

plan this season of cutting down your credit business to a minimum.

Go Ahead. - The business that lags is in the rear of the procession before it has time to rub its eyes. If you are not making progress, depend upon it you are going back, friend retailer. "Forty years in business" was a good headline for an advertisement a generation ago when there was such a thing as hanging patronage on age and reputation; to-day, however, it often means dry rot, old fogyism and general nonprogressiveness. We have no desire to make light of age and respectability in business, and all honor to the establishment that can count its history by decades. We merely point out that in these days of incessant effort a man has every morning to be a little ahead of yesterday or he is soon out of the race. There is such a thing as being too restless and changeable in business, but there is a greater danger still of sitting down and letting moss choke you.

members of the firm and their employees. As a testimony of this fact Mrs. Catherine Breithaupt was presented with a beautiful silver tea tray, and the President and Secretary of the Company, Messrs. C. J. and J. C. Breithaupt respectively received gold headed canes, each engraved with a suitable inscription, the gifts of the employees of the company. Messrs. Breithaupt made suitable replies. The President, in his speech, sketched the growth of the business from its founding by Mr. Louis Breithaupt, sen., who began as a workman with a capital of only \$50, down to its present successful condition, much of which is due to the untiring energy and business ability of its founder. A number of the employees wore silver medals given to them by the firm in 1887 for twenty-five years of service. Thus it was evident that some of those present at this pleasant gathering had been in the employ of the Breithaupt Leather Co. for forty years, and a few of them for a longer period than that.

A FLORIDA MAN has purchased 300 acres of swamp land near Swan Bridges and will turn it into a breeding place for alligators. These reptiles are becoming scarce owing to the activity of northern hunters, and, as there is a steady demand for alligator skin, the speculator hopes to do well.



ALEXANDER III. BRIDGE.

A PLEASANT EVENT - Since our last issue we have received particulars regarding the interesting event which took place in Berlin on a Saturday afternoon, a few weeks ago when the Breithaupt Leather Co., Limited, of Berlin, Ont., held a picnic in the Ouse Club grounds on the Grand River. The participants in the pleasant outing were the employees of the tanneries, warehouses, sale department and office staff, together with their wives and families. After gathering in the grounds of the old homestead near the tanneries, the company, numbering about 200 persons, were conveyed in vehicles to the scene of the day's outing. Here the time was spent in games during the entire afternoon, of which the most interesting feature was the football game between the tannery and warehouse employees, the tannery employees winning by 3 goals to 2. After refreshments, speeches were made by several of the employees, all of whom dwelt upon the pleasant relations existing between the

You can't tell by appearances how much a man is worth. Some of the most gorgeous flowers haven't got a scent.

GOING INTO RETAIL BUSINESS. - The Factory Shoe Store, known as Victoria's Greatest Shoe Store, and the proprietor of which is Mr. Earl R. Smith, has recently been established in suitable premises on Yates Street, Victoria, B.C. This concern has been for some time manufacturing boots and shoes in their own factory, and now turn their attention in addition to the manufacture of shoes to the retailing of the same. Their aim is to handle medium priced goods only. Every facility of a modern shoe business is possessed by this firm, their store premises presenting an attractive and neat appearance afforded by the skillful arrangement of the different departments, of which we notice men's, ladies' slipper, rubber, infants', boys' and youths', girls', misses', finding and felt departments. A mail order system is also an important feature of this up-to-date store.