

Lib. 11-5-99 SDI 971

The South Dakota Retailer.

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NOVEMBER 1899.

Subscription One Dollar per Year.
Single Copy Ten Cents.

SDI

Established 1863.

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WHOLESALE

Plate and Window Glass,
Paints, Oils, Varnish, Brushes, etc.

Northwestern Distributors

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Strictly Pure

Linseed Oil Ready Mixed Paints.

One agent wanted for mixed paints in every town.

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Combinations.

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ADVERTISEMENTS.



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are both equally to be desired. The lat-
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The GREEN-WHEELER
Shoes are famous for ele-
gance of fit, ease and dur-
ability. No lady's ward-
robe is complete without
them. Thousands of Amer-
ican women add their
praise of the high
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We confine the sale
to one dealer.



Trade
Mark



GREEN-WHEELER SHOE CO.

Manufactures

❁ Fine Shoes. ❁

Fort Dodge, - - - Iowa.

Duroy Wines.

Made and Sold exclusively
to Retail Druggists.

The Purest and Best Wines In the World.

We sample your physicians free, with
a six gallon trial order, of any kind of
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Write for samples and prices.
Correspondence solicited.

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Agents--Morrison, Plummer & Co.,
Chicago, Ill.



RIDER-WALLIS COMPANY,
Dubuque, Iowa.

Jobbers of Dry Goods, Notions and Furnish-
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Manufacturers of

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Overalls, Pants, Jackets, Shirts, Lined Duck Coats, Duck
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and List.

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Wholesale

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MERCHANTS.

MANUFACTURERS OF HARNESS
AND STRAP WORK.

Mining, Milling, Railroad Contractors'
and Lumberman's Supplies.

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Cutlery,
Bicycles,
Saddlery,
Hardware.

"Where Rail and Water Meets."

"Perfection" Clothing.

We make a full and complete line of clothing suitable for your trade. Our "Perfection" brand is the best in fit, style, and workmanship, of any clothing made.

If you wish to increase your trade put in a line of our garments. You will never miss a sale on account of fit, or a customer on account of poor workmanship. We guarantee our clothing.

Overcoats and Ulsters a specialty. Samples sent on application.

FRIEND BROS. CLOTHING COMPANY,

Makers of
"Perfection" Clothing.
Milwaukee, Wis.



Our Label on every coat.

Capital City Woolen Mills.

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Manufacturers and Jobbers of

CASSIMERS, FLANNELS, and BLANKETS.

Novelties in Dress Flannels, Knitting Yarns, etc., etc.

Tailor Made Cassimere and Worsted Pants a Specialty.

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Goods on sale by all the principal retail Dry Goods and Clothing dealers in South Dakota.



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Cast Ranges,

Coal Cooks,

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Heater Furnaces.

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Of all hardware dealers of South Dakota is respectfully called to our stock of Hardware, Iron and Steel, Cutlery, Fishing Tackle, Guns, Rifles, Ammunition, Sporting Goods, etc., etc. None better. None more complete. Write for catalogue and prices.

Mail Orders Our Specialty.

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Seventy-five Styles of
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Quality.

Excellence.

Price.



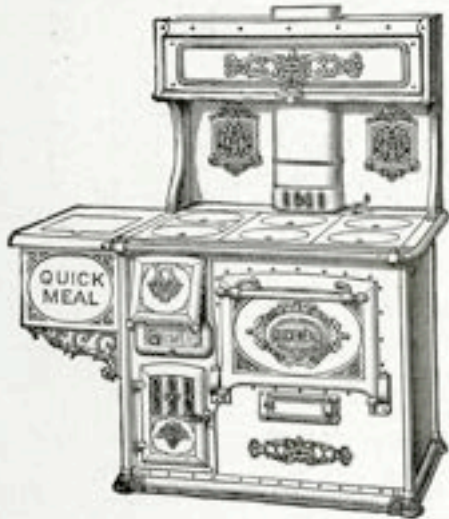
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Road
Wagons.

Runabouts.

STAVER CARRIAGE COMPANY,
CHICAGO, ILL.

QUICK MEAL STEEL RANGES.



These ranges have been on the market for 3 years and there are now more QUICK MEALS sold than any other brand. This space is too small to name all its advantages, but we will cheerfully mail a catalogue, and if interested, please address the manufacturers.

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Rock Island
Sash and Door Works.

Wholesale
Manufacturers of

Sash,
Doors,
Blinds,
Mouldings, etc.

Rock Island,
Illinois.

Your Account Solicited.

The Cream City
Flour Bin and Sifter.

No similar article
possesses its merits.

Keeps Flour
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All Sallient Features Patented.

Never Wastes a Speck.

Has patent detachable shield which protects the reels, prevents clogging and grinding through of impurities.

A Receptacle, Sifter, Mixer, Aerator,
and Preserver of Flour all in
one article.

Best and only perfect flour bin and sifter made. Made from heavy tin, nicely ornamented, and will last a life time. Put up one in a package.

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This name on a stove is a
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It helps the stove merchant to
make sales when competition is
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Factories:
Kansas City and Chicago.

EVERYBODY should
wear

Mayer's



MILWAUKEE Custom-Made SHOES

ASK YOUR DEALER FOR THEM

Pitkin & Brooks,

Wholesalers and Manufacturers,

GREET YOU

And wish Success to your Association.

TO THE FEW

Of your members handling our line, who are not customers of ours, we would be pleased to mail one or all of our department catalogues on application.

China, Printed and Whiteware,
Lamps and Lamp Goods,
Pressed Glassware,
Cut Glassware,
Cutlery and Silverware.

Do You want
Our Representative to Call?

Assortment--THE BEST.
Prices--THE LOWEST.

Visit us when in CHICAGO, corner Lake & State Sts.

THE SOUTH DAKOTA RETAILER.

Issued Monthly by the
South Dakota Retail Merchants' Association.

Subscription Price \$1.00 per year, 10 cents per copy.

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Vol. I. MITCHELL, NOVEMBER, 1899. No. I.

In making our bow to the public we do so with a certain amount of trepidation, and yet coupled with the determination to do our best to further the aims and purposes for which the South Dakota Retail Merchants' Association was organized. With an abundance of energy, and a resolution to do all that is possible, combined with even the small amount of ability that we possess, we believe that the future work of the association will reflect credit upon the officers and will prove the wisdom of organizing the association.

At the last annual meeting it was resolved by the members in attendance who were working for the sole interests of the retail merchants of this state that it would be a wise move to commence the publication of a monthly magazine to be issued to members and others desiring to subscribe to the same. It was believed that a monthly magazine could advocate the purposes and principles of the association through a multiplicity of avenues. It was thought that the magazine would be the means of keeping the members in closer touch with each other and would acquaint them with the work of the association month by month more effectively than through any other means of communication.

The officers of the association propose to

confine the work on the lines already laid out and to correct as far as possible the various evils that have crept into the business world. No move will be made without consideration for the rights of all. Nothing will be done that will jeopardize the interests of any firm unless a full, free, thorough and fair investigation has been made. Firms may become enraged at jobbers over some matter, but no conviction ought or will be made by the Association without giving all parties a chance to show up their side of the case. We do not believe that any one is wise in passing hasty judgment on any firm or man, and all acts of this Association will be done with caution, conservatism, and yet with energy and force.

Personal antagonisms that may exist or may arise in the future will be severely laid in the background and all affairs of the Association conducted with good nature and courtesy wherever possible. If we perchance fall into error, we trust that charity may be extended until sufficient time has been given to see whether the error has been intentional or not. We therefore send our greeting to the entire business world, jobber and manufacturer, retailer, traveler, and all, and trust that one of the aims of the Association to bring all into more friendly relations with each other will be attained in a marked degree.

The Outlook for Prices in Various Branches of Business.

The condition of the market with regard to prices in the agricultural line especially, and with nearly all lines in general for the future, seems to be that there cannot be any decline in time to benefit the consumer for next spring or summer's trade. The conditions are all favorable to still further advance in values or the maintaining of present prices for the reason that the manufacturers who supply the consumers are obliged to purchase their materials in advance of their wants, and a very large percentage of the material has been purchased at the advanced price by manufacturers and being made up into goods that will not go on the market before next February, March or April. It is well known to manufacturers using iron and steel that there is no surplus stock of iron ore or surplus stock of iron, and they are finding it very difficult to get a supply at present high prices which they want for manufacturing purposes during the months of November, December and February, and even later.

Contracts for lake transportation on Lake Superior, from which three-fourths of the iron product comes, are let at established prices which continue until the close of water navigation. With these conditions established it does not seem probable that lower prices can prevail within the next twelve months, and we think quite likely that they will be maintained for the next two years. The water transportation charges on Lake Superior and the Lakes are more than 100 per cent more than they were twelve months ago, and the product in the winter of the iron mines in the region mentioned is necessarily lightened on account of the great difficulty by which it is procured in cold weather.

As to prices on shoes, etc., no established price for the future can be made other than what are quoted by manufacturers and jobbers at the present time. The indications are that all kinds of leather goods will be still higher, and the retail dealer ought to

commence to put the advance price on the stuff he has on hand, as there is no question but what it is worth more than six months ago. Consumers are ready and willing to pay a reasonable advance for their footwear and there is no reason why the retailer should not put the advance price on his merchandise, as the indications are that all classes of footwear will be higher next spring than at the present time.

The prices of woolens have materially advanced, so much so in fact, that in some cases an all wool or all worsted fabric is now so high in price as to make too great a difference, as regards the price these goods have been so far, for manufacturers to use them. The best posted men in the woolen trade think that the end is not yet, and that prices on all fabrics will go still higher. This is simply an advantage for all retail dealers, as it enhances the value of their stocks on hand instead of there being a depreciation, as has been the case heretofore.

How South Dakota Dealers Stand With a Prominent Manufacturer.

"Although the high price of iron pipe has been detrimental to the sale of this class of goods and others of allied nature, our trade has been much better than previous years because the demand has been much greater than before. We have a great deal of respect for the hardware and pump trade of South Dakota from the fact that they generally buy the better grade of goods, and we have always believed that integrity and intelligence always go together in such cases."

A Timely Word of Warning Relating to Over-buying.

One of the bright men in the trade sends to this magazine the following timely word of warning regarding the disposition dealers are prone to show when the markets appear to be on the bull side, and that is most of us are ever ready to overbuy, trusting the future to help us out in unloading at big profits:

"The outlook of the market for the future is good and in our opinion there will not be for some time any lowering of prices except possibly in special lines. Our thought is, however, that the improved conditions that now exist and the prosperity that has come to the people is likely to cause merchants to over-buy, with the result that in order to unload they will push sales on credit, thereby inducing customers to buy beyond legitimate requirements and their ability to pay, and by that means bring about a period of "hard times" which we would regret very much to see. In our opinion it is wise to take these matters into consideration and timely, that a word of caution be spoken to the end that the conditions we suggest be avoided."

Appreciates the Objects of the South Dakota Retail Merchants' Association.

There is not a merchant in the great state of South Dakota who can afford not to be a member of your association, or if a member he cannot afford to be a lukewarm member. Any merchant who carefully reads the noble and far-reaching objects of your association, whether he be a man governed by selfish or altruistic considerations, will be sure to come to this conclusion. "Association" is destined to be the trumpet call of the Twentieth Century. Yours sincerely,

THE TEMPLE PUMP CO.

A prominent firm in the trade has this to say on prices: There is no valid reason for believing that the markets in iron and steel will break for a year, and everything points to further advances. The year 1900 may become a year of iron and steel famine, such as never before experienced. Money invested at present prices may perhaps be better than money invested at 1 per cent.

We have been informed that the trade in South Dakota buys more high grade pumps and cylinders than any other state in the Union in proportion to the total number of all classes of pumps and cylinders purchased.

J. F. Anderson, South Dakota's repre-

sentative of Pitkins & Brooks, states that the demand for crockery, glassware and china is one-third better this year with his house than last year and that the demand for the higher priced goods is fully 50 per cent better. The dealers are laying in better grades in all such classes of goods and are paying promptly.

Robinson, Straus & Co. will put on an additional man in South Dakota this year, thus showing their confidence in the good business prospects of the state.

Dealers of today have many advantages over those of former years. One advantage in particular is the quickness with which the jobbing houses can supply them with goods. Near by markets are enabling the dealers to transact a larger volume of business with less stock, giving an addition to the capital of each dealer.

The South Dakota Retail Merchants' Association has established headquarters in the First National Bank block in Mitchell, S. D., where the catalogues and price lists of over 350 jobbers and manufacturers can be found at all times, and where forty or more important trade papers and journals are constantly kept on file and conspicuously displayed. "An open door" is extended to all business men of the state and to all traveling men, to drop in at any time and take advantage of whatever the office has to afford.

If constitutional, a law will be introduced into the next legislature requiring that all incorporated business concerns shall have a resident agent for filing processes of law. In this way the supply houses that are flooding the state with adulterated groceries can be reached and prosecuted under the provisions of the pure food law. Retailers should take advantage of the pure food law and make an effort to show customers of catalogue houses that it is to the customers' interests to trade at home, for the reason that they are bound to get adulterated foods from the catalogue houses, while the home

dealer must, under the law, sell the pure article. This is a good talk to give the catalogue crank. Try it.

The situation that confronts the dealer today is vastly different from what it has been for years. Heretofore all buying, generally speaking, has been done on a falling market, while for the past year it has been on a rapidly rising market, and so rising in its propensities that nearly all are at sea as to when the rise will stop.

As to our views in regard to future prices, we wish we were ourselves informed, as a guide to our own action in the purchase of raw material. We will, however, give the argument for lower prices than are now ruling. 1st. From 1893 to 1898 merchants throughout the country bought from hand to mouth, keeping a low stock on hand, or none at all, and buying after sold. The advancing prices of commodities in 1899 forced a reversal of this policy, so that a certain percentage of demand this year was not consumptive demand but for stock purposes. This is an important item which will not be a factor in the demand in the year 1900. 2d. It will be a presidential year, during which a large portion of the energy of the nation will be expended in pumping wind instead of water. 3d. Whenever in the past sudden abnormal demand and consequent high prices follow a long period of business paralysis and low prices, a short period of relapse has taken place, which is a prophecy of lower prices for 1900.

As to the argument for a continuance of the high prices would state: 1st. That raw material, the basis of all manufactured product, is in the hands of trusts and monopolies to a very large extent, able to control supply and prices. No matter how we may condemn trusts, they are a factor towards the counteracting of the tendency to over-supply and the wreckless loading of overburdened markets. 2d. Raw material,

such as iron, coke, lumber, etc., has been contracted for on the basis of present prices way into the year 1900 by many of the largest and most conservative concerns in the country. 3d. Labor organizations are more wisely directed and therefore stronger; their demands for higher wages for their members are therefore being acceded to more and more. 4th. The wars in the Philippines and in South Africa will have a tendency to sustain higher prices. 5th. The tide of foreign emigration which has long been in the ebb, is now beginning to flow, and it will not be long before our Western states will begin to see the tide of the Eastern settlers flowing west, which foreign emigration as a rule anticipates; all of which portend good prices and general prosperity.

TEMPLE PUMP CO., Chicago, Ill.

A Price Cutting War Started at Montrose.

It is to be regretted that a bitter business war has been inaugurated at Montrose which will no doubt tend to the demoralization of business at that town for a time at least, although the history of rate cutting wars in other places has been, as a general thing, disastrous to the parties inaugurating them. The origination of the trouble is due to the fact that the merchants of Montrose have been dissatisfied with the grain markets for a number of years. The price of wheat was kept down to such a minimum point that the grain went to other towns and the business men of Montrose had to hold their breath and not get any trade. This summer a large number of farmers and a number of leading merchants organized an elevator company and started to boost the market up so as to get the trade rightfully belonging to them. A number of elevator employes, presumed to be backed by the elevator company, organized a company and gave it out cold that they intended to sell goods at cost and run out the other dealers. This matter will be presented to the Retail Merchants' Association at its next meeting, and we are

open to suggestions and advice in the matter from retailers, traveling men and wholesalers as well, as to whether or not the jobbers who sell to the retail trade should sell to stores organized for the purpose of selling goods at cost and ruining the legitimate trade. So far as the writer is concerned he believes that any store that starts out to sell goods at cost, unless possessed of unlimited capital, will soon get sick of their bargain, and that the expenses of running the business will act a good deal like a dose of arsenic on a rat. It costs money to run a business, and while some dealers may sell a few goods at cost they don't sell all of them that way, and there are so many different grades of goods that these same houses couldn't do all the business even if they did sell goods at cost, or even below cost. As a matter of fact, however, no store that ever started is going to sell at that old abused phrase "at cost," and continue long in business.

Should Jobbers Sell Direct to Consumer?

The matter of selling goods direct to consumer should be given fair consideration by all jobbers and wholesalers and the practice eliminated from their business transactions. There are, of course, exceptional cases where a friend not in business, or where some dealer requests that the jobber and wholesaler will send a bill of goods to a friend of the dealers living in another town, and in such cases there should be no ill feeling engendered against the jobber or wholesaler. As a matter of fact all firms have the perfect right to sell to whomsoever they please, but when a house obtains its main business from the patronage of the retail business houses of this state, they have no right to sell over the heads of the retailer direct to the consumer. When they do this they forfeit the friendship and the trade of every man in retail business in this state. There are firms in the state today who are diligent in their canvass of the retailers of the state for their business and who at the same time are most

flagrant in their violations of the common decency of business reciprocity in selling direct to the consumer at every possible chance. No business should be given to houses that curry favor of the retailers and at the same time secure all the business they can from the people direct as well.

Does Your Local Paper Carry Supply House Ads?

The attention of business men throughout the state is directed to a letter received by this Association from Mr. J. F. Cooley, editor of the Hudson Tribune, Hudson, S. D. Our members and business men in general are requested to call the attention of the local editor or editors to the advisability of dropping the advertisements of catalogue houses wherever the same are carried, and also request the editor to write to the "patent" houses protesting against the advertisements of the supply houses appearing on the "patent" side of their publication. Permit us to offer you a suggestion that when you go in to see the editor carry a nice lot of policy with you and don't attempt to bring him to terms with a sledge hammer. We believe that every editor in the state is white enough and sensible enough to see that he is injuring his own business interests when he accepts the advertisements of the supply and catalogue houses.

I would like to call your attention to something that appears to me must be an oversight on the part of the country publishers, not only of this state, but of all our sister states; and that is that many of them are carrying the advertisements of certain catalogue houses on the home pages of their papers, and nearly all of them are carrying them on the ready print (or patent) sides. In my judgement this is an injustice to the local merchants and to the community in which a paper is published. I have refused the advertisements of these houses on the home pages of both my papers and requested the ready print house to drop them from the inside pages for the reason that these concerns are a gigantic evil operating against the interests of the country towns and the country merchants whose interests we are expected to advocate. In my opinion the interests of the country merchants and local newspapers are identical and they should stand together against a common foe. In the systematic and aggressive fight now being made by the trade associations, the local newspapers should take an active part in favor of the merchant.

My experience is that the members of the Merchants' Association in this state are the most enterprising business men in their respective towns, and as a rule they are the men who patronize the newspapers and printing offices the most. The newspapers can therefore afford to stand by the Association in their battle with the score or more of "Cheap John Goods" establishments of the big cities who are destroying the life of the country towns and stealthily battering down the very foundation of the country newspaper. The country publishers can therefore not afford to permit their papers to become the mouthpieces of these concerns, either by printing their advertisements or by using ready print sheets containing them. If your Association will call the attention of the local newspapers to this matter and set the facts squarely before them, I'm sure they will not be slow to act upon your suggestion by dropping the objectionable advertisements in question from their local pages, and demanding the ready print houses to drop them from their "patent" pages also. The ready print houses will not do this on the demand of one publisher acting alone, as I have done, but if quite a number of publishers will make this demand sufficiently emphatic the houses will comply with the demands. I believe it will be better for the publishers themselves to do this, because while they make a little out of the concerns by publishing their advertisements, they are incidentally stimulating the practice of "sending away" for things, a practice which is at this time actually injuring the country newspaper more than it is the country merchant.

A correspondent says the dark browned peddlers are with us again. Yes, the humble peddler is here and the mail is full of catalogues from the supply houses, and the slick gentleman selling the "last of an immense bankrupt stock of silverware at 25 cents on the dollar" are all here, and after harvest the nice young man from the wholesale grocery house will be taking orders from the farmers. Our opinion of the whole outfit is covered in the following remark which we clip from an exchange:

The next time a traveling peddler calls at your door and tries to sell goods, ask him if he will take your butter, eggs and other farm products; ask him if, when your neighbors get ready to build a road bridge over the slough, he would willingly donate a few dollars to help it along. Tell him there is a poor family down the road who would be thankful if he'd donate a few provisions; ask him if he would contribute to an enterprise just started. If he agrees to all these patronize him. Your home merchants will do this and much more.

The above is an article abounding in good horse sense, and every man who reads the same would doubtless like to have it appear in his local paper for it would have some ef-

fect on the whiter class of send-away-for-goods parties, but of course wouldn't touch the rock-ribbed-dyed-in-the-wool-catalogue-man, for the mind of such a man is too narrow and his purse strings too tight to ever be touched by anything. At this point the advice we would give to the reader is to cut the article out, or better yet have it copied, because this magazine is too good to be mutilated, and kindly request the local editor to insert it in the next issue of his paper, and dollars to doughnuts he will do as you desire.

The Michigan Hardware Association investigated charges made against E. Bement & Sons, Lansing, Mich., that they were selling direct to the consumer, and after a full investigation decided to advise its members not to trade with this firm hereafter. This firm canvasses South Dakota for sleighs and runners for carriages.

The trusts in a few instances may have knocked a good many traveling men off the road but the hotels of South Dakota are evidence of the fact that the commercial men are more plentiful this year than they have ever been before. The hotel register is a first class evidence of good times. Thin registers mean hard times, while the long roll of names indicates fat times.

In attending to business there are two ways, the old way and the new way. Break away from the old wherever the new is an improvement. All new ways, of course, are not improvements, sometimes merely changes, and frequently changes for the worse. If you have wares to sell don't hide the fact; don't wait for people to find it out themselves, but advertise and make the public know the merits of your goods. More alert rivals will push you aside if you don't do this. Buyers must be sought patiently and persistently. Advertise, go after business hard, do honest work and deal square and you will come out on top.

Opinions as to Future Prices

From the Pens and Minds of Those Who Know.

A Collection of Reports Showing South Dakota's Prosperity and Big Increase in Trade over Previous Years.

Our trade in South Dakota for this season has been very satisfactory indeed and is considerably in advance of last year. We have endeavored to mark our prices down as low as possible, although in some cases, owing to the big advance in the price of raw material, we have been obliged to make an increase. There does not seem to be any chance for any decrease in the price of iron and steel, and we think that the present prices will prevail for at least the next year to come.

We wish your association the best of success.

APPLETON MANUFACTURING CO.,
Minneapolis, Minn.

We are pleased to advise that our business in South Dakota has been satisfactory and larger in volume than previous years. We have made advances in price on but few articles of our line, but as raw materials of all kinds continue to climb upward and as labor becomes more expensive, higher prices will become a necessity.

WM. VOLKER & CO.,
Kansas City, Mo.

We have had an exceptionally good season, in fact the best trade since we established (which is over 16 years) and catered for the South Dakota trade.

From all indications and the reports of our representatives the prospects are as good and better for the coming year.

ROBINSON, STRAUS & CO.,
St. Paul, Minn.

Our trade in your state has been far in excess of anything known by us in years gone

by; collections also have been especially good. We expect the next two months will bring very little change either in the price of glass or paints, generally speaking. About the first of the year we believe mixed paints will be advanced at least 10 per cent, because of the advance of all materials necessary to its manufacture. Mixed paints have not been advanced through the year, as it was expected they would, consequently it must come, and that at an early date. The market on both plate and window glass after the first of the year will undoubtedly be somewhat lower. The conditions through this year have ruled unprecedented for high prices. There has been an unusual demand and trusts and combinations have taken a hand to raise prices as well.

FORMAN, FORD & CO.,
Minneapolis, Minn.

Our business in '99 in South Dakota shows a handsome increase over any previous year. Prices of agricultural implements, on account of the greatly increased cost of material and labor, will be much higher for 1900. Prices for 1900 on agricultural implements will be about the same as they were in '92.

DEERE & WEBBER CO.,
Minneapolis, Minn.

Referring to the outlook of the market as far as the future is concerned, we, with all the other manufacturers, have studied the matter very carefully.

The actual advance in the cost of the raw material at the present time is more than the present increase of prices on our own line of goods, and every little while we get another poke in the ribs informing us that the prices have been raised a peg or two. We cannot find any indication that justifies the hope of

lower prices of raw material to do either the manufacturers or the dealers any good during the coming year. Not only has the price of raw material been advanced enormously, but time on purchases has been practically cut off, so that the manufacturers have to pay substantially "spot cash" for everything they use in the manufacture of goods for the coming season.

LA CROSSE PLOW CO.,
La Crosse, Wis.

We have increased our trade in South Dakota this year fully 25 per cent over last year's and collections are good, showing a healthy and progressive improvement of business in general in the Northwest. We look for and hope to see a continuance of same for several years to come.

CAPITAL CITY WOOLEN MILLS,
Des Moines, Iowa.

It affords us great pleasure to state that our trade in the state of South Dakota during the year 1899, as compared with the previous year, shows a very material and exceedingly and satisfactory increase.

In our line of iron and steel and its products there is no doubt but that the present high prices will be maintained, if not materially advanced, for another year. No break in the market will be possible before the end, or at least the latter quarter of the year 1900.

THE CHAS. E. FAETH CO.,
Sioux City, Iowa.

We have found the trade in South Dakota this year in a much better condition than last year, purchases by the merchants being 15 to 20 per cent more in amount, and all are paying promptly, in fact all dealers seem to be doing well and have plenty of money to meet obligations. The outlook for the future never promised so well. Prices are still advancing and we cannot see but the advances will all be maintained.

RIDER-WALLIS CO.,
Dubuque, Iowa.

We are very much pleased to report that our trade in South Dakota is greater than it

has ever been before, which we attribute partly to improved conditions of trade generally, and largely to the fact that we are receiving the encouragement of merchants who desire to uphold our policy in the direction of not selling our products to department or catalogue houses.

THE MICHIGAN STOVE CO.,
Chicago, Ill.

Our trade has been much better in your state this year than ever before. Dealers have been liberal buyers and prompt payers.

FRIEND BROS. CLOTHING CO.,
Milwaukee, Wis.

Our trade in South Dakota this year has been much better than ever before for our goods, and we believe likewise for all other lines of merchandise.

GREEN-WHEELER SHOE CO.,
Fort Dodge, Iowa.

Our trade, both for South and North Dakota for the present year has been much better than that of 1898, although that year was a very fair year with us. The prospects for the coming year seem to be very flattering, for we are now receiving a number of spring orders of larger proportion than ever before, which is an indication that merchants expect a good trade.

F. MAYER BOOT AND SHOE CO.,
Milwaukee, Wis.

As to the condition of trade as found by us in the state of South Dakota this year as compared with last year's business, we have to state that we find it much more satisfactory in every particular. There has been a marked increase in the amount of business as well as a great improvement in the matter of collections. There has also been quite an increase in the sale of the more fancy lines of goods over last year, indicating that the people are in better financial condition than then, which enables them to live better. It also indicates that there is not the necessity for economy in the matter of living expenses that has existed for several years past.

TOLERTON & STETSON CO.,
Sioux City, Iowa.

All market conditions seem to indicate a continuance of the present prices with the probability of a substantial increase in many lines on January 1. Our business this year has been far ahead of that of any previous year and we think that we are just at the beginning of an era of good business and high prices.

THE LISK MANUFACTURING CO.,
Canandaigua, N. Y.

Our trade in South Dakota this year has been very satisfactory, having increased largely. Prices will be higher next season owing to increased cost of production and stocks having been exhausted of goods purchased before the advance.

PITKIN & BROOKS,
Chicago, Ill.

We find, by comparing our last year's sales with those of this year for next spring's delivery, that the contracts are just about doubled. There is just cause for this, as everyone seems to feel, and with good reason, that prices will still go higher on steel and iron goods, and it is a wise method for the dealers to place their orders early so as to get the goods in time and be protected against any further advances, which must necessarily take effect. We consider the outlook for next season very bright. There is every visible indication to that effect.

R. HERSCHEL MANUFACTURING CO.,
Peoria, Ill.

Our trade in South Dakota shows substantial improvement over previous years. There must be an advance in prices in our line for the coming season of about 10 per cent, because it is going to cost more than that to produce the goods under the present condition of the market for the various kinds of material. We do not think, however, that this will reduce the volume of business, because the farmers and the commercial community generally are in better shape to buy than ever before.

We wish your association continued success.

STAYER CARRIAGE CO.,
Chicago, Ill.

We are pleased to advise that our trade in your state is quite satisfactory and shows an improvement over last year.

RINGEN STOVE CO., St. Louis, Mo.

Our trade in South Dakota shows an increase for 1899 over recent years.

RATHBONE, SARD & CO., Aurora, Ill.

In reply to your favor of October 31, making inquiry as to the condition of trade as found by us in your state this year in comparison with last year, would say that we cannot well compare our business of this year with 1898 for the reason that on January 1 we started a new policy for the sale of all our goods, by selling them direct to the retail dealers only. Our trade during 1899 under this new policy has been extremely satisfactory in South Dakota, as well as the whole country, and we are more than pleased with the result of our new plan of distributing our goods.

As for prices in the future, it is evident that there must be an advance, as raw materials of nearly all kinds are decidedly higher than for some time past.

A. G. SPALDING & BROS.,
Chicago, Ill.

Association Chronology.

Without any effort toward self praise, we believe we can consistently state that no trade association yet organized has performed as much actual work, and has secured such an effective and strong organization as has the South Dakota Retail Merchants' Association, all due, as we believe, to appreciative dealers and to the time and thought expended by the executive committee of the Association.

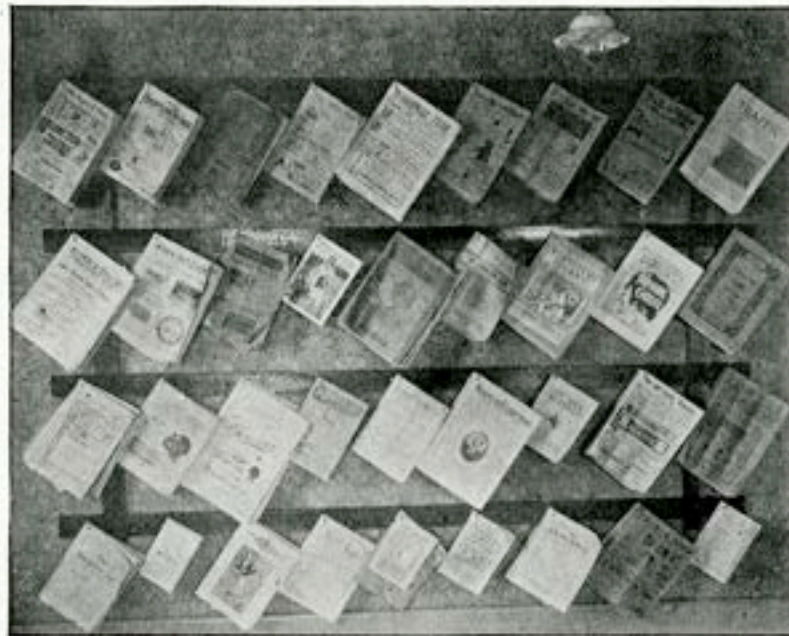
A brief look into the past for the purpose of giving a short history of the Association, may be of interest at this time and may acquaint some dealer in the state with information regarding the Association heretofore unknown to him.

On May 18th, 1897, a small handful of earnest business men met in the city of Redfield, effected a temporary organization, and

appointed July 7th as the time and Redfield as the place for effecting a temporary organization of the Association.

On the date set a large number of the representative business men of the state met in convention, elected a full set of officers, and mapped out their work for the year. The meeting was an enthusiastic one and was attended by representatives of various jobbing houses in sympathy with the objects of the Association.

In matters of this kind it is as necessary to



A Large Number of Trade Papers Always on File in the Office of the Association.

have funds with which to prosecute the work as it is to have the wherewithal to run a war, to conduct a business or to buy a square meal, and the following business houses deserve credit of the retailers of the state for their magnificent contributions which enabled the Association to be placed upon a solid footing. The houses who are listed on this roll of honor are as follows.

Howell, Warfield & Co., wholesale grocers, Sioux City, Ia.

C. Shenkberg Co., wholesale grocers, Sioux City, Ia.

Tolerton & Stetson Co., wholesale grocers, Sioux City, Ia.

H. A. Jandt, wholesale drugs, Sioux City, Iowa.

Standard Oil Co., Sioux City, Ia.

American Biscuit Co., Sioux City, Ia.

Baker Hardware Co., Sioux City, Ia.

Haskins Bros. Co., Sioux City, Ia.

Sioux City Starch Co., Sioux City, Ia.

Haley & Co., wholesale fruits, Sioux City, Ia.

Chas. E. Faeth Hardware Co., Sioux City, Ia.

Barnes Saddlery Co., wholesale harness, Sioux City, Ia.

H. A. Baker, wholesaler and manufacturer of overalls, Sioux City, Ia.

F. Hanson, wholesale drugs, Sioux City, Iowa.

Knapp & Spencer Co., wholesale hardware, Sioux City, Ia.

Jewett Bros., wholesale grocers, Aberdeen, S. D.

North Star Shoe Co., wholesalers, Minneapolis.

Janney, Semple, Hill & Co., wholesale hardware, Minneapolis.

Deere & Webber Co., wholesale implements, Minneapolis.

Kellogg, Johnson & Co., wholesale shoes, St. Paul.

Lanpher, Finch & Skinner, wholesale hats, caps, etc., St. Paul.

Marshall-Wells Hardware Co., wholesale hardware, Duluth.

John V. Farwell Co., wholesale druggists, Chicago.

Farwell, Ozmun, Kirk & Co., wholesale hardware, St. Paul.

McDonald Bros., wholesale crockery, Minneapolis.

W. S. Nott Co., wholesale rubber goods, Minneapolis.

Wyman, Partridge & Co., wholesale dry goods, Minneapolis.

Lindeke, Warner & Schurmer, wholesale dry goods, St. Paul.

Griggs, Cooper & Co., wholesale grocers, St. Paul.

Powers Dry Goods Co., wholesale dry goods, St. Paul.

Geo. R. Newell & Co., wholesale grocers, Minneapolis.

Minneapolis Iron Store Co., wholesale hardware, Minneapolis.

American Biscuit Co., Minneapolis.

Lindsay Bros., wholesale implements, Minneapolis.

Bradley, Clark & Co., wholesale implements, Minneapolis.

Foote, Schultze & Co., wholesale shoes, St. Paul.

Tarbox, Schlick & Co., wholesale shoes, St. Paul.

Dean & Co., wholesale implements, Minneapolis.

McKibbin & Co., wholesale hats, caps, furs, etc., St. Paul.

Noyes Bros. & Cutler, wholesale drugs, St. Paul.

A full corps of efficient officers were elected at the first meeting, as follows: President, Mr. G. A. Wood, one of Mil-

bank's most successful, upright and able business men; vice president, Mr. D. D. Gross, a popular hardware dealer of Yankton; secretary, Mr. C. C. Peterson, an educated young man from Newark, in full sympathy with the association, and Mr. C. C. Prentis, of the firm of Lee & Prentis, familiarly known as one of the big business houses of the state, as treasurer. At this meeting the following able and consistent executive committee was elected, all prominent and respected business men of their respective towns, viz: L. G. Ochsenreiter, of Webster; H. R. Bartlett, of Groton, S. D.; S. N. Brown, of Clark, S. D., and R. S. Vessey, Wessington Springs.

For the next year and until the next annual meeting the secretary of the association was busy in canvassing the state to secure sufficient membership to give the association the necessary strength to enforce respect. Seven hundred and thirty-eight members were secured.

The executive committee of the Association devoted considerable of its time, without recompense, in the interest of the Association, and met every three months to outline the work of the secretary's office. The next meeting was held in the city of Huron, June 8th and 9th, 1898.

At this meeting, after the transaction of other and important business, the convention made a number of changes in the list of officers. Mr. H. J. Rice, a prominent and respected business man of Huron, prominent in Masonic circles and well known all over the state, was made president. Mr. D. D. Gross, of Yankton, was re-elected as vice president, but afterwards resigned, and Mr. L. S. Tyler, of Salem, president of the McCook County Bank, and a prominent hardware dealer, was elected to the vacancy thus caused; Mr. C. C. Issenhuth, one of Alpena's successful business men, was made treasurer, and W. J. Healey, one of Mitchell's prominent young business men, was made secretary. The executive committee made a few changes, retaining

Messrs. Ochsenreiter and Vessey on the committee and electing Mr. M. E. Spooner, of Mitchell, and Mr. Mark C. Betts, of Mt. Vernon, in addition. During the year Mr. Tyler was added to the executive committee.

The subsequent work of the Association is better noted in a few sketches of the reports filed at the annual meeting held in Mitchell last June, when the following corps of officers were selected, who will without doubt, be able to do a great deal of good to business interests in the state:



A Corner in the Association Headquarters.

President—H. J. Rice, Huron.
 Vice President—A. O. Ringsrud, Elk Point.
 Secretary—W. J. Healey, Mitchell.
 Treasurer—A. F. Grimm, Parkston.
 Executive Committee—L. G. Ochsenreiter, Webster; R. S. Vessey, Wessington Springs; L. S. Tyler, Salem; Mark C. Betts, Mt. Vernon; T. W. Dwight, Bridgewater.

Overdoing Department Stores.

The day of the small store is not over by any means. Many small towns are support-

ing combination stores, but only in a half-hearted way, but many of them must fail because the field is too small. In large cities department stores can survive because the population is sufficient to guarantee them a support. But in the towns of a few thousand people the indications are that the business of the future must be the small store that makes no pretense of covering more than one or two lines.

But there are other factors on which to base such a conclusion than population. The

idea of the department store is combative of the general interests of small communities. Take the town of five thousand people to illustrate. The writer has in mind a town to which this argument will apply. A department store of four floors has been opened and the community is aroused for and against the new enterprise. It seems at this stage as if the store will be compelled to surrender within a year. To begin with, all the families of the retail business men of the community are opposed to the interests of the department store. The farmers liked the

idea at first, but now they have found that the department store is shipping in butter from outside points and underselling them three to five cents a pound, hence their opposition to the new store idea. And so other interests are finding a combative interest in the new enterprise. The result is a gradual loss of business to the department store with

in the smaller towns of the country, but they are not department stores. Some of them may cover two or three lines and yet not take on the department store color. There is a difference that must be kept clearly before us when this question is being discussed.

The department store pure and simple is not adapted to the small country towns. Indeed it is doubtful if it can succeed in a large sense with less than 20,000 population behind it. There is always a percentage of population that objects to patronizing a department store. It is necessary to have a considerable population before a patronage can be assured that will insure success above the prejudices referred to above.—The Hardware Trade, Minneapolis.

A Talk About Advertising.

In this age of progress every business can be benefitted by judicious advertising, yet occasionally we hear the inquiry, "Does advertising pay?" This question has been answered so often in the affirmative by the most successful business men that it would be but superfluous to occupy space in presenting arguments in its favor. The problem is to make it effective—to make your advertising produce a profit.

The writer once asked a customer who was complaining of competition, if he ever advertised. He replied that he did, but that "he did not think much of it." Upon being asked to see a copy of his advertisement, he hunted up the town weekly, and in it was found the plain announcement of his business and location, which was all right, but not likely to impress the public very hard, or to yield a return. The advertisement, however, had not been changed for two years. This is one kind of advertising, but not the kind that pays a dividend. It was suggested that he change his copy more frequently, and advertise some particular thing. After some persuasion he consented to do so, taking up a seasonable article and simply telling his customers what he knew about it, and inviting their inspection. It produced the de-



Cabinet containing Catalogues and Lists of 350 Jobbers who are Members of the Association.

one result outlining itself on the horizon. The department store must confine itself to reasonable proportion in small towns or it must fail. The department store in its sweep is for the large town only.

There are a good many large retail stores



Office of South Dakota Retail Merchants' Association.

sired results, and he was well satisfied, and is today a firm believer in "active advertising."

Anybody can buy space in a newspaper, but you must make the investment yield a profit. This can be accomplished after a little thought and some consideration. First, select the article that you intend to advertise we will say for illustration that it is stoves. Select your most popular seller in season, and tell your customers why it is the best. You give them the "good points" when you are talking to them in the store, and why not give them the good points in your advertisement? If it is effective in one place it certainly will be in the other. The newspapers are read by hundreds that never come near your place of business, and they are the ones you want to attract, and a brief statement of the "good points" is the very best way of attracting them in your direction. You can always find the strong points of an

article from the trade circulars supplied by the manufacturers. Then always use an illustration or "cut," if possible, of the article you are advertising. The oldest method of conveying information was by a picture. It was practiced in pre-historic ages, long before the invention of writing, and is called by scientists "picture writing," and it is today the best means of conveying information to the mind quickly, for the reason that anybody "can read a picture," and if they are interested they will also read what you have to say about it. This will give you a decided advantage over your competitors who do not advertise, or who do so in but an indifferent manner.—Selected.

How a Trade Paper Helps.

Some time ago one of our successful business men in the supply line, when asked why he patronized trade papers so largely, to the neglect of other methods, made the following reply: "Men who do not read their trade papers are usually poor customers. If I sell them a lot of machinery, they do not know how to use it, or report a failure, or we have to run after them, lose time and money to get them a-going, and make the sale stick. But those who read and are posted know how and succeed. Such men would not read circulars if I were to mail circulars to them. They see my ad regularly in the trade paper, and know I have an established business, and when they want anything in my line write me, and don't whine about prices, or what time they can get from others, buy, try, and have no trouble, and pay the bill. Give me such a class of customers as I get by such judicious advertising all the time."—National Baker.

Our Advertisers.

We give below a list of the firms advertising with this magazine, and who are thereby tending to promote the good work of the Association. The line of goods handled is also given, and when you are in need of anything, request their traveling man to call or send for catalogue. This will be appreciated by both the Association and the advertiser:

Appleton Manufacturing Co., Minneapolis, agricultural implements.

Bergstrom Bros., Neenah, Wis., stoves and ranges.

Brown & Saenger, Sioux Falls, blank books, etc.

Capital City Woolen Mills, Des Moines, Iowa, woolen goods.

Corn Planter Oil Co., St. Paul, lighting and machine oils.

Deere & Webber Co., Minneapolis, farm machinery, etc.

Deere, Wells & Co., Council Bluffs, Ia., agricultural implements, etc.

Duroy & Haines Co., Sandusky, Ohio, wines.

Chas. E. Faeth Co., Sioux City Ia., heavy hardware.

Fairbanks, Morse & Co., St. Paul, scales, pumps, etc.

Forman, Ford & Co., Minneapolis, glass and paints.

Friend Bros Clothing Co., Milwaukee, clothing.

Geuder & Paeschke, Milwaukee, tinware.

Green-Wheeler Shoe Co., Ft. Dodge, Ia., shoes.

Guiterman Bros., St. Paul, furnishing goods.

R. Herschel Manufacturing Co., Peoria, Ill., agricultural supplies.

Janney, Semple, Hill & Co., Minneapolis, hardware.

F. C. Johnson, Kishwaukee, Ill., axle grease and vinegar.

S. D. Kimbark, Chicago, heavy hardware.

La Crosse Plow Co., La Crosse, Wis., agricultural implements.

Leithead & Co., Duluth, Minn., drugs.

Lisk Manufacturing Co., Canandaigua, N. Y., copperware and tinware.

Mayer Boot & Shoe Co., Milwaukee, boots and shoes.

Michigan Stove Co., Chicago, stoves and ranges.

Marshall-Wells Hardware Co., Duluth, Minn., wholesale hardware.

McLaughlin & Co., Chicago, coffee.

Morawetz & Co., Milwaukee, hatters.

Northwestern Casket Co., Minneapolis, undertakers supplies.

Nonotuck Silk Co., Chicago, silk goods.

Pitkin & Brooks, Chicago, pottery, lamps and glassware.

Pritzlaff Hardware Co., Milwaukee, wholesale hardware.

Geo. W. Pitkin & Co., Chicago, paints and oils.

Phoenix Chair Co., Sheboygan, Wis., chairs and rockers.

Robinson, Straus & Co., St. Paul, millinery goods.

Rider-Wallis Co., Dubuque, Ia., dry goods, etc.

Rathbone, Sard & Co., Aurora, Ill., stoves.

Rowell Manufacturing Co., Beaver Dam, Wis., seeders and drills.

Rosenbaum & Currier, Mankato, Minn., confectionery goods.

Ringens Stove Co., St. Louis, stoves and ranges.

Rock Island Sash and Door Works, Rock Island, Ill., lumber, etc.

Staver Carriage Co., Chicago, carriages, etc.

Sheboygan Novelty Co., Sheboygan, Wis., furniture, etc.

Spalding & Bros., A. G., Chicago, sporting goods.

Towle Syrup Co., St. Paul, syrups, etc.
 Temple Pump Co., Chicago, pumps, wind-mills, etc.
 Tolerton & Stetson Co., Sioux City, Ia., groceries.
 Union Fence Co., DeKalb, Ill., wire fencing.
 Volker & Co., Kansas City, Mo., shade cloth.
 White & Co., Charles City, Ia., cheese.

Commercial Law Points, Carefully Compiled from the Latest Decisions of the Highest Courts.

Delivery of property to the agent who negotiates the purchase is delivery to his principal.

A buyer cannot rescind an executed contract of sale on the ground that a part of the goods are worthless.

Words employed in contracts are to be construed by courts in accordance with their plain, natural and obvious meaning.

A written order for merchandise that does not specify the time of payment is an agreement to pay cash on their delivery.

One claiming to be defrauded in the purchase of goods cannot retain them and escape his obligation to pay on account of the fraud.

A debtor who pays the debt to the original creditor after notice of an assignment of the debt is not absolved from liability to pay it to the assignee.

Articles necessary to carry on a mercantile business are not "tools and implements" within the provisions of a law exempting the latter from levy of execution.

Where the creditor accepts in satisfaction of the debt the promise of the debtor to perform some act in the future, the original debt is extinguished although he does not perform the act.

Where a note is given by one party and accepted by another with whom he has had dealings, the presumption obtains that it was intended as a settlement and satisfaction of all antecedent demands.

The provisions of the national bankruptcy act allowing to bankrupts the exemption pre-

scribed by the laws of the states where they reside, is to be liberally construed so as to accomplish the purpose of the exemption.

Statements made by a party as to the value of the goods when selling them where no confidential relations exist between him and the buyer, and the property can be seen and inspected by the latter, are considered as mere seller's statements, and furnish no ground for an action for damages for false representations, as such statements do not relieve the buyer from responsibility of investigating for himself before purchasing.—Ex.

The Man Who Succeeds.

Success in business is not to be reached nowadays in the easy-going method that obtained a generation or two ago. Times have changed, and people have changed with them. Push is the only thing that will carry a man ahead, and it is the liveliest pusher that gets there first. As a general rule the chronic pusher is a chronic advertiser. Printers' ink is the lubricating oil of his business wheels, and he never allows them to lag or creak for the want of it. Hard times and poor business are incentives to increasing his advertising, rather than any argument to him for cutting it down. It will pay the semi-occasional advertiser to ponder over the pusher's success.—Printers' Ink.

One Little Drop.

One small drop of rain does not produce much moisture; even two or three, or half a dozen, have little effect. But the constant, continual dripping of the rain drop will thoroughly moisten the earth. Just so with advertising. One little skinny advertisement should not be expected to produce very material results in this age of the world, when so much advertising is being done; but persistently keeping at it, if you have something meritorious, scarcely ever fails. Others have, perhaps, been advertising something similar to yours, long before your advertisement appeared, and people may be using that with satisfaction. Do you expect one little announcement of yours is sufficient to make them change? But if your advertisement is placed before them time after time, they will conclude your article has merit, and may be induced to try it, to see if it might not suit them better than the one they are buying.—Shoe and Leather Gazette.

The Work of the Association.

From Reports of the President and the Secretary.

We produce in this, the first issue of the SOUTH DAKOTA RETAILER, sketches from the addresses of the president and secretary, given at the last annual meeting, and it is possible, although the report was widely published, many of the business men of this state have not as yet seen a copy of the same, and to give them such information as will enable them to grasp the scope of the association and what is necessary to be done to make a success of our venture.

President Harvey J. Rice's address:

Gentlemen: As we gather today in our annual meeting, it becomes our duty to lay before you a record of the year. It is not my purpose to tire you with a long address, even if I had the time at my disposal. Your time is too fully occupied to permit any long, tiresome speeches, and the association can pursue its work without them. My own time is fully occupied, and I have not been able to devote as much attention to the business of this association as I would like to have done. While we have not accomplished as much as we had hoped to—for we aimed high—or perhaps as much as was expected of us, still we feel that some progress has been made. Our association is still in its infancy, and we should not be discouraged if great ends are not attained at once. It is by slow, earnest labor, overcoming disappointments, still pushing ahead, clinging to what we gain, that all goals are finally reached. We have many obstacles to overcome, many prejudices to conquer, co-operation to secure, confidence to establish, ere we can hope to see great results.

The Support of the Dealer Needed.

It seems almost impossible to get the retail merchants to realize the benefits which would accrue to them from a closer association, a mutual understanding, a more earnest support of an organization like this. It is an easy thing to sit at our desks in our own stores and say what ought to be done, and that we are in favor of the association, and

that it is all right, and then to grumble because certain things are not done.

Every member of this association ought to attend these annual meetings and assist with their advice and counsel. We need them. It is only by united efforts that any lasting good can be accomplished. This is as true among merchants as among individuals. I feel that every merchant in this state ought to be interested in this movement and give it their hearty, earnest support. It is their business as much as mine. It is their interest as much as any of those who have been associated with me during the past year. No two or three men can of themselves make this organization what it ought to be, but if all, or a majority of the merchants of this state would awake to the advantages which would come through an earnest co-operation, it would become a power which would be felt beyond the confines of our own state.

Not a Money-Making Affair.

The business men of this state must know from the character and standing of the business men in charge of this association that this is no money-making scheme. This organization is not organized to pay some one a salary or to enable the officers to take pleasure trips away from home. There are no salaries paid to any one except the secretary, and if he was not a business man engaged in the retail trade and interested in the success of the dealers of this state, I venture to state he would not be bothered with the duties of his position for the small amount allowed him out of which he must pay clerks to do the clerical part of the work of the office, he directing the work.

Legislative Work.

We endeavored to get several bills through the legislature, which, if they had become laws, would have been a vast benefit not alone to the retail merchants of the state, but to consumers as well; but owing to circumstances over which we had no control, mostly political in nature, all of them fell by the wayside except the Pure Food Bill, which became a law and goes into effect

July 1. As yet few realize the benefits to be derived from this one law by the people of South Dakota, but we feel that we have made a good beginning; and as the representative of this association I desire to thank Hon. H. L. Bras, the member of the legislature from Mitchell, for his earnest endeavors in our behalf. His own personal interests were secondary considerations where the good of the people was concerned. Had we more such men in the legislature we could have secured better results and better laws. Another good step accomplished has been to establish a more friendly feeling with that army of bright, pushing, energetic men who wield quite an influence throughout the state, "the traveling men." While a year ago very few of them would speak a good word for the association, today we have evidence of their good will wherever and whenever we meet them.

I desire to express my appreciation to E. J. Mannix, editor of the Commercial News of Sioux Falls, for his kindly treatment of the association in his paper, as he has always had a good word for us.

Good Words for the Secretary.

Unless a careful examination is made of the records of the secretary's office one cannot realize the amount of work which has been done during the year by, and under the direction of our secretary, W. J. Healey. He is the right man in the right place, and I personally know that the correspondence has been very great and that Mr. Healey has been untiring in his efforts to advance the best interests of the association in every way possible, and whatever has been accomplished has been due more to his labors than all others together. I desire to extend to him my earnest thanks for his assistance to me, and also for his constant labors, his great tact, and unwavering zeal to build up and strengthen this organization, and I feel that he should be retained in the work begun.

I desire also to thank the other officers of the association for the courtesy shown me at all times, and assure them that my association with them have been pleasant and will be remembered.

Only a number of selections from Secretary Healey's report are given, as the report was quite voluminous, going thoroughly into the details of the business. The more important portions of the report are here given.

Financial Statement:

Our expenses for running the association the past year are as follows:

Furniture and fixtures.....	\$ 75.75
Postage	323.04
Supplies.....	32.85
Stationery.....	75.75
Bonds.....	20.00
Printing circulars, etc.....	216.12
Secretary, clerk hire, etc.....	550.00
Miscellaneous expenses, including legislative expenses.....	209.83
Solicitor's expenses and compensation..	391.27

Total.....\$1,998.77

The finances of the association are in good condition, as at this time we have \$527.16 in the treasury, besides about \$100 worth of supplies and furniture and fixtures. We have passed through a year of extraordinary expense and are at least \$50 better off than one year ago.

An Evidence of Work.

Some idea of the work of the secretary's office can be obtained when it is known that, during the past year, \$323.04 has been spent in postage; 18,300 envelopes have been used; 7,500 special letter heads have been printed, besides 21,800 circular letters and 6,700 postal cards and slips for insertion with letters. The preparation of this matter and the mailing of the same involved considerable labor.

Retailers Can Do Good by "Association" as Others.

Organizations of this character do not come into existence until the necessity for them is apparent. No reform is brought forth in business or political life until abuses creep in that require that the reform be necessary to secure the greatest good to the greatest number. If the necessity for trade associations was not clearly apparent to the progressive business man, there would be no trade association. That there are benefits to be secured by these associations is evidenced by the rapid manner in which state after state is organizing, for the protection of the interests of the man in business. At this time there has already been, or is being, organized trade associations in the following states, viz: Texas, Iowa, California, Kansas, Minnesota, North Dakota, Illinois, Nebraska and Ohio.

Jobbers' Organizations.

While I have never seen the idea advanced before, I am confident that the future will show that my conclusions in this instance are correct, and that is, that the formation of these trade associations will cause

the organization of an association that will do more good for us than anything else that can be done, and that is that the jobbers of this country will organize to such an extent that they will be able to force the majority of the catalogue houses out of the business world. Contrary to the views of many, the day of the jobber is not past, and he will continue, until the crack of doom, to supply the retail dealers with a majority of the goods sold in this country. I would welcome the news of such an organization, for then would our success be doubly assured. The hundreds of millions invested in the jobbing business of this nation could, if consolidated into action, successfully oppose the not more than ten to twenty millions of capital invested in the supply houses.

Future Legislation.

The legislative work undertaken by the association need not, at this time, be given any extended mention, as this has all been fully set forth in the bulletin recently issued to the business men of the state, further than to state that the aim of the association should be to introduce and pass through the next legislature every bill that failed at the past session of the legislature, and I am confident that the method the executive committee has in view will result in securing the passage of a number of these bills, which failed of passage through the last legislature, only through an unlooked for circumstance of a political and personal nature.

Co-Operation Required.

The necessity for each member of the association co-operating with us, when any information is required, should be apparent. Every time we issue to all members a circular or a letter, upon which a two-cent stamp is placed, the cost of postage, stationery and labor is at least \$25. Then if a second call for the same information is made, another expense of \$25 is made necessary, and even then, when not over one-third of the members respond, it needs charity and patience to excuse the carelessness of such dealers who fail to respond. The failure to act upon letters asking for information and for renewals is, be believe, due more to the carelessness of dealers in failing to give attention to any matter outside of the regular routine of business, than to deliberate neglect. The average retailer pays but little attention to matters outside of the buying of goods and the selling of the same. Such matters, outside of these two

things, even to collections, advertising, window displays, clean appearance of store, tasty arrangement of goods, proper clerical help, prompt care of correspondence, discounting bills, prompt payment of bills are all, to a greater or less extent, neglected by the majority of dealers.

Investigate the Association and You Will Not Use Any of These Excuses.

Human nature is such a complex affair, embracing so many different characteristics, that we can never expect to satisfy every dealer in the state, sufficient to secure his membership in the organization. Not only can we never expect to get every man, but cannot expect to get more than a majority of the business houses to join. The objections against joining are many. One solicitor reports the following reasons as given to him by various dealers, viz:

- "Not now; may later."
- "I cannot afford it."
- "Will look into it further before joining."
- "Won't join; the association can do no good."
- "Will join, but desire to think it over."
- "Can't see any good in it."
- "The association has done nothing."
- "I won't join unless you get all the business men in it, and all agree to sell goods at a fixed price."
- "An association of this kind is a trust, and I will have nothing to do with a trust."
- "I am not going to keep a couple of fellows in office; I can go it alone."

And finally, the most original of all, and least expected, was given by a business man who was a senator in the last legislature, viz:

"I don't want better credit laws, for then there will be more stores and more competition; and I don't want the catalogue houses closed up, for I can buy some goods of them cheaper than I can of the jobber."

A man should have charity to excuse the dealer from joining the association, if he is hard up and unable to expend the sum of three dollars a year, although the sum seems small; but there is no excuse sufficient for the man of average intelligence who will say that no good can be done by an organization of this kind, or that the association has not accomplished anything.

We would like to ask one request of the merchants of this state for whom we are losing no effort or opportunity to advance our common business interests, and that is that they will, if they are pleased with this effort of the Association, drop us a postal or letter stating how they like this the first number of The South Dakota Retailer. Suggestions for improvements will be just as cheerfully received as words of approval of our work.

Items of News,

In and Out of the State.

Mr. P. D. Francis, the editor of the Furniture Journal, published at Rockford, Ill., very kindly sends the following to the office of the association: "We have read, carefully, the objects of your Association as printed on the margin of your letter head, and we believe associations of this kind should be encouraged by merchants in all lines, as they certainly tend to promote business. We shall be glad to hear how you are progressing, and if we can help you in any way by giving you a notice in our columns, we shall be glad to do so."

The firm of Sweet Bros., of Scotland, dealers in agricultural implements, has been dissolved and A. W. Sweet continues.

M. S. Thurber will take charge of the Minneapolis branch house of the R. Herschel Manufacturing Co., of Peoria, Ill., about December 1st. The company carries a full stock of their specialties on hand at the branch house and always give prompt shipments.

Jobbers of agricultural implements believe that the trade on wagon box end gate seeders will be very large next spring on account of the advance in price of 11-foot seeders.

Next year there will be many more window glass factories in operation, also one large plate glass factory, which has just been completed, with a capacity of 4,000,000 feet per year, and this will have a tendency to disturb prices put into effect by the glass trust.

The mammoth and growing trade enjoyed by the F. Mayer Boot and Shoe Co., of Milwaukee, Wis., is attested by their building an addition to their already large plant. The addition will be six stories high, 50x200 feet.

J. W. Conners, who has been with the Temple Pump Co. fifteen years, will continue to represent that firm in South Dakota for the coming year.

A question agitating many buggy dealers is whether or not they shall buy goods in the buggy line unless it has the name of the manufacturer affixed. We propose in future issues to give the views of different jobbers on this matter, as it is of great importance to the trade.

Deere, Wells & Co., of Council Bluffs, Iowa, report a very satisfactory trade in South Dakota the past season and claim it is much better than for several years previous.

The statement is publicly made that the president of the American Tin Plate Co., during his testimony in Washington, testified that Judge Moore, who organized the tin plate combination, was paid for his services \$10,000,000 in common stock of the company.

The president of the great New York Central states that there is enough business in sight to insure prosperity to railroad interests in this country for two or three years.

The Northwestern trade of the Lisk Manufacturing Co., of Canandaigua, N. Y., is ably looked after by Mr. H. L. Happer. Mr. C. D. McLaughlin, a member of the firm, also makes an annual trip through this section, where he enjoys a personal acquaintance with scores of dealers.

R. Herschel Manufacturing Co., Peoria, Ill., have rented the building at No. 418 Third avenue, Minneapolis, where they have established their Minneapolis branch house for the Northwest.

The Commercial News, of Sioux Falls, edited and published by Ed J. Mannix, is

one of the newsiest and brightest publications of the kind in the country. The reading matter shows that Mr. Mannix is a born paragrapher. All the news of the publication is written tersely and in attractively original manner. The circulation among the dealers and traveling men is also very extensive. We sincerely wish it much success.

Grain men throughout the state report that the grain is being held back this year for a better price more than ever before. They also state that it would be impossible to handle the grain if it came onto the market with the rush usually incident to the grain market in the fall. The bellicose attitude assumed by the various nations of Europe may lead into a general European war, in which case American wheat wouldn't do a thing but go up to a dollar or more.

J. H. Brooks succeeds J. M. Parker in the hotel business at Britton.

The C. A. Griffiths Hardware Co., of Deadwood, are reported as having assigned.

E. Sunde succeeds to the cigar business of Frederick Kurth, of Madison.

J. A. Barnsback's estate is reported to be selling out his grocery business at Vermillion.

L. Helwig, jr., engaged in the furniture business at Menno, has sold out to D. C. Heckenlaible.

Newhirter's pharmacy was moved from Toronto to Estelline.

Austin & Harseth, harness dealers, Hudson, have sold out.

Nims Bros. succeed to the general merchandise of L. M. Dyer at Fairview.

B. B. Conway, grocer, at Chamberlain, is reported out of business.

A new firm in agricultural implements at Castlewood is Cunningham Bros., who purchased the stock of J. C. Sharp & Son.

T. J. Moore has bought the drug stock of H. L. Havdahl & Co., at Garretson.

The boot and shoe stock of Frank Miller, at Huron, has been bought by D. G. Medburry.

J. B. Morse, of Woonsocket, has sold out to Olson & Graff.

Laing & Laughlin, agricultural implement dealers at Bridgewater, have dissolved partnership.

Sheits Bros. succeed to the general merchandise business of S. J. Devine & Co., Esmond.

John Koelle has taken in a brother for a partner in his general merchandise business at Revillo, and the style of the firm is now Koelle Bros.

J. W. Coquillette, of Miller, is reported as selling out his stock of general merchandise.

Howard & Waite Bros. have purchased the stock of hardware formerly belonging to N. E. Westover, at Blunt.

Johnson & Lee, of DeSmet, succeed to the general merchandise business of E. H. Bents.

Hayes & Hayes, grocers, and M. J. Scanlan, hardware, of Keystone, have been succeeded by the Hayes-Hopkins Supply Co., incorporated.

J. E. Humphrey has sold out to J. & N. Morgan.

W. J. Grater, grocer, at Redfield, is reported as selling out.

Carrie Goodman succeeds Chas. Goodman, clothier, at Aberdeen.

The grocery stock of K. J. Dokken, of Brookings, has been purchased by E. O. Haslie.

Hanten Bros. succeed O. E. Matson in the general merchandise business at White Lake.

P. M. Cannon succeeds the Pringle Mercantile Co. at Pringle.

Schultz, Davis & Co.'s store at Davis, is now owned by F. E. Dennis.

The junior member of the firm of Levenhagen & Griffith, grocers, at Sioux Falls, succeeds the old firm.

The Cash Store is a new store established at Alexandria and has occupied a portion of the hotel building on the west side of the street.

The J. Manz Engraving Co., of Chicago, one of the leading houses in the country, writes us as follows: "Your publication, judging from the advance sheets you sent us, will be a very handsome affair and far superior to anything in that line ever attempted in the west."

Mixed Fun and Wit.

A little Fun now and then is relished even by business men.

Minor Chords.

I wiaht I knowed how 'tis it comes about
That, every single, blessed 'Lection Day,
I'm jest ez poppyler ez I kin be,
An' things all seem to come my way;
I ain't no differunt, fur ez I kin see,
From whut I be on other days, an' yit,
Th' siderashun that is giv' t' me
Is suthin' differunt from whut I git
At enny other time o' year, an' so,
There must be suthin'; whut, dummed ef I know.

On 'Lection Day, when I go Inter town,
I wear th' same clo'es that I allers do;
Yet every one is sayin', "Why, there's Brown;
Hello, old feller, glad t' see it's you;"
Square Benjamin he takes me by th' hand
An' shakes it hard, an' asks about my health,
An' that uv wife's; an' other men o' wealth
Come smilin' round an' ask me how I do;
I srow t' goodness, I believe that I
Could borry money uv 'em ef I wanted to.

Last year Squire Holmes got holt uv me before
I'd hitched my horses, an' he almost tore
My right arm off, he shok so hard an' long—
By Gosh, I really didn't think he wuz so strong;
Th' boys wuz with me, an' he shook them, too,
And then remarked that I hed ought t' be
Proud uv sech youngsters, an' he said that he
C'd see with half an eye, they favored me.
(An' he wuz right; ther ain't another lot
O' boys that stubbider than them I've got,
Ur better, either, fur ez that's concerned,
Although I've learned
That it won't do t' tell 'em that myself
Until I'm ready t' go on th' shelf.)
An' then th' Square, he took some tickets out,
An' said I needn't hev no fear about
Their bein' right; I went an' stuck 'em in'
Jest ez I've done year in, year out,
An' jest ez I shall likely do agin.

Uv course, at other times throughout the year,
When I come in t' trade ur git th' mail,
Th' folks all know me, fur I've lived round here
Fur fifty years; but then, somehow they fail
T' greet me in a manner jest th' same
Ex whut they do when it is 'Lection Day.
I wiaht I knowed jest how it comes about
That every single thing jest comes my way,
An' I'm so poppyler on 'Lection Day.
—Minneapolis Journal.

An entirely satisfactory man is one who gives his
heart to God, his money to his wife, and asks nothing
for himself.—Atchison Globe.

"My gracious," exclaimed the dog, as the organ
grinders monkey pulled his tail, "what instrument
are you using?"

"Monkey wrench," replied the simian, with a
chatter like a human dude, after he has said a particularly
weak thing.

"Well," replied the dog, ruefully, "I thought my
tail was getting some hard wear."—Ex.

The little Dutch band
Let go face and hand,
The air for a block was a-quiver,,
While men far and near
Sought the salon de beer,
Or, despairing, leaped into the river.
Oom-pa-pa, oom-pa-pa, oom-pa-pa—boom,
Oom-pa-pa, pra-a-a, pra-a-a, oom-pa-pa—boom.

Globe Sights.

One of the real pleasant disappointments in life is
to have one's kin finally amount to something.

Every employe around a place of business wonders
what makes the employer so blind to the faults of the others.

Though the pretty woman has most reason for
believing in the goodness of God, it is the homeliest
woman who knows most about Him.

A man learns of so many honest men going
wrong that he is constantly surprised that he
doesn't go out behind the barn and hold himself up.

Great admiration should be entertained for the
healthy minded girl of 25 who has never had a
"romance" in her life, and doesn't claim it.—
Atchison Globe.

Buy a goat and have some bunting around your
house.

Not Complete.

"They tell about old Hannibal and Pompey and the
Rest;

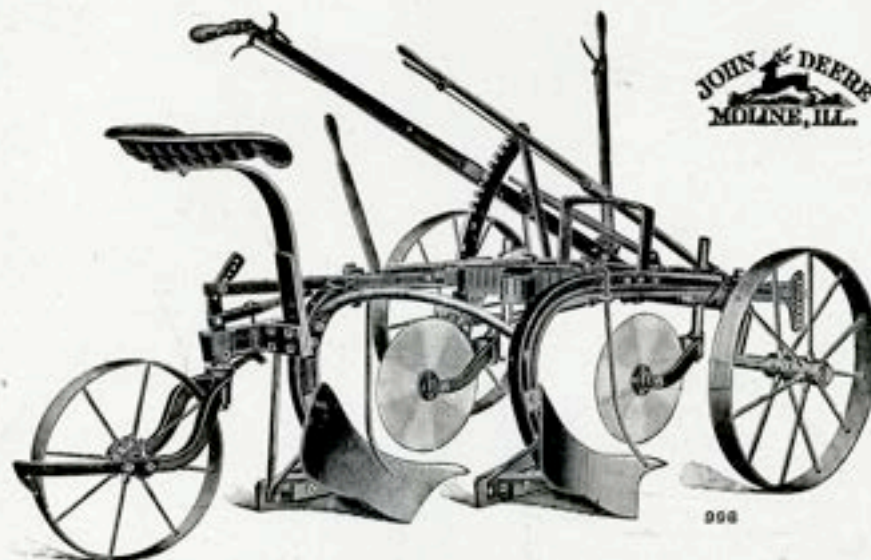
They picture modern fighters, each with medals on
his chest,

But," the sturdy schoolboy added, with a sad, re-
proachful look,

"There's not one word concerning Dewey in this
history book."—Ex.

JOHN DEERE PLOW

Are the Best.



New Deere Gang.

DEERE & WEBBER CO.,

Minneapolis, Minnesota.



Lisks
Copper
And
Anti-Rust
Goods are
Known as
The Best the
World over.



The Lisk Mfg. Co., Ltd.,
Canandaigua, N. Y.

We Make a full line of all styles
MOWER,
REAPER,
and
HEADER **KNIVES,**

Sickles, Sections, Guard Plates,
Guards, Heads, Pitman Boxes,
Hay Rake Teeth, and

LINK CHAIN BELTING.

And all styles Attachment Links, and a large
stock of other Implement Supplies.

We have the only
DISC SHARPENER

In the market that does the work while the
disc harrow is being used in the field. PAYS
FOR ITSELF BY BEING USED ONCE.

Write for descriptive Circular and our 1900 Catalogue
number 52.

R. HERSCHEL MFG. CO.,
Peoria, Illinois.

BRANCH HOUSES:—R. Herschel Mfg. Co.,
Minneapolis, Minn.; Union Transfer Co.,
Council Bluffs, Ia.; Stowe Implement
Supply Co., Kansas City, Mo.

A. Guiterman.

L. A. Guiterman.

Guiterman Bros.,
Importers and Jobbers of
MENS FURNISHING GOODS,

And Manufacturers of
Shirts, Pants, Overalls, Mack-
inaws, Duck Clothing, etc.

Our spring line will soon be ready for inspect-
ion. If not already a customer, drop
a line to us, and our represent-
ative will be instructed
to call upon you.

St. Paul, Minn.,
354 to 362 Sibley St. cor. 5th.

Use Cornplanter

“X”

The wonderful success of the inde-
pendent oil companies in building up
business in this great Northwest is the
strongest possible evidence of the fact
that the people consider their health and
comfort of much more importance than
a few cents more or less on a gallon of oil.

They recognize the fact that it is very
poor economy to fill their living and
sleeping rooms with poisonous gases from
poor oil to save the difference in cost
between it and pure oil, free from poison-
ous mineral acids and of much better
light giving properties. Sold by

Cornplanter Oil Co.,
St. Paul, Minn.

Brown & Saenger,
PRINTERS

and Engravers.

Blank Book Makers,
Lithographers and Stationers.

Office Supplies, Legal Blanks, Rubber
Stamps and Seals.

We are state agents for Art Metal Construc-
tion Company.

Sioux Falls, S. D.

All Styles and Sizes for Every Kind of Fuel. The Genuine all bear this Trade Mark. Beware of Imitations.




Are NOT sold
by Department Stores
or Catalogue Houses

But by Legitimate
Stove and Hardware
Merchants Only.

Made only by

The Michigan Stove Co.,
Largest Makers of Stoves and Ranges in the World.
DETROIT. CHICAGO. BUFFALO.



The Famous Light Draft
DEFIANCE Sulkies and Gangs,
BULLDOG DISC HARROWS,
Riding Cultivators, with balancing levers,
Walking Cultivators, Drag Harrows, Road Carts,
Fine line of Vehicles, at prices right, etc.

LA CROSSE PLOW CO., LA CROSSE, WIS.

DEFIANCE

Established 1855. Incorporated 1888.

THE ROWELL MFG. Co., Beaver Dam, Wis.

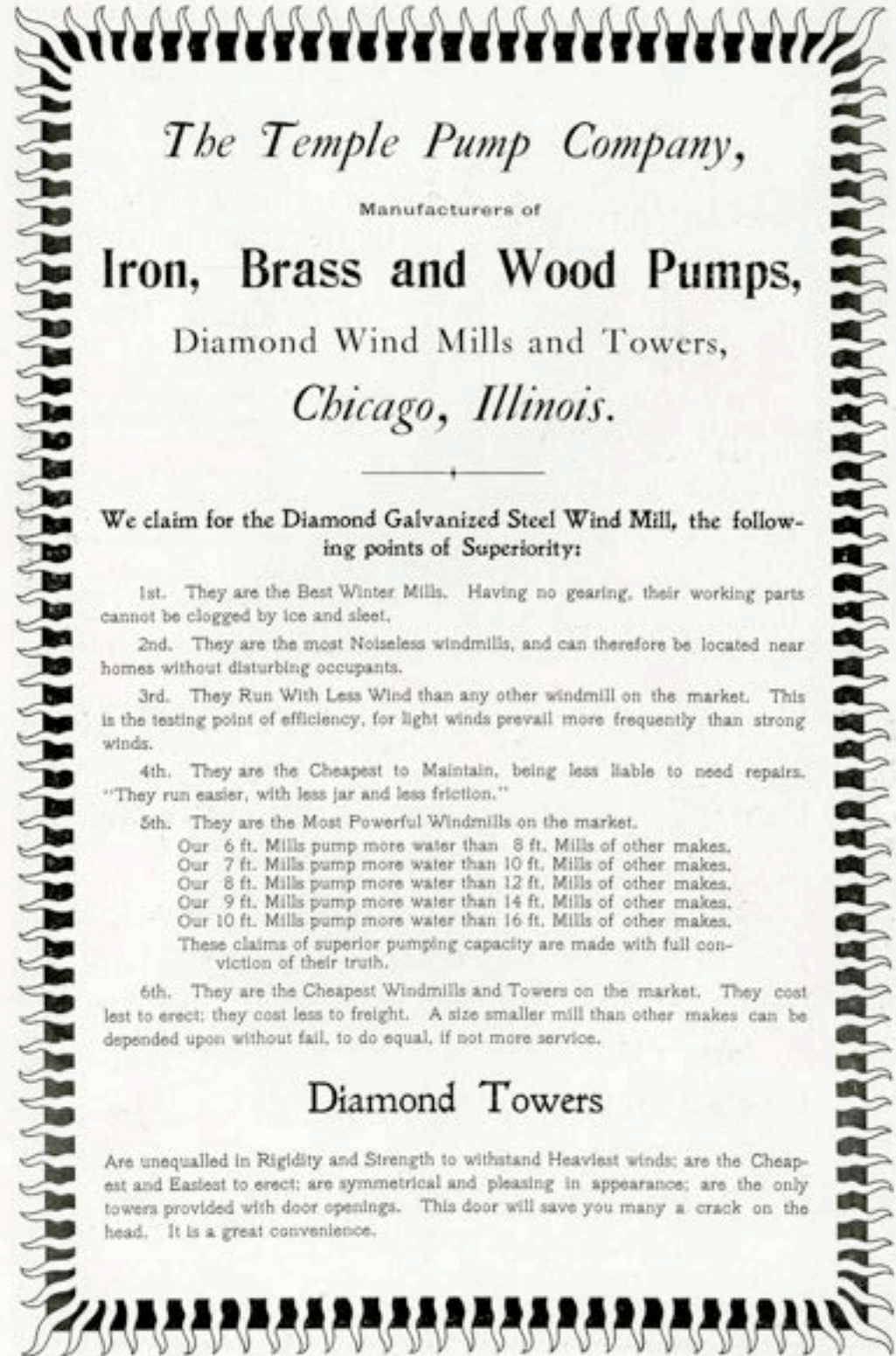
Manufacturers of the Improved

“Tiger” Steel Frame Seeders,
Drill, Shoe Drills and Disc Drills.

OUR LINE:—Broadcast Seeders, Shoe Drills, Walking Cultivators, Eleven Foot Seeders, Disc Drills, Self-Dump Rakes, Hoe Drills, Riding Cultivators, Fanning Mills. Write for Complete Catalogue and Prices.

All Styles and Sizes.

All up-to-date.



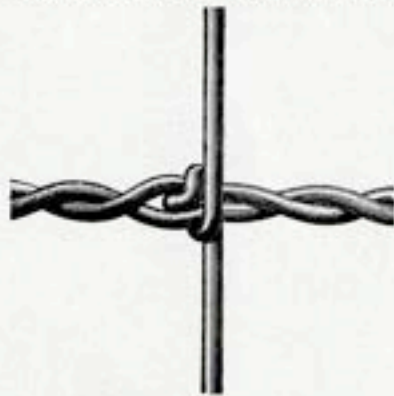
The Temple Pump Company,
Manufacturers of
Iron, Brass and Wood Pumps,
Diamond Wind Mills and Towers,
Chicago, Illinois.

We claim for the Diamond Galvanized Steel Wind Mill, the following points of Superiority:

- 1st. They are the Best Winter Mills. Having no gearing, their working parts cannot be clogged by ice and sleet.
- 2nd. They are the most Noiseless windmills, and can therefore be located near homes without disturbing occupants.
- 3rd. They Run With Less Wind than any other windmill on the market. This is the testing point of efficiency, for light winds prevail more frequently than strong winds.
- 4th. They are the Cheapest to Maintain, being less liable to need repairs. “They run easier, with less jar and less friction.”
- 5th. They are the Most Powerful Windmills on the market.
Our 6 ft. Mills pump more water than 8 ft. Mills of other makes.
Our 7 ft. Mills pump more water than 10 ft. Mills of other makes.
Our 8 ft. Mills pump more water than 12 ft. Mills of other makes.
Our 9 ft. Mills pump more water than 14 ft. Mills of other makes.
Our 10 ft. Mills pump more water than 16 ft. Mills of other makes.
These claims of superior pumping capacity are made with full conviction of their truth.
- 6th. They are the Cheapest Windmills and Towers on the market. They cost least to erect; they cost less to freight. A size smaller mill than other makes can be depended upon without fail, to do equal, if not more service.

Diamond Towers

Are unequalled in Rigidity and Strength to withstand Heaviest winds; are the Cheapest and Easiest to erect; are symmetrical and pleasing in appearance; are the only towers provided with door openings. This door will save you many a crack on the head. It is a great convenience.



**The Union Lock
FIELD and HOG FENCE,**
The best on the market.

M. M. S. Poultry Fence

Makes a complete fence at
half the price of netting.

For prices address

UNION FENCE CO.,
De Kalb, Ill.

Ten Thousand

New accounts with Retail Dealers
on Our Books in less than
One Year.

Is one result of the adoption of

OUR NEW POLICY
Of Protecting the Retailer.

Does this Fact Suggest
to You that there must be
something in it?

No Jobbers—No Price Cutting.
Standard Line—Good Profits

Ask us about it—the other 9999 found it a
Good Thing.

Sporting Goods, Athletic Goods,
Gymnasium Goods, Bicycle Supplies.

A. G. Spalding & Bros.,
Denver. CHICAGO. New York.



Towle's "Log Cabin" Maple Syrup

Will in future be sold in this novel and distinctive can instead of
the original tall can with red label, in which it was introduced and made
popular by virtue of its purity and superior excellence. This new can
is patented and under our exclusive control. This change in can is
made to more effectually identify

TOWLE'S "LOG CABIN" MAPLE SYRUP,
and to protect consumers from being imposed upon. Towle's "Log
Cabin" Maple Syrup will continue to be the standard in quality as well
as quantity, as every can is guaranteed to be **ABSOLUTELY PURE** and **FULL MEASURE.**

TOWLE SYRUP COMPANY, St. Paul, Minn.

TOLERTON & STETSON CO.,

Wholesale

Staple & Fancy Groceries, Wooden & Willow Ware.

Importers and Jobbers of

Fine Teas and Cigars.

205-207-209 Pearl St.
215-217 Second St.

Sioux City, Iowa.

Owen's Combined Cleaner & Cockle Separator.

NO. 20. LARGE CAPACITY.

Separates Oats, Wild Oats, from Wheat
or Succotash and Cockle at one
operation.

Capacity 50 to 60 Bushels per hour in Succotash.

Cleans Flax, Beans, Peas, Corn, Millet, Alfalfa.

Write for prices and circulars.

DEERE, WELLS & CO.,
Council Bluffs, Iowa.

Robinson, Strauss & Co.,

St. Paul, Minnesota,
and New York City.

The Northwestern Casket Co.

Manufacturers of

Undertakers Supplies.

City Salesroom—No. 13 Washington Ave N.

Minneapolis, Minnesota.

Send for Catalogue.

Millinery

Importers

And

Wholesalers.

THE CLARK CARRIAGE HEATER.

The Best in the World.



Absolutely No Flame, No Smoke, No Odor, No Dirt.

Can be sold to every Liveryman, Doctor, Real Estate Dealer and to every Man who drives any during the Winter.

The Retail Price is so Low that Every Live Dealer should carry them in Stock.

PRICE QUOTED to any Legitimate dealer and full descriptive circular mailed upon application.

MR. DEALER: This is only one of the hundred desirable every day selling profitable specialties we have to offer. We want you to have on file a copy of our special catalogue (issued to dealers only) containing full descriptive lists of these money making goods. A letter (not a postal card) will bring our No. 6 catalogue and place you on our mailing list for our No. 7 which will be ready Feb. 1st, 1900.

The Chas. E. Faeth Company,
Sioux City, Iowa.

"Corticelli"

A "word" to
DRY GOODS MERCHANTS

This is indeed a valuable "word" because its popularity as a representative of the best.

Spool and Wash Silk on the market makes it a trade winner.

A little Information.

We are Headquarters for

Fancy Dress Silk,
Trimming Braids,
Stamped Linens,
Ribbons,
Velvet,
Skirt Bindings, etc.

Send for our catalogue and prices.

NONOTUCK SILK CO.,

A. F. Schmidt, Mgr.,

100 Market St. CHICAGO.

McLaughlin's XXX Coffee

Is the Best Package Coffee
on the Market.

WHITE & CO.,

Charles City, Ia.

Proprietors of

ELM SPRING CHEESE FACTORY,

Manufacturers of

Strictly Full Cream Cheese.

Single Flats 35 to 40 pounds Each.

Orders promptly filled.

L. W. LEITHEAD DRUG CO.,

Manufacturing Chemists

Importers & Wholesale Druggists,

And Jobbers of

Paints, Varnishes, etc.

Duluth, Minn.

Phoenix Chair Co.,

STANDARD CHAIRS
AND ROCKERS.

St. Anthony Park, Minn.

Factory at Sheboygan, Wis.

Johnson's

Sweet Cider
Pure Cider Vinegar.

Made by

F. C. JOHNSON,

Kishwaukee, - - - Illinois.

Correspondence Solicited.

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Single Flats 38 to 40 pounds Each.

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Pure Cider Vinegar.

Made by

F. C. JOHNSON,

Kishwaukee, - - - Illinois.

Correspondence Solicited.

Fairbanks' Standard Scales.

Fairbanks' Agate Scales.

Maximum of Accuracy.

No Grocer can afford to be without one.

All Bearings are of Finest Agate enclosed in Glass Sashes consequently Free from Dirt extremely Sensitive and Accurate. The most reliable Counter Scale on the market. These scales will PAY FOR THEMSELVES in a short while, and will show a better percentage of profit (in savings) than any article handled by the retail grocer. Why? Write for descriptive circular, and you will be convinced. Absolute Adjustment by patent attachment.



Fairbanks, Morse Gasoline Engines

Have deservedly earned the reputation of being the most Reliable, Compact and Generally Satisfactory engine in the field.

"Jack of All Trades"

Pumps Water, Saws Wood, Churns Butter, Grinds Feed and is used for over 100 purposes on any farm.

Fairbanks-Morse & Co. Steam Pump,
Eclipse Standard, & Fairbank's Steel Windmills,
Galvanized Angle Steel Towers,
Iron and Wood Pumps, Pipe, Fittings, etc.

Fairbanks, Morse & Co.,
St. Paul, Minn.

JOHN DEERE PLOWS.

New Deere Gang Plows.

Foot and Hand Lift.

A BOY CAN OPERATE THEM WITH EASE.

Hamburg, Iowa, Sept. 16, 1899.

Deere, Wells & Co.,
Council Bluffs, Iowa.

(copy)

Gentlemen:

Please send me 1 No. G 176

\$.15

1 No. G 181

.40

These repairs are for T. Herron, Payne, Iowa. This is all the breakage on six New Deere Gangs for one season, or in other words, the plowing of of 1200 acres.

How is that for high? Send by express.

Yours truly,

(Signed) W. B. Hours, Agent

P. S. Six New Deere Gang plows in use on Valley Farm, Payne estate, Fremont county, Iowa, Payne P. O.



123

We sell the Best line of Farm
Machinery and Vehicles.

Deere, Wells & Co.

Council Bluffs, Iowa.

Write for Catalogue.