

The Legend of St. Christopher

For many a year St. Christopher
Served God in many a land,
And master painters drew his face
With loving heart and hand
On altar front and churches' walls;
And peasants used to say
To look on good St. Christopher
Brought luck for all the day.

For many a year, in lowly hut,
The giant dwelt content
Upon the bank, and back and forth
Across the stream he went,
And on his giant shoulders bore
All travelers who came,
By night, by day, or rich or poor,
All in King Jesus' name.

But much he doubted if the King
His work would note or know,
And often with a weary heart
He waded to and fro.
One night, as wrapped in sleep he lay,
He sudden heard a call:
"O Christopher, come carry me!"
He sprang, looked out, but all

Was dark and silent on the shore.
"It must be that I dreamed,"
He said, and laid him down again,
But instantly there seemed
Again the feeble, distant cry:
"Oh, come and carry me!"
Again he sprang and looked, again
No living thing could see.

The third time came the plaintive voice,
Like infant's, soft and weak.
With lantern strode the giant forth
More carefully to seek.
Down on the bank a little child
He found—a piteous sight—
Who, weeping, earnestly implored
To cross that very night.

With gruff good will he picked him up,
And on his neck to ride
He tossed him, as men play with babes,

And plunged into the tide.
But as the waters closed around
His knees the infant's weight
Grew heavier and heavier,
Until it was so great

The giant scarce could stand upright;
His staff shook in his hand,
His mighty knees bent under him,
He barely reached the land,
And, staggering, set the infant down,
And turned to scan his face,
When, lo! he saw a halo bright
Which lit up all the place.

Then Christopher fell down afraid
At marvel of the thing
And dreamed not that it was the face
Of Jesus Christ, his King,
Until the infant spoke and said:
"O Christopher, behold!
I am the Lord whom thou hast served;
Rise up, be glad and bold!

"For I have seen and noted well
Thy works of charity
And that thou art my servant good
A token thou shalt see:
Plant firmly here upon this bank
Thy stalwart staff of pine
And it shall blossom and bear fruit,
This very hour, in sign."

Then, vanishing, the infant smiled.
The giant, left alone,
Saw on the bank with luscious dates
His stout pine staff bent down.

I think the lesson is as good
To-day as it was then—
As good to us called Christians
As to the heathen men:
The lesson of St. Christopher,
Who spent his strength for others
And saved his soul by working hard
To help and save his brothers!

Helen Hunt Jackson.

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.



"State Seal" Brand Vinegar

has demonstrated itself to do
all that has been claimed for
it. The very large demand it
has attained is selfevident.

Mr. Grocer! It increases your profits. Ask your jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.

Are You In Earnest

about wanting to lay your business
propositions before the retail mer-
chants of Michigan, Ohio and Indiana?
If you really are, here is your oppor-
tunity. The

Michigan Tradesman

devotes all its time and efforts to cater-
ing to the wants of that class. It
doesn't go everywhere, because there
are not merchants at every crossroads.
It has a bona fide paid circulation—has
just what it claims, and claims just
what it has. It is a good advertising
medium for the general advertiser.
Sample and rates on request.

Grand Rapids, Michigan

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.

Snow Boy keeps moving out - Profits keep coming in



Start your Snow Boy sales a'moving
The way they grow will make your friends sit up and take notice

Ask your jobber's
Salesman

Lautz Bros. & Co.
Buffalo, N.Y.

MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 22, 1909

Number 1370

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THE STAR IN THE EAST.

The earth was in the dark and "great was that darkness." For centuries humanity, controlled by passion and power, had been groping and clutching whatever came in contact with its covetous fingers until selfishness and greed were or seemed to be the only impulses that held in possession the minds of men. In the midst of this darkness, however, there sprang into being a desire for something better than the all-pervading gloom. Despair began to suggest its opposite extreme and, without knowing why, a change, felt but unseen, was believed to be at hand; and then in the far-off East, as if day were breaking, was seen the light of a rising star. Towards it the Magi, gift-burdened, hastened; and the world, waking and wondering and half-afraid, stood gazing into the eastern sky to watch the rising of the star. "And there were in the same country shepherds abiding in the field, keeping watch over their flocks by night. And lo, the angel of the Lord came upon them and the glory of the Lord shone round about them; and they were sore afraid. And the angel said unto them, 'Fear not; for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day a Savior which is Christ the Lord.' And suddenly there was with the angel a multitude of the heavenly host praising God and saying, 'Glory to God in the highest and on earth peace, good will toward men;' and the shepherds came with haste and found the babe lying in a manger." The darkness of the earth was lightened at last; despair, cloaked in gloom, disappeared, and from that first Christmas morning until this that Star in the East and the cradled Christ it pointed out and watched over proclaim to-day, as they did then and as they will for all coming time, that Hope came to the earth when Christ was born and that she, one of the multitude of the heavenly host, never returning, has centered in the hap-

py Christmas-tide the "Hope that springs eternal in the human breast." It is, indeed, the mission—Christ's mission—to mankind and it is to the cheering rays of that Star in the East whence comes the blessed hope that humanity needs and to which all eyes turn as often and surely as the earth turns round.

The gratitude of the Pilgrim Fathers has given us a National feast and feastday which we should reluctantly miss; but to those who have lived long day and feast are crowded with the saddest memories. The gathering under the family roof-tree is a joyous one; glad hands clasp and greetings are nowhere so hearty and sincere. We are glad to have been there; but Thanksgiving is a day "sacred to the memory of." "All are scattered now and fled." Father and mother, saints, if there ever were any, are asleep "in the low green tent whose curtain never outward swings," and their places at the table are vacant or filled by those who, unknowingly, desecrate them; and so we go our ways, "one to his farm, another to his merchandise," but with the conviction that the dead past must bury its dead; and then emerging from the gloom of that past, spangled with star-memories though it be, lo! the Star in the East is shining upon us and, with the hope that comes only from its heaven-born beams, we are gladdened with the assurance that in the Hereafter the home circle shall be restored and that we with the dear ones "shall summer high in bliss upon the hills of God."

That this hope is the mission of Christmas our yearly experiences affirm. If the year has been one of misfortune and disappointment, dejected indeed is he who sees no cheer in the Christmas starlight and no hope for anything better in what lies beyond. Is poverty ours? But Christ's home was a stable, a manger his cradle, his life one of continued toil; but it ended in glory and that poverty and that toil and that suffering brought to humanity the hope of immortality beyond the grave. Has sin stained us? But that same hope from the Star in the East convinces us "Though your sins be as scarlet, they shall be as white as snow," and so all along the line of human existence and in every phase of it there is the hope that Christ's birth brought into the world—a hope that never shines as brightly as it does on Christmas Day and the last to leave us when the future unfolds to us its shining doors.

Some one has aptly called Christmas childhood's glad birthday. It is because above the cradle as above His manger hover life's brightest hopes. How motherhood, like Mary, croons to her cradled joy and pic-

tures the future with the hopes that thrill her as she prays and watches. How fatherhood bends above the pillowed innocence, seeing here what his own life was and hoping here to make it again worthy of himself and of this coming manhood which is to bear his name; and so from Christmas until Christmas again hope gleams and glows and, from the cradle to the couch where we "wrap its drapery about us and lie down to pleasant dreams," the mission of the Star in the East holds sway, making brighter the dark places of life and making even sad hearts sing at least at Christmas, "Glory to God in the highest, and on earth peace, good will toward men."

The Tradesman wishes its readers "A Merry Christmas." May the world's brightest and best be theirs and may the mission of the Christmas tide, the hope "that gems the starry girdle of the year," so shine upon them that the clouds that sometimes cast a shadow upon the way they travel may only make beautiful the sunset that gladdens the journey's end.

THEY CAN NOT BE EFFACED.

Once upon a time—and not so very long ago—President Woodrow Wilson, of Princeton University, became impatient and observed, with no effort to modify the emphasis: "One real responsible man in jail; one real originator of the schemes and transactions which are contrary to public interest legally lodged in the penitentiary, would be worth more than a thousand corporations mulcted in fines, if the reform is to be genuine and permanent."

Along about the time that our country was beginning to recover from the effects of her first great international exposition—in Philadelphia in 1876—we began to realize that the title "Standard Oil" embodied a phase in business which was new to us. About two months ago the United States Circuit Court at St. Paul decreed—three judges declaring in favor of the decree—that the Standard Oil Company must dissolve.

This decree was an almost exact counterpart of a decree issued by another court of law nearly twenty years ago and the second decree will, from the viewpoint of actual business, be just about as effective as an annihilator of Standard Oil as was its predecessor.

Whether or not the Standard Oil people are covertly smiling in their aggregate sleeve is not known, but there are people who are turning the trick for them—people who are heavily and directly interested in copper, lead, steel, wool and a few things like that, to say nothing of the present manipulators of Western Union Tel-

egraph and American Telephone & Telegraph affairs.

Standard Oil may dissolve, legally, and the same may be true as to the trusts handling steel, sugar, copper and all the rest, but such legal observances will not annihilate co-operative effort nor prevent continued concentration of interests and the successful management of those interests. The late John Sherman, of Ohio, was everlastingly right when he declared that he would be chiefly remembered and best hated for his impossible law in behalf of free competition.

TIME FOR ACTION.

Once upon a time, as the story books would say, a pitiful case of destitution came to light. Everybody around was telling how sorry they were, how sad it made them to even think of it. At last a big, burly, rough looking fellow came up and, after sizing up the situation, remarked that it made him feel bad, too. "It makes me feel \$10 bad," he said, as he dropped the bill into his hat and started a collection for the unfortunate one.

This town has been feeling proverbially bad for a long time because Grand Rapids is destitute of a convention hall. There have been much moaning and sighing and groaning and crying over the misfortune, but what is wanted is the big, burly, rough looking chap who will express his sympathy in terms that will be understood at the bank.

The Evening Press is big, but can hardly be called burly or rough looking, but it confesses to feeling \$5,000 bad in regard to the convention hall case. This is a good start. Now let us hear how bad Senator William Alden Smith feels and what the hotel men, the bankers, the retail merchants, the wholesalers, the theater managers, the utility companies and all the others who will be directly benefited by the convention hall and the crowd it will bring to town will do about it.

A year that has brought much prosperity is near its end. A new year that seems full of promise is at hand. Now is the time to push the convention hall plan and that plan should have for its foundation, "The Lord helps those who help themselves."

If Grand Rapids waits for philanthropy, public taxation or State aid to build the convention hall the convention hall will be a long, long time coming. If those who will be most directly benefited and who will receive the quickest and largest returns will capitalize their expectations on a 10 per cent. basis, and contribute accordingly, the convention hall will be built within the year.

UNCLE BEN'S METHOD

Of Checking All This Christmas Nonsense.

Written for the Tradesman.

Families have their ups and down as well as individuals, and this year the Kellogg's were taking their whirl at at them. They were not "strapped," but they had been counting their pennies for quite a while now and they were having the time of their lives making both ends meet. John and Sue had reached that period in their educational career which demanded a larger outlay, and while Ann had finished her college course over a year ago like other first-class girls at this particular time she needed things and, with prices going up for every blessed thing anybody wanted to buy, the demands upon the paternal purse were simply alarming. All there was about it—this was some of Mamsey Kellogg's wisdom—the time for retrenchment had come and the Kelloggs, as a family, were going to retrench and that was all there was to it.

No, John and Sue were not going home with schoolmates for the Christmas holidays. That meant extras in every direction. They were coming directly home with the idea of spending just as little money as they possibly could and in the line of presents the widow's mite example was the one that each must follow, noting carefully the must and trying to make up with cheerfulness of spirit for the scarcity of means and in this way lightening the financial burden,

"Enow to press a royal merchant down,"

of Kellogg, Sr., who for months now was having about all he could stagger under without meeting the usual demands of extensive Christmas giving.

So when the children came home, sore both of them at being deprived of their expected pleasure, the gathering at the breakfast table the next morning was lively and candid if it was not wholly satisfactory. The young folks considered the whole business shabby and unnecessary, while Papa, sorry as he could be, saw only one way out of it, and that was to "cut your garment according to your cloth" and if that wouldn't do to give up the garment entirely. He would not run up bills at Christmas time that would take the rest of the year to square. He would say that to start with, and then now was as good a time as any, with everything so high, to "give what presents we do give and not indulge in a gift that means, if it means anything, 'Here's your Christmas present, confound you, and you see to it that yours to me is worth just as much or there'll be trouble!'"

Well, that sort of talk wasn't going to do, and Mamsey cut right in hoping to change the current of thought to her own view of things before Uncle Ben, who was already clearing his throat, should enter upon airing his, which were not in harmony with the Christmas atmosphere.

"It's true that Christmas comes

but once a year, but that's no reason for spoiling the coming twelve months by spending all your money at Christmas and being sorry for it. Nobody can charge the Kelloggs with being mean and stingy, and I think if we simply say that we can not afford to give many presents this year it will be much better every way than for the sake of appearances to give these costly gifts that are not worth the money paid for them, just for the sake of appearances.

"Now this is what I've been thinking of: to go without what we do not absolutely need and to give presents only to those who because we give them will prize them for exactly that and see to it that the present shall illustrate the widow's mite idea. A year ago I was planning for Ann's piano. Ours, like Othello, has 'done some service.' It is old-fashioned—which I don't care anything about—but it's been pounded to death and one could get no music out of it if one's life depended upon it. The girl needs it, if a girl ever needed one, but it's a case where the garment has got to be given up. There's where prudence comes in and Ann is showing her good sense by being sorry and taking her disappointment cheerfully. She's her mother's own daughter and when the piano does come it will be a good one.

"If a man ever needed an overcoat and deserved a good one he is sitting at this moment at the other end of this table; but I can tell by the way he's managing that he is not going to get any. John before he went back to school in September began teasing for a new suit. It's pretty evident to me that he needs one, but I'm afraid he can't have it. I'm going to look it carefully over and if the tailor can repair it and make it decent Mister John will have to take the will for the deed and be satisfied. Sue is convinced that it's death or a party dress for the Livingston's dance, but she's mistaken. We'll see that her appearance doesn't disgrace the family name, but at this time there is to be no costly apparel for such festivities. Fearlessly and determinedly is to be the Kellogg programme this year for Christmas and I'm willing to declare that we shall be more satisfied with the result than if we had worried the man of the house with a pile of bills when we know that he can not pay them"

Here Uncle Ben took the floor, so to speak. "I've been waiting with some curiosity, Emeline, to see where your long-talked-of sealskin is coming in. Going to give that up, I suppose?"

"There's no other way; but what do I care for that? Rather than add a worry to William's list just now I'll give up all idea of ever having another sealskin. It does look as if it had been struck by lightning, but I don't have to wear it. I go out but little anyway and when I do go I can furnish up my cloak so it will do. It will go very well with William's overcoat anyway, and as long as the others are willing to practice a little self-denial there is no reason

why I shouldn't have my share."

This was the place for rebellion, if there was to be any, and Uncle Ben, who looked as if he might have something to say under those circumstances, looked from one to another as if this was the time to speak or else hereafter hold one's peace. He was, as he often said, sick and tired of the average Christmas gift. "You don't give because you want to, but because you think you must. 'The gift without the giver is bare,' and yet you pay ten dollars for this and more or less for that, because a sort of intimacy you care nothing about calls for it, or seems to, which amounts to the same thing. That does very well while the money lasts, but the whole thing is exchanging equal values, only in too many instances you rather have your ten-dollar bill than the present you don't like and don't want and wouldn't accept if you didn't have to. So I say the whole thing is wrong from beginning to end. I rather by half have a Christmas card, sent by somebody who sends it because he thinks kindly of me, than all the costly presents you can crowd this room with. It isn't Christmas giving, it's Christmas lying, or, if that is putting it too strong, it's a Christmas make-believe, which had better be given up. Generally, I'm sorry that you've hit hard luck. Now that it's turned out like this, I'm going to say out and out I'm glad it's hit you. If it hadn't, I'd made up my mind to see if I couldn't somehow check this Christmas present nonsense, and now that I don't have to I'll see what I can do to accomplish the same thing in another way—my way, if I may call it so."

So the breakfast party broke up, each one wondering what Uncle Ben's "way" would prove to be. Odd as three sticks and never known to do anything as anybody else would do it, he had enough of Midas's touch in his make-up to change into gold whatever in the world of finance he engaged in, so that his two score years and something found him with more money than he knew what to do with and only himself to look out for. Mrs. Kellogg, his sister, the nearest relative he had in the world, offered him the home, which had been his for a good many years and which he thoroughly appreciated, only there were times, the children thought, when Uncle Ben contemplated a nickel much longer than there was any need of by a man who had so many of them.

From the breakfast table Uncle Ben went to his own room, where he was engaged for the rest of the morning. Leaving the house immediately after luncheon Young John, who was downtown all the afternoon, saw him, lively as a cricket, here and there, now at the bank and now at his tailor's, which led the young fellow to think that if Uncle Ben would only do the right thing there would be little need of his going back to school with his old suit cleaned and pressed and looking for all the world as if the Kelloggs were not only down

at the heel but pretty well "frazzled" all over!

Of course, after that breakfast talk nothing was said about Christmas presents. Mamsey in her quiet way could not and would not let the day go by without the love tokens in His name, which to her meant so much, and it was easy to see that the whole family were sure that there would be no Christmas for them unless in some other way they should show their "Good Will to Men." Even Uncle Ben, as the day drew near, showed that he, too, was under the happy influence of the Christmas-tide and to the astonishment of them all, while the brightening in the East heralded the rising of the Star, he announced that the family as a party would dine at the Cosmopolitan and go to the play in the evening, an arrangement that jarred somewhat the ladies of the household, who wanted to devote that, of all evenings, to the no end of things that the feminine brain and hand are then busy with.

As the recorder of events I am glad to report that the dinner and the play were both successes. Uncle Ben, as host, never appeared to better advantage than at the dinner and no box at the Opera House, crowded as it was, held a happier party than that which contained the Kelloggs and Uncle Ben.

Nobody wanted breakfast the next morning before 9 and a peep into the breakfast room a few minutes earlier disclosed a well spread table with no lack of surprises, piling every plate, a noticeable feature being an envelope at the top of each pile except Uncle Ben's. At the appointed hour in they came, Uncle Ben bringing up the rear. The envelopes, being on top, naturally claimed attention first and then was the time the fun began. Impulsive John tore his open first, glanced at the welcome paper inside with a "Gosh!" that would have made everybody look up if everybody's eyes had not been glaring at the bit of paper which everybody's hand held. Sue looked at hers, gave a scream of delight and rushing to Uncle Ben hugged him and kissed him and called him "the dearest, kindest, bestest Uncle Ben that the wide world holds! There!" Ann sat staring at her paper, rigid and speechless; Mamsey, with streaming eyes, her "face the face of an angel," exclaimed at last, "Oh, Ben!" while William was obliged to clear his throat before he ventured to express what he was so deeply feeling.

At last, when the excitement had somewhat subsided, Uncle Ben took occasion to remark that the silence was getting to be somewhat embarrassing and, as he was the only one with no paper to gaze at, would they kindly read in turn the contents that seemed to each so satisfactory. "And, John, since your 'Gosh!' was the first to startle us, suppose you begin. Attention! Ready! Fire!" and John read:

"First National Bank of Rayville, pay to order of John Kellogg \$50 (fifty dollars). Benj. K. Fullerton.

"Then in this note it says, 'Here's to the new suit with A Merry Christ-

mas from Uncle Ben,' and a world of thanks, Uncle Ben."

"That's all right. Susie, you screamed. Why?"

"Because this check says, '\$150 for an up-to-date party gown,' and I think that's enough to make anybody scream. You are a darling, Uncle Ben, and I thank you!"

"I've suspected for a long time that the 'darling' is true to a dot and am glad to have it confirmed! William, it's your turn," and in a voice that quivered a little the strong man said, "The check is for \$200 and the note says, 'For overcoat and sundries.' Thanks now, Ben, and the rest by and by."

"Emeline, still weeping? Why these tears?"

"Just th-th-think of it! A check for \$500 and a n-n-ote saying every cent of it goes for a sealskin. Ben, how could you?"

"Too easy. Answer unnecessary. 'Last the best of all the game.' Ann, speak up."

"I can't, Uncle Ben; I'm going to bawl!" And she did. Putting her paper into her mother's hands and covering her face with her own, she bent over the table and sobbed as if her heart would break, while her mother said with broken voice, "The check is for \$800, and it is for a baby grand piano; and on my word I believe it is on that cart in front now!"

There was a rush to the windows and surely enough the men with the music van had already got the big box to the sidewalk and were trundling it to the front door, while just

down the street four pretty large bundles were seen with a man behind each of them and all steering for the Kelloggs'. The men didn't have to come in. There was a package apiece for the folks inside except Ann and Uncle Ben and each except those two received a package and regardless of ownership proceeded to unwrap it. Naturally the piano received and retained the leading interest and when the old one had been removed and the new one had been satisfactorily located the contents of the big paper boxes came in for examination. All that could be readily tried on were tried on at once. The seal skin was a beauty and fitted to a t; the men's garments had been made by their own tailor and so were satisfactory; the women declared—Sue the loudest of all—that the party gown was a dream, and to wind up properly this part of the day's proceedings, with Ann at the piano, running her conscious fingers over the enchanted keys, they sang "Praise God from whom all blessings flow," in which everybody joined with a heartiness never heard in that house before.

That ended, William, with his eyes on Uncle Ben, asked how it happened when he was so set against this Christmas nonsense that he had done all this, and Uncle Ben answered, "What I said was that I'd see if I couldn't find some way to 'check' this Christmas-present nonsense. Each one of you has your check and that's my way of checking it. From present appearances you are all satisfied and I know I am. It's the best way I've

found so far for the checking business and I'm going to keep it up."

He did, and Uncle Ben's pun was the standing joke in that part of the country for a good many years.

Richard Malcolm Strong.

What Other Cities Are Doing.

Written for the Tradesman.

The city of Wyandotte, twelve miles away from Detroit, is generous, toward concerns seeking new locations, to a degree that will make its taxpayers sit up and take notice after a little. For example, a Detroit concern that is starting to build there is given a fine site of four acres, accessible to several railroads; free water for eight years; no taxes for eight years; the city to pay 5 per cent. of the factory payrolls after these payrolls reach \$2,400 a week; the city guarantees to give three acres more if the company needs it. The contribution of the city to this private concern's labor bill is to stop after a total of \$50,000 has been given.

Buffalo has secured contracts with the Erie Railroad for the elimination of its grade crossings on the Niagara Falls branch during the coming year.

St. Louis has 279,222 books in its central library and six branches. Grand Rapids, with not to exceed one-sixth the population of St. Louis, has nearly one-half as many books in its public library.

The Pennsylvania Forestry Association held its annual meeting in Philadelphia last week and Secretary Rothrock's report included the following: "The magnitude of the forestry problem is appalling. Haste

in planting trees is important, for long before the new crop of timber can be produced we will feel the pinch of the timber famine. Pennsylvania should plant twenty million forest seedlings a year." The State forestry exhibit made at Harrisburg by the help of the State Federation of Women will be given also in Philadelphia.

Toronto will build a new technical school. A deputation of citizens recently visited the United States to investigate our system of technical education and recommends, among other things, that the new school give attention to the clothing and textile industries and to the dyeing of furs. A close connection between the technical school and the factories is urged. It is believed that the cost of a technical education can be reduced if most of the practical work is done in the factories.

The women of Decatur, Ill., are starting a campaign for a crematory for the city garbage.

The home and grounds of Joel Chandler Harris, at Atlanta, are to remain as they are to perpetuate his memory and will form one of the greatest points of interest to thousands of admirers of "Uncle Remus" who visit that city. The Uncle Remus Association is National in its scope, with membership dues only 25 cents.

Almond Griffen.

Nothing beside will confirm imaginary principles like real profit from them.

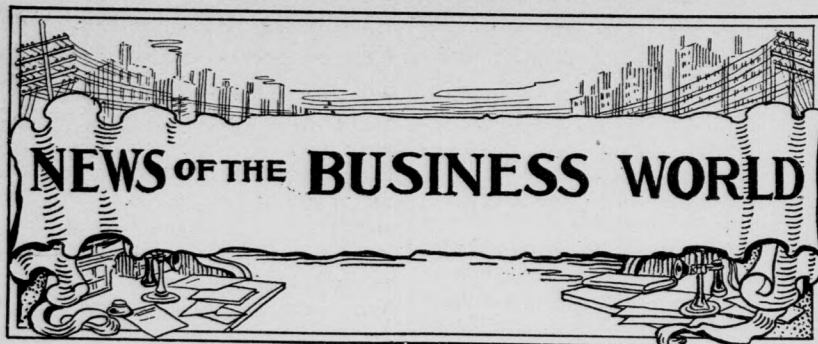
If you never dream of the impossible you will never do the possible.

OF INTEREST TO YOU

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

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

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



Movements of Merchants.

Alba—E. M. Gazley will erect and equip a roller process flour mill.

Port Huron—W. D. McIntyre has engaged in the confectionery business here.

Donald—George Feneley has opened a grocery and men's furnishing store here.

Freeport—Benjamin Babcock has sold his meat market to Frank Hyde, late of Freesoil.

Dowagiac—The Spring Lake Ice Co. has changed its name to the Spring Lake Ice & Fuel Co.

South Boardman—Martin Bros., recently of South Manistee, have engaged in the meat business here.

Waldron—Butler Terrill has moved his stock of drugs and fixtures from Muir and will engage in business here.

Evert—Robert Seath and James Deacy, Jr., have sold their Kalkaska meat market to James Brady, recently of Sears.

St. Johns—H. M. Hoerner & Son have closed out their stock of meats and will retire from business owing to ill health.

Sherman—A. M. Aldrich & Co. have leased the Calkins building and will occupy it with a stock of hardware and groceries.

Dowagiac—Fred Lyle, proprietor of the Dowagiac feed store, has sold his stock to local liverymen and will retire from business.

Cheboygan—The Gustav Champagne grocery stock inventoried \$575. Alva Harpster, the assignee, will close out the stock immediately.

Portland—James M. Webster will retire from the shoe business Jan. 1, and open a garage with salesroom for the display of automobiles in connection.

Sparta—Lester Ballard has retired from business, selling his groceries to John Kleibusch, his dry goods to John Kraft and his hardware to Conrad Kraft.

Saginaw—The Rust Land Co. has been organized with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in property.

Alto—George Perkins has sold his stock of confectionery to Webster Thompson and John Ellis, who have formed a copartnership and will continue the business.

Plainwell—Ingraham & Travis have purchased the bankrupt stock of harness belonging to F. D. Havens and have moved it to their building on West Bridge street.

Wayland—E. A. Brogg has sold his building and stock of groceries to A. Burlington, of the Boston mar-

ket, who will convert both places of business into one store.

Brooklyn—Henry Cash, dealer in grain, lumber, etc., has sold his business to L. A. Watts and son Ray, who will continue the business under the style of L. A. Watts & Co.

Charlotte—Thomas Waddell has sold his interest in the Waddell & Dennie meat market to his partner, Emmet Dennie, who will continue the business under his own name.

Bangor—Frank Vollmer has sold his interest in the grocery and meat business of Vollmer & Burnworth to his partner, O. R. Burnworth, who will continue the business under his own name.

Coopersville—The Mines Hardware Co. has sold its stock and fixtures to Hillman Bros., who will continue the business at its present location under the style of the Hillman Hardware Co.

Ypsilanti—A. A. Bassett has sold his interest in the Thompson-Bassett Whiffletree Co., manufacturer of wagon tongues, to F. E. Hecht, of Chicago, who is engaged in the manufacture of various steel products.

Tecumseh—Jacob Miller has sold his meat market to H. H. Hughes and S. C. Johnson, late of Finlay, Ohio, who have formed a copartnership and will continue the business under the style of the H. H. Hughes Meat Co.

Martin—The Martin Dairy & Produce Co. has engaged in business with an authorized capital stock of \$9,500 common and \$2,500 preferred, of which \$8,500 has been subscribed, \$300 being paid in in cash and \$8,200 in property.

St. Joseph—W. L. Holland has sold his stock of drugs to S. W. Rose, who has been associated with Mr. Holland in the drug business as registered pharmacist for the past four years. The business will be continued under the style of the Rose Drug Co.

Calumet—Josiah Harper and James H. Thomas have formed a copartnership under the style of the Harper-Thomas Co. and will engage in the grocery and delicatessen business and also open undertaking parlors with a flower store in connection. The new firm has also purchased the grocery stock of Obenhoff & Co. and will locate it on Fifth street, Red Jacket.

Ludington—The youngest merchant in Ludington and perhaps in the State of Michigan, is Geo. Adam Drach, who has just taken charge of his father's business and is pushing it with energy which promises to give most satisfactory results. When Mr. Drach senior died so suddenly a

few weeks ago, his son George was attending the Michigan University at Ann Arbor. Leaving school, in the middle of a term, he hastened back to a saddened home and, giving up a bright future in another field, took hold of the business here with a force and intelligence seldom found in one so young.

Manufacturing Matters.

Detroit—The American Chair Co. has increased its capital stock from \$20,000 to \$25,000.

Detroit—The G. H. Hammond Co. has increased its capital stock from \$4,000,000 to \$5,000,000.

Niles—The Kawneer Manufacturing Co. has increased its capital stock from \$75,000 to \$500,000.

Marshall—The New Process Steel Co. has increased its capital stock from \$50,000 to \$75,000.

Detroit—The Automatic Door Hanger Co. has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Michigan Puget Sound Lumber Co. has increased its capital stock from \$50,000 to \$1,250,000.

Detroit—The U. S. Auto Top Co. has engaged in business with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed, and \$2,000 paid in in cash.

Detroit—The Detroit Window & Stained Glass Co. has been organized with an authorized capital stock of \$35,000, of which \$27,000 has been subscribed and \$8,000 paid in in cash.

Muskegon—The Superior Seating Co. has engaged in business with an authorized capital stock of \$200,000 common and \$100,000 preferred, of which \$150,000 has been subscribed and paid in in property.

Traverse City—A new company has been organized under the style of the Brown Lumber Co., with an authorized capital stock of \$25,000 common and \$5,000 preferred, of which \$25,000 has been subscribed and \$3,000 paid in in cash.

Detroit—A new company has been organized under the style of the Automobile Manufacturers Parts Co. with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed, \$1,000 being paid in in cash and \$4,000 in property.

River Rouge—A new company has been organized under the style of the Detroit Bridge & Steel Works to manufacture and erect steel bridges, roofs, buildings, etc., with an authorized capital stock of \$200,000, of which \$150,000 has been subscribed and \$20,000 paid in in cash.

Detroit—The Goodfellow Tire Co. has been incorporated to manufacture and sell auto, vehicle and cycle wheels and tires and accessories with an authorized capital stock of \$30,000, of which \$25,000 has been subscribed, \$10,000 being paid in in cash and \$15,000 in property.

Berrien Springs—The Berrien Springs Manufacturing Co. has been organized for the purpose of manufacturing, buying and selling all kinds of furniture, with an authorized capital stock of \$15,000, of which \$8,050 has been subscribed, \$550 being paid in in cash and \$7,500 in property.

Kalamazoo—A new company has been organized under the style of J. B. Rhodes Co., for the purpose of manufacturing and selling automobile and vehicle supplies and sundries and road guides, with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed, \$5,000 being paid in in cash and \$25,000 in property.

Perry—The Perry Glove and Mitten Co. is moving its stock into the new factory built four years ago but never used until now. W. N. McQueen and John Alcott, who will assume control Jan. 1, are responsible for the move. The capacity of the factory will be doubled, 280 persons being employed. Machines for the manufacture of sweater coats and toques will be installed. The factory will be run by electricity, also lighted with it. The past year has been a particularly successful one. Instead of allowing the hands two months' vacation, as in former years, the employees will have but three weeks' vacation, which they are taking now. Work will be resumed the first of January. It will take at least six weeks longer to move all the machinery and equipment into the new building.

Incorporating a New Tannery at Rockford.

The tannery which Hirth, Krause & Co. have been erecting and equipping at Rockford during the past year has been merged into a separate organization to be known as the Wolverine Tanning Co. The corporation has an authorized capital stock of \$50,000, of which \$10,000 is preferred and \$40,000 common. None of the preferred has been placed as yet, but \$25,000 of the common has been subscribed and paid in. The directors of the company are G. A. Krause, Samuel Krause, Otto A. Krause, Victor W. Krause and Edgar T. Hirth. The officers are as follows:

President—G. A. Krause.
Secretary—Otto A. Krause.
Treasurer—Victor W. Krause.
The tannery will begin operations about Feb. 10 under the personal management of Victor W. Krause.

No One Anxious for the Presidency?

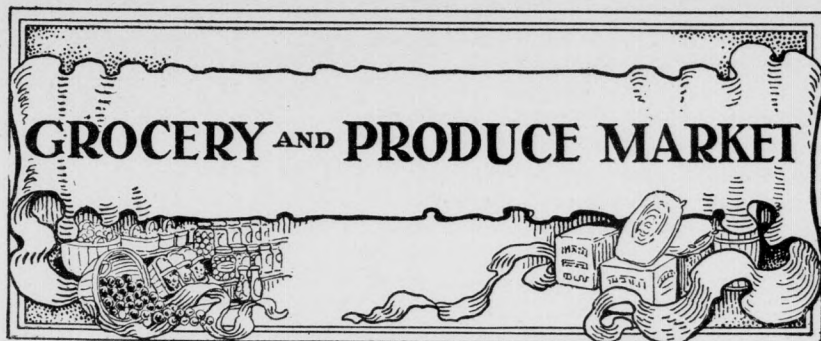
Port Huron, Dec. 16—Replying to your enquiry, I beg leave to say that I have heard no names mentioned for President of the Michigan Knights of the Grip except H. P. Goppelt, of Saginaw, but in conversation with me a few days ago he positively stated he would not accept. The Detroit Free Press of last Monday says that Post C will present the name of Lou C. Burch for Treasurer. I have no information regarding candidates for office aside from these.

F. N. Mosher.

They who would find perfection without pain are looking only to put an edge on a sword of lead.

The more men prate of their faith in God the less willing they are to trust him with the universe.

One way to defend the right is to attack all wrong vigorously.



The Grocery Market.

Sugar—The arrival of Cuban sugar is easing up the situation on raws, so that from now on both raw and refined grades will probably decline. Since the last issue of the Tradesman there has been a decline of 10 points in refined, reducing Eastern granulated to 4.95 and Michigan granulated to 4.75.

Tea—The market continues quiet, with a steady firmness in all lines. No special activity is looked for until the middle of January.

Coffee—The demand for Rio and Santos coffee has been fair, with prices unchanged. Maracaibo is firm and in first hands a slight advance is asked. Mild coffees generally are in fair demand at steady prices. Java and Mocha are unchanged and in moderate demand.

Canned Goods—There is a shortage in fancy peas being felt at present. The prices are the same as at the opening of the season. Tomatoes are moving slowly, with the prices the same as last week. Corn is in good demand and some grades are scarce. Prices are very firm. Spinach and sweet potatoes are moving very slowly, but prices are considered cheap. The canned fruit market is not very active this week. It is reported on the Coast that California fruits of all kinds are firm, but the market is quiet, only a little filling-in business being done. All descriptions of Southern fruits are dull and somewhat nominal. Baltimore pie peaches, however, show an upward tendency on account of the light supply of that grade. Gallon apples are selling very well and prices remain the same as for some time. There is a very good demand for lemon cling peaches. The supply is limited and prices are firm. The continued demand for salmon has made the prices very firm, and the supply is small, on some grades, especially Columbia River chinooks and Puget Sound sockeyes. Pink salmon is in better demand than for years. Domestic sardines are not moving very fast, but the supply is not large. Supplies of imported kinds are limited and have a fair demand. The market is firm. The demand for oysters, shrimp and lobster is dull and unchanged in this market.

Dried Fruits—Apricots are scarce and quiet. Raisins show absolutely no improvement and no particular demand. The coast holders are still trying to push the market up, but their efforts fall on deaf ears in the East. Citron, lemon and orange peel, dates and figs are all in fair demand at unchanged prices. Prunes

are unchanged and in fair demand. Peaches are dull and will be for some weeks. Prices are steady to firm and unchanged.

Rice—There is a fair demand and the quality is very fine. The slow buying may be caused by the grocers being too busy with the holiday business and preparations for the Christmas rush to give any special attention to rice just now.

Cheese—The market is firm at $\frac{1}{4}$ c advance over one week ago, with a seasonable demand. Stocks are very light for this season of the year. We look for no change during the coming week.

Syrups and Molasses—Neither glucose nor compound syrup shows any change and is in fair demand. Sugar syrup is going out as fast as made and the price is firm. Molasses is selling actively in New Orleans, but in Northern grocery markets the movement seems light for the moment. Prices are steady to firm on a ruling basis.

Starch—Muzzy bulk, World Corn and Best Gloss, both bulk and package, have been advanced 10c.

Fish—Cod, hake and haddock are unchanged in price and in moderate demand. Domestic sardines are mostly quoted at \$2.50 f. o. b. Eastport for quarter oils, though a few sellers are quoting \$2.40. Most of the selling is from second hands. The general demand is light. Imported sardines are quiet and unchanged. Salmon shows no material change and a comparatively light consumptive demand. The market on Alaska and sockeye fish is still steady to firm. Mackerel is dull, and will remain so until after the first of the year. The market, however, is steady to firm, this applying both to Norway and Irish. Irish mackerel are controlled by strong hands.

Provisions—Barreled pork and canned meats show a very slow sale. Pure lard and compound are firm at unchanged prices, with a good consumptive demand. There is likely to be an increase in prices this coming week on all kinds of provisions.

The Produce Market.

Apples—\$3@3.25 per bbl. for all winter varieties.

Beets—\$1.25 per bbl.

Butter—Creamery has been marked up another 1c, so that local dealers now hold at $34\frac{1}{2}$ c for tubs and $35\frac{1}{2}$ c for prints; dairy ranges from 22@23c for packing stock to 27c for No 1; process, 27@28c; oleo, 11@20c.

Cabbage—50c per doz.

Carrots—\$1.25 per bbl.

Celery—\$1 per box.

Christmas Greens—Holly, \$4.50 per

crate; wreaths, \$2.25 per doz. for double and \$1.35 for single; evergreen coil, \$1.

Cranberries—\$6 for Jerseys and \$6.50 for Late Howes.

Cucumbers—Hot house, \$1.20 per doz.

Eggs—The market on all grades is firm at last week's quotations. There is a good demand and the receipts are about normal for the season. There is a good quality of eggs arriving. We look for a good demand during the coming week. Local dealers pay 28@30c per doz., holding candled at 32c and slickers at 33c.

Egg Plant—\$1.50 per doz.

Grape Fruit—Florida is steady at \$3.75 per box for 54s and 64s and \$3.50 for 80s and 90s.

Grapes—\$5@6 per keg for Malagas.

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

Horseradish Roots—\$6.50 per bbl. for Missouri.

Lemons—The market is steady on the basis of \$4.25@5 per box for both Messinas and Californias.

Lettuce—Hot house leaf, 10c per lb; head (Southern stock), \$2 per hamper.

Onions—Home grown, 75c per bu.; Spanish are in fair demand at \$1.50 per crate.

Oranges—Navels, \$3@3.25; Floridas, \$2.75@3 per box for 150s and 176s.

Potatoes—The market is steady on the basis of 24@25c at the principal buying points in Northern Michigan.

Poultry—Paying prices are as follows: Fowls, 10@11c for live and 12@13c for dressed; springs, 11@12c for live and 13@14c for dressed; ducks, 9@10c for live and 13@14c for dressed; turkeys, 14@15c for live and 17@18c for dressed.

Squash—1c per lb. for Hubbard.

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

Turnips—50c per bu.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 8@9c for good white kidney.

The Fire Department As An Enemy To Progress.

That the Grand Rapids Fire Department achieved a notable triumph as fire fighters, in its handling of the Siegel fire Monday night, is beyond question.

Equally true is it that the Siegel Co. was not the only sufferer because of the fire. The owner of the Shepard building which was so badly damaged is an unwilling loser, doubtless, but neither Mr. Shepard nor the Siegel people will feel their losses so acutely as will the unfortunate hundreds of women who had waiting Christmas gifts—gowns, coats, furs, suits and the like—housed in the establishment against the coming of next Saturday.

Although the burning of the old structure occurred after 10 o'clock at night, thousands of people were interested spectators of the struggle against snow drifts and the frigid temperature and were hearty in congratulating the firemen upon holding the flames between the walls of the building thus preventing a spread of the conflagration to the west.

In the same breath, however, many of the on-lookers—old residents who know that the row of buildings from the Herpolsheimer building to the two-story new building just completed by the W. S. Gunn estate is more than half a century old—became impatient because the firemen were so eager and so anxious to stop the destruction. "I wish the whole front could go up in smoke," said one, "because it would help Lower Monroe street amazingly."

"I dunno," observed another. "Young Shepard has just put a lot of money into remodeling Lockerby Hall—and doing a really fine job too—so that he will not feel like putting up a fine ten-story building alongside the handsome structure of the Herpolsheimers."

"Pshaw!" ejaculated a third, "the fire insurance people will make the loss good and, besides, a good up-to-date store on that lot—on all of those lots for that matter—would prove a profitable investment."

The Judson Grocer Co. gave its fourth annual banquet to its employees Saturday night in the large banquet hall at the Pantlind. It was an exceedingly enjoyable function, characterized by good feeling and good fellowship, and the ladies were there as well as the men. The tables were arranged in the form of a letter F in honor of Vice-President Edward Frick, who, unfortunately, was unable to attend because of the ill health of his wife. The tables were decorated with carnations, red roses and smilax and plates were laid for 73. The menu cards were in the form of a keystone, with a half-tone of Mr. Frick on the cover. Wm. Judson, President of the company, presided and his cheery influence brought out the best in all who contributed to the program, whether in song or speech. There were speeches by Mr. Judson, Mr. Ball, Mr. Barlow, Mr. Stanton and others. John Bande Boegle gave a humorous recitation that made a great hit. Mr. and Mrs. W. J. Fenton sang several numbers, with Ferdinand Warner as accompanist, and Miss Daisy Cummins, daughter of Mr. and Mrs. John Cummins, charmingly rendered vocal selections. Mr. Fenton told a story in Scotch dialect. The ladies were not overlooked by the toastmaster and they, too, made graceful speeches and were heartily applauded. Last year the tables were arranged in the form of a letter J, in honor of Mr. Judson. This year Mr. Frick was honored. Ball, Barlow and Blake will likely furnish the initial for the table arrangement next year. The Judson company's stock is more widely distributed among the employees probably than that of any wholesale house in the city. Many of the office men, many of the travelers, and some who are usually classed as "help" own shares, and have a direct and personal interest in the company's prosperity. Under Mr. Judson's inspiring leadership every man is made to feel that he is an important factor in the enterprise and they all work for success—and get it.



Price Tags Most Advisable at the Holidays.

Although the stores are still jammed with customers crazy to be waited on in purchasing their Christmas presents there are thousands who have profited by the advice, numerous displayed, to do their Christmas shopping early.

I think merchants make a mistake if they do not put price tags on all goods in the windows, at least during the few weeks before Christmas, for, although people in general are much more liberal minded in their buying for Christmas than at any other part of the year, still even if they see something in a window suiting them to a T, they may imagine that it is beyond their means and pass on to try and find an article that "will do" and yet "isn't, perhaps, so expensive" as the one passed by.

The idea is shared by many that prices should always be made public in the show windows all the year round, as well as at the Yuletide season. Some dealers, however, you never could make believe this, while others might be made easy converts to the doctrine if any one took the time to explain it sufficiently to them. Many in trade say that if they display in windows what they sell goods for other dealers will surely undersell them. As a matter of fact, storekeepers who are bound to ascertain the prices at which their competitors sell things will find some way to accomplish their object. So I, with many others, say: Merchants, don't be afraid to price-tag your goods in your windows. It is money in your pocket.

Many a person was overheard by a bystander in the past week to say:

"Here is the very thing I would like to get for So-and-So—I know she would be so pleased with it—and the price-tag just reaches the limit I can spend for her present. I'm going in and buy it—that will end my anxiety about one more present and I can strike her name off my list at once."

If merchants realized how many thousands feel as this woman did they certainly would do as the public wish about this very important item of price-tagging merchandise in windows.

* * *

One of the most attractive Christmas windows seen recently had one of these immense red Christmas bells suspended from the ceiling so that the heads of the handsome dolls that were attached to the rim of the bell were just about on a line with the eye of the average pedestrian—about 5½ or 5¾ feet from the ground. The dolls were all in gala attire and fill-

ed even grown-ups with the desire to fondle them.

"Do you know," said a grey-haired little old lady who stood on the sidewalk admiring the unusual display, "I never see pretty dollies like these without feeling that I would like to have one of them for my own to love to death. I was deprived of the companionship of dolls when I was a small child, my people being too poor to allow the luxury, and to this day I have not gotten over my passionate love for them. I'd really like to buy one for myself and play with it just like a little young one! Wouldn't I be laughed at,

IN THE COUNTRY IN THE WINTER.

I am longing for the pleasures that the fields alone can give,
I am sick of being crowded where the luckless millions live,
I am yearning for the freedom that the farmer boy enjoys
Out there where no busy builders are producing ceaseless noise,
Where the frost has made the wattles of the troubled rooster blue
And the kitchen doorstep's buried under snow a foot or two.

I am sighing for the pleasure that the farmer doubtless feels
As he wades out in the mornings to give Boss and Spot their meals.
How I long to be there helping to haul wood upon the sled
And to have the joy of chopping up the chunks behind the shed.
I can hardly keep from turning from the city with its ills
To go out and help the farmer who is dopping for his chills.

What a joy 'twould be to never have to dodge or skip or jump
And how sweet in zero weather it would be to thaw the pump.
How I hanker for such gladness as the farmer may possess
When he has to do the milking when its' ten below or less.
I would say good-by forever to the city if I could—
Gee, I'd like to be a farmer in the winter—YES, I WOULD!

though, if any one caught me petting a doll?" And at the thought the white-haired little old lady laughed herself, as did also her younger companion, who expressed much the same sentiment.

One could hardly blame the little old lady for her enthusiasm on the subject. Even if women had plenty of dolls in childhood the dolls of the present are certainly fascinating enough to inspire in every woman with a heart a deep love for their pretty selves—a love that often begets a desire for possession.

* * *

I have been amused and somewhat surprised at the number of men who haunt the windows filled with Christmas toys—I mean men unaccompanied by children. Either they feel towards them as the women I have described are moved by an exhibit of lovely dolls or they are gazing to find out if there is something they would like or can afford to give to some child whose personality has wound itself around their heart. Many of those observed were from the lowly walks of life, judging from their coarse, often ragged, clothes.

When, unobserved by them, I watched the hungry look in their faces I became filled with profound respect for them—they had either been starved for playthings when they were young or were wishing for the them now to delight some child or children they hold most dear. Long may they live to enjoy the love of little kids!

"Buy the Truth and Sell It Not."

Written for the Tradesman.

No matter how willing one may be to accept advice he can not act upon it nor profit by it unless he understands it. The proverb, "Buy the truth and sell it not," is good advice if not a positive command. It was always an enigma, until we set our mind upon it to question, to study and to endeavor to understand its meaning.

By meditation we discover that there are a great many people who are doing just the thing enjoined and are actually getting richer thereby. Truth is bought by patient study, by diligent research, by costly experience. Truth thus purchased is many times proclaimed to the world "without money and without price."

The world pays vast sums for fiction; and yet it would be a mistake

All he may give can not reduce his own supply. The possessor of truth can never be impoverished by imparting it to others. He is enriched by giving as well as by gaining.

"Sell it not," does not mean to withhold the truth from others; does not mean to keep it a secret. The idea is not to make merchandise of it—not to barter with it—not to expect material gain in exchange for it. Give it freely, for the world needs all it can get. In giving to others you gain that which can be secured in no other way.

No doubt there are other lessons in the same proverb. No doubt there is deeper meaning along the line herein suggested. It is time well spent when opportunity is found to study the sayings of the Man who was divinely endowed with wisdom above all others.

E. E. Whitney.

Wanted an Audience.

Mme. Melba, at a dinner in New York, told a story of a little son of wealthy parents:

"He stopped at a New York hotel with his tutor and governess," she said, "and one night the two guardians went to the opera, leaving him alone in his apartment with his toys.

"About 9 o'clock his bell rang furiously. He didn't understand the telephone and one of the assistant managers hurried to his suite and knocked.

"Did you ring, sir?" he asked.

"Yes," said the little fellow, 'please send some one to hear me say my prayers.'

Might Be Worse.

Of the members of a certain Chicago club there is one, a good fellow, but a hypochondriac, who is a great trial to his friends by reason of his tendency to dilate tediously upon his bodily ailments.

"How's everything, Tom?" asked a friend in the billiard room one evening, as he slapped the hypochondriac on the back.

"Oh, awful!" replied the unfortunate one, gloomily, "I suffer dreadfully with my hands and feet."

"Pretty tough, old man," was the sympathetic response. "But cheer up, think how much inconvenience you would suffer without them!"

Wants But Little.

Furniture Agent—I would like to sell you a swell dresser.

Mr. Wayback—Don't need it. That violet-socked, purple-tied, tweed-suited college son of mine is all I can pay for in that line.

Furniture Agent—How about a chiffonier?

Mr. Wayback—If I ever buy one of those blamed buzz-wagons I'll run it myself, thanks.

The Bright Side.

A certain lady prides herself upon always looking at the bright side of things. "My dear," moaned her husband one day recently as he tossed restlessly on his bed, "it's the doctor I'm thinking of; what a bill his will be." "Never mind, Joseph," said his wife, "you know there's the insurance money."

SIDE AISLE NOTES.

Oddities and Weaknesses of Holiday Gift Seekers.

Written for the Tradesman.

That she was very tired was evident in her frequent efforts to conceal the fact by pulling herself together with a smile as she stood more firmly upon her feet and, with a snapping eye that told of determination and pride of profession, was all courtesy and attention to the customer that had just appeared at her counter.

"Anything for you, madame?" asked the clerk.

"Yes, and thank you. I've come to you as a 'last resort,'" said the lady customer with very little diplomacy. "I have been all over the city—believe I've walked five miles to-day—and to every store I could think of and haven't found it yet," the lady continued as she fumbled the interior of her pocketbook.

"Perhaps I can help you. What is it you wish?" asked the clerk.

The lady did not answer at once as she was evidently quite disturbed at not finding that for which she was looking, but still wiggling the tips of her gloved fingers in the pocketbook she presently ejaculated: "I just hate to shop during holiday week."

The saleslady smiled patiently but said nothing, at which the confused customer asked: "Don't you hate the holiday season?"

The girl behind the counter replied that she rather enjoyed the excitement and the crowds of holiday times and was going to add that she liked business when business was rushing, but was interrupted by the lady, who cried: "There! I know. I left it up there at the linen counter. I believe it's gone by this time," and away she sped with no apology to the clerk whose time she had been taking and without giving an inkling as to what it was she desired.

"Do you have much of that sort of thing?" asked an elderly gentleman who had been waiting to be served.

The clerk replied, "Frequently," and then asked the gentleman his desire.

"I've got to get a Christmas gift for a niece, a girl 17 years old, who has blue eyes and light hair and yet is not a perfect blonde, and I am up against it—don't know what to get."

As he spoke the clerk had taken a necklace, an imitation turquoise set in gold, from the showcase and holding it before the customer asked: "How would you like something of this nature? It's a very recent pattern and would look lovely on a pretty young girl."

"By hen! but that is pretty," said the man as he took hold of the trinket gingerly. "How much is it?"

The young lady had "sized up" the customer and replied: "It is pretty but not what you want to buy for your niece. This one is only four dollars—too cheap for your niece and, besides, it is imitation. You wouldn't care to give an imitation thing to your niece, you know," and then from another case she produced another necklace. "Now this is the real thing, only sixty dollars—marked down to fifty."

"Say," said the gentleman, "on the

square, it's for my niece—I'll take the other one at four dollars."

And the sale was made and delivered, the customer going away well pleased. As he left the clerk observed: "I'll bet it isn't for his niece."

"On what do you base your opinion?" asked the interviewer who had been a silent unnoticed witness and eavesdropper.

"Because it's a common bluff among some men—I can tell 'em on sight," she responded.

Just then a floorwalker advised the interviewer to follow a group of three little girls, 11 to 13 years old. "They asked for the toy department," he added. "Go watch 'em and you'll get something good."

The trio of little misses were all excitement and responsibility—excitement over the display of toys and responsibility over what they desired to get and the respective amounts of money each one had.

Almost instantly they hovered over the doll exhibit, uttering little cries of admiration for each doll and divided as to whether they wanted boy-dolls or girl-dolls. "Isn't this one sweet?" said one to another. "I like the blonde boy best." Then a toy baby cab caught their eye and as they saw two real boys in ecstasy over a train of cars, one observed, "Isn't it funny all boys think of is engines, hose-carts, trains of cars and automobiles?"

At this one of the girls said: "Well, all girls can see at Christmastime are dolls and dolls' things."

"Let's go up to the Ten-Cent

Store," said the littlest of the trio when informed that a pair of roller skates she had seen and coveted cost \$1.25, and when asked why she wanted to move on she allowed that she still had five gifts to buy and had but sixty-three cents left.

The revelation by the smaller one caused the others to take an account of stock, with the result that the clerk who was waiting upon them lured them to another counter, where less costly articles were on view.

Just what they bought is not known, but shortly after they were seen tramping their way through one of the center aisles and one of them was heard to say: "I have presents for every one except Lucy and have thirty-one cents left." A companion added, "I have everything I want and five cents for my car fare."

"See that old lady at the lace counter?" said a floorwalker and, the interviewer giving an affirmative reply, he added: "Well, along last August she was in here and bought four pounds of wool yarn. She's 82 years old, she told me, and she said also that among other things she has knit eight pairs of stockings—a pair each for eight sons—all farmers and all wear woolen socks."

The interviewer shuddered and the usher continued: "And what do you think she is after to-day?" Not being interrupted he went on: "Well, sir, she bought some of the finest white flannel we have in stock to make some 'pinnin' gowns,' as she put it, for a great grandson who was born about a week ago out in Montana."

and she expects to make the garments and have 'em reach the youngster by Christmas."

"Smart old lady," said the listener.

"Mr. Tradesman," was the call from the perfumery counter, which caused the investigator to pause: "did you ever hear of Lyon's Kathairon?"

Not realizing that he was, in a way, confessing his advanced age, he replied: "Sure thing. It was a very popular hair dressing fifty years ago."

"There! what did I tell you?" the girl said in a tone of triumph to another girl clerk at her elbow.

"What did she tell you?" asked the representative of the Tradesman.

"She said you were over 60 years old and I contradicted her."

"Thank you," said the newspaper man as he bowed and, turning to the first questioner, he added: "And I remember clearly the day and date you were born—but I am not saying anything." Charles S. Hathaway.

Bissell Carpet Sweeper Looked Good Abroad.

Basle, Switzerland, Dec. 6—I had reason to think of Grand Rapids to-day, for as wife and I looked in the windows of a house furnishing goods store here she spied the Bissell carpet sweeper. Then we wondered if it bore the name of Grand Rapids and, on closer inspection, so found it. We see a good many American goods over on this side, but nothing we have seen in our travels looked better to us than the Bissell sweeper.

Charles M. Smith.

Bissell's New Ball Bearing Carpet Sweeper

The First and Only GENUINE BALL BEARING SWEEPER Ever Produced



IT takes mechanical merit of a high order to win immediate favor with the public, and measured by this standard, and considering the business we have done during the past year, it demonstrates how fully as well as promptly the trade and buying public have recognized the superiority of our Ball Bearing Sweeper.

The Ball Bearing is the easiest running sweeper ever made, and contains among other valuable improvements the most positive "Friction" or Brush Propelling Power of any sweeper on the market. All our other notable patented features are also embodied in the Ball Bearing machine, such as Improved Dust Proof Axle Tubes, Anti-Raveler, Corner Support for Furniture Protector, Metal Covered Handle Thread, Etc.

While on the market but one year, the Ball Bearing Sweeper constitutes over three-fourths of our entire business, and by the close of this year fully four-fifths of our entire output will be Ball Bearing. The reasons for this are plain: The Ball Bearing is the easiest running, most

durable, most saleable and pays the dealer the best profit.

The introduction of other cleaning devices has only served to stimulate the demand for our goods, as the public now better realize the value we have been giving them, and further, that the Bissell Sweeper is absolutely indispensable in the home, no matter what other cleaning apparatus may be installed.

In proof of these statements we have just closed one of the largest and most satisfactory year's business in our history.

Write for our Spring offer.

Bissell Carpet Sweeper Co., Grand Rapids, Mich.

(Largest and Only Exclusive Manufacturers of Carpet Sweepers in the World)

Branches: New York (Eastern Office, Salesroom and Export Dept.), 25 Warren St.; Niagara Falls, Canada, Factory; Paris, France; London, England.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

December 22, 1909

THE IMPOSTOR OF THE AGE.

So Dr. Cook is an impostor after all. He may have seen the North Pole in imagination and, perhaps, the most charitable view of the unfortunate situation is to dismiss it with the thought that, perhaps, he may have become insane through privation and hunger and cold and imagined things that did not really exist. Many people who have good homes and comfortable surroundings have done the same. Dr. Cook's closest friends insist that he is not in his right mind and has not been since he returned to America.

The feature that appealed to the people and endeared Cook to them was his broad and generous spirit. He might have said nasty things about Peary and undertaken to discredit him, as other frauds and fakirs have done in the past, but, instead of adding insult to injury and treachery to deceit, his innate courtesy led him to adopt the other course and the people believed in him because they thought they saw in him evidence of real greatness.

Mr Peary is welcome to the honor that will come to him as the discoverer of the Pole. He is, no doubt, the first white man who ever set foot on the apex of the world, but in making the long and wearisome journey and since his return to America he has shown by his waspish disposition and unbridled tongue that he is not capable of taking rank as a true gentleman. His treatment of the natives, his sending the only remaining white man in his party back just before the goal of a lifetime was reached and the nasty things he has said about Cook and those who believed in him stamp him as a man who will never take a place among the great ones of the earth, because, after all, a man's personality means more than his actual achievement and the spirit in which he does his work means more than the actual work itself.

THE CHRISTMAS SPIRIT.

We may have our windows exquisitely trimmed. The Christmas greens may be combined with faultless goods in a manner which can not be criticised. The variety may be all

that is desired, and the prices satisfactory, yet with the atmosphere as "Cold as Christmas when Santa does not come," the most earnest buyer halts for a moment inside the door and then passes on with an involuntary shiver.

What has happened? He just sizes up the atmosphere of your room. The thermometer of human sympathy is even more sensitive than the mercury in the normal instrument. A pleasant smile, a cordial "Merry Christmas," a glad-to-see-you look, send the interest in your stock bounding upward, where it will remain until he has backed the reception by solid investigation. But a cold, indifferent look, an impatient "Hurry up your order. I'm too busy this morning to wait for foolery," sends the fluid in the human arteries down to the zero notch. A quick order is given for what must be purchased, and the object of more vital interest, the one which requires some consideration, is left for a more convenient and congenial store.

You expect a rush of business. Prepare for it in advance. Have enough help that you can at least find time for a cheery greeting to every one with whom you come in contact. If you can not give to all a bit of personal attention, indicating briefly some bargain along lines in which they are likely to be interested, at least appear cordial. Show that the Christmas season has invaded your heart as well as your store. If they see no sign of it in the former, they may entirely ignore its presence in the latter. Good spirits make liberal buyers; they also make good sellers. The one condition governs largely the other.

HELP THE CHILDREN.

At no other season are there so many juvenile shoppers. The holidays call for many presents, some of them to be purchased clandestinely. The shop keeper who would make the most of this season must have many secrets to hold. Brother is pitted against brother, and he holds the faith of both. Little folks spend their Christmas money without the advice of the parents—that is, the part bestowed upon the latter.

This is a season when much sharp work may be practiced or when the honesty and interest of the merchant can be tested and found not wanting. If a little one is attracted by a glitter which you know is not permanent, turn the taste to a more substantial object that is sure of proving more satisfactory to the recipient. You may get the best of the bargain, but—don't. It does not pay, morally or financially. It is sure to reflect. And even if an inquisitive aunt does not question the child regarding the cost of mamma's new scarf, in after years it will grow in wisdom and recall the imposition every time it comes in sight of your store.

On the other hand, the man who can lay out a good supply of appropriate articles at the price named can give honest advice regarding the merits of each. Such a merchant is

the one who eventually draws the trade which can not be supervised by the adult. If a present is to be selected by the school for the teacher, it will pay him to be ready with suitable articles; and if the funds are a little shy for the purchase of one especially desirable, it is only public spirited in him to put it down with in the limits, even if by so doing he sacrifices his own profit. All these little things are appreciated by the public and they show this appreciation in a substantial patronage.

A WORTHY WORK.

There is a great deal of home missionary work that is sadly in need of doing in this country. One full of zeal and ambition to help can find ample opportunity close at hand. In a sense there is more field for this sort of operations in the South than in the North, but goodness knows there is field enough in every city and village in the country. If anybody does not care to get very much interested in the blacks there are plenty of mountain whites deserving of education and Christianizing influences. They are a queer company of honorable lineage who, perhaps, have lived up to the light that they had but not to that which they might have had nor to that which they are to have. It is certainly just as worthy to look after the poor whites as the poor blacks.

All this is suggested by the announcement that Dr. William G. Frost has resigned the presidency of Berea College on account of ill health. He picked up and resuscitated that educational enterprise in the Blue Ridge Mountains in 1893 and since then has labored earnestly and consistently and to good purpose. These mountaineers are looked upon as moonshiners, ignorant, given to cliques and feuds, looking for a chance to fight on sight, and as a matter of fact a good deal of that indictment is true. They were originally good people and may be so again. Already the influences that have gone out from Dr. Frost and his college have been manifest and very considerable advance has been made. Presumably there is some one else to take up the work he lays down and perhaps to do it as well. That he has broken down under it testifies to his devotion.

France has a new automobile law, taking effect January 1, which it is said has the approval of nearly all automobile owners and it is believed it will bring a good revenue to the public treasury. There is to be an annual tax on each machine, graded according to the horsepower. The theory upon which this tax is levied is that the higher the horsepower the heavier and speedier the car and therefore the more serious the wear and tear on the roads. Foreign owners will have to pay as well as natives.

No man hits the mark of righteousness by aiming at respectability.

Many believe in the discipline of suffering, providing others take it.

THE DEAD KING.

A good king and a bad husband and father, too tender hearted to sign the death warrant of a criminal, yet the heartless exploiter of the Congo natives, perhaps the shrewdest business man living, although the most profligate prince in Europe, up to date statesman, enlightened promoter of industry and commerce, art connoisseur, benefactor of his people, domestic tyrant, spendthrift, gambler, embezzler, hero of a hundred scandals in which women notorious and obscure of several great capitals figured, Leopold II., King of the Belgians, a man of contradictions, offered perhaps the most curious study in history to the analyst of character. In his public capacity he showed many qualities of greatness. In his private life he was vicious, reckless and cynical to the point of indecency. Age brought no change in him. The closing years of his life, well past three-score and ten, were marked by some of his wisest and most public spirited acts and by at least one of his most flagrant excursions in the realm of gallantry.

A newcomer in the ranks of Michigan monthly periodicals is the Pere Marquette, published at Detroit in the interests of the men employed on Michigan's great railway system—the Pere Marquette. Paul Leake, for many years a newspaper writer in Detroit, having been financial editor of the Free Press for several years, is the editor of the new magazine. The fact that this magazine is distributed gratuitously to the employees of the railroad in question—otherwise the subscription price being \$1 a year, and that the December edition presents a complete index of every station in the system, together with the name of every station agent, the population of every town or city, as given in the census of 1900, distances from division headquarters to each station, the connections with other roads and much other information of interest to employees, shows clearly that it is a magazine calculated to bring employees in closer touch with each other and to develop a more intimate relation between employee and employer.

The moral to be drawn from the Cook episode is that the person who imagines things—and the world is full of such persons—can not masquerade long in the fierce light of criticism and enquiry which is current to-day. Unjust suspicions and unfounded aspersions may go unchallenged for a time, but in the end truth triumphs and the right prevails. The world is full of pretenders and frauds and cheats and backbiters and slanderers, but the man who ignores them all and pursues his daily duties, indifferent to his surroundings and oblivious to the storm of gossip and slander which is rampant in the minds of his enemies, ultimately emerges from the ordeal stronger than ever before.

The world is not likely to believe in your faith if when it looks for fruit you can show only sound roots.

NOT IN GOOD FORM.

A certain Eastern periodical that thinks well of itself and justly so has been having a little amusement, not to say fun, over the fact that there is a certain Washington sub-official who has so far never been seen in his shirt sleeves, a condition leading to the belief that one of these days the elite of European upper-tendom will have no cause to complain of an American unconventionalism that can not see anything particularly out of the way in a man's going around in his shirt sleeves if he wants to. If comfort and longevity have anything in common the man with his coat off lives longer and is a great deal happier, while he does live, and it, therefore, follows that if being in one's shirt sleeves is bad form, it is so much the worse for the form.

Leaving to the periodical the enjoyment of its well-meaning fight it may well be a question whether the shirt sleeves are not a matter which will bear looking into. With comfort for a starting point it must be conceded that it is habit controlling us rather than comfort and every man must, will and ought to clothe himself so as to be least interfered with in his work by what he has on. That is simply plain common sense. With the day's work done, however, the American sees no good reason why he should put on his coat and he laughs to scorn the idea of anything's being in bad form so long as it is comfortable; and right there is where the trouble begins. The man who ignores the social decree that the coat must be worn outside the workshop is very apt to be the same man who does not care to bother with collar and necktie and cuffs unless he happens to feel like it. In other words, he follows the dictates of his own sweet will and this is no more nor less than lawlessness; but this conventionalism frowns upon, calls it a disagreeable name and leaves the collarless and the cuffless to the enjoyment of that comfort for which he makes and is willing to make such sacrifices.

Well, what of it? This: American life and living are permeated with the lawlessness which civilization looks upon with contempt and this same lawlessness, directly and indirectly, is traceable to the man who does not care whether it is good form or bad form to go without his coat and his collar, anywhere he "darn" pleases, as it was forcefully put only a few days ago; and that man's children, boys and girls alike, go out into the world to multiply that lawlessness to their own detriment and to that of the public good. It is America's pride and boast that the boy with brains shall have those brains college-trained before the life work is entered upon, and at the colleges, therefore, are gathered to-day the brainiest young men of the Nation. There they are the country's best, and yet to a man it is shirt sleeves and barefoot, just as they "darn" please, and the rowdy exhibitions of the gridiron and the diamond are the natural results. East or West it is the same; and the lawlessness which is the cause of it

can be traced, let it again be said, to the "do as I please" which without let or hindrance is rampant everywhere.

Chance and circumstance brought the writer recently to a university of the Middle West, the attendance of which is between four and five thousand. The institution is coeducational and the students are the cream of the State.

"How about the manners of these young people or, if you please, of these young men?"

"Nothing to speak of. 'Kind hearts are more than coronets,' but their language and their manners are execrable. A friend of mine has a student's rooming house and he has some rare specimens. They smoke and strew the carpet with burnt matches and ashes; their conversation, made up of profanity and bad English, sometimes reaches a point not to be tolerated and my friend has to 'turn them down.' A white bed-spread, a curiosity at first, soon became a foot-rest for uncared for shoes. With modern conveniences they are wholly unacquainted and they do not readily and easily accustom themselves to the use of these. If the temperature of the house is agreeable they sit in their shirt sleeves, which in their own room is right and proper; if it be too warm the shirt is removed and undershirt and trousers are their attire, which is also right and proper, only there are women in the house and they decidedly object.

The story might be continued, but enough has been given to show to what this lawlessness leads, and when it is remembered that this is going on not only in a single State but in almost all of them it is easy to conclude that, with the best brains so trained, it is no wonder that refinement and culture do not make a better showing and that the European idea in regard to America will remain unchanged until the best brains of state and nation, university-trained, can and do give, what now they do not, something in accordance with what is accepted as good form by those whose opinion is worth having.

Conceding without insisting that the shirt sleeves idea is the cause of all our woe, it is plausible to conclude that the existing conditions are not beyond control. If we go back where these conditions did not exist right there shall we find the reason why. It will take us to the little theocracy which the Pilgrims established in the New England wilderness where the minister was the only order of nobility and where, says Mrs. Harriet Beecher Stowe, "They formed a commonwealth where vice was well-nigh impossible; where such landmarks and boundaries and butresses and breastworks hedged in and defended the morality of a community that to go very far out of the way would require considerable ingenuity and enterprise." In the New England church sat the tithing-man with his wand of office, with one hard end to rap the misbehaving boys and one end tipped with a hare's foot gently to admonish maid or ma-

tron inadvertently overcome with sleep. Then came the old story of the changing times. New England theocracy lost its grip, conditions changed and the tithing-man departed to return no more. "Then discipline at length fell sick and died," and moral chaos followed. Then civilization went back to barbarism and the present order of things began.

What are needed are the tithing-man and his wand. The world can not do without them and until they are reinstated the world, social and moral, must make the most of what good form there is left to them, cling to the formalities of collars and cuffs and so in time avoid the Old World's curse by getting out of the habit of "going about in shirt sleeves."

RIGHTEOUS INDIGNATION.

As the world comes more and more into the light of the Christmas Star its people are centralizing their thought more and more upon the grand truth it embodies and the tendency is to do what can be done to develop it in practical channels. When the devoted men and women who make up the rank and file of the Salvation Army, braving storm and cold, stand at the street corners petitioning with ringing bell and printed appeal for a mite however small, that the city's poor may have on Christmas Day a dinner worthy of the Master, the hearts and pockets of the passers-by are alike touched and the contributions when the time comes are usually found sufficient for the purpose intended. People remember then, as they do not always, that we have the poor with us ever, and many a man on the coming of Christmastide pities more and contributes more because he feels more then for the unfortunate humanity about him. There is, too, an underlying idea that in some way not yet discovered there ought to be a method found so that these men, women and children fed on Christmas Day can by their own exertions earn not only this dinner but the three meals a day that Nature calls for for the rest of the year.

Now at heart no American likes to eat a charity dinner on Christmas or any other day, and if he be the good American citizen he ought to be every stone in the field of labor is turned until he finds some employment that will supply his needs.

It is submitted, however, that on this theory all who eat the Christmas dinner which the Salvation Army has provided are not that kind of citizen. They eat the dinner—to repletion often, if certain remembered instances can serve as a class—and Salvation Army or public sees nothing of the diners until they are again hungry; but in the meantime they have found no work, and appearances indicate that they have not looked for any; and still the Salvation Army continues to feed them; and there lies the trouble with that Army. Founded upon Christian principle, love, and moved by that alone the idea still obtains that the Salvation Army thwarts the very purpose it is doing its best to forward by unintentionally making beggars at heart of its rank and file.

Here is an instance and the man at the exploding point for reasons of his own entered the sactum with that end in view:

"I'm mad."—The remark was wholly unnecessary.—"Off and on ever since the Salvation Army has been in this town I've gone down deep into my pocket every time those people have asked me. That's all right. I'm not kicking. The Army is doing good work and I'm with it; but it's got a lot of bloodsuckers bleeding it and these I'm down on. They eat all right, but when it comes to paying for it they're not there. Ensign—what's his name—came to me the other day. I satisfied him and as he was going away he said that if from time to time I could give him a job for these men it would be the best thing in the world for them. I thought so, too, and when this last snow storm came I called up the Army folks and asked them to send a man to clear my sidewalk, a job that takes me usually fifteen or twenty minutes. Pretty soon the man came, a regular beef-eater, weighing 175 pounds. I showed him the walk. What would he do it for? Seventy-five cents. That was his lowest? It was. I wasn't quite equal to \$3 an hour for that kind of work; and the man dying for a job slouched back to the Army headquarters just in time for the next meal, I s'pose!"

His say said the man cooled off, and it is a matter of fact that his contributions to the Salvation Army continue; but the fact of the bloodsuckers remains and society and the Salvation Army have a problem to solve that will—that is—puzzling both of them. Society may insist that the man who eats works, but the Army man can not see one of his soldiers starve to death if begging can prevent it. It is easy to say that the lazy lout who gets his dinner at the expense of the Army woman who begs it for him with bell and box at the street corner in sleet and cold ought to starve, but with "As ye have done it unto the least of these, my brethren, ye have done it unto me" ringing in her ears the woman will still beg and suffer and the lazy lout will still take advantage of her humanity-loving heart, and—what is there to be done about it?

The United States Department of Agriculture has made an investigation of sanitary conditions generally throughout the rural districts of the country. In many localities the farm water supplies were found contaminated to a dangerous extent. Out of 79 water supplies examined in Minnesota, 59 were found to have been polluted. Twenty-three of the farms examined showed a record of typhoid fever. Because of insanitary conditions, many of the products of the farms contribute to the heavy death rate of the cities. Through the enforcement of certain regulations, the people of the rural districts might exercise the caution which would protect their health and the health of the communities which rely upon the farmers for the chief necessities of life.

BON VOYAGE.

Pleasant Farewell Given L. M. Mills, the Drug Salesman.

Men of many years traveling, the "old squad," met at the Pantlind Saturday night to meet Lloyd Marcellus Mills, to greet him and to speed him with their good wishes to that new home in the West which he has chosen for himself. About sixty attended, all veteran carriers of the grip, and some of them with experience dating far back toward the earliest days of this city's trade. Mr. Mills was the guest of honor and was toasted in many a speech, heard many a tribute to his good qualities, responded with feeling to the kind words that were spoken and then had speech taken from him by the presentation of a beautiful gold watch as a token of the friendship of his old comrades. So pleasant was the meeting, so enjoyable was the reunion of old friends, that before the parting it was decided to give the "old squad" an informal organization, with Geo. F. Owen as chairman, and to have an annual session together.

The "boys" gathered at the Pantlind about 8 o'clock and the banquet was spread in the small hall. Mr. Mills occupied the place of honor at the head of the table, and on either side of him were Geo. F. Owen and W. F. Griffith, of Howell. Nearly all the lines out of Grand Rapids were represented in the company. A dainty menu was served and then Geo. F. Owen took command as toastmaster. He greeted the company as "boys," expressing pleasure that so many were present. Mr. Mills, one of the oldest of the old "boys," he said, was going away and he was glad of it for it meant that Mr. Mills was to be his own boss, to live in his own bungalow on a slice of Oregon that he calls his own. "We will regret to part with him but will rejoice in his happiness and good fortune, and our best wishes will go with him," said Mr. Owen. One old friend of Mr. Mills and of all the "boys," who it was expected would be present, was unavoidably absent but had sent a letter of regret, which was read, as follows:

"Friend Owen—It is hardly necessary for me to say that I am sorry not to be able to be with the Old Guard Saturday evening, but circumstances forbid, and I bow my head to the inevitable.

"I have followed many of my old friends of the fraternity in sorrow and sadness to the grave, and I feel hardly less sad in parting company with our old-time friend and companion because he is going so far away from us that I fear few of us will ever see him again. We have one satisfaction, however, and that is, if we live up to his standard and in accordance with his ideals we will some day meet him on the Other Shore, where there is no more parting, where all misunderstandings are brushed away, where every man is gauged according to his deserts and recompensed in accordance with the life he has led and the good he has done on this earth.

"Farewell, old comrade. May you find as firm friends in the new home

as you leave behind and may you always be as loyal to your friends, as true to yourself and live as near to your ideals as you have during the thirty years we have called you friend.

Ernest A. Stowe.

New York, Dec. 16.

As toastmaster Mr. Owen then called on many of Mr. Mills' old friends to say something. W. F. Griffith, of Howell, was the first to respond and he recalled two young men starting out in life twenty-nine years ago, one hailing from Detroit, the other from Grand Rapids, both carrying drugs. They met at Lakeview, traveled together to Edmore and from that day to this they have been the warmest of friends. Mr. Griffith could not conceal his emotions as he spoke of the parting now to take place and as he

expressed his wishes for Mr. Mills' happiness in his new home.

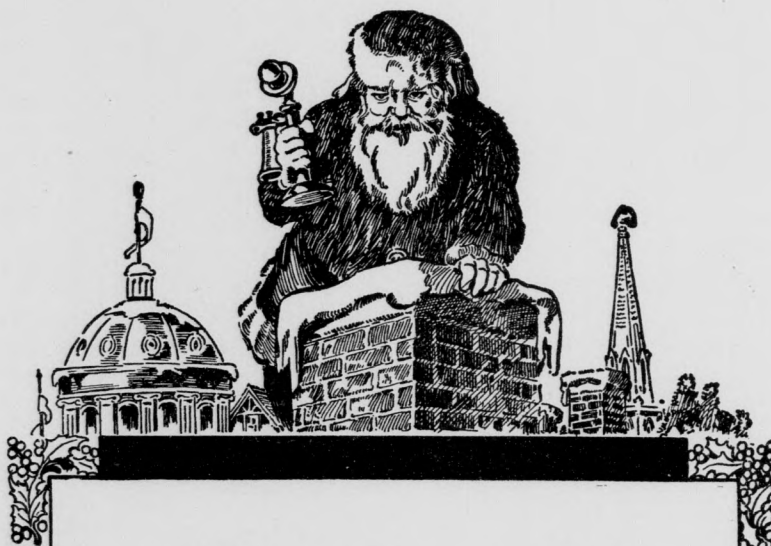
Mark S. Brown hoped the move would be a good one for Max., and Leo A. Caro recalled that Mr. Mills was one of the pioneers in the movement that has placed the traveling man on a higher and better level, and that he was one of those who led the break from the old Protective Association to form the present Knights of the Grip, of which organization he has served both as Secretary and President. He was sorry that Mr. Mills was about to leave his old friends and hoped his most arduous toil in his Western home would be to clip coupons.

Manley Jones regretted the parting after twenty-nine years of friendship and said that Mr. Mills had

proven true in whatever position he had been placed. He recalled that on one Fourth of July the orator failed to materialize at the Sand Lake celebration and Max. filled the bill to the satisfaction of everybody. On another occasion a church at Kalkaska was without a minister and Max. filled the pulpit.

Mr. Owen suggested that the company might be pleased to hear that Fourth of July oration over again and called on Mr. Mills to repeat it.

Mr. Mills said that some of those who had listened to that oration had not yet come out of the woods, and then he spoke feelingly of the friends of old days: "Nothing could give me greater pleasure than this meeting with old comrades," he continued. "To have this farewell arranged for me



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was unexpected. Not until this afternoon did I know of it. To one man I can talk with force and clearness, but, 'boys,' I am no good at addressing so many at once, and I shall not try, but wherever I go and as long as I live I shall remember this meeting." Mr. Mills read the following poem:

My friends of the days that are passing;
Of the simple case, hotel and train,
Of the summer's heat and the winter's
blast
At goodfellows' altar we gather again.
There's no friendship in business, we're
told,
A saying we'll prove false and not true;
In friendship's strong bonds we'll enfold
The memory of each one of you.
There are times when the lips cannot
utter
The message that lies at the heart
When the muteness of grief and the
dumbness of joy
Are more eloquent than tongue could
impart.
So I beg you accept for this token
Of God-speed, Good Wishes and Cheer,
In the few words so feelingly spoken
My thanks for an offering so dear.
In memory's halls these treasures I'll
store,
Till gather the shadows of life's even-
tide,
Then I'll bring them forth and over them
pour
An offering to each one, sincere and
sublime.
When in days to come you grow wearied
And seek from your labors a rest
Just lay aside samples, close order books
up
And fly to our beautiful West;
On finest of fruits we will feast you;
Strew your pathway with roses most
rare,
You can quaff the purest of waters
And inhale Oregon's life-giving air—
Our mountains so grand, our valleys so
fair,
So entrancing, you're prone to pass
from it.
And a welcome most true awaits each
of you
In our home on the banks of the
beautiful Willamette.

T. E. Reily, Louis J. Koster, of Grand Haven, J. A. Sherrick, W. F. Blake, Chas. S. Robinson, E. D. Wright, E. S. Wiseman, Cornelius Crawford, W. H. Jennings, F. R. Miles, A. H. Nichols, A. E. McGuire, Dick Warner and others were called on and they spoke briefly, telling of their regret that old ties were to be severed and expressing their good wishes for Mr. Mills' success. Several of them recalled little incidents that showed Mr. Mills' kindness and thoughtfulness to his friends and how helpful he was to others, especially to the young men.

Mr. Owen, looking over the company, said that the ranks of the "old squad" were beginning to thin. He recalled that Pat. Carroll, Hi. Robinson and others were no more. He suggested that it would be a great pleasure to all the "old squad" to meet once a year to renew old friendships and to live over old times, and thought an organization might be effected with this in view. Not many officers would be needed, no funds would be required, but once a year arrangements could be made to get together.

The suggestion was received with applause and adopted by a unanimous rising vote and Mr. Owen was made Chairman and Secretary of the organization and the "Max. Mills Squad" was chosen as the name. Tribute was paid to those who have taken the long journey by rising and standing with bowed heads, and then Manley Jones was asked to say the parting words. He spoke with feeling of Mr. Mills' character, of his high ideals, of his efforts at all times to do all things well and of the love in which he was held by all. "But we

SHOULDERS TO THE WHEEL

From the Grand Rapids Evening Press.

The Evening Press has for some time held the opinion that the surest and most satisfactory way to secure a convention hall for the city is by the voluntary contributions from loyal citizens and institutions of Grand Rapids.

The same idea is voiced by E. A. Stowe in this week's Michigan Tradesman. In characteristic fashion Mr. Stowe says that we have sent our wife's relatives to war long enough in proposing to build the hall by general taxation and that it is time for its advocates to go down in their pockets and secure the building by subscription. In support of this idea he offers a list of persons and interests who would benefit more directly from a convention hall than would the general public and has put down the sum he considers each should contribute. Summed up his totals are:

William Alden Smith	\$ 10,000
Hotels	25,000
Utility corporations	15,000
Newspapers	12,500
Theaters	7,500
Banks	17,250
Retail merchants	30,000
Wholesalers	10,000
Brewery interests	10,000
Total	\$137,250

The Press is not prepared to say what any one should give. That is a matter for the contributor himself. But it will say that toward a civic institution to cost not less than \$150,000, with site, it will subscribe the amount Mr. Stowe assesses it—\$5,000. It will be noted that in his list Mr. Stowe is still enlisting his wife's relatives for war, so far as the Tradesman is concerned, for there is no mention of what that publication will give, but the public, knowing Mr. Stowe, can not doubt that he will come forward with a handsome contribution.

The arguments and the showing made in the Stowe article are impressive and to the point. The hotels, the wholesale and retail dealers, the transportation companies, the theaters, the lighting companies and many others would profit were a convention hall built. Mr. Stowe holds that each person or concern can afford to invest in the enterprise such an amount as would yield a 10 per cent. annual return in the way of profits from increased business. This sounds like a reasonable business proposition. The Press is of the opinion, also, that there are many citizens who would subscribe to such an enterprise from motives of civic patriotism, men who would reap no personal benefit, but are loyal to their city and delight to see it in its rightful position among the progressive and successful cities of the country. Indeed it will be remembered that when a start was made in securing subscriptions before the municipal bonding idea was taken up the list of tentative contributors included such offers as Charles R. Sligh, \$5,000, and John W. Blodgett, \$5,000.

The Press can not but believe that the time is ripe to secure a convention hall building by popular subscription and that it can be secured more quickly and satisfactorily in that way than in any other. It earnestly commends the Tradesman's suggestion to the Board of Trade's Convention Hall Committee for speedy action.

want to give him something more than words to remind him of old friends and his old home," said Mr. Jones. "The best friends he has in this world unite in bidding him God-speed and we wish that he bear with him this token of our love and friendship. Whenever you look upon its face, Mr. Mills, remember the faces of your old friends. May you live until this token wears out, but should this not be so let it remain in your family as an heirloom and relic."

Mr. Jones presented to Mr. Mills a beautiful gold watch, with his monogram on the outer case and inscribed within, "Max., from his old friends, Dec. 17, 1909."

Mr. Mills was too overcome to answer at length, but what he did say came from the heart. As the guests passed out of the banquet hall Mr. Mills was at the door to shake each by the hand and to say the personal words of parting. An hour later he was on the train for Portland, Oregon.

The employees, clerks, heads of departments and the "house" of the Hazeltine & Perkins Drug Co. united Saturday noon to give Mr. Mills a beautiful chain and jeweled watch charm. The presentation speech was made by Lee M. Hutchins.

Those of the "old squad" who were present at the banquet Saturday night put their autographs on one of the menu cards and gave it to Mr. Mills as a souvenir. The list follows:

J. H. Hagy,
V. A. Johnston,
Richard Warner, SrWill Jones,
A. H. Nichols, F. R. Miles,
John Grotemat, Geo. H. Seymour,
C. S. Robinson, A. E. McGuire,
Wm. McGibbon, Cornelius Crawford
W. H. Jennings, W. B. Holden,
W. Y. Barclay, M. A. Tuinstra,
J. L. Kymer, Leo A. Caro,
Holden Joslin, Hub Baker,
H. P. Winchester, E. D. Wright,
E. S. Wiseman, M. S. Brown,
H. B. Fairchild, J. A. Sherrick,
F. W. Osterle, Manley Jones,
Louis J. Koster, Geo. J. Heinzelman
Grand Haven, Lloyd C. Mills,
W. F. Griffith, Geo F. Owen,
Howell, Wm. F. Blake,
Edward Frick, John Cummins,
B. S. Davenport, D. S. Haugh,
H. E. Fairchild, T. E. Reily,
E. N. Hicks, Hazel Reily,
Wm. F. Warner.

L. G. S.

True Love.

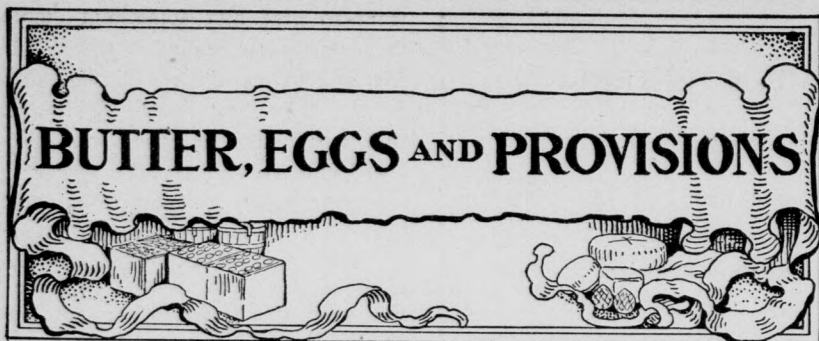
A fond mother in Springfield, Mass., was obliged, much against her will, to administer a severe chastisement to her youngest born.

When the ordeal was over Tommy gave evidence that he was reflecting deeply upon the circumstance, together with certain oral admonitions given him by the mater.

"Mother," he asked, "is that true what you said?"

"That I punished you because I loved you? Yes, dear."

The boy again cogitated. "Mother," was the next interrogatory, "don't you love Dad at all?"



Wonderful Development of the Apple Industry.

If all the barrels needed to pack this year's apple crop were placed on end, one above another, they would make a pile 9,000 miles high; if strung along the railroad tracks used by President Taft on his recent trans-continental tour they would have stretched from Boston to Chicago, to Minneapolis and St. Paul, to Seattle, down the coast to Los Angeles, eastward through the deserts to Phoenix and the Grand Canon, southward to El Paso and Jaurez, where the Presidents of the two great republics met and dined, down to San Antonio and the Charles P. Taft ranch near Corpus Christi, and from Corpus Christi to Dallas.

Every inch of the President's way to Dallas might have been edged with apple barrels filled to the top hoop with the finest fruit that grows, and then it is dollars to doughnuts that the investigators would find that they had not gathered all the crop after all. The apple yield is like that of the unobtrusive and industrious hen—there is no way of telling exactly what it does amount to. The best the Government experts can do is to say that this year is about so much bigger than last year or the year before, and last year and the year before were such and such a per cent. of a "normal crop."

The year 1909 in apples, the statisticians tell us, is 42.5 per cent. of normal; last year it was 43.4 per cent. of normal and for the last ten years, averaging them, the crop of the United States was 50.9 per cent. of normal. It would look at first blush, therefore, that this was a pretty hard year for the fruit, but it is not so bad as it seems. In the first place the experts who talk so glibly about "normal crops" of apples have not seen one yet. "By normal we mean that the crop would be so and so much, if all conditions were first-class and nothing happened to injure the yield," explained one of the officials. "But, of course, something always does happen and so we do not ever get a normal crop."

The figure sharps employed by Uncle Sam to talk and write in millions are certain of one thing about apples—they know just how many of them are exported to foreign countries. Last year we sent abroad 1,049,545 barrels of the green and ripe fruit and 24,337,873 pounds of apples dried or evaporated. For the nine months of the present year ended with the 1st of October American apple shippers exported 313,116 barrels of the whole fruit and 12,904,212 pounds of the prepared apples. As

practically four-fifths of the entire crop was still to be heard from when the nine months' figures were obtained, the showing is a good deal better than it looks. For the twelve months ended with July 1 the apples exported in barrels were valued at \$2,782,007, and the dried and evaporated apples were worth only a fraction less, or \$2,339,936. It will be seen, therefore, that the business of making dried apples, that we used to see carried on in a small way at home, has grown to considerable proportions. If one paused to reckon up the length of string that would be required to carry the 33,474,634 pounds of dried apples that were shipped abroad last year it would almost make one dizzy. But, as a matter of fact, they don't put dried apples away in the attic on strings as they used to do in the good old days when we were boys.

Of all the native fruits the apple is the most adaptable to the table as well as the most adaptable to the land. In its numerous varieties its season of maturity extends throughout the year, so that a continuous succession may be had without resorting to artificial means of preservation.

In spite of that fact, however, as the uses of the apple extend so also are multiplied the ways of keeping it and its products. Mighty warehouses are now to be found in New York, Chicago, St. Louis and the cities on the coast, erected and used exclusively for the cold storage of the apple. Lines of refrigerator cars are traveling night and day between the oceans, carrying the Western apples East and the Eastern apples West. Until steam and electricity were applied to transportation the fruit business of the world was at a standstill, but as soon as rapid transit was assured the orchards and vineyards expanded.

Then they produced too much for the demand and millions of dollars' worth of apples as well as other varieties of fruit rotted on the ground or the trees for lack of a market. Rev. Benjamin M. Nyce, of Decatur county, Ind., was the first man to apply refrigeration to the storage of fruit, according to history, and he made more money out of the venture in a season than he could have realized by preaching half a dozen years.

One capitalist offered him \$100,000 for the patent rights for the city of New York, and \$250,000 was reported to have been offered him for the Louisiana concessions. He firmly declined all such offers and went broke. The Union Cold Storage Warehouse Co., of Chicago, was the first concern to engage in the business of pre-

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Burns Creamery Co.
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"All orders filled promptly."

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
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Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

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Send Us Your Orders

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Wholesalers of Butter, Eggs, Fruits and Specialties

serving fruits, beginning its business career on Thanksgiving Day, 1889. Since then the increase in the volume of cold storage business has been enormous, and it is now estimated that the total refrigerating capacity of the plants throughout the United States is in excess of 200,000,000 cubic feet. Single houses in New York and Chicago frequently store away 100,000 barrels of apples in the early fall and keep them until the top price may be obtained in the spring. Refrigerating steamers now take American apples to almost all quarters of the globe, the principal markets being the big seaports of Great Britain, Germany, Austria and France.

The apple in its varied uses is like wheat: It appears in scores of forms and all are good. It makes the best vinegar and one of the best of jellies. Its juice, when extracted and prepared to prevent fermentation, makes an excellent beverage that is even better than the cider of our ancestors. It is used in the preparation of other fruit preserves. Apple butter, when made right, is a dish fit for the kings; and boiled cider, made by reducing to one-fifth, is a delectable foundation for a score of dishes. The men in the Department of Agriculture who know say there need be no difficulty in keeping cider fresh and sweet indefinitely if it is handled properly. All that is required is to bring the cider to a temperature of 160 degrees Fahrenheit, keep it at that heat for thirty minutes and then seal it up tight. If kept in bottles or casks in a cool place, sweet cider may be enjoyed all winter.

While many volumes have been written upon the care of orchards and the agricultural experts are always ready to assist with their advice and literature, the only way to make money out of apples year in and year out is to study the orchard and the soil upon which it grows. The wise selection of varieties to be grown is of course an important matter to consider in order that you may have the kind that will bring the top price to market at the time they mature. If you have a presentable apple that ripens just a little before the apples raised by the rest of the farmers in the neighborhood, or just a little while after all the other orchards have done, you can get better prices for your fruit than if you dumped your harvest into the market at the same time as the rest. One of the most common mistakes made by orchard owners and farmers is to argue that the "appletrees will look out for themselves."

True enough, they will, but if they do they will not exert themselves to produce first class fruit or much of it. Apple trees need lots of back-aching work. They must be judiciously trimmed, must be sprayed honestly and thoroughly and must be cultivated. The man who thinks that he can raise a crop of corn or wheat between the rows of his apple orchard generally discovers by the end of the season that he has neither grain nor fruit. The apple grower who ships his fruit carefully will realize five times as much as the man who sends his harvest to market in

bad condition. Often the New York and Chicago markets are glutted with "slack" fruit of all sorts and many thousands of carloads that have reached the big cities have never returned a penny to the owners.

Often the transportation and refrigeration charges will more than eat up the value of a poor carload of apples. In all the apple-growing sections the orchard owners are paying more and more attention to the careful transportation of their fruit. Of recent years the fancy stock has come to the market in half-bushel and bushel crates, like oranges, each apple being wrapped in white paper bearing the individual stamp of the grower.

Of recent years the canning industry has played a large part in the apple business. The big bakers and confectioners of the cities use enormous quantities of canned apples in the manufacture of pies and few of the consumers of the great New England pastry know that they are not made from the fresh fruit. Even the skins and cores are used in the preparation of the cheaper grades of jellies and sauces and the broken pieces and shreds that can not be utilized in the evaporators are ground up into what is called "chops" and disposed of in the export trade. Abroad the "chops" are made into cheap wines and marmalades.

There are four great apple growing sections of the United States, and the area of the whole is growing steadily. The New England section, which includes New York, grows the Greenings, Baldwins, Russets, Northern Spys, Spitzenbergs and other flavory fruit. The Virginia or Southern section, which includes the Carolinas and the famous "Piedmont region," yields the Ben Davis, Winesap, Pippin, Jonathan, Limbertwig, Northern Spy, Yellow Belleflower and Newtown Pippin. Many of the Southern apples are raised in the Middle States, and Missouri, which is famous as the "land of the big red apple," produces Winesaps and Davises by the carload. The Geniting is also a favorite apple in Missouri, mainly because it is a good keeper and about the only one of the home grown fruit that can be secured in the spring. Still farther West the apples of Oregon, Washington, Idaho and Colorado are already making their people famous and rich. Apples as large as cantaloupes in the East grow in a wonderfully short space of time from the desert as soon as the irrigation streams begin to flow. Unfortunately, however, the Pacific coast apples lack the flavor of the Eastern and Northern fruit. In their haste to grow in size and beauty of blush the irrigated apples appear to forget to acquire that flavor which makes the New Englander out West long to sink his teeth into a Greening or a Spy.

For the Public Good.

One hears a good deal about the power of the press, but the fact is that no newspaper has very much real power over men or events in these days unless it is known to be standing sanely and steadfastly for the welfare of the whole community and nation. The day of party organs

is past. Sensational papers appealing to popular passions can not move thoughtful men—the men who make history. The only kind of newspaper that really has tremendous power in these days is the independent, reliable, disinterested journal of wide circulation, whose columns are known to stand always for the general good—for public honesty and a square deal, whatever happens. An excellent example of this sort of journalism is the Chicago Record-Herald. It has the enormous circulation that deservedly goes with the printing of all the news, but its power lies in its wise, conservative, independent editorial policy, which is shaped with one sole end in view—the public good. Its news and critical columns show the same spirit.

Next to deserving praise the greatest privilege is to give it.

Nothing shocks the big sinner worse than little sins.



THE NEW FLAVOR

MAPLEINE

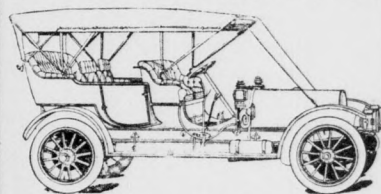
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The record of achievement of Franklin Motor cars for 1909 covers no less than a score of the most important reliability, endurance, economy and efficiency tests of the 1909 season. List of these winnings will be mailed on request.

The 1910 season has begun with a new world's record for the Franklin; this was established by Model G. (the \$1850.00 car) at Buffalo, N. Y., in the one gallon mileage contest, held by the Automobile Club of Buffalo.

Among 20 contestants it went 46 1-10 miles on one gallon of gasoline and outdid its nearest competitor by 50 per cent.

If you want economy—comfort—simplicity—freedom from all water troubles—light weight and light tire expense—look into the Franklin.

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I can double your coffee business and
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Get prices on my roasted coffees.
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BARLOW BROS.

Grand Rapids, Mich.

BEING OPERATED UPON.

The Relation of Advanced Medical Science To Appendicitis.

It was a beautiful night in midsummer. The air was soft and delightful and the scent of flowers was upon it. The stars were bright and twinkling—laughing bits of light in the far sky.

There were two of us looking out at the night and getting diagnosed. I was diagnosing the surgeon from a philosophical point of view. He was diagnosing me from the anatomical, pathological and surgical standpoint.

"You will have to be operated upon," said the doctor.

"For what?" I asked.

"For what ails you," he replied professionally.

"What ails me?" I asked, curiously.

"What you have to be operated upon for," he replied.

Thereupon I had visions of white-robed nurses, grim surgeons and the smell of anaesthetic, of myself lying wide open to the world, with a probed abdomen and a disturbed viscera. I have been happier on many occasions than I was at that moment. It was not the sort of entertainment that appealed to my finer senses.

Finally I got him to talking, and we went deeper into the pros and cons of it.

"You have tissue that is full of staphylococci," he said.

And I never suspected it! I was new to the staphylococci family. Idly I dreamed them as coming from Russia, from the name.

"Would it not be possible to conquer the invaders without resorting to the knife?" I enquired. "Are they of such a combative nature that they must be reduced with the sword?"

"With sword and fire," he declared.

"Fire?" I asked, wondering.

"Real fire," he explained. "Red hot irons, like a plumber's soldering iron. After we dissect out the sinus we will sear the tissue over with a soldering iron and allow the wound to heal by granulation."

This was heaping Ossa on Pelion. I was to be spitted like a turkey, soldered like a plumber's joint and allowed to heal by a new method.

It was all very fascinating, very appealing, very mysterious.

"What is a staphylococcus?" I asked, wanting more light.

"A staphylococcus," he explained, "is a bad neighbor. Sometimes he sets up housekeeping in a secluded byway of the anatomy and when he gets tired of the neighborhood he rents out his premises to the tubercular family. If he gets firmly established in a degenerated tissue, we dislodge him with fire and sword, as I told you. It is very simple. The treatment of your trouble is indicated."

"Who indicated it?" I asked.

"Advanced surgical science indicates it," he replied.

"Oh!" I exclaimed.

I kept silent for a time and thought it over, the dissection, the plumbing and the granulation. It did not improve with the contemplation.

"This tubercular family," I sug-

gested after the pause. "I take it it is not what might be deemed a desirable tenant?"

"Not exactly," he said drily.

"Well," I said with a sigh, "it's me for the fire and sword. I agree to provide the surgical area. At about what time can you provide the cutlasses and the soldering pot?"

He thought a moment and looked at an appointment book.

"To-morrow morning," he said without emotion. Under the circumstances, it was not to be expected that he would take the matter as seriously as I did.

"I don't want to hurry it unnecessarily," I suggested. To-morrow morning seemed very near—almost now.

He smiled. "Seriously," he said, "it is not as bad as you think. There is no need for nervousness or fear. It is a simple operation, lasting only twenty or twenty-five minutes, with recovery practically certain in ten days, and perhaps a week or two of treatment after that."

"Oh, I am not worried," I insisted, lying like a pirate. "There really isn't anything to worry about."

"Certainly not," he agreed.

"Now about the preliminary preparation?" I said.

"Very simple. Get a good night's rest and don't eat any breakfast. Put a nightdress and a few toilet necessities in a suitcase and drop in at the hospital about 9 o'clock in the morning. We'll get around to you as soon as we can."

* * *

I went home and tried to follow his instructions. But the good night's sleep got away from me. I had dreams of a frightful nature. A Malayan pirate with a cutlass and a gigantic plumber with a soldering pot held me between them and showed me a card upon which was printed a surgical menu. Some of the offerings I remember:

Appendicitis, plain	\$ 50
Appendicitis, scalloped	75
Appendicitis, a la mode	80
Appendicitis, scalloped and with frills	100
General interior redecoration ...	150
Liver massage	150
Liver massage, with interior housecleaning	200
Tinting diaphragm	25
Calcimining thorax	25
Plastering thoracic cavity—plain. 40	
Plastering same—hard finish	60

And there were a great many more offerings, covering other parts of my anatomy, that have escaped me. The pirate and the plumber stood at each side of me and waited for me to make my choice. The cutlass was razor sharp and the plumber's iron was red hot. I told them I thought I should take a hair trim and a shampoo with tonic, and with a wild cry they attacked me. I waked up and found myself covered with a cold perspiration.

Very cheerfully I omitted breakfast and packed the suitcase. Louis XVI. was not a whit more cheerful as he climbed into the tumbril. It was a bright and sunshiny morning. In a few hours the rays of the noon-

day sun would be streaming through the windows of the operating room and trickling into my surgical opening, to be entertained at hide and seek by the members of the staphylococci family.

I made a bold front and plumped down my grip on the floor of the hospital office as though I had come to sell surgical supplies instead of being there to furnish a field for surgical skill.

A young lady who took down pedigrees smiled at me. I smiled back. I remember that I was not a whit worried—for I had said so to myself. Somebody came in and scrubbed my grip with antiseptic solution. It was done so quickly I did not see the intruder. But I smelled the grip. Then I felt an antiseptic spray shooting at me from some mysterious source. Then they took my pedigree and disinfected that. "Age?" said the young lady. I told her. She wrote it down. Then followed other questions about sex, color of eyes and hair, next of kin, telephone number, occupation and religion. These data were all disinfected and filed for my use in case I should need them again.

Having been divested of my vital statistics, an attendant disinfected the elevator and shot me up to the third floor, where a room had been provided for me. It was all scrupulously clean. Everybody who was not engaged with something else was scrubbing whatever was within reach. Floors, windows, walls, beds, patients and other impediments were in a state of constant ablation and solution. I do not know how many times I was scrubbed and disinfected before I got to my room. But, so far as any of my cornices, piazzas, exposures or faces were concerned, I knew I was positively germless. I began to feel that a germ in that institution had little chance of posterity, whatever might be his pride of ancestry. If cleanliness was next to godliness, I realized that I was just in the suburbs of Paradise. I wanted to shake hands with somebody and have some sympathy, but I could

get no hands to grasp for I was not come with antiseptic hands and my touch was contamination. But I got antiseptic smiles and sterile bows and everybody looked upon me as a matter of course, for they had dozens of me every week.

I remember that somebody showed me my room, out of which an attendant was coming with a pail full of scouring fluid and into which another one was going with an antiseptic spray. They washed down the walls and the floors and the bathroom and the tub and fitted me out with boiled sheets and pillowcases and towels and other articles. Nothing in the place but was boilable or stewable, with the exception of the atmosphere and that was sprayable, so it was permissible.

* * *

After I had been boiled and cooled off I sat by the window and tried to read some sketches in a stewed magazine. But my thoughts would not stay fixed, so I cast them aside. Now I became drowsy and fell into a troubled sleep. And while I slept a sterilized sawfish pursued me through a sea of carbolic acid. Just as he was about to thrust his disinfected saw into me I stepped out on the island of absorbent cotton, into which I sank so deeply I was just losing my breath when a groan awakened me. It came from the next room.

The nurse passed by and I called to her:

"Somebody is suffering pretty badly," I suggested.

"Surgical case. Gas," she said tersely.

"From what?" I enquired.

"Surgical insult," she responded.

"Do they add insult to injury?" I asked.

"Professional term," she explained. "Any interference with the abdominal section results in insult, which is resented by the intestines."

"I should think it would be," I agreed. "Can you help the poor fellow out?"

"I'm going for the house physician now," she explained.

No doubt when you installed that lighting system for your store or invested your money in gasoline lamps for lighting your home you were told to get "The Best Gasoline." We have it

CHAMPION 70 TO 72 GRAVITY

ure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.

Grand Rapids Oil Company

Michigan Branch of the Independent Refining Co., Ltd., Oil City, Pa.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

"If it's gas I should think you'd go for the plumber," I suggested.

She smiled antiseptically. What they need in hospitals is more humorists.

I wondered if my time had not pretty nearly come. An hour passed and then another and still they had not sent for me.

I wondered if they gave rain checks.

Then the nurse came in again. She had a tray covered with an antiseptic cloth and I wondered if I was going to have dinner.

"Do I get sprayed again?" I asked.

"No—hypo," she said shortly. She was bathing the needle and incidentally spraying whatever else was handy.

"I have had almost everything else but that," I said, baring my arm. She scrubbed a few square inches of the biceps muscle and shot some liquid courage under my skin in the form of strychnine.

Then she took my pulse, temperature, respiration and suitcase. The first three she wrote down and hung on the wall. The latter she took into a closet and set on the floor. I had had so much taken in the way of data and meteorological records that I had little left now but the staphylococci.

"Is it pretty nearly my time?" I asked, assuming an air of courage and nonchalance.

"Pretty nearly," she said. "They are getting ready for you now."

I pulled myself together for the first inning. Then the surgeon thrust his head into my room. He was resplendent in white and was evidently fresh boiled.

He took more meteorological data and listened at my heart. "You have been smoking too much," he said.

"I will smoke more when you start your incineration of the staphylococci family," I said, remembering the plumber's iron.

He smiled. We do need more humor in hospitals.

An attendant brought a wheeled chair to the door that had indications of recent stewing. "Ready for you," he said.

"I can walk," I said proudly, and I got out of my chair and tried my legs. But I thought it might offend him, so I took passage in his vehicle.

He whistled softly as he transported me down the hall. I wanted to join him, but somehow my flute was rifted that morning.

* * *

When I was finally in the inner sanctum I felt like a germ in a lake of carboic acid. The walls had been boiled, baked, stewed and fried; things all about me were boiling and bubbling and fricasseeing; tables were laid with more implements than would have served a full course dinner. They might have had a sign upon the door, "All germs abandon, ye who enter here."

The time seemed long until I was on the table. I wondered if they were boiling another nurse.

I remember their greasing my nose and mouth. Then somebody started something.

I vaguely imagined I was at sea and swallowing a ship on fire. I held

up one finger and wiggled it to show that I was still game. Then somebody came and took my senses away and the eviction of the staphylococci family progressed.

Probably I missed the best part of the fine entertainment. But whoever took my senses away kept them in hiding for some hours. I missed the dissection and the plumbing and came to only for the granulation.

When I got my senses back somebody was driving wedges into the top of my head where the bones were sutured. Evidently they were boiling my senses before they put them back into my head. Cakes of ice were being dropped into my mouth where they sizzled and went up in smoke.

I remember being dimly pleased to be back again. I did not know just where I had been, but it seemed good to return. And I wondered how long I had been away and whether they had missed me.

I looked out into the boiled air and saw a blue and white figure watching me and dropping cakes of ice between my lips. I dreamed of her as a boiled angel who had come down there to shut off the fire.

"It is all over," she said softly.

"Yes, it is—all over," I said. "I can feel it there," for I was determined to prove that humor is above everything.

Then I thought of the unfortunate staphylococci, burned out of house and home, with no more premises to sub-let.

I regained my equilibrium gradually.

"I suppose," I ventured to the nurse after a while, "you serve only boiled dinners?"

"Why?" she asked, wonderingly.

"Because they are so antiseptic," I sighed. And with this humorous quip I collapsed again. I slept until night with two automobiles racing for the Vanderbilt cup just inside the top of my head, until one of them slowed into a convulsion and lost a wheel. The gasoline ran down into my mouth and caught fire.

The surgeon was there when I opened my eyes. He was unboiled this time and looked natural. He was taking my pulse again. He took my temperature and my respiration and nodded approvingly. I was normal. I was determined not to be lacking in courtesy, so I made enquiries about the staphylococci family. I was assured of their melancholy end.

Consoled, I curled up between the sheets, sunk into the depths of the boiled bed, laid my tired head upon the fried pillowcase and went to sleep again.

I had been operated upon.

J. W. Foley.

Cleanliness in the Store Essential.

A man recently asked us if we really and truly believed that cleanliness had anything to do with ordinary trade where the element of competition was not very strong. He said he had noticed in his neighborhood that some of the dirtiest and most slovenly stores were patronized. He thought that a clean store was a good thing, but he really had a doubt as to whether it meant increased trade.

There are several things to consider. First, the class of trade might not increase in numbers but its kind would change and for the better. Some people care most for credit and they go where they can get it—and no questions asked. This is fine for them, but not for the store. Nobody cares for an increase of this kind of trade. It is possible that the dirty store is the only one available.

We think that even when competition has not appeared, still cleanliness will be beneficial, for it will create a favorable reputation which will grow. The time will come when competition will arrive and then the store which has held trade because it was isolated will see its customers leaving it in flocks and droves.

Although some of the people of the community are not noted for their cleanliness, they like to have their stores clean and their goods clean. Yes, it always pays.—Oregon Tradesman.

Cudahy's Milwaukee Sausage

**Absolutely Pure
No Cereal**

Only the Choicest Meats and
Purest Spices Used

This accounts for the
increased trade that each
succeeding year yields
above the preceding one

For sale by all
Pure Food Dealers

Cudahy-Milwaukee

Are you looking for a chance to go into business for yourself?

I know of places in every state where retail stores are needed—and I also know something about a retail line that will pay handsome profits on a comparatively small investment—a line in which the possibilities of growth into a large general store are great. An exceptional chance to get started in a paying business, and in a thriving town. No charge for my services. Write today for particulars and booklet telling how others have succeeded in this line and how you can succeed with small capital.

EDWARD B. MOON, 14 West Lake St., Chicago.

Baker's Cocoanut

MEANS THE BEST PREPARED COCOANUT
FROM THE VERY CHOICEST SELECTED NUTS

It is good any way you buy it, but to make the most money
and serve your customers best **buy it put up in packages.**

We are known as the largest manufacturers in the United States. We sell the best Confectioners and Biscuit and Pie Bakers. We also sell it in pails to the Retail Grocers when they demand it; but it is not the right way for the Retailer to buy Cocoanut, and he is now recognizing the fact that it has been losing him money.

Bulk Cocoanut will dry up and the shreds break up. Some is given away by overweighing; some is sampled, and as it is always found good, it is re-sampled. No consideration is ever taken of the cost of paper and twine and the labor in putting it up.

Send to us for particulars regarding all our packages.

The Franklin Baker Co.

700 N. Delaware Ave.

Philadelphia, Pa.

HARD WORDS.

List of Some That Worry Even Orthographists.

Written for the Tradesman.

A great many people who claim to be—and are—well educated find difficulty in spelling. This difficulty is not always manifested with the hardest words, but a trip-up frequently occurs with many of the words which are the very commonest in use.

When our fathers and mothers were young people a great deal more attention was paid to orthographical accuracy than is given in this day and age. The young man or girl who was not a good speller was looked down upon as lacking in a most essential particular, while now imperfections in spelling are regarded by many as but so many amusing inexactnesses—trifles to be glossed over when compared with their general excellence of knowledge; instead of being esteemed in their true character, wrong spellings are made light of as something that will easily adjust itself in time.

However, the habit of such blunders, if not corrected in early years, soon becomes chronic and then there is no hope of betterment. A woman I know and also her husband always spell busy with an *i* in the middle of it.

Parallel, parallelepipedon, syllable and polysyllabic, controlled and syllism are often erroneously spelled.

Both liniment and lineament get spelled linament.

Many put two *t*'s in benefited; indeed, you see it more times with two *t*'s than with one.

Iridescent, abscond, abscess, abyss, abysmal and adolescent get mixed as to the consonants.

Absence always bothers some, while there are few who know that offence is variant.

Seize, siege and sieve "stick" dozens of good spellers. The only way I can get this trio straight is to remember that seize has the first and second vowels, the same as in receive, and that in siege and sieve these vowels are just the opposite of those in seize. I recall weird because it is like seize.

Strait and straight and straitened and straightened send hundreds to the dictionary. Colander (a kitchen utensil), calendar (a register of the year) and calender (to press in a calender) are three words that act like the Old Nick when one attempts to be absolutely sure of them.

Here are some words that occur in the *a*'s alone, and when trouble is found with only these think of the experience of English-speaking humans with the remainder of the alphabet:

Abattoir, abattis, abecedarian, absenteism, acalephae, acanthopterygii, accendible, accomptant, accoutrements, acephalist, acerbity, acescence, achlamydeous, acknowledgment, adamant, adventitiousness, aeronautism, aerophobia, aggrandizement, agrarianism, algebraical, allelujah (halleluia), ambassadorial, ammoniacal, amylaceous, amylic, anacreontic, anagogically, analogous, analogy, anarthrous, anathematiza-

tion, angiotomy, annulment, anomalous, anonymous, antecedaneous, antediluvian, antepenultimate, anthrocephalous, antithesis, antitypically, apalogy, appalling, apalment, appellat, arboretum, armadillo, armillary, artificer, artillery, asceticism, ascribable, assassin, Athenaeum, atrocious, attorney, audacity, augury, Aurelian, aurigerous, autocracy, autocratrice, autonomous, auxiliary, axillary, avant-courier, aviary, avifauna.

Some other words that are regular "jawbreakers" to pronounce or are worse to spell are the following:

Oberammergau, Iliad, Odyssey, Renaissance, Israel, Isaiah, Japheth, obelisk, dynasty, irradiate, irascible, isosceles, kaleidoscope, excrescence, efficacy, effervescence, jardiniere, ecstasy, theocracy, theosophism, eczema, emissary, eleemosynary, Edelweiss, lachrymosely, lachrymosal, labyrinthian, oxyophia, presence, capital, capitol, pellmell, pallmall, paillemaille (the last three meaning the same), principle, principal, fricasseeing, barring, barring, nonchalance, dolce far niente, permitter, palette and paillette, pachydermatous, pachydactyl, paleontological, pedagogy, pedagoguery, anagogy, anagogic, anagogically, anagrammatical, analepsy, analgesia, pilaster, pierce, phthisis, phthisical, picot, paleaceous, palaver, tyranny, poinsettia, soggy, darky, subtle, subtilty, subtilty, subtilty, subtle, subtilty, subtly, subtilate, subtilness, subtilize, subtitle, succise, succor, succatash, succumb, succussion, sycophant, sycophancy, sycophantical, sycophantishly, syren, paeon, parasite, peregrination, polonaise, polypus, polyporus, psychological, physiology, physician, physiognomist, phylogyny, phosphorescence, phytomastigoda, Phyllis, chagrined, chrysalis, chlorophyll, vicious, vicissitude, vestige, prestige, venturesome, syzygy, entente cordiale, woolly, wittily, corral, corraling, coquettish, censor, censor, census, consensus, connoisseur, confidant, confident, camaraderie, bonhomme, Beau Brummel, bullion, carbondioxide, oxygen, dioxogen, hydrogen, canoeing, braggadocio, wammus, blarney, warring, cipher, zephyr, sulphuretted and sulfuretted, swath (row of grass) and swathe (to swaddle), surveillance, staccato, stiletto, stevedore, stupefy, liquor, liqueur, liquidate, liquefy, likelihood, lilies, Lilliputian, livelong, Linnaeus, lichen, kowtow, lambaste, mackerel, inveigle, irrevocable, inunendo, innocuous desuetude, indescribable, incompatibility, inanity, impostor, Keweenaw, Lackawanna, promoter, picaninny, proselyte, prophecy, prophesy, pinnacle, precede, procedure, proceeding, pennant, penologist, phrenologist, Prairie du Chien, crepe de chine, Fond du lac, Pontchartrain, Pliny, peduncle, paroled, paresis, picra, plebeian, plebiscite, Pleiades, plagiarize, roguish, couteau, courbaril, gullibility, grimed, grimy, grammar, gorilla, Farragut, feazed or phased, fac simile, exuberance, exorbitant, exhilarate, extolling, daffodil, debonair (add *e* for the feminine adjective), cynosure, cymbal, symbol, curtesy, crewel, cravenetted, crystallized (all words coming from crystal double the *i*), curly-

cues, Cluny, Guipure, coalesce, culinary, cupola, councilor, counsel, conveyor, contraptions, Vittoria Colonna, colonnade, colossal, coercion, leeway, canvas, canvass, chargeable, changeable, charivari, chate-laine, chiography, chiropodist, chisel, chondrography, chondropterygian, cirriferous, cissoid, clairvoyance, cloisonne, combatant, counterfeit, cunifform or cuneiform, dahlia, daguerreotype, daguerreotypic, desynonymize, disserviceableness, dissident, dissilience, dissuatory, dissyllabification, distil, distillable, divisibility, divorcee, divorceable, divorcee, docible, enzooic, envelop, envelope, draught, dreggy, resilience, barometer, parameter, parallax, paralleliped, paralytic, paralyze, glycyrrizin, glyphography, glyptic, gmelinite, gnomiometrical, gnomonology, eclarcissement, eclegm, ecliptic, eclogue, ecthipsis, ellipticity, excursus, excusator, exorrhizal, exosseous, finicky, flawy, fluorescence, gastritis, gastroscopy, gipsyism, heyday, hierarch, hieroglyphical, homousian, hymenopterous, hyphen, ichthyosaurus, idiocracy, impostor, khedive, kyriological, lieutenant, livraison, Machiavelli, Machiavelism, Marseillaise, resilience, marshal, marshaled (or marshalled), mercantile, merchantable, misspell, mistakable, neuroptera, diaphanous, diaphoretic, diaphragm, diaphragmatitis, diaphaneity, pellucid, railed, rallied, rajah, ramekin, pemmican, penguin, penniless, pensiveness, pentachord, rancour, rancorous, rancho, rancho, gaucho, rancid, amethyst, amaryllis, dynamite, amphiscians, amphitype, anaesthetic, anaesthesia, allegeable, gaucherie, marchioness, alkalescency, maintenance, alkalimetric, martial, lacquer, meridian, matadore, allegorical, allegretto, allegrissimo, sylvan, Ghetto, gewgaw, geyser, Ghibellines, giallolino, genteel, Gentile, gentian, gentilitia, gentilitious, geodiferous, geognosy, geomancy, geophagism, gormandizer, Gospel, gossamery, oboe, Gothicism, Gouda, governante, dilettante, dilettanti, picadilly, picayune, piracy, piazza, veranda, irredeemable, irremediable, irremeable, religious, sacrilege, sacrilegious, sacerdot, irrelevant, siphon, iritis, cypress, culprit, sacchariferous, sycamore, crass, persiflage, herring, scimitar, scintillate, sciolism, scheme, schism, schismatize, schistose or schistous, Scotch, Scot, Scottish, scoundrel, scoundrelly, septicaemia, septuagesimal, sequin, serenade, sesamoid, symmetry, cemetery, sylph, symphonious, sympathize, symphysis, symposium, synagog, synchronism, synecdoche, synecdochical, synecphosis, synergy, synizesis, granary, synonym, synonymous, syntax, porphyry, vacillate, vassalage, vacuum, varicose, varicosity, varicocele, villain, videlicet, battalion, pavilion, cottillion, vermilion (or two *i*'s), sterling, stirring, sere (or sear), seer, site, somnambulist, statute, statue, statuesque, steer, stereotype, soporiferous, sorbefacient, velocipede, velocipedist, ventriloquy, ventriloquial, obloquy, bumkin, bumpkin, pumpkin (or punkin), Geissler tube, Malayo-Polynesian, Malaysian, malcontent, marmalade, malign, calcimine (or kalso-

mine), gargil, gargle, gargoyle, Garibaldi, gasconade, gastroenteritis, concede, secede, precede, proceed, aristocracy, feign, filaceous, filose, hydrostatical, dydroxide, hydrodynamic, hydrocyanate, hydrochlorate, hydrocephalous, goatee, Huguenot, furbelow, hullabaloo, hubbubboo, huggermugger, hifalutin, higgledypiggledy, huckaback, Hieronymite (a follower of St. Jerome), Hierosolymitan (pertaining to Jerusalem), hypocrite, furbish, furcular, aberration, abeyance, ablution, abietic, abigeat, contretemps, locofoco, etiology, etymology, ethyl, hydriodic, hydrargium, hydraulic, analysis, analyzing, filigree, filibuster, fillip, Findon haddock, ichthyological, abhorrence, hypallage, morphine, morphological, filices, indehiscent, caisson, turquoise, hieroglyphic, conchitic, lorgnette, palette, Ethiopian, eucharistical, repellent, euemia, caviar (or caviare), eulogize, euhemerism, euphemism, euphuism, euphuistic, euphuize, hyena, hygienic, hylicist, hyperbola, hypobole, hyper-sarcosis, hyperborean, phlegmatic, diaphragm, cerebellar, baroque, Saint Cecilia, emir (or emeer), elligible, callid, calligraphist, callisthenics, callesthetics, calliope, Scylla, Charybdis, Chalybeate, Charlemagne, cerulean, chartaceous, charlatan, chalice, chalet, chateau, chaos, chansonette, channelled, chirre, Chisleu, chisley, chaff, chafe, chary, charry, sherry, chanticleer, cetraction, cetacean, choriambus, chiology, chiromancy, chiropodist (or chiropedist), chivalrous, chevron, cylinder, elliptic, shear, sheer, stare, stair, advice, advise, device, devise, humorous, humerus, transcendent, incandescent, pursue, peruse, inexhaustible, fermentative, preventative (or preventive), Abigail, eucalyptus, eucymy, eupatorium, eucology, hybridousdehiscence, decry, decry, motley, inerrable, favillous, immiscibility, immigrant, emigrant, affluxion, loquacious, gaucherie, ollapodrida, Mohammedan or Mahomet, eigne (pronounced ayne), meed, mead, matadore, mastodon, eulogize, eukairite, furacious, voracious, veracious, eudyalite, immanent, imminent, eminent, optician, emeute, cespitos (or cespitose), calculous (or calculose), calculus, lullaby, deficit, grimy, grimest, grimly, grimest, greasy, fusillade, emetropia, envelopment, miniature, indispensable, resplendent, sine qua non, bullion, dispel, ceraceous, nonpareil, nonsensical, nodose, Nestor, naval, navel, neat's-foot, explicitly, exchequer, inadvertently, impassable, impeccable, ebrillade, ecdysis, elliptic, eclectic, embarrass, harass, ecclesiastical, elucidate, doilies, Fanueil, caviller, cavalier, connoisseur, redound, renown, Disraeli, gruelling, dishabille, diphtheritic, dirigible, dziggetai, dysphony, acetylene, dilettante, decollete, deterrent, dietitian, desiccate, delicatessen, desert, dessert, desideratum, deliquescence, delirifacient, deign, chrysanthemum, effect, affect, stratagem, strategy, El Dorado, sarcophagus, oesophagus, oesophagorrhagia, ophthalmology, paucity, Deuteronomy, chisel, nickel, Circassian, cis-Atlantic, castor, canister, caricature, carburetor, gouge, gauge, gaugeable, candela-brum, orchid, azalia. H. E. R. S.

A GOOD SCHOOL.

Concluding Words of Most Valuable Discussion.

Fifteenth Paper.

A week ago I found myself at the end of my time and paper before I had arrived at the point in the discussion which I wished to reach and so I promised a final word this week.

I was speaking of the immense literature of protest and reform which has been called forth by the increasing number and virulence of the temptations addressed to young people and of the want of agreement concerning the chief point of attack. With one it is the magazine habit, with others the candy habit, the cigarette habit, the saloon habit, the vile literature habit, etc. The volume of this literature of reform is an indication of a deep and widespread interest in the young, and so is one of the most hopeful signs of the times; but, on the other hand, it is fast defeating its own purpose by wearing out the interest it would foster. Already this literature is beginning to pall on the public ear. The usual resort to shouting is also fast becoming ineffective. Should we not try, before the popular interest wanes too much, to agree upon some line of action and pursue it together to the end. In my own opinion the vile literature habit, together with all that leads up to it, is at present the greatest menace to our young people; but while I can not desist from calling attention to this evil, it is yet my duty to act, and act heartily, with the great body of good people who find another cause more important. After giving considerable attention to the matter, I want to report some strongly marked tendencies in public opinion and to urge all who wish to serve the rising generation to add to their own special cause that which for the present holds the front of the stage:

1. I find a general agreement that at present the saloon habit should have the right of way and other reforms should take second place with reference to it. Let us all work together for a wise and right solution of this question.

2. There is coming to be a very general distrust of the exhaustive (often exhausting) general treatise upon the evils of society from men who seem to have but a feeble hold upon actual life; and, on the other hand, a very great confidence in the man who knows young people, is interested in their interests and so makes a few people better. At least much sympathy with children and great knowledge of the conditions under which they live should precede any unrestrained outpouring of denunciation and exhortation. There should be plain speaking—at the right time and before the right people. There will be hot, burning words, but they will be called forth by real visible evils or tendencies. Just now rhetoric and overmuch logic are at a discount and statistics and examples at the front.

3. People are getting to distrust the use of vague general terms which terrify by their vast bulk and shad-

owy outline. Not long ago I listened for an hour while an orator lashed himself into fury over what he called the "corruption of the times." He seemed to have no content in his mind and I am sure he left none in the minds of his hearers. That age-long contest with the abstract noun "we" in this practical age ought to be done with. An abstract noun is like a label on a box and it is so easy to toss the box about and shout the label without knowing anything about the contents of the box. That is what this man was doing.

4. We ought to distinguish between those things that are evil only by reason of excess and those that are always and essentially wrong.

5. We are becoming restive under wholesale denunciation of this or that dietetic habit of the young. The middle ages knew but one dietetic sin, and that was gluttony. We have a thousand and gluttony is not one of them. The study of human nutrition is in its infancy and we should be cautious about imposing rules upon others unless sanctioned by a great body of expert opinion backed by large experience. It is entirely true that education waits on nutrition; that the teacher must always be interested in the sort of breakfast his boys and girls have had; still beyond the matter of excess or deficiency he does not know enough to act, and within those limits he is usually powerless to act.

6. It is coming to be understood that the great principle in keeping young people from evil is to fill them with good. Congenial employment and abundant out-of-door exercise are worth more than all the lectures in the world. Hence the modern interest in games and field sports, an interest thoroughly justified by its results. We have yet to learn that seeing others play is not playing and that to exercise by proxy, as the Oriental does his dancing, is not to exercise at all; but the beginning of universal congenial employment and universal play has been made.

7. Finally, it is being found true, as the fathers taught, that nothing can take the place, as a defense against evil, of a thorough training in self restraint, self control and self respect. To this good end the family and the school work together. The family supplies appropriate tasks and abundant motives for performing them well. The school confirms this habit in the domain of the mind until the pupil becomes master of himself and his powers, becomes interested in the world of things, men and books and finds no place for mischievous nonsense. The good school re-enforces the scant power of the morally weak or immature pupil with a strength which is his in kind but not in degree. It shows the possibilities of life. It confronts him daily with the moral force of the best in the community—in literature and in history.

The fifty years of my adult life have seen great advance in saving young people to lives of honor and usefulness—retrogression in some directions, but a general advance.

But why should we be satisfied? Why not save all? Multitudes still go out from our best homes and schools to be a burden and menace to society. I am afraid that some join the ranks of the irresponsible very early and are themselves injured while they do great injury to society by being treated as merely weak but well-intentioned. There are few schools that would not be enormously improved by the removal of one or two pupils, who are themselves being confirmed in evil courses by the immunity from punishment which an easy-going optimism throws around them.

Edwin A. Strong.

"First Words" of the Phonograph.

When Edison was at work on his first phonograph, it is said, he was as much surprised as any one when the thing actually talked. It appears that the inventor had been working on some new variety of telephone receivers when he was led to put a piece of tinfoil on a cylinder. It recorded sound and Edison was convinced that the human voice could be recorded and reproduced.

When the time came to make an actual test Edison, with his mind on mechanical details, absentmindedly tested his contrivance with the familiar phrase, "Mary had a little lamb." Accordingly this bit of nursery jingle has gone down into history as the first words ever reproduced by the phonograph.

When a man's faith is dead he is always zealous for its bones.

Sawyer's
CRYSTAL
See that Top  **Blue.**



For the Laundry.

DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.

88 Broad Street,

BOSTON - MASS.

Hart Brand Canned Goods

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products



Mail orders to W. F. McLAUGHLIN & CO., Chicago

Klingman's

Summer and Cottage Furniture: An Inviting Exposition

It is none too soon to begin thinking about toning up the Cottage and Porch. Our present display exceeds all previous efforts in these lines. All the well known makes show a great improvement this season and several very attractive new designs have been added.

The best Porch and Cottage Furniture and where to get it.

Klingman's Sample Furniture Co.

Ionia, Fountain and Division Sts.

Entrance to retail store 76 N. Ionia St.

WILLS

Making your will is often delayed.

Our blank form sent on request and you can have it made at once. We also send our pamphlet defining the laws on the disposition of real and personal property.

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian

UP THE G. R. & I.

Initial Inspection Trip Over Northern Division.

Written for the Tradesman.

Early in the month of November, 1874, George W. Gage, city editor of the Grand Rapids Times, and myself, representing the city department of the Daily Morning Democrat, received orders to join a party composed of General George W. Cass, President of the Pennsylvania Railroad, Jas. N. McCullough, General Manager of the Panhandle, William Thaw (the father of the notorious Harry Thaw, the murderer of Stanford White), a Director of the Pennsylvania Railroad, Charles D. Gorham, General Superintendent of the Pittsburg, Ft. Wayne and Chicago Railroad, John J. Bagley, Governor of the State of Michigan, S. S. Cobb, State Railroad Commissioner, Henry D. Wallin, Superintendent of the Northern Division of the Grand Rapids & Indiana Railroad, P. S. O'Rourke, Superintendent of the Southern Division of the same railroad, S. S. Simmons, Master of Transportation and a number of minor officials of the several railroads mentioned and a Mr. Harding, Private Secretary to Mr. McCullough, on a tour of inspection of that part of the Grand Rapids & Indiana Railroad lying between Walton Junction and Petoskey.

Many years ago the United States Congress appropriated three million acres of Government land to the State of Michigan to be used in aiding the construction of railroads in the State. These lands were eventually transferred to the Jackson, Lansing & Saginaw, the Flint & Pere Marquette and the Grand Rapids & Indiana railroads by the State through its executive officers. The Grand Rapids & Indiana Railroad was built by the Continental Improvement Co., a subsidiary corporation of the Pennsylvania Railroad, which supplied the funds needed for carrying forward the enterprise to completion, receiving as a bonus one million acres of the choicest agricultural and timber lands in the State.

The train, composed of the private cars of General Cass and C. D. Gorham and a baggage car, drawn by an old style wood-burning locomotive, left Grand Rapids at 8 o'clock one morning and proceeded northward, passing through the little towns, several of which were named in honor of the officials of the railroad, that had sprung up in the wilderness following the opening of communication with the outside world. The railroad was constructed in twenty mile sections and Cedar Springs, Morley, Paris and other towns, each in turn, had the distinction of being the terminus of the road for brief periods. With the completion of each section a part of the land grant was turned over to the railroad. Big Rapids, Reed City and Cadillac had acquired considerable importance and interest was evinced in a colony of Swedes, planted at Tustin through the enterprise of the railroad company. For the purpose of securing this colony, Rev.

Dr. J. P. Tustin, rector of St. Mark's church, Grand Rapids, was induced to lay aside his clerical robes and journey across the ocean to Sweden, where he made such representations to the people of the natural wealth of Northern Michigan that a considerable number joined him on his return trip to America and founded the town bearing the Doctor's name. Later he again visited Sweden and induced a considerable number of the people to join their countrymen in the North woods.

The train arrived at Walton Junction early in the afternoon, when Governor Bagley and Mr. Cobb, taking seats at the rear of General Cass' coach, studied the grades, the rails and the country through which the train passed and in due time gave their approval to the work of the construction company. At Mancelona (named in honor of Mancel D. Talcott, of the firm of Talcott Brothers, builders of the road) a small quantity of green wood for the use of the locomotive drawing our train and a tank of water were found. There were no buildings in the place. We resumed our trip after providing for the requirements of the locomotive and an hour later stopped at an opening in the dense woods of less than an acre, called Boyne Falls. A number of men were cutting timbers to be used in the erection of two or three houses. More green wood and water were taken and then the train proceeded to the end of the rails, which terminated against a big stump indicating the location of a depot to be erected later, in Petoskey. It was 3 o'clock and nine hours had passed since the train left Grand Rapids. One hundred feet to the right of the stump several men were at work cutting and framing timbers for the Occidental Hotel, the first building erected in the place. The ground was deeply covered with snow and the atmosphere hanging over Little Traverse Bay was cold, dark and cloudy. On the beach a few yards below smoke curled upward from a number of Indian tents, but their occupants paid no attention to the train nor the distinguished gentlemen traveling in it. Five years later, when the writer again visited Petoskey, he found a prosperous little city of 1,500 people. On the return trip the incidents of the day were discussed and the gentlemen from Pennsylvania expressed surprise and pleasure over the great natural resources of the region through which they had passed. Especially were they impressed with the giant timber and the soil supporting it. From Walton Junction the train proceeded over the Traverse branch to Traverse City, where the visitors remained over night. On the following day they were entertained by Perry Hannah and others. Among the business houses visited was the great general store of Hannah, Lay & Co., who possessed most everything worth having in Grand Traverse county at that time. While in the store Mr. Hannah remarked that women with the largest feet ever seen lived in the county. To prove his assertion he took out of stock

Child, Hulswit & Company BANKERS Municipal and Corporation Bonds

City, County, Township, School
and Irrigation Issues

Special Department
Dealing in Bank Stocks and
Industrial Securities of Western
Michigan.

Long Distance Telephones:
Citizens 4367 Bell Main 424
Ground Floor Ottawa Street Entrance

Michigan Trust Building
Grand Rapids

Kent State Bank

Grand Rapids, Mich.

Capital . . . \$500,000
Surplus and Profits . . . 180,000

Deposits
5½ Million Dollars

HENRY IDEMA . . . President
J. A. COVODE . . . Vice President
J. A. S. VERDIER . . . Cashier

3½ %

Paid on Certificates

You can do your banking business with
us easily by mail. Write us about it if
interested.

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 a dozen years. Investigate the proposition.

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

DUDLEY E. WATERS, Pres.
CHAS. E. HAZELTINE, V. Pres.
JOHN E. PECK, V. Pres.

F. M. DAVIS, Cashier
JOHN L. BENJAMIN, Asst. Cashier
A. T. SLAGHT, Asst. Cashier

DIRECTORS

Chas. H. Bender
Melvin J. Clark
Samuel S. Corl
Claude Hamilton
Chas. S. Hazeltine
Wm. G. Herpolsheimer

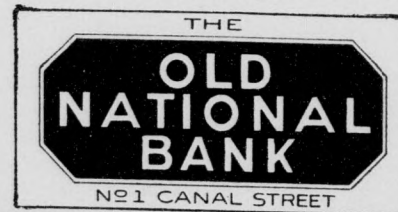
Geo. H. Long
John Mowat
J. B. Pantlind
John E. Peck
Chas. A. Phelps

Chas. R. Sligh
Justus S. Stearns
Dudley E. Waters
Wm. Widdicomb
Wm. S. Winegar

We Solicit Accounts of Banks and Individuals

Many out of town customers can testify to the ease with which they
can do business with this bank by mail and have
their needs promptly attended to

Capital
\$800,000



Resources
\$7,000,000

THE NATIONAL CITY BANK GRAND RAPIDS

WE CAN PAY YOU

3% to 3½ %

On Your Surplus or Trust Funds If They Remain 3 Months or Longer

49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

several pairs of coarse shoes, sized 14 and 15, manufactured upon lasts made especially to fit the women of the community. The following day was spent on the return trip to Grand Rapids. At Clam Lake (now Cadillac) the station agent brought to the train a basket of large beautiful trout, caught in one of the lakes upon which the city is located. General Cass retired early each night after eating a plate of crackers and drinking a glass of ale. Governor Bagley chewed the famous Mayflower tobacco of his own manufacture and amused the young men of the party when he unerringly deposited the juice of the tobacco that gathered in his mouth in a cuspidor from fifteen to thirty feet distant.

J. N. McCullough received and dispatched many telegrams during the day, keeping his stenographer busily employed most of the time. William Thaw was a very quiet man, paying little attention to any in the party except General Cass and Mr. McCullough. The meals served were such as only millionaires could afford and the beds were more luxurious than the famous queens of the Old World could imagine. Arthur S. White.

Some Mistakes Retail Advertisers Avoid.

Written for the Tradesman.

There are a few errors that every dealer will do well to avoid if he wishes to secure a suitable return for every dollar that he invests in advertising. The topical advertisement is a case in point. A first class topical advertisement is, unquestionably, of great value. Apart from the actual advertising contained in it, it gives an impression of alertness and up-to-date methods on the part of the advertiser, and it seems to impress his name upon the mind of the public. The inferior topical advertisement is as undeniably a waste of time and money as any bad advertisement can be. The following are some of the marks of the latter class: The advertisement makes its appearance late, after the columns of the daily papers have already been filled with similar matter, so that, in place of alertness, it suggests slavish imitation, the sort of I-must-do-this-because-the-other-man-does policy, which is the very opposite of good advertising. The very first rule for the user of a topical advertisement is: be the originator, the first man, not a follower. Another mark of inferiority is the labored and unconvincing connection between the topic of the day and the subject to be advertised. It is only necessary to glance through the advertising in the great daily newspapers to see what is meant. If one can not strike some novel, clever and convincing method of connecting one's goods with, for example, the North Pole, the best plan is to forget about the Cook and Peary matter. Again, a serious danger is that of being too clever, especially when the cleverness is very apparent on the surface. It is an old maxim, but a very true one, that the really clever man is the one who can conceal what may be called the machinery of his cleverness and only

show the finished result. It is the obvious striving after effect which annoys rather than impresses the average reader. What is really needed is a simple statement of facts and the reasons for those facts and the more simple that statement is made the more likely is it to convince. Verbal embroidery is often used to cover up a lack of substance underneath.

Fortunately for the reading public, the advertisement in rhyme is making its appearance less and less often. Rhyme does not lend itself well to the concise and lucid explanation of a commercial proposition, and anything which tends to obscure clearness of statement is to be avoided. As a rule, the claims of an advertising statement and of poetry so interfere with one another that the result is a jumble which is neither good verse nor good advertising. Of course, this does not apply universally. There undoubtedly are some short, bright, crisp jingles which stick to the memory, and even if they are not particularly instructive they cause the name of the advertised article to remain in the mind also—and this, it must be admitted, is good general publicity. But useful advertising verses are extremely few and very far between.

Another mistake that should be guarded against is the attack on the store across the street. Some men can not resist the temptation of telling the public in a half-concealed way that their goods are better than their competitors'. They always forget that this does not advertise their own store. It is simple waste of space—space that might be employed in telling the public something useful about the advertiser's merchandise and his method of doing business. Further, it gives the man across the street a gratuitous advertisement.

Needless to relate there are other mistakes that may be made in addition to those of language and policy. Display, for example, is a fruitful source of wasted expenditure. A strange jumble of assorted and fanciful types was the old idea of an effective display. But the two objects of advertisement setting are, first, to attract attention and, second, to make the words easily readable when attention has been secured. A jumble of type-faces does not attain the first object so well as at most three forms of type artistically arranged. It altogether ignores the second object.

When every possible argument has been thoroughly thrashed out the fact remains that no advertisement, clever or comic, startling or tasteful, has ever been devised that can equal a simple statement of the right goods at a suitable price. If one's customers and the public generally know that one has the right goods in the store, and that the price is reasonable, one can permanently set aside all clever, "smart" and up-to-date advertising. If one simply tells a plain, truthful story and gives distinctively an illustration of the article, with the selling price—and, perhaps, a couple of lines of explanation of that price—one is quite likely to be surprised at the result. Lawrence Irwell.

Live Merchant's Pledge.

"Here and now I do faithfully pledge myself to do everything within my power to make the home town a better town in which to live and in which to do business.

"I will co-operate with my fellow business men in every movement that will tend to build up the community.

"I will favor and work for good sidewalks, good streets, good roads and good transportation of all kinds.

"I will help make ours a better market town by making my store a better place to trade; by offering better bargains and particularly by giving better service.

"I will do whatever I can to aid in establishing and maintaining a rest room for women and children and a shelter for horses and in providing public entertainment at opportune times.

"I will do all in my power to make our town an unhealthy place of residence for the deadbeat and the chronic kicker.

"Finally, I know our town is a good town, but I know it can be made a better one and, so help me, it shall be done."

The Troubles of Father.

Williams (whose daughter is about to marry)—You're experienced in such things, old man. Tell me to what expense you were put by your girl's marriage.

Wilkins—It cost me about seven thousand a year.

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit
Mason Block, Muskegon

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 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.

GRAND RAPIDS, MICH.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys

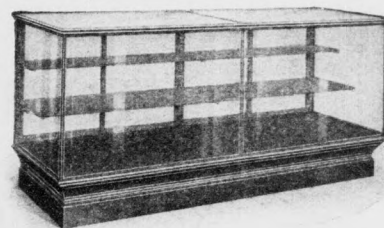
GRAND RAPIDS, MICHIGAN

GRAND RAPIDS

FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency



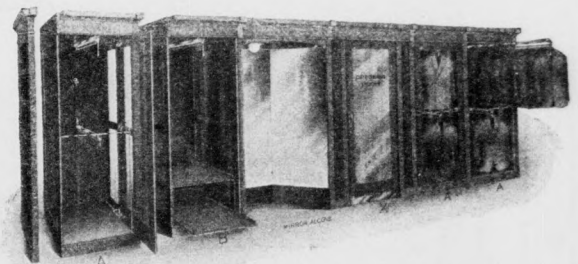
Prompt Deliveries

Our reputation for good work is unexcelled—for deliveries a little slow.

This has been due to one cause only—too many orders for our capacity—but this refers to the past.

With our new addition we will have a capacity of \$2,000,000 annually, which means you can get more prompt deliveries than from any other manufacturer. We will carry an enormous stock in the white, ready for finishing.

Let us figure with you for one case or an outfit



Grand Rapids Show Case Co.

Grand Rapids, Mich.

Story of the Life of a Successful Woman.

Written for the Tradesman.

What constitutes success in life?

The making of a vast fortune, with thousands of workmen to do your bidding, warehouses, factories, mines, rolling mills and stores looking to the rich old moneybags for management?

Well, hardly.

And yet it depends upon the viewpoint. If immense wealth is the one desire in life, all other considerations being nil, then, indeed, the picture of a successful life is counted in piles of brick and mortar, vast landed estates and a fat bank account.

Such is not the writer's picture of a successful earth pilgrimage. American grit and "git there" are all right. The struggle for a fortune may mean much or little. It means the opening of a great opportunity for the doing of good in the world, or, per contra, the drying up of every human feeling, the twisting and warping of a human soul into a bitter, dried up escrescence on the social sea. Men of money are not necessarily hard of heart, nor chary of well doing, although it seems to be pretty thoroughly understood that the most liberal donations for all good and worthy objects come from those in moderate circumstances.

An instance of this is seen in the life of Gerritt Smith, the brave old Abolitionist of ante bellum days. He possessed a considerable fortune in wild lands in New York State; these he parceled out to worthy poor people,

being careful to give out this charity with the strictest impartiality—black, white and red people of every nationality partaking of his generous bounty.

It seems to me that the life of Gerritt Smith was a most interesting and successful one.

Hoarding up money, piling up gains won from the sweat and toil of ill-paid labor never yet rewarded a man for his shriveling of soul and consequent deterioration of mind and body.

I once heard the remark from a most worthy clergyman that no man ever made a million dollars honestly. The good pastor was of course "off his base," vulgarly speaking, since many more than one million dollars has been honestly made in a lifetime.

Some people believe in luck and point out our Rockefellers, Goulds and Vanderbilts as creatures of luck. This is another fallacy, although circumstances were such that, perhaps, these and other builders of immense fortunes seemed more favored than others.

One dollar honestly earned is more potent for good than ten times that amount gotten by dubious methods.

The pastor mentioned also made the assertion that a really honest man did not exist. To this the writer took exception and asked for proof.

"Nine men out of ten are honest in a way," said the preacher. "They refrain from doing anything to attract the scorn of their neighbors,

fearing for their reputations, yet, place one of these outwardly honest men in a position where he can place his hand on a snug sum of money not his own, yet of which he feels absolutely sure his appropriating can never be known to anyone save himself, and he will take it every time."

To this statement I again demurred.

"That is the test of a man's integrity," said the preacher. "Put him in a position where he has to be honest only with himself and he falls down every time."

I, of course, refused to subscribe to an idea that to me seemed abhorrent beyond words to express. A man who is honest with his fellows yet dishonest with himself is certainly a rascal but very little better than the open-handed rogue who makes it a point to cheat whenever opportunity offers.

To make a large fortune and hoard the money, begrudging the use of a penny for the furtherance of charity and helpfulness of one's fellows fails—wretchedly fails — of meeting the demands of a successful life.

Money isn't everything, although it is very convenient to have some of it on occasions. To succeed is to win out, to make good, to gain the goal of one's ambitions—all this, to be sure, and some more.

I have in mind a person who filled to the brim a successful niche in the temple of life.

Evelyn Stanmore was born with a silver spoon in her mouth. She inherited a glorious woman's nature

from her New England mother and grew to womanhood in the shadow of the Michigan pines. Her paternal guide was a man of little refinement, yet a pushing, vigorous exponent of business as known to the lumber region. He made a large fortune out of pine logs, piling up the dollars at the expense of the niceties of social life. The mother, deeply religious, the very antipodes of her strenuous, pushing, rough-and-tumble husband, guided her daughter in the way of household neatness and womanly activities.

Evelyn worked in the rich man's kitchen, no better, apparently, than one of the hired girls. She learned the art of good housekeeping, taught in the settlement Sunday school and grew up into one of Nature's noblewomen.

When the mother died the daughter became the head of the rich lumberman's house. She did the work well, filling her place with the gentle yet firm grace of a queen.

When Stanmore passed over, his daughter came into possession of one-half of his great fortune. She might have gone to the city to live; might have thrown off all care and entered social life and made herself one of the leading ones there. This she did not do. Instead, she married the man of her choice, an humble farmer's son, retained the broad acres of the homestead and remained in her childhood home.

With nearly a million at her command this woman chose to remain an humble household drudge, doing even

No
Direct Sales to ANY
retailer. The little
grocer owns our goods
just as cheaply as the
biggest grocer in the
trade and gets a living
chance.

Four Points

of the

Square Deal Policy

No
Quantity price. You
don't have to load up
on a perishable stock
to have our goods at
bottom prices. They
are always fresh and
suit the customer.

BEST SELLER ON THE MARKET



PROFITS SURE AND CONTINUOUS

W. K. Kellogg

Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.

No Free Deals
Nothing upsets the
calculations of the
grocer and leads him
astray so much as the
"free deal." He buys
beyond his needs.
You know the rest.

No Premium Schemes
Premiums are a "de-
lusion and a snare."
When you want an
honest package of
corn flakes, don't buy
cheap crockery and
toys.

her own washings. This life seemed inborn, so that Evelyn could no more pull out of it than she could fly.

People loved and respected her; she was the Good Samaritan at every sick one's bedside, gave with open hand to every needy one and taught the most humble dwellers of the countryside to respect and love her. No home was too humble for her to enter and the name of Evelyn Hames became a household word from far and near. Her open-handedness was in direct contrast to the close-fistedness of her farmer husband.

A more capable woman was never given the management of a household than Evelyn Hames. People wondered and often remarked upon her gentle, unobtrusive manners, her plain common sense and lack of anything smacking of the aristocracy.

A millionheiress and only a common everyday woman!

She had learned her lesson in the kitchen and seemed incapable of rising above that sphere.

"If some folks had her money wouldn't they soar?" remarked one of the neighbors.

"Yes, indeed," agreed the listener. "Look now at Melissa Danvers. She was a poor working girl once; she worked alongside of Evelyn Stanmore in the lumberman's kitchen, a mere hired help. She was smart enough to marry that rich young Pardee, and such a swell as she cuts now on the avenue in town. She has her auto, drives to all the fashionable places and spends money like one born to the purple."

"That's so; and she snubs her old workday friends, too. I met her on the street and put out a friendly hand only to be met by an icy stare. I forgot myself; and M'liss and I were such friends in the old days. Evelyn is worth two of her."

"That she is. It does one good to have a call from Evelyn. She talks plain every day English; never tries to air her breeding or her education."

"Well, by the way, she hasn't much book learning," smilingly returned

the second woman. "Evelyn went to school when I did and, being a rich man's daughter, she had every opportunity given her to learn, but she was—well, truly, the dense one of the school."

"But a lady nevertheless."

"That she is, God bless her. She went to old Mrs. Moggs' house when her children had the fever and did everything for them. Yes, you can count on Evelyn every time."

When this woman died she had the largest funeral ever and scores of the worthy poor shed tears over her bier. Now what shall we say of her life? Was it a success or otherwise?

Old Timer.

The Use and Abuse of Window Bills. Written for the Tradesman.

The subject of window dressing is necessarily one to be dealt with by specialists; this and all the details of color, shape and grouping are not exactly within the province of the advertising man. But putting aside the actual arrangement of the goods, there still remains the subsidiary question of window cards and announcements and in that matter a great deal can be done, especially by the storekeepers in towns. It must be understood that after good advertisements have drawn prospective customers to the windows of the store—if not inside—they can hardly be held responsible if no purchases are made. Take, for example, a dry goods store in a small place. When the window dresser has done the utmost that his experience and taste can achieve to make the windows really attractive, a relentless hand comes down and pastes upon the glass in front of the choicest goods some slips or bills. And those bills! They may be simply pieces cut out of the morning newspaper, but in towns they are somewhat likely to be the work of a job printer who has turned out a few thousand of them. They announce "Summer Sale Now On" in a number of incongruous ways and with many undesirable flourishes; they have the supreme merit that they cost very little and the serious de-

fect that they look distinctly "cheap." But let us try to imagine the window dresser's feelings—a dainty arrangement of, let us suppose, delicate shades of green behind the window spoiled by a crude poster of—perhaps red—on the street side of that same window, or else half a page slashed from a newspaper pasted exactly in front of some handsome garment inside the store. When described in this manner the absurdity of the plan is apparent to anybody, but it is astonishing how many country storekeepers continue to pay good salaries to window dressers, and then spoil the work of the latter by the employment of these ridiculous slips or posters fastened to the outside of the window. None of the great stores in Chicago, New York or Boston ever makes this serious blunder. Then why should the country retailer? To use window posters may be necessary or desirable in towns, but, if so, there are three particulars in which they can be improved—in appearance, in character of copy and in position. First, are bright colors essential or beneficial? The answer will, no doubt, be that they are intended to catch the eye of the passerby and compel attention. But the obvious objection is that the attention, directed, indeed, to the poster is drawn away from the goods—exactly the reverse of what is desired; it is drawn from the artistic to the unattractive—at best to a newspaper advertisement of large size—and the process must act unfavorably, if unconsciously, upon the prestige of the store. What are all the flourishes intended to do? They go still farther away from the real object of the advertising; they attract attention to themselves in preference even to the wording of the announcement. I venture to say that a window dressed in a harmonious manner and with its bills simply and tastefully printed in keeping with it will attract far more attention from the people who pass the store than the most gaudy poster that was ever designed for the purpose of drawing business. (The writ-

er is opposed to the idea of pasting anything on windows, but he has often been assured that in some towns the custom must be kept up.)

As to position—is there any reason why window bills should be pasted on either altogether haphazard or at the most inconvenient angle for the (possible) reader's eye? In some cases quite recently efforts have been made—notably in grocers' windows in connection with certain proprietary articles—to make the window bill play a definite part in the decoration of the window. This is merely a matter of suitable shape and proper position, and the window bill can be made not only to carry a message but also to form part of the setting of the goods displayed. It is a fact, however, that the opportunity is seldom made use of.

Finally, the "copy" of the window bill. There is necessarily a somewhat unconvincing baldness about "Summer Sale Now On" which is a typical announcement. Perhaps it may to a certain extent attract the professional bargain-hunter, but the bargain-hunter's somewhat transient business is not the most desirable kind of trade, and it can be bought too dearly. Moreover, if window bills are to be used, they provide no opportunity of talking to the serious buyer. There are so many things that one would say to him—or her—if one could speak face to face and the window bill should enable one to do that.

Talk about the reasons for the sale, about the methods and policy of the firm; talk about the changes in styles and the store's ability to keep up with them. Above all talk prices and values—talk anything that really means something, that conveys some message that will benefit the business and never be content with any utterly uninformative remark that has been shouted at prospective buyers by thousands of retail storekeepers for so many years that whatever value it originally possessed has long been lost.

Lawrence Irwell.



BEHIND THE COUNTER

The Kind of Clerk Every Merchant Wants To Employ.

Some days ago a merchant who employs ten clerks and does a business of over \$130,000 annually said: "When I find that I have a clerk in my store who has a tendency to investigate the little things which concern the business, who reads and thinks to find the best way to conduct his department, who reads articles which deal with better merchandising, who is in search of a better way to display his goods and who is interested in the attractiveness of the store and is willing to exert once in a while a little energy which his contract does not specify, then I realize that that clerk is interested in my success and money will never stand between my business and that man's services."

Does a merchant prefer a clerk who investigates nothing, who naturally assumes that he knows "all there is to this thing, anyway," and comes down late in the morning, yawns the day through and plays peek-a-boo with the clock at evening, or the clerk who in his leisure moments is investigating some authority on displays, decorating, draping goods, arrangement of tables, arrangement of the store, how to make fixtures for display purposes, how to arrange materials in show cases, how to write advertisements, how to get up show-cards for the tables and the windows and how to push "bad sellers" in his department and who in the interest of the concern and his own interest works once in a while after the curtains have been drawn? One clerk is interested in the time of day and the pay envelope, the other is interested in the success of the business and the possibilities of his own future. One is employed because "good help is scarce" and the other is employed because his services are indispensable.

Often clerks are not interested in these things because the merchant himself is not. If a merchant has a good trade paper which is alive on these points he should give such information to his clerks to read. Merchants often claim that they have no time to investigate these points. They should take time, for they can not put in their time to better advantage.

There is in this country a good trade paper devoted to every business. Some of these papers gather information from every quarter of the globe. Some have their representatives in foreign countries to determine what the fashions will be, representatives out in the field to find the things in various parts of the country which

have proven themselves to be an evil in the store, to determine those things which have been valuable, to gather photographs of stores and ideas of fashion. Some have as members of their staffs merchants who have had years of experience, and are in touch with the best in the entire merchandising world. This is condensed into readable form and given to the business man for a trifle.

Every merchant should have at least one good trade paper upon which he can rely for information as to styles and general ideas as to what the season will present in the various fields of merchandising. This assists a merchant in his buying, as it gives him an idea what to buy and he does not have to accept someone's word for everything. It gives him the confidence of his customers by being able to tell them what styles will predominate and it helps him in his judgment of his buyer, if the merchant places his buying in the hands of others in the store. There are thousands of cases on record where merchants have failed because they had incompetent buyers and they themselves did not know anything about this feature of their business.

A merchant should have a paper which keeps him posted on the condition of the market, the important movements in the country which will affect the prices of the goods he sells and to which he can turn for almost infallible opinion upon many subjects about which he is undecided and can not himself know.

A good trade paper should be an authority on window displays, the use of fixtures, ideas for window ventilation in winter and for floats and window displays in summer.

A trade paper is invaluable as a source of information for the address of advertisers who manufacture or job a particular line of coats, cloaks, skirts or suits, which may be demanded unexpectedly and which will give the merchant information about any jobber or manufacturer in which he may be interested. No merchant can afford to be without such a paper. One idea, one suggestion or one line of information may be worth the small price of subscription.

Practically everything in a good trade paper is useful and reliable information; there are always editorials which are interesting, once in a while there is a touch of humor which has come into the field of business and the entire purpose of the paper is wholesome and beneficial.

A good trade paper always stands for what it believes, according to its best light, to be right and just. They

generally lead a campaign of the most effective nature in any national affair where the interests of the retailer and his customers are in danger, as they are influenced by no "body of politicians."

And a merchant or a clerk can write to his trade paper for any information about his business or his department and he will receive an honest answer which will, in most instances, be right, and a merchant has the privilege of expressing his honest opinion about anything that affects his business or concerns the retail merchant.

The trade papers of this country have had much to do with the standard of merchandising as it is to-day, and will have much to do with what it will be in a few years. The best

trade papers of this country have continuously pointed the way, have held up higher standards of merchandising and have increased the intelligence of the average merchant by giving him the best there is in the

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.

RUGS FOR 1910

Our line of Rugs for season 1910 will be very large, running in sizes as follows:

27 inches wide.
36 inches wide.
6 x 9 ft.
8 ft. 3 in. x 10 ft. 6 in.
9 x 12 ft.

Prices from 75c to \$40. Our roadmen carry pictures showing styles and colors.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



Handkerchief Orders

to be shipped by express will receive immediate attention.

Our line includes such as can be sold at one cent to seventy-five cents each.

WE ALSO OFFER

Hand Bags to retail at 25 cents to \$4.00 each. Papeterie at 10, 15, 25 and 50 cents per box. Hat Pin Holders at 25 cents each and Harmonicas at 5 to 50 cents each. These items are packed in separate boxes for holiday trade.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

field and by always upholding the best and bringing to light the bad.

The good trade paper is the herald of a better day, always pointing the way to higher and better things, gathering together the great ideas in the various fields of merchandising, pointing the way out of difficulties, keeping the merchant in New York, Galveston, Reno and Sitka in touch with the fashions and changes in Paris, giving the young merchant the benefit of the years of experience other and successful merchants have had, always a little ahead and forever reminding the retailer that the progress of the world is forward and not backward and that the standards of merchandising must keep pace with the evolution of the world of science, philosophy, invention and that there is a philosophy of business, a science of merchandising and a continual invention of new ideas. And all this is condensed and placed on the merchant's desk for a few farthings.—Bernard Meador in Twin City Commercial Bulletin.

Greeting Customers by Name.

A small but cheap and really effective way of popularizing a store is to insist that the clerks make a practice of calling customers by their names as they come into the store.

This seems a very small thing, hardly worth speaking about, and yet it can be made a matter of valuable advertising.

Certainly, there are few things which will please a customer, man or woman, more than to be greeted every time by name and especially by several clerks in a store.

The matter of remembering names is one which it pays anybody to cultivate, as endeavoring to remember names is excellent training for the memory. If a person makes it a rule to try to remember names day after day he will be more successful than if he does not try, or only tries part of the time. Some persons seem to have a great knack of remembering names, while with others it is more difficult.

The secret of remembering names well is said to consist of paying particular attention to the person's name when one first meets the person, and then endeavoring to fasten that name on to some object or associate it with some other person of the same name, so that when you meet the person a second time you will be reminded of the name by the person or object with which you have associated his or her name.

Persons who remember names well are invariably those who, when they are introduced to some one, take particular pains to get the name clearly into their heads at that time. Salesmen, both for their own good and for the benefit of the store, should be urged to make themselves efficient in this respect.

A merchant who has been told that his clerks ought to call people by name when they said "Good morning," decided to try a unique experiment. He picked out as the victim a woman who was not a regular customer, with a view to having all five

clerks in the store call her by name. The boys were instructed to pass her while she was in the store and greet her pleasantly by name. When the plan was put into actual operation it was very plain that the woman was surprised and pleased, although she said nothing, save a word in reply to the "Good morning, Mrs. Jones," although that was not her name, but ever since that day she has been a regular customer at the store.

The fact of everybody calling her by name seemed to make her feel at home. Since that time the same idea has been tried on a number of others, and with equal success. It has been clearly demonstrated that persons like to be called by name.

The idea is certainly very simple, but it is a good advertisement. If your clerks do not call customers regularly by name, why not train them to do so, especially as it is likely to popularize the store.

Every Sale an Advertisement.

Many a business man does not realize that in some way every sale he makes is an advertisement that is going to help or hinder his business. It is an advertisement of the policy of his firm. It advertises the attitude of his employees, whether accommodating or indifferent, polite or boor-

THE MAN SHOPPER.

The man who goes a-shopping hasn't any chance at all—
He gets slammed against the counters and gets smashed against the wall;
In their element the shoppers give him jolts and elbow pecks
And in other ways apprise him they are of the gentler sex;
The floor walker's directions make his head begin to swim
And the clerks are patronizing and superior to him—
Oh, their glances, how they quell him,
Oh, the fairy tales they tell him,
Oh, the kind of junk they sell him—
Yes, indeed, his chance is slim.

ish. It advertises the honesty or dishonesty of the whole concern.

I have heard men boast of a good sale when they have taken advantage of a customer. They congratulate themselves on having obtained more than the regular price for an article sold a customer whom they had found to be an "easy mark." He did not try to beat them down, but simply paid the price asked and said nothing.

Business chickens come home to roost and a dishonest policy of this kind will ultimately ruin a firm. It is only a question of time; for every dishonest trick, every misrepresentation, every mean transaction is a boomerang which comes back to wound the thrower.

Quality is the best salesman in the world. The article that is a little better than others of the same kind, that is the best, even if the price is higher, "carries in its first sale the possibility of many sales, because it makes a satisfied customer, and only a satisfied customer will come again."

Like good things to eat, a superb quality always leaves a good taste in the mouth, and we go again to the firm that gives us the best thing of its kind that can be obtained.

The house which has built up its

business on quality does not need to do so much advertising as inferior concerns, for every sale it makes is an advertisement and every pleased customer becomes an unpaid drummer for the house. After we have once worn or used or enjoyed the best, we do not like the second best. We may be forced by circumstances to get it, but we do not like it.

O. S. Marden.

Knockers Are Losers.

This bad habit of fault-finding, criticising and complaining is a tool that grows keener by constant use and there is a grave danger that he who at first is only a moderate kicker may develop into a chronic kicker, and that the knife he has sharpened will sever his own head.

General Hooker got his promotion in spite of his many failings; but the chances are that your employer does not have the love that Lincoln had—the love that suffereth long and is kind.

But even Lincoln could not protect Hooker forever. Hooker failed to do the work and Lincoln had to try someone else. So there came a time when Hooker was superseded by a silent man, who criticised no one, railed at nobody—not even the enemy.

And this silent man, who could rule his own spirit, took the cities. He minded his own business and did the work that no man can ever do unless he constantly gives absolute loyalty, perfect confidence, unswerving fidelity and untiring devotion.

Let us mind our own business and allow others to mind theirs, thus working for self by working for the good of all. Elbert Hubbard.

Exchanging Courtesies.

The head of a New York firm, having important interests in Italy, decided some time ago, in view of the death of an old and reliable clerk, who, of all in the establishment, was the only one to have a good knowledge of the Italian tongue, that his own son, also a member of the concern, ought to take up the study of that language.

Recently a friend met the young man. "I understand," said he, "that you're actually studying Italian."

"Why, yes," said the other, "I've been at it for several months under a teacher just from the other side."

"What progress?"

"Good," was the answer. "He's beginning to speak English remarkably well."

For Good Behavior.

"There are certain features of the law that are absolutely incomprehensible to me," recently observed a Baltimore merchant to a legal friend. "This morning I read in my paper that a judge in Texas has actually sentenced a criminal to one hundred years of imprisonment. That seems to me a downright farce!"

"Don't unduly disturb yourself," was the lawyer's smiling reply. "Remember, the prisoner will get about twenty years off for good behavior."

Fur-Lined Overcoats

Our Fur-lined Overcoats are noted for their style, fit, warmth, durability and price. The special values which we have to offer mean dollars to your business in this line. They are made by some of the best coat factories in this country, and all skins are beautifully matched and thoroughly deodorized. If you want to get all the Fur Coat trade in your vicinity, get in touch with us.

Our line of Fur Coats, Cravettes, Rubber Coats, Blankets and Robes are noted for their durability.

Better investigate!

BROWN & SEHLER CO.

Grand Rapids, Mich.

Ideal Shirts

We wish to call your attention to our line of work shirts, which is most complete, including

**Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth**

These goods are all selected in the very latest coloring, including

**Plain Black
Two-tone Effects
Black and White Sets
Regimental Khaki
Cream
Champagne
Gray
White**

Write us for samples.

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

THY KINGDOM COME.

Prayer Which Is Very Far From Being Answered.

A noble woman, who was also a gifted writer, defined Christianity as a perfect civilization. The definition possesses much beauty and hence is worthy of praise. But, except in an ideal sense, it lacks some elements of truthfulness. The writer must have meant that, in its spirit and philosophy, Christianity contains the possibilities of a perfect civilization. She could not have intended to convey the impression that any of the nations which have adopted a nominal Christianity as their religion have reached so high a degree of excellence as to merit the attribute of perfection. The most Christian nation, either historic or actual, possesses some elements of barbarism. Nor is it true that the religious sentiment, even when found in its purest and most exalted form, is equal to the task of supplying all the wants of humanity. To meet all the demands of a human mind and heart many agents are needed. Religion can not build a house. It may conduct family worship in the sitting room and say grace at the table, and may deepen and refine the affections of every member of the household, but it can not buy fuel and food and furniture. Thus, to make a great civilization, there must be many kinds of genius at work through many centuries.

If society advances in excellence the intellect must be strengthened; the soil must be cultivated; science must be active; cities must be built and beautified and governed by integrity; arts must touch many hearts; liberty must be abundant; noble pleasures must be within easy reach of the multitude; the child and the woman must be of as much value as the man; curses must be destroyed and blessings must be multiplied. Religion may inspire, but it can not achieve everything. Society is an ocean into which streams must flow down from all the mountains in every quarter of the earth. Around the sentiment of religion must be poured all the accumulated treasures of the mind and heart of a hundred generations. Thus only when the term "Christianity" in a large and rhetorical way is made a symbol of all the greatness and goodness that ever has or ever can display itself in human thought and human emotion and human action can it justly be called a perfect civilization. The Utopia of Sir Thomas More, the City of God of St. Augustine, the Ideal Republic of Plato and the Golden Age of Virgil and Isaiah have never yet been realized. The same thing may be said of the kingdom for which Jesus prayed and toiled and died. It exists in thought but not in fact.

Civilization is a process. It is never a completed work. In the simple little poem the humble village blacksmith is pictured as finding his usefulness and happiness in every day beginning and completing some task.

This may stand for a type of humanity's work. Only for successive days marked by common rise and set

of suns successive ages marked by great epochs must be substituted. As each morning brought its new task to the blacksmith, so each age has furnished a new work for humanity at large.

It is true that so-called histories of civilization have been written, but it is only by great license in the use of language that these books can be called histories, because the complete history of anything must imply that it has fully completed its career. This is not true of civilization. Hence that which is called its history is only a more or less accurate record of its progress up to a given time.

When Scherezade perceived the dawn of day, and "ceased to say her permitted say," she always held in reserve a more marvelous story than any she had told. It is thus with the story of mankind. The close of one era is always promise of another much more wonderful. There are the discovery of some new fact or law of nature; the unveiling of a new continent; the advent of a higher code of conduct; the coming of a deeper regard for the value of life and the sanctity of home; an increase of sympathy; the flowering of painting or sculpture or poetry; the growing application of natural forces, as of water or steam or electricity, to affairs; the decline of an old and the rising of a new nation; the appearance of a great man who starts the stream of life in another direction; there is the opening of new outlets for the fountain of goodness or truth or beauty to flow in increasing floods—always there is something more to be told, and every story of humanity's career must be temporary and incomplete.

Civilization is made by labor and then it doubles the labor of those who make it. Singular task master! The more man reports at night as accomplished the more it appoints to be done on the morrow. Coming in at the sunset of one age the workmen reported to this master that they had discovered the equality of human rights and the master said: "To-morrow you must make a republic." Have you discovered the art of printing? To-morrow you must begin to fill the world with literature. Have you discovered that all men are brothers? To-morrow you must help feed, clothe and educate your new relatives. Thus sits the genius of civilization on his throne and for each task done another is assigned.

The course of history deepens and widens and every cause opens the way to the activity of other causes. Columbus gave a new impulse to Spain and Spain to all the rest of Europe. The unveiling of the Western Hemisphere awakened ambitions, inspired dreams and brought in the awakening of the sixteenth century. As the discovery of steam gave an impulse not to machines only so the ships of Columbus sailed not only in behalf of discovery of new territory but also for liberty and literature and religion. Thus each country has not only to perform its own tasks, but finds greater tasks for the century that succeeds it.

As applied to existing nations the term is comparative and relative. Seeing the condition from which they have risen, some of the nations may have a temporary satisfaction; but, when they compare their present with their possible attainments, their complacency will become confusion and their pride turn to shame.

Many changes for the better have been made upon our earth. These are most clearly seen when comparison is made between periods far removed from each other. It is well, at times, to make these comparisons. Everything indicates that immense distances and immense differences lie between primitive and modern man. In the past he is seen dwelling in caves, disputing the title of this rude home with wild animals. He was without implements, without raiment, without fire. Shivering with cold or consumed by heat, he glared upon the immensities of nature with a kind of ferocious wonder. Turning suddenly from that scene and looking upon this thinking, worshipping, city-building, earth-traversing, sky-measuring man, what a marvelous contrast appears!

It is difficult to believe that the cave-man and the city-man belong to the same order of creation. Yet science and history assure us that they are the same genus and they are only separated by time.

Compared with the primeval condition, so great advance has been made that it might seem as if Christ's prayer for the coming of a divine kingdom had been answered.

But it would be a mistake to permit what has been achieved to eclipse that which is yet unattained. Nations that possess political freedom, almost universal education, unlimited wealth, build asylums for the infirm of mind, hospitals for the infirm of body, and reformatories for those who have received no moral training at the hearth-stone, that endow colleges, that keep a front of opposition to all forms of vice and crime, that have legislatures to enact and officers to enforce laws, that are patrons of science and literature and art and religion—such nations certainly possess many of the qualities of a high civilization. They seem almost worthy of being called a kingdom of God. But when it is seen what defects there are in the best nation on the globe, what vices are hidden beneath the surface of society, what poverty is in the midst of riches, what ignorance in the midst of education, what slavery in the midst of freedom, what injustice in the midst of equitable laws, what fraud in the administration of public affairs, at what cheap rate human life is held, the question is awakened as to what extent civilization has advanced among them. Looking alone upon the side of national life the prayer, "Thy Kingdom Come" seems very far from being answered.

The religion of our day surpasses that of the time of Moses; the liberty of our Western World is greater than that of middle-age Europe; its education is more widespread; its industry is more general and more

intelligent; its workmen more free and more worthy of freedom; its heart is kinder; its homes more complete; its superstition less.

When we compare our era with that of Calvin and Elizabeth and Isabella we may well congratulate ourselves. But we must not permit our pride to master us.

Did we not believe that some advance is being made toward a Divine Kingdom our hearts would be as lead. That which saves sensitive minds from despair is the slow but evident progress of goodness. Little mountain streams rise rapidly after a rain and as rapidly fall. One can wait on the bank until the miniature flood passes by. Such is not the streams of morals. It has all the breadth and depth of a river and can not rise with the rains of a night and fall with a day's sunshine. The humane, peace-loving soul would be glad to see the stream of universal kindness rise more rapidly, but it must bow to the facts and be glad if in a century some increase of volume can be noted.

Within an advancing civilization must be involved some great vital moral principles. It was thus the remarkable progress of the fifteenth and sixteenth centuries was achieved. From them came the philosophy of individual liberty; the Atlantic was crossed and the foundations of this Republic were laid. As the sunflower all day looks at the sun, so all day long society looks at its central philosophy. Thus stands the human family waiting for some philosophy to sound its trumpet and then the movement begins.

It may be that there is now gradually being found a philosophy of civilization that will bear our nation along toward an unheard-of greatness. The experience of the ages teaches us that if it comes in such power it will be something different from anything that has yet been tried. The sentiment of the beautiful is not enough to bring the kingdom of God. More than twenty centuries ago that sentiment took up Greece and tried to carry her to perfection. The task proved to be too hard, for from dizzy heights she was let fall upon the rocks and was dashed to pieces. Fifteen hundred years later it took up Italy, but it was unable to bear its load to a grand ending. The philosophy of invention and material improvement is not sufficient. It can do much, but it can not do everything. There can not be a high civilization without liberty.

But there is something that rises far above the sentiment of beauty, far above invention and commerce, far above liberty. Rich to magnificence, it is lofty to divineness. It is peculiar in that it has been unattempted. It has never been adopted by any age; it has not been made the motive of any nation; it has never been the mastering impulse of a single generation. Sometimes it has flashed up like a meteor, but it has never shone like a sun. Its light beamed for a time upon the foreheads of a few sages; it has sometimes eclipsed the red of the rose up-

YOUR FIELD!

IF the younger trade of your town have not as yet been made to feel the style, quality and economy benefits of “Viking System,” “Graduate” and “Flossy” clothes, it is because they are not to be found in your town.

There are very few such towns in the country, and this opens an opportunity that you should not let go by.

The liberal and effective advertising equipment that we put into your hands gives this line forceful introduction.

The exceptional quality and striking style we put into our garments make them trade winners and trade retainers everywhere. It will pay you to be inquisitive about our line.

Little Fellows line from age 2½ to 17

Young Men's line from size 31 to 38

We shall be pleased to hear from you.

Send in the coupon—do it now.

Upon request we will send to you specimens of our forceful advertising equipment



BECKER, MAYER & CO., Manufacturers of Young Men's and Little Fellows' Clothing, Chicago.

Sign and Mail This at Once

Please send sample swatches, charges prepaid, of such goods before which I have marked X.

- ☐ The complete line Young Men's, Boys' and Children's Suits, etc.
- ☐ Young Men's Suits.
- ☐ Boys' Knee Pants Suits, ages 6 to 16.

- ☐ Little Fellows' Suits, age 2½ to 8.
- ☐ Little Fellows' Top Coats, age 3 to 8.
- ☐ Pants Line } Odd Knee Pants
 } Long Trousers

Kindly mark an X in square before line or lines you desire samples of.

Name _____ Town _____ State _____

Please write your name and address plainly and in proper space, so that it can be easily read.

(Michigan Tradesman)

BECKER MAYER & COMPANY CHICAGO
VIKING GRADUATE VIKING SYSTEM
BEST MADE CLASSY CLOTHES

on the cheeks of a few women; for a brief period it streamed in matchless splendor from the face of Christ, and then went into the tomb with the Crucified One. But now, at the end of thousands of years, historians can not point to a single spot on earth where, for one generation, it has prevailed as a life motive. What is this philosophy? It is the philosophy of universal love.

Theoretically there are some hundreds of millions of human beings who are supposed to believe in this sentiment. Among these hundreds of millions of theoretical, there are doubtless many actual believers. But among the actual believers how few there are who base their actions on their beliefs!

Until a much greater number not only believe but make their deeds a reflection of this sentiment, the divine kingdom will not advance.

Thus, it is only when the philosophy of universal love passes outward from the souls which accept and admire it and enthrones itself above all the complex affairs of social and business and national life that it can be of much real value to the world. It is not the heaped up moisture of the great clouds sailing in majesty across the sky, but falling raindrops that gladden and make fruitful the summer fields. So it is not the learning and love massed in mind and heart, but these falling in numberless acts of wisdom and kindness upon the world that make it blessed. A prophet saw a stream flowing into a desert, and the desert at once became full of life and joy, because the water issued from a sacred place. Thus the sentiment of universal love would turn the deserts of earth into smiling fields if only it could become an active, flowing stream.

The Egyptians had a saying: "Be careful not to raise the nails of wild beasts nor depress the heads of the sacred birds." They meant to express the well-known, but sadly neglected truth that kindness is better than force. Suppose affection were universal, would it not work the greatest revolution the world has ever witnessed? Suppose that the vast majority of persons were animated only by the desire to make others happier! It would accomplish that which the selfish and often vain diplomacy of statesmen, the stub-

born pride of capitalists, the brutal strength of labor are powerless to bring about. If this Christendom of ours should for one year live up to its pretended beliefs, what calamities now torturing our world would vanish. It is not indeed pretended that universal benevolence can of itself make a perfect civilization; but there can never be a high form of civilization without universal benevolence.

A Latin poet pictures his hero as looking down upon a city when its foundations were being laid. He said the scene reminded him of a hive around which each bee flies in industry, either going out after honey or bringing it in. Never did nature give man a better emblem of his own life. Many forms of industry are needed to make a civilization that is worthy of being called a divine kingdom.

Wealth is not enough; for in the midst of the splendor that wealth supplies Babylon perished. Commerce is not enough; for while the ships and caravans of Carthage were bringing luxuries from every land that city was harboring vices that dragged it down to death. A complete civilization is a meeting place of all forms of good and beauty and use. There will be the product of the intellect and the heart. There are needed the inspiration and tenderness of noble women no less than the machines of the inventors and the eloquence of orators. Along with temples of worship there must be millions of happy homes. The wealth of the soul must be as eagerly sought as is the wealth of the market place. Honey is the distilled nectar of a million flowers. So a complete civilization is composed of the best qualities gathered from all the myriad thoughts and actions of humanity in all quarters of the world. It is a nectar from which all poisons have been eliminated.

It is this composite character that causes the best modern nations to surpass the best nations of ancient times. To them have come all the best literature of the classic states; the learning and art of the Reformation Period; all the inventions and discoveries; the disciplines and refinements of centuries of experience; and the ennobling power of religion.

A noble soul is not made such by the presence of one noble quality. Thus civilization is a composite. In

nature the sublimity of ocean and mountain and sky, the changing seasons, snow-covered and grass-covered fields, and all the numberless phenomena of earth and air combine to make our world wonderful. So all forms of good unite to make a wonderful civilization.

A social condition controlled by justice and benevolence alone is indeed difficult to comprehend, because it is so untried and so unknown. It is not probable that any existing church can bring such a condition of society. Some of them are yet too much bound to the past to be able to see the need of the present; and some of them which have freed themselves from tradition are too much self-centered and zealous to maintain their own organic existence to be of great use in the world. It is impossible to believe that any existing political party can accomplish the work of governing mankind by justice and honor and sympathy. They can not see such a blessed thing even in a vision. Therefore it is necessary that all men and women of noble mind and heart, in all churches and parties, combine, not by organization, but by a common sentiment of universal love, to believe in and toil for something better than our world has ever seen.

In the beginning, music was a single tone made upon a hollow reed or the vibration of one string. It may have been sweet, but it was monotonous. The heart would soon tire of it. In time, this note received additions, and in the process of centuries the whole vast range of sweet sound was traversed and marvelous music is the result.

Thus civilization was once only a harp with a single string. If the note of power was present, the note of goodness was absent. If the note of religion was struck the note of science was silent. Gradually, this exclusiveness and monotony have disappeared. The trust is that they will be more and more absent. The hope is that sometime a race will arrive which, obeying all the laws of existence, will become the perfect instrument of civilization in which the notes of wisdom and beauty, of power and goodness, of justice and love, of science and religion, having combined, will make music which, like that heard in the Apocalypse, shall

fill earth and sky with ravishing harmonies.

Reed Stuart.

Halfway Home.

Written for the Tradesman.

There's a girl I know who is so extraordinarily tall that people on the street—regardless of the good manners it is to be hoped they have been taught in the privacy of their own homes—turn to look at her in amazement.

Add to this the fact that she is as narrow as she is long and you get a picture of an animated beanpole.

However, this peculiarity enables her to be very handy around the house; also, in going about, she can get over the ground with no more exertion than is put forth by a person of normal height and in half the time it takes for the latter to cover a given distance.

Contrary to the embarrassment generally experienced by overly tall people, especially by one of the feminine persuasion, this young woman shows no exasperation when rallied on her extreme height. She knows that she would gain nothing by displaying anger and, as no earthly power can divest her of Nature's generosity, she makes the best of existing circumstance and creates a joke out of her misfortune.

"Anyway," says she, whenever a quip is indulged in at the expense of her lankiness, "whenever I stub my toe and measure my length on the sidewalk I find I'm halfway home!"

Jo Thurber.

Hot Graham Muffins

A delicious morsel that confers an added charm to any meal. In them are combined the exquisite lightness and flavor demanded by the epicurean and the productive tissue building qualities so necessary to the worker.

Wizard Graham Flour

There is something delightfully refreshing about Graham Muffins or Gems—light, brown and flaky—just as palatable as they look. If you have a longing for something different for breakfast, luncheon or dinner, try "Wizard" Graham Gems, Muffins, Puffs, Waffles or Biscuits. AT ALL GROCERS.

Wizard Graham is Made by
Grand Rapids Grain & Milling Co.
L. Fred Peabody, Mgr.
Grand Rapids, Michigan

It's a Bread Flour

"CERESOTA"

Made by The Northwestern Consolidated Milling Co.

Minneapolis, Minn.

JUDSON GROCER CO., Distributors, Grand Rapids, Mich.



CHRISTMAS CUSTOMS.

Not One of Them Christian in Its Origin.

According to Pliny, the sanctity of the mistletoe in the worship of the Druids was an accident due to its being the most common parasite of the oak. Any parasite growing upon that sacred tree was supposed to be God sent, and as the mistletoe—which, by the way, seldom now is found on the oak—was then its most frequent parasite, it was honored by the sacrifice of a couple of white oxen, and sometimes even by human sacrifices. In Scandinavian mythology the mistletoe—so far from being what it is with us, one of the Christmas weapons of Cupid—furnished the wood for the arrow by which the otherwise invulnerable Balder was slain. Balder, the god of poetry, son of Odin and Frigga, terrified his mother by narrating to her a dream of his own death. In her terror Frigga summoned all the powers of Nature—earth, air, fire, water, and all animals, trees, and plants—and exacted from them an oath that they should do Balder no hurt. Thus secured, Balder took courage to join combat with the gods, and his invulnerability in battle set his archenemy, Loki, to ferret out its cause. Loki, in the disguise of an old woman, praised to Frigga her son's valor, dwelling so much on his miraculous escapes from death that Frigga disclosed to him the secret of his invulnerability. "Nothing in Nature will injure him, since I have bound all things by an oath to abstain from hurting a hair of his head; except," she added, as though by an afterthought, "the mistletoe, which I had forgotten, but of course nothing so insignificant could possibly harm him." On this hint Loki suggested to the blind Hoder an arrow made out of mistletoe as the only effective weapon for Balder's destruction; and with such an insignificant weapon even the blind Hoder succeeded in slaying the son of Odin.

It is curious that not one of our Christmas festival customs is Christian in its origin. Christianity had "to stoop to conquer" the heathen by the assimilation of their rites and ceremonies. The burning of the Yule log is, like the hanging of the mistletoe, of Scandinavian origin, since our ancestors of this race used to kindle bonfires at their feast Juul, at the winter solstice in honor of Thor. By the way, you can cheaply insure your house against fire by preserving an unconsumed fragment of the Yule log in your cellar till the following Christmas, and using it to light the log of next year.

Heathen and Scandinavian, again, are both the Christmas tree and the Maypole, symbolic of the Scandinavian Ash, Ygdrasil, the Tree of Time, whose roots penetrate to heaven, to Ginnungagap—where the frost giants dwell—and to Nifheim, where dwells the great serpent, Nidhogg, and under whose root is Helheim, the home of the dead. The Christmas tree is usually supposed to have been introduced into England by

Prince Albert, but the following passage from "The Greville Memoirs" shows that it was trying to take root there eight years before the accession of Queen Victoria: "Dec. 27, 1829—On Christmas day the Princess Lieven got up a little fete such as is customary all over Germany. Three trees in great pots were put upon a long table covered with linen; each tree was illuminated with three circular tiers of colored wax candles—blue, green, red, and white. Before each was displayed a quantity of toys, gloves, pocket handkerchiefs, work boxes, books, and various articles, presents made to the owner of the tree."

The custom was imported into America.

From the Roman Saturnalia are derived many of our Christmas customs, and among them that of masquerading. In the year 1400 Henry IV was entertained at Christmas at Eltham by twelve aldermen and their sons as mummers. Shortly afterwards, however, according to Fabian, a conspiracy to murder that king was organized under the guise of a Twelfth Night Mumming. The plot was discovered only a few hours before the time arranged for the assassination. Indeed, it was the numberless murders and other felonies which were committed by mummers that provoked Henry VIII's ordinance against mumming or guising, commanding that all persons who went about thus disguised to great houses should be committed to jail for three months as rogues and vagabonds and fined at the king's pleasure.

"The Lord of Misrule" is also of Saturnalian origin. "If," writes Prynne in his "Histriomastix," "we compare our Bacchanalian Christmas and New Year's tides with the Roman Saturnalia and feasts of Janus, we shall find such near affinity between them both in regard of time and in their manner of solemnizing that we must needs conclude the one to be but the ape or issue of the other. Hence Polydore Virgil affirms in express terms that our Christmas lords of misrule (which custom, saith he, is chiefly observed in England), together with dancing, masques, mummeries, stage plays, and such other Christmas disorders now in use with Christians, were derived from these Roman Saturnalian and Bacchanalian festivals; which, concludes he, should cause all pious Christians eternally to abominate them." Stubbs tells us that these "Lords of Misrule," whose reign extended from All Hallows eve to Candlemas day, had from twenty to sixty officers under them and were furnished with an imposing array of hobby horses, dragons, and musicians.

Apropos of irreverence in church, I can not resist quoting the ever delightful Pepys' account of Christmas day in 1662: "Had a pleasant walk to Whitehall, where I intended to have received the communion with the family; but I came a little too late. So I walked up into the house and spent my time looking over pictures, particularly the ships in Hen-

ry VIII's voyage to Bullaen—marking the great difference between those built then and now. By and by, down to the chapel again, where Bishop Morley preached on the song of the angels, 'Glory to God on high, on earth peace and good will towards men.' Methought he made but a poor sermon, but long, and reprehending the common jollity of the court for the true joy that shall and ought to be on those days, particularly concerning their excess in plays and gaming, saying that he whose office it is to keep gamesters in order and within bounds serves but for a second rather in a duel—meaning the groom porter, upon which it was worth observing how far they are come from taking the reprehensions of a bishop seriously, is that they all laughed in the chapel when he reflected on their ill actions and courses. He did much press us to joy in these public days of joy and to hospitality. But one that stood by whispered in my ear that 'the bishop does not spend one groat to the poor himself.' The sermon done, a good anthem followed."

Here is another characteristic Christmas day entry of that sly diarist: "Christmas day, 1665—To church in the morning, and there saw a wedding in the church, which I have not seen many a day; and the young people as merry one with another, and strange to see what delight we married people have to see these poor fools decoyed into our condition, every man and woman gazing and smiling at them." C. P. O'Connor.

VOIGT'S

A Trade Secret

No merchant can afford to build up a flour trade with an inferior brand.

He may succeed in getting a good start due to his own efforts, but the flour cannot back him up, so before he realizes it his customers have become the customers of another dealer.

It's a wise thing to push one brand of flour, but be certain that it's worth pushing.

Your past experience, if you've ever handled "Crescent" flour, will convince you that every customer buying that brand is highly pleased. If you've never had the pleasure of selling "Crescent" flour, a small trial order from us will enable you to test its merits—and we ask you to select your most particular customers for this test.

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT

Push for Profit

Profit is very elusive—it is the "North Pole" of your efforts.

Fanchon

The Flour of Quality

Pays the dealer a profitable profit—that condition has always existed—a majority of Michigan dealers have made the discovery. Are you on the trail?

And every sack of Fanchon sells another sack. Fanchon gives perfect satisfaction.

Distributed by

Judson Grocer Co.

Grand Rapids



How To Solve the Christmas Problem.

It is Christmas time.
"What shall I give?"

So many people are putting that question to themselves just now.

The one sensible solution of this puzzle is to make sure that each gift is a response to a desire.

Practical giving is not always giving practical things. The gifts that bring happiness are the pretty things long craved and yet given up as luxuries.

The person who sheds happiness abroad at Christmas time is the wise one who has tactfully ascertained what in each case is the one most longed for luxury or necessity, as it happens to be.

Here are a few suggestions for gifts respectfully dedicated to the perplexed Christmas shopper:

Don't buy her a Christmas gift which will be equally useful to every member of the family unless you happen to know of some one special thing which she has long wanted to add to her table or linen closet.

One of the new leather cases for veils and handkerchiefs would be an appropriate little gift and something for her own individual use. These cases come in all the pretty shades of leather, and in shape are like an unusually long wallet, such as a man carries.

They are made with two compartments—one for veils and one for handkerchiefs—and between is a smelling salts bottle. A silver lorgnette is a present sure to please her. And very pretty ones can be bought for less than \$5 in gray finish silver, covered with a raised design of violets. Or she might prefer a gun metal lorgnette with a gun metal chain, set here and there with small amethysts.

But if her linen closet is the delight of her heart, then she might be specially pleased with a few handsome towels. Even one towel of huckaback—a big one, 27 inches wide and finished with a broad band of Renaissance insertion framed in hemstitching—would make an acceptable present. Then, she might like one of the new luncheon cloths of linen, with a crepe finish and hand embroidered in colors in an attractive floral design.

A suede safety pocket, to pin under the dress skirt and made for carrying money and jewels, is a present not to be despised.

Another gift sure to be appreciated is an autograph recipe book, attractively bound in leather and half filled

with the favorite recipes of a dozen or so of her friends.

Don't give him a smoking jacket or a necktie.

Send him instead a year's subscription to a magazine that he himself is sure to enjoy. If he writes at home and is fond of his desk he would appreciate any of the new desk appointments. A glass inkstand, good and big, with a brass top with his monogram engraved upon it, or a gun metal inkstand, would make an acceptable gift.

If he smokes give him a cut-glass cigar jar. If he is a great reader send him one of the new electric candlesticks. A hand mirror and a set of military brushes mounted in plain ebony make a gift any man would like.

Give a man a cigar lighter rather than embroidered suspenders, and a solid silver bone corkscrew rather than a pair of hand-worked slippers, and he may never cease to praise your judgment.

If you happen to be her lover, of course, you know just what she would like best, but here are a few suggestions which perhaps you may find useful in making your selection:

A charming gift is one of the very newest long barrettes for the hair, made of amber with a gold design applied upon it, and here and there a baroque pearl. A spray of mistletoe in rose gold, with the pearls forming the berries, would be an appropriate design for a pin of this sort. Side combs, both in tortoise shell and amber and in white celluloid, ornamented with a raised design in rose gold, and set with baroque pearls or turquoise matrix, make a welcome gift for any girl. A violet fan which masquerades as a bunch of violets and only looks like a fan when open; a silver English walnut which is really a puff box and is made to add to her chatelaine; a leather workbox fitted with every convenience for sewing, a leather-bound theater record book, a picture of yourself hidden away in one of the odd little chestnut charms to dangle from the chatelaine—any of these gifts are sure to please her.

A unique gift for him would be one of the miniature leather dress suit cases which, opened, shows a jewel box—one arranged to hold his scarf-pins, studs, cuff pins, etc.—or buy him one of the larger dress suit cases, one about 18 inches long, which contains a set of ebony mounted military brushes, a hat brush and a comb. A carbon print of some picture which you have often heard him admire

would be an acceptable little gift. He might like one of the curiously hideous pipe racks or a burnt wood book rack for his desk. Dorothy Dix.

Christmas of the Business Girl.

If there is one time in the year when the business girl is apt to envy her stay-at-home sister it is at Christmas. The stay-at-home girl has plenty of time to haunt the shops and pick up all those delightful little bargains with which the counters are piled. She can linger over her decisions, and go from shop to shop hunting the thing she desires until she has exactly the appropriate gift for Aunt Lucy and Cousin Phil and the rest of them. She can spend her long afternoons in making gifts, jabots, sachets, pin cushions, and so on, while the business girl must be at her desk. Yes, it looks as if the stay-at-home girl had the better part—around Christmas time at least.

The trouble with the business girl is she does not look at the problem in the right way. She must make up her mind, once and for all, to go at the subject of Christmas giving as systematically and as soberly as she goes at her work. In no other way can Christmas be made into anything but a burden for her.

To begin with, she should type-write her list of relatives and friends some evening a good while before Christmas, putting in every one to whom she expects to send so much as a postcard. This once done, a big weight will be off her mind, for there will be no sickening remembrance at

the last minute that some one was forgotten.

After that, she should begin to choose, mentally, the gift she desires to give to each one and write it down after the name. In a little while the list will show its definite outline ready to work upon.

Buy Little at a Time.

Now for the actual buying. This must be accomplished little by little, using the precious minutes of the luncheon hour, for the most part. Better bring a sandwich and an apple from home during the weeks before Christmas, eat them at the office, and be ready in fifteen minutes to be off to the shops.

Of course you will not have the time to linger over the counter and make and unmake your mind a dozen times, but the busy saleswomen will be ready to bless you that you can't. Choose quickly—your list in your hand—and as soon as a purchase is made, check that name off your list.

You will be surprised to see, when you go at the subject in a business-like manner, how soon quite a large amount of Christmas buying, hurried though it may be, can be accomplished. Two weeks of such systematic shopping will finish up the longest list. In the evenings, you can go over your list, changing any of the desired gifts, if the things first selected prove to be too expensive for your purse.

Now another point: As fast as you bring your gifts home, wrap them up, paste on the Christmas labels, tie

YOU, Mr. Retailer,

are not in business for your health.

You doubtless want to "get yours" out of every sale.

You also without doubt want to make **more** sales to your trade.

And probably you would not mind getting a nice slice of somebody else's trade.

The question always is, how to get more good customers without such expense as will eat up all the profits.

The answer is: Become a Sealshipt Agent.

Write us today and we will tell you how it's done.

**The Sealshipt
Oyster System, Inc.**

South Norwalk

Connecticut



them with your red and green ribbons and get them all ready for mailing. You can do this in the evening after dinner, and if you do up a few gifts each day the entire lot may be gotten ready with seemingly little effort. Address and stamp your postcards, and snap a rubber band around them until you are ready to mail them.

Now don't get the idea that this plan, which seems cold and business-like for so delightfully sentimental a thing as Christmas giving, will spoil your Christmas. On the contrary if you can sit down on Christmas eve and say to yourself that every one has been remembered, that your gifts are all mailed or delivered, and that you yourself are not tired out and miserably cross as you were last Christmas, it will be well worth while. You'll have evinced more of the true Christmas spirit in getting ready for the holiday in a sensible way than if you had rushed up to the last minute with no definite plan or purpose.

So much for the actual getting and sending of the gifts. Now let us talk a little about the gifts themselves.

First of all, a business girl ought never to try to make her own gifts. Even if she can embroider and sew and hemstitch finely, her eyes are too precious for such work. She is sure to attempt too much—that sofa pillow was too lovely to resist, or mother has always wanted a set of doilies—you know the excuses. The consequence is that her health suffers, and health, to the business girl, is her biggest asset. If you are not well you can't do good work. If you can't do good work you won't keep your position. It's just as simple and as straight as that. Let the stay-at-home sister make the sofa pillows and the doilies and you save your eyes and nerves. It's making a mockery of Christmas to give gifts which cost you so dearly.

As to the other form of extravagance, money—since you must buy your gifts and not make them—a word of caution is again necessary. Few people are so foolish as to expect a girl who is earning her own living to send expensive and elaborate gifts. Quite the contrary. Therefore, let your gifts be within your means. A 5 cent pocket mirror which she can use every day will please your friend better than an opera bag which she will use perhaps twice a year. A patent can opener bought for 15 cents in the department store basement and sent with a joking note will be a perfect treasure to Aunt Sara off in the country and a great deal more appreciated than a padded silk coat hanger which she will never use. If you can tack a gay little jingle to your trifling gift, it will take more real Christmas with it than the expensive present accompanied by a formal card.

Card Enough for the Boss.

Last of all, let me say to the business girl that those in authority in her office do not expect presents from her. If she has been with them a long time, she may send them a Christmas card with a pleasant greet-

ing. Otherwise, she must send them nothing. This is a simple rule in office etiquette which must be remembered.

It is a good plan to give only a few gifts in the office, anyway. If you have any special friend—perhaps the girl who has a desk next yours—give her something, by all means: a pretty calendar, a handkerchief, or something of the sort. Send cards to the other girls you know best. Be sure, however, and give the office boys something. The youngsters will appreciate it immensely. A bright new silver quarter pasted on a card to form the head, and a droll little body of a man drawn on, or cut from some magazine and pasted on with a line that "Mr. S. Quarter wishes you a Merry Christmas" written beneath it will amuse and please any boy. A boy's book, or a pretty necktie, make nice presents for these boys, too.

Last of all, no girl who works should feel herself either too poor or too busy to celebrate Christmas. If she does, she misses a great joy—the one big unselfish happiness of the year. She should give, and love to give, as much as she can. She should remember as many of her friends with gifts or greetings as she possibly can. It will be a good thing for her and in the giving may she have the happiest Christmas of them all.

Alice Mason.

Begin in Small Way and Gradually Work Up.

Written for the Tradesman.

At Camden's the boys all called the white-haired proprietor "Uncle."

Jim Minturn, who had been in his employ eight years, was about to leave him and start in business for himself in a distant State.

"Uncle," Jim began when he went

into the office to say good-bye, "perhaps now that I'm going away you wouldn't mind telling me the secret of your success; that is, as much of it as a young fellow like me can understand."

"I have no secret, Jim; there is no patent on my process of conducting a fairly successful retail business. I am willing to give you any pointers I can and I am very sure you will understand all that I tell you.

"My only motto has been this: 'I will do as well as I know.' To follow it daily and hourly has been due whatever of success I have achieved. Whenever I have forsaken this principle of guidance, in that particular matter of undertaking I have almost without exception met with failure.

"I sometimes have thought I would have it put up there on the wall in big letters so that my eye would rest on it whenever I glanced up. But 'I will do as well as I know' seems so worn-out and commonplace, so flat and lacking in originality, so much like cant, that I have refrained from exposing it to public view.

"But simple as the little saying is, don't think for a minute that you will find it easy to follow it. A man can hardly set himself a more difficult task than living up to the best of his knowledge.

"All my life I have made a practice of analyzing other men's successes and failures, seeking to know the underlying causes. Of the many failures I have known, very few could be attributed to lack of knowledge.

"Take the case of the man who trusts out his goods to poor-paying customers and sooner or later comes to grief in consequence. He knows better than this. No one can plead ignorance of the fact that more commercial banks have been wrecked on

the rock of rash credit-giving than from all other causes combined, and still the work of destruction goes on.

"The man who succumbs to the flatteries of some smooth-tongued salesman and buys more goods than he needs knows better than to overstock.

"The veriest sloven knows that a store always should be kept clean and in order.

"The grouchy knows that customers and employes should unfailingly be treated with courtesy.

"The man who allows his own extravagance or that of his family to ruin him knows better.

"The business grind who toils all day and spends his nights over his ledgers knows the course he is pursuing will kill anything human.

"The drunkard, the man who plays the races, the debauched, all know better.

"I have known men of narrow opportunities, meager schooling and without any brilliancy of intellectual gifts who have made great successes, not because they knew a great deal, but because they made zealous application of what they did know. What their best judgment dictated they did. They lived up to their light.

"I do not want to belittle knowledge. We never know too much or even enough. The better we know the better we can do. And in my observations of business failures I have known a few which I thought resulted from a lack of knowledge; as where a man without previous experience purchases a full-grown business and tries to manage it. But in a case like yours, Jim, where you start in a small way in lines with which you already are familiar, do as well as you know, applying the words to every phase of your undertaking, and you can not fail to succeed."

Quillo.

You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.

MESSAGE OF CHRISTMAS.

Brings Measure of Sadness and of Joy.

The recurrence of any anniversary necessarily must bring with it a measure of sadness and of joy, perhaps the mingling of both. Such always must be the inevitable heritage of those who know something of the spirit of Him who was "a man of sorrows and acquainted with grief." In early years joy seems to be the one aim of existence, but later we learn life's greatest lesson that—He who bends to his life a joy Does the winged life destroy; But he who kisses the joy as it flies Lives in Eternity's sunrise.

So we try to take the good now with bated breath, ready patiently to bend our backs to the burden which the next hour may bring us as we toil onward along life's uphill way.

To us a merry Christmas has little meaning, but a joyful Christmas always can be ours, for early in life to most of us comes the realization of the wide difference that exists between happiness and joy. In bygone times we have often listened to the Christmas bells as they rang out year by year. Their recurrence brought the memories of fond hopes that had passed and plans that had failed, and in looking forward we shrank back from the possible pain, and reached out for the wished for happiness; but now, when longer shadows begin to fall across the day of life, and we enter the land where "it always is afternoon," we begin to realize how inexorably allied are joy and pain.

"All that the Father giveth me shall come to me." Joy and success, failure and sorrow, are alike ways along which He leads; so with the lapse of years the sense of disappointment is less keen, the lingering longing for a joyous, sunny path less vivid. Withal the human heart turns ever to one solace that faileth not—"The greatest thing in the world is love." Every pain is soothed by it. Kind words are the lullaby that hushes us to rest amidst our life's turbulent din, the clasp of a comrade's hand is the best earthly incentive to do and dare.

As we look at life through the perspective of time, some things which used to loom large diminish and take their place among the smaller details which go to make up the picture, and some rise up like huge rocks, the foundations on which rests the whole. As I look at life to-day, no longer lit by the mysterious light of dawn or the brilliance of the mid-day, but with the glow of sunset stealing over it, I know that the fact which seems to me inexpressibly the greatest in the world is the Incarnation of our Lord Jesus Christ. It rises like a giant mountain, dwarfing all other events.

It stands out in our lives. We look at it all through our working days, as the mountaineers who toil in the scorching valleys turn their eyes to the snowclad peak which stands serene, unmoved and which they have learned to love since first they

saw the light. Christmas is the joyous festival which brings us near to this greatest fact of the world's history, and yet, as the message once more sounds forth, we are sometimes sad, because we feel that in this hurrying age there are fewer who pause in the mad rush of life to adore with the Shepherds in the stillness of the night or to journey with kings to lay their gifts before the Holy Child. But, on the other hand, I think no age has understood better the angels' message of peace and good will to man. The clouds may have, in a measure, hidden the heavenly host, but never has the mandate been more deeply impressed. Peace must rule the world; war, the barbarous resort of the semi-civilized, must end. Good will must reign between man and man, between employer and employed. The best for all must be each man's care. The world's blessings must be diffused as is the sunlight. The State must make wrong doing hard, right doing easy, to the nation. Joy no longer must be the heritage of the few, but the possession of the many. To be well born, to be well, must be the right of all who come into the world.

Here is the angels' Christmas message translated into our modern thought, and the reason why we understand it is because humanity is a sacred thing, for humanity and God are one. To us, individually, the thought of the lowly stable, the manger bed, the Mother maid, and the Holy Child brings a joy that time does not dim and years do not dispel. May the message of Christmas for us grow clearer. May we understand, even although still dimly, the fullness of the claim to "rejoice with them that do rejoice," to give our soul to share the gladness, and to "weep with them that weep," touched in our deepest nature by their sorrow. May the coming year bring us nearer to humanity's great needs. Our life is like an organ with pipes and stops and banks of keys, but only the player can create the music. May our souls' harmonies be fuller, richer, and deeper, taking more lofty flights, more tender cadences, as the westering light floods in upon us and the shadows longer grow.

Lady Henry Somerset.

What Do You Make of Christmas?

Christmas may be a horrible bugbear to the worker or it can be a day full of the true Christmas spirit, even although she may be unlucky enough to have to spend it at her desk. It all depends upon herself and her attitude to the coming holiday.

Let her be overambitious and keep up a huge list of friends with whom she exchanges presents and her day is almost sure to be a nightmare to her. Even where the busy girl can afford the money to give lavishly at Christmas the drain upon her time and strength is more than she should endure.

Unless she is methodical—which she usually is not—her present buying or making is put off until the last week, and then rushed through frantically at the noon hour when she

should be resting or taking a refreshing walk.

It makes no difference how simple her gifts may be, they must be selected, perhaps worked over far into the night, and then there is the labor of doing them up and seeing that they are delivered.

One girl buys her Christmas presents whenever she has a spare 50 cents through the year, does them up in tissue paper and red ribbons and lays them away in a trunk ready to be sent out the day before Christmas. They are all ticketed with labels so that there is no mistake as to contents of each.

Where one girl can so manage hundreds find it out of the question. We are given a lot of advice about shopping early. It is wise, it is comfortable, even money saving, but it is often not possible because one has no money to save.

The impecunious or the girl on a weekly salary often finds it quite beyond her to scrape cash together for her gifts until the last days before Christmas. So she hustles herself half to death and loses all pleasure in a day that should be pure joy.

Far better is it to eliminate giving when it has become a burden. This does not mean not to give anything, merely cut down lists, and go in for simple gifts.

The friends who are worth while will understand and respect you for your courage in breaking away from old customs and those who are silly enough to be resentful that you did not impoverish nerves and purse and

temper for their benefit are not good friends for you and would much better be dropped.

It is not too late yet to simplify your Christmas. Write Christmas letters to your friends or pick out for them the prettiest card or booklet you can find, but reserve your gift making for those who are closest to you and even then do not run either your nerves or your bank account behind from a false notion that the only Christmas is the lavish, exhausting one that few of us are brave enough to break away from.

No man has the gospel unless his neighbors are glad of it.

Confession is the hardest half of the cure of some faults.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.



FLI-STIKON THE FLY RIBBON

The Greatest Fly Catcher in the World
Retail at 5c. \$4.80 per gross
The Fly Ribbon Mfg. Co., New York
ORDER FROM YOUR JOBBER

Henry Smith
FLORIST
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Both Phones
GRAND RAPIDS, MICH.



THE SYRUP OF PURITY AND WHOLESOMENESS

There's a good profit for you in Karo—

There's satisfaction for every customer in Karo.

It is good down to the final drop. Unequalled for table use and cooking—fine for griddle cakes—dandy for candy.

Karo

on your shelves is as good as gold itself—doesn't tie up your money any length of time, for the steady demand, induced by its quality and by our persistent, widespread advertising keeps it moving.

Develop the Karo end of your business—it will pay you handsomely.

Your jobber will tell you all about it.

CORN PRODUCTS REFINING CO. NEW YORK.

Man's Exaggeration of Woes During House Cleaning.

Written for the Tradesman.

It is every man's prerogative to protect and defend woman. In controversial matters woman is usually both competent and ready to defend herself. Still, in many things she is grateful to the man who will champion her side against man's slurs, sneers, complaints or ridicule.

In this day and age man's readiness to protect woman is not always highly esteemed, because more and more woman is coming to consider herself as competent to care for herself. If this be so then we must conclude that woman is braver and more independent than formerly, or else, to man's honor, there is less need of defense and protection. Let us hope that it is true in both respects, and that therefore man and woman should stand higher in the esteem of each other.

Man's woes and afflictions during house cleaning time have long been a fruitful source of raillery against the opposite (not contrary) sex, and yet woman seems to pay less heed to this particular form of man's bantering than she does to some others. Probably she feels that she has done her duty and she cares little what he says about it because he, being a man, can not realize the necessity or appreciate the benefits resulting from her completed work.

We have discovered a few reasons why this uncalled for treatment of woman should be denounced by every honorable man. In the first place, exaggeration is objectionable wherever found. The discomforts and inconveniences which man undergoes in house cleaning time are ever made much of by the complainant. If they were not the recital would be too dull to interest the ordinary hearer or reader. Instead of complaining, man should commend and praise woman's efforts to keep the house clean, even although she may not carry on her work in accordance with his ideas of system and management. Cleanliness is of utmost necessity to health as well as pleasing to the eye. Nor should woman be altogether or almost wholly responsible for the doing of this necessary work. Man should do his part, and many a man would help if permitted.

Perhaps woman is partly to blame for man's not doing his share of the house cleaning work. Two heads may be better than one in many cases, but when each one wants to absolutely direct the house cleaning there is sure to be trouble. And so when woman will not permit any authority but her own and will not give any consideration to man's suggestions she fails to receive the assistance which probably would be gladly given.

Not the discomforts of house cleaning time but pique at not being allowed to superintend the work may be at the root of many a man's raillery on this subject. It is his method of getting even, of taking revenge for being slighted or snubbed for his attempt to trespass upon woman's domain.

Suppose that the annual or semi-annual house cleaning were omitted altogether for a few years. Any one can imagine how man would begin to criticise and then to grumble at the condition of the house. Perhaps there are men who would profit by such an object lesson, but thanks to woman's fidelity to her sense of duty man is not often forced to undergo the results of such an experiment.

The man who never sees the inside of other people's houses except as an invited guest never realizes how some homes look. But deliverymen, collectors, physicians and mechanics who enter all kinds of homes in the daily prosecution of their vocations know what houses are like which are not subjected to regular and thorough house cleaning.

If any reader of this article is accustomed to indulge in joking or complaining about the discomforts of house cleaning seasons it would be well for him to learn in some way that he is not using his brains or occupying such time for the best interests of himself and family. He is opposing where he ought to encourage and complaining where he ought to commend.

Some men seem to think that women enjoy being teased. Is it not true that such attention rather is preferred to being ignored or apparently forgotten?

And yet how many silent men are first, last and all the time thinking, planning and working for the home and the family and not for their own comfort nor any personal enjoyment apart from that family!

E. E. Whitney.

The Real Value of Christmas.

It is relatively a small matter whether men find life easy or hard; it is a great matter whether they find it worth while. Men can not be happy by filling their pockets and stomachs; that is the way to make them comfortable. To make them happy you must fill their minds and hearts. The Roman Emperor, with an inexhaustible cup of pleasure held at the lips which could only drain a small goblet, was poor, unhappy, disillusioned, compared with the Greek slave, Epictetus, who knew by what scale of values to test life. It is the old story that things can not bring men joy; it was reached long before pulpits were made; but it has never been more obviously and dramatically set forth than in the columns of the newspapers during the past five years.

Now this is precisely what the Christmas story does; it makes the spiritual value of life clear; it brings into human life the presence and power of a Divine idea of life; it sets up a standard of action which expels from the field the whole brood of aims, impulses, affections and enterprises which destroy the unity of the great brotherhood of humanity; it confirms and gives authority to the aspirations which are the very soul of life; it touches the facts of life with the beauty of transcendent poetry. In the lowest places, in the hardest conditions, it makes life bearable; on the highest plane, in the hap-

piest conditions, it makes life a radiant prophecy.

Hamilton Wright Mabie.

Foresight.

"I suppose you are going to have a great time on Christmas?"

"I suppose so," answered Mr. Sirius Barker.

"Christmas tree, lights and decorations, visit from Santa Claus and all that sort of thing. Nothing permitted to interfere with the jollity of the occasion."

"Well, we're going to do everything possible to keep the jollity from being interfered with. We're going to take out extra fire insurance and make Santa Claus wear asbestos whiskers."

More Chances For Fame.

"The North Pole may have been discovered and then again it may not," remarked the home-grown philosopher, "but there are at least three still greater problems that I'm betting no man will be able to solve."

"What are they?" asked the party who was posing as an innocent bystander.

"Perpetual motion, the square of the circle and the heart of a woman," answered the local philosophy dispenser.

A man always comes to a standstill when he thinks he occupies an axial position in the universe.

A dollar spent for the formation of character is often worth a thousand on its reformation.

Post Toasties

Any time, anywhere, a delightful food—
"The Taste Lingers."

Postum Cereal Co., Ltd.
Battle Creek, Mich.

The New Year



Start it right with a good supply of Jennings' Flavoring Extracts—they represent thirty-seven years of knowing how to make good flavorings.

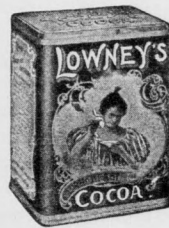
Build up your extract sales with goods of proven merit. Jennings' Extracts will delight your most exacting trade—this we guarantee.

Order now from your jobber or direct. Assure the satisfaction of your customers and your profit with Jennings' Flavorings.

Jennings Flavoring Extract Company

Grand Rapids, Mich.

Established 1872



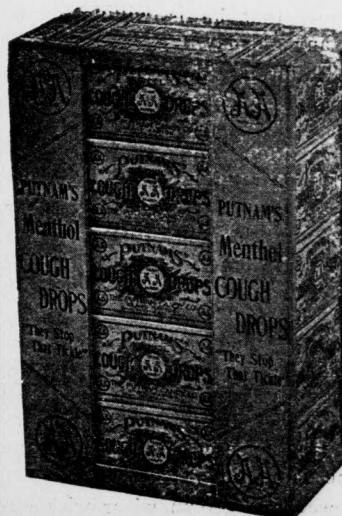
LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



These superfine goods bring the customer back for more and pay a fair profit to the dealer too

The Walter M. Lowney Company
BOSTON



Putnam's
Menthol Cough Drops

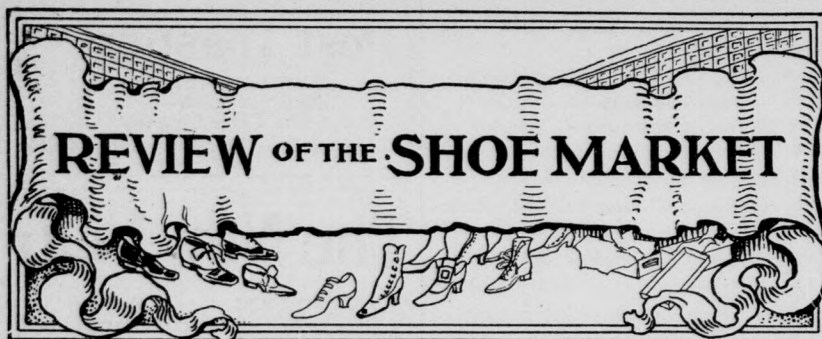
Packed 40 five cent packages in carton. Price \$1.00.

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

One Full Size Carton
Free

when returned to us or your jobber properly endorsed.

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



REVIEW OF THE SHOE MARKET

Shoe Salesmen—The Children's Department.

Written for the Tradesman.

The statement has often been made—and it doubtless contains a large element of truth—that the salesman or saleslady is born, not made. At the same time we all know very well that experience alone can develop the natural selling qualities that a man or a woman may possess; while many seemingly unpromising specimens of timidity and awkwardness may, in process of time, develop into high grade salespeople.

The fact is it is very hard to tell—unless one is an adept at judging human nature—just who can be developed into an effective salesman and who can not be. Contrary to popular prejudice, salespeople are not all alike. Even among those who are considered extremely proficient in their art there is the widest divergence of temperaments and methods and general attainments. And from this it follows as a matter of course that each has his individual clientele or constituency.

The qualities which characterize the general dry goods or department store clerk are not essentially different from those which mark the successful shoe clerk. He should be quick and alert and resourceful. To knowledge of human nature, the goods to be sold and principles of selling should be added the vital spark of interest and enthusiasm which redeems the transaction from sheer boredom.

If I should be asked to name the sine qua non of effective salesmanship in the shoe store I believe I should say, enthusiasm about shoes. If a young man or a young woman has a genuine interest in shoes as commodities and looks upon the business of shoe retailing as a worthy and dignified position—a position in every way worthy of the biggest and best that one can bring to it—ultimate efficiency is only a matter of time. It is easy to do with our might the thing that our fancy delights in. The hard task, the prosaic and disappointing task, is the thing that we do perfunctorily. The so-called curse of labor is a call to self-expression. It is not in any sense a curse (and the Bible does not so regard it); it is a glorious privilege, provided always one's work is congenial; i. e., adapted to one's preferences and coincident with one's capacities.

If there is one thing that a shoe clerk ought to fight against more than another it is that dull, listless, turgid, phlegmatic, mechanical approach that is all too common in this

work-a-day world. A non-aggressive, characterless, innocuous, insipid, automatic biped is a failure in the shoe store—and most everywhere else for the matter of that.

You can probably call to mind certain shoe clerks whose salesmanship stands out in cameo-fineness in the recollections of past footwear purchases. They were in all cases young people with strong individualities—perhaps young men of dominant qualities whom you could very well imagine in larger positions of responsibility and trust. They knew their business and they loved it. They doubtless recognized the high everlasting truth that fitness for the bigger task depends evermore upon conscientious and faithful discharge of the lesser trust. Hence they were working as only they can work who have their eyes upon a distant goal.

Sometimes one hears a shoe clerk bewailing his lot and deploring the fighting chance to assert himself and get himself squarely buckled down to a task commensurate with his fancied abilities. This is a universal trick of the mind by means of which the Goddess of Ease and Lotus Leaves deludes her victims. Don't encourage the notion, thereby "giving place to the devil." You do have a fighting chance and so does every other son of Adam who has any spunk in his system and if the germs of development are strong in you, you can grow anywhere. The long and illustrious story of the struggles and triumphs of people who have come up through great tribulation to universal and undying fame shames your shallow protests and gives the lie to your fancied limitations. You had better fall in love with your job (if you don't love it already) and show the boss by the quantity and quality of your work that you are entitled to an increase in salary, and the probabilities are dollars to doughnuts that he is willing to be shown any old day.

The Children's Shoe Department.

The importance of grading up the children's shoe department is assuming a position unique in the history of shoe retailing.

It used to be that most anything in the way of juvenile footwear was thought to be good enough for little folks; "for," so ran the argument, "little folks don't know anything about shoe values anyhow; and, besides, as they are not paying for the shoes themselves, they don't care." Thus the merchant saved his conscience and queered his game at one and the same time.

But we have grown wiser with ex-

perience and that bit of ancient sophistry is now exploded. Somebody pays for the shoes which children wear; and if the children themselves, owing to their tender age, are not qualified to judge inerrantly concerning shoe values, parents are getting wiser. And they have a way of laying up charges against the dealer who sells shoddy shoes under the guise of substantial values. And then the little fellow of to-day is himself a wiser little somebody, age for age, than you and I were in our day. He knows more about shoes and eternal fitness in footwear than you and I did in our young days. Of course we enjoyed the superior prerogative of strolling about in red-topped boots—and secretly I pity my boy that he can not duplicate his fa-

ther's joy in the possession of a pair of red-topped, brass-toed boots.

And so the children's shoe department is coming to be looked upon as an important feature in the game of shoe retailing. Some one has gone so far as to call it the foundation upon which a bigger and better business is to be built, and as a consequence has urged that no detail be overlooked in caring for the comfort and convenience of the juvenile members of the family who come in

MAYER Honorbilt
Shoes Are Popular

MICHIGAN SHOE COMPANY

STYLE SERVICE You get them in the
SATISFACTION MISHOCO SHOE

Made in all leathers for
MEN, WOMEN AND BOYS

You should have them in stock—every pair will
sell another pair

MICHIGAN SHOE CO., DETROIT

Our BOSTON and BAY STATE RUBBER Stock is Complete



We Extend to You

And to all our friends in and
out of the shoe fraternity
Christmas greetings and our
best wishes for your welfare
and success.



Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

from time to time, either in company with their parents or alone. In other words, the retail shoe merchant is beginning to understand that it pays to cater in a serious and thoroughgoing manner to the natural and legitimate shoe demands of little people. They are themselves investigating the whole subject of children's shoes and testing the claims of makers who profess to superior excellencies in the creation of substantial values in juvenile footgear.

And all of this belongs logically to that splendid movement which was inaugurated a few years ago, the grading up of children's shoes. In many cases the cheap and shoddy stuff that was sold to parents for their children's wear was sold in good faith. Dealers themselves were insufficiently informed on juvenile footwear values. They did not know a good child's shoe from a bad one. Just so they were made on lasts sufficiently near the actual foot requirements of the little wearer and were sufficiently pliant for him to wiggle his toes without torture they were favorably passed upon. But the average shoe dealer knows more about children's shoes nowadays than he used to. He has become a more careful and wise buyer. And manufacturers themselves have gotten busy in producing and advertising the better sort. The public has been trained to the importance of paying more money for better values, and all this is due to persistent and widespread advertising.

Looking at the subject from the dealer's standpoint it certainly pays to have an adequate children's department. There is good money in selling juvenile footwear. As a general thing less time is consumed in selling a pair of shoes for children's wear than in selling a pair of adult's shoes—unless, to be sure, the mother is obstreperous and unreasonable in her demands. But if the matter is left to the decision of the child (as is often the case), the child decides the matter with that quick, confident alertness characteristic of young life, and the incident is closed. And the percentage of profits on children's shoes is sufficiently large to make the business quite as profitable as any other department of the store. And, of course, there are collateral advantages of having the children's shoe department operated in conjunction with the adult's department; for when the mother or father comes in to buy a pair of shoes for little Johnnie or Mary he or she may casually see something in the shoe line that meets their fancy and crystallizes shoe wants.

For these and various other reasons that might be stated the retail shoe merchant who sells children's shoes is gradually getting converted to the idea of a really up-to-date children's department. He is anxious that the department should wear an atmosphere of prosperity. And he is quite solicitous about the sort of impression his store creates upon the alert and receptive minds of little folks who enter his store. If he is wise in his day he will interest him-

self in the study of child nature. He will cultivate the art of talking to little people and, believe me, it is an art of far-reaching consequences. Incidentally he will find—and perhaps to his surprise, if he has no little ones of his own—that little people are extremely interesting and stimulating in themselves. He will, therefore, do all in his power to win the confidence of little people. But above all he will seek to build up his juvenile trade upon the enduring foundation of substantial shoe values. He will deal just as honestly and conscientiously with the unaccompanied child of 9 years as he would deal with his nearest and dearest friend of mature years.

During the last twelve or fifteen years a quiet but significant revolution has taken place in shoemaking for children. Most of us can recall with pained surprise the stiff, clubby, ungraceful little shoes that used to clutter up the children's department and punish, in due time, the feet of juveniles of that day. We can recall having worn some of them ourselves, perhaps. They were woefully lacking in grace and style; and as for fitting the feet—well, fitting qualities were, for the most part, a negligible factor in the children's shoes of those days. It seemed to have been taken for granted that a mere child's shoe didn't have to be strong on fitting qualities anyway. The difference of a size or a half and a half one way or another did not amount to much. If the shoes pinched and the little toes buckled up the growing

feet would spread the shoes in a few weeks anyway; and if the shoes were a couple of sizes too large the child's feet would grow to fill the shoes.

But times have changed. To-day children's shoes are built on graceful lasts. Little welt shoes with real heels are required and it is demanded that these little shoes fit the feet of their juvenile wearers. And they must be made out of good stock—none of your culls and seconds and scraps, if you please. Even very little folks have decided notions about correct footwear models. The girl of 9 or 10 wants heels that look right to her critical eyes. None of your old-fashioned spring heels for her! She is a modern miss. And so does the boy of 10 or 12 have ideas about proprieties in footwear. It is a modish, up-to-date shoe for him or no purchase. Even if the shoe does look good to "dad," the sale is not unfrequently blocked by the ultimatum that, if the shoe is bought, it will not be worn. And so the style-feature in children's footwear has become a thing to reckon with.

The development of children's lasts—a feature not so conspicuous as some other departures in the production of children's footwear—is one of the most important improvements in modern shoemaking. Children's shoes are made with more reference to the actual requirements of little feet than ever before in the history of shoemaking. What a boon the broad toes for little tots have been! Now the little toes are not required



A
Bertsch
Shoe

No. 983. Men's Vici Kid or Velour Calf Blucher. A slightly shoe made over a tread-easy last.

What's In a Name?

Well, it all depends on what the name is. If it's

H. B. Hard Pan

on a shoe it means as much as "sterling" does on silver.

It means the most satisfactory hard-service shoe ever put on the market.

If it's the **Bertsch Shoe** it means a Good-year Welt hand Sewed Process shoe that has come right into the front of the front rank.

Dealers everywhere are re-ordering from first shipments.

To this add the fact that they are bound to be popular because they are made right. Back of all this are fair, honest prices that will please you and please your trade. You can see the samples of both lines for a postal.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Snow and Slush

Will be here now before you know it. The dealer who is well stocked with Rubbers will get the start on his competitors, but he must have *Good Rubbers*. We are well stocked with Good Rubbers—

Hood and Old Colony

Get in touch with us NOW

There is no need to tell you about the famous Plymouth Line. Every one who has worn them knows that it is the best line of Rubbers made for good hard *Service*—extra stayed at every weak point. ❄ ❄ ❄ ❄ ❄ ❄



to be buckled up and tortured with elasticity in the soles. The natural-shape shoe for children has earned a place in the hearts of people who know and care. Many of the aches and ills of deformed, misshapen feet of the adults of to-day can be traced to the door of by-gone shoemaking.

So the day has come when the proprietor of the store and the manager of the children's department are genuinely concerned in fitting as thoroughly as they may every pair of little feet that comes into their store. By so doing they are most surely getting themselves into the good graces of parents, thus converting transient customers into permanent ones.

Cid McKay.

The Shadow of the Boss.

A business demands the entire time and attention of the proprietor or manager. There are some men with double personalities who can take equal interest in two lines of thought, but as the majority of us retailers have all we can do to manage one line it is wise to "confine your efforts to your abilities" and go into it heart and soul in one direction.

I have in my mind an illustration of the necessity for always being in the store. Old Aunt Fannie was a childhood friend who came to town but seldom, and it so happened that I was out on two occasions when she came in. Her comment was: "La! he's never in his store, is he?" It's little things like this which mold public impressions; for, from the moment I walked into the store until the doors closed I was always busy with the affairs of the house and by sheer accident she did not find me.

Avoid such occurrences as this. The proprietor must always be in evidence to his patrons. A word, a friendly nod, go a long way to hold trade. An old mechanic once said: "The boss' shadow is worth \$5 every time it falls across the job."

The proprietor's presence is equally valuable in the store. In discussing a certain establishment an ex-employee said: "It was the darndest place I ever worked in, for no matter which way you turned one of the five brothers had his eye on you." Needless to say, this grew to be a very rich firm.

It is not necessary to go away off to some remote place to neglect your business—outside the front door is far enough; and even your desk will take you from the store, if your eyes are not open to the conditions in the house.

Intense application demands relaxation and I urge every merchant to "take a time off." Shut up the store at 6 o'clock four or five days in the week, according to the custom of your locality; and close it tight and fast on Sundays and all legal holidays—that is the time to take a genuine rest; customers do not expect you to be in the store, and the few sales you miss will not equal the profit you make in the renewal of your energy. These leisure hours are the ones you want to put in "making friends with the community."

Show yourself to your neighbors; be identified with every public move-

ment. Be the man to be counted on for any undertaking that will benefit the town or community.

Let it be known that you are always in your office during business hours to meet friends and customers and keep your eyes open to watch the stock.

Do your reading at such times as it will do you some good, for to get results from what you read you must digest it, apply it. Make the most of your time and presence. You are the highest-priced man in the house, or should be, so devote your time to the things that bring the biggest returns.

It is too expensive for you to sweep the floor, dust the shelves or brush the clothing—let the clerks do that, but see that it is done.

Buying and trade bringing are your part of the business.—Men's Wear.

A Warning.

Breathes there a man with soul so dead
Who never to himself hath said,
"My trade of late is getting bad,
I'll try another ten-inch ad?"
If such there be go mark him well,
For him no bank account shall swell,
No angel watch the golden stair
To welcome home a millionaire.
The man who never asks for trade
By local line or ad. displayed
Cares more for rest than worldly gain
And patronage but gives him pain.
Tread lightly, friends, let no rude sound
Disturb his solitude profound;
Here let him live in calm repose
Unsought except by men he owes,
And when he dies go plant him deep
That nought may break his dreamless sleep
Wherein no clamor may dispel
The quiet that he loved so well,
And that the world may know its loss
Place on his grave a wreath of moss
And on a stone above, "Here lies
A chump who wouldn't advertise."

Friendship is often a severe test of love.

In the District Court of the United States for the Western District of Michigan, Southern Division, in Bankruptcy.

In the matter of Fred G. Klyne, bankrupt, doing business at Holland, Ottawa county, Mich., notice is hereby given that the assets, except the exemptions, of said bankrupt, consisting of a stock of boots, shoes, rubber goods, store furniture and fixtures, will be offered by me for sale at public auction, according to the order of said court, on Thursday, the 30th day of December, 1909, at 10 o'clock in the forenoon of said day, at the former store of said Fred G. Klyne, No. 28 East Eighth street, Holland, Michigan. The sale will be subject to confirmation by the court. The inventory of said assets may be seen at the office of Diekema, Kollen & Ten Cate at Holland, Mich., and at the office of Kirk E. Wicks, referee in bankruptcy, Houseman building, Grand Rapids, Mich.

Dated Dec. 17, 1909.

Dick S. Boter, Receiver.

Peter Doran, Grand Rapids, Mich.,

Diekema & Kollen,

Daniel Ten Cate,

Holland, Mich.,

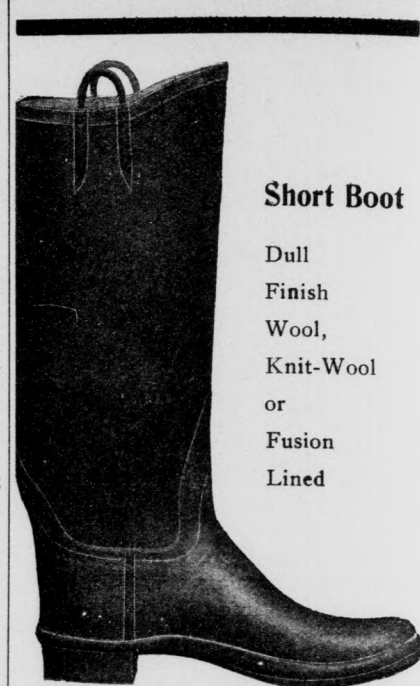
Attorneys for Receiver.

Good Business.

Post—I'm trying to get a first class chauffeur to run my car.

Parker—Can't you find a good one?

Post—No. All the fine ones have made so much money that they now own and operate their own machines.



Short Boot

Dull
Finish
Wool,
Knit-Wool
or
Fusion
Lined

Good Business

Wales Goodyear Rubbers (Bear Brand)

Mean good business, daily sales, season round sales, rubbers that are wanted by your trade, and the customer who doesn't get them won't be fooled again. There'll be plenty of those who do get them to tell that person where to go.

The season's business is just beginning that will keep us hustling to keep up our ready-to-ship-at-a-moment stock where it belongs.

Let us have your order early—today.

A new Wales Goodyear catalog for a postal.

HEROLD-BERTSCH SHOE CO.

Agents for
Wales Goodyear Rubbers
(The Bear Brand)

GRAND RAPIDS, MICH.



Cold Weather is Coming

Order Your Warm Rubbers Now

Romeo Alaskas

Men's English last, F and W
Men's Potay last, F
Men's Columbia last, F
Men's British last, F

Women's English last, M, F and W.
Misses' English last, F
Child's English last, F

Arctics

Dukes, One-Buckle

Men's English last, F
Men's British last, F
Women's English last, F
Misses' English last
Child's English last
Men's Heavy Bkl. Arctics
British F and Regular W

Four-Buckle Arctics

Men's Polar, Regular W
Men's Portland, British F
Men's Portland, Regular W
Men's Emperor, English F
Women's 3-bkl. Empress, English F
Misses' Empress, English F
Child's Empress, English F

English last has a medium toe.
British last is a swing last with wide toe.
Potay last is a swing last with medium toe.
Columbia last is a swing last with narrow toe.
Fit, style and wearing quality of "Glove" rubbers is unexcelled.

If you must have second quality rubbers, however, order Rhode Islands.

Hirth-Krause Company

Grand Rapids, Mich.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 18—Speculative coffee has been having something of a boom and operators are intensely interested. Spot stock is selling in an average way, but there is a firm feeling and the man who tries to find coffee on the bargain counter is wasting time. With exports over, it is thought quotations will soon show a material advance and it is probably a good time to purchase stock. In store and afloat there are 4,638,227 bags, against 3,660,800 bags at the same time last year. At the close in an invoice way Rio No. 7 is held at 8½@8¾c. Mild grades are meeting with rather more enquiry and the market closes firm.

Sugar is extremely dull. Buyers are taking supplies only for everyday wants and this state of things is likely to last until the turn of the year. Some refineries quote 4.95c, less 1 per cent. cash, and others 5.05c.

Sales of teas have been of limited proportions, but there is something doing all the time and with more and more enquiries coming, holders are strong in the belief that after the new year is started there will be a steadily improving tea market and preparations are being made for a good trade in 1910. Prices are firmly sustained.

Rice is at a standstill, all attention at the moment being diverted to cleaning up the year in readiness for stocktaking. Prices are said to be even higher in New Orleans than in New York. Good to prime domestic, 5@5½c.

Spices are very quiet, with nutmegs the duller of all. This is owing to large supplies on the market. Prices are practically without change in any respect.

Molasses is firm, but sales when made are of small lots, as buyers do not wish to be encumbered with a surplus at stocktaking time. Quotations show no change—good to prime centrifugal, 26@30c. Syrups are in light supply and prices are without change.

There is a steadily improving feeling in the trade as regards canned tomatoes and it is declared that no really desirable standard 3's tomatoes can be found at less than 60c, although "so-called" standards seem to be a good deal in evidence at the old figure of 57½c. Some trading is going forward in corn and quotations for good stock are well sustained. New York State, 80@85c. In peas the call is for extra fine sorts and for the cheapest, leaving something of a lack of demand for the average qualities, and the supply of such is rather large. Other goods show practically no change in demand or in quotations.

Butter of top quality is in great shortage and taking steady hitches upward, as creamery specials are now quoted at 36c; extras, 35c; firsts, 32@34c; held stock specials, 32@32½c; extras, 31@31½c; Western imitation creamery, firsts, 26@28c; factory, 23½@25c. Creamery butter is now re-

tailoring at 42c and it looks as if the 50c mark would be reached. There is, consequently, an increasing consumption of oleomargarine.

Cheese is firm and quoted at 17½@18c for New York State full cream.

Eggs are still classed as luxuries. Extra Western, 37@38c; extra firsts, 33@35c; refrigerator, 22@24½c.

Ballade of Christmas Toys.

Tell me in what Valhalla now,
Beyond the land, beyond the sea,
Recline the toys of long ago
That once adorned the Christmas tree.
Where are the friends of infancy,
The buxom dolls with flaxen hair,
The wondrous blocks of A—B—C?
But what has become of the Teddy Bear?

Where are the horns we used to blow
And the brave drums we beat at three,
The cardboard soldiers, row on row,
The wooden knights, armed cap-a-pie,
The ark with its menagerie,
The acrobats so bold and yare,
Jack-in-the-Box—ah, where is he?
But what has become of the Teddy Bear?

And where the train that used to go
When wound up by the magic key,
Where chanticleer that used to crow
And flap his tin wings jocundly?
To what strange land did Pierrot flee,
In what domain does Crusoe fare,
And Punch and Judy—where are ye?
But what has become of the Teddy Bear?

ENVOY.

Time, that art king, where may they be—
In what dim attic, 'neath what stair—
The toys that once belonged to me?
But what has become of the Teddy Bear?

Many a man who thinks he is editing
The New Jerusalem "Who's
Who?" will find his own name not
there at all.

When a sermon gets thin it is sure
to spread itself out long.

It is a good thing for the oak to
look often at the acorn.

MOTOR DELIVERY

McIntyre

Catalog 182

Auburn, Ind.



Jennings' Absolute Phosphate Baking Powder is now ready for market—it has been thoroughly tested and proven an unqualified success.

This Baking Powder is pure, wholesome and assures perfect baking—this we warrant you to guarantee. Order now from your jobber or direct.

JENNINGS BAKING POWDER COMPANY

Grand Rapids, Mich.
Established 1872

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.



Special Knowledge Necessary for the Sale of Paints.

Given the proper attention paint probably bears as much profit as any line connected with the hardware business. Selecting a line is an important matter but not necessarily a hard one, as in this day of modern paint manufacturing there are a great many to choose from. Granting that a manufacturer understands his business his product is just what he desires it to be, and you can generally judge the quality of his paint if you know his intentions. Most manufacturers wish to make good paint and competition compels a majority of them to do so.

Stand by Your Guns.

After you have selected your line stand by it and push it for all you are worth. Don't become frightened the first time a customer tells you he would prefer some other brand. Show him that yours will accomplish everything he desires and point out the many satisfied customers you have made. There are very few whom you can not convince in this manner. This is salesmanship, however, which I will touch on a little later.

Special Knowledge Required.

Selling paint requires special knowledge. Any one can sell nails, but it is not so easy to sell paint. You must know paints and their uses. The merchant who understands them best will get a portion of the business that would have gone to his competitor. The customer is often perplexed as to color schemes and the kind of paint to use for certain purposes. Here is where your knowledge should come in and make the profit that awaits you. You can gain this knowledge by personal observation, by reading trade journals and studying the literature sent you by the manufacturers.

Well-Selected and Always Kept-Up Stock.

You must have a well-selected stock and know what is required. You can not sell goods unless you have them, but this does not mean that you should buy heavily. It is better to order every day than to over-buy.

When I started in a retail paint business with very small capital I was the only clerk, and went over my stock at the close of each day's business and reordered what had been sold during the day. In this manner I had four to six orders out all the time and seldom had to tell a customer the goods wanted were out. This method of buying also enabled me to take advantage of cash discounts.

The Salesmanship Side.

Salesmanship is one of the greatest problems in any business—no use to buy goods unless you can sell them. A great deal of attention is rightfully being paid to this department of merchandising. In order to sell you must tell your story in such an energetic manner that your customer may see from your point of view. Any one can hand out a pail of white paint when called for, but this is not salesmanship.

The merchant who can tell a customer how to paint a house, a carriage, varnish floors or enamel a room and can tell his story convincingly is a salesman. He knows what the goods will do as well as what they will not do—what to use and when to use it. He is the man who gets the confidence of the paint buyer and it will be hard for any one to take the business away from him.

Selling What Is First Called For.

It is not a good plan always to sell that which is first called for. Learn as diplomatically as possible for what purpose the goods are to be used and if they are not suited for the purpose sell that which is suited.

If liquid filler is wanted for pine floors over which varnish is to be applied, do not sell it but instruct your customer to use the varnish only.

If linseed oil is wanted to thin inside white tell your customer to use turpentine.

If coach varnish is called for learn whether a buggy is to be painted or whether an inside coach is wanted.

When selling porch floor paint do not forget to warn your customer against the use of washing powders on porch floors.

Don't Fail To Advertise.

The man who fails to advertise might be likened unto the farmer who neglects to fertilize his crops. That advertising brings results you have only to remember the many nationally advertised articles. Who has not heard of the Gold Dust Twins, Spotless Town, Sunny Jim? You must advertise your paints and each man must settle for himself how he will do it. The manufacturers aid you in this work in many ways which are familiar to you. Take advantage of all the facilities they offer. Remember the parody on "early to bed and early to rise."

Substitution.

Much has been said about substitution or selling something "just as good." Many manufacturers claim when their goods are called for you should not try to sell something else. Remember you can not handle every

manufacturer's products and if you know when to substitute you may do so. But it is a dangerous practice when you do not know.

Keep stocks up; do not wait for the salesman if you need the goods. He will be disappointed if he calls and does not find an order awaiting him, but your customer will be disappointed also if you haven't the goods. The excuse that you are waiting for the salesman to call will not satisfy him and you may lose his trade.

Cutting Prices a Sign of Weakness.

Cutting prices is one of the most pernicious practices that merchants can engage in. It is a sure sign of weakness. It means you have no confidence in your ability as a salesman or in your goods. You not only lose the profit that belongs to you, but you get no thanks. If you are told that Mr. Blank is selling paint at \$1.50 a gallon, talk quality. If you are told that he is selling oil at 70 cents a gallon and you have to get 75 cents to make a legitimate profit, tell your customer you can not afford it.

Profits.

Remember, if Mr. Blank is making 10 cents a gallon and you want 15 cents a gallon profit he must sell ten gallons to make \$1, while you make \$1.05 by selling seven gallons. Some time ago one of our salesmen informed me that a competitor was selling paint 10 cents a gallon cheaper than we were and the salesman wanted to meet the price. I said to him: "We will figure it out. Suppose our competitor is making 15 cents a gallon; he has to sell 100 gallons to make \$15. If we make 25 cents a gallon we have to sell sixty gallons to make \$15." The result was we got the business by talking quality.

Under the title of "Profit Prescription for Paint People," the Bureau of Promotion and Development of the National Paint Manufacturers' Association has issued a chart showing the relative amount of paint purchased from a prominent paint manufacturer by dealers selling at \$1.50, \$1.60, \$1.65 and \$1.75 per gallon.

Taking the first named figure as a basis, this chart shows that dealers selling at \$1.60 sold 39 per cent. more than the dealers selling at \$1.50; that dealers selling at \$1.65 sold 69 per cent. more and those selling at \$1.75

sold 107 per cent. more. This refers to the same brand of paint. Remember that cutting the price 10 or 15 cents per gallon does not cause any more houses to be painted.

Handling Complaints.

You will have some complaints no matter whose paint you handle. No matter how perfect your line may be it will not please all the people all the time.

When complaints arise investigate



Brilliant Gas Lamp Co.

Manufacturers of the famous Brilliant Gas Lamps and Climax and other Gasoline Lighting Systems. Write for estimates or catalog M-T.

42 State St. Chicago, Ill.

Acorn Brass Mfg. Co.

Chicago

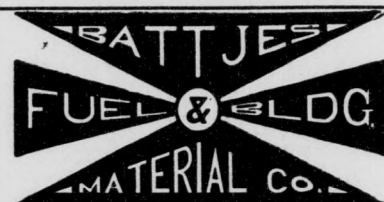
Makes Gasoline Lighting Systems and Everything of Metal

Columbia Batteries, Spark Plugs Gas Engine Accessories and Electrical Toys

C. J. LITSCHER ELECTRIC CO.
Grand Rapids, Mich.

Grand Rapids Supply Co.

Jobbers
Mill, Steam, Well and Plumbing Supplies
48-50-52-54-56-58-60-62 Ellsworth Ave.



Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.



FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

them and if you don't know what caused them write all the particulars to your manufacturer.

He may not know either, because you may not learn the true cause. He will give you a lot of reasons why and how the trouble might have occurred and no doubt will give you the proper one, and between the manufacturer, your customer and yourself you can settle the matter satisfactorily.

Don't Blame the Paint.

Most likely the trouble will not be with that. If it peels it is almost a sure indication that good paint was used but that it was applied over a coat of ochre priming or had been applied too thickly. Maybe the wood was damp or green when the paint was applied. Poor paint rarely if ever peels.

If it checks or "alligators," driers have probably been added. If it turns yellow, the lumber was no doubt green or damp. White pigments and bleached linseed oil can not turn yellow if the conditions are right. If it is yellow on some boards and white on others the blue sap boards were the ones, no doubt, that turned yellow because shellac was not applied over them before priming.

No manufacturer can make paint that will turn yellow on some boards and white on others, if taken from the same pail. If inside white turns yellow, linsed oil has no doubt been added when turpentine should have been used for thinning.

Steer Clear of Guarantees.

You will be asked by some if you

guarantee paint. But I tell you, don't do it unless you can control its application. I have never known a reputable manufacturer who would not make good any defects in material and have known cases where he made good when it was not the fault of his paint. I would beware of a paint with a guarantee. I would look well into the record of the manufacturer.

A grocer might as well be asked to guarantee that your cook would make good bread from the barrel of flour he sold you, or the fertilizer manufacturer guarantee that a farmer would raise good crops by use of his fertilizers, as to ask you to guarantee paint. Paint is made to be applied under proper conditions and with a knowledge of its requirements, and when so applied will in nearly every case accomplish its purpose.

J. H. Gay.

Ornamental Value of Rope in Hardware Windows.

Written for the Tradesman.

Few hardware window men realize the decorative possibilities that lie in common rope.

Even a window with a green or blue burlap or denim floor with coils of rope of various sorts—from the stout cord to that which comes from the manufacturer and weighs all the way from six or seven hundred pounds to 1,000 in a bale—is interesting to the layman.

And, too, the larger sizes—such as are used by fathers fond enough of their children to put up a swing—make a fine trimming for the out-

lines of the wall and the background of a window.

Bright new tin pails suspended from the ceiling with real small rope make an effective trim. These shining containers should all be of the same shape, but they can be of graduated sizes.

Other merchandise, the units of which are of such a character as to render them dependent, can be employed in place of the tin pails.

Even something can be hung with rope or cord in a hardware window entirely at variance with the stock carried by such a store. For instance, small dolls or Teddy bears or like animals could be borrowed or purchased from a dry goods or 10 cent store and be suspended with thin rope from the ceiling. The rope should be placed under the forearms and be tied at the back. It would be such an unusual thing in a hardware store that many pedestrians would stop to look.

In this last arrangement there is no special advertising value unless attention is called to the rope by a snappy placard. Don't forget the placard—the snappy placard.

Beatrix Beaumont.

A Christmas Suggestion.

"I don't want to be charged with being selfish or cold-blooded," said the insurance man, "but I can not help a feeling of relief that the woman we have had as cook for the last year is no more. She got in the way of a street car the other day and I trust that she died happy."

"Wasn't she a good cook?" was asked.

"Fine, fine."

"Had a bad temper?"

"She was mild as molasses."

"Given to drink?"

"Never touched a drop. The only fault she had was the Christmas mania. She came to us just after Christmas last year and at once began to hint around as to what she should expect this Christmas. Every week, right along, she dropped a hint to my wife. She started out by saying that a mink muff would do, but later on raised the stakes. About once every fortnight she would speak of quitting her job and my wife would have to tell her that Christmas would make things even. Two weeks ago the woman came to me and said:

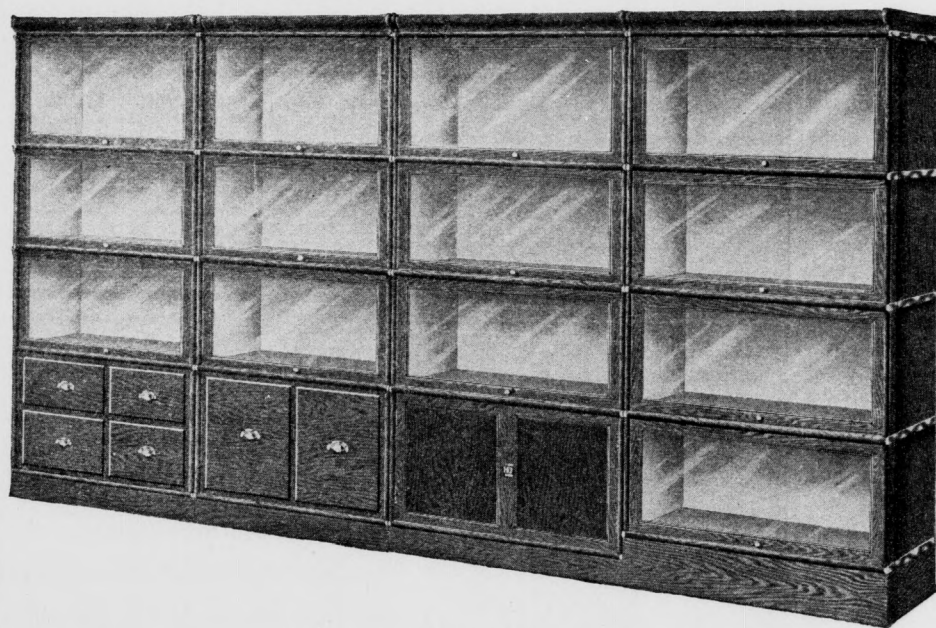
"Mr. Blank, Christmas is not far off now."

"No, Mary."

"I was looking at one the other day. It was a 60-horsepower and painted pearl gray, and the price was \$7,500. Don't get anything cheaper, Mr. Blank. I wouldn't be seen around with a cheap auto."

"Great Scott!" exclaimed his auditor. "She expected you to buy her an auto?"

"She did and perhaps she expected a chauffeur with it. As I said, I don't want to seem heartless, but when I think of cooky being at rest and my having saved \$7,500 I can't help the warm glow of relief that steals over me from time to time."



The Wilmarth sectional shelving is built in a standard size, which makes the sections suitable for laces, embroideries, infants' wear, underwear, hosiery, fine linens, etc., the sections being 22 inches wide outside and 20 inches wide on the inside, back of the door. The inside height under the door when the door is lifted or retracted is 13 1/4 inches; the sections are all 34 inches long on the outside. Four glass door sections with top and base as illustrated at the right of the large cut make a stack just 6 feet in height. Through a special arrangement with the Macey Co. the doors in these cases are fitted with the Macey patent door device, which positively will not stick nor bind. This is undoubtedly the finest working bookcase door that has ever been made. The doors are glazed with sheet glass and the sections are built of hardwood throughout, all exposed parts being plain sawed white oak.

The progressive merchant will readily realize the advantage of this sectional shelving. The use of it will enable the merchant to do away entirely with stock boxes, will enable him to display his goods to the best possible advantage, will make it much more convenient to keep stock, and practically save all loss on soiled goods, the display feature alone being worth the entire cost of the shelving.

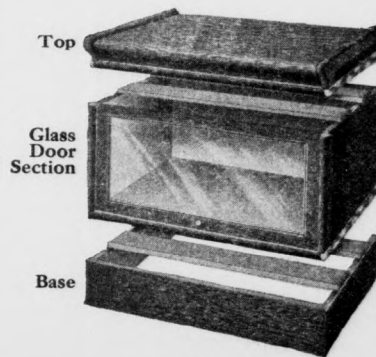
The Wilmarth sectional shelving can be purchased in one or one hundred sections if desired. The sections illustrated above are all carried in stock ready for immediate shipment. Write today for complete descriptive circular and prices.

Wilmarth Show Case Co., Grand Rapids, Mich.
936 Jefferson Avenue

What Every Merchant Needs The Wilmarth Sectional Shelving

THE sectional idea or unit system has long been a source of great convenience and profit to the office man, but it has remained for the Wilmarth Show Case Co. to make it equally valuable to the merchant. Just as old style bookcases and filing systems have been superseded by sectional bookcases and filing cabinets, so is the old dirt and dust gathering open shelving being abandoned for glass front sectional shelving. In the Wilmarth sectional shelving the progressive merchant will at once realize a long felt want. We are building the sections comprising this shelving in such quantities that we are offering it to the trade at a price which places it within the reach of any merchant, and every merchant should be interested in it.

The Wilmarth sectional shelving needs little explanation for it operates exactly upon the same principle as the sectional bookcase, being composed of three units, top, base and glass door sections as shown in the small illustration. The bottom of one section forms the top of the section below. The sections are bound together at the ends with patent fastenings. Like bookcases, the merchant can buy as many sections to start with as he wishes and add to them as fast as he needs them. The illustration above shows the different kinds of base sections which are carried in stock to provide various combinations to suit different lines of goods.



CHRISTMAS CONTENTMENT.

Current of Spiritual Battery Flows Through Our Lives.

They have all gone now, and the house is very still. For the first time this evening I can hear the familiar sound of the December wind blustering about the house, complaining at closed doorways, asking questions at the shutters; but here in my room, under the green reading lamp, it is warm and still. Although Harriet has closed the doors, covered the coals in the fireplace and said good night, the atmosphere still seems to tingle with the electricity of genial humanity. The parting voice of the Scotch Preacher still booms in my ears:

"This," said he, as he was going out of our door, wrapped like an Arctic highlander in cloaks and tippets, "has been a day of pleasant bread."

One of the very pleasantest I can remember.

I sometimes think we expect too much of Christmas Day. We try to crowd into it the long arrears of kindness and humanity of the whole year. As for me, I like to take my Christmas a little at a time, all through the year. And thus I drift along into the holidays—let them overtake me unexpectedly—waking up some fine morning and suddenly saying to myself:

"Why, this is Christmas Day!"

How the discovery makes one bound out of his bed! What a new sense of life and adventure it imparts! Almost anything may happen on a day like this—one thinks. I may meet friends I have not seen before in years. Who knows? I may discover that this is a far better and kindlier world than I had ever dreamed it could be.

So I sing out to Harriet as I go down:

"Merry Christmas, Harriet"—and not waiting for her sleepy reply I go down and build the biggest, warmest, friendliest fire of the year. Then I get into my thick coat and mittens and open the back door. All around the sill, deep on the step, and all about the yard lies the drifted snow; into a grotesque Indian mound, and it has transformed my woodpile it frosts the roof of my barn like a wedding cake. I go at it lustily with my wooden shovel, clearing out a pathway to the gate.

Cold, too; one of the coldest mornings we've had—but clear and very still. The sun is just coming up over the hill near Horace's farm. From Horace's chimney the white wood-smoke of an early fire rises straight upward, all golden with sunshine, into the measureless blue of the sky—on its way to heaven, for aught I know. When I reach the gate my blood is racing warmly in my veins. I straighten my back, thrust my shovel into the snow pile and shout at the top of my voice, for I can no longer contain myself:

"Merry Christmas, Harriet."

Harriet opens the door—just a crack.

"Merry Christmas yourself, you Arctic explorer! Oo—but it's cold!" And she closes the door.

Upon hearing these riotous sounds the barnyard suddenly awakens. I hear my horse whinnying from the barn, the chickens begin to crow and cackle and such a grunting and squealing as the pigs set up from behind the straw stack, it would do a man's heart good to hear!

"It's a friendly world," I say to myself, "and full of business."

I plow through the snow to the stable door. I scuff and stamp the snow away and pull it open with difficulty. A cloud of steam rises out of the warmth within. I step inside. My horse raises his head above the stanchion, looks around at me and strikes his forefoot on the stable floor—the best greeting he has at his command for a fine Christmas morning. My cow, until now silent, begins to bawl.

I lay my hand on the horse's flank and he steps over in his stall to let me go by. I slap his neck and he lays back his ears playfully. Thus I go out into the passageway and give my horse his oats, throw corn and stalks to the pigs and a handful of grain to Harriet's chickens (it's the only way to stop the cackling!) and then presently the barnyard is quiet again except for the sound of contented feeding.

Take my word for it, this is one of the pleasant moments of life. I stand and look long at my barnyard family. I observe with satisfaction how plump they are and how well they are bearing the winter. Then I look up at my mountainous straw stack with its capping of snow, and my corn crib with the yellow ears visible through the slats, and my barn with its mow full of hay—all the gatherings of the year now being expended in growth. I can not at all explain it, but at such moments the circuit of that dim spiritual battery which each of us conceals within seems to close and the full current of contentment flows through our lives.

All the morning as I went about my chores I had a peculiar sense of expected pleasure. It seemed certain to me that something unusual and adventurous was about to happen—and if it did not happen offhand, why I was there to make it happen! When I went in to breakfast (do you know the fragrance of broiling bacon when you have worked for an hour before breakfast on a morning of zero weather? If you do not, consider that heaven still has gifts in store for you!)—when I went in to breakfast I fancied that Harriet looked preoccupied, but I was too busy just then (hot corn muffins) to make any enquiry and I knew by experience that the best solvent of secrecy is patience.

David Grayson.

Father the Best Adviser of the Boy.

As a matter of stern, hard common sense truth, most of that advice which to-day is given to the young man in person long before ought to have been impressed upon the father, in order that the growing boy and young man might have been made open to all else that may come to him in spoken advice and personal experience.

To make spoken advice acceptable

BUICKS LEAD

CARS \$1,000 AND UP

BUICK MOTOR COMPANY

Louis and Ottawa Sts. Grand Rapids Branch

THE LATEST CRAZE
SAWYER'S BO-PEEP PUZZLE

A 25 cent puzzle sold for 10 cents to advertise Sawyer's Crystal Blue for the laundry. An evening's fun for all the family. Mailed for 10 cents, stamps or silver. Sawyer Crystal Blue Co., Dept. O, 88 Broad St., Boston, Mass.

General Investment Co.

Stocks, Bonds, Real Estate and Loans
Citz. 5275. 225-6 Houseman Bldg.
GRAND RAPIDS



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

"Morgan" Sweet Cider

For Thirty-three Years
The Best Brand Made in Michigan
It Is Best by Every Test
The First Requisite for Christmas

The retailer who builds trade on "Morgan" products builds well.

Send for sample order of Sweet Cider in any of the following sized packages:

Regular barrel, 50 gals., \$7.50

Trade barrel, 28 gals., 4.50

½ Trade barrel, 14 gals., 2.75

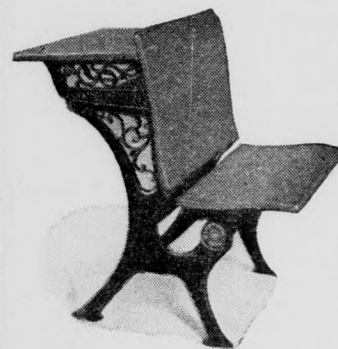
We make vacuum condensed Apple Syrup and Apple Jelly which we sell at 60c per gallon in any sized package.

All quotations include packages f. o. b. Traverse City.

If first order is accompanied with remittance, we will forward dealer a beautiful calendar and colored cider signs for store display.

John C. Morgan Co. Traverse City, Mich.

More School Desks?



We can fill your order now, and give you the benefit of the lowest market prices.

We are anxious to make new friends everywhere by right treatment.

We can also ship immediately:

Teachers' Desks and Chairs
Office Desks and Tables
Bookcases Blackboards
Globes Maps

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

If you need the goods, why not write us for prices and descriptive catalogues—Series G-10. Mention this journal.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

to youth the young man most needing it will have to be in a frame of mind to accept it. "Advice" is a word that is not relished by youth. In general it is the advice of the old man, perhaps fond of talking and who obtrudes it upon the boy. To the youngster the speaker is an "old fossil." He is dwelling in his own past that has been buried for a generation. He is not up with the times. He is likely to be ten or twenty years behind modern methods, everywhere.

No one is quicker to determine such a state of mind in the adviser than is the young man. He grows to detest the "good advice" that the older person pushes upon him without invitation.

"I'll bet he was as bad as any of us," says the young man to his fellows and they join him in the laugh that follows.

But in case of fathers in tens of thousands of cases the father knows enough to make chummy overtures toward his son. That old, dictatorial, grim, dogmatic father belongs to another age. The trouble is that in the reaction the modern father has gone a little too far the other way in the direction of an extreme. "Boys will be boys," he says to himself, and often before he realizes it he has for a son the physique of a man and the mentality that should be a boy's.

His adolescent son never has felt the weight of a serious responsibility which to-morrow out in the world he may have to shoulder. He is in no condition—physical or mental—to settle down to his apprenticeship to the world of workers. But the time has come for him to do something to earn his living and he must set to work ignorant of how to settle down to it.

In many respects the old fashioned, puritanical, czarlike father was the better type of parent for starting his boy in life. He had pressed home to the son that son's responsibilities as to conduct and responsibilities as to work and study. When the old fashioned father said: "Do it," the old fashioned son either did that thing, or, after misplaced lack of knowledge of his parent, ran away from home. But to-day there are thousands of mature men who are thanking their dead and buried fathers for the seemingly hard, severe training that was administered them in their youth.

Authorities on the structure of the human brain assert that the brain does not reach the maximum of its physical, structural growth until the person is 25 years old, after which its correlated motor centers and the convolutions of the frontal brain are receptive in adult degree.

Does this not suggest that in lecturing the average young man under 18 years old, and forcing upon his half deaf ears the aphorisms of old age, the efforts of this kind most likely will prove ineffectual and vain? Then it is just here that the father who has his son's confidence and chummy good fellowship may do more than all the schools ever built—if only he will set to work.

I know a father who is wisely following this principle of training his son at home in those things that do not reach him in school. He is a good business man himself. He has young men in his employ and he knows in practical degree just where these young men are falling short. Occasionally he has necessity to "fire" some young man for cause. But never under any circumstances where a young man is discharged or in a condition to merit discipline does this father fail to bring home to his son an object lesson which is put in a way to interest and hold attention of that 15 year old son. He has this point of approach:

"You didn't do that task I gave you as it should have been done," he says to the boy, regarding something which was expected of the son somewhere around the home. "If I were hiring you in my business and you did the work that way, I would let you go before the end of the week; I would have to do it or lose patrons and money."

This father wisely has gained the confidence of his son and is trying wisely to hold it. The son is disposed to enter merchandising in some one of its branches. The father is a merchant. Therefore the father, with his knowledge of merchandising such as is admired by his son and not disputed by the father's competitors, has a double hold on his son's attention.

"You are starting to school this morning with those disgracefully dirty shoes," he says to this son. "You are in school work now; that's the business you're working at. Do you think you could work for me or for any other decent business man if you came down to work looking like that? Would you have an employe show up in such shoes?"

It is not easy to train the normal boy, who is overfull of high spirits and lightness of heart and feet and hands. But when it is brought home to him that some of his heedless actions just a little later in life may "put him out of business"—the application is direct and indisputable.

That average boy of 15 years has something set for him to do at home, ordinarily. Unless he has both a foolish father and a foolish mother, some task or tasks will be given him. And in seeing that he does his work properly and in reasonable time the parent who judges his boy's work just as he would judge the work of a boy whom he might have paid for such work is on the right side of training that boy for the world of work.

Hold that boy to his accountabilities as you would hold the stranger boy. If you won't do this, don't ask that son to do anything. Open, irresponsible idleness is the better for him by far. He will have a better show wholly without training than if lazily and indifferently trained.

John A. Howland.

You can not sow weeds in your heart and keep the burrs to yourself.

Making the best of that which is wrong is often buttressing an evil.

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.



Beware of the Man Who Tells.

If you have a brick handy, present it without ceremony to the man who is always telling you what other people say about you. You will injure him with the brick, and you will doubtless be locked up for assault; but you will gain in the end. For you will have rid yourself of a friend who is more dangerous than the most dangerous foe.

I am a man who adores peace with the heartiest adoration—I revel in it—but when I meet the man who tells me in confidence of the ruffianly thing that some one has said of me, I feel like indulging in war. I feel like letting him have one of the best under the chin.

Know, my dear reader, that everybody talks about you when you are not present in quite a different way from what they would talk were you face to face with them. It is human nature. We are all critics of one another. Even your dearest friend knows that you have little faults. And when the occasion comes he speaks to others of these little faults. He does this even though he is your best and most reliable friend. And you do the same by him. We all speak of one another's little faults. We can't help it. We were born that way. We don't really mean anything by it. But we do it. And there's an end of it.

It is alleged, to be sure, that there are some perfect persons who never say behind a man's back what they wouldn't say before his face. I say alleged, because I must confess that, in a somewhat wide experience of life, I have never had the fortune to meet these persons. And I am driven to the conclusion that, if they exist at all, they are as rare among us as white blackbirds.

My experience of life has shown me that human beings find it the finest and most stimulating fun going to laugh at the failings and oddities of others behind their backs. In fact, I would go so far as to assert that this trait in our common humanity is the root and foundation of our social life. In the good old prehistoric days men laid down their flint clubs and indulged in humorous comment concerning the way some acquaintance escaped from or was gulped up by the sporty animals with the long names. And they found this comment upon the fortunes or misfortunes of others so delightful that they made a habit of it, and thereby laid the foundations of social intercourse as we know it now.

The one who tells is a spoil-sport

and a traitor. And what is more, he is that worst liar of all—the liar in whose lie there is part truth. For the fact that he tells you of is divorced from its context. If you yourself had been there and had heard what was said before and after it you would have placed quite a different construction upon it. You would see that the thing that he tells you of, and that sounds so malicious in the telling, was said but in joke, that there was nothing behind it and that there was nothing meant to be behind it. On hearing it you would have felt a bit sheepish, perhaps, but it would not have rankled as it rankles now. You would not have felt as you feel now—that you have lost a friend.

The one who tells is a spoil-sport in the sense that he spoils the fun of gossip. He likely enough laughed as heartily as any one else at what was said about you, and now he comes and gives the show away. And he is a traitor in the sense that when people are talking together there is an agreement, none the less binding because it is only implied, that what is said shall go no further.

Gossip in itself is not a bad thing at all. And even scandal is shorn in a vast measure of its power to injure when the person about whom it is circulated knows nothing of it. If you don't know what people are saying about you, the thing largely is, in effect, not said. And, even if you do know what is said, absolutely the best way of dealing with it is to wear a bold, unconscious front. If you do this you will always find people to take your part. This is as true of human nature as it is true that it loves gossip and scandal.

The moment you get fending and arguing and proving and challenging, you are fitting the cap to your head. I don't deny that there are times when it seems necessary to meet certain things that are said about you. But even then it is well to hesitate—to hesitate long indeed. Indeed, in my judgment, it is well to keep on hesitating and hesitating—till the thing blows over.

For everything blows over in time! That is, if you let it alone. The Irish peasants have a wise saying that fits in here. This is it: "Never bid the devil good morrow till you meet him."

It is the one who tells who really causes the trouble. This dealer in the truth that is necessarily in part a lie causes more mischief than any other kind of criminal. I say criminal advisedly, for the man or the woman who is in the habit of telling

people what others say about them creates far more mischief and causes far more misery than the more honest and bolder type of criminal who is sent into penal servitude. The law is unable to touch them, I know; but their crime is none the less black because of that. Quite often the worst crimes are those that the law is unable to punish.

Beware of the one who tells. Have nothing to do with him or her.

For, if you do, you will rue it.

Bart Kennedy.

Wouldn't Be Turned Down.

A traveling salesman walked into a busy store. He enquired for the proprietor and handed him his card. The card was handed back, with a hurried remark by the buyer that he did not want anything in that line. The salesman made another effort to secure a hearing. The buyer resented the salesman's persistence and said, sharply, "I told you I didn't want anything and I haven't time to go to the hotel and waste with you," and so speaking he turned and walked away.

The salesman was not the kind who was frightened by curt manners. Overtaking the buyer, he said, "I haven't asked you to go to the hotel, I haven't much to show and I can bring it right to the store." The buyer gave a grudging consent and shortly after the salesman was showing his line.

He had a new feature which was a welcome innovation to the buyer, and after placing an order the buyer said, "I've been hoping for such a thing for a long time. I wish you had come along sooner."

The salesman still remembered the reluctance with which the buyer had granted him an interview. He said: "You wish I had come sooner and yet you almost threw me out. I suppose you treat all salesmen the same way, especially if they are strangers to you, as I was. You are glad you did not miss me, but it's no credit to you that you didn't. How many other salesmen have you turned down without giving them a hearing or a showing, and how many other good things have you missed in that way? Don't you know that when a man has gone to the expense of coming to your city his time is worth about as much as yours, and that he must have something fairly good or he wouldn't come? As long as you are the buyer isn't it your duty to look at everything, being always on the lookout to learn of new lines and better values? Is it fair to the salesman or to yourself not to look, especially when the salesman says, as I did, that he has something new to show you?"

To this plain talk the buyer yielded. He confessed he had been making a mistake and said he would give more time to looking at samples thereafter and let someone else do more of the floorwalking. He will be making a good move if he carries out his resolve. Often the salesman with a good thing is not so persuasive as the one mentioned above.—Dry Goods Reporter.

The Mystery Solved.

"Say, Jones," said Brown as he changed his seat in the street car to get alongside the other, "you seem to be strangely preoccupied this morning. You have looked full at me several times as if you never saw me before."

"Is that so? Yes, I am a bit absent-minded, I guess."

"Anything wrong?"

"N-o-o. It's just a bit of mystery that I can't make out."

"Let me assist you. I'm a good Sherlock Holmes, you know."

"It's about my wife. We have been married twenty years and got over the romance years ago, but of late she is acting very queer. Insists on kissing me every time I leave or enter the house and wants to sit on my knee and have me call her girly. I'm wondering if she is going to be taken away."

"There's no mystery about that, Jones. When you come to think back, didn't the same thing take place last year about this time?"

"Why—why, I believe it did."

"And the year before and the year before that?"

"Yes, I think so, but what do you deduce from that?"

"I deduce that Christmas is at hand and she is working for and expects nothing less than a diamond ring. My wife and every other wife are playing the same little game just now and playing to win. Don't you worry about your wife being taken away. She'll be right here to meet Santa Claus."

"By George! By George!" whispered the preoccupied Mr. Jones, "you have hit it and here goes for the jeweler's."

This would be a wise world but for its fools.

It may be a little out of
your way to

Hotel Livingston

Grand Rapids

but we go a little out of
our way to make our Sunday
dinners the meals
"par excellence."

Hotel Cody

Grand Rapids, Mich.

W. P. COX, Mgr.

Many improvements have been made
in this popular hotel. Hot and cold
water have been put in all the rooms.

Twenty new rooms have been added,
many with private bath.

The lobby has been enlarged and
beautified, and the dining room moved
to the ground floor.

The rates remain the same—\$2.00,
\$2.50 and \$3.00. American plan.

All meals 50c.

GO HAND IN HAND.

Fight the Battle Out in the Right Way.

Evansville, Ind., Dec. 20—Thousands of retailers who have failed in business are wondering why so many merchants have said, "Competition is the life of trade." Competition is the life of trade. If it were not for competition many of us would never know our strength.

Competition proves to us every day that while we are trying to do our best we never quite hit the mark of perfection.

There is always room for a man of force and no man could attract the force needed in the business world if it were not for competition, for competition takes the lazy feeling away from us and puts thoughts of progression into our minds.

Too many of us retailers get the dry rot and are blown away by the wind. If we would keep ourselves alive with progressive thoughts and would carry out all of the good ideas that come to our minds we would soon learn that our minds are as busy as other minds and that these thoughts love competition, for it is such that put the life into all lines of business.

All strong men see possible success long before they attain it, but they are always told that competition must be met.

If a family of thoughts can show us success long before we reach it, they can always feed our minds with the right ideas at the right time if we will but listen to them and try to gain success without fearing competition.

We should not be cowards. The families of thought that built up this wonderful world of busy people have no use for cowards.

Competition has no use for the man who is afraid. The thoughts that created competition are overflowing with talents of all kinds.

The creative lines of thought are too much alive to let you or me sit around and do nothing. You know how easy you would take everything if the live merchant down the street would sit down and do likewise. This is why "competition is the life of trade."

Life is a wonderful thing. All of us are breathing and none of us would have it said that we are not alive, but many of us are so near dead that competition has no use for us.

The mind that follows along with the law of nature will travel in the current of events that makes men strong. Some of us have become so strong following the thought of competition that we have about made up our minds that we can kill off all of the little fellows and run this world by ourselves, but we had better be careful, for competition is going to live. No man can be kept down who will make up his mind to stand.

The great trusts all over the world are getting tired of fighting in the field of competition and some of them would like to get big enough to control their lines of business, but

this is all in vain, for the thought of competition will sharpen any mind that will stand up and fight.

We were put here to fight for our lives. No man can retreat. Every man must be a soldier and must be ready to take the front ranks or the thoughts that keep competition alive will not let him live in peace.

The men who are kept alive by the thoughts of competition are those who are made to believe in law and not in luck. Every family of successful thoughts is governed by a law of nature. Every successful man has been fired with the thought of self-reliance and original action. It has been these men who have told us that "competition is the life of trade."

Too many of us poor fellows are looking for something for nothing. We hate competition because it makes us work for what we get. All of the great captains in the field of competition have achieved their great success by hard work and many of them would like to take a rest, but there is no rest for any of us.

The true family of thoughts—those that do great and noble things—never will go back on us. They will stay with us as long as there is life in us, for they themselves will never die. If we wish to fight this battle of competition and live easy, we must not want too much.

The trouble with too many of us is, we run off with the wrong line of thought too often. We begin to get tired of our work and want a change and just as soon as we allow thoughts of this character to control us we begin to get sick and the power of real life leaves us and then we say, "competition is hell."

There is a strict connection between life and death. Too many of us fail to know just where death begins and life leaves off.

The key to all things concerning our daily work is wrapped up in the thoughts that run through our minds.

Nature travels with us each and every second of the day. It never leaves us. We can not get away from it and it expects us to learn how to mix honest efforts with our daily work.

The greatest trouble with most of us is, we are not honest with ourselves. We promise ourselves too many things that we do not deliver. We know we put things off until tomorrow too often. This is something that the thoughts of competition do not like and it is not long until we find that we are left alone, as it were, and we are in the dark. We can not see how others can find their way, but we hear them blowing their trumpets just the same.

If we want life we must search for power. Competition makes us work and there is no other way to attain power.

Get busy. Do something. Magnetism is a wonderful power. It is a drawing force that can not be killed and the man who works is being filled with this power every time he uses his hands or brain.

Every honest seeker after power never goes unrewarded. Some of us

get caught in a trap or are cut down just because we have worked and looked for the wrong kind of power.

There are many different kinds of competition, but the kind that puts life into us is the kind that wants to help some one else besides satisfying our own little wants.

Let us go hand in hand and fight this battle out in the right way and see if it will not put more life into all of us.

We must carry sympathetic activity with us. We must look far ahead of us. We must try to realize that there is plenty for all and that all of us must live and that when all live well our work will be easier. There is a very deep thought right here and we ought to try to catch it. Don't be afraid of competition. Work out your own thoughts each and every day and you will find that competition is the life of trade, for you know if it were not for competition you would not work as hard as you do. Let us learn to love our work and live easy.

Edward Miller, Jr.

SMALL BEGINNINGS.

We all know the story of how Astor commenced on a mere pittance, of how Lincoln split rails and Edison sold papers. Yet some of us regard these as simply good, old-time stories, quite out of keeping with the rush of modern methods.

The truth is, little things have quite as much power to rule as in the century just closed. There are so many more of them. The forces for potency are capable of being more accurately adjusted. The hit that proves successful is more quickly appreciated; the failure, if it chances to be one, more widely advertised by the adverse critic.

We have seen the gigantic business which has grown out of the simple idea of the post card. The Teddy bear idea revolutionized the juvenile trade. Any bright, sensible idea along any popular or practical line is bound to be favorably received.

It has been well said that if you prefix a P to your luck you need have no fear that your luck will desert you. In any branch of business this luck which pushes ahead, which is bound to give attention to small things, is the one which builds a foundation for larger ones. The oak springs from a seed; the mighty river from the small spring; the friendship of a lifetime from a kindly thought or deed. The ties in business life may be woven with the silken threads of gentility and politeness before being put to the test of the cables of honesty and uprightness.

As in the small capital, so in the small courtesies, the beginner must pave his way with the public, resolving to make the most of each opportunity, be it commercial or ethical, well knowing that both work together for good. Each increases with the prosperity of the other.

Many a man is so busy making a living for his children that he forgets to think of their real lives.

Annual Meeting of Indiana Retail Merchants.

Anderson, Ind., Dec. 21—Ralph D. Clark, of this city, President of the Indiana Retail Merchants' Association, has completed the program for the tenth annual convention of the Association, which will be held Tuesday, Wednesday and Thursday, Jan. 18, 19 and 20, in the auditorium of the Claypool Hotel at Indianapolis.

Mr. Clark has been working on the program for two months and has made several trips to various parts of the State regarding it. Several hundred delegates are expected to be in attendance. The following is the program:

Tuesday Morning—Reception of delegates and visitors at convention hall, Claypool Hotel.

Tuesday Afternoon—Call to order; invocation; address of welcome, Mayor Lew Shank; response, J. B. Walsh, Vice-President State Association; President's annual address, R. D. Clark; roll call of officers; appointment of Committee on Credentials; announcements.

Wednesday Morning—Roll call of officers; report of Committee on Credentials; appointment of committees; address, "Relation of the Scientific Letter to the Retail Merchant," Dr. T. Le Roy North, Terre Haute; address, "The Business Man and the Community," William P. O'Neil, Mishawaka; address, "Ten Points of Commercial Law That Every Merchant Should Know," E. Q. Lockyear, Evansville; discussion.

Wednesday Afternoon—Roll call of officers; address, "Salesmanship," Jasper Krebs, Madison; address, Senator F. L. Tilden, Greencastle; address, "Some Things to Think About," Col. D. N. Foster, Fort Wayne; address, G. B. Slaymaker.

Thursday Morning—Roll call of officers; report of committees; address, Fred Meyer, former State President, Lafayette; address, Samuel Ralston, Lebanon; address, H. F. Lang, President South Bend Grocers' Association; address, Fred S. Purmell, Attica; address, W. M. Alsop, Vincennes; discussion.

Thursday Afternoon—Roll call of officers; discussion by member; reports of committees.

Cheated.

His wife was waiting in the hall,
The hour was very, very late;
She wondered why on her should fall
So dismal and so hard a fate.

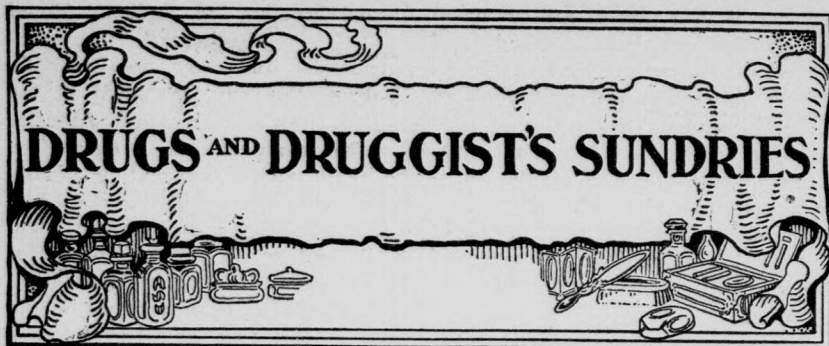
He placed his key within the lock
And stepped inside—'twas still as death.
The lady then sustained a shock—
No scent of rum was on his breath.

She grimly led him to the light
And searched him for a strange long hair.
She found none and tossed through the night
In disappointment and despair.

Joseph P. Visner leaves Friday for New York, where he will spend a week or ten days as the guest of his house, Edwin J. Gillies & Co.

Bert Hartwick has removed from Grand Rapids to Alma to take a position as traveling salesman for the Alma Roller Mills.

Many a saint eats pickles and cream and then goes to sleep waiting for a vision from God.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan Retail Druggists Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.

Michigan State Pharmaceutical Association.
 President—Edw. J. Rodgers, Port Huron.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—Willis Leisenring, Pontiac.

Where Phenacetine and Sulphonal Are Produced.

Berlin, Germany, Dec. 6 — The smoke from many chimneys that one sees in traveling through Germany is indicative of more thrift and enterprise, besides a larger business volume, than at first thought appears. The old saying that "there is always fire where smoke is seen" is here proverbially true.

The Germans are a manufacturing people, and excel in more ways than the average American citizen would think, perhaps.

We have had the pleasure of visiting some of these manufacturing institutions and thus becoming better acquainted with their methods; and will add that we were greatly interested and amazed at the magnitude which some of these firms have reached in their output, attributable, to a considerable extent, to the fact of so much in value being shipped to our country.

Since we were particularly interested in chemicals and medicinal products, we sought an establishment whose goods we had sold, and with which we were somewhat familiar; and we took the Farben Fabriken, of Elberfeld, and Leverkusen, formerly known as Fred'k Bayer & Co., Elberfeld-Barmen. This institution will be best known to the readers of the Tradesman as the one that put Phenacetine and Sulphonal on the market, the sale of which in the United States having reached such enormous proportions as to have made them almost household words, and also through the copyright of the names, has enabled this firm to make fabulous profits.

Let us start first with a short description of the towns where this firm is located. Elberfeld-Barmen are two cities on the Wupper River, about equal in size, the two together making a city of 350,000 inhabitants.

There is only an imaginary line 'twixt the two for they are in reality but one, and lie in the valley of the Berghische Mountains through which runs the small but rapid flowing river above referred to, and along whose banks for eight miles these two cities extend, upon either side of which both business and residential section exist.

Of ancient construction, most of these two cities reveal this fact plainly; however, some of the houses on the sloping streets and sidehills are very fine.

These two cities can boast of one of the wonders of modern times in having the only thing of the kind for practical use known in all the world, we were creditably informed. It is the Schwebebahn, or as we would call it, the swinging car. It hangs from an overhead track, which is held in place by great iron braces, extending below to the river bank on either side. These are of sufficient length to place this double track overhead railway at great enough height so as not to interfere with other traffic on bridges over which it runs.

Two great arms are attached to the tops of these cars of ordinary size, and reach up over the girder above, upon which is the track, and are attached to a wheel, both on front and back of the car that rides upon this track; and thus cars are suspended in midair as soon as station is left behind. This makes it easily seen why the name given this unique kind of conveyance was given it, for as cars go around the numerous bends of the river, they take a decided swinging motion. As one views it from the opposite side than that upon which the arm is attached he is led to believe that a new flying machine has been discovered.

This railway connects Elberfeld-Barmen with Vohwinkee, a total distance of sixteen miles, and cost nearly four and a half million dollars. The high cost of maintenance has not made this a paying investment, we learned, and this probably explains why no more roads of this kind are constructed. The inhabitants of these cities are chiefly engaged in weaving, calico printing, lace making and kindred manufactures. Indeed, as early as the sixteenth century, the many-bridged place was noted for its bleaching works. It is now the most important seat of the textile industry in Germany, while its chemical works cotton mills and other factories give employment to nearly 50,000 people. The productions of the cotton spin-

ning and the silk branches alone have a value annually of nearly \$40,000,000. It is easy to see from the foregoing why such an institution as we are about to describe would seek this point for a location.

Mr. Fred'k Bayer founded it in 1850 and thirteen years later was succeeded by a company, of which he remained the head. In 1881 the present company, limited, under the title of Farben Fabriken was formed.

At first the firm took up the sale of natural colors, such as indigo, safflower, etc.; but in 1860 they began the manufacture of artificial dyes—the first product being magenta. The manufacture of coal tar colors gradually increased, and in 1871 the manufacture of pure alizarine and its derivatives was commenced. In the latter part of the eighties, the manufacture of Phenacetine and Sulphonal was commenced.

With the great field discovered for research, and the many discoveries made, it was soon found that the property held at Elberfeld was far too small and another site was sought. Dr. C. Leverkus & Sons, at Leverkusen on the Rhine, about fifteen miles distant, furnished the solution for this dilemma. Manufacturing the same class of colors, and desiring to sell, this location was purchased, affording both rail and water shipping privileges. No sooner had the purchase been made than it was decided to make this the centre for this great industry; and certain departments have long since been transferred there where buildings of sufficient size were erected to care for the gigantic strides that were being made.

In 1891, the manufacture of inorganic raw materials, and organic intermediate products, such as Sulphuric, Hydrochloric and Nitric acids, Naphtylamine derivatives; aniline oil, etc., was commenced. Apart from a very large number of both organic and inorganic intermediate products, about 1,500 various Aniline, Azo and Alizavine colors are produced from the well known raw materials; besides these, there are sixty pharmaceutical products made.

The working capital consists of over \$9,000,000, while in the reserve fund, there is the snug sum of \$4,000,000. At present, the firm have taken out over 4,000 German and foreign patents.

The sale of the chemical and pharmaceutical products is effected through twenty-seven branch offices and 122 agencies, established in all industrial quarters of the globe. Products are manufactured at Elberfeld, Rittershausen and Leverkusen, Germany; Moscow, Russia; Flers (near Roubaix) France; and Albany, N. Y.

Six thousand and fifty workmen are employed in the home factory, and over sixteen hundred in the foreign plants, making an army of well towards eight thousand that gain their livelihood through this firm's enterprises.

Daily consumption of coal, in all the works, is over fifty carloads. One hundred and forty steam boilers are used for heating purposes; while one hundred and ninety-two engines

and four hundred and sixty-three motors create the horse power to drive the machinery of this immense industry.

Some 50,000 tons of artificial ice are produced annually and used in the manufacturing processes. The works altogether cover 941 acres, of which 566 are at Leverkusen. Two private fire brigades, with about forty professional firemen to each, are on constant watch to check the dangerous element, as soon as the fire bell sounds.

The firm owns its own railroad of over twenty-five miles in length, having ten steam and one accumulator locomotives; owns its telephone system of over 400 phones; and a tube post and other similar arrangements for the expedition of its business affairs.

The Library, since 1897, has accumulated 15,000 volumes with about 30,000 dissertations and exposes, and can be considered as one of the most valuable of its kind in the world. In the reading room of the Library about 400 technical journal and periodicals are at the disposal of employees as soon as issued.

During the more recent years, this firm has been engaged in discovering and putting on the market a line of photographic products and they have already gained a splendid reputation from both amateur and professional photographers, and created a new market in the important industry of photographic rotatory work.

Rapid developers; flash light powders, producing but very little smoke; clearing and preserving agents for developing and fixing baths; and a line of bromide papers are some of this firm's specialties.

They have also recently given their attention to the matter of household disinfectants, and their product, Antan, a self-working formaldehyde disinfectant, requiring no apparatus to use it, has already met with much favor.

Perhaps this article is of sufficient length to make up this letter, but with the reader's forbearance we purpose in our next to tell some facts about this firm's welfare establishments, constructed solely for the benefit of their employees; and we shall trust that it will not be only interesting, but inspiring enough to help some of the Tradesman's readers to go and do likewise.

Charles M. Smith.

The Drug Market.

Opium—Is steady.

Morphine—Is unchanged.

Quinine—Is very firm and tending higher.

Glycerin—Is very firm and tending higher.

Sassafras Bark—Is in small supply and advancing.

Buchu Leaves—Are scarce and have advanced.

Sunflower Seed—Has advanced.

Russian Hemp Seed—Is higher.

Linseed Oil—Has advanced.

No man is his own master who knows nothing of the obligations of service.

WHOLESALE DRUG PRICE CURRENT

Aceticum 6@ 8	Copaiba 1 75@1 85	Scilla @ 50
Benzolcum, Ger. 70@ 12	Cubebae 3 00@3 25	Scilla Co. @ 50
Boracic 16@ 20	Erigeron 2 35@2 50	Tolutan @ 50
Carbolicum 16@ 20	Eveththitos 1 00@1 10	Prunus virg @ 50
Citricum 42@ 46	Gaultheria 2 50@4 00	Zingiber @ 50
Hydrochlor 3@ 5	Geranium oz 75	
Nitricum 8@ 10	Gossippi Sem gal 70@ 75	Tinctures
Oxalicum 14@ 15	Hedeoma 2 50@2 75	Aloes 60
Phosphorium, dil. @ 15	Junipera 40@1 20	Aloes & Myrrh. 60
Salicylicum 44@ 47	Lavendula 90@3 60	Anconitum Nap'sF 50
Sulphuricum 13@ 15	Limons 1 15@1 25	Anconitum Nap'sR 60
Tannicum 75@ 85	Mentha Piper 2 25@2 50	Arnica 50
Tartaricum 38@ 40	Mentha Verid 2 75@3 00	Asafoetida 50
	Morhuuae, gal. 1 60@1 85	Atrope Belladonna 60
Ammonia	Myricia 3 00@3 50	Aurant Cortex 50
Aqua, 18 deg. 4@ 6	Olive 1 00@3 00	Barosma 50
Aqua, 20 deg. 6@ 8	Picis Liquida 16@ 12	Benzoin 60
Carbonas 13@ 15	Picis Liquida gal. @ 40	Benzoin Co. 50
Chloridum 12@ 14	Ricina 94@1 00	Cantharides 75
	Rosae oz. 6 50@7 00	Capsicum 50
Aniline	Rosmarini @ 1 00	Cardamon 75
Black 2 00@2 25	Sabina 90@1 00	Cardamon Co. 75
Brown 80@1 00	Santal @ 4 50	Cassia Acutifol 50
Red 45@ 50	Sassafras 85@ 90	Cassia Acutifol Co 50
Yellow 2 50@3 00	Sinapi, ess. oz. @ 65	Castor 1 00
	Succini 40@ 45	Catechu 50
Bacca	Thyme 40@ 50	Cinchona 50
Cubebae 5. 42@ 4	Thyme, opt. @ 1 60	Cinchona Co. 50
Juniperus 10@ 12	Theobromas 15@ 20	Columbia 50
Xanthoxylum 1 25@1 50	Tigill 90@1 00	Cubebae 50
		Digitalis 50
Balsamum	Potassium	Ergot 35
Copaiba 65@ 75	Bi-Carb 15@ 18	Ferri Chloridum 35
Peru 1 90@2 00	Bichromate 13@ 15	Gentian 50
Terabin, Canada 78@ 80	Bromide 25@ 30	Gentian Co. 60
Tolutan 40@ 45	Carb 12@ 15	Gulaca 60
	Chlorate 12@ 14	Gulaca ammon 60
Cortex	Cyanide 30@ 40	Hyoscyamus 50
Abies, Canadian 18	Iodide 2 50@2 60	Iodine 75
Cassiae 20	Potassa, Bitart pr 30@ 32	Iodine, colorless 75
Cinchona Flava 18	Potass Nitras opt 7@ 10	Kino 50
Buonymus atro. 60	Potass Nitras 6@ 8	Lobelia 50
Myrica Cerifera 20	Prussiate 23@ 26	Myrrh 50
Prunus Virgin. 15	Sulphate po 15@ 18	Nux Vomica 50
Quillaia, gr'd. 15		Opil 1 25
Sassafras, po 25. 24	Radix	Opil, camphorated 1 00
Ulmus 20	Aconitum 20@ 25	Opil, deodorized 2 00
	Althae 30@ 35	Quassia 50
Extractum	Anchusa 10@ 12	Rhatany 50
Glycyrrhiza, Gla. 24@ 30	Arum po @ 25	Rhei 50
Glycyrrhiza, po. 28@ 30	Calamus 20@ 40	Sanguinaria 50
Haematox 11@ 12	Gentiana po 15. 12@ 15	Serpentaria 50
Haematox, 1s 13@ 14	Glycyrrhiza pv 15 16@ 18	Stromonium 60
Haematox, 1/2s 14@ 15	Hellebore, Alba 12@ 15	Tolutan 60
Haematox, 1/4s 16@ 17	Hydrastis, Canada @ 2 50	Valerian 50
	Hydrastis, Can. po @ 2 60	Veratrum Veride 50
Ferru	Inula, po 18@ 22	Zingiber 60
Carbonate Precip. 15	Ipecac, po 2 00@2 10	
Citrate and Quina 2 00	Iris plox 35@ 40	Miscellaneous
Citrate Soluble. 55	Malapa, pr. 65@ 70	Aether, Spts Nit 3f 35
Ferrocyanidum S 40	Maranta, 1/4s @ 35	Aether, Spts Nit 4f 38
Solut. Chloride 15	Podophyllum po 15@ 18	Alumen, grd po 7 3@ 4
Sulphate, com'l 2	Rhei 75@1 00	Annatto 40@ 50
Sulphate, com'l. by 70	Rhei, cut 1 00@1 25	Antimoni, po 4@ 5
bbl. per cwt. 7	Rhei, pv. 75@1 00	Antimoni et po T 40@ 50
Sulphate, pure 7	Sanguinari, po 18 @ 15	Antifebrin @ 20
	Scilla, po 45 20@ 25	Antipyrin @ 25
Flora	Senega 85@ 90	Argenti Nitras oz @ 62
Arnica 20@ 25	Serpentaria 50@ 55	Arsenicum 10@ 12
Anthemis 50@ 60	Smilax, M @ 25	Balm Gilead buds 60@ 65
Matricaria 30@ 35	Smilax, off's H. @ 28	Bismuth S N 1 65@1 85
	Spigella 1 45@1 50	Calcium Chlor, 1s @ 9
Folia	Symplocarpus @ 25	Calcium Chlor, 1/2s @ 10
Barosma 50@ 60	Valeriana Eng. @ 25	Calcium Chlor, 1/4s @ 12
Cassia Acutifol 15@ 20	Valeriana, Ger. 15@ 20	Cantharides, Rus. @ 90
Tinnevely 25@ 30	Zingiber a 12@ 16	Capsici Fruc's af @ 20
Cassia, Acutifol 25@ 30	Zingiber j 25@ 28	Capsici Fruc's po @ 22
Salvia officinalis 18@ 20		Cap'i Fruc's B po @ 15
1/4s and 1/2s 8@ 10	Semen	Carmine, No. 40 @ 4 25
Uva Ursi 8@ 10	Anisum po 20 @ 16	Carphyllus 20@ 22
	Apium (gravel's) 13@ 15	Cassia ructus @ 35
Gummi	Bird, 1s 4@ 6	Cataceum @ 35
Acacia, 1st pkd. @ 65	Cannabis Sativa 7@ 8	Centraria @ 10
Acacia, 2nd pkd. @ 45	Cardamon 70@ 90	Cera Alba 50@ 55
Acacia, 3rd pkd. @ 35	Carui po 15 12@ 15	Cera Flava 40@ 42
Acacia, sifted sts. @ 18	Chenopodium 25@ 30	Crocus 45@ 50
Acacia, po 45@ 65	Coriandrum 12@ 14	Chloroform 34@ 54
Aloe, Barb 22@ 25	Cydonium 75@1 00	Chloral Hyd Crss 1 20@1 45
Aloe, Cape @ 25	Dipterix Odorate 2 50@2 75	Chloro'm Squibbs @ 90
Aloe, Socotri @ 45	Foeniculum @ 18	Chondrus 20@ 25
Ammoniac 55@ 60	Foenugreek, po. 7@ 9	Cinchonid'e Germ 38@ 48
Asafoetida 80@ 85	Lini 4@ 6	Cinchonidine P-W 38@ 48
Benzoinum 50@ 55	Lini, grd. bbl. 2 1/2 3@ 6	Cocaine 2 80@3 00
Catechu, 1s @ 13	Lobelia 75@ 80	Corks list, less 75% @ 45
Catechu, 1/2s @ 14	Pharlaris Cana'n 9@ 10	Creosotum @ 2
Catechu, 1/4s @ 16	Rapa 5@ 6	Creta bbl. 75
Camphorae 60@ 65	Sinapis Alba 8@ 10	Creta, prep. @ 5
Euphorbium @ 40	Sinapis Nigra 9@ 10	Creta, precip. 9@ 11
Galbanum @ 100		Creta, Rubra @ 8
Gamboge po. 1 25@1 35	Spiritus	Cudbear @ 24
Gauclacum po 35 @ 35	Frumentum W. D. 2 00@2 50	Cupri Sulph 3@ 10
Kino po 45c @ 45	Frumentum 1 25@1 50	Dextrine 7@ 10
Mastic @ 75	Juniperis Co. 1 75@3 50	Emery, all Nos. @ 8
Myrrh po 50 @ 45	Juniperis Co O T 1 65@2 00	Emery, po @ 6
Opium 6 25@6 35	Saccharum N E 1 90@2 10	Ergota po 65 @ 60
Shellac 45@ 55	Sot Vini Galli 1 75@6 50	Ether Sulph 35@ 40
Shellac, bleached 60@ 65	Vini Alba 1 25@2 00	Flake White 12@ 15
Tragacanth 70@1 00	Vini Oporto 1 25@2 00	Galla @ 30
		Gambler @ 9
Herba	Sponges	Gelatin, Cooper @ 60
Absinthium 45@ 60	Extra yellow sheeps'	Gelatin, French 35@ 60
Eupatorium oz pk 20	wool carriage @ 1 25	
Lobelia oz pk 20	Florida sheeps' wool	Glassware, fit boo 75%
Majorium oz pk 28	carriage 3 00@3 50	Glue, brown 11@ 13
Mentra Pip. oz pk 23	Grass sheeps' wool	Glue, white 15@ 25
Mentra Ver oz pk 25	carriage @ 1 25	Glycerina 22@ 30
Rue oz pk 39	Hard, slate use. @ 1 00	Grana Paradisi @ 25
Tanacetum V. 32	Nassau sheeps' wool	Humulus 35@ 60
Thymus V. oz pk 25	carriage 3 50@3 75	Hydrarg Ammol @ 1 15
	Velvet extra sheeps'	Hydrarg Ch. Mt @ 90
Magnesia	wool carriage @ 2 00	Hydrarg Ch. Cor @ 90
Calcined, Pat. 55@ 60	Yellow Reef, for	Hydrarg Ox Ru'm @ 1 00
Carbonate, Pat. 18@ 20	slate use @ 1 40	Hydrarg Ungue'm 50@ 60
Carbonate, K-M. 18@ 20		Hydrargyrum @ 85
Carbonate 18@ 20	Syrups	Ichthyobolla, Am. 90@1 00
	Acacia @ 50	Iodine, Resubi 3 85@3 90
Oleum	Aurant Cortex @ 50	Iodoform 3 90@4 00
Absinthium 6 50@7 00	Ferri Iod @ 50	Liquor Arsen et
Amygdalae Dulc. 75@ 85	Ipecac @ 60	Hydrarg Iod. @ 25
Amygdalae, Ama 8 00@8 25	Rhei Arom @ 50	Liq Potass Arsnit 10@ 12
Anisi 1 90@2 00	Smilax Off's 50@ 60	
Aurant Cortex 2 75@2 85	Senega @ 50	
Bergamli 5 50@5 60		
Caliputi 85@ 90		
Caryophilli 1 20@1 30		
Cedar 50@ 90		
Chenopadii 3 75@4 00		
Cinnamoni 1 75@1 85		
Conium Mae 80@ 90		
Citronella 90@ 70		

Lupulin @ 40	Rubia Tinctorum 12@ 14	Vanilla 9 00@10 00
Lycopodium 70@ 75	Saccharum La's 18@ 20	Zinci Sulph 7@ 10
Macis 65@ 70	Salacin 4 50@4 75	
Magnesia, Sulph. 3@ 5	Sanguis Drac's 40@ 50	Oils
Magnesia, Sulph. bbl 1 1/2@ 1 50	Sapo, G @ 15	Lard, extra bbl. gal. 35@ 90
Mannia S. F. 75@ 85	Sapo, M 10@ 12	Lard, No. 1 60@ 65
Menthol 3 15@3 35	Sapo, W 13 1/2@ 16	Linseed, pure raw 60@ 65
Morphia, SP&W 3 55@3 80	Seidlitz Mixture 20@ 22	Linseed, boiled 61@ 66
Morphia, SNYQ 3 55@3 80	Sinapis @ 18	Neat's-foot, w str 65@ 70
Morphia, Mal. 3 55@3 80	Sinapis, opt. @ 30	Turpentine, bbl. 62 1/2
Moschus Canton @ 40	Snuff, Maccaboy,	Turpentine, less 67
Myristica, No. 1 25@ 40	De Voes @ 51	Whale, winter 70@ 76
Nux Vomica po 15 @ 10	Snuff, S'h DeVos @ 51	Paints
Os Sepia 35@ 40	Soda, Boras 5 1/2@ 10	Green, Paris 21@ 26
Pepsin Saac, H &	Soda, Boras, po 5 1/2@ 10	Green, Peninsular 13@ 16
P D Co. @ 1 00	Soda et Pot's Tart 25@ 28	Lead, red 7 1/2@ 8
Picis Liq N N 1/2	Soda, Carb 1 1/2@ 2	Lead, white 7 1/2@ 8
gal. doz. @ 2 00	Soda, Bi-Carb 3@ 5	Ochre, yel Ber 1 1/2@ 2
Picis Liq qts @ 1 00	Soda, Ash 3 1/2@ 4	Ochre, yel Mars 1 1/2@ 2
Picis Liq pints @ 60	Soda, Sulphas @ 2	Putty, commer'l 2 1/2@ 2 1/2
Pil Hydrarg po 80 @ 30	Spts. Cologne @ 2 60	Putty, strict pr 2 1/2@ 2 1/2
Piper Alba po 35 @ 30	Spts. Ether Co. 50@ 55	Red Venetian 1 1/2@ 2
Piper Nigra po 22 @ 13	Spts. Myrcia @ 2 50	Shaker Prep'd 1 25@1 35
Pix Burgum @ 3	Spts. Vini Rect bbl @	Vermillion, Eng. 75@ 80
Plumbi Acet 12@ 15	Spts. Vi'i Rect 1/2 b @	Vermillion Prime
Pulvis Ip'cet Opil 1 30@1 50	Spts. Vi'i R't 10 gl @	American 13@ 15
Pyrethrum, bxs. H	Spts. Vi'i R't 5 gl @	Whiting Gilders' @ 95
& P D Co. doz. @ 75	Strychnia, Crys'l 1 10@1 30	Whit'g Paris Am'r @ 1 25
Pyrethrum, pv. 20@ 25	Sulphur Subl 2 1/2@ 4	Whit'g Paris Eng. @ 1 40
Quassia 8@ 10	Sulphur, Roll 2 1/2@ 3 1/2	Whiting, white S'n @ 1
Quina, N. Y. 17@ 27	Tamarinds 8@ 10	Varnishes
Quina, S. Ger. 17@ 27	Terebenth Venice 28@ 30	Extra Turp 1 60@1 70
Quina, S P & W 17@ 27	Thebromae 48@ 50	No. 1 Turp Coach 1 10@1 20

Holiday Goods

We have closed the room in which
we exhibited

Our Special Samples
of Holiday Goods

All of these we have moved to
our store and, as our stock is com-
ing in very fast, we are yet in
position to care for the belated
buyer and his unlooked-for and
unexpected wants.

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

(Agents for Walrus Soda Fountains)

LaBelle Moistener
and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its
kind on the market.You can seal 2,000 letters an hour. Filled with water
it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

Col	A	B	C	D	F	G	H	J	L	M	N	O	P	R	T	V	W	Y
1	Ammonia	Baked Beans	Candies	Dried Fruits	Farinaceous Goods	Gelatine	Herbs	Jelly	Licorice	Matches	Nuts	Olives	Pipes	Rice	Tea	Vinegar	Wickings	Yeast Cake
2	Axle Grease	Bath Brick	Canned Goods	Farinaceous Goods	Feed	Grain Bags	Hides and Pelts	Paraffine	Paraffine	Meat Extracts	Blackberries	Blueberries	Pickles	Salad Dressing	Tobacco	Mustard	Woodenware	
3		Brushes	Carbon Oils	Farinaceous Goods	Fishing Tackle	Grains		Wicking	Apples	Mince Meat	Blackberries	Brook Trout	Playing Cards	Sal Soda	Twine		Wrapping Paper	
4		Butter Color	Catsup	Farinaceous Goods	Flavoring Extracts				Canned Goods	Molasses	Blueberries	Clams	Potash	Sal Soda				
5			Cereals	Farinaceous Goods	Flour				Apples	Mustard	Blueberries	Clams	Provisions	Sal Soda				
6			Chewing Gum	Farinaceous Goods	Flour				Apples	Mustard	Blueberries	Clams	Provisions	Sal Soda				
7			Chicory	Farinaceous Goods	Flour				Apples	Mustard	Blueberries	Clams	Provisions	Sal Soda				
8			Chocolate	Farinaceous Goods	Flour				Apples	Mustard	Blueberries	Clams	Provisions	Sal Soda				
9			Clothes Lines	Farinaceous Goods	Flour				Apples	Mustard	Blueberries	Clams	Provisions	Sal Soda				
10			Cocoa	Farinaceous Goods	Flour				Apples	Mustard	Blueberries	Clams	Provisions	Sal Soda				
11			Cocoa Shells	Farinaceous Goods	Flour				Apples	Mustard	Blueberries	Clams	Provisions	Sal Soda				
12			Coffee	Farinaceous Goods	Flour				Apples	Mustard	Blueberries	Clams	Provisions	Sal Soda				
13			Confections	Farinaceous Goods	Flour				Apples	Mustard	Blueberries	Clams	Provisions	Sal Soda				
14			Crackers	Farinaceous Goods	Flour				Apples	Mustard	Blueberries	Clams	Provisions	Sal Soda				
15			Cream Tartar	Farinaceous Goods	Flour				Apples	Mustard	Blueberries	Clams	Provisions	Sal Soda				
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1

ARCTIC AMMONIA

12 oz. ovals 2 doz. box. 75

AXLE GREASE

1 lb. wood boxes, 4 doz. 3 00

1 lb. tin boxes, 3 doz. 2 35

3 1/2 lb. tin boxes, 2 doz. 4 25

10 lb. pails, per doz. 6 00

15 lb. pails, per doz. 7 20

25 lb. pails, per doz. 12 00

BAKED BEANS

1 lb. can, per doz. 90

2 lb. can, per doz. 1 40

3 lb. can, per doz. 1 80

BATH BRICK

6	7	8	9	10	11
Grand Rapids Grain & Milling Co. Brands Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 50 Wizard, Corn Meal 4 00 Wizard, Buckwheat 6 00 Rye 4 00 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 75 Golden Horn, bakers 5 65 Duluth Imperial 5 95 Wisconsin Rye 4 20 Judson Grocer Co.'s Brand Ceresota, 1/8s 6 60 Ceresota, 1/4s 6 50 Ceresota, 1/2s 6 40 Lemon & Wheeler's Brand Wingold, 1/8s 6 10 Wingold, 1/4s 6 00 Wingold, 1/2s 5 90 Worden Grocer Co.'s Brand Laurel, 1/8s cloth 6 10 Laurel, 1/4s cloth 6 00 Laurel, 1/2s cloth 5 90 Voigt Milling Co.'s Brand Voigt's Crescent 6 00 Voigt's Flourloft (whole wheat flour) 6 00 Voigt's Hygienic Graham 5 40 Voigt's Royal 6 40 Wykes & Co. Sleepy Eye, 1/8s cloth 6 20 Sleepy Eye, 1/4s cloth 6 10 Sleepy Eye, 1/2s cloth 6 00 Sleepy Eye, 1/8s paper 6 00 Sleepy Eye, 1/4s paper 6 00 Meal Bolted 3 90 Golden Granulated 4 00 St. Car Feed screened 25 50 No. 1 Corn and Oats 25 50 Corn, cracked 25 50 Corn Meal, coarse 25 50 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linsed Meal 35 00 O P Laxo-Cake-Meal 32 50 Cottonseed Meal 34 00 Gluten Feed 30 00 Brewers' Grains 25 00 Hammond Dairy Feed 25 00 Alfalfa Meal 25 00 Oats Michigan carlots 43 Less than carlots 45 Corn Carlots 65 Less than carlots 68 Hay Carlots 14 Less than carlots 15 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5lb pails, per doz. 2 25 15lb. pails, per pail 55 30lb. pails, per pail 98 MAPLEINE 2 oz. bottles, per doz 3 00 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50@4 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 40@1 50 Bulk, 2 gal. kegs 1 35@1 40 Bulk, 5 gal. kegs 1 25@1 40 Manzanilla, 3 oz. 75 Queen, pints 25 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 1 45 Stuffed, 3 oz. 1 45 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 50 Half bbls., 600 count 3 75 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 Tour'n't whist 2 25 POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Mess, new 22 00 Clear Back 24 50 Short Cut 21 50 Short Cut Clear 21 50 Bean 20 50 Brisket, Clear 24 00 Pig 24 00 Clear Family 21 00 Dry Salt Meats S. P. Bellies 16	Lard Pure in tiers 13 3/4 Compound Lard 9 80 lb. tubs advance 1/4 50 lb. tubs advance 1/4 20 lb. pails advance 1/4 10 lb. pails advance 1/4 5 lb. pails advance 1 8 lb. pails advance 1 Smoked Meats Hams, 12 lb. average 14 Hams, 14 lb. average 14 Hams, 16 lb. average 14 Hams, 18 lb. average 14 Skinned Hams 15 1/2 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 17 1/2 Sausages Bologna 8 Liver 5 Frankfort 10 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/4 bbls. 1 00 1/2 bbls., 40 lbs. 2 00 1/4 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 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 90 Corned beef, 1 lb. 1 65 Roast beef, 2 lb. 2 90 Roast beef, 1 lb. 1 65 Potted ham, 1/4s 55 Potted ham, 1/2s 95 Deviled ham, 1/4s 55 Deviled ham, 1/2s 95 Potted tongue, 1/4s 55 Potted tongue, 1/2s 95 RICE Fancy 7 @ 7 1/2 Japan 5 1/4 @ 6 1/2 Broken 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 3 00 Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 15 L. P. 3 00 Wyandotte, 100 3/4s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 9 SALT Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 10 28 10 1/2 lb. sacks 2 05 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill 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 15 Chunks 16 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. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 14 50 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 13 00 No. 1, 40 lbs. 5 60 No. 1, 10 lbs. 1 50 No. 1, 8 lbs. 1 25 Whitefish No. 1, No. 2 Fam. 9 75 100 lbs. 3 50 50 lbs. 2 25 1 90	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 44 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 15 Domie, oval bars 3 00 Satinet, oval 2 70 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 German Mottled 2 85 German Mottled, 5 bxs 2 75 German Mottled, 10 bxs 2 75 German Mottled, 25 bxs 2 75 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck 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 30 Rub-No-More 3 85 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 1/4 SPICES Whole Spices Allspice 10 Cassia, China in mats. 16 Cassia, Canton 16 Cassia, Batavia, bund. 25 Cassia, Saigon, broken 40 Cassia, Saigon, in rolls 55 Cloves, Amboyna 22 Cloves, Zanzibar 16 Mace 15 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, Cochlin 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singp. white 25 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 1lb. pkgs. 5 1/4 Muzzy, 40 1lb. pkgs. 5 1/2 Gloss Kingsford Silver Gloss, 40 1lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 3/4 Silver Gloss, 12 6lbs. 8 3/4 Muzzy 48 1lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 4 SWEET CIDER "Morgan's" Regular barrel, 50 gals 7 50 Trade barrel, 28 gals 4 50 1/2 Trade barrel, 14 gals 2 75 SYRUPS Corn Barrels 28 Half barrels 30 20lb. cans 1/4 dz. in cs. 1 75 10lb. cans, 1/2 dz. in cs. 1 70 5lb. cans, 2 dz. in cs. 1 80 2 1/2 lb. cans, 3 dz. in cs. 1 90	Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24@26 Sundried, choice 30@33 Sundried, fancy 36@40 Regular, medium 24@26 Regular, choice 30@33 Regular, fancy 36@40 Basket-fired, medium 30 Basket-fired, choice 35@37 Basket-fired, fancy 40@43 Nibs 26@30 Siftings 10@12 Fannings 14@15 Gunpowder Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40@45 Pingsuey, medium 25@28 Pingsuey, choice 30 Pingsuey, fancy 40@45 Young Hyson Choice 30 Fancy 40@50 Oolong Formosa, fancy 45@60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40@45 India Ceylon, choice 30@35 Fancy 45@50 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 56 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Palo 35 Kyo 35 Battle Ax 37 American Eagle 37 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 33 Piper Heidsieck 33 Boot Jack 36 Honey Dip Twist 43 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 1 X L 5lb. 31 1 X L 16 oz. pails 37 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. 22 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 36 Air Brake 30 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. box 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Barrels free. 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, m'm 7 25 Willow, Clothes, small 6 25	Butter Plates Wire End or Ovals. 1/4 lb., 250 in crate 30 1/2 lb., 250 in crate 30 1 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head. 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, line, 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 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 15 Northern Queen 3 Double Duplex 2 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 2 Fibre Manila, white 3 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 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickrel 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel 15 Finnan Haddie Roe Shad Shad Roe, each Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2 Pelts Old Wool @ 30 Lambs 50 @ 75 Shearlings 40 @ 65 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @ 28 Unwashed, fine @ 23 CONFECTIONS Stick Candy Standard 7 1/2 Standard H H 7 1/2 Standard Twist 8 Cases Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 11 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 7 1/2 Royal 13 Ribbon 10 Broken 8 Cut Loaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 12 Peanut Squares 9 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 12 Eclipse Chocolates 14 Eureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 1 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 12 Red Rose Gum Drops 10 Auto Bubbles 12 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 20 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horshound drops 60 Peppermint Drops 60 Champion Choc. Drops 60 H. M. Choc. Drops 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 30 Brilliant Gums, Cryst. 50 A. A. Licorice Drops 50 Lozenges, printed 65 Lozenges, plain 60 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 50@60 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Assort'd 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack 3 35 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 35 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 1/2 Brazil 12@13 Filberts 12@13 Cal. No. 1 12 Walnuts, soft shell 15@16 Walnuts, Marbot @ 13 Table nuts, fancy 13@14 Pecans, Med. @ 13 Pecans, ex. large @ 14 Pecans, Jumbos @ 16 Hickory Nuts per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts @ 9 Pecan Halves @ 68 Walnut Halves 30@32 Filbert Meats @ 27 Alcantia Almonds @ 42 Jordan Almonds @ 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 Roasted 6 1/2 @ 7 Choice, H. P. Jumbo @ 7	

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 lots .31
El Portana .33
Evening Press .32
Exemplar .32

O'Halloran Bros. Brands

Tampa Smokers 5c .30 00

Linfa

Smokers 5c .35 00
Puritans 10c .60 00
Londres Grande 2 for 25c 80 00

Estos Si

Reina Fina 3 for 25c .55 00
Caballeros 10c .75 00
Panatellas 2 for 25c .80 00
Reina Victoria 15c .85 00
La Hija de Tampa 10c .70 00

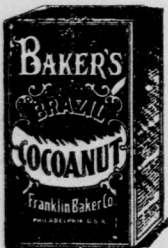
Worden Grocer Co. brand

Ben Hur

Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritans .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .2 60
35 10c pkgs, per case .2 60
16 10c and 35 5c pkgs.
per case .2 60

FRESH MEATS

Beef

Carcass .6 1/2 @ 9 1/2
Hindquarters .8 @ 10 1/2
Loins .9 @ 14
Rounds .7 1/2 @ 9
Chucks .7 @ 7 1/2
Plates .7 @ 5
Livers .6 @ 5

Pork

Loins .16
Dressed .11
Boston Butts .15
Shoulders .12 1/2
Leaf Lard .13
Pork Trimmings .11

Mutton

Carcass .10
Lamb .12
Spring Lamb .13

Veal

Carcass .6 @ 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 29

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 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb. .35
White House, 2lb. .60
Excelsior, M & J, 1lb. .35
Excelsior, M & J, 2lb. .60
Tip Top, M & J, 1lb. .35
Royal Java .35
Royal Java and Mocha .35
Java and Mocha Blend .35
Boston Combination .35

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; Fiebach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. .6
1 1/4 to 2 in. .7
1 1/2 to 2 in. .9
1 3/4 to 2 in. .11
2 in. .15
3 in. .20

Cotton Lines

No. 1, 10 feet .5
No. 2, 15 feet .7
No. 3, 15 feet .9
No. 4, 15 feet .10
No. 5, 15 feet .11
No. 6, 15 feet .12
No. 7, 15 feet .15
No. 8, 15 feet .18
No. 9, 15 feet .20

Linen Lines

Small .20
Medium .26
Large .34

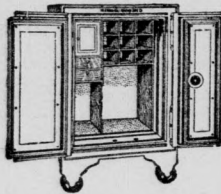
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's .1 50
Knox's Acidu'd doz. .1 25
Oxford .75
Plymouth Rock .1 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 55
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large .3 76
Halford, small .2 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

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar

These Be Our Leaders

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

HIGHEST IN HONORS

Baker's Cocoa
& CHOCOLATE



Registered,
U. S. Pat. Off.

52
HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

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Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Of good printing? You can probably
answer that in a minute when you com-
pare 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

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—Pure sorghum, black walnuts, 75c. Write F. Landenberger, Olney, Ill. 210

For Sale—40 acres land Altamont Springs, Florida, 14 acres in oranges, part bearing. Some timber, a small clear lake on the place, 10 acres good garden land on side track, five minutes' walk from hotel, the finest winter resort in Florida. Good water, four large lakes within a few minutes' walk of each other. Good market, fine location for ducks and poultry raising. I guarantee it the most healthy spot in the United States. No buildings, two one acre lots from Main avenue. Will send photograph if interested. Address J. O. Therien, Altamont Springs, Fla., or Minneapolis, Minn. 203

For Sale—Sawmill, two boilers, three engines, rip and cut-off machines, building, two stories, 70x100 feet. Land located on railroad; good point to start lumber and coal yard; fast growing city. A bargain. F. B. Coss, Lima, Ohio. 267

Tobacco in natural leaf, at 12½c, 15c, 18c per lb. Send 25c in postage for samples. Frank Dittbenner, Franklin, Ky. 266

Farm and timber lands for sale in Eastern Texas, the best part of the state. This is the center of the farming, stock raising and fruit belt of the Great West. Good health and good society, no trouble to answer questions. S. D. Goswick, Mt. Vernon, Texas. 188

For Rent—Old shoe stand in thriving city of Battle Creek on main street. All modern, rent reasonable. Opportunity opening for prosperous business. For further particulars, address R. J. Spaulding Realty Co., Battle Creek, Mich. 261

For Sale—General store; good stock; good trade; moneymaker; post, railway ticket and express offices in connection. Address Abbott, Livingston, Mich. 259

Listen, Mr. Merchant,



Write for my special proposition if you want a successful sale of any kind. Your stock can be reduced at a profit, or closed out with satisfactory results. Remember, I come myself thoroughly qualified. Engagements now being booked for January and February sales.

Engagements now being booked for January and February sales. See circulars furnished. Terms right. Get in touch with B. H. Comstock, 907 Ohio Building, Toledo, Ohio

For Sale—General store, established 1890. Invoice \$5,000 to \$6,000. Population 1,000. County High School. Reason for selling, going West. Terms cash. Address Chapman Mercantile Co., Chapman, Kan. 256

For Sale—Patent on attachment for hitching weight strap for team that will adjust itself automatically on pole from weight to bit. Have other business. Will sell on terms to suit. Address Witzeg Bakery, 1400 Marshall St., N. E., Minneapolis, Minn. 255

For Sale—Grocery and hardware store in one of the best small towns in North Dakota, with or without the building. Address P. O. Box 203, Forbes, N. D. 251

For Sale—New clean stock of groceries, Central Michigan town. Stock and fixtures invoice \$800. Rent reasonable. Good reasons for selling. Address No. 250, care Tradesman. 250

For Sale—Millinery and general notion store. Doing cash business. Town of 2,500. Invoices about \$1,500. Sell below invoice. Owners moving away. Excellent opportunity to make money. Address Box 259, Coquille, Ore. 249

For Sale—Cheap, a nice shoe stock in small manufacturing town. Let me tell you about it. Address No. 246, care Tradesman. 246

For Sale—An old-established machinery exchange. Money can easily be doubled annually. Second hand machinery can be bought at exceedingly low prices. Shipments can be made by rail or water. If interested let us hear from you at once. J. T. Simonson & Co., Muskegon, Mich. 244

For Rent—Store 24x50, living rooms above, cellar, barn, large garden. Good town. Good opening for general stock. L. N. Bush, Delton, Mich. 235

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

For Sale—A good clean stock of hardware and implements; tinshop in connection; a good location; will inventory about \$5,000. For further particulars address Jos. F. Pierce Hardware Co., Logan, N. M. 247

For Sale—raying drug business, stock and fixtures inventory \$2,800. Established 35 years. Must sell account ill health. Will sell for \$2,200. R. W. Edling, Menominee, Mich. 239

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and quick action appeals to you, we will buy and take off your hands at once all the Shoes, Clothing, Dry Goods, Furnishings, etc., or we will buy your entire Shoe, Clothing, Dry Goods and Furnishing stocks. We buy anything any man or woman wants money for. Write us today and we will be there to-morrow.

Paul L. Feyreisen & Co.,

184 Franklin St., Chicago, Ill.

For Sale—Interest in prosperous general store in small railroad town, in splendid farming and thriving community in Texas. Owner, Box 159, San Antonio, Texas. 237

Sea Shells—For the holidays in \$10 and \$20 assortments. Names on shells and retail price if so ordered; will sell for double their cost. Bills due Jan. 1st, 1910. J. F. Powell, Waukegan, Ill. 231

For Sale—Stock of drugs, soda apparatus, etc. Will invoice \$3,500 or more. Will sell for \$3,000. Corner location. Owner desires to retire from business. Address Druggist, 1102 Broadway, Ft. Wayne, Ind. 221

For Sale—Livery and feed stable. Mrs. Pfeiffer, Portland, Mich. 213

A splendid town site or irrigation proposition, very cheap. D. J. Myers, Boulder, Colo. 203

For Sale—New clean stock of groceries and general store. Southern Michigan town. Invoices about \$1,800. Rent reasonable. Moneymaking business, as you will see for yourself by enquiry. Best location in town. Good reasons for selling. New house and lot centrally located if desired. Address No. 265, care Tradesman. 265

For Sale—Best general store in Western New York. Inspection invited. Address No. 212, care Michigan Tradesman. 212

Under order of court, the Carmody Foundry and machine shops of Cedar Rapids, Iowa, and good will of the business will be sold at private sale for cash to the best bidder. The business under Mr. Carmody's management was very successful and will be conducted by the administrators until sold. A. T. Cooper and Allan McDuff, Adm's. 211

For Sale—A large and complete stock of hardware, implements, vehicles, furniture and harness. Invoices from \$16,000 to \$17,000; pays good dividends; well located; established trade. Must sell account health. Double storeroom; will divide and sell stock in sections, namely, hardware and furniture about \$13,500 or hardware, implements, wagons and buggies, about \$13,000. Climate unsurpassed in rich farming section in Southern Colorado. Address R. & H., 309 Mining Exchange, Denver, Colo. 190

For Rent—Best and largest store building in Milan, Mich., completely furnished. Splendid opening for general store in thriving town of 1,600 population. For particulars address, A. E. Putnam, Milan, Mich. 195

Gall Stones—Your bilious colic is the result; no indigestion about it; your physician can not cure you; only one remedy known, free booklet. Brazilian Remedy Co., Box 3021, Boston, Mass. 225

For Sale—At a bargain, first-class wall paper and paint business; well established and in excellent location; business growing nicely; will sell for cash or trade for good real estate; good reasons for selling. Address Bargain, care Michigan Tradesman. 995

For Sale—In Southern Michigan, a general store, complete stock, in fine location, best trading point in the State, with building if desired. Address No. 124, care Tradesman. 124

For Sale—First-class meat market, stock and fixtures; building included. Cheap for cash. J. F. Rezac & Co., St. Marys, Kan. 86

For Sale—Good hardware stock and lumber yard in a growing town on the Spokane, Portland & Seattle railway. \$12,000 will handle it. Good reasons for selling. Address Box 765, Spokane, Wash. 217

For Sale—A first-class meat market in a town of about 1,200 to 1,400 inhabitants. Also ice house, slaughter house, horses, wagons and fixtures. Address No. 707, care Tradesman. 707

I want to buy a going business. Will pay cash. Give particulars and best price. Address M. T., Box 313, Cherry Valley, Ill. 58

Cash For Your Business Or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 26

Build a \$5,000 business in two years. Let us start you in the collection business. No capital needed; big field. We teach secrets of collecting money; refer business to you. Write to-day for free pointers and new plans. American Collection Service, 145 State St., Detroit, Mich. 805

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 771

HELP WANTED.

Wanted—At once, a practical planing mill foreman, one that understands the manufacturing sash doors, doors, blinds, store fixtures and a general line of mill work. Apply to The Bailey Mills Co., Victoria, Texas. 269

Wanted—Man in each locality to prepare to represent us and earn large income. No canvassing, but pleasant business that can make you independent. Write us at once. American School of Real Estate, Dept. T, Des Moines, Iowa. 258

Wanted—Salesman for Michigan for first-class enamel ware and widely advertised specialties. Enterprise Enamel Co., Bellaire, Ohio. 253

Wanted—For Central, Southern and Western states, good live traveling salesmen to handle representative line of men's, ladies' and children's sweater coats on commission basis. Samples ready in January. Right party can make big money. Address No. 210, care Michigan Tradesman. 210

Salesman—On commission or \$75 and up per month with expenses, as per contract; experience unnecessary. Premier Cigar Co., Cincinnati, Ohio. 198

Wanted—Experienced retail shoe salesman. State in first letter age, experience, married or single and amount of salary wanted. Address No. 193, care Tradesman. 193

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

AUCTIONEERS AND SPECIAL SALESMEN.

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street, Grand Rapids, Mich. 104

SPECIAL FEATURES.

Your questions concerning Washington State or Alaska answered for \$1. Seattle map and guide book, 16 cents. References, any Seattle bank. Edgar Royer, Dept. X, 722 New York Building, Seattle, Wash. 254

We pay cash for stock or parts of stocks of dry goods, groceries, shoes, clothing and all general stocks of goods. Must be cheap. Redfern Bros., Lansing, Mich. 252

Real estate mortgages net you 6% to 8%. Any amount. Safest investment. The West has the opportunities, you have the money. Write Marcus W. Robbins, Grant's Pass, Oregon, for information. Bank references. 248

Wanted—By northwestern hardware jobber, young men, high school graduates, two years or more retail hardware experience. Address No. 165, care Tradesman. 165

Wanted—To buy stock shoes, clothing or general stock, give price, description, first letter. W. F. Whipple, Galesburg, Ill. 134

Am not real estate man by occupation but I am by nature. Native of the busy garden spot South Texas. Have valuable knowledge for anyone desiring to invest in land for quick and large returns. Ford Dix, Box 159, San Antonio, Texas. 238

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 letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

MORALITY AND RELIGION.

In all conditions where human beings live in association there have been formed and are maintained certain ethical relations of the various individuals, each to the other, to the end that they may live together in peace and order.

We find these conditions among those rude tribes which we characterize as savage. They are found living in peace and amity, and when circumstances require it co-operating or working together for the general protection and safety. It can well be imagined that in the beginning of such a tribe each individual was actuated by his personal selfish desires and manifested them by taking for his needs or purposes anything applicable therefor that might be in his reach. In such a state the strongest member of the group or tribe might seek to live by preying on the property or persons of others.

It is easy to see that such an individual would be regarded as a public enemy and the others of the group might organize for the general defense and protection. In order that all might live together in peace and amity a general course of conduct might be agreed on with the provision that any member violating the rule to the injury and displeasure of his companions might be punished by expulsion or some other penalty.

Thus it would appear that while every member of the tribe is left in full possession of his personal right to strive for the advancement of his selfish interests, he may not encroach on the rights of others on the penalty of some sort of general reprisal, which would be of the nature of a punishment.

While these conditions of association might have grown out of merely selfish considerations, there might grow out of such association relations of friendship and regard that would induce the members of such group not only to act in ordinary matters for the general good, but, in addition, to refrain from acts that, not wronging others, would be displeasing to them. Thus there might grow up a habit of holding the rights and property of others as things not only not to be interfered with, but even to be protected and held in a sort of general trust.

Thus, in the matter of peaceful and friendly association in the organization from society from primitive conditions, there would be evolved a sort of ethics, while in the growth of ideas and practices as to the inviolability of the rights and property of others there would be a development of morality.

But apparently that is as far as mere human nature can go in the way of moral evolution. After all, the ethics and the morality may not extend beyond relations with the members of the tribe. All outsiders may be regarded as strangers in which one has no interest, if not actually as enemies, to be despoiled and injuriously used.

Morals are formed by religion and every religion is represented by a

particular system of morality, Judaism and Christianity, for instance, recognizing and enjoining monogamy, while Buddhism and Mohammedanism each permit polygamy. More than this, religion not only forms its system of morals, but commands adoption of and obedience to it.

As to religion, it assumes to be authoritative. Somehow and somewhere it has always been claimed that by and through an authoritative revelation made through the medium of favored individuals a particular law and specific doctrines for the conduct of the moral and spiritual behavior of human beings have been granted to our kind. These commands always assume to have been sent by some supreme spiritual authority, and usually that authority is testified to by superhuman acts and manifestations or by alleged and pretended miracles.

Men believe or not, as they may, but there is no religion without such real or pretended authority. The Supreme Deity differs in the character and requirements of the law and doctrines attributed to Him, but there is always a declaration of the possession of absolute power, and in some there is the attribute of absolute justice, and in others that of supreme benevolence and love. The highest conception of God, and so He is manifested to the Christian believer, is that He possesses all power, knowledge, justice and benevolence. Under its highest influences man seeks to realize not narrow, self-centered ambitions which are different from, and opposed to, the good of others, but those larger ends which embrace the well-being of humanity. He looks upon the universe, not as deciding his fortunes as an individual, but as determining the destiny of man and the reality of those ideals, social and intellectual, which are being slowly and painfully realized in the course of human progress. The kind of belief required to adjust the individual, thus socialized, to the universe is faith in the existence of a general principle of such character as to conserve the highest human welfare and guarantee the reality of those values to which man attributes supreme worth.

However numerous and varied are the several religions with their standards of morals adopted by mankind, it seems that there has been no race of people in any age that was without a religion embracing laws purporting to have come from a Divine and authoritative source, and it seems impossible that they could have been the result of natural evolution or that they were all cunningly devised by ambitious men. It is believed by almost all people that somewhere and somehow a Divine and authoritative revelation has been vouchsafed to man, and it has had its effect in directing and controlling the spiritual, as have Divine power and wisdom the physical universe.

Gossip is the power to put two and two together and make twenty-five out of them.

ANOTHER CARDINAL VIRTUE.

For some four hundred years, at all events since Shakespeare said it for them, men have been saying, "Sweet are the uses of adversity," and believing it, and experience has confirmed the saying. Later when mind and muscle, worn out and discouraged, with daily and never-ending toil, were more than ready to give up somebody in irony and despair exclaimed, "Blessed be drudgery!" and another cardinal virtue in shining raiment appeared among the world's workers to comfort and to cheer. The list, it seems, is not complete—let us hope it will never be completed—and now the drudge in adversity has learned that the monotony that, it was supposed, was wearing out human life is, if duly considered, the one cardinal virtue that excels them all.

In the first place, if "Misery loves company" there is a noble army of monotony-martyrs that singly and in crowds are traveling "life's dull round" and, if there be any comfort in the thought that here the wealthy and the well-to-do are the greatest sufferers, then the man with the spade and the hammer can meet the man with nothing to do on this common ground and as they pour out their woes they are sure of finding everywhere a crowd of listening ears. With work or without it there is the same complaint: "It's the same old story day after day and year after year: 'Get up and eat and work and go to bed; morning, noon and night; yesterday, to-day and to-morrow, and then 'the sleep that knows no waking.' It's a tale told by an idiot, signifying nothing and I'm tired—oh, so tired of it." We are all tired of doing the same old things over and over and over, and the discontent comes, more than half of it, from seeing others doing what we for a moment are sure of doing just as well, and it is something different. It is the dull, stupid monotony of living that breaks men down; and now, if monotony is one of the cardinal virtues, do let it be known where the virtue comes in.

Is it too much to say that monotony has done something to benefit the world in the line of invention? Without much research the story is found where the boy, tired to death of pulling the valve of the steam box back and forth in the early history of the steam engine, concluded after a little of that sort of work that one of two things was going to be done right away: either he would throw up his job or he would "fix up" something that would do it for him. An invention followed and every piston stroke in the realm of steam engines has something convincing to say of the monotony that led to the stupendous result.

How Burns must have hated the plodding life of the farmer. He was 15 when he put his hand to the plow, and as "the principal laborer" there was nothing in the line of duty he was not called upon to do. Here was the chance for detested monotony to do its worst and doubtless the worst was done. Farms generally are busy places and the Ayrshire plow-

man found the bit of territory he tilled no exception. The "dull round" of life there was exacting, the soil was not over productive and the prospects of life were not alluring. Day after day came and went as nearly alike as days and the same work could make them and then when the monotony became unbearable he varied it by seeing at last the sights about him which he was born to see. His plowshare upturns a little heap of leaves and stubble and exposes to the cold wind of a November day the field-mouse that escapes from the ruin. Again in April that same busy plow crushes a daisy under an upturned furrow and plow and field and monotony are gone forever. The cardinal virtue has given birth to a poet and Bobbie Burns's songs are so many tributes to-day to the monotony that has given to men the sweetest melodies that English hearts can sing.

The same idea is the source of all these virtues and this is simply giving the man who needs it his chance. Adversity comes. Without its test the man has no incentive. With it he fights and wins. So drudgery comes and grinds, and day after day he sweats and groans and rebels, but the world at last is his. Monotony assumes control and life is not worth the living. The days go by and the years and at last, at last, the man comes to himself, the dull, dead existence takes shape and begins to mean something. Out of the monotony come motive and motion and the world rejoices that again a man is born. Adversity, drudgery, monotony, "these three; but the greatest of these is monotony."

After Many Years.

One of the traffic agents of a railway system passing through the State of West Virginia recently received a letter from a man in Wheeling making enquiry as to the address of the President of the road. The writer added that it was his wish "to make a wrong right." The desired information being accorded, the head of the system was in due time in receipt of the following unique communication:

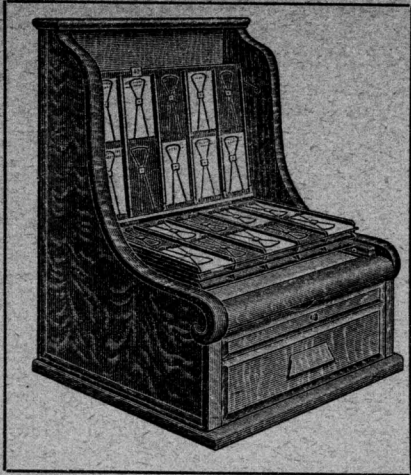
"Sir: When a child I took some of your company's coal, for which I now beg to enclose a check for \$20, in full payment. I am now a child of God and Paradise and Lost Souls are my only desires."

Sir Thomas Lipton, the most persevering and popular sportsman now in the limelight, has sailed for England after a pleasant visit in this country. He announces that he will return in 1911 with a new Shamrock and make the fourth attempt to capture the American cup, which he believes will be successful. If he wins none will tender him more sincere congratulations than his friends in America.

The trouble with many who boast of being square is that they have so many angles.

BUSINESS CHANCES.

For Rent—Large store building in live Northern Michigan town. Splendid opening for someone. Best location in town. Address L. H. Smith, McBain, Mich. 271



Going Backward Forward or Standing Still?

Were your profits satisfactory for 1909?
Have you lost any accounts?
Have you had any disputes with customers?
Have your clerks forgotten to make charges or credits?
Has your valuable time been taken up in keeping books?
Have your collections been slow?
Do you have to employ a book-keeper?
DO YOU WANT TO MAKE MORE MONEY IN 1910?
Some people think they are standing still. It's impossible—the world moves.
You are either going ahead or going backward.
You are in business to make money.
The way to make money is to save it.
The way to save money is to stop the leaks.
Over 50,000 merchants are stopping the leaks and making money by keeping their accounts by the
McCASKEY CREDIT REGISTER SYSTEM.
Information is free for the asking.

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Alliance, Ohio.

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Sales Books, also the different styles of Single Carbon Books.

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Never One Single Lapse In Quality

Just Questions

What coffee but "White House" dares to talk about "Clean scores?" What coffee ever came to Michigan that more nearly exemplifies **strict coffee honesty** than "White House?" What coffee did YOU ever taste that suited you as well as "White House?"

The answers to these questions are significant of the reasons why "White House" has made friends with the whole State—with your customers.

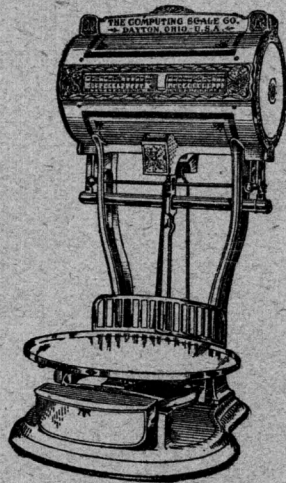
Dwinell-Wright Co.

Principal Coffee Roasters

BOSTON

CHICAGO

Blind Weighing Is Expensive



The new low platform
Dayton Scale

Blind weighing in a grocery store is an evil which should not be tolerated. It is only upon careful investigation that the magnitude of your losses from this source is ascertained. **Visible weighing** is one of the principal features of our **automatic scale**.

If you are a **retailer of meats** you will have problems to figure such as **finding the value of 14 ounces at 18 cents a pound**. As the avoirdupois pound is divided into **sixteenths** you are confronted with the problem of $\frac{1}{16}$ of 18c. This is only one of hundreds of similar problems which confront the retailer each day.

No man should perform a service which can be done **better** by a **machine**.

The **Dayton Moneyweight Scale** is a **machine auditor**. The **Values** are shown **simultaneously** with the **weight**. **Mistakes** are impossible.

REMOVE THE HANDICAP.

Install our automatic system. Give your clerks an opportunity to be of more value to you by giving better attention to your customers.

Your **customers** will be interested in a system of weighing and computing which will protect their purchases against error. They do not ask for overweight, but they will not tolerate short weight, regardless of whether it is accidental or intentional. They want 16 ounces to the pound. They know they will get it where the **Dayton Moneyweight Scale** is used.

Our revised catalog just received from the printer. It will be sent to you "gratis" upon request



Moneyweight Scale Co.

58 State Street, Chicago

B. J. McGee, 5 Nelson Place, Manager, Grand Rapids
Please mention Michigan Tradesman when writing

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

If Somebody Else Made Ketchup

As Good as Blue Label, We Would Make It Better—But
Neither Is Possible



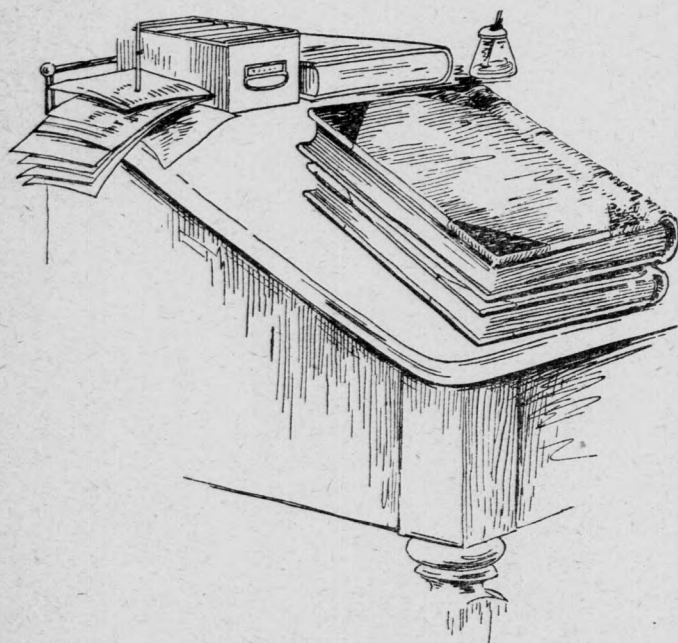
Every customer you ever had for BLUE LABEL KETCHUP is still buying it. Those who buy some other ketchup do so because they don't know BLUE LABEL—they couldn't have any other reason.

The best way to hold your customers is to please them. The best way to please them is to set them right when they are going wrong—tell them about the **good things**. Don't wait for some other grocer to tell them.

There is another reason for telling them to use BLUE LABEL KETCHUP—it pays you a good profit. These are the only things you need think about—pleasing your trade and making money.

Conforms to the National Pure Food Laws

CURTICE BROTHERS CO., Rochester, N. Y.



Twelve O'Clock

When you wake up and the clock strikes twelve, when it's darker than pitch and the wind blows a gale, you say to yourself:

“What a Wild Night for a Fire”

Then you think of your own place of business and you say, “Well, I'm insured.” Are you? What about your valuable papers and account books—are they insured? What would be your loss if they burned? You dislike to think about it, don't you?

Think Once More and Buy a Safe

During the winter months we have the most fires. Better get busy and write us today for prices.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.