Metal Beds and Bedding

\$2.75 iron beds, white enamel or black finish, November 1.95 sale price



\$4.25 from bed, fancy design-November sale price. \$6.00 iron bed, brass rods, spindles and knobs, extended foot—November sale price..... \$13.60 from bed, rich design in Quaker gray, white and gold—November sale price...... \$23 four poster iron bed, fancy finishes-November sale..\$19.09 \$22.00 full solid brass bed-November sale price\$18.75 55 solid brase bed, richly trimmed with solid bruss orna-ments, with the new Cathedral mounts, special Novem-ber sale price

www.www.w edding Nothing but clean, sanitary fillings in all of our mattresses made fresh every day. Some very special mattresses Snow flake cotton in Amoskeng stripe ticking\$7.75 Cotton felt mattress, full tufted, in farcy stripe ticking. Ostermoor patent elastic felt mattresses. We are sole agents for these celebrated mattresses and carry same in stock in all sizes and sold at Ostermoor special price

Ox Springs and Fine box spring Hair Mattresses made in fancy ticking with Imperial edged hair mattress, bounded corners, for the set

We show the largest assortment of strictly high grade box springs and mattresses every brought out-ranging at \$32, \$37 and up to \$55 for the box spring and mattress. www.mm

olding Mantel folding Beds beds, full size, fitted with woven wire springs

Other mantel folding beds at \$13.90, \$16.90, \$17.95 and \$23.85, all at a saving of from \$3.90 to \$7.90 during this special No-

Upright Folding Bed folding bed that will give the most satisfactory results. All fitted with large French bevel mirrors, beds All fitted with large French made in finely quartersawed, figured oak, polished finish in our November Special Sale, \$31.75, \$34.50, \$37.00. \$38.75 and up to \$51.00



leather. Some very special price inducements during this Big November Sale.

\$32.00 pantasote leather couch, all upholstered, small pleated tufted top and side pleating-November sale price ur upholstered couches in this sale at \$15.40, \$18.00, \$19.50, \$39.75, all specially priced during this Big November Sale.

Orchard & Wilhelm Carpet Co.

Great November Sale Beginning of the third week of remarkable selling of new, desirable merchandise. Never before have we offered at sacri-

fice prices such a vast assortment of fine, medium and low price Furniture, Carpets and Curtains. It's a stock reducing sale on a broad plan. Goods all marked in plain figures, and mind you, we have not marked our goods up in price to show a larger reduction for seemingly more effective advertising purposes, each and every reduction a positive one -no misrepresentations but an actual saving in price if you buy during this Great November Sale & &

Great November Sale Carpets, Rugs

Every yard of carpet in this great stock reduced in price for this special November sale.

Tapestry Brussels carpets all reduced from 10 to 25c per yard. Body

Brussels carpets all reduced in price from 15 to 40c per

Ingrain Carpets

80-cent quality best two-ply ingrain carpets, the best made at any price, full line from which to make selection.-November sale price, per yard650 25-cent union carpets, full line to select from, per yard Bigelow Axminster, the very choicest of carpets for parlor and libraries, Smith's, Stinson's and Higgin's best velvet carpets, reduced from, per yard.

A genuine and positive reduction on Smith's Savoner ie Axminster, per yard, from \$1.75 to

Special November Sale of Rugs

Reed's Ardsban rugs, 8-3x10-6, excellent patterns that have been priced especially low when we were selling them at \$36.50, now your choice during this November special sale, at, each, \$20.00. All last season's 8-3x10-6 Lowell Wilton rugs, \$36.00 regular-Special November sale price, \$29.50.

Another Great Rug Bargain

Large new lot just received of Bigelow small rugs, 2-3x5-3, about ten patterns in all, but an unlimited supply. They are very fine Persian, Turkish effects, also floral designs. They come in tans, greens and reds. Regular price \$2.75, while they last in this November special sale, each \$1.75.



aborettes and Pretty pattern top Odd Pieces taborette, shape legs weathered oak finish, special November sale.....

Piano polished, golden oak taborette, would sell regularly at \$3.50-special November sale price.......\$2.75 \$3.75 Roman seat with arms, golden oak or mahogany \$1.50 solid oak center table, 24 inch square top-Special November sale price

\$2.75 Roman stool, upholstered with imitation Spanish leather-special November sale polished mahogany finish-special November sale price. \$3.96

Great November Sale Lace Curtains

Never before have we offered such values in lace curtains as we are doing in this Great November Sale. Thousands of pairs of curtains are being offered, in many instances at less than the cost of manufacturing-together with our purchase of 1,200 pairs of real Brussels at less than half their value. We are offering our entire stock at so very low a price that seeing means buying. We quote some here but hundreds of others are at our store.

wide, three and one-half yards long \$12.00 Brussels curtains, Point de Venetian, double net Brussels, Irish Point curtains, Point de Arab-all new select patterns, worth regular \$12.00—special selling

curtains, Cable nets and domestic

Arabian curtains, all full 50 inches

at 6.75 \$2.50 ruffled net curtains, ruffled swiss with hemstitched border on ruffle which is very full and sewed on so curtain will wash, extraordinary value, at, per pair,

\$10.00 portieres for doors. All the lat est styles and colors, both in mercerized, plain with cord edge and the new border effect, Persian designs suitable to be used with rugs of that kind, all worth up to \$10.00 and \$11.00 per pair-special

\$2.50 couch cover-we have about 400 novelty stripe couch covers, worth \$2 each, 3 yards long, 50 inches wide, fringe all around, which we will sell for Monday only. Only one to each customer-special while they last, each95c

10c real hand made Battenburg edging -both in cream and white-worth 10e we will sell it for, per yard3c everywhere, for Monday only

15c insertion to match, special, yard, 4 1-2c.

\$5.00 Brussels curtains, Irish Point | \$8.00 Irish Point curtains, Brussels curtains, domestic Arabians, new up-todate patterns, in this lot you will find values worth at any ordinary sale \$8.00-- special per 4.95

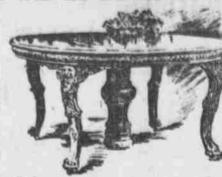
\$15.00 Irish Point, corded Brussels and Battenburg, hand made cluny, hand made Arabian curtains, every one in perfect condition, stylish and worth 810.00—special sale for 8.75

\$3.50 hand made Battenburg curtains with 41-2-inch ruffle, good quality of net, 45 inches wide, 3 yards long, we have only 150 pairs of this number, so come and get some, they are worth \$3.50 regular-special,

\$17.50 door curtains, all new designs. We sell more of these high class door curtains than any house in the west, for that reason we can keep abreast with the styles better. Over 50 styles will be on sale Monday, worth up

25c cretonne-Old English, hand-printed cretonne for shirtwaist boxes, over drapes, over laces in bed rooms-bed room curtains and hundreds of other things for which cretonne is being used. Monday only we will sell them all-special, per yard 142C

\$1.00 window shades, hand made, good rollers, shade 3x6 feet, in size, made from remnants of best hand made goods, only two to four of a color, but they are very good, special, each 372c



room furniture Youcould

not find a more appropriate time for making selections of

dining room pieces for the Thanksgiving feast than now, besides the immense large stock from which to make selections, there is a price inducement during this Big November Sale.

\$19.50 sideboard, fancy plate mirror-November 16.90 23.75 for for sideboard. 28.00 for solid oak sideboard, 31.00 for solid oak sideboard, hand carved, new de-97.00 sign, for sign, for oak buffet, one of our best bargains, 86.00 \$70.00 golden oak buffet. 61.50 \$60.00 golden oak buffet, special fine design, 53.75 for solid ma hogany buffet, handsome design 122.25 for \$150.00 massive golden oak sideboard, \$150.00 massive golden oak sideboard,
for
\$230.00 mahogany dining room suit, consisting of buffet, dining table, china closet, one arm and six side chairs. Chairs all covered in leather seat. China closet has full mirror back and glass shelves. Special November 189.00
\$271.50 dining room suit. Colonial oak, pure Colonial design, consisting of dining table, sideboard, china closet, serving table, plate rack, and six leather seated 216.50

Hundreds of other pieces in dining room furniture such as tables, chairs, buffets, china closets and sideboards, in this Great November Stock Reducing Sale. No matter what your want may be in the dining roof furniture line see our assortment and get our prices before making your purchases. 129.75

Big November Sale on Libra-Tables ry Tables in solid mahogany, golden and weathered oak. Some exquisite patterns in house desks, Dutch Colonial 11.20

antique effects. \$14.00 mahogany library table-November sale \$24.59 mahogany library table—November sale 19.60 \$40.00 library table, house desk design-November 32.00 sale price
342.00 library table, oval shape, Colonial reproduction, for 33.60 duction, for \$45.00 mahogany library table, Colonial table desk design \$65.00 mahogany library table, 36.00 52.00 for s70.00 mahogany library table, richly carved, 56.00 \$80.00 mahogany library table, 65.00Dutch Colonial design table, fitted with Colonial 68.00 glass knobs
\$12.00 golden quarter-sawed oak library table—
November sale price
\$14.00 large size quarter-sawed oak library
table, for 9.60 11.20 table, for \$22.50 quarter-sawed golden oak library table, for \$35.00 quarter-mawed golden oak oval top library 18.00 28.00 ~~~~~~~~

All parior tables in this great

Special....

parlor Tables November Special Sale. \$5 parlor table, 24-inch square top with carved rim, French shape legs. full quarter-sawed, highly polished golden finish-

THE BAND WAGON OF CHARITY

People Jump Into It to Draw Attention to Themselves.

BEAT THE DRUM AND GIVE MIGHTY LITTLE | that before his death he tastes something | Moreover, they are conducted in such a

Cheerful and Unestentations Giving Contrasted with the Self-Adverthed Variety-Vanity's

It would be interesting, were it possible, writes James L. Ford in the Saturday saying this I do not desire to convey the case in certain sensational journalistic Evening Post, to trace every dollar that is given during the year under the name of charity and see how many of them accompilsh a full 100 cents' worth of real good in the work of relieving poverty and suffering. Could this be done accurately and truthfully the result would be pitifully discouraging to those who are in the habit of giving generously from sheer love of human kind. And could the real spirit that ani- that may accure , him. mates some of these gifts be shown, human nature would suffer materially in the popular estimation.

It is impossible to make these estimates which is not without its value as shedding with anything like accuracy, because not a little light on certain Park Row methods. one of us is competent to judge human mo- The work of organizing a series of "Midtive, and besides, there is, even in an age summer Outings for the Little Ones of the that is generally called selfish, a constant Tenements" was intrusted to a woman who and undreamt-of outpouring of that genu- still finds employment on the staff of the ine charity that falls like the gentle dew newspaper responsible for this apparently of heaven upon the just as well as the beneficent work, and which I will call the unjust, and is offered by the right hand Morning Bird. Now, the Bird's previous without knowledge of the left, in sums that excursions had been conducted in a spirit vary from the anonymous \$100,000 bequest of parsimony that had given them an unto some deserving institution down-or per- enviable notoriety throughout the entire haps up-to the penny dropped into the tenement house district, and it was with cripple's hat by some unfortunate almost great difficulty that this woman, experi

as poor as himself. That is the sort of charity that it is pleasant to contemplate, and yet it is sad to clous children to follow her on board the think how many of the dollars thus un- boat belonging to the company whose genselfishly given not only fail to benefit hu- eral manager had consented, in payment of manity to their full value, but actually do a quarter of a column puff, to convey them harm by encouraging the unworthy per- to a seaside resort. Now it transpired that sons and institutions that are a constant the caterer who had "volunteered" to condrain on the community. I know that tribute the ice cream was annoyed because whenever I hear of some bogus "home" or a charitable institution whose first care is to pay the salaries of the various secretaries and treasurers, managers and superin tendents who conduct it, I cannot help thinking also of the worthy and charitably inclined men and women who are conscientiously denying themselves some luxury in order that they may contribute to what they devoutly believe to be a good work. And the same feeling, in perhaps even a greater degree, comes over me when see some hard-working, poorly-fed and clothed woman pausing on her way home after her day's toll to place the coin that she can ill afford in the hands of the selfdeformed and whining mendicant who owns the house that he lives in. One of New York's most noted and learned judges, and one, too, who has a genuine and deep knowledge of what goes on in the affairs of the town, told me once that if the truth were known, as he knew it, regarding the manner in which some of the bogus charitable institutions in New York were conducted, intelligent philanthropists would of benevolence without the most thorough and painstaking investigation.

Human Vanity.

As to the relative importance of vanity. fear and hatred in prompting these offerings I find it difficult to satisfy myself.

aside and the near relatives with whom he tain the popularity of the politicians who good-sized picture. has quarreled learning by the reading of give them, but as the women and children the will the disposition that he has made really are the gainers, we need not look of the joys of paradise.

with the uncarned increment. To this class | haunted by the fear that hideous pictures belong a great many of those undertakings of themselves will be printed in the newsby which certain newspapers seek to curry papers, with captions calling attention to favor with advertisers and readers at a yery slight expense to themselves. And in idea that all newspaper charities are carried on in a self-seeking spirit and accomplish no real good. Even the unworthy ones distribute something-clothes, food or money-that falls into the hands of those who need it, so let us not quarrel with the means by which this is accomplished or grudge the newspaper proprietor any little pickings in the of self-glorification

I will venture, however, to relate a story enced as she was in the beguiling arts, finally induced thirty rejuctant and suspihis portrait had not appeared that morning in the Bird in accordance with the precise terms of the bargain through which his benevotent co-operation was assured, and so, Instead of furnishing the unlimited supply of ice cresm that had been promised to the children, he grudgingly gave a sparse gallon. When this had been divided into meager portions and distributed among the hungry and suspicious guests, a small and ragged boy, who had a numerous and devoted following of his own kind, arose in his place at the banquet board and, beating on the table with his spoon, called upon all to witness that the Morning Bird was a fake and its proprietor a fraud. He deneighborhood found guilty of attending any further picnics given by this journal would be summarily punished by himself and his

"What in the world did you do to stop him?" I inquired of the woman who had organized the outing, as she reached this point in her narration.

"Well," she replied serenely, "I had to do something to keep him quiet, so I took refuse to give a dollar toward any scheme away the loe cream from a deaf and dumb child who couldn't holler and gave it te him.

The Fresh Air Fund in Politics.

Infinitely better than the newspaper charities as instruments of good, but not wholly unseifish in spirit, are the picnics and ex-Even the meanest man must derive some cursions organized by local politicians and pleasure from the knowledge that he will described at great length in the news-

of als heard, it is not too much to intimate too closely into the mouth of the gift horse. way that the guests understand that they There is also the charity that flows from are simply accepting the hospitality of the commercial spirit, the casting of bread some man of local prominence who can well on the waters in the hope that it will re- afford it, and that is a very different matturn before many days thickly encrusted ter from accepting charity. Nor are they the poverty of their garb or the hunger and cold portrayed in their faces, as is the

And it is largely because of this difference in the mode of giving that friendly hospitality, in the guise of the political plenic, draws thousands of the worthy poor whose chief desire is to have a good time, fortunates whom it boasts of feeding, and

hours he can add to this knowledge u picnic grove outside the limits of the town. hundredfold, that its own work of succor prophetic vision of the children whom he Of course, the real purpose of these ex- may seem the greater, often finds it hard things away to the suffering poor"-which of it comes back to us with crushing force has disinherited, the wife whom he cast cursions is to increase the fame and main- work to drum up enough recruits to fill a is certainly a practical form of Christianity row that, through no fault of our own, we Ostentations Giving.

Though I deplore, as does any thinking man or woman, the misdirected efforts of the charitable. I am roused to the highest pitch of indignation whenever I think of those who cannot give away a dollar withover for it in self-abasement and shame. It is givers of whis class who will take all their children round to some povertystricken home, and then, in their presence, while the newspaper charity that seeks to all unknowingly, teaching us the true mean- a rule never to lend or borrow money. flaunt itself at the expense of the un- ing of the saying about the bitterness of God forgive us, we may have said that ourthe bread of charity. If they could go selves to some needy devil who ventured

or and misery it magnifies a about their work in a wagon bearing the into inscription: "Come in and see us giving with outstretched palm, and the recollection from their point of view-they could not be more offensive in their benevolence, or add der their present system.

The Cheerful Giver. Which one of us belonging to the muchadmired upper classes would care to accept out compelling the recipient to pay twice charity offered in this spirit? Let us imagine ourselves reduced to sudden destitution, in need of money for the rent, food for the children and decent clothing in which to seek employment. Let us imagine—and this a voice like a steam calliope: "Why, you're ostentatiously distribute wornout clothing, is no poetic, far-away flight-that the peohalf a pound of tea and a peck of potatoes ple who borrowed money from us but a and expect the poor mother, who is won- few months ago have lost our address, that you have a nice warm overcoat that I've dering how to raise money for her rent, to those whom we have always looked upon go into hysterics of gratitude in order that as our friends have discovered that we are their prying and unfeeling children may no longer fit to associate with, and that the "learn a practical lesson in charity." These few to whom we venture to apply for asare the philanthropists who are always sistance repeat that favorite sentence in the talking about what they have given and, ritual of cant and meanness: "I make it

Come up to my house tonight and I'll let set aside to be given to some poor man. Don't come till after 9, for we've a dinner party on to-night." And a week later he meets us, clad in the worn-out remnant that was scarcely worth the two car fares required to get it, and says in the same audible voice: "Nice to have something to put on over that old flannel suit, ain't it?" and for the rest of his life he tells his friends about the people

in this town who wouldn't be alive but for him.

seeking work, and he looks our clothing

over from head to foot, and then says, in

wearing your summer suit in November.

Refined Cruelty. Meantime, a fellow philanthropist, hear ing that there is a new outlet for his beneficence, calls on us at our squalld and dreary new when you've got it mended, and some toys that are not broken beyond mending. and I make it a point never to give money because the fact that you're reduced to this plight shows that you don't know how to spend it judiciously. Now, isn't that nice, and aren't you thankful that there are some who remember the poor in their misfortune?

Half an hour later, while we are still smarting under the degradation of this visit, there comes to our door a little child, the daughter of a family almost as poor as ourselves, who have learned our condition without asking us any questions, though they live on the floor below. She carries carefully in her hands a covered dish. which she holds out to us, saying shyly 'Mother says perhaps you would like to try a little taste of the stew she's just made It is in this fashion that the poor give to the poor. And that which the little child brings in the covered dish can be eaten tankfully and without shame, for it has none of the bitterness of the bread of charity.

The Fatal Tip.

The guest in the restaurant-he was from a country town-was mad, and he rushed up to the head waiter. "Here," he said to the Potentate, "that

"I handed him a nickel for his tip, and

"That's all right. You insulted him first.

Then the irate guest passed out, somewhat soothed in spirit by the thought that he was a nickel ahead.—New York Sun.

A comic opera singer in New York has put to shame all previous efforts in the have been reduced from the ranks of the way of advertising by suing her dressupper classes to those of the "deserving maker for \$1,000 damages because a cermore to their fame as almsgivers, than un- poor." We cheer ourselves with the thought tala stage costume was cut too low in that at least we have experienced the worst the corange. She declares that the gown that can happen to us, but little do we above the waist consisted largely of two dream that the busybody, self-advertising gossamer shoulder straps and that the genphilanthropists, the friends of better days eral effect was not one consistent with perhaps, have heard of our plight and modesty. The dressmaker replies that the marked us for their prey. We meet one of garment is a copy of one worn by a society these busy marts of trade where we are leader of irreproachable good taste.

> John Klein, a homesteader at Medicine Brook, Wis., climbed into a tree to watch for a bear. When the bear arrived Klein became so frightened that he tumbled our of the tree. His gun fell first and was discharged, his right arm being badly shattered. The bear disappeared in the woods and Klein had to walk several miles to a railroad station.

> Robert J. Wright of Rockville Center. Long Island, has instituted a poculiar suit against the Long Island railroad. His daughter was married not long ago, and Mr. Wright had arranged with the company to have a fast express train stop there to take up wedding guests. The evening was stormy and the train, being late, did not stop. Some of the guests did not believe that there was any intention to stop the train and Wright wants the company to compensate him for the hu miliation of having his veracity questioned.

> Miss Claudia Flint of Bethany, who is described by the Bethany (Kan.) Republicar as "the charming young daughter of Sheriff Flint," is the champion ice cream soda consumer of a state whose young women are all fair consumers. A Bethany restauranteur offered a watch to the person buying the most ice cream sodas from him in the "season" ended September 30, Miss Flint won the watch by turning in she had bought. Her average consumption on this showing was fifteen sodan per day.

Miss Mamie O'Brien of 1807% North Jefferson avenue is a type of the athletic St. Louis girl who has the courage, the will and the muscle to defend her rights. When a footpad snatched her purse on Cass avenue, near Twenty-first, she promptly gathered up her skirts and ran after him. He was unable to distance her and turned to give battle. As Miss O'Brien caught him he struck her a smart blow with his fist in the face, but to his amazement she returned the blow with interest. Before he could recover from his astonishment the plucky girl rained such a shower of blows on his nose, eyes and mouth that he threw up his hands to protect his face, dropped the purse, then turned and fied.

mystery of mailbox robberies at Spanish Fork, Utah, which has been puzzling the postoffice authorities for months, has been solved at last. The robber has been caught, tried and convicted. For menths the mail carriers on a certain rural delivery route in Utah have been troubled by mysterious thefts from a small mailbox near the town of Spanish Fork. A day or two ago a circular letter was found in a plowed field. Another was immediately dropped in the box and a carrier stationed himself near by to watch. In a few min utes a large black raven flew up to the box. struggled through the aperture for packages and emerged in a few minutes with the letter in his beak. The course of its flight was followed, and there, in a crotch of a big tree, were found all the contents of the pilfered letters. There were drafts. money orders, samples of dress goods and seraps of love letters.

What Brings the New Business

say it is a question of dollars and sense. York City. It has been done in some shape or other no one will dispute that Mr. Tody Hamil-

well up on the subject of drawing crowds. "We have no record of circular letters or newspaper advertising as it is under stood at the present day, until after the development of the printing art, though the personal representative, the salesman, the drummer, was well known in ancient times. The introduction of retary presses the typewriter and numerous labor-saving devices have compelled former non-advertisers to get into the field in other ways than the mere sending out of a drummer to solicit trade. In spite of all this the drummer is still the best way of getting business and all the other kinds of advertising are merely an ald to the drum mer, just as the drummer is merely an aid to the employer; for you will readily clared, moreover, that any child in his grant that the head of the firm has less difficulty in getting the order that he wants than any one representative. The only possible objection to the drummer is the fact that it is the most expensive way of disposing of goods are that the development of our mail order houses throughout the country, particularly in Chicago, demonstrates that in some lines the drummer

> There are mail order houses in Chicago almost ridiculous on the face of it, because tion. the question of freight ought to preclude the possibility of any Chicago house selling

is too expensive.

"After all," said the junior partner, "the proach the prospective purchaser with that it is nothing but a mere graft to sep

in fact, among production, manufacturers "It is a remarkable fact that the manu- peculiar line, even though of limited circu- happy we're going to make them. I don't not nearly enough stress is laid on this facturers of production goods have not yet lation is more valuable from the advertis- think they've had anything to eat for two point. Advertising is as old as the world, realized that their market is practically as er's standpoint than a paper with very days, and you can see their toes sticking large as that of the Chicago mail order much larger circulation that cannot make out through their shoes. I am thankful from the earliest times. The dead walls houses. There are at the lowest estimate a claim for quality. The manufacturer of that my children are brought up to think of Herculaneum and Pompeli are covered 15,000 manufacturing concerns in the United production goods wants to reach other man- of the poor. Each one of these little ones with advertisements of gladiatorial contests. States whose names are household words ufacturers who are possibly consumers of has brought a little gift, and here's a basat the circus held 2,000 years ago, and while in large sections of the country. In addi- his works. He can reach the established ket with some nice warm clothing and a tion to this there are probably 50,000 other concerns through his traveling man, with tin coffee pot that will be just as good as ton, of Barnum & Balley fame, stands manufacturing concerns employing from circular letters, his catalogues and folders. alone in his peculiar field as an adver- a half dozen to a half hundred or more But he has no means of reaching the man muffin rings that will do nicely all winter, tiser of the Greatest Show on Earth, it is hands, of which always a considerable per- who has been overlooked, nor the man who and the children have brought their little 2,600 tickets, each representing a soda that well known fact" that the press agent centage will eventually get in business for is contemplating starting in a business of the circus in the suburbs of Naples was themselves in their own peculiar lines at where his machinery or supplies are necessome future time.

> and in this we find the explanation of the other way. tremendous growth of concerns that start They find new markets for their goods, and their competition is hardly States that reach every manufacturer that felt by the old established business houses. is worth reaching. These are the papers like the plano. Ten years ago there were manufactured not more than 75,000 planos tion at 225,000. At first glance it would seem that the market for planes is limited.

be known to even remote posterity as the papers. Some of these are enormous af-builder of some hospital, illurary or any-fairs, attracting thousands of the poorer this anomaly. The Chicago mail order con-20,000 guaranteed. This seems all wrong, basket unread must always be consider cago. There is but one explanation for than another paper with a circulation of of having the letter disappear in the waste luce on which his name will be carved in women and children in the district, and carns advertise; that is to say, they ap- and the prospective advertiser concludes -American Industries.

cost of advertising is a question of dol- printed matter or articles that this pur- arate him from his hard-earned money. A tenement, accompanied by five sharp-nosed lars and cents. I am almost tempted to chaser has not seen offered for sale in New little further examination would show that and gimlet-eyed children, and says: an ably edited paper, an authority in its children, how poor this family is and how sary. If, however, he has a striking advertisement-and it need not occupy too "The population of the country is in- large space-he is bound to attract the atcreasing at the rate of over 1,000,000 a year tention of many whom he can reach in no

that interest each individual manufacturer for what they contain, both in the editorial and advertising departments. It takes no a year. The estimate for 1903, made by mathematician to figure out that a paper competent experts, put the annual produc- with a 10,000 circulation, of which every copy has reached the head of the concern and is read by him with interest, is a very especially in view of the fact that a piano's much more valuable medium than a paper life is believed to be a generation. Yet of 40,000 circulation which is read by the plane manufacturing experts tell us that men in the shop, even though, as I the real life of a piano is rarely more than pointed out before, the value of such a seven years, by which they mean to say circulation is not to be underestimated that the piano purchaser of today will buy The point that the advertiser has to conanother piano in seven years from now- sider is how much it costs him to reach his always a better one. This principle will prospective customer. At the rate of \$4 an apply to machinery as it does to planos, to inch per insertion, with a five-inch adverplaners as it does to furniture, to bollers tisement and 10,000 circulation, the advertisand engines as it does to automobiles; in er can reach his customer and his prosfact, there is no line of production ma- pective customer ten times in succession chinery that is not subject to the same at a cost of less than two cents. To do wear and tear, the same necessity for re- this same work as effectively by circular that sell goods in New York City, a fact newal, the same increase in annual productietter is practically impossible, and certainly very much more costly, because the cheapest circular letter will cost at least "The manufacturer who examines the five cents, and then the prospective cusretail quantities of collars, shirts and other question of advertising for the first time tomer is reached but once; so that the cost articles of personal wear, goods that are will be struck by the great variation in the of reaching him ten times would be more retailed in New York, where the retail rates. Here is a paper that claims a circu- than 35 times as large as reaching him with prices as a rule average lower than in Chi- lation of \$500 with advertising rates higher a five-inch advertisement; and the danger

walter insulted me." "How?" inquired the Potentate severely.

he shoved it back at me in an insolenmanner, That's how." "How much did you say it was?" "A nickel."