

TRADE PAPERS.

Mr. Jeremiah Banks writes in the *St. Louis Stoves and Hardware Reporter* as follows:

Mr. Banks says: "It is a mystery to me that a man in business should try to get along without a trade paper or two. I don't know what I should do without mine, though there was a time when I thought I did not have time to read one."

"While there may be a good deal in trade journals that is not of great interest to every one, there is always something which is of particular interest, and a dealer who keeps informed of what is going on in the world will get on better every time. It is true that all dealers have ideas of their own about how their business should be run, but still they ought always to be looking out for new ideas, which may help them a great deal, and often one idea thus secured and put into practice will pay the cost of the paper many times over."

"There are new articles coming into the market all the time, and the dealer who does not take a trade paper may not know anything about it for a long time. Articles are written in these journals for the benefit of the trade and not for the public at large, and there are matters discussed to which the regular newspapers pay but little if any attention."

"Those who publish the trade papers are in a position to get hold of anything new that comes up. They are near the wholesalers, as a usual thing, and find and communicate news to the dealer that he would not otherwise obtain. It is the publisher's business to look after all those things which are of interest to the dealer and keep him posted."

KEEP GOOD GOODS.

The oft-repeated advice to keep good goods no doubt is received with considerable incredulity by many retail grocers, especially those whose places of business are situated in localities where price appears to be the chief consideration with buyers, but the fact remains that the most successful retail grocers in the country are those who have given strict attention to quality and handle the finest goods in the market, says the *Merchant's Review*. In the journals devoted to special interests in producing lines, the phrase has become stereotyped: Pack good goods. Fruit growers, fruit, vegetable and fish canners, butter and cheese makers, in fact almost every food producing industry possessing its own special organ, has had this phrase persistently dinned in its ears, and why? Because it has become a well recognized fact that there is more money in fine goods than in inferior stuff. Want of skill or of capital may prevent a good many packers of food products from following such prudent advice, while lack of sagacity may deter others, but the majority do not dispute its wisdom, and in consequence the standard of quality is steadily being raised in every industry engaged in producing and packing goods for the table. It is good policy for the retail distributor to ignore the question of quality, and display less wisdom and less knowledge of the public's requirements than manufacturers and packers, who seldom come in direct contact

with the consuming class? Depend upon it, that if you stick to the ordinary grades of goods you will never find yourself indispensable to your patrons; on the contrary, you will be at the mercy of every new comer in the neighborhood who has sufficient capital to open up a store and stock it with a class of goods which are common in every sense of the word, but which are perhaps as good as those which you have in stock. There can be no question as to the merits of the two systems of doing business—the one, an adherence to the plan of selling ordinary goods at low prices, and the other, a dependence upon good goods at reasonable prices. The latter draws the very best class of custom and yields fair profits, while the former attracts only the close listed and indigent, whose patronage is rarely of a permanent character, and involves an immense amount of hard work for the grocer, at the same time that it yields minimum returns.

A MYTH.

Some time since a rich strike of gold and silver bearing ore was reported as having been made in Kitsap county, about five miles from Port Washington. The find was very rich as the assays run from \$20 to \$600 per ton, principally gold, although we heard of the strike on every hand and saw the report in our daily papers, we did not believe the story and did not give it publication. However a few days since our neighbor, J. W. Miller, a practical mining man and a better judge of a good prospect than two out of three so called experts, made a visit to the famous district to satisfy himself and us as to what it contained, he made a thorough examination of the most noted locations and found them to be simply valueless. He saw nothing worth locating.—*Seattle Mining News*.

DON'T BE TOO POSITIVE.

"Don't be too positive," said a business man. "I used to be. I am now not quite so sure about things. You would naturally think that one's life—in business and other avenues of its devious course tends to make a man careful, not to say conservative; but it does not as a rule. To most men, experience serves as a stern light rather than a headlight."

"Take a case of recent occurrence. A friend of mine recently thought he had made a deposit of \$115 in his bank. I say 'thought,' he himself was cocksure he had made it."

"His bank book had been left with the bank for settlement, and my friend merely made out a slip and handed it to the teller. A few days later, when he received his bank book 'settled up,' behold you, that deposit was not entered! He at once took the book to the young man who was teller on that day and said:

"You have not credited me with \$115, my deposit of such a day."

"The teller obligingly looked over his slips and book, and, said he: 'I have no entry of it; neither do I remember a deposit of such an amount.'"

"Then arose a dispute. My friend was positive he had made that deposit. He was going to have it credited or he would

know the reason why. He felt aggrieved; in fact, his feelings were venomous."

"The bank held a special board meeting to consider the matter. They decided they could do nothing. The teller had always borne a good reputation. Could my friend remember whom he saw in the bank on the day he made his deposit?"

"O yes," he said, "I will swear I saw so-and-so as I entered the door."

"Hunt him up, then," said the bank people; "see if he remembers seeing you."

"The person could not recollect such an event."

"Said the bank people: 'Can you recollect who else was near the teller?'"

"Oh, yes," said my friend; "that young man (pointing); there."

"But that young man merely smiled, and suavely said that he had no remembrance of the occurrence."

"My friend was angry; he grew warlike. He consulted a prominent lawyer in the city. The man of law said, laconically:

"You have no redress. The bank's word is as good as ours. Go slow. Are you sure you made the deposit? We men do queer things at times. Look about your desk and office."

"Suffice it to say that the \$115 did not turn up. My friend, in the interim, grew still more positive."

"Some two weeks elapsed. One day, going through an old overcoat hanging in his office, he found the deposit—slip, money and all. Tableau! Imagine his feelings. Retractions were in order. He went to the bank and explained it all in a very crestfallen manner, and vowed contrition to the teller."

"Now he bemoans the sad fate that should have caused him, a shrewd business man, at his time of life to lose confidence in himself and his actions. His favorite aphorism to-day is, 'Don't be too positive.'"

SATIN STRIPED CHENE DRESS GOODS

Printed cotton dress fabrics in dark seasonable colors, known as "satin-striped chene" dress prints, are entirely new in the market, and are attracting the special attention of buyers. Navy blue, dark and seal brown, bronze and russet, tan, drabs and ambers predominate. The designs are drawn from nature and include, among hundreds of others, the linden leaf, blueberry bush, swamp apples, orchids and flowers. For each design, the manufacturer holds nature's model, so there can be only grace and symmetry. The cloth in the gray contains nearly four hundred threads to the inch and is an entirely new cloth for such printing. In chene silks, the colors in the design are printed on the warp before weaving, and the result of a solid color subdues the brightness of the warp filling and gives a chene effect. This effect was never attained in printed cotton goods, and it was at first the result of a happy accident. An example of these goods, appealing to the eye in color, design and finish as pleasantly as a dark summer dress silk, may be mentioned a dark blue satin striped ground, with a "triumph orchid" in rich, golden brown chene colors. These printed chenes are 31 inches wide and retail at 25 cents, though as a novelty they should bring 35 cents.