

London Advertiser.

FOUNDED IN 1863.
NOON AND EVENING DAILY.
WESTERN ADVERTISER WEEKLY.
THE LONDON ADVERTISER CO.,
Limited, Publishers,
121-123 Dundas Street, London, Ont.

PHONE NUMBERS:
Business Department 101
Editorial Rooms 104 and 105
Job Printing Department 115

TO SUBSCRIBERS.
Readers of The Advertiser are requested to favor the management by reporting any irregularities in delivery.

SUBSCRIPTION RATES.
Daily, Delivered by Carrier in City: One year \$5.00
One week 75c
Daily, Delivered by Carrier Outside City: One year \$6.00
One week 75c
Daily, by Mail Outside City: One year \$4.00
One week 75c

The Advertiser is on sale regularly at the following news stands, where subscriptions may be left:
Buffalo, N. Y.—H. J. Seidenburg, Elliott Square News Stand.
Chicago, Ill.—Chicago Newspaper Agency, 170 Madison street.
Louisville, Ky.—Kentucky International News Company.
Montreal, Que.—Peter Murphy, Post Office News Stand.
Toronto—Hoskins Hotel News Stand.
Toronto—Hoskins Hotel News Stand.
Windsor—V. E. Marcantoni & Sons.

LONDON, SATURDAY, JULY 3.

THE VOICE OF SIR WILFRID.

The Toronto News refers to Mr. Macdonald, editor of the Globe, as the mouthpiece of Sir Wilfrid Laurier at the Press Conference in England, and proceeds to censure him for taking an anti-defence attitude, and making speeches on that line. If this means that Mr. Macdonald is the authorized exponent of Sir Wilfrid's views at the conference, our contemporary is talking greater nonsense than usual. If it only means that he is supporting Sir Wilfrid's policy, that may be more nearly correct. At all events, it would be as correct as to say that the News supports the policy of Mr. Borden—in so far as it has succeeded in discovering what that policy may be.

The speech to which reference seems to be made is probably one in opposition to a resolution proposing a system of military training approximating military conscription. That this was an effectual speech is evidently the opinion of the Nation, which says that "the attempt of the conscriptionists to pass a resolution in favor of universal military training for Great Britain and the colonies was defeated, as the result of a very powerful and brilliant speech by Mr. Macdonald, of Toronto." And in this speech there is no doubt he was not only the voice of Sir Wilfrid, but of the great mass of the people of Canada.

The fact is that the Press Conference, while doing a good work in bringing together for consultation representative journalists of Greater Britain, in developing the spirit of imperialism, and in drawing forth expressions of opinion from British statesmen of all parties, yet had a few weak points. There was some unnecessary jingoism—though probably not more than might be expected from a conference where the sessions were sandwiched between banquets. There was some unnecessary self-deprecation—as in the case of those Canadians who spoke of Canada sponging on the mother country. There were some things said that might as well have been left unsaid, and some things attempted that were properly shelved.

But whether or not Mr. Macdonald, or any other man, was the voice of Sir Wilfrid, the consensus of opinion was in line with Sir Wilfrid's policy. The imperialism most in evidence was Sir Wilfrid's imperialism with local autonomy. The cultivation of fuller and freer communication between all parts of the Empire has its practical expression in Sir Wilfrid's all-rounder. A general system of naval defence, in which the over-sea dominions will take their share, each in its own way, and with full local control, yet in harmony with the imperial forces, is but the policy indicated by Sir Wilfrid when he proposed action in consultation with the Home Government. The spirit of Sir Wilfrid was in the Press Conference, whether or not his voice was heard.

THE CEMENT TRADE.

The growth of the cement industry in Canada in the past few years has been remarkable, the consumption of the home-produced article having nearly trebled since 1904. In blocks or otherwise it is to a considerable extent taking the place of brick and stone in the foundations of buildings, and in buildings themselves. Immense quantities of cement are also being used for sidewalks, pavements, railway construction, bridge building and canal and navigation structures.

A bulletin recently issued by the Dominion department of mines shows that while the industry has developed in Canada during the past five years, the use of imported cement has declined. The consumption for the years mentioned was:

	Canadian.	Imported.
1904	Barrels, 110,358	Barrels, 784,630
1905	134,648	817,553
1906	2,119,764	665,231
1907	2,436,093	672,360
1908	2,665,239	648,049

It will be seen that the Canadian article has met the greatly increased demands of the market, and at the same time materially reduced the use of imported cement. The following is the record of the Canadian industry for the past two years:

	1907.	1908.
Cement sold, bbls.	2,436,093	2,665,239
Cement mfd., bbls.	2,491,513	3,495,961
Stock Jan. 1, bbls.	299,015	283,349
Stock Dec. 31, bbls.	354,435	1,214,021

Value of cement sold \$3,771,228
Wages paid \$550,980
There has also been a considerable

Increase in the stocks, notwithstanding a reduction in price last year from an average of \$1.55 per barrel at the mill to \$1.39. The trade depression of 1903, which greatly affected building operations, largely accounts for this showing; but it is certain that the revival of building activity so noticeable this year will have the effect of materially reducing stocks and probably keep the mills busy.

TRAIN FERRY ACROSS THE SEA.

On Tuesday next an important forward step in railway ferry transport will be taken when a new service, established by the German and Swedish Governments, between Sassnitz, in Germany, and Trelleborg, in Sweden, will be inaugurated. In the presence of the sovereigns of both countries. Separating the two ports named is a stretch of sixty-five miles of open sea. Four vessels are to be provided, the first of which has just been completed on the Tyne. It is 370 feet long by 51 feet beam, with a draught of 16 feet 4 inches, and is provided with triple expansion engines of sufficient power to enable the journey between the two ports to be accomplished within four hours. A complete train of eight or ten coaches will be accommodated on board, on two parallel lines, and during shipment complete steadiness will be obtained by a system of trimming tanks, while by an arrangement of ring plates and screws the cars will be secured to the deck, and spring buffers will prevent any tendency to moving endways.

For better control in entering or leaving harbor the vessel has a rudder in the bow as well as in the stern, both rudders being steam controlled from the captain's bridge, where also there are electrical indicators to show the angle at which the rudder is inclined. The ferry is subdivided into an unusual number of water-tight compartments, which with bulkhead doors, make her practically unsinkable in case of collision. Risk of danger in fog is lessened by an arrangement of submarine signals.

The vessel will accommodate a considerable number of passengers in addition to cars, and has a dining saloon, smoking, lounge, and other cabins. There is also sleeping accommodation for first and third-class passengers. The service will materially reduce the time of travelling between Swedish and German cities and the continent generally.

For some time there has been talk of establishing a channel ferry service between England and France, but it appears to be making slow progress. There is, however, far more likelihood of such a service from Dover to Calais than of a tunnel, of which project nothing is heard nowadays.

AN IMAGINATIVE COLONEL.

[Kingston Standard (Con.)]
Colonel G. T. Denison has a very vivid imagination. Certainly it will be news to Canadians that England has insulted them, and certainly, also, it will be news to them that the Empire will fall to pieces unless held together by trade ties. It seems to us that the Empire has been doing pretty well with the more natural ties of sentiment and love, and that artificial ties of trade or otherwise are, as a matter of fact, not particularly binding, but rather lead to misunderstandings and jealousies.

SAD END OF A COMMENCEMENT.
[Arthur Chapman in Denver Republican.]
Miss Sarah Ann Amella Scroggs spoke well on graduation day; She looked alluring in white toga; And when she said her high-browed All vowed it was the proper caper To print it in the local paper.

It made four columns—something o'er— And Sarah read it through with pride; She marvelled at its wondrous lore; And joy at reading could not hide, For to this maid just graduating Her words in type were fascinating.

But Sarah had hysterics wild That evening, and would hardly cure; The editor a brute was styled When she had reached the signature; The type machine had slipped its cogs And made it read Miss Sarah Scroggs—GTXW!

PRESTON AND HIS DETRACTORS.

[Hamilton Times.]
Mr. W. T. R. Preston has returned from Japan, in which country he looks for a large market for Canadian goods in the near future. One of the Japanese papers which, taking its cue from Canadian Tory organs, made a bitter attack on Mr. Preston, has been forced to pay \$5,000 damages for libel, and other suits are pending.

NOT PERFECT, BUT TRY TO BE.

[Brooklyn Times.]
It may be safely said that no men are more painfully and constantly conscious of the imperfections and shortcomings of our newspapers than those who are engaged every day in the task of their fabrication, and yet it must be said to their credit that none are more conscious of their responsibility, to the public, and none more constantly on the alert to verify every detail of the news they set before the public, or more conscientious in their purpose to interpret accurately and fairly the events that demand critical attention. Newspapers are imperfect, and doubtless the Martian press could teach the best of American newspapers very much that would be well worth the knowing, but The Times does not believe that ever in the history of civilization was the great body of the press actuated by higher purpose than now, or inspired by more general determination to tell the truth, and to interpret according to its best intelligence the significance of passing events.

CANADA'S WATER ROUTES.

[New York Sun.]
About the time that New York makes its final payment for the digging of its

\$101,000,000 ditch, Canada will be shipping bulk cargoes from Port Arthur to Liverpool, and the rapid gain in population in there will be cargoes to ship.

LEARN TO SWIM.

[Chicago Tribune.]
With the beginning of the bathing and boating season comes also the tragic chronicle of disasters in the water. Persons of all ages venture on plunges in river, lake and sea unheeding of their ignorance of foothold or of the art of swimming. Still others unskilled in handling row or sail boats venture into unknown waters where reefs, currents or squalls bring them to grief. It seems almost unbelievable that so many persons, living where experience may be had, should not learn to swim. In many cases of fatal bathing accidents the ability to swim but a few strokes would have prevented death. Yet the knowledge is too often lacking. Swimming is something anyone can learn in a few lessons. Children can learn it in one. It is a delightful exercise and an accomplishment which anyone can acquire.

THE HORSE'S QUIETUS.

[New York American.]
If Mr. Edison has not allowed his scientific imagination to loose a rein—as he has sometimes been known to do in enthusiastic moments—a great event has happened in the perfecting of his long-sought storage battery. If he really can trundle trucks across the country and through streets at the low cost and high speed that he claims, he has performed a work comparable to the invention of the cotton gin, the spinning jenny, or to his own great achievement, the incandescent light. Greater than the victories of war or the discoveries of geographical exploration are the new tools put into the hands of the working world. They press outward the frontiers of human experience and add new continents to the realms of nature. But what will Mr. Edison's new storage battery do to the horse market, to the wish of the Wizard of Menlo may turn horses into air, and even beggars may ride.

THE RICOCHETTING JINGO.

[New York Post.]
For every small mouse that makes its entry on the state of international politics the jingo has no trouble in finding a mountain that brought it forth. From a ten-line cable dispatch he will evolve you the rise and fall of mighty nations; while the views of a Japanese gunner's mate delivered before an interested audience in a San Francisco barroom are made to throw a startling light on the inner meaning of Japanese expansion. Thus far the professional jingo. If he is not found out in his blame lies on the gentlemen of the press, who find his vapors good enough to print and good enough to imitate.

Fire in a Chicago barn has ruined a collection of 15,000 negatives of newspapers, with which the owner had won several gold medals. The owner had spent many days gathering newsboys negatives, the types being those of newsboys of almost every country in the world.

London Life POLICIES

GOOD AS GOLD Because Every desirable feature is contained in the special Reserve Dividend Policies issued by this Company.

See a sample copy of our Endowment at Life Rate; it protects your estate and makes provision for your future.

Do it to-day.

Geo. McBroome, Inspector.
Geo. F. Emerson, District Agent.
J. F. Flaine, Supt. Ind't'l Branch.

THE STRANGE CAREER OF MERCHANT PRINCE

How Chauchard Made His Millions and Strange Way He Spent Them.

Paris, July 1.—Alfred Chauchard, the founder of the great Paris department store known as the Magasins du Louvre, who has just died at the age of 88, was the son of a country gardener. His business career began when he went to work in a little shop at 55 a month. He slept under the counter and had to sweep the floor in the morning. In those days his bread and butter was three cents worth of fried potatoes and his evening meal not much better.

In 1856 he had risen to be head clerk of the establishment with a salary of \$240 a year. Then he left his place, and taking as a partner Auguste Heriot, whom he had met at a barber's shop, he founded what grew into the great store which made its originators two of the richest men in France.

When their first difficulties in obtaining a lease of the site they wanted and the capital they lacked were overcome, success followed rapidly. Thirty years later Chauchard retired from active work a multimillionaire. Heriot attended to the financial side of the undertaking, while Chauchard was the salesman.

It was Chauchard who first had the idea of giving toy balloons to the children of his customers and who first ran a free lunch counter; but his greatest success was his institution of a bargain day, when remnants were sold at prices that brought all the women of Paris to his counters. This was a new thing, and great was the surprise of his employees when they first received orders to cut up into lengths of five or six yards thousands of pieces of untouched silk just received from the factory.

He was a perfect salesman, and endowed with a splendid memory he would often remind a customer of some purchase he had made ten or twenty years before, mentioning the particulars, the form, color and price. Even after he had left the business if he could persuade a customer to go to the Louvre for a bottle of cologne or a pair of gloves he was delighted, and seldom failed to call at the store to see if his friend had made the promised purchase.

Art and Philanthropy.
After retiring in 1885 from active work he devoted himself to collecting

works of art and to philanthropy. His benefactions, amounting to something like \$454,000, entailed an amount of publicity which it may be said was far from displeasing to him.

Many anecdotes are told of his art collections and the methods taken of inducing him to acquire certain works, a favorite device being to convince him that millions of Americans were prepared to buy them and that France ought to retain them at any cost.

If he was sometimes taken in he bought many works of undoubted value, and a sale of his collection would show a good return on the money he invested. He possessed twenty-five landscapes by Corot which cost him \$500,000.

He spent \$87,000 for pictures by Daubigny, \$73,000 for pictures by Delacroix, \$28,000 for two by Delacroix, and \$120,000 for seventeen by Diaz. His pictures by Jules Dupre, Fromentin and Isabey cost \$200,000. Meisner was abundantly represented in his collection, the famous "1814," the "Liseur blanc," the "Liseur noir" and the "Confidence" having cost over \$600,000.

There are seven pictures by Millet, the most noted of course being the "Angulus," bought for \$140,000 in America, and the most costly the "Bergere et son troupeau" which cost \$200,000. He spent over \$200,000 on Roussseau and \$430,000 on Troyons.

All these and other pictures, including his portrait by Benjamin Constant, go by his will to the Louvre Museum.

His mansion in the Avenue Velasquez contained collections of tapestries, marbles, bronzes, enamels and porcelain, and busts of himself in marble and bronze of every size and shape.

He was promoted to the highest rank in the legion of honor, the grand cross, by President Fallieres in August, 1901. Only six military and six civil members of the order can be appointed to this grade, so that Chauchard's nomination was a nine days' wonder. According to the official year book of the republic he was promoted in his capacity of "collector," but according to Paris gossip the honor was to clinch his resolution to leave his pictures to the state, as his decision in the nomination was a possibility of his selling them to America. In fact Chauchard skillfully used the same bugbear to frighten the Government that had so often been used against him—the American purchaser.

M. Chauchard, with all his commercial genius, was not free from minor human weaknesses. He always carried in his pockets a horse chestnut and two potatoes, the former according to popular superstition as a

charm against all malady, the latter against evil fortune.

Another fact of his was to refuse to employ any man with red hair. No matter how strongly recommended by high personages, the man whose hair was red never got a job from him, and if he found a red-haired man among the 4,000 employees at the Louvre, that man was immediately paid off.

Here is one of the many stories told of his picture purchases, indicating that he judged a work chiefly by its price. A dealer one day offered him Troyon's celebrated "White Cow."

"How much?"
"Eight thousand dollars."
"Only that? It must be a forgery. Take it away."

The dealers told some of his brother dealers of his discomfiture. They knew Chauchard better than he and offered to induce Chauchard to buy the picture on condition that they should have part of the proceeds.

A month later a Russian prince called at the Velasquez avenue mansion and requested permission to visit the marvelous collection. This was at once granted and the prince before leaving was asked his opinion:

"Admirable! But what a pity that it does not contain a Troyon." These words were reported to Chauchard that evening, for he never accompanied any visitor around his galleries, and an order was sent to have Troyon's "White Cow" brought at once. "Too late," came the reply. "The 'White Cow' is sold and has left Paris."

This of course only made M. Chauchard the more keen and he instructed the dealer to find out what the new owner would take for his purchase. In the end M. Chauchard paid \$50,000 for the picture. Needless to say the Russian prince was one of the plotters disguised, and the picture had never left the dealer's possession.

Chauchard wished his funeral to be of the most sumptuous character and paid to undertakers \$40,000 in advance. Bethinking himself that this sum was bringing him no return, he demanded that the undertaking firm should give him and eleven of his friends a banquet every year until the necessity to use the money arose. Thus each year with the interest on the money reserved for his burial he celebrated his survival in the world.

He delighted in giving dinners at his house in the Bois de Boulogne, to which he invited the leading men of Paris. M. Emile Loubet, the ex-president, was frequently among the guests, and M. Chauchard wished to include him among his legatees, but M. Loubet expressly asked him not to do so.

The Ceylon yellow silk spider weighs nine ounces.

Now is the period of our discontent. Half the year is passed and so much left undone. Our buyer for Europe has gone. To make room for his purchases

ALL ODDMENTS

No matter what the quality, must be cleared at such prices that buyers will have a most interesting time at

KINGS MILL'S

Hosiery in Good Quality

Ladies' Lisle Hose, in all colors, reduced from 40c to 30c
Ladies' Black and Tan Lace Hose, reduced from 50c to 40c
Ladies' Black and Tan Embroidered Hose, reduced from 50c to 40c
Ladies' Tan Lace Hose, regular 25c, reduced to 3 pairs for 50c
Children's Black and Tan Hose, reduced to 12½c
Children's Black Lace Hose, reduced to, per pair 20c

Ladies' Summer Wool Vests (white), low neck and short sleeves 65c
Ladies' Vests, good quality, no sleeves, short sleeves, straps; regular 30c, reduced to 25c
Ladies' Summer Vests, no sleeves, straps, 10c and 15c
Ladies' Knitted Drawers, fine quality, only 50c
Children's Knitted Drawers, black, only 25c
Boys' Balbriggan Shirts with knee or ankle-length; Drawers to match 35c and 25c

Ladies' 2-clasp Canvas Gloves, in black, grey, beaver and white; reduced to 25c
Ladies' 2-clasp Lace Lisle Gloves, in black and white; reduced to 25c
Ladies' Elbow-Length Lace Gloves, in grey, white, black; reduced to 25c
Ladies' Elbow-Length Silk Gloves, in white and black; regular \$1.00, reduced to 50c

Ladies' Silk Elastic Belts, greatly reduced in price 25c
Embroidered Linen Wash Belts, with gilt and pearl buckles, now 15c, 20c, 25c
Special line of Leather Belts, in brown, tan, black; regular 50c, reduced to 25c
Fancy Belting in all the newest shades, reduced in price.
Children's Buster Belts, in all colors, reduced in price.

KINGS MILL'S

JULY CLEARING SALE--A REALITY, NOT A HUMBUG.

THE STRANGE CAREER OF MERCHANT PRINCE

How Chauchard Made His Millions and Strange Way He Spent Them.

Paris, July 1.—Alfred Chauchard, the founder of the great Paris department store known as the Magasins du Louvre, who has just died at the age of 88, was the son of a country gardener. His business career began when he went to work in a little shop at 55 a month. He slept under the counter and had to sweep the floor in the morning. In those days his bread and butter was three cents worth of fried potatoes and his evening meal not much better.

In 1856 he had risen to be head clerk of the establishment with a salary of \$240 a year. Then he left his place, and taking as a partner Auguste Heriot, whom he had met at a barber's shop, he founded what grew into the great store which made its originators two of the richest men in France.

When their first difficulties in obtaining a lease of the site they wanted and the capital they lacked were overcome, success followed rapidly. Thirty years later Chauchard retired from active work a multimillionaire. Heriot attended to the financial side of the undertaking, while Chauchard was the salesman.

It was Chauchard who first had the idea of giving toy balloons to the children of his customers and who first ran a free lunch counter; but his greatest success was his institution of a bargain day, when remnants were sold at prices that brought all the women of Paris to his counters. This was a new thing, and great was the surprise of his employees when they first received orders to cut up into lengths of five or six yards thousands of pieces of untouched silk just received from the factory.

He was a perfect salesman, and endowed with a splendid memory he would often remind a customer of some purchase he had made ten or twenty years before, mentioning the particulars, the form, color and price. Even after he had left the business if he could persuade a customer to go to the Louvre for a bottle of cologne or a pair of gloves he was delighted, and seldom failed to call at the store to see if his friend had made the promised purchase.

Art and Philanthropy.
After retiring in 1885 from active work he devoted himself to collecting

THE STRANGE CAREER OF MERCHANT PRINCE

How Chauchard Made His Millions and Strange Way He Spent Them.

Paris, July 1.—Alfred Chauchard, the founder of the great Paris department store known as the Magasins du Louvre, who has just died at the age of 88, was the son of a country gardener. His business career began when he went to work in a little shop at 55 a month. He slept under the counter and had to sweep the floor in the morning. In those days his bread and butter was three cents worth of fried potatoes and his evening meal not much better.

In 1856 he had risen to be head clerk of the establishment with a salary of \$240 a year. Then he left his place, and taking as a partner Auguste Heriot, whom he had met at a barber's shop, he founded what grew into the great store which made its originators two of the richest men in France.

When their first difficulties in obtaining a lease of the site they wanted and the capital they lacked were overcome, success followed rapidly. Thirty years later Chauchard retired from active work a multimillionaire. Heriot attended to the financial side of the undertaking, while Chauchard was the salesman.

It was Chauchard who first had the idea of giving toy balloons to the children of his customers and who first ran a free lunch counter; but his greatest success was his institution of a bargain day, when remnants were sold at prices that brought all the women of Paris to his counters. This was a new thing, and great was the surprise of his employees when they first received orders to cut up into lengths of five or six yards thousands of pieces of untouched silk just received from the factory.

He was a perfect salesman, and endowed with a splendid memory he would often remind a customer of some purchase he had made ten or twenty years before, mentioning the particulars, the form, color and price. Even after he had left the business if he could persuade a customer to go to the Louvre for a bottle of cologne or a pair of gloves he was delighted, and seldom failed to call at the store to see if his friend had made the promised purchase.

Art and Philanthropy.
After retiring in 1885 from active work he devoted himself to collecting

THE STRANGE CAREER OF MERCHANT PRINCE

How Chauchard Made His Millions and Strange Way He Spent Them.

Paris, July 1.—Alfred Chauchard, the founder of the great Paris department store known as the Magasins du Louvre, who has just died at the age of 88, was the son of a country gardener. His business career began when he went to work in a little shop at 55 a month. He slept under the counter and had to sweep the floor in the morning. In those days his bread and butter was three cents worth of fried potatoes and his evening meal not much better.

In 1856 he had risen to be head clerk of the establishment with a salary of \$240 a year. Then he left his place, and taking as a partner Auguste Heriot, whom he had met at a barber's shop, he founded what grew into the great store which made its originators two of the richest men in France.

When their first difficulties in obtaining a lease of the site they wanted and the capital they lacked were overcome, success followed rapidly. Thirty years later Chauchard retired from active work a multimillionaire. Heriot attended to the financial side of the undertaking, while Chauchard was the salesman.

It was Chauchard who first had the idea of giving toy balloons to the children of his customers and who first ran a free lunch counter; but his greatest success was his institution of a bargain day, when remnants were sold at prices that brought all the women of Paris to his counters. This was a new thing, and great was the surprise of his employees when they first received orders to cut up into lengths of five or six yards thousands of pieces of untouched silk just received from the factory.

He was a perfect salesman, and endowed with a splendid memory he would often remind a customer of some purchase he had made ten or twenty years before, mentioning the particulars, the form, color and price. Even after he had left the business if he could persuade a customer to go to the Louvre for a bottle of cologne or a pair of gloves he was delighted, and seldom failed to call at the store to see if his friend had made the promised purchase.

Art and Philanthropy.
After retiring in 1885 from active work he devoted himself to collecting

THE STRANGE CAREER OF MERCHANT PRINCE

How Chauchard Made His Millions and Strange Way He Spent Them.

Paris, July 1.—Alfred Chauchard, the founder of the great Paris department store known as the Magasins du Louvre, who has just died at the age of 88, was the son of a country gardener. His business career began when he went to work in a little shop at 55 a month. He slept under the counter and had to sweep the floor in the morning. In those days his bread and butter was three cents worth of fried potatoes and his evening meal not much better.

In 1856 he had risen to be head clerk of the establishment with a salary of \$240 a year. Then he left his place, and taking as a partner Auguste Heriot, whom he had met at a barber's shop, he founded what grew into the great store which made its originators two of the richest men in France.

When their first difficulties in obtaining a lease of the site they wanted and the capital they lacked were overcome, success followed rapidly. Thirty years later Chauchard retired from active work a multimillionaire. Heriot attended to the financial side of the undertaking, while Chauchard was the salesman.

It was Chauchard who first had the idea of giving toy balloons to the children of his customers and who first ran a free lunch counter; but his greatest success was his institution of a bargain day, when remnants were sold at prices that brought all the women of Paris to his counters. This was a new thing, and great was the surprise of his employees when they first received orders to cut up into lengths of five or six yards thousands of pieces of untouched silk just received from the factory.

He was a perfect salesman, and endowed with a splendid memory he would often remind a customer of some purchase he had made ten or twenty years before, mentioning the particulars, the form, color and price. Even after he had left the business if he could persuade a customer to go to the Louvre for a bottle of cologne or a pair of gloves he was delighted, and seldom failed to call at the store to see if his friend had made the promised purchase.

Art and Philanthropy.
After retiring in 1885 from active work he devoted himself to collecting

THE STRANGE CAREER OF MERCHANT PRINCE

How Chauchard Made His Millions and Strange Way He Spent Them.

Paris, July 1.—Alfred Chauchard, the founder of the great Paris department store known as the Magasins du Louvre, who has just died at the age of 88, was the son of a country gardener. His business career began when he went to work in a little shop at 55 a month. He slept under the counter and had to sweep the floor in the morning. In those days his bread and butter was three cents worth of fried potatoes and his evening meal not much better.

In 1856 he had risen to be head clerk of the establishment with a salary of \$240 a year. Then he left his place, and taking as a partner Auguste Heriot, whom he had met at a barber's shop, he founded what grew into the great store which made its originators two of the richest men in France.

When their first difficulties in obtaining a lease of the site they wanted and the capital they lacked were overcome, success followed rapidly. Thirty years later Chauchard retired from active work a multimillionaire. Heriot attended to the financial side of the undertaking, while Chauchard was the salesman.

It was Chauchard who first had the idea of giving toy balloons to the children of his customers and who first ran a free lunch counter; but his greatest success was his institution of a bargain day, when remnants were sold at