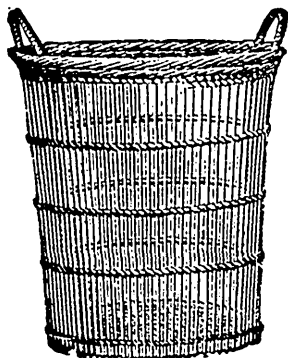


OFFICE

## Waste Paper Baskets



ROUND

Size 0	-	-	-	-	-	\$3.20	Dozen
" 1	-	-	-	-	-	3.70	"
" 2	-	-	-	-	-	4.70	"
" 3	-	-	-	-	-	5.40	"
" 4	-	-	-	-	-	6.25	"



CROSSBAR

Size 0	-	-	-	-	-	\$3.20	Dozen
" 1	-	-	-	-	-	3.70	"
" 2	-	-	-	-	-	4.60	"
" 3	-	-	-	-	-	5.20	"



SQUARE

Size 0	-	-	-	-	-	\$3.70	Dozen
" 1	-	-	-	-	-	4.70	"
" 2	-	-	-	-	-	5.40	"
" 3	-	-	-	-	-	6.00	"

4 per cent., 30 days

These are imported Baskets and the best quality on the market.

.. WRITE FOR SPECIAL DISCOUNTS ..

## CAUSE OF DETERIORATION.

IS the inferiority of much of the paper that is made to-day due to competition or to more indirect causes? A prominent German expert says that the true reason is with the buyers, who have come to judge all paper more and more by mere external appearance. They have demanded certain characteristics, such as an excessively white or brilliant color, a highly glazed surface, and also very often a regular transparency, and have influenced the paper-manufacturers to study how to get these qualities, often at the sacrifice of the real intrinsic merit of the paper itself. One consequence of this is seen in the deterioration of paper, so far as toughness and durability are concerned. We cannot overlook, however, the effect of cheapness upon quality, which in this century has been necessarily lowered by the introduction of straw, ground wood, and kindred inferior raw materia's.

## THE ART OF ADVERTISING.

IN looking through the pages of advertisements in some of our leading papers and journals, it is astonishing to note the number of advertisers whose one aim appears to be to cram the biggest quantity of matter into the least possible space. This is a fatal mistake, and calculated only to bring disappointment and vexation to the advertiser who is led away by it. To those who advertise because they want to get business we give a little advice which will work if carried into effect. Be specific. Be a specialist in your advertisements. Make every advertisement a "special." Do not generalize. Be brief and to the point. Combine boldness with clearness, and use only the words that are necessary to produce the desired impression—*Exchange*.