

uitable

he is gone—with multitudes who loved his face and honored his name, he pleaded with those young men for the sake of Christ, themselves and their families, to follow his example." God bless you business men and help you to seize your wonderful opportunities and arise like noble men to all the blessed privileges you have to serve God in service to your fellow men, and to serve your fellow men in service to your God.

Lost Opportunities.

Here is the ad. of a merchant who has grown desperate, and has just hit on the very thing the people he offers to compete with found out years ago:

A BOLD ANNOUNCEMENT

Read it and you will become Convinced of its Boldness.

So many people have got to thinking that they can buy cheaper of the department stores and catalogue houses of Chicago than at home.

They think their home merchants charge more than a reasonable profit, and in many cases I am sorry to admit it is true.

I propose to meet the price of any department store or catalogue house in Chicago.

All I ask is that you deal with me on the same basis that you deal with the catalogue house and give me the same amount of time to get the goods which it would require to get the goods from them.

Plank down your money when you order the goods and I will meet each and every price they make, and furnish you the same goods at the same price they offer you.

I will go further.

I don't ask you to take any goods where mistakes are made in ordering. I shoulder the mistakes. If any of you have had anything come wrong, you know what a nice little job it is to get it corrected, no matter how willing the firm is to do so. It takes correspondence, stamps and freight on the goods to get them exchanged, to say nothing of loss of time.

Some people prefer to buy goods away from home because they seem to think the farther goods are bought away from home the better they are. This kind of people I can do nothing for. But the people who wish to make the dollars go as far as they can, I can and will do something for.

Give me a trial on this proposition. Bring your catalogue with you. If I fail to furnish the goods, don't give me your confidence again. I don't fear the results.

Is there anything wrong with my proposition.

The whole truth is, that old slow coach credit. Some of it is so slow we never get it. No merchant can sell goods cheap on that plan. The dollar invested in goods to-day and sold for cash to-morrow can be invested in more goods the following day, and the same process of sale may be repeated. But the dollar invested in goods to-day and sold on credit to-morrow is DEAD just so long as you don't get it back again. Can you wonder why the catalogue house has the advantage in price over most of your home merchants?

The catalogue house won't trust you, even demanding the money in advance, with no goods in sight. Your home merchant often trusts, and often to his sorrow,

even though 100 per cent. sometimes be his profit.

Many times a seeming profit of 25 per cent. on goods sold to a good man turns out to be merely a small interest on the money invested because of slow pay.

Treat your home merchant as you are compelled to treat your catalogue house and I think you will get better results.

Hereafter I will confine my credit business to strictly sixty days' time. I believe if I sold goods at prices high enough so I could afford to sell goods at six months or a year's time, I would soon lose all my cash trade. On the other hand, if I meet the prices of cash stores and I have to wait six months or a year for my pay, I lose money. Hereafter I will expect a settlement once in sixty days, by cash or note. Please don't ask for credit if you know yourself to be indebted to me for over sixty days, as it will be impossible to sell goods cheap on long time.

When I buy for cash I can buy cheaper, and all sellers want my trade. But when I sell on long time I must buy on time and pay time prices.

I believe the time has come when a merchant has either got to quit selling on long time or quit business, and I have decided to quit long time credit.

Thanking you for your past patronage, I remain,

Yours truly,

MR. MERCHANT.

The only thing Mr. Merchant fails to think of is this: Why should his prospective customers leave the department store of catalogue house and deal with him? These department stores and catalogue houses he seeks to draw trade from have treated these people right and have made it necessary for Mr. Merchant to denounce the credit business and compel him to do what he should have done years ago. Now he asks them to be "ingrates" and "desert the ship" or "burn the bridge that carried them safe over." The thing for Mr. Merchant to do is to make it an object for the people to desert their old friends, the department stores and catalogue houses, and where he says: "I will meet each and every price they make," he should say: "I will meet their prices and go you one better." Don't grow bitter, Mr. Merchant. Just say you "say" and pick up what you have dropped with "that old slow coach," and don't blame the people for your lost opportunities.



TOILET ESSENTIALS.

Any of these goods will make a dainty and pleasing

Holiday Gift.

They possess usefulness and in many cases beauty as well.

At these extraordinary low prices the most liberal purchaser will not unduly tax his pocket. These articles are suitable for persons of either sex.

GEORGE B. CUMMINGS, DRUGGIST.

THE LADIES' BAZAR

Ladies will find a large assortment of New Novelties for Christmas Gifts to Select from at very reasonable prices.

...DON'T FORGET THE GUESSING CONTEST...

Japanese Baskets, 30c	Patterns for Battenburg work, size 6 to 54 in., 5c, 12c, 15c, 20c, 35c.	Ladies' and Children's Hose, plain and fancy, 25c
Whisk Brooms, 20c	Choice stock of Ladies' Linen and Lace Handkerchiefs.	French Flannels, 65c
Picture Frames, 50c and 25c	Lace Collars.	Soles for Slippers, 20c. up.
Combs, 20c	A large assortment of Embroidered Pillows, Fancy Bags and other articles too numerous to mention, especially desirable for holiday presents from 25c up.	Fancy Ribbons, No. 40, per yard, 25c
Combs, Hairpins, 02c	Corsets and dainty Corset Covers.	Ginghams, 6c
Fancy Crepe Paper, in all shades and best quality, 08c	Flannelettes, 8c to 12c.	McCall's Bazar Patterns, 10c and 15c.
Belding's Filo, Dresden and Royal Embroidery silks, in every shade, Pocket Books, Sleeve Links, Studs, Fans, Ribbons, Velvets China Silks and Japanese Wares.	Yarns, Germantown and Saxony, also Crochet Cottons, Knitting Needles and Crochet Needles.	McCall's Magazine is a delight to the ladies, 50c per year, with one pattern free.
Stamped Linens, from 5c. up.		My prices are Chicago prices and stock new and up-to-date. Call and see before selecting your Christmas gifts. I know I can suit your wants.
Hemstitched linens in all sizes and all prices.		A full line of Dressmakers' Supplies.
Battenburg, Honiton, Flemish and Dutchess Braids, Linen Threads, Laces, etc.		

MRS. G. BOHL,

McDonald's Block, - Telephone 302.

Our Linens stamped free. Guessing contest ends Jan. 1 at 8 p. m.

A. VICTOR, TAILOR.

HIGHLAND PARK, ILL.

Cleaning, Repairing and Dyeing.

Special Prices for This Season.

FOR LADIES.

- I will make Tailor-made Jackets, your own material, from \$3.00 to \$5.00, any style desired.
- Will make Skirts, all styles, at reasonable prices.
- Will bind bottoms of Skirts, with Velvet or Braid, at a low price.
- Will also Dye or clean Ladies' Jackets, Skirts, Waists, Shawls, and Capes for \$1.00 each.
- Will keep Trimmings on hand to accommodate our customers at wholesale prices.
- We also make over Ladies' Jackets and all kinds of Clothing from old to new styles.
- We keep cloth for Ladies' Jackets, to make to order, and Velvet Collars and Linings of all kinds.
- Will cut skirts to measure.
- Will cut Jackets to measure.
- Seal Skin Jackets remodeled and recent to the latest styles, also Muffs and Collarettes made over as good as new.
- You can have all kinds of Furrier work done at my place at a reasonable price.

FOR GENTLEMEN.

- Will press pants for 15c (Pressed while you wait.)
- Will press Suits for 50c
- Will clean and press Suits for 75c. to \$1.00.
- Scouring and Pressing Suits, Coats and Vests, Pants, Overcoats, at low prices.
- Will dye and press Men's Suits for \$2.50; Coats and Vests \$1.75; Coats, \$1.25; Vests, 50c; Pants, \$1.00; Light weight Overcoats, \$1.50; Heavy weight Overcoats, \$1.75 to \$2.00.
- Coat Sleeve and Vest Lining, with my material for 50c each and upwards.
- Put Seats in Pants for 50c
- Overcoats turned and re-made equal to new.
- We also keep Buttons and Binding.

WILL GUARANTEE ALL WORK FIRST-CLASS.

A. VICTOR.
CENTRAL AVE., - HIGHLAND PARK, ILL.

3 Doors West of NEWS-LETTER Office.

prietor.

ould have upon the boys of the community of you prominent were engaged in the youth in intelligent christian character what Sabbath-school is just a little kinderment of the church. "A christian life christian service is fish life, and a selfish quickly an unchristian

ving you a scene with presence of 400 business New York a few years grant that the appeal ur hearts. An aged die was called upon to e of a prophet to those for their own sake and sake, and for the sake e best in their lives, of them should have Christian service to d give his heart and referred to his own ex had begun life a strange city, and young was put in charge of a mechanics. The alter forced upon him at is own comfort and in te himself to the spirit others. He made his upwards of fifty years e business, burdened et health and pressed a multitude of com he had never ceased to some definite christian a church for his men a Sunday school or a ass or a ministry among hich he not only det of the Sabbath, but n his mind and heart eek. And now, at the g, honored by all, with ions grown up as the labors, to live long after