

MAIL ORDER EVIL

ITS RISE IS NOT THE RESULT OF LEGITIMATE DEMAND.

DUE ENTIRELY TO GREED

And It Feeds Upon the Prosperity of the Country Towns—A Menace to the Nation.

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As the years go by we are more than ever brought face to face with the vital question of trading at home. During the past decade the habit of buying goods abroad has grown to such proportions that the country merchant may well feel alarmed at the probable outcome unless something is done to forestall the great calamity which will surely result therefrom.

Trade conditions 25 years ago were satisfactory. At that time catalogue houses were entirely unknown and country merchants were "monarchs of all they surveyed," so to speak, in the lines represented, and the people were prosperous and happy. Perhaps not so much because they generally had money enough to meet their wants, but because of the contentment that prevailed throughout the country at that time. The farmers raised good crops, generally, and received good prices for what they had to sell. They sold their surplus stuff to the local merchant and bought what they wanted; and this was the height of their ambition, hence the contentment that prevailed.

But in after years, when cities grew and trade expanded, the merchants of these cities not being content with conditions of trade, devised plans by which they might reach out for more business. Advertising in the newspapers being a cheap way of putting the merits of their goods before the people, this plan appealed to them and it was adopted. At first they operated on a small scale; then, as the merchant saw the opportunity for making it pay, he added to his advertising fund. And so it has continued until to-day millions of dollars are annually sent to mail order houses by the people of the United States.

The best and most effective way to throttle the catalogue house has been a question uppermost in the minds of country merchants for several years past; some advocating one plan and some another. There are several plans which might be presented to induce the farmer to buy at home. In the first place his pride might be appealed to. There are very few farmers who own their own farms but that would be interested in building up his own locality. He realizes the fact that if his farm is to be valuable it must be farmed in the most scientific manner and all buildings, fences, etc., must be kept up in the best possible shape, and above all the farm must be located not too far from some good town, for we all know that farm land brings a much better price when near to some good town or village. It is not hard to get the farmer to realize this, for if he ever sold any farm land or tried to sell any, he knows this to be a fact. Well, then, after he has realized this fact, the thing for him to do is to patronize his home merchants and business men, so they may be able to build and maintain a good town.

Public schools are much better in the towns than in the country for the reason that where the population is most dense, there is more taxable property to the amount of territory covered, hence there is more money collected for school purposes, and as a result more and better teachers are employed. All this is of the highest importance to the farmer, as most farmers who are of any importance in their profession are interested in giving their boys and girls a good education. And right here is where the good

town proposition comes to him with great force. He knows he can send his children to the village school at a great deal less expense than to send them away to college, and that in most cases better results are obtained.

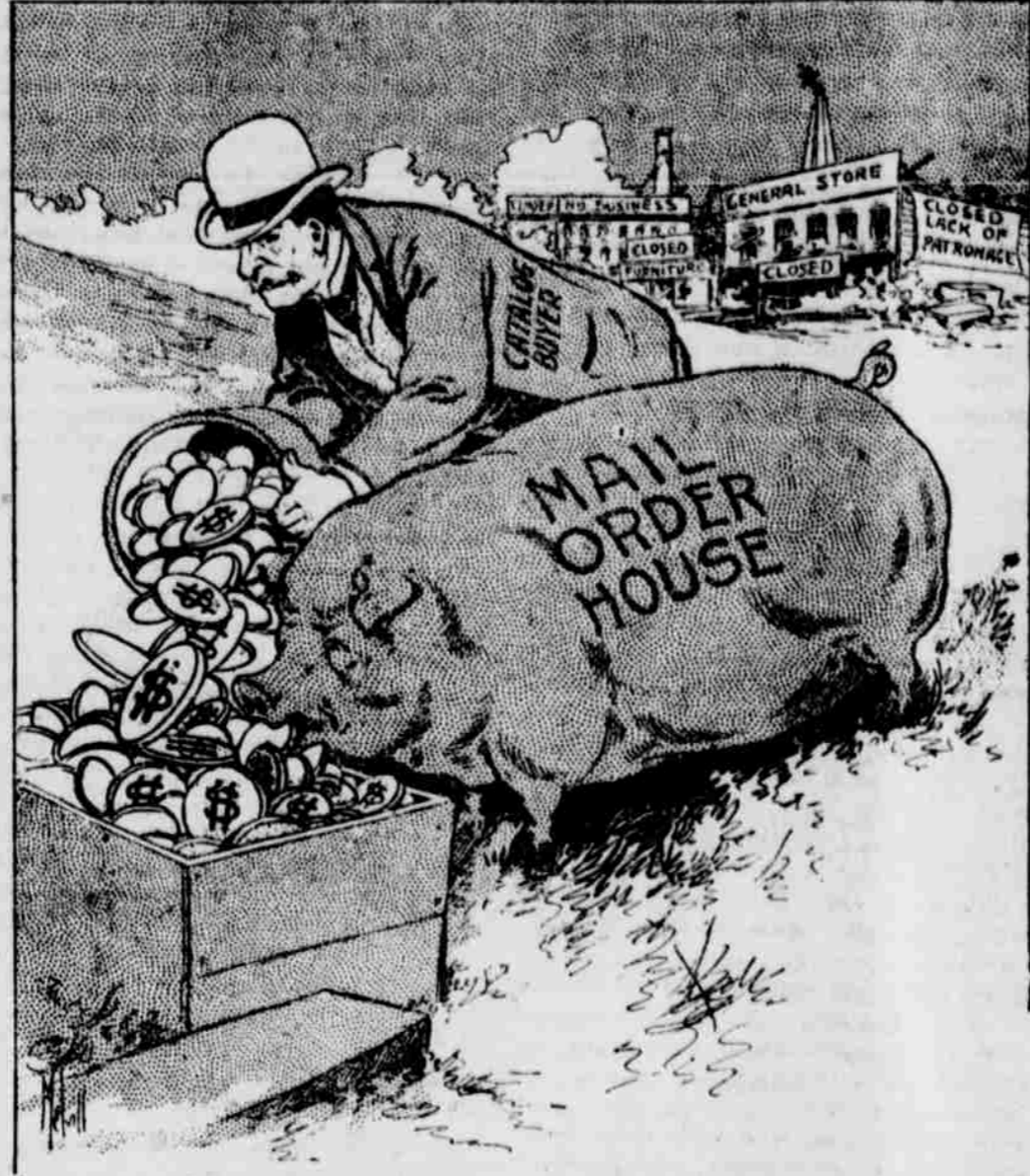
If the farmer seriously desires all these good things he must of necessity help to build them. Let him understand that he is one of the main spokes in the great wheel of commerce in his vicinity and that he can ill-afford to send abroad to purchase even the smallest item of merchandise, though it may seem to him that he is saving a few cents by doing so.

It seems that it could be easily pointed out to him that if there was no town near him and he had to drive 20 or 30 miles to take his produce to market and haul his groceries the same distance home, he could easily see that his land would greatly depreciate in value and the disadvantages he would encounter on every hand would be very disastrous to his time

of expense which the city merchant has to meet that are entirely unknown to the country merchant.

The time is rapidly approaching when people who patronize mail order houses will be looked upon as "sooners" by the solid and influential citizens of all commonwealths and will suffer ostracism at their hands.

Cities and towns are built by combined efforts of the residents thereof; not by foreign capital. So too are our churches and schoolhouses built. It may be true that in many instances eastern capital has been employed to make improvements in the west, but always with good round interest to the lender of the money. No one ever heard of a case where an eastern man or firm contributed to western enterprise for the fun of the thing. Nor did you ever hear of a case where any mail order or catalogue house ever contributed to any church building fund. Nor yet did they ever build or help to build any of our schoolhouses. You never heard of a case of this kind



Are you, Mr. Resident of This Community, feeding to the mail order hog the dollars of this community? Are you pouring the money that should stay in the home town into the trough from which the gluttonous hogs of the city feed? If so you are doing not only the town, but yourself, an irreparable injury, and one that you should stop at once.

and he would gladly spend his money at home to divert this calamity.

One of the most potent levers with which to control trade in country localities is the liberal use of printers' ink, coupled with intelligence in advertising the wares of the merchant. The catalogue houses employ the best talent obtainable to write their advertisements and spend large sums of money in this way. Besides advertising judiciously they advertise on a large scale and consequently get the business. The old saying that "You must fight the devil with fire" will apply in this case. The home merchant must advertise. He must do more than say: "Come to Smith's to trade, cheapest place on earth." He must describe his merchandise as he would in private conversation over the counter to a customer, and then quote the price. This will nearly always act as a clincher and will at least put him on a standing with the catalogue house. In fact it will give him an advantage over the catalogue house, for in almost every case he can sell the same grade of merchandise cheaper than the catalogue house can sell it. This is not mere theory but a statement of fact, for the reason that the country merchant's business is operated at a very much less expense than that of the mail order merchant. There are a thousand and one items

and you never will. All these eastern sharks care for is your dollar, and you know it, and when they have gotten that they have no more use for you. Then why, should you patronize them? You can go to your home merchant any day in the year and if you are short of change, he will extend you credit. If you are sick and unable to work the home merchant will see that your family is provisioned until you get on your feet again. He will do all of this and at the same time furnish the same grade of goods at the same or even at a less price. Will the catalogue merchant do this? J. P. BELL.

The Utility of Beauty.

Beauty and utility are not necessarily antagonistic. Beauty itself is useful in that it augments the happiness of life. Take away the flowers and birds, the varying colors of vegetation, the little cascades and the innumerable things of beauty with which nature has endowed her scenery and life would be bereft of much of its gladness, much that exalts and embellishes it, much that makes it more useful to the human family.

Danger in False Friends.

From those I trust, God guard me; from those I mistrust I will guard myself.—Italian proverb.

Remarkable Appeal.

Most amusing are some of the records left by parish clerks in old English churches. Many years ago a pastor determined to introduce a barrel organ as church music instead of the village orchestra, and the clerk sent the following weird letter to the squire, asking for a liberal subscription: "Mr. Squire, sur: Me & Farmer Field & the rest of the gentlemen in vestri ssembled Thinks the parson want parish Relief in shape of A Grindstun orgin betwin Survisses—I am to grind him & the sundy skool kildren is to sing to him wille he Gos out of is sete. We live it to yurself wart to giv us as we dont want to limit yur malevolens. Your obedunt servant.—Davy Diggs."

Provocation Enough.

Maud (before the laughing hyena's cage)—How provoking! Here we've been 20 minutes, and the hyena hasn't laughed once. Ella—Strange, and he's been eyeing your new spring hat, too.

JOSEPH FORGIVES HIS BROTHERS

Sunday School Lesson for May 12, 1907
Specially Prepared for This Paper.

LESSON TEXT.—Genesis 45:1-15; 50:15-21. MEMORY VERSES, 4, 5.

GILDEN TEXT.—"Be ye kind one to another, tender-hearted, forgiving one another, even as God for Christ's sake hath forgiven you."—Eph. 4:32.

TIME.—B. C. 1767, according to Ussher. Second year of famine and 22 years after Joseph was sold into Egypt.

PLACE.—Heliopolis in Egypt, on the Nile, near the head of the Delta; or Zaan, near the outlet of the tangle mouth of the Nile. About 250 miles from Hebron, Jacob's home.

Comment and Suggestive Thought.

We are now to trace the steps by which Joseph's brothers were transformed from haters into lovers. We left them, a set of bitter-hearted, cruel men, with virtual murder on their souls and their brother's bloody garment in their hands, telling their old father a lie that meant, they knew, his lifelong sorrow. Yet those same men were to be the ancestors of God's chosen people.

The Pressure of Famine.—Gen. 42:1-3. Some of those who greatly admired the character of Joseph have been compelled to think he did wrong in not notifying his old father of his safety during those nine years when as prime minister he certainly had power to communicate with him. In view, however, of the yearning affection which Joseph afterward showed, we may well believe that he realized how little good would be accomplished by such a course while his brothers hearts remained hard.

Joseph's Rough Dealing.—Gen. 42:4-6. Even in his old age, Jacob's energy shows itself, and it is he that proposes an expedition to get food from Egypt. The youngest, Benjamin, was alone retained at home.

Imprisonment.—Gen. 42:17-24. Joseph's dramatic reminders of what had passed continued. As they had thrust him into the pit, he thrust them into the horrors of an Egyptian prison.

The Mystery of the Money.—Gen. 42:25-38. Sometimes consciences that are not aroused by adversity are awakened by strangeness and mystery. This also was added for the bettering of his brothers.

The Sorrowful Father.—Gen. 43:1-14. However reluctant the sons were to face again the terrible rule of Egypt, and however Jacob dreaded to part with his sole remaining consolation, Benjamin, the pressure of hunger was too great for them. With a sinking heart, Jacob agreed that Benjamin should go, being a little assured, perhaps, by Judah's manly promise to be surety for him.

Benjamin Honored.—Gen. 43:15-34. A new surprise awaited the brothers in Egypt. Instead of being received roughly by the prime minister, they were invited to dine at the great man's house.

Benjamin's Peril.—Gen. 44:1-13. The affair of the divining cup was the most severe test of all. It was part of the plot to make out that Benjamin had stolen something very valuable and precious. The penalty applied to common thieves by Egyptian law was perpetual slavery, and that was the fate which confronted the horrified Benjamin when the cup was discovered in his sack.

Judah's Appeal.—Gen. 44:14-34. The examination before Joseph is a fit climax of the wonderful story. "Judah had thirsted for the blood of Joseph; it was Judah who now became the spokesman for the rest."—Sayce.

Joseph's Disclosure of Himself.—Vs. 1-4. Joseph's severe tests had abundantly accomplished their purpose; they had shown his brothers, even the worst of them, to be changed men, whom he could trust. Therefore he no longer hesitated to disclose himself.

Joseph's Disclosure of Providence.—Vs. 5-8. The surgeon's task is not complete if he leaves an open wound. Wise dealing with sinners never ends when they repent. They must next be comforted, strengthened, lifted into a new confidence. This is what Joseph now does for his humbled brothers. "I can forgive, but never forget" is as far as most Christians of to-day go in regard to an injury. How small is such a position as we stand beside this Hebrew, who could not only forget, but could strive to make the wrongdoers forget!

Joseph Sends for His Father.—Vs. 9-13. The best way to help a repentant sinner is to give him some noble task to perform; and if it helps to undo some of the wrong he has done, so much the better. Such a task Joseph next gave his brothers.

The Reunited Brothers.—Vs. 14, 15; Gen. 50:15-21. A moment more saw him and Benjamin locked in each other's arms, their tears freely flowing. And he kissed all his brethren. Simeon? Yes. Reuben? Yes. Those who had tied his hands and mocked his cries? Yes. He kissed them all. And after that they talked with him.—F. B. Meyer.

REMEDIES FOR THE NURSERY.

Best Method of Treating the Almost Daily Small Mishaps.

Tumbles that result in broken knees are a very common occurrence in the nursery. Wash the place very thoroughly with warm water and boracic lotion in order to remove any gravel, dust or bits of stocking that may have been forced into the wound.

Bathe always from the edges to the center of any wound; this gives infinitely less pain. Then dress the place with a piece of soft old rag, smearing with cold cream; keep in place with a few twists of a band-aid.

If a child is slightly burned or scalded, the first thing to do is to relieve the pain, and then apply a healing ointment. To effect this, bathe the injured part with a strong solution of ordinary kitchen soda, apply zinc ointment by means of well-greased rags, then cover the whole with a piece of cotton-wool.

A grain of dust is a very little thing, but, like a great many other little things, is capable of causing a very great deal of trouble.

Never try to remove it with a screw of handkerchief, but instead tear off a corner of perfectly clean white blotting paper, twist this into a cone, and having discovered the whereabouts of the dust by gently but firmly raising the eyelid, extract it with the blotting paper, to which the dust will be found to adhere readily.

TREATMENT OF THE PIANO.

Things to Be Remembered if You Would Preserve Instrument.

When the cold wind blows outside, or chilling rain beats down, do not in your solitude for your own comfort forget the welfare of your poor piano.

That instrument is well known to be as sensitive to cold, damp or heat as the most confirmed invalid, and in thousands of houses to-day the domestic piano is treated with a lack of regard that harrows the spirit of the unfortunate tuner who has periodically to come and act as physician to it.

Never put your piano too near the fire, as the heat draws the wood. Do not leave the window open close to it on a rainy day, as the damp will rust the wires and mold the instruments interior.

On no account should a multiplicity of ornaments be placed on the top of the piano as its tone is spoiled in this way, and, finally it should be noted that with too much furniture and drapery in the room piano playing cannot be heard to the best advantage.

Oyster Plant or Salsify Salad.

Scrub the salsify, and cook, without removing the skin, in boiling salted water until tender. Peel and cut in thin slices. Season with salt and pepper, cover and set aside to become cold. For a pint of sliced salsify take six tablespoonfuls of oil, and gradually beat into it four tablespoonfuls of lemon juice or three of vinegar, and about half a teaspoonful of onion juice. When thoroughly mixed, pour over the chilled salsify. Turn the slices over and over until they have taken up the dressing, and set aside until ready to serve. Serve on heart leaves of lettuce, also dressed with oil, vinegar, salt and pepper. Garnish with figures cut from thin slices of pickled beet.

To Stiffen Organdies, Batistes, Etc.

The best starch for them is clear, thick gum water. Dip them in, wring side out, rub the gum thoroughly through and squeeze dry, but do not wring. Spread out as much as possible in the hanging and leave until the surface of the garment feels limply moist. Take down, roll tightly and cover with a clean cloth. Now undo a little at a time, and pat and clap between the hands until dry.

Renovating Flannels.

Flannels that have become badly yellowed through neglect may be whitened in this way: Boil four tablespoonfuls flour in four quarts of water, stirring free from lumps. Pour one-half this mixture over the flannels, cover and let them stand a half hour. Rub with the hands, but use no soap. Rinse the flannels in clear water of the same temperature, then heat the remainder of the liquid and pour over the flannel again. Proceed as before, rinse thoroughly, then hang out to drain and dry.

Scottish Fancies.

One egg beaten until light and lemon color, then add one-half cupful of sugar, one-half tablespoonful of soft butter, one and one-quarter cupfuls of raw rolled oats, one-quarter teaspoonful each of salt and vanilla. Drop from a teaspoon and shape like a macaroon. Bake on an inverted pan.

Death to Plant Vermin.

The kerosene emulsion will be found the surest remedy for removing both the green and white flies that infect the fuschias.

COULDN'T FOOL THE BOY.

No Matter What They Called It, He Recognized "Sop."

A traveler was passing through the mountains of north Georgia, and as night approached he sought shelter at the cabin of a native. He was made heartily welcome. When supper had been prepared, the larger of the two rooms of the cabin began to fill with children—the traveler estimated that there were at least 20 of them. They were denied participation in the chicken, but were provided with cornbread with which to "sop" the grease in which it had been fried.

"You have a very fine family," he said to his hostess. "They are all yours?"

"Oh, yes," was the reply; "an' thar's three mo'—I sent 'em over ter Miss Polly's fer er jug of buttermilk this mornin'. They ain't had much chance fer travel, an' I want 'em ter git a good education."

It developed that "Miss Polly's" was

the home of a well-to-do woman who lived in "the big house," located some 12 miles away.

Presently the three "travelers" returned, and were at once deluged with questions.

"Did she let yo' all eat in the dinin' room?" the mother inquired.

"Sho' she did!" the eldest replied, patting his belt in recollection.

"Have anything yo' all didn't know what 'twas?"

"Wall," the boy said, doubtfully, "they done had something they called 'grave-eye,' but it looked like sop, an' hit taste like sop, an' I b'lieve in my soul 'twas sop!"—Lippincott's Magazine.

Excuse of the Idler.

There lives not a man who has not time to do all there is for him to do. "Lack of time" and "hard luck" are the whines of the man who is an idler and who has not the push and vim to open fortune's door.

British mills turn out daily more than 10,000 miles of cotton cloth.