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THIS WEEK'S MOTTO :

When you borrow money you
borrow trouble.

Advertisers and Subscribers may have their correspondence addressed to the care of any of our offices and they are invited to use them at any time. At the Head office, Toronto, a place is set apart where they can see all the latest newspapers and the latest issues of trade papers from all parts of the world, where they can do their correspondence or obtain any information. Parcels may also be directed to the Head office.

The letter of R. Wetherill, printed on another page of this issue, is written in the true spirit of trade fraternity. It places at the service of his brethren in the trade the results of the practical working of an idea that is distinctly Mr. Wetherill's own. Readers will find the scheme a valuable and workable one. We have always held that the country merchants could be a powerful influence for educating farmers' wives into making good butter if they would but exercise their right as buyers to grade prices according to quality. This, we believed, would tend to make a standard to which all domestic makers would work up, and so the general quality of the butter made would be greatly improved. The indiscriminating method of buying, that which makes one price for all varieties, has always been the strongest factor in the causes that produced bad butter. This fact proves that the trade can determine the general character of the

butter made in domestic dairies, for the trade does now to a large extent determine the character of the butter handled. If a maker can get as good a price for bad butter as she can for good, what motive has she for taking the trouble to make good butter? We are glad to be able to present for the consideration of our readers a plan so simple and so effective as we are sure Mr. Weatherill's is. It cannot but foster care and good methods in making butter, and is a means of getting a more homogeneous quality in each package than is possible in general store methods. It also introduces the one principle that was long needed in the domestic dairy, the principle of responsibility on the part of the maker. That is very important principle. It is the thing which has done more to bring up to their present excellence the majority of our manufactures. When canned goods and other products of factory work were obliged to bear a label naming the manufacturer, the standard rose fast. When the maker of an article cannot hide his identity among the multitude of unnamed fellow producers, he finds it to his interest to take some pains to produce quality. This has been brought home to the home-made butter industry in Mr. Weatherill's neighborhood, and it has done good. It would do good anywhere.

The issue of the action now pending between the Association of Salt Refiners and the Ontario Salt Co. at Kincardine will be watched with interest by traders generally. It is one of the few instances in which the combine is the plaintiff in the suit. Any litigation in which combines have so far figured has usually found them on the other side, with some individual trader or trading concern prosecuting them for being in existence. In this case the Association takes the legality of its existence for granted, and proceeds to obtain an injunction to prevent one

of its members from doing business in violation of terms which the seceding concern undertook to be controlled by when it joined the Association. The defence is that the agreement is not valid, as the Association, being to limit production, sale, prices and competition, is illegal under the Combines Act. This defence is something of the boomerang description, as it must react upon the defendants if it should be successful, and make them partners with their former associates in any penalties for which the Association would be liable.

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A museum would no doubt be a strong drawing card in a store, but it would be out of place. Both assertions apply equally to a menagerie or a circus. The incongruity of the combination is against it. But incongruity is an effect that some merchants seek entirely for its own sake. They aim to create impressions, not through the sense of harmony or beauty or other agreeable medium of perception, but through the sensation, that shocks produce. There does not seem to be anything very wide-awake in this theory of the best groundwork for attention. The majority of normally constituted people like to see the fitness of things respected. Contrasts are one thing and abnormal conditions another. Let the shopkeeper attend to his shop and the showman attend to his show. It is undignified to mix the two; it may elevate the showman, but it lowers the shopkeeper. The jibe of the soldier in Scott's Lady of the Lake,

Get thee an ape and trudge the land
The leader of a juggler band,
might be flung at some merchants who have this morbid notion of advertising. The young fellow who palmed himself off in Toronto as a captive recently freed from a life of uninterrupted imprisonment from his birth, who represented that he had never seen any human beings but three men, proved himself to be a very notable liar and