitation is extended to you to be present and participate in this series of meetings, which promises to be the most interesting and instructive convention of retailers ever held in this State.

The program includes some important matters in which we are all interested and every delegate will have an opportunity to discuss the matters brought before the meeting and also to ask for advice on any trade problems which are of interest to the Association as a whole.

In some sections of the State there have been new developments in the competition with soap club schemes, mail order houses, peddlers, box car merchants and other competitive interests, and the discussion of the various matters, as well as the rural parcels post bill, mutual fire insurance, standard weights and measures and other matters will be most educational in their effect.

The Bay City Association has made ample preparation for an elaborate series of entertainment for the delegates and visiting members and the time between the business sessions will be profitably spent.

The basis of representation will be one delegate for every dollar paid into the Association as per capita tax by the local associations, but merchants located in organized cities are entitled to membership upon the payment of the individual membership fee of one dollar.

The convention comes at a time of the year when most retailers can get away from their business without inconvenience and nothing should interfere with a good big attendance from all parts of the State.

Arrangements can be made with B. D. Boughton, Secretary of the Bay City Retail Grocers' Association, for hotel accommodations and delegates are requested to notify the Secretary of the State Association as to the number and names of the delegates who will attend.

Each association should arrange to have their delegates in position to pay this per capita tax at the convention.

Fred W. Fuller, Pres.,
Grand Rapids.

J. T. Percival, Sec'y.,
Port Huron.

His Christmas Present.

"If I could be sure of such a Christmas present this year as I got last year I should be feeling fine," remarked the salesman in the music store as the holidays were under discussion.

"Somebody make you a gift of a pair of pulse warmers?" was asked.

"Say, it was a queer, queer thing. Several reporters have tried to interview me about it, but knowing that the public would call me a liar I have refused to talk. I have an old uncle in Westchester county. He's as stingy and cranky as they make

em, and he's also well off. He was in here in December of last year and, in a joking way, I observed that I should expect a Christmas present of him. He grinned and replied that he would remember me. Two days before Christmas he telephoned me to come up and get my present."

"And you went?"

"Yes, I humped right along. I was full of curiosity to know what he had for me. No use to ask you to guess what it was. It was an old crowbait of a horse on its last legs. He made a great ado about the gift, and though I was knocked out, I seized the end of the halter and led the old wreck away. I intended to take him down the road a bit and turn him loose to die."

"And what happened?"

"I had led him along for half a mile when he began coughing and groaning, and two minutes later he lurched forward and fell dead. As he went down I heard the chink of money, and, calling to a farmer, I gave him \$2 to perform an autopsy on the carcass. Are you ready for the surprise?"

"You found a harness and wagon inside of him?"

"No, I didn't. I found exactly \$5,000 in gold."

"Which your cranky uncle had fed him to give you a surprise?"

"Which my cranky uncle didn't know a thing about. No, he didn't. The old horse had picked up the yellow boys somewhere else, and when my uncle sued me for the sum I beat him higher'n a kite. Queer thing. Great mystery. Case for Sherlock Holmes. Wish it would happen this year, but I hardly believe it can. My uncle had only two other old crowbaits left, and, on killing them, he found their stomachs empty. Neither of them contained even a new winter overcoat."

He Wanted the Evidence.

An Irish soldier on sentry duty had orders to allow no one to smoke near his post. An officer with a lighted cigar approached, whereupon Pat boldly challenged him and ordered him to put it out at once. The officer, with a gesture of disgust, threw away his cigar, but no sooner was his back turned than Pat picked it up and quietly retired to the sentry box. The officer, happening to look around, observed a beautiful cloud of smoke issuing from the box. He at once challenged Pat for smoking on duty. "Smoking, is it, sorr? Bedad, and I'm only keeping it lighted to show the Corporal, when he comes, as evidence agin you."

Judge Grey's Humane Instincts.

Judge Gray, of Delaware, is one of the most humane of men. His love of nature extends to all living things and he refuses either to fish or shoot. Cats are his particular friends and he never passes a stray tabby on the street without trying to give it a pat. He is also fond of horses and when driving always dismounts when he reaches a steep hill and insists on walking all the way to the top.

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 thoughtfulness of the giver.

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

TRADESMAN COMPANY

GRAND RAPIDS, MICH.



How To Work a Territory To Advantage.

In working a territory, preliminary plans should be drawn up touching the order in which towns shall be made. Taking the list of towns which meet the requirements as to size of place and number of dealers, the problem is to find how the most calls can be made at the least expense. Given a territory of a certain size, this territory can be worked best from some one point. The great problem for the salesman—if he routes himself, or for the sales manager if the routing falls to him—is to find the town from which the best start may be made, and what plan to follow after that town is determined.

There are two ways of securing the information from which to plan a route. The first method calls for the expense book and route cards of the salesmen who have previously made the territory. From these are determined the number of calls made in a unit of time (usually a week or month); the cost of each call; the average amount of business done per call; the ratio of cost per call to amount of business done per call. This method gives very exact information as to what it has cost to work a territory and what systems of routing seem to pay best, but it uses for a base records which are not always available. With the second method the only records required are the timetables of the territory under consideration in the hands of an experienced man who knows the peculiarities of the district to be worked.

Every experienced traveler knows it to be a fact that certain territories are not only worked to advantage from some certain point, but that the salesman who attempts to work that territory, say from west to east, instead of from east to west, will encounter many annoying delays on account of contrary train service. Theoretically, a salesman should be able to work a line of road from Chicago to Sioux Falls as well by traveling one direction as another. But experience always shows that such is not the case. This either actual knowledge of the territory or close study of timetables will determine.

In drawing up the preliminary plans for territory-working there are three methods that may be considered. The first method is that of working from town to town—"linear fashion." A second method is that of working from a central basis—"spider-web fashion." The third method is that of working from the best prospect or the best town to the next

best prospect or next best town—"hit or miss fashion." Each of these methods has its advantages for different businesses or for the same business under different conditions.

The "town-to-town" method of working a territory is the traditional way. A salesman starts at his home office or at one extremity or corner of his territory, starts out on a line of road, works out one way and back another. Where train service is favorable, good time may be made in this way. The salesman may be obliged to double, either to make time or to get suitable hotel service. Excess baggage and drayage charges are always high.

The advantages of the "town-to-town" method of working a territory are those which come from standard and well-tried methods. It is possible in the preliminary plan to tell very closely where the salesman will be on any day for a month or two ahead. He can keep in reasonable touch with both the home office and his customers. He can arrange dates with his customers or agents for some time ahead and be reasonably sure that he will be there at that time. As a majority of his competitors will use the same method in traveling, his calls will be made at the same relative time as regards his competitor and he will be able to quickly get a grasp of competitive selling conditions in his territory.

The second method of working a territory is from a central basis—or a series of central bases. By this method the traveler selects a number of large towns in his territory from which to work the smaller and less important places. The first great advantage of this method of territory making is one which appeals very strongly to any road man. It is that of good hotel service—good headquarters.

When a salesman is working from town to town—linear fashion—if he doesn't see his man—if a prospect is sick or absent from the city—there is nothing for the traveler to do but to hope to get business on the next trip. When the salesman has made his headquarters at a large town and is working the smaller ones from that town he may clear up the entire territory and see every man by getting in touch with his prospects, either by letter or phone, and timing his visits to best advantage. Where a salesman has a very large line, certain items of which do not appeal to his small-town customers, he may take a part of his line into small towns and so save much drayage and the trouble of packing and unpacking his samples. Samples may even be

left on display at a large sample room in the city and some of his customers may be induced to come in and view the showing, under better conditions and to better advantage than in a small sample room in a country hotel. Besides the substantial saving on drayage and unpacking samples, and excess baggage charges, the salesman secures at the hotel better accommodations for the same or less money than he otherwise would because of his extended stay in the large town.

Another advantage of the "spider-web" method of working a territory is that the salesman may keep in the closest possible touch with his house. He can always be reached by 'phone by leaving his route with the hotel clerk. His letters, too, sent in care of the hotel where he is making a week's stay, will be sure to reach him and the house can keep in hourly communication with him if so desired. The importance of this in some lines can not be overestimated.

There are lines and businesses in which the salesman can not use any of the methods just described. He is obliged to visit first the town or city which demands attention—must work his territory by "hit or miss" methods.

For instance, a special salesman for one of the large wholesale houses is unable to plan his moves for any great length of time ahead. He is obliged to go where he can secure the business, or where the prospects seem best. In many other lines of business a salesman is unable to lay out any definite route and stick to it. He must go wherever the greatest call seems to be—or wherever special conditions demand.

At times it is found best to work a territory by combination of the three methods. Many salesmen adopt one of the first two methods and are obliged to hold themselves in readiness for emergency calls. A special fire insurance agent doing adjustment work would be in this class. He would plan out his territory, start to work it systematically, and then be obliged to interrupt his planned work in order to make an adjustment where a fire was reported. After making his adjustment he would in all probability resume his work as he had planned it.—S. G. Elbon in Salesmanship.

Sound Sleep Necessary to Good Work.

Sufficient sound sleep is as necessary to good work on the part of the worker as are nutrition and general health. Thousands of nervous persons, however, discover that after going to bed, tired with a day's work, they are unable to go to sleep. "How can I get rest unless I can get to sleep?" asks the person who suffers from insomnia.

But often that person who suffers from prolonged wakefulness which he does not understand is allowing his brain to work at sixty miles an hour. He would not think for a moment of trying to sleep while dancing around his bedroom. How can he expect to sleep when he is lying in bed thinking about something a

thousand miles removed from sleep?

It is the brain which lapses into sleep. Before it can invite unconsciousness it must be rid of the thoughts which are expressions of its activity. With the brain active in thought that organ of sleep is as little prepared for slumber as the body might be in dancing a hornpipe. You can not hope for sleep so long as you are thinking earnestly and deeply.

How to stop thinking, which produces insomnia, long has been a problem with the active, nervous temperament. The average sufferer is inclined to feel that he has no power over his vagrant thoughts. He tosses from side to side in bed, conscious only of the fact that he can not go to sleep. Occasionally he may have read something, somewhere, telling him that by a process of self-hypnotism, or by counting fanciful sheep jumping over a fence of his fancy, sleep may be produced.

With the simplest of practical experiments, however, the average person trying to go to sleep may accomplish the end so quickly that he will wonder—next morning—how he did it.

When a person in bed in a dark room closes his eyes and still holds his eyes as if to focus them on a sheet of paper six inches from his face, he may "see" a nebulous cloud of black in movement before them. Under certain conditions these clouds appear to have specks of different shadings moving in them more or less rapidly.

Hold the eyes to this "seeing" focus, making an effort to fix the gaze upon that portion of the dark field directly in front of the eye.

Finding this section of the dark and fixing the gaze, drop every other thought from the mind, using only the mental effort and concentration which will keep you to this task. If an outside thought attempts to intrude, banish it to the end of keeping visual track of the central portion of this dark field of vision.

You will find after a few moments that there is a certain strain upon the eye muscles necessary in holding them in focus. Also you will find that all the thought activity of the brain is necessary to hold you to this one task of concentration. Outside thoughts may try to intrude, but they are shut out instantly when you return to the imposed duty of "looking" at the black field directly in front of the eyes.

Hold yourself to this task—and you will be asleep "before you know it." The one chief thing in the process will be to banish any trace of thinking on outside subjects of any kind.

Caryl Blomberg.

A Misunderstood Man.

"Think of the extravagance of that New York broker who gave an automobile to an actress."

"Gave way an automobile," rejoined Mr. Chubbins, thoughtfully. "That wasn't extravagance. That was economy."

When a man's religion gets in no farther than his head it all runs out readily at his lips.

DOWLING'S NEW CLERK.

Showing How He Wrecked the Company's Publicity System.

Written for the Tradesman.

There is annually a lot of money thrown away in advertising.

There is not a doubt of it.

Every day of their lives men selling space in newspapers and magazines hear the statement made.

They acknowledge the truth of it, but rarely have the courage to explain why so much money is wasted in the publicity game.

They might lose customers if they informed reluctant advertisers that a large share of the money so wasted was lost for the reason that there are men writing advertisements and handling publicity campaigns who ought by right to be manuring cows in some rural dairy enclosure.

This accounts for a good share of the waste, but not all of it. There are good business men who are competent to do anything about a store except handle the advertising. Somehow they ball that up as soon as they touch it. When they begin to use printer's ink, their fountain pen forgets its cunning.

Dowling, manager of the Dowling Dry Goods Company, was a man of this sort. He thought he could write advertisements equal to the man who goes out ahead of the summer three-ring circus. He used to sit at his desk for hours and think. At least he thought he was thinking, and that amounts to the same thing. He spent \$10,000 a year in advertising, which made his store well known, but the strange thing about it was that his big "sales" were not productive of cash in the drawer and more shelf room. He would spend \$500 on a "sale," and business would be just normal.

He would fill his page advertisements full of such lines as "Slaughter Sale," "The Knife Goes in Deep," "Mark this Great Opportunity to Buy at Half Price," "Everything Goes," and all that. Any man who will pay out good money for space and fill it with such display lines ought to be pinched!

One day Dowling employed a new clerk in the shoe department. Harvey wasn't a cub, by any means. He was something like 50 years old, and had mixed with about every kind of a job there is to mix with. He had run locomotives and country newspapers. He had herded the meek cow and shot wild animals in the mountains. He went to work for Dowling because he needed the money, and there happened to be no South American revolutions on at the time to interest him.

For a wonder Dowling began to weaken on the advertising stunt he had set himself about the time Harvey came into the store. He knew that the new shoe clerk was an ex-newspaper man, so he went to him one day and suggested that he write and place a few advertisements for a general sale.

"I've got to go away for a few days," he said to Harvey, "but the boys will help you out if you bump up against anything that looks too

big for you. Be conservative in your statements, and don't advertise prices or goods you can't make good on. Make a spread on shoes, but take in a lot of dress goods, too. Go to heads of departments and get actual cost rates on hold-over articles which are running slow. Now, see what you can do while I'm away."

"But I shall be obliged to follow up the sale notices by arranging things in the store for the rush," suggested Harvey. "Give me authority to do that."

Dowling smiled sourly. It had been a long time since one of his "sales" had made such a change in the routine of the store.

"All right," he said. "I'll leave word with Hurth to give you free hand. I want to see what you can do."

Dowling went away and left the store at the mercy of Harvey. He had left word with Hurth, his assistant, to keep him posted as to what was going on. The second day Dowling received a line to this effect:

"Harvey is buying up all the first pages in town. You said to let him go, and I'm not saying a word."

The evening of the same day brought this:

"Your man Harvey is disarranging our advertising system. He is moving things about until the place looks like a church bazaar."

Dowling sat down in the lobby of his hotel and smoked two long black cigars before he decided what to do. His first impression was to call Harvey off. His second was to take the first train for home. His third was to stay right there and let him go it to the limit.

"I haven't made much of a fist of my 'sale' advertising," he admitted to himself, "and I guess I'll let the old fellow alone. He can't do much harm, and he may make a winning."

In this case the manager's last impression was his best. He wired Hurth not to interfere with Harvey, but to keep him posted. This came next morning:

"Harvey worked the clerks half the night, getting ready for the rush. No rush yet."

At noon Dowling received a line from his daughter, Edyth, aged 16:

"Dear Dad," she wrote, "I've got a job at the store. Your new man is perfectly lovely. I'm to get two dollars a day giving personally conducted excursions. Wouldn't that raise your hair? Hope you'll come home in time to see the Oriental bazaar we are running where you formerly did business. Ned Howe and Clint Ashley are making sweet music afternoons and evenings and the landscape is lovely. Tom Denby has been hired to hold up the moon."

Dowling wired back to Edyth:

"Yours received. What's the answer? Why excursions? Why moon?"

Edyth, who was papa's fine-haired girl, wired back:

"We are serving free lunch every afternoon and evening. Ned and Clint played dance tunes last night and we had a scrumptious time. Why shouldn't we have a moon?"

Dowling went off to the newspaper offices and asked the exchange editor for copies of his home dailies. The advertising for Dowling's was about as usual, only the announcements were on the first page, display where that was permitted, liners where it was not. The prices were just a little bit above the usual "sale" prices. Satisfied with this, he turned to the local news columns. There he found something which sent him home on the first train.

When he stepped into the store entrance Edyth met him in a pure white suit and pink roses. Her bright hair was half covered by a white cap bearing a gold band with "Messenger Service" on it in large letters.

"Keep to the right, Dad," she said, "and you won't get lost. I'll show you through."

It looked as if showing through was needed. Every department was built up like a booth, with printed prices on muslin pillars at the sides and on broad bands at the top. The place looked like a church fair. From some sheltered nook came the soft music of guitar and mandolin. Off to the right, where had been the jewelry department, a dozen of the prettiest girls in the city were serving tea and cakes.

The price placards everywhere gave the regular price and the sale price. One couldn't pass through the store without seeing hundreds of articles quoted at prices which made purchase desirable. Everything that was in the advertisements was labeled and placed up in the store. Edyth snickered as Dowling looked about—at the crowd, at the "free lunch," at the groups of aristocratic ladies he had never seen in his store before.

"It is pretty raw," he said. "I wonder if they are getting much money?"

"Wads!" replied the girl. "Wads of money!"

"They'll have to," said Dowling, "to pay for all these frills."

"Frills!" laughed Edyth, "you don't know anything about frills yet. There is ice cream on the second floor, and a moving picture show in the toy department in the basement. Look out, or you'll get lost in your own store!"

Dowling fought his way to Harvey, who was ordering goods by wire.

"What kind of a side show are you running?" asked the manager.

"This is not a side show," replied Harvey. "This is the big show, and the receipts are said to be something handsome."

"What are all these pert young girls doing here?" asked Dowling, pointing to a dozen girls dressed like Edyth. "I suppose they are under pay?"

"Of course. They are giving personally conducted excursions through the store. It is their duty to see that visitors know all about every department booth, and to call attention to the prices painted on the banners and signs. Strange how people will walk through a store and never see half the bargains unless their attention is called to them. Our visitors will know everything that is going on, you may be sure."

"I should think so!" growled Dowling.

"The average merchant," said Harvey, "will spend \$500 advertising a sale and then turn visitors over to sleepy and indifferent clerks who haven't even read the advertisements. They will offer inducements which will bring buyers to their stores, and will then permit them to wander about unconscious of the bargains lurking on the shelves. If visitors realize what you are doing for them, they buy. If they don't see that you are living up to your advertising, they don't buy."

"Goods at a sale like this should be arranged like a card index. Everything offered should be ready to hand—in sight with the price on it. Even then people go off without seeing all there is to see. That is why I employed the girls. Merchants who tell you that half the money spent in advertising is wasted are the sort of fellows who bring buyers to their stores and then fall down on the presentation end of the scheme. They don't run their sales on the card index plan. Half the time their clerks try to sell advertised goods at the old prices, and they do it, too, if the buyer isn't wise to the game. It is the card index for mine."

"All these amusement features look pretty raw for a conservative store," said the boss, "but you go ahead, and when I want to take over the advertising again I'll let you know. Just go ahead in your own way. Go it!"

Alfred B. Tozer.

John A. Hoffman, who has been steward at the Kalamazoo Asylum since he retired from the road some years ago, has been granted a three months' vacation by the asylum board and will leave the latter part of the month for the Southwest, where he hopes to recuperate his shattered health.

L. M. Mills (Hazelton & Perkins Drug Co.) invested \$2,000 in suburban property near Portland, Oregon, about three years ago. He sold the property last week for \$7,500 and every one who knows Max rejoices with him in his good fortune.

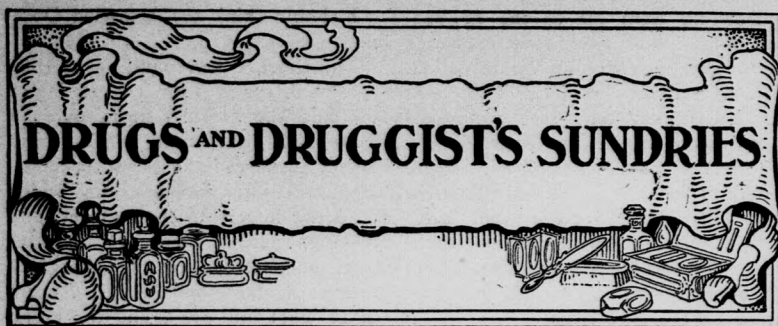
Graham Roys, Michigan representative for the Steinmer & Moore Whip Co., of Westfield, Mass., is raising squabs at his home on Fitch court.

The saddest thing about some is that they never are touched by the sorrows of others.

Good Sunday Reading

We recommend that you read our Sunday dinner menu card next Sunday. It makes excellent Sunday reading. Dinner 5:30.

Hotel Livingston
Grand Rapids, Mich.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—E. J. Rodgers, Port Huron, and Sid. A. Erwin, Battle Creek.
 Next Meeting—Ann Arbor, Jan. 19, 20 and 21, 1909.

Michigan State Pharmaceutical Association.

President—M. A. Jones, Lansing.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Marquette.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—A. B. Way, Sparta.

Pure Food and Drug Law in Ohio.

Chemist Theodore D. Wetterstroem says that following the going into effect of the Federal Pure Food and Drug act, he says a number of well known brands of proprietary medicines disappeared from the shelves of druggists as if by magic. He has since analyzed some of these, and while he does not disclose the names of the medicines or the manufacturers, say his labors have not been in vain. Lithia, seltzers and other mineral waters manufactured and sold in Cincinnati, and some bottled across the river in Kentucky show absolutely no trace of lithia, he says, and are different from common river water only in the fact that a little common salt or baking soda has entered into their composition. The three samples of ice cream analyzed, showed a percentage of butterfat as follows: 15 per cent., 13 per cent. and 2 per cent. The U. S. pure food law requires 14 per cent. butterfat in ice cream. A carload of honey consigned to a Cincinnati honey merchant was refused because the honey contained artificial inverted sugar. In the fall of the year the State Food and Dairy department will hold an exhibition of adulterated and misbranded articles at the State fair. Mr. Wetterstroem has been commissioned to collect and arrange the exhibit of adulterated and misbranded drugs and medicines which have already come to the notice of the department.

Amount of Alcohol in Medicinal Preparations.

The Commissioner of Internal Revenue has promulgated a ruling stating specifically the principle upon which determinations are made by the bureau in the matter of the assessment of special tax upon dealers handling medicinal preparations containing excessive amounts of alcohol. It will be noted that the bureau does not recognize any particular percentage as legitimate or illegitimate, but lays down a rule under which manufacturers may easily be guided in avoiding special tax liability for their

goods if they desire to do so. In a letter to an eastern manufacturer of medicinal preparations the commissioner says:

In reply to your letter of the 29th ultimo, herewith is transmitted a copy of T. D. 1251, relative to the manufacture of alcoholic medicinal compounds, from which you will see that there is no fixed percentage of alcohol which may be used in such manufacture liable to special tax as rectifier, the ruling being that such alcohol as is used must be so medicated as to render it unsuitable for use as a beverage, and only such amount may be used as is necessary to extract the properties of the ingredients or as a preservative or solvent.

Poor Comfort for the Jobbers.

Hepburns proposed amendment to the Sherman anti-trust law is not at all satisfactory to the jobbers in the drug trade. In effect the bill recognizes the principle of the common law in force before the enactment of the Sherman law, that a contract, agreement or combination may or may not be in unreasonable restraint of trade or commerce. It is for the court to decide in each instance whether the agreement is in violation of public policy and in restraint of trade. But the measure also provides that all judgments and decrees heretofore made in any actions or proceedings brought under the Sherman law may be enforced "in the same manner as though this (amending) act had not been passed." Under this clause the decision of the United States circuit court for the district of Indiana dissolving the "tripartite agreement" among manufacturers, jobbers and retailers in the drug trade will still be in full force and effect. This is poor comfort for the jobbers, who were the chief beneficiaries of this agreement.—Voice Ret. Drug.

Is the Demand for Quinine Decreasing?

The price for this alkaloid has reached an unprecedentedly low mark and various are the explanations made to account for this condition. An over-production of cinchona bark, which is now under successful cultivation accounts to some extent for the price, but those in a position to know claim that the demand for quinine is gradually growing less. It is claimed this is due, in a great measure at least, to the successful fight against malaria. As the country is cultivated and breeding places for mosquitoes destroyed, malaria disappears.

Remembering the Doctor at Christmas.

Each year with the advent of the holidays druggists are prompted to consider the advisability of giving Christmas presents to their medical friends. Some hesitate. Others embrace the opportunity. Occasionally the relations of the doctor and the druggist are not sufficiently cordial to warrant an exchange of Christmas greetings. But this is the exception and not the rule. The retail druggist is coming more and more to remember the physicians in his vicinity at Christmas.

In making a disbursement for this purpose the druggist will sometimes ask himself, "Is it really worth the while?" To answer this question he needs merely to observe the common custom. Time is a good test of any institution, and druggists would not continue the practice of presenting holiday gifts to their medical friends unless they served a good purpose. Mind you, we do not assume that the doctor has any particular claim on the druggist in this direction. He has not. But a Christmas present must help to sustain a feeling of good will between the giver and the recipient. That is true the world over. The doctor is indeed a callous fellow who does not show some appreciation for a Christmas remembrance.

Where he has been dispensing he may be induced to send more business to the store. If he be a prescription writer a Christmas gift may cement him all the more closely to a friendly druggist. There is no doubt about it. Druggists in the cities and in the country would not observe this practice year in and year out unless they received a quid pro quo. For, however generous be the motives that fill men's minds with thoughts of Christmas, men in business relationships give only for value received. They may be actuated by a sense of gratitude, but gratitude, said somebody, is an expectation of favors yet to come.

Useful Wax Obtained From Sugar Cane.

Application has been made for a patent for a process of extracting wax from the sugar cane. It seems that the rind of the cane contains a certain proportion of wax which has hitherto been lost with the refuse. By the new process this wax is now recovered from the filter refuse and turned to commercial uses, being very familiar in its characteristics to beeswax, or Carnauba wax, which can be used for precisely the same purposes. The wax, which resembles that now used very largely for making cylinders for so-called talking machines, is exceedingly hard and capable of taking a high polish. It is understood that many factories in Java will this year be using this process.

Food and Drug Act Vigorously Enforced.

The Government authorities have of late been quite busy enforcing the food and drugs act. Perhaps the most interesting for the drug trade was a case where an Ohio house

was fined \$100 upon a plea of guilty for the interstate shipment of a product branded "Double Extract of Vanilla" which was in fact made from vanillin. The Government contended that it was both adulterated and misbranded; adulterated because it was not true vanilla extract but an imitation, colored with a coal-tar dye to make it resemble an extract of vanilla; and misbranded because it was called a vanilla extract when in fact it was a vanillin product. Several other judgments have been reported, among them that of the Globe Pharmaceutical Co., makers of Sartin Skin Food, who pleaded guilty to misbranding and were accordingly fined.

Druggist Improvised for Forging Diploma.

A Philadelphia drug clerk has been sentenced to six months in prison for forging his name to the diploma of a registered pharmacist. When the agents of the State board began investigating his case they found most irregular conditions which the clerk later confessed. While working in a store on Spring Garden street years ago, he claimed to have found in the cellar an old State certificate. Erasing the name, he wrote in his own and after acquiring as he believed, necessary experience, he secured employment at another store and started out as a full-fledged registered man. He never had any college training, his knowledge having been picked up in the drug stores where he had worked as a clerk.

Beef, Wine and Iron.

A satisfactory preparation is said to be made as follows:

Tinct. ferric chloride	q. s.
Fresh milk, about	18 ozs.
Beef extract	8 ozs.
Tincture iron citro - chloride (N. F.)	12 ozs.
Alcohol	18 ozs.
Sherry wine, to make	3 gal.

First detannate the wine by adding tincture ferric chloride a little at a time until a dark color no longer forms, then add about 6 ounces fresh milk to each gallon of wine, shake well, and allow to stand a little while, then filter. To this add the alcohol, syrup, beef extract and tincture iron citro-chloride. Mix well, and allow to stand so long as possible before filtering and bottling.

Liquid for Bronze Paint.

The liquid employed with which to mix the bronze powders (which can be bought of all grades and shades of colors) is, for ordinary indoor work, dextrine (400 grams) containing potassium and dichromate (1 g.) and sufficient water. Use 65 grams of bronze powder. For more permanent work dilute water-glass may be used. Borax-shellac solution, mixed with one-third alcohol, also is used something like this: bronze powder, 55 parts; alcohol, 10 parts; borax-shellac solution, 25 parts. Or dissolve dammar in benzol, neutralize with solution of potassa by shaking together and use the supernatant liquid after allowing mixture to separate.

Acidum			Copaiba1 75@1 85			Scillae @ 50		
Aceticum	6@	8	Cubebae	2	15@2 25	Scillae Co.	@	50
Benzolicum, Ger. .	70@	75	Erigeron	2	35@2 50	Tolutan	@	50
Boracie	@	12	Evchthitos	1	00@1 10	Prunus virg	@	50
Carbolicum	16@	23	Gaultheria	2	50@4 00	Zingiber	@	50
Citricum	50@	55	Geranium	oz.	75	Tinctures		
Hydrochlor	3@	5	Gossippi Sem gal	70@	75	Aloes	@	50
Nitrosum	8@	10	Hedeoma	3	00@3 50	Aloes & Myrrh..	@	50
Oxalicum	14@	15	Junipera	40@	21 20	Anconitum Nap'SF	@	50
Phosphorium, dil.	@	15	Lavendula	90@	3 60	Anconitum Nap'SR	@	50
Salicylicum	44@	41	Limon	1	30@1 40	Arnica	@	50
Sulphuricum	13@	41	Mentha Piper ..	1	75@1 90	Asafoetida	@	50
Tannicum	75@	85	Menta Verid	3	00@3 50	Atrope Belladonna	@	50
Tartaricum	38@	40	Morrhuae, gal. .	1	60@1 85	Aurant Cortex..	@	50
Ammonia			Myrcia	3	00@3 50	Barosma	@	50
Aqua, 18 deg.	4@	6	Olive	1	00@3 00	Benzoin	@	50
Aqua, 20 deg.	@	8	Picis Liquida ..	10@	12	Benzoin Co.	@	50
Carbonas	13@	15	Picis Liquida gal.	@	40	Cantharides	@	75
Chloridum	12@	14	Ricina	94@	01 00	Capsicum	@	50
Aniline			Rosae oz.	6	50@7 00	Cardamon	@	75
Black	2	00@2 25	Rosmarini	@	1 00	Cardamon Co.	@	75
Brown	@	80@1 00	Sabina	90@	01 00	Cassia Acutifol	@	50
Red	@	45@ 50	Santal	@	4 50	Cassia Acutifol Co	@	50
Yellow	2	50@3 00	Sassafras	85@	90	Castor	1	00
Baccae			Sinapis, ess. oz.	@	65	Catechu	@	50
Cubebae	28@	33	Succini	40@	45	Cinchona	@	50
Juniperus	8@	10	Thyme	40@	50	Cinchona Co.	@	50
Xanthoxylum	30@	35	Thyme, opt.	@	60	Columbina	@	50
Balsamum			Theobromas	15@	20	Cubebae	@	50
Copaiba	65@	75	Tigil	1	00@1 20	Digitalis	@	50
Peru	2	75@2 85	Potassium			Ergot	@	50
Terabin, Canada	75@	80	Bi-Carb	15@	18	Ferri Chloridum	@	35
Tolutan	40@	45	Blechromate	13@	15	Gentian	@	50
Cortex			Bromide	18@	20	Gentian Co.	@	50
Abies, Canadian.	18		Carb	12@	15	Guaiac	@	50
Cassiae	20		Chlorate	po. 12@	14	Guaiac ammon..	@	50
Cinchona Flava..	60		Cyanide	30@	40	Hycosyamus buds	@	75
Buonymus atro..	18		Iodide	2	50@2 60	Iodine	@	75
Myrica Cerifera..	16		Potassa, Bitart p	30@	32	Iodine, colorless	@	75
Prunus Virgini..	20		Potass Nitras opt	7@	10	Kino	@	50
Quillaia, gr'd..	15		Potass Nitras ..	6@	8	Lobelia	@	50
Sassafras..po 25	24		Prussiate	23@	26	Myrrh	@	50
Ulmus	20		Sulphate po	15@	18	Nux Vomica	@	50
Extractum			Radix			Opil	1	25
Glycyrrhiza, Gla..	24@	30	Aconitum	20@	25	Opil, camphorated	1	00
Glycyrrhiza, po ..	28@	30	Althae	30@	35	Opil, deodorized	2	00
Haematox	11@	12	Anchusa	10@	12	Quassia	@	50
Haematox, 1s ..	13@	14	Arum po	@	25	Rhatany	@	50
Haematox, 1/4s ..	14@	15	Calamus	20@	40	Rhei	@	50

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

Spring Wheat Flour

DECLINED

Pickles
Brazil Nuts
English Walnuts
Dried Citron
Lima Beans

Index to Markets

By Columns

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Brushes	1																			
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Cereals	1																			
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Grains	1																			
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Shoe Blacking	1																			
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Soups	1																			
Spices	1																			
Starch	1																			
Syrups	1																			
Tea	1																			
Tobacco	1																			
Twine	1																			
Vinegar	1																			
Wicking	1																			
Woodenware	1																			
Wrapping Paper	1																			
Yeast Cake	1																			

1

ARCTIC AMMONIA

Doz.

12 oz. ovals 2 doz. box. 75

AXLE GREASE

Frazer's

1lb. wood boxes, 4 doz. 3 00

1lb. tin boxes, 3 doz. 2 35

3 1/2 lb. tin boxes, 2 doz. 4 25

10lb. pails, per doz. 6 00

15lb. pails, per doz. 7 20

25lb. pails, per doz. 12 00

BAKED BEANS

1lb. can, per doz. 90

2lb. can, per doz. 1 40

3lb. can, per doz. 1 80

BATH BRICK

American 75

English 85

BLUING

Arctic

6 oz. ovals 3 doz. box \$ 40

16 oz. round 2 doz. box 75

Sawyer's Pepper Box

Per Gross.

No. 3, 3 doz. wood bxs 4 00

No. 5, 3 doz. wood bxs 7 00

BROOMS

No. 1 Carpet, 4 sew. 2 75

No. 2 Carpet, 4 sew. 2 40

No. 3 Carpet, 3 sew. 2 25

No. 4 Carpet, 3 sew. 2 10

Parlor Gem 2 40

Common Whisk 90

Fancy Whisk 1 25

Warehouse 3 00

BRUSHES

Scrub

Solid Back 8 in. 75

Solid Back, 11 in. 95

Pointed Ends 85

Stove

No. 3 90

No. 2 1 25

No. 1 1 75

Shoe

No. 8 1 00

No. 7 1 30

No. 4 1 70

No. 3 1 90

BUTTER COLOR

W. R. & Co.'s 25c size 2 00

W. R. & Co.'s 50c size 4 00

CANDLES

Paraffine, 6s 10

Paraffine, 12s 10

Wicking 20

CANNED GOODS

Apples

3lb. Standards @ 1 00

Gallon 2 40 @ 2 50

Blackberries

2lb. 1 25 @ 1 75

Standards Gallons @ 5 50

Baked 85 @ 1 30

Red Kidney 85 @ 95

String 70 @ 1 15

Wax 75 @ 1 25

Blueberries

Standard 1 35

Gallon 6 25

Brook Trout

2lb. cans, spiced 1 90

Clams

Little Neck, 1lb. 1 00 @ 1 25

Little Neck, 2lb. @ 1 50

Clam Bouillon

Burnham's 1/2 pt. 1 90

Burnham's pts. 3 60

Burnham's qts. 7 20

Cherries

Red Standards @ 1 40

White @ 1 40

Corn

Fair 75 @ 85

Good 1 00 @ 1 10

Fancy 1 45

French Peas

Sur Extra Fine 22

Extra Fine 19

Fine 15

Moyen 11

Gooseberries

Standard 1 75

Hominy

Standard 85

Lobster

1/2 lb. 2 25

1 lb. 4 25

Picnic Tails 2 75

Mackerel

Mustard, 1lb. 1 80

Mustard, 2lb. 2 80

Soused, 1 1/2 lb. 1 80

Soused, 2lb. 2 75

Tomato, 1lb. 1 50

Tomato, 2lb. 2 80

Mushrooms

Hotels @ 24

Buttons @ 28

2

OYSTERS

Cove, 1lb. 85 @ 95

Cove, 2lb. 1 60 @ 1 85

Cove, 1lb. Oval 1 20

Plums

Plums 1 00 @ 2 50

Peas

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 85 Golden Horn, bakers 5 75 Duluth Imperial 5 95 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/2s 6 70 Ceresota, 1/4s 6 60 Ceresota, 1/8s 6 50 Lemon & Wheeler's Brand Wingold, 1/2s 6 20 Wingold, 1/4s 6 10 Wingold, 1/8s 6 00 Worden Grocer Co.'s Brand Laurel, 1/2s cloth 6 20 Laurel, 1/4s cloth 6 10 Laurel, 1/8s & 1/4s cloth 6 00 Laurel, 1/2s cloth 6 00 Wykes & Co. Sleepy Eye, 1/2s cloth 6 20 Sleepy Eye, 1/4s cloth 6 00 Sleepy Eye, 1/8s cloth 5 90 Sleepy Eye, 1/2s paper 5 90 Sleepy Eye, 1/4s paper 5 90 Meal Bolted 4 00 Golden Granulated 4 10 St. Car Feed screened 27 50 No. 1 Corn and Oats 27 50 Corn, cracked 26 00 Corn Meal, coarse 26 00 Winter Wheat Bran 24 50 Middlings 26 50 Buffalo Gluten Feed 31 00 Dairy Feeds Wykes & Co. O P Linseed Meal 33 00 Cottonseed Meal 30 00 Gluten Feed 30 00 Malt Sprouts 25 00 Brewers' Grains 28 00 Hammond Dairy Feed 25 00 Oats Michigan carlots 52 Less than carlots 54 Corn New 67 Hay No. 1 timothy carlots 10 00 No. 1 timothy ton lots 11 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 25 15 lb. pails, per pail 55 30 lb. pails, per pail 98 LICORICE Pure 30 Calabria 25 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/4 lb., 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 20 @ 1 40 Bulk, 2 gal. kegs 1 10 @ 1 30 Bulk, 5 gal. kegs 1 00 @ 1 20 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 00 Half bbls., 600 count 3 50 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival assorted 1 25 No. 20 Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist 2 25 POTASH 48 cans in case Babbitt's 4 00 PROVISIONS Barreled Pork Mess 16 50 Clear Back 23 00 Short Cut 19 00 Short Cut Clear 19 00 Bean 18 00 Brisket, Clear 22 00 Pig 24 00 Clear Family 18 00 Dry Salt Meats S. P. Bellies 11 Bellies 11 Extra Shorts Clear 11 1/2 Compound 7 1/2 Pure in tierces 11 1/2 80 lb. tubs 9 1/2 60 lb. tubs 8 1/2	Smoked Meats Hams, 12 lb. average 12 Hams, 14 lb. average 12 Hams, 16 lb. average 12 Hams, 18 lb. average 12 Skinned Hams 12 Ham, dried beef sets 21 California Hams 7 1/2 Picnic Boiled Hams 14 Boiled Hams 19 Berlin Ham, pressed 9 Minced Ham 9 Bacon 12 1/2 @ 15 10 lb. pails. advance 7 1/2 5 lb. pails. advance 1 8 lb. pails. advance 1 Sausages Bologna 4 Liver 7 Frankfort 9 Pork 9 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 15 00 Boneless 15 00 Rump, new 15 50 Pig's Feet 1/2 bbls. 1 00 1/4 bbls., 40 lbs. 1 80 1/2 bbls. 3 80 1 bbl. 8 00 Tripe Kits, 15 lbs. 80 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 25 Beef, middles, set 70 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 2 50 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 2 50 Potted ham 1/2s 50 Potted ham, 1/4s 45 Potted ham, 1/8s 45 Deviled ham, 1/2s 45 Deviled ham, 1/4s 35 Potted tongue, 1/2s 45 Potted tongue, 1/4s 35 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 5 1/2 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 10 Deland's 3 00 Dwight's Cow 3 15 L. P. 3 00 Wyandotte, 100 1/2s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 15 28 10 1/2 lb. sacks 2 05 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drin bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock 5 Halibut Strips 13 Chunks 13 Holland Herring Pollock 4 White Hp. bbls. 8 50 @ 9 50 White Hp. 1/2 bbls. 4 50 @ 5 25 White Hoop mchs. 60 @ 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 80 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 5 80 No. 1, 10 lbs. 1 65 No. 1, 8 lbs. 1 35 Whitefish No. 1, No. 2 Fam 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90	SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 6 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz. 2 80 Dusky D'nd, 100 6oz. 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 50 White Russian 3 50 Dome, oval bars 3 50 Satinet, oval 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 Lautz Bros. & Co. Acme, 70 bars 4 00 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 25 Big Master, 70 bars 2 80 Marcellines, 100 cakes 5 80 Marcellines, 100 ck toils 4 00 Marcellines, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-N-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice 10 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Ambonyna 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 20 Pepper, Singapore, blk. 15 Pepper, Singp. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 14 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochon 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne 20 Sage 20 SARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lbs. 5 1/2 Muzzy, 40 lbs. 5 Gloss Kingsford 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 4 SYRUPS Corn Barrels 31 Half barrels 33 20lb. cans 1/2 dz. in cs. 2 10 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 10 3 1/2 lb. cans 2 dz. in cs. 2 15	Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 32 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Fannings 12 @ 14 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails. 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 31 Palo 31 Hiawatha 41 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 53 Old Honesty 53 Toddy 34 J. T. 33 Piper Heldsick 69 Boot Jack 36 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 25 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 40 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 32 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 20 Cotton, 4 ply 20 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80gr 11 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 13 1/2 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 10 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 40 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal. each 2 40 Barrel, 10 gal. each 2 55 Clothes Pins Round head, 5 gross bx 55 Round head, cartons 70 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 20 No. 2 complete 25 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 60 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/2 Fibre Manila, white 2 1/2 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 18 Whitefish, No. 1 14 Trout 11 Halibut 11 1/2 Herring 7 Bluefish 16 Live Lobster 30 Boiled Lobster 30 Cod 10 1/2 Haddock 8 Pickerel 12 1/2 Pike 8 Perch 6 1/2 Smoked, White 13 Chinook Salmon 16 Mackerel 25 Finnan Haddie 12 1/2 Roe Shad 25 Shad Roe, each 9 Speckled Bass 9 HIDES AND PELTS Hides Green No. 1 9 Green No. 2 8 Cured No. 1 10 1/2 Cured No. 2 9 1/2 Calfskin, green, No. 1 12 Calfskin, green, No. 2 10 1/2 Calfskin, cured, No. 1 13 Calfskin, cured, No. 2 11 1/2 Pelts Old Wool 20 Lambs 40 @ 85 Shearlings 35 @ 80 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 17 Unwashed, fine 13 CONFECTIONS Stick Candy Standard 8 Standard H H 8 Standard Twist 8 Cases Jumbo, 32 lb. 8 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case 8 1/2 Mixed Candy Grocers 7 Competition 7 1/2 Special 8 1/2 Conserve 8 Royal 8 1/2 Ribbon 10 Broken 8 1/2 Cut Loaf 9 1/2 Leader 9 Kindergarten 10 1/2 Bon Ton Cream 9 French Cream 10 Star 11 Hand Made Cream 17 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 11 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 12 1/2 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates 16 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperials 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-In 5lb. Boxes es Kisses, 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Hore- pound drops 60 Peppermint Drops 60 Champion Choc. Drps 70 H. M. Choc. Drops 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'td. 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 60 Lozenges, printed 65 Imperials 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80 @ 90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Asst'm't 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer as- sortment 6 75 Scientific Ass't 18 00 Pop Corn Cracker Jack 3 25 Checkers, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 25 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California sft. shell 11 Brazils 11 @ 13 Filberts 12 @ 13 Cal. No. 1 12 Walnuts, soft shell 14 @ 15 Walnuts, Marbot 13 @ 13 Table nuts, fancy 13 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio new 7 Cocoanuts 25 Chestnuts, New York State, per bu. 7 Shelled Spanish Peanuts 7 @ 7 1/2 Pecan Halves 28 @ 32 Walnut Halves 28 @ 32 Filbert Meats 27 Alicante Almonds 27 Jordan Almonds 47 Peanuts Fancy H. P. Suns 5 1/2 @ 6 1/4 Roasted 6 1/2 @ 7 1/2 Choice, H. P. Jum- bo 7 1/2	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.

Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritinos35
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 @ 9 1/2
Hindquarters6 @ 10
Loins9 @ 14
Rounds6 @ 8 1/2
Chucks6 @ 7 1/2
Plates4 @ 4 1/2
Livers6 @ 6

Pork

Loins@ 10 1/2
Dressed@ 7
Boston Butts@ 9
Shoulders@ 8 1/2
Leaf Lard@ 11 1/2
Trimnings@ 8

Mutton
Carcass@ 9
Lambs@ 10
Spring Lambs@ 10

Veal

Carcass6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
60ft.1 35
80ft.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

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

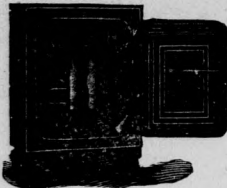
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz..1 25
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

Lowest

Our catalogue is "the
world's lowest market"
because we are the
largest buyers of general
merchandise in America.

And because our com-
paratively inexpensive
method of selling,
through a catalogue, re-
duces costs.

We sell to merchants
only.

Ask for current cata-
logue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

Almost

1908 is almost a thing
of the past, and the time
is nearing when your
customers expect some
kind of a souvenir from
you, Mr. Merchant.
What could be more
pleasing to them or, as
an advertisement, more
profitable to you than a
handsome

Calendar

with your name and busi-
ness printed upon it?
A constant reminder of
you and your store for
365 days. We print cal-
endars of every descrip-
tion. Samples and prices
cheerfully given upon
application.

Tradesman
Company

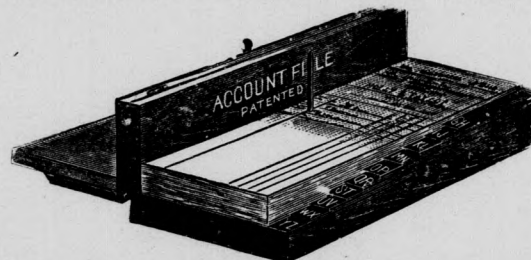
Grand Rapids
Mich.

Simple Account File



A quick and easy method
of keeping your accounts
Especially handy for keep-
ing account of goods let out
on approval, and for petty
accounts with which one
does not like to encumber
the regular ledger. By using
this file or ledger for charg-
ing accounts, it will save
one-half the time and cost
of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's
bill is always
ready for him,
and can be
found quickly,
on account of
the special in-
dex. This saves
you looking
over several
leaves of a day
book if not
posted, when a customer comes in to pay an account and you are busy
waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

Use
Tradesman
Coupon
Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale Quick—A stock of jewelry, plated ware, bench tools and material. All new and up-to-date. One-half down, balance in monthly payments. Invoice \$500. Have other business. Address S. A. L. care Tradesman. 215

For Sale—Grocery stock at inventory price, located on corner Front street and Shawmut avenue. Address, 148 Mt. Vernon street, City. 216

Cash buyer and jobber. All kinds of merchandise, bankrupt stocks, etc. No stock too large or too small. Harold Goldstrom, Bay City, Mich. 206

First-class dressmaker wanted. Address P. O. Lock Box 86, Mancelona, Mich. 205

For Sale—General store and coal trade in small town in heart of the fruit belt. A steady and sure money maker, with no risk, good for at least \$1,600 clear money every year. It will take about \$4,500 cash for everything. Stock is strictly staple, all new. Can soon reduce. Don't write unless you mean business. Address No. 204, care Michigan Tradesman. 204

For Sale—Monument business in Galva, Ill. Also 12-room residence. For particulars enquire of A. B. Smith, Galva, Ill. 200

For Sale—Clean stock of general merchandise, established in same stand 29 years. Good paying lumbermen's and farmers' trade. In splendid location. Stock and fixtures in first-class condition. Reasons, poor health and have made enough in the business to quit. Stock with fixtures will invoice \$10,000. Can be reduced. Liberal terms to hustlers with some capital. Address J. B. Frechette, Bark River, Mich. 199

FOR SALE

Stock of general merchandise in country town in Emmet County, Michigan, located in a farming community. Store a good, steady money-maker and growing. Fulltest investigation permitted.

Splendid opportunity. No trade. Stock invoices about \$5,000. Will reduce if desired.

We purchased the entire assets of one of Michigan's largest bankrupt estates. This store was a part of the assets.

Address COBE & McKINNON, Owners
100 Washington Street Chicago, Illinois

Up-to-date grocery store and fixtures for sale in Petoskey. Good trade. Bargain if taken soon. Must make change. Address No. 198, care Michigan Tradesman. 198

Wanted—Location for stave and heading factory employing 60 men the year around. Prefer town in the Upper Peninsula of not less than 800 inhabitants and in well timbered district. Would like location at junction of two railroads and on lake or river. Annual pay-roll amounts to \$30,000. Address M. D. G., care Michigan Tradesman. 197

For Sale—Cheap, a small stock of groceries and up-to-date fixtures in a good live city of 3,000 inhabitants. Address Lock Box 632, Hudson, Mich. 196

For Sale—The oldest established grocery, meat and produce business in town of 1,000 population and good farming country, doing good business. Reason for selling, ill health. For particulars address Martin Duffy, Lake City, Mich. 191

Wanted—To buy, for spot cash, shoe or general stock, inventorying from \$2,000 to \$10,000. Price must be cheap. Address Quick Business, care Tradesman. 187

For Sale—Only drug store in town of 600; nearest competition 12 miles. Good farming country. Three doctors and two veterinarians, all write prescriptions. Full prices on patents. A bargain. Owners wish to retire. Address Newell & Brandon, Oseo, Wis. 181

For Sale—Stock of general merchandise in lively town of 600 inhabitants, surrounded by prosperous farming community. Stock now inventories about \$10,000 and consists of dry goods, boots and shoes, clothing, gent's furnishings and groceries. As we own a store in another town, we are in position to reduce the stock to suit purchaser. Address No. 161, care Michigan Tradesman. 161

For Sale or Exchange—Stock general merchandise \$4,000. Rapidly growing Michigan town of 900 population. Will take farm or productive Grand Rapids property. Address No. 179, care Tradesman. 179

A Kalamazoo, Mich., merchant wants to sell his suburban store, groceries and meats. This store is doing a business of \$50,000 per year and his reason for selling is that his increasing business requires him to take his manager into his own store in the city. This store is making money and is a good chance for a good man to step into an established business. The rent is \$35 per month. Kalamazoo is a city of 40,000 population and a good place to live in. The store is well located in a good residence district and will always command a good trade. Address No. 190, care Michigan Tradesman. 190

FOR SALE

General store and coal trade in small town in heart of the fruit belt. A steady and sure money maker, with no risk, good for at least \$1,600 clear money every year. It will take about \$4,500 cash for everything. Stock is strictly staple, all new. Can soon reduce. Don't write unless you mean business. Address No. 999, care Michigan Tradesman.

Wanted—Feathers. We pay cash for turkey, chicken, geese and duck feathers. Prefer dry-picked. Large or small shipments. It's cheaper to ship via freight in six foot sacks. Address Three "B" Duster Co., Buchanan, Mich. 71

For Sale—Clean stock of dry goods and notions, invoicing \$9,000 in live Michigan city of 3,000. Fall goods in. Will sell for 90c. No trades. Address X. Y. Z., care Michigan Tradesman. 75

WHAT SHOES

are there on your shelves that don't move and are an eyesore to you?

I'm the man who'll take 'em off your hands and will pay you the top spot cash price for them—and, by the way, don't forget that I buy anything any man wants money for.

Write PAUL FEYREISEN
12 State St., Chicago

For Sale—Finest confectionery and ice cream parlor in best city in Western Michigan, population 8,000, summer population 11,000. Fixed expense reasonable. Fountain equipment cost \$4,000. Store furniture and fixtures cost \$600. Entire equipment will be sold to right live man for \$2,500, reasonable terms. Best reasons for selling. Address W, care Tradesman. 184

Merchants—Did you ever think of how to invest a little spare cash and increase your commercial rating several thousand dollars? Buy 160 to 1,000 acres of cheap land, always increasing in value. It serves a double purpose. Special bargains in cut over lands. Any size tract. Wisconsin and Michigan. Write to-day. Grimmer Land Co., Marinette, Wis. 133

Important Notice—The Marshall Blackstone Co., law and collections, Drawer H, Cumberland, Wis. Collections. We guarantee to collect your overdue accounts or make no charge. We advance all legal costs, etc., and make no charge unless successful. Our new method is most effective, diplomatic, and will retain good will of your customers. Terms and particulars free. 175

Large store building, opera house and lodge rooms in connection; for sale or to rent; lower floors suitable for general merchandise business. Address The Walsh Mfg. Co., Frederic, Mich. 172

Stores, business places and real estate bought, sold and exchanged. No matter where located, if you want to get in or out of business, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 125

Confectionery and Restaurant—Only one in good town of 500. Will sell cheap. For full information, write Louis Leinweber, Benson, Ill. 167

For Sale—At a sacrifice to right party, large sash, door and blind factory in Bagdad, Fla., that cost \$60,000. The Fisher Real Estate Agency, Pensacola, Fla. 164

For Sale—A slightly used \$30 Edison Rotary Mimeograph No. 75 with almost \$10 worth of supplies, \$25. G. Dale Gardner, Petoskey, Mich. 163

Drug and grocery for sale. Best stock in Central Michigan. Cash sales twenty thousand. Address No. 183, care Tradesman. 183

To Exchange—Moving picture machine, value \$125, for cash register or computing scales. Address No. 55, care Tradesman. 55

For Rent or Sale—In Muskegon a modern store, good location on paved street with car line. Splendid location for most any line of merchandise. Address No. 36, care Tradesman. 36

G. E. Breckenridge Auction Co.

Merchandise Auctioneers and Sales Managers
Edinburg, Ill.

Our system will close out stocks anywhere. Years of experience and references from several states. Booklets free. Second sale now running at Stafford, Kansas. Write us your wants.

For Sale—Furniture and china business, the only furniture business in busy town of 5,000 inhabitants. Good factories, good farming country. Good reasons for selling. Address P. O. Box 86, Greenville, Mich. 852

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

G. B. JOHNS & CO.

GRAND LEDGE, MICH.
Merchandise Brokers and Leading Salesmen and Auctioneers of Michigan

We give you a contract that protects you against our selling your stock at auction for less money than the price agreed upon.

We can trade your stocks of merchandise for farms and other desirable income property. Write us.

Wanted—Toledo scales, numbers 253 and 254, in good condition. Address No. 176, care Michigan Tradesman. 176

SITUATIONS WANTED.

Wanted—Position Jan. 1st, as manager or head clerk in general store. References furnished. Address Box 516, Grand Ledge, Mich. 169

Want Ads continued on next page.

Here Is a Pointer



Your advertisement,

if placed on this page,

would be seen and read

by eight thousand of

the most progressive

merchants in Michigan,

Ohio and Indiana. We

have testimonial let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.



Tradesman Company
Engravers and Printers
Grand Rapids, Mich.

The Tradesman Company
Engravers and Printers
ILLUSTRATIONS OF ALL KINDS
STATIONERY & CATALOGUE PRINTING
GRAND RAPIDS, MICHIGAN.

ON THE POTOMAC.

How Mercantile Interests Look at the Capital.

Washington, D. C., Dec. 15—The second session of the Sixtieth Congress has convened and once again Washington gathers to welcome with open arms the gentle stranger and speed the depleted guest. She boasts that never can it be said of her, as it was said of a certain populace of Biblical fame, "I was a stranger and ye took me not in." Nearly all the members of both houses of Congress are here with public and private bills ready to get down to hard work.

Upon my arrival here I called upon the clerk of the Committee on Post-offices and Post Roads, to which have been referred the bills calling for the establishment of a parcels post, and he told me that no action was expected to be taken on this measure for some time, perhaps not this session. It seems now that the success or failure of such bills in favor of the parcels posts depends to a large extent on the appropriation bill and it is not anticipated that an appropriation will be made to cover the inauguration of a parcels posts.

Petitions against the measure have been coming in all summer. The clerks of the Committee have had no chance to count them as yet, but they say that almost as many protests were received during the summer as arrived during the last session. It is too early to expect that any lobbying will be done by the catalogue houses. But one bill has been introduced so far asking for a trial of the system of the Postmaster General. It is on the lines of those introduced last session.

The making of new National laws will not begin in earnest until after the Christmas holidays. About all that will be done will be meeting and adjourning.

I was not fortunate enough to see Dr. Wiley, the head of the Bureau of Chemistry, as he was in Buffalo attending a club meeting at the time I called. I was told, however, that the work of the Bureau has increased immensely, there being hardly enough room for another desk in the building now occupied by that important department. A new building is being erected wherein will be installed improved apparatus for the testing and sampling of food stuffs and drugs. So great has become the work of Dr. Wiley's corps of trained assistants that it has been found necessary to perfect an organization to put the pure food law in effect. Already branch laboratories have been established in twenty-one principal cities. Prosecution of offenders was vigorously pushed last year and will be redoubled this coming year. In fact, it is beginning to look real bright for the retailer who desires to sell the best and be able to say, "It is absolutely pure." I believe it is no misstatement to say that the public are being educated along pure food lines very rapidly and that within a short time they will become very particular about their supplies.

Special investigations in the Bureau of Chemistry have embraced the fol-

lowing subjects: Bleached flour and the use of durum wheat in flour milling; the canning of peas and the making of tomato catsup, the aim being to let the public know just how these operations are carried on and to aid those engaged in these industries in improving their processes; tests of food preservatives. The series of studies by means of the "hygienic table" at which foods treated with preservatives are eaten to test the effect on health has been completed.

The Referree Board, to which was referred last year the question of allowing the use of certain preservatives, has not yet reported. This board work like Frank Hitchcock, manager of the Republican National campaign—they are extremely secretive and are said to be suspicious of each other, though I believe that is an extension of the truth. Still it looks to me as though they should be about ready to come across with the results of their investigations.

It is thought that favorable action will be taken this year on the postal savings banks proposition. Whether it will be possible to get the bill through both houses remains to be seen, but some members with whom I have talked say that they are certain that it will be favorably reported.

Tariff revision is the sole subject of conversation around here just at present. All of the members have ideas of their own as to what should be done and it looks as though those members who were either defeated for renomination or did not run ought to count themselves lucky.

I have to have something of interest to the subscribers of this paper concerning weights and measures standards in my next letter. I was around to see the Chief of this Bureau, but was unable to catch him in. Regarding the oleo question I am quite certain that the agitation which has been going on all over the country will result in either taking off the tax on the colored product or reducing it considerably.

Mr. Canfield, who represents the eleventh Missouri District, and who introduced a bill last session for the selling of this product in original packages may be given a hearing either early in January or toward the end of that month.

The so-called butter trust will have to be looking to its defenses pretty soon. I had talks with country members last year and they announced their support to any measure seeking to remove the tax on what some have dubbed "bull butter." No bills have been introduced yet to do this, but it is expected here that several will not only be introduced but pushed.

I shall keep my eyes open for measures of interest to you readers, and let me suggest that if any of them seem to hold a joker which might be injurious to their interests they get busy. Look at the parcels post. Framed by the Postmaster General in all sincerity to reduce the deficit in the Postoffice Department, nearly all retailers vow that it will injure their businesses. Such a storm

has been raised against this bill that it is doomed to defeat without a doubt.

Representative Sherley, of Kentucky, who drew up the Sherley bankruptcy act, is going to push it through the House and Senate this session if it is possible. This is a good bill and those associations which have not sent in their petitions for it should do so just as soon as possible.

Frank A. Lawson.

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

Buffalo, Dec. 16—Creamery, fresh, 25@30c; dairy fresh, 20@26c; poor to common, 15@20c.

Eggs—Strictly fresh, candled, 33@34c; cold storage, 26c.

Live Poultry—Fowls, 10@12c; ducks, 12@13c; geese, 11@12c; old cox, 9c; springs, 11@13c.

Dressed Poultry—Fowls, 12@13c; springs, 13@14c; old cox, 9@10c; ducks, 13@15c; turkeys, 17@19c.

Beans—New Marrow, hand-picked, \$2.40@2.50; medium, hand-picked, \$2.35@2.40; pea, hand-picked, \$2.35@2.40; red kidney, hand-picked, \$2.15@2.20; white kidney, hand-picked, \$2.50@2.65.

Potatoes—70@73c per bu.

Rea & Witzig.

Definition of a Strike.

The strike of the longshoremen at Seattle has resulted in an injunction being granted by Judge Hanford of the United States Circuit Court to prevent the strikers from interfering with the loading or unloading of the ships of the Alaska Steamship Company or the Alaska Pacific Steamship Company. The most significant thing in connection with the matter is the definition the judge gave to the strike order. A strike order, he said, means that the members of the union must not work, and also must not allow other men to take their places. This has always been the result of strikes, but the order has never before been given so clear a judicial definition.

Movements of Michigan Gideons.

Detroit, Dec. 15—Brothers J. E. Fleming and Geo. S. Webb, with his wife, will assist Rev. Geo. L. Wittet in evangelistic meetings during the week.

A. E. Gould, of Grand Rapids Camp, representing the Hardware Supply Co., attended the Griswold House meeting; also John A. Sommermeier, of Cincinnati, who joined the Gideons after the meeting.

The Griswold House meeting was one of unusual interest. Fifteen new faces were present.

Aaron B. Gates.

A Clinton correspondent writes: J. V. Hettinger has decided to close out his bazaar stock in the Clark building and discontinue business, having been offered a good position on the road. He was a commercial traveler for several years and the old longing to get back on the road seems to have caught him again, with the above result. He has many friends here who regret his decision, but who will wish him good luck wherever he may go.

A Jackson correspondent writes as follows: Harry L. Burgess, who for the past eighteen months has had charge of the floor for the Cook & Feldher Co., has resigned his position and taken a position as traveling salesman for the Jackson Corset Co. in the State of New York. He will move his family to Rochester, N. Y.

BUSINESS CHANCES.

Experienced registered pharmacist employed at present, wants position country town preferred. References from present employer. Address No. 225, care Tradesman. 225

A chance for your life. Clean stock of general merchandise \$5,000 in a good Michigan town of 6,000 population. Well established. In same stand for the last twelve years. Splendid location. Brick store, rent reasonable. Stock can be reduced. A good paying business for sale at a bargain. Cash sale only. Owner going away. Address No. 224, care Michigan Tradesman. 224

For Sale—Tailor shop in best town in Northwestern Iowa; population 16,000; small investment; five people employed. With proper attention business can be doubled; present owner has other business; can not attend to it. Address Box 394, Fort Dodge, Iowa. 223

For Sale—Stock of about \$5,000 clothing, hats and furnishings; also fixtures; best location in town of 1,500. Good farming community; established for forty-two years; two-story brick building; may be leased for any length of time; retiring from business is reason for selling. Address Sol. Spear, Plymouth, Ohio. 222

Wanted—Position by young man of 25, as clothing and furnishing goods salesman. Seven years' experience. Best of references. Address No. 221, care Michigan Tradesman. 221

For Sale—Only hotel in good live country town; doing good business, 31 miles from Springfield. Three churches and graded school; good business proposition. Price \$1,600. Investigation invited. Nevins Sisters, Modesto, Ill. 220

For Sale—Stock of shoes and gents' furnishings, invoicing about \$4,500. Located in a thriving village in Southern Michigan. No trades. Can reduce stock. Address J., care Michigan Tradesman. 219

Timber for sale or exchange, for income city property, cash value basis. Submit proposition. P. O. Box 551, Vancouver, B. C. 218

A bargain in a bakery, located in Central Nebraska, town population 15,000. Doing a fine business, both wholesale and retail. If interested write No. 217, care Michigan Tradesman. 217

Do you want to sell your farm or business, anywhere, any place? We do it for you without commission. Just send lowest price with full description and terms. Buyers Co-operative Company, 711 20th Ave., No. Minneapolis, Minn. 214

To Exchange—Half interest or all, of good paying business. Owner of patent. Price, \$10,000. Write Coon Bros., Rantoul, Ill. 213

Wanted—To trade a first-class farm in Northern Indiana for a stock of groceries or hardware or a general store located within 200 miles from Chicago. Address Box 301, Syracuse, Ind. 211

For Sale—Deeded land and relinquishments near Fort Pierre. Address Melvin Young, Fort Pierre, S. D. 212

For Sale—Two multiple, six-drawer National cash registers, the very latest improved; one has been used two months; the other one year. The present value of these registers is seven hundred and fifteen dollars each; will sell either for four hundred and fifty dollars cash. Wender Bros., Six Mile Run, Pa. 210

\$285,000 for \$100. We own a coal mine located in the West; a mine, not a prospect; we have spent \$70,000 to make this a mine; over 1,500 feet of tunnels through bituminous coal, coking coal; market for ten times possible output; two railroads and Missouri river at mine; the mine is ready for production, only need tipple, washer and railroad spur. To get money for this we will sell a limited amount of stock; investments of \$20 up accepted; we will furnish best of bank references as to the standing of every officer; this is a high-grade investment that should appeal to the most conservative; safety with immense profits; \$100 invested in Crow Nest Coal Co.'s stock some years ago is to-day worth \$285,000. For particulars address Western Coal & Coke Co., New York Life Bldg., Minneapolis, Minn. 208

For Sale—Outright or royalty. Patent on a manure spreader. No other like it. Works without an apron. Address A. A. Fokken, Raymond, S. D. 207

Salesman Wanted—First-class salesmen in every section to carry as a sideline, the most up-to-date line of infants' soft-soles on the market to sell to the retail trade at \$2.25 to \$3 per dozen. Sample case small and light. Commission liberal. Address Peerless Shoe Company, 222 Mill St., Rochester, N. Y. 209



YOU OUGHT TO KNOW that all Cocoa made by the Dutch method is treated with a strong alkali to make it darker in color, and more soluble (temporarily) in water and to give it a soapy character. But the free alkali is not good for the stomach. Lowney's Cocoa is simply ground to the fineness of flour without treatment and has the **natural** delicious flavor of the choicest cocoa beans unimpaired. It is wholesome and strengthening. The same is true of Lowney's Premium Chocolate for cooking.

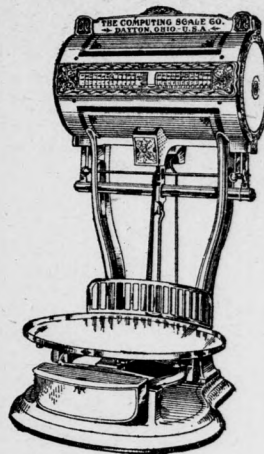
The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

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

100 Dayton Moneyweight Scales



The new low platform
Dayton Scale

ordered and installed after a most careful investigation of the various kinds of scales now on the market. The purchasers are the promoters of one of the most colossal enterprises of the age.

These scales are to equip all booths of the Grand Central Market

where weighing is necessary, such as groceries, meats, teas and coffees, poultry and game, fish, butter, cheese, candy, etc.

This market is all on the ground floor and contains over 16,000 square feet of floor space, which is divided into 480 booths each 10x10 ft. Its appointments are as near perfect as modern ingenuity can devise.

The management decided to furnish all equipment used in the building so as to guarantee to the patrons of the institution absolute accuracy and protection.

Dayton Moneyweight Scales

were found to excel all others in their perfection of operation and in accuracy of weights and values. That is the verdict of all merchants who will take the time to investigate our scales.

Our purpose is to show you where and how these scales prevent all errors and loss in computations or weights.

A demonstration will convince you. Give us the opportunity. Send for **catalogue** and mention Michigan Tradesman.

Moneyweight Scale Co., Date.....
58 State St., Chicago.
Next time one of your men is around this way I would be glad to have your No. 140 Scale explained to me.
This does not place me under obligation to purchase.
Name
Street and No. Town.....
Business..... State.....



MONEYWEIGHT SCALE CO., 58 State St., Chicago

If You Happen

to need
a stock of
bang-up
coffee
that'll
make your
customers
"sit up and
take notice"

there's **"QUAKER"**

Brand
COFFEE

always "on top"

Worden Grocer Co. Grand Rapids



H=O

comes to you with a big sale. If we offered you a new article and guaranteed three out of ten of your customers would buy it regularly, you would think such a seller worth pushing. That's the way with **Hornby's Oats**—all but the pushing.

The sale is there, it's established.

The H=O Company

Buffalo, N. Y.

When You're Doing Your Christmas Buying

At Grand Rapids, remember that the most practical and appreciated gift of all is some article of furniture for your home.

Here the Furniture is Right

Here the Price Is Right

Here the selection is greater than that of all other furniture stores combined.

**Klingman's Sample
Furniture Co.**

Opposite Morton House

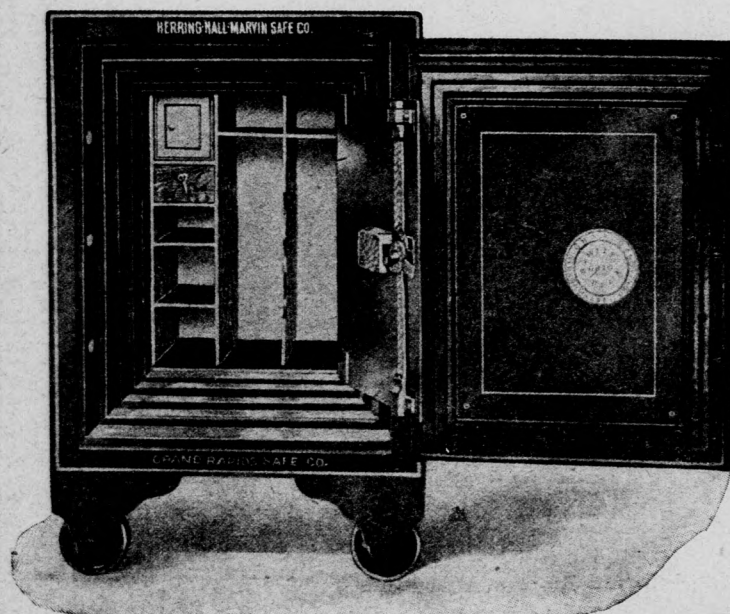
Ionia-Fountain-Division Sts.

Protect Yourself

You are taking big chances of losing heavily if you try to do business without a safe or with one so poor that it really counts for little.

Protect yourself immediately and stop courting possible ruin through loss of valuable papers and books by fire or burglary.

Install a safe of reputable make—one you can always depend upon—one of superior quality. That one is most familiarly known as



Hall's Safe

Made by the
Herring-Hall-Marvin Safe Co. and ranging in price

**\$30 and
Upward**

The illustration shows our No. 177, which is a first quality steel safe with heavy walls, interior cabinet work and all late improvements.

A large assortment of sizes and patterns carried in stock, placing us in position to fill the requirements of any business or individual promptly.

Intending purchasers are invited to inspect the line, or we will be pleased to send full particulars and prices upon receipt of information as to size and general description desired.

Grand Rapids Safe Co.

Fire and Burglar Proof Safes
Vault Doors, Etc.

Tradesman Bldg.

Grand Rapids, Mich.