

# COFFEE!!

**The Best is the Cheapest.**

At this time when owing to the high prices prevailing for Green Coffee, many inferior grades are being forced upon the public, it is for your interest to buy

## Chase & Sanborn's Coffees.

The superior quality of which has been and always will be maintained, being guaranteed strictly pure. Their goods have a well-earned reputation of being

**THE BEST IN THE MARKET.**

And their **STANDARD JAVA** is recognized as the leading fine Coffee of Canada and the United States, also their

### "Star" Brand of Java and Mocha

Is rapidly earning for itself a reputation rivalling that of the Standard. This Coffee is a rare combination of **Private Plantation Java** and **Arabian Mocha**, producing a perfect blend of great strength and exquisite flavor. It is always packed in 2 lb. air-tight tin cans which thoroughly preserves its original flavor and strength, and never in any other form.

Agent for Manitoba and Northwest Territories :

**JOHN B. MATHER, 42 McDermott Street, Winnipeg.**

Respectfully yours, **CHASE & SANBORN.**

—BOSTON.—

—MONTREAL.—

—CHICAGO.—

## DOLL

W. F.

**WHOLESALE JEWELER.**

Watches, Diamonds, Clocks, Spectacles,  
Gold-headed Canes, Silver-plate, Watch  
Material, Tools, etc., etc.

**525 Main St., WINNIPEG.**

## BOECKH'S STANDARD BRUSHES.

Quality and Size Guaranteed.

For Sale by all Leading Houses.

**The Canadian Rubber Company**  
OF MONTREAL.

RUBBER SHOES, FELT BOOTS, BELTING,  
RUBBER AND COTTON HOSE,  
PACKING, &c.

333 ST. PAUL STREET,  
MONTREAL.

COR. YOUNG AND FRONT ST.,  
TORONTO

## WOOL!

**TORONTO HIDE AND WOOL CO.**

88 Princess St., WINNIPEG.

**Highest Market Price will be Paid**

FOR ALL KINDS OF WOOL,

Either at place of shipment or delivered in  
Winnipeg. CORRESPONDENCE SOLICITED and  
SACKS SUPPLIED IF APPLIED FOR.

JAMES HALLAM, - - - MANAGER.

### The Risks of Trade.

Instances have been furnished us lately of the many risks which business men run. We have special reference to two manufacturing concerns who a few years ago purchased machinery, etc., to the extent of about \$15,000 and \$35,000 respectively. Since then the requirements of trade have so thoroughly changed that their machinery became practically useless, causing them to make such radical alterations that they might better put in new plant, so that they have lost considerable capital through investing in machinery which soon became unsuited for turning out goods that subsequently came into fashion owing to the use of new and improved methods. At the time the firms referred to commenced business no human foresight could have anticipated the changes that were about to set in. We mention this to show that even the most legitimate trade enterprises are subject to transitions which cannot fail to bring about heavy losses.—*Trade Bulletin.*

### Utilize the Idle Moments.

Whenever a storekeeper experiences a temporary dulness in business he should utilize the period by making improvements and testing new methods, in order to gain new customers and at the same time retain the present ones. He should take counsel as to whether, for instance, he and his assistants are not falling behind rival dealers in respect to treatment and customers—whether some improvement in manners is not necessary. Then the methods of attracting new business, if any such exist, should be reviewed, and measures taken for improvement if any seem to be lacking. The quality of the stock should be considered, and the variety, a good assortment often being essential; if inspection should reveal anything wanting, the goods should be at once ordered, and when received the advertising matter, such as placards, which generally accompany them, should be displayed in a conspicuous position. When a dealer has tried everything he can think of as a means of filling up the dull spells, and already possesses a complete and ample stock, the articles can be rearranged and show cards and placards shifted about, so that the stock will appear new to the patrons. Show case contents should be changed and made to present a less monotonous appearance than they generally do. Merchants whose stores contain small and old-fashioned windows not suitable to the display of goods, should take the first opportunity presented to enlarge or ornament this important adjunct of a retail business. But the intelligent and enterprising merchant will, his attention once called to the subject, find many ways of improving his facilities, one idea leading to others, and will thus manage to keep himself abreast of the times, if not a little in the van.—*Merchants' Review.*