

**MERIT WILL WIN TRADE.**

**But It Must Be All Around Merit, Not the Halfway Sort.**

Not long ago we took occasion to remark that merit was always rewarded. A grocer friend has taken issue with us—not on his own account, however, for he has both merit and success, but because he has failed to trace the connection between the two. His argument consisted of example, and he pointed out an instance which he believed practically upheld his contention.

He knew of a fellow merchant. This man is competent, honest and reliable. He has met with hard fortune at several turns of the road of life, and he has been forced into a sad and irretrievable failure. He handled goods that were good, and he worked hard and with some intelligence, but peddlers and catalogue houses descended upon him, and what they left for him wasn't sufficient to support him, so he dropped out of the race.

The merchant referred to had merit as a man no doubt, but he was not a good merchant. After some persistent questioning we learned the secret. He had some of the elements, but not enough of them. He was a good buyer, but a poor seller, and his place was as an employee and not an employer. He was honest, but he was not fair-

sighted, and both are necessary to success. He was reliable, but he was not courageous, and courage must back up the man who wins in the hard battle of independent merchandising. He carried good goods, with quality behind them, but he did not advertise them.

There it is. He did not possess the qualities of merit as a merchant or success would have been his reward. He had some, but not all, of the constituents. He knew something, but not enough; he did something, but not all. Merit in a store is no halfway article. It goes the whole length of the course.

It may seem harsh and unfeeling to assert that he did not deserve to succeed, but we believe that he did not, for merit is always followed by success and reward. The trouble with our critic is that he does not comprehend what merit means. Merit in merchandising includes all that good merchandising is.—West Coast Trade.

**FOR A SPOTLESS TOWN.**

**Women Will Dust St. Louis Street Cars Before Riding.**

As a protest against the cobwebbed and dusty conditions on a street car line in St. Louis, the women's auxiliary of the North Side Commercial association of that place took the

pledge recently to volunteer as car cleaners. Each of the sixty members will carry a whisk broom and dust cloth and before sitting down in the car will brush the seat with the broom and clean the window with her dust cloth.

The wife of a prominent manufacturer leads the movement and borrowed a whisk broom and dusting cloth when going home from a recent meeting. She dusted the seat and cleaned the window, to the amazement of the spectators and the discomfiture of the conductor.

Numerous petitions have flooded the offices of the United railways demanding improvements on their lines, but without avail.

**Died at Los Angeles.**

Hiram Flockinger, a former resident of Polk county, died recently at Los Angeles. He was a brother of Alfred Flockinger, who is suffering from paralysis at Corvallis. The remains were sent to Portland for interment.

**Matters in Probate.**

Guardianship of Mattie, Jessie, Ora and John Cavitt, minors—ordered that letters issue to J. R. Shepard as guardian as of date January 31, 1893.

**Bishop's Ready Tailored Clothes**

**GREAT CONTINUATION SALE**

THERE ARE NO TWO WAYS ABOUT IT AND IT'S AN ESTABLISHED FACT THAT NEVER IN THE ANNALS OF MERCHANDISING HAVE WE OFFERED THE BUYING PUBLIC SUCH UNPRECEDENTED OPPORTUNITY TO PURCHASE CLOTHING. EVEN IF YOU ARE NOT IN NEED OF A SUIT OR OVERCOAT JUST NOW WE ARE QUOTING PRICES YOU CAN WELL AFFORD TO PURCHASE AND LAY BY FOR FUTURE WEAR. EVERY GARMENT BEARS THE BRAND OF THE LEADING MANUFACTURERS THROUGHOUT THE UNITED STATES. READ THE FOLLOWING LIST AND NOTE THE SAVING ON A SINGLE SUIT:

- \$10 and \$12 suits for \$ 6.50
- 12 and 14 suits for 8.00
- 16 and 18 suits for 12.00
- 18 and 20 suits for 15.00
- 25 and 27.50 suits for 20 and 22.50

ALL MEN'S OVERCOATS ARE BEING CLOSED OUT AT MANUFACTURERS' COST, MADE UP IN PLAIN AND MILITARY COLLARS OF WORSTEDS BOTH PLAIN AND FANCY AS WELL AS NOVELTY WEAVES. COMING FROM OUR BOYS' SECTION ARE 250 SUITS AND OVERCOATS MADE UP IN ALL THE NEW STYLES AND PATTERNS.

- \$4 and \$5 suits for \$3.00
- 6 and 7 suits for 4.00
- 7 and 8 suits for 5.00

ONE HUNDRED AND FIFTY BOYS' SUITS THAT FORMERLY SOLD TO \$6.00 WE ARE RUNNING AT THIS SALE AT \$1.50. THIS IS WITHOUT QUESTION THE GREATEST SALE WE HAVE EVER HELD.

**Salem Woolen Mill Store**  
SALEM, OREGON.

**Holiday Goods**

We are showing a line of the latest novelties in Christmas goods from a penny postal to a set of furs, including sofa pillows, stamped linens, etc. While it is a little early to buy we would be pleased to have you drop in

**When in Salem**

and examine our display. We feel sure you will find something that will please you, especially the price. Remember we are headquarters for Santa Claus this season.

**Remember the Place**  
**The Variety Store**

ANNORA M. WELCH, Prop.

64 NORTH COMMERCIAL STREET, SALEM, OREGON.

**Auditorium Skating Rink**

OVIATT BROS., Proprietors

**MOVING PICTURES AND SKATING**

Entire change of Pictures three times a week

Every evening except Sunday from 7:30 to 10 p. M.

Good Music, Hardwood Floor and first-class Skates. Come out and enjoy yourself. No Rowdism allowed.

Admission 10 cents

Skaters 25 cents

**PIANOS AND ORGANS**  
Cheapest and Best

**PIANOS AND ORGANS RENTED**

**GEO. C. WILL**

**Phonographs**  
Edison, Victor, Columbia

Full Line of Cylinder and Disc Records

**GEO. C. WILL**

**SEWING MACHINES**

Genuine Needles  
Oils and New Parts

**SEWING MACHINES RENTED**

**GEO. C. WILL**

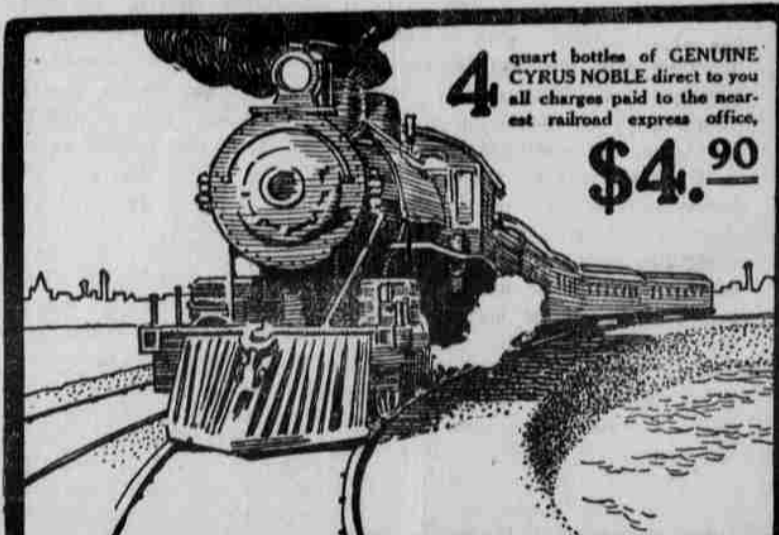
Popular  
Sheet Music and  
Studies

**GEO. C. WILL**

**DAVIS & FERGUSON**

(Successors to Cummins & Davis)  
INDEPENDENCE, OREGON

We have one of the largest lists of Farm and City Property in the county to choose from and if you want to buy or sell anything we would be pleased to have you call and see us.



4 quart bottles of GENUINE CYRUS NOBLE direct to you all charges paid to the nearest railroad express office,

**\$4.90**

**DIRECT TO YOU**

from the best known, strictly wholesale house in the Northwest. Established in Portland in 1864. 4 quarts GENUINE CYRUS NOBLE \$4.90. A pure—old—honest—whiskey bottled by the distillers. Guaranteed to the United States Government, and to you, to contain nothing excepting pure straight whiskey. Many of the railroads use Cyrus Noble almost exclusively. So do the big steamship companies. So does nearly every big metropolitan hotel. Because it's pure. Because it's aged in wood. Because it has that soft, delicate, palatable flavor of the ripened grain, often mentioned but rarely found.

**W. J. VAN SCHUYVER & CO.**  
Established 1864 17 Second Street, Portland, Oregon

W. J. Van Schuyver & Co., Portland, Ore. Enclosed please find \$4.90 for which please send me at once by express, prepaid, four quarts GENUINE CYRUS NOBLE.

Name \_\_\_\_\_ Ship via \_\_\_\_\_  
P. O. Address \_\_\_\_\_  
County \_\_\_\_\_