

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.—

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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.

Grocer—Anybody been in while I was out.
New Boy—Yes, a female shoplifter.

"Eh! Wha—what did you do?"

"I tried to call the police, but she boxed my ears and told me I'd got to behave."

"Then what did you do?"

"I couldn't do nothing, an' she emptied the money drawer in her pocket."

"Great jinks! Didn't she say anything more?"

"Nothin' except she 'spected you was drunk again."

"Oh! that's all right. That's my wife."

Whom to Credit.

In all kinds of business there is always more or less credit given to patrons. One may talk of a "strictly cash business" as much as they please, but the fact is they cannot compete with others who give credit in certain cases. There is not one patron out of a thousand who always has the money just at hand, and to refuse such an one credit is that much custom from you. Aye, more, besides his custom you lose his influence. Buyers feel offended by having their credit questioned even by implication. And perhaps in such a case there is no sort of risk—the pay is just as sure as the coming day. It is folly to drive trade away in such cases.

Some credit then, it should be conceded, must be given. Success in business demands it, and the demand will not be hushed ungratified.

To whom then, should the business man accord it? Whom is it safe to credit? Who may be relied on to pay? This is the great question which has puzzled the strongest and best minds from the very inception of commerce. Men, in every age and clime have racked their minds over it lest they should find it a sunken rock on which their commercial craft should be wrecked forever; and not without good reason. The maelstrom of destruction circles around it ever and yawns for its new victims.

If too much credit is given insolvency is the inevitable result. Injudicious credit always brings disaster, because parties trusted fail to pay at all. Our own debts as business men must be paid, and if we fail to realize when

selling, the day of bankruptcy is not far away.

What principles, then, should guide us in the matter of giving credits? No haphazard plan will answer. Must we credit one because he is honest? Nay, for he may always remain poor and so never be able to pay. Must we give a patron time in which to pay because he is an old acquaintance, or belongs to our church or political party? No, for these are not such qualifications as tend particularly to fill his pocket book. Who, then? Some general rules are all that can be given and even in strict conformity to them there will be some losses.

Credit should never be extended to any who are indolent or lazy. If they ever get ahead financially it will be by mere accident, and that should never be depended on.

Those who are unmethodical and negligent, who are always behind time, who put off today's work until to-morrow or next week, who never meet their engagements promptly, however small, who give abundant evidence of lack of energy, and who seem to have no aim in life beyond a mere existence, should never be allowed to become our debtors. They may indeed, sometimes become able to pay, but the rule will be otherwise.

On the other hand, if the reverse of these traits prevail it is tolerably safe to give credit, even though the debtor does not possess sufficient property within the reach of the law to compel payment. Such a person will acquire the means of liquidation. The man who is careful, thorough, methodical, honest, industrious and energetic, will rise, and of him there is full, strong hope. He will pay all he agrees to and have some left.—*Gem City Journal.*