

# COFFEE! COFFEE! COFFEE!

## To the Grocery and General Store Trade:

If you want to furnish your customers with the very best goods obtainable, order and insist on having Coffees roasted and packed by

### CHASE & SANBORN, Montreal, P.Q.

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Agent for Manitoba and Northwest Territories:

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Respectfully yours, CHASE & SANBORN.

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#### For Commercial Travellers.

An old commercial traveller in the following gives some very useful hints:

"Let me just say a word to you as to why I sold goods this trip. It was because I tried hard. This is the long and short of it. I didn't start out discouraged and prepared to get left. I went out determined to sell. I travelled for a while with a representative of a house not ten rods from here, who didn't make much of a trip, in amount sold. What was the reason? Well, he expected dull trade, he believed that he would not have much success, and he didn't half try. Why, do you know that I would'n't have that man in my employ if he did that way, and I knew it. There were a number of places where he visited where he didn't even open his trunk. I make it a rule to show samples if it is a possible thing. I say to a dealer, "I have spent my time and my money to come here. You can't do less than look at my line, and when they do look I accept the situation pleasantly if they don't buy a cent's worth, and thank them for looking. Now, some men—who think they are salesmen—will tease a man to buy when they can see he don't want to and show their disappointment if they don't get an order. These salesmen have hard work to get dealers to look at their line a second time, because no man likes to be bored to death by teasing. In dull times comes the test of a man's ability. Anybody can sell in good times. I have been travelling about twenty years, and find I have to work harder now than I ever did. I have to study up new things and find out the

needs of the future in time to meet them when they appear. It keeps me busy, and I expect to have to do it as long as I follow this business."—*Dry Goods Chronicle.*

#### Agricultural Implements in Morocco.

The hoe and the pickaxe play a very important part in the field labor of Morocco; but for grain-sowing a primitive plow of native make is used. It consists of a long curved pole, with an iron sock about eighteen inches long; a wooden cross-beam fastened to the pole, from which starts the gear which fastens the steer to the plow. This machine is drawn by bullocks mules, asses, horses, camels, and sometimes men and women are fastened to assist over rough ground. The threshing is done by sticking a long pole in the midst of the pile of grain and fastening to it a number of beasts of all sorts, making them trot over the grain until it is broken from the husks. After that the grain is thrown up in the air, by means of wooden shovels, until the air separates the chaff from the grain. No machinery is used beyond what is stated above. Of late years some American plows and agricultural machinery have been introduced, but there is no end of difficulty to wean the natives from the customs of their sires, and the introducers of the implements must either work themselves or get foreign workmen to do so until the natives learn their management.—*Consul Mathews.*

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FISHER & FISHER, Gents' Furnishings, Toronto.

JOSEPH HORSFALL, Wholesale Clothing, Montreal.

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