

## TO MEET BIG STORE PRICES.

SMALL RETAIL STORES OF CHICAGO WILL BUY JOINTLY AND HOLD BARGAIN DAY SALES SAME AS DEPARTMENT STORES.

THE small retail dealers who comprise the membership of the Cook County Business Men's Association are going to fight the department store with department store weapons, viz., low prices, bargain days, and sales in the different branches of trade.

The fight against the big stores has been carried on more or less vigorously now for nearly two years, and, although something has been accomplished, it has not been enough to disturb the department store people to any extent, and the small dealers have been planning and scheming for new and more effective ways of carrying on the struggle. This latest result of their planning has been made public this week, and certainly appeals to the people in a more practical way than anything that has heretofore been suggested. The leaders in the anti-department store crusade have learned that as long as the big stores sell goods a few cents cheaper than the smaller concerns they will have the support of the people, and all that can be said about grasping capitalists, unfair competition, fake advertising, etc., has little weight. The small dealers who are members of the Cook County Business Men's Association have decided, therefore, to meet the department stores on their own grounds, and commencing very soon will, by combining their interests, place full page advertisements in the daily papers, and sell goods at prices which the big stores cannot cut under. The plan is believed to be a feasible one. The officers of the association are working enthusiastically to perfect it, and believe it will go a long way towards the solution of the vexed problem. Heretofore they have been trying to work largely on the sympathy of the public; now they are going to appeal to its pocketbook.

The association is thoroughly organized for political work in all the wards of the city and throughout the state, and their plans for legal remedy will by no means be abandoned. By this new departure it is expected that the opposition to the movement from the people will be removed. The association will have buyers, just as the department stores do, who will be on the lookout for bankrupt stocks and any bargains that will help make the "bargain days" attractive. Goods will thus be bought, distributed among the different stores, and preceding the day set for the sale extensively advertised in the papers.

C. F. Gelmann, president of the association, said: "It is true that we have a plan to undersell the department stores, and that it will be put into execution very soon. It will be announced in an advertising way before the first bargain day, so that the people will thoroughly understand it. The measure will be a startling innovation, and I am sure it will be a great boon to the retail store trade. Besides that, it will induce every retail dealer in the city to join the association, and the more members we have the cheaper our buyers can purchase, and the cheaper we can sell. The association also intends to advertise its sale days as extensively as the department stores have been doing, and the first list of articles and prices which we shall give will show that we mean business. The plan is certainly practicable, and will remove the last argument in favor of the department store plan."—Chicago D.G. Reporter.

### HILTON, HUGHES & CO. WILL PAY.

The dry goods firm of Hilton, Hughes & Co., New York, which failed in 1893, notified its smaller creditors Nov. 30 that their claims will be paid in full on presentation. The larger claims, it is said, have almost all been bought up by Judge Henry Hilton, on a basis of 90 per cent. cash. Liabilities were \$2,200,000.

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