

## II.—Mail Order Vs. Home Trading

By Henry Herbert Huff

COPYRIGHT, 1900, BY AMERICAN PRESS ASSOCIATION

"Back again, Mr. Business Man!"

"Glad to see you. Have a chair. Do you know I'm anxious to learn how advertising is going to fix those mail order houses."

"Pardon me, but I do not like your expression. The mail order house has as much right to do business as Brown, your competitor across the street. You cannot hope to have it exterminated by law, boycott or other unfair means. The only way to solve this problem is to meet its prices. You can do this on a cash basis, and that is the only sensible way to sell. Be so busy telling the public about your store, your goods and your prices that the mail order houses do not appear to trouble you in the least. Quote the mail order houses' prices beside yours to show that you mean business. Do not attack their integrity. They are not all frauds, as some merchants would represent them to be."

"But people should be loyal to their home merchants!"

"Very true, but this argument has been abused. Stories of the patron who got 'cheated,' of the dollar that did so much in the community before it was sent away, the theory of paying taxes, etc., are all so weak or lacking in logic as to be an injury to our cause. If you are to pull customers from the catalogue houses, it will be with proof that you sell equally low, not by satire or abuse. They are to be won, not forced. Then, too, many merchants who are selling too high or are inexperienced and not in the least fitted for their business, dealers who gossip, are unfriendly and unaccommodating or who cheat or mistreat their patrons all claim the support of the community on the loyalty to home industries plea. To do so is to seek charity, not business. Even charity covers no such sins. Now, honestly, do you expect patronage merely because you are a merchant in this town?"

"What grounds, then, should I take in asking patronage?"

"Put it thus: 'You buy where you can buy cheapest, and I will do the same. Remember, when making comparisons with catalogue prices, to add something for transportation, the delay, the trouble and expense of ordering, and the like. If I can furnish you the goods equally low, considering these advantages, buy of me, because it will help to build up the town. That is all I ask.' To what one thing do the catalogue houses owe their growth?"

"I must confess it is good advertising."

"Yes; their whole existence is due to it. They cannot live without it. They are unnatural institutions—could never have started if local merchants had realized the possibilities of advertising. But it is not too late to use against them this very instrument that has been their making. And that is the only successful way to combat the mail order evil—advertise."

### MARION.

W. C. Shockley of Danbury was in town a while, Monday afternoon.

Mrs. Dimmitt from southeast of town and Mrs. Wicks visited at Cedar Bluffs between trains, Friday.

The ball team from McCook were defeated by the home team one day last week; the score was 12 to 2.

A. E. Boyer of Danbury sold his farm a mile east of town recently to C. C. Smiley; consideration \$1,900.

T. F. Gockley from Fairview was in town, Saturday, and put up some hail screens on the school house.

Mrs. Bartholomew and baby visited in Lincoln, the past ten days.

Miss Elva Drescher came down from Cedar Bluffs, Saturday, to work for Mrs. C. Reed and Edna goes to Harry Poole's south of town.

Mrs. Roy Shorey visited her parents at Wilsonville a few days last week.

Sidney Dodge returned to McCook after a few days' visit in town.

Mrs. J. E. Dodge visited her parents Mr. and Mrs. N. J. Johnson in McCook, recently.

Rev. James Mason arrived here the first of last week from Angus, Nuckolls county, Nebraska, for a short visit with friends and to look after his farm interests, northwest of town.

Mrs. Darnell and sons left last mid-week for Minden, Neb., to visit relatives and friends.

The stocking social given under the auspices of the Epworth League, Friday night, was not very well attended. Harley Wards, Edgar Eno, Oscar Thomas, Albert and Sam Dolph and Henry Hellesen were in town between trains, Saturday.

Powell & Nilsson shipped out 6 cars cattle and one of hogs, Tuesday night. Marion Powell came down from Lincoln, Tuesday noon, to accompany the shipment.

Mrs. Stigebauer and daughter Neta were Herndon, Kansas, sight sees as well as shoppers one day recently.

Mrs. Orpha Deek attended the quarterly meeting in Danbury, Saturday and Sunday.

Rev. Richards preached here Sunday in place of Rev. Miller, who preached the annual baccalaureate sermon to the graduates of the Lebanon high school.

K. S. Gore and family visited in Danbury, Sunday.

Frank Bryson was off duty on the ranch, last week, on account of being sick.

Alfred and Melvin Newberry visited their uncle J. H. Ball and family north of Danbury, Saturday and Sunday.

### English Etchings.

London's newest fireboat can pump 900 tons of water an hour.

The roller skating craze has struck London. Londoners call the sport "rinking."

Giving evidence at an inquest at Lambeth, London, a woman said that she had had twenty-one children, six of whom are alive.

The Bank of England has \$36,000,000 in public deposits, \$215,000,000 in private deposits, \$219,000,000 government and other securities and \$120,000,000 reserve.

### Reassuring Him.

"A little final advice," said a professor of elocution, addressing his pupils before the annual entertainment—"go well to the front of the stage, don't hesitate and don't be nervous!"

"But, I say, professor," remarked a very self-satisfied member of the class, "suppose I forget part of my oration?"

"Oh, that doesn't matter," replied the professor. "On the contrary, the more of it you forget the better the audience will like it!"

### Kept Him Busy.

"Did you do much sightseeing when you went abroad?"

"No," answered Mr. Cumrox. "Mother and the girls did the sightseeing. I had to put in my time finding the places where they cash letters of credit."—Washington Star.

### Man Killed Twice.

An English paper is responsible for stating that a man "was overtaken by a passenger train and killed. He was injured in a similar way about three years ago."

### HOTEL CELLS.

The Difference Between Them and Those of the Jails.

The chief difference between the average hotel cell and the average prison cell, viewed from the standpoint of social psychology, is that one is locked on the inside to keep outsiders out, while the other is locked on the outside to keep insiders in. The occupant of the hotel cell is afraid that something will be done to him or that something will be taken from him by some one who ought to be in a prison cell. That is the theory of it.

"Lock your door and leave your valuables at the office," cautions the obliging innkeeper. "If you had valuables you wouldn't be here," observes the witty prison keeper. That is to say, the question of valuables seems to enter largely into the matter.

It would be great to have a civilization which considered valuable only those things which could not be stolen, such as mental and moral equipment, skill and good fellowship. Then we could be a little more sociable. We could talk to each other without buttoning our coats or feeling for our diamond studs every few minutes. Then the man who willingly secluded himself in a stuffy hotel cell could be locked in and made to stay there on the ground that something terrible was the matter with him.—Success Magazine.

### THEATRICAL COSTUMES.

The Man Who Supplies Them Must Be Artistic and Well Read.

An extensive library is an absolute necessity to the theatrical costumer. At the head of every theatrical costuming establishment there is a man of education, experience and genuine artistic ability whose business it is to know what is needed and how to get it. If "The Prince of India," "Ben-Hur" or "The Darling of the Gods" is to be produced he must map out the lines on which the costuming is to be done, and those lines must be absolutely accurate. There is a wide difference between the French costumes of Napoleon's time and those worn by Jeanne d'Arc and her friends. The chief designer must know it and act on his knowledge. At the time Custer fought his last fight the United States army—cavalry and infantry—was outfitted in a peculiar manner that has long since passed away. If the play deals with American army life of that period the costumes must show it, for it would never do to have the critics "roast" the piece because the producers were ignorant of the thing produced. The man at the head of the costuming department must either be conversant with all countries and all periods of history or he must know how to become so with decided alacrity; hence the costumer's library.—New Orleans Times-Democrat.

### What Thieves Won't Steal.

The last thing the woman did before leaving the flat was to put four rings in the clock on the mantel. "So thieves won't get them," she said.

"I should think that would be simply inviting thieves to run away with them," said her friend. "That is a handsome clock, and thieves like handsome clocks."

"They do," said the woman, "but they never will steal this clock. It ticks too loud. No wise thief will run away with a clock that goes like a thrashing machine. It isn't the alarm about his person that he is afraid of, for he can stop the clock, but the occupants of the flat are likely to return before he gets safely away, and if a loud ticking clock is gone they will miss it the minute they step inside the door and maybe give him a hot chase for his plunder."—New York Press.

### Taken Literally.

Wishing some bushes removed from his garden, a gentleman instructed his gardener to pull them up by the roots. Some time afterward he went into the garden and found the gardener digging trenches round the bushes.

"Why, George," he said, "you must not dig round those small bushes in that way. I am sure you are strong enough to pull them up by the roots."

"Oh, yes, sir," replied the gardener; "I'm strong enough, but I must dig a little before I can get hold of the roots. If you'd told me to pull them up by the branches I could, of course, easily have removed them without digging."—London Strand Magazine.

### Bliss.

"Lysander" (sweetly), "do you know what day this is?"

"Sure! Our anniversary, Margaret, dear" (pretending to have remembered it all the time).

"No such thing" (frigidly). "It's the day you promised to nail the leg on that old kitchen table."

Lysander paled, tried to square himself on the anniversary blunder, failed utterly, and the fireworks were on.—Judge's Library.

### The Talented Miller Family.

"What is the Miller family doing now?"

"The wife is writing poems that nobody will read, the daughter is painting pictures that nobody will buy, the son is composing plays that nobody will put on the stage, and the husband is writing checks that nobody will cash."—Meggendorfer Blatter.

### A Treat.

Sufferer (to lady in front)—Madam, if you were to remove your hat I could see the play. Lady in front (with manifestation of surprise)—Yes, but you could not then see my new hat.—London Telegraph.

Vulgarity is amusing only to the vulgar, and they are not worth amusing.—Chicago Record-Herald.

### LIVING HORRORS.

Men Made to Look Like Beasts by Chinese Methods.

To transfer a man into a beast would at first seem to be impossible. It is accomplished, however, by the Chinese, to whom nothing seems to be unknown. The skin is removed in small particles from the entire surface of the body, and to the bleeding parts bits of the hide of living animals, bears and dogs, are usually applied. The operation requires years for its full accomplishment. After the person has had his skin completely changed and becomes a man-bear or a man-dog he is made mute to complete the illusion and also deprive him of the means of informing the public he is intended to amuse of his long torture. A Chinese journal, the Hupso, prints a description of one of these human animals exhibited in the Kiangsi. His entire body was covered with dog skin. He stood erect (although sometimes the feet are so mutilated that the beast is forced to walk on all fours), could not utter articulate sounds, rise and sit down—in short, make the gestures of a human being. A mandarin who heard of this monstrosity had him brought to his palace, where his hairy skin and bestial appearance caused quite as much terror as surprise. Upon being asked if he was a man the creature replied with an affirmative nod. He also signified in the same manner that he would write. A pencil was given him, but he could not use it, his hands were so deformed. Ashes were then placed on the ground in front of him, when the man-dog, leaning over, traced in them five characters indicating his name and district. Investigation showed that he had been stolen, imprisoned for years and subjected to long tortures. His master was apprehended and condemned to death.—London Spare Moments.

### A CHEERFUL OUTLOOK.

Making It Pleasant For the Studious Traveler.

An English tourist traveling on foot through one of our mountainous regions, studying the people, asked a man whom he met to direct him to a certain cabin at which he had been advised to stay overnight. "Going that?" said the man. "Well, Tom's a first rater, take him just right, but he's mighty queer."

"What do you mean?" asked the traveler.

"Well, it's like this," and the man looked at the stranger in a calm, impersonal way. "He'll be setting outside, most probably, and he'll see you coming. He'll take a good look at you, and if you don't suit him he may set the dog on you."

"If he don't and you get to talking with him and say anything he don't just like he may throw you down and tromp on you. But if you're too careful in your talk, on the other hand, he's liable to take you for a spy and use his gun fust and listen to explanations afterward."

"But it's no use trying to get by without stopping," concluded the man, with evident relish of the prospect he was opening up to the stranger. "Ef you was to undertake that 't would be all up with you, for he'd think you was proud and biggetty."

"Ef you want to come out of the mountain whole, don't go past Tom's cabin without stopping, whatever you do."—Youth's Companion.

### The Unemployed.

Lack of employment is not a new question. Says the Liverpool Mercury of Feb. 14, 1812: "It is of the highest importance that a committee of the legislature should immediately inquire into the causes of the present want of employment among the laboring classes and whether means might not be found in a nation of which the revenue is immense by which a succession of public works," etc. There were at that time 16,000 unemployed in Liverpool. The same writer after asking "Is war the only employment that the state has to give the poor?" goes on to show that the pyramids of Egypt and the "elegant edifices of Greece" were built with the object of "giving continual employment to the laborer."

### Women's Work and Infant Mortality.

In eight industrial towns, where the proportion of married women of child bearing age at work in the factories was 43 per cent, the infant mortality rate for ten years averaged 182 per 1,000. In eight industrial towns of a different type, where the proportion of married women at work was only 3 per cent, the infant mortality was only 150 per 1,000. The excessive rate in the first group is not due to bad wages nor to bad conditions, but to the absence of the mother.—London Post.

### A Financial Genius.

"Pa, will you please tell me what a financial genius is?"

"A financial genius, my child, is a man who can spend money that he has never had and which the people who think they are getting it will never see."—Chicago Record-Herald.

### His Music.

Mrs. Nagger—The noise you make at night is very unpleasant music. Mr. Nagger—Do you call snoring music? Mrs. Nagger—I should say so—sheet music arranged for the bugle.—Chicago Record-Herald.

### Talleyrand's Reply.

Napoleon once said to Talleyrand, "I wish I had the keys to hell, for I could then put you in there." The reply was, "It would be better, sire, that I should have them, for then I could let you out."

He who knows little soon tells it.—German Proverb.

# Right Here

—in the baking



that is where Calumet Baking Powder proves its superiority; its wonderful raising power; its never-failing ability to produce the most delicious baking—and its economy. In the baking—that is the only way you can successfully test it and compare it with the high price kinds. You cannot discredit these statements until you have tried

## CALUMET

the only high grade baking powder selling at a moderate cost. \$1,000.00 is offered to anyone finding the least trace of impurity, in the baking, caused by Calumet.

Ask your Grocer—and insist that you get Calumet.

Received Highest Award World's Pure Food Exposition, Chicago, 1907.

# OVER \$4,000 IN PRIZES

To be given away by the LINCOLN DAILY STAR in its Second Annual Contest, comprising:

A \$1500. TOURING CAR fully equipped.

A TOUR OF EUROPE for two, leaving Lincoln or Omaha and returning to the same points. All travelling and incidental expenses paid.

TWO HIGH GRADE PIANOS.

Trip for two to the ALASKAN-YUKON EXPOSITION. All expenses paid, including admission to grounds and all amusements.

Ten other trips and other prizes.

For further particulars address

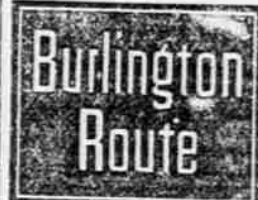
The LINCOLN DAILY STAR  
Contest Department LINCOLN, NEB.

## Another Good LAND OFFERING

On May 22nd, the Government will open its second tract of 12,000 acres of perfectly irrigated land in the Big Horn Basin, near Garland and Powell, Wyoming. This irrigation project of the Government is first-class and reliable. This land is adjacent to and along side of the Burlington Road. Powell and Garland are prosperous towns. The community is absolutely first-class, and there is not a better place to live in the whole west for climate, sunshine, productiveness of soil and many other good reasons, than the Big Horn Basin. This land is \$15.00 and here in ten annual installments, without interest.

320 ACRE MONDELL ACT—Select locations for homesteading in Wyoming, near Newcastle, Upton and Moorcroft. Plats on file. Write me.

I conduct an excursion on the first and third Tuesdays of each month. Only \$27.50 round trip homeseekers' excursion rate. No charge for my services. Write me at once about this new tract. The excursion of May 18 or in June will be in time for good selections.



D. CLEM DEEVER, GENERAL AGENT,  
Land Seekers Information Bureau, Omaha, Nebraska.

V. FRANKLIN, PRESIDENT. A. C. EBERT, CASHIER.  
JAS. S. DOYLE, VICE PRESIDENT

## THE CITIZENS BANK

OF McCOOK, NEB.

Paid Up Capital, \$50,000. Surplus, \$20,000

DIRECTORS

V. FRANKLIN, JAS. S. DOYLE, A. C. EBERT,

## ONE ONE ONE

That is the No. of ONE of the best Lumber and Coal Concerns in a No. ONE town, which is located on ONE East Street. But if you can't find it, call phone No. ONE, when you will be informed that you can get No. ONE lumber, No. ONE coal, No. ONE service, No. ONE treatment, in fact No. ONE first, last and all the time.

Bullard Lumber Co.

BEGGS' BLOOD PURIFIER BEGGS' BLOOD PURIFIER  
CURES disease with Pure Blood. CURES disease with Pure Blood.

MAKE YOUR OWN STOCK FOODS BY USING  
THE SKIDOO HORSE AND CATTLE TABLETS  
Crush and mix in feed or salt. Proper dose in tablets  
MAKES YOUR STOCK LOOK LIKE THE TOP PRICE

Contain no Sawdust, Ashes, Chop Feed or Bran. Ask for and try once—SKIDOO Condition Tablets, Worm, Kidney, Chicken Cholera, Blister, Heave, Fever, Hog Cholera tablets, Louse Powder, Spavin Cure, Barb Wire Liniment, Pink Eye, Distemper, Colic or Bone Stiffener Tablets.  
Sold by A. McMILLEN, McCook, Neb.