

FOR THE MERCHANT

LITTLE POINTS THAT HELP IN SELLING GOODS.

BE READY FOR OPPORTUNITY

Let the Public Know What You Have to Sell—Never Stop Pushing—A Hint for the Clerks.

Pluck.
How often you hear one business man say of another who has been successful: "Ain't he lucky?" Luck has nothing to do with anyone's success. It is pluck.

Pluck and enthusiasm are the powers which make the winner. With these two qualities, which are invariably found together, a man will succeed.

Business men who have achieved greatness in their line are those who possess an abundance of enthusiasm.

A possession that is better than anything else to a man is that determination of character known as pluck, and an enthusiastic confidence that he will succeed.

To persevere against great odds, and to make a victorious fight in the face of almost impossibilities, it requires pluck which is not governed by impulse.

To cultivate pluck one must encourage steadfastness of purpose. When a thing is begun it should be finished.

The trouble with most of us is not so much that we have a hard row to hoe but that we dislike hoeing.

Opportunity knocks once—and often a dozen times—at every door, but you have no kick against the fates if opportunity knocks, finds you lost in a pipe dream and turns away never to return.

Bacon said: "The mold of a man's fortune is in his own hands."

All men cannot be captains of industry. All men cannot succeed phenomenally. All men, it seems, cannot succeed even moderately, but all men can make an effort to succeed.

We must not stop striving to reach a higher and better place until we are willing to sink to the bottom. If we simply expect to float and not try to swim we might just as well quit. It would be well for us to keep as a motto before us: "Perseverance and pluck conquer all things," for it bears close relationship to the subject chosen. If we regarded the little opportunities in life more seriously and made the most use of them we would be better able to master the golden opportunities.

Let It Be Known.

You may know that you have the best assorted stock in town, but the public will not know it unless you tell them about it; they are not clairvoyants. First use the newspapers liberally, then circulars, personal letters, talk to them when you can catch them in your store, at their homes—anywhere. The first and last thing to bear in mind about advertising is that it is as wide as human nature in its appeal.

Advertising is the mighty engine of success, and without it the business world would be minus its dynamo of energy.

Push All the Time.

If it pays to push when business is good, it pays to push when business is bad.

If it pays to push when business is bad, it pays to push when business is good.

If it pays to push at all, it pays to push all the time.

Therefore, don't let it die. When everything is coming your way, push to make it come the faster.

When everything is going the other way, push to make it come back to you.

Home Trade Hints.

A dollar spent at home stays around home and may return to you after a few days.

If you want to make your own town prosperous you will spend your money in your own town in preference to some bigger burg a long way off.

The way to start a wagon out of the mire is for all the horses to pull together. One way to pull together is for everybody to patronize home industries whenever possible.

Money in circulation around the town you live in is much better for your interests than the same money in circulation in a city hundreds of miles away. Your dollar is lonesome in a big city, but it has friends around home and is therefore more useful.

Be a Booster.

The man who says nothing about another unless he can say something good is much more likely to be a good citizen and a good friend than the man who feels it is part of his job to keep telling tales out of school or criticizing other men. The world is so small that he cannot tell when his

Push all the time and you'll feel the better for it, and make more money.

It takes hard thinking and hard work to increase business in the face of strong competition. But the business is there, and somebody will get it—you or your neighbor, or perhaps your competitor in the next town. Which shall it be?

Help your employes increase your business.

Be Business Throughout.

A joke is a joke, but business is no joke, and it is mighty hard to make the two mix.

A man once said: "It pays to advertise most businesses, but mine is different." The sheriff sold him out, and now he works for his successor, who does advertise.

Success.

The secret of most successes lies in the man rather than in the method.

Making people want the goods is, after all, about as near the secret of

rut, boss doesn't appreciate your efforts. Interest in your business wearing thin at the edges? Eh? Thought so! Well, what are you waiting for?

You know nothing really comes to the fellow who waits, except the "push." Some people never "get there" unless they're pushed.

If you're sick of your job you're doing yourself and your boss a bad turn by hanging on. Start looking around for another job—that'll keep your mind liquid. Wonderful what a pick-me-up job-hunting is to some people. If you get "turned down" two or three times you'll begin to think what small potatoes you really are after all, and that's good tonic for business sickness—the first sign of recovery, in fact.

Your present job will, maybe, acquire a fresh interest to you, and you'll come at it again like a two-year-old.

If you were born with a square chin and the normal amount of gray matter you'll probably want to get ahead of the procession. There is only one sure way, and that is "know how." A



Turn to and bury the mail-order house monopoly under the sod of local prosperity. You can do it by spending your money with the local merchants. If you give them an opportunity they will treat you fairly, and they, like yourself, represent the interests of the home town.

It as there comes to being any secret. Make the public want what you have to sell and the sale is half made.

Epitaph of a failure: "He worked overtime dodging work."

That Man with the Overalls.

When the man with the overalls comes into your store don't turn around and take your time to wait on him. Don't snub the man with the overalls in order to wait upon some elite of your town—that is, if the overall man came into your store first. Your overall man usually stands by the home town. He works in the shops, in the stock yards, in the factories and in the mills. His dollar is just as good as the dollar given to you by the man who tries to put on all kinds of airs in your town. The old American eagle on the silver dollar given to you by the man attired in overalls counts for just as much and screams just as hard as the bird on the dollar turned over by the man who belongs to the "upper tens." Besides, if the man in the overalls wants credit until Saturday night or until the first of the month, you'll stand to win to get the cash from him when he says he'll pay you. Don't give him the marble heart. You want his trade. He needs dry goods and groceries, and he will spend his money with you if you treat him right.

Stuck in a rut, are you? Same old

words will come home to roost. Sometimes they come home when home is not prepared to receive them.

Women as Lawmakers.

Nineteen women holding seats in congress. What do you think of it? Not in any little congress of women's clubs or anything of that sort, but in the lawmaking body of a nation.

Not one in ten thousand people in this quarter of the globe know this is a fact, although there is really no reason why they should not know it. These women have won congressional honors and assumed the duties of lawmakers in Finland. At the election held in that country only a couple of weeks ago the socialists developed surprising strength, and, consistent with their pretensions, they nominated a number of women for congressional seats. This forced the other parties to do the same thing.

When the ballots were counted it was found that 19 women had been elected, nine of them socialists. They have taken their seats and promise to make good lawmakers. To fully appreciate the importance of this it must

be borne in mind that never before have women or a woman been elected to the national lawmaking body of any country.—Woman's National Daily.

Fire Damp Detector.

The fire damp detector of M. Hardy, a Frenchman, is an ingenious application of the microphone. Two pipes of equal pitch—one in the mine and the other above ground—are sounded simultaneously, and the sound waves impinge the microphones connected in series with a telephone. If both pipes are in pure air a clear note is heard in the telephone. If the pipes are in air of different density beats are heard and these give warning of the presence of fire damp in the mine.

Proof of Superior Intelligence.

Two citizens of the state of Washington had a prize fight over a girl. Then she rejected them both. Mossbacks still talk of the inferiority of woman's intelligence.—Brooklyn Eagle.

Whaling is a growing industry in the south Atlantic, centering around the Falkland Islands.

ISRAEL'S ESCAPE FROM EGYPT

Sunday School Lesson for June 16, 1907

Specially Prepared for This Paper.

LESSON TEXT.—Exodus, 14:14-27. Memory verses, 13, 14.

GOLDEN TEXT.—"Thus the Lord saved Israel that day out of the hand of the Egyptians; and Israel saw the Egyptians dead upon the seashore."—Exodus 14:30.

TIME.—According to the common chronology, B. C. 1491; according to Brugsch, 1300; Price, 1276. Breasted places Menephtah's death in 1215. The last of March or the first of April.

PLACE.—They started from Succoth and Rameses, in Goshen; traveled north-eastward to the frontier district of Etham, and then southward to the head of the Red Sea near the present Suez, or perhaps near the present Bitter lakes, if the Red sea then extended so far north.

Comment and Suggestive Thought.

The Divine Guidance.—Ex. 13:17—14:4. Three great routes led out of Egypt to the east. 1. The Philistia road, or "the way of the land of the Philistines" (Ex. 13:17), was the northern road, and crossed the line of the lakes which form the bed of the modern Suez canal just north of Lake Ballah, at a point still known as El-Dantarah, "the bridge." 2. The Wall Road, "the Way of Shur," i. e., wall (Gen. 16:7), is the central road, starting from the northern end of Lake Timsah, near the modern town Ismailia. It goes straight into the desert, and leads to Palestine by way of Beersheba and Hebron. It was probably along this road that Abraham and Jacob went into Egypt. But there was a long stretch of desert, and it would require a continuous miracle to sustain the people and their flocks. 3. The Red Sea Road, "the Way of the Wilderness of the Red Sea" (Ex. 13:18), was the road "which swept across the wilderness, between the two arms of the Red sea, from the head of the Gulf of Suez to the head of the Gulf of Akabah." It is to-day the great route of the pilgrim caravans to Mecca.

The natural choice of Moses was the first route, the northern or Philistia road. He was not yet guided by the pillar of fire, nor, in the first flush of victory over Pharaoh, did he probably realize the weakness of the Hebrews, and their need of long discipline before they could conquer the Canaanites.

The pillar of cloud and of fire made its appearance at Etham, "never again to desert that pilgrim band till the Jordan was crossed and it had settled down to brood over the house of God."—F. B. Meyer. It was the presence of Jehovah, manifested in a supernatural fire, which gave off a lofty column of smoke, visible afar over the host by day, while at night the flames were reflected brightly upon the smoke, like the inner fires of Vesuvius that illuminate the cloud cap of the volcano. Some such signal was needed to guide the great mass of people. Moreover, the cloud was a protection against the heat of the sun; and, best of all, it afforded a constant assurance that God had not left them to themselves.

Pharaoh's Pursuit.—Ex. 14:5-9. Some time must have elapsed before Pharaoh would have pursued the Hebrews. "The piety of the Egyptians to the dead was so great that the weightiest political affairs would necessarily be neglected while the king paid the last honors to his dead son. Besides, the families of the officers and soldiery had also been universally bereaved."—Gelkic. But Pharaoh soon found time to repent of having let the Israelites go. "The public works stood still for lack of labor. Vast territories were suddenly unoccupied. There was a sudden loss of revenue and service which he could ill dispense with."—F. B. Meyer.

The Divine Encouragement.—Ex. 14: 10-18. "The sea before and that serried host behind,—it was a miserable alternative to men who could neither fight nor swim."—Hamilton. "Never before were a people in so evil a case; to the right of them and to the left of them rose lofty mountains, and behind them were the soldiers of Egypt. But one way was open—the way upward, the way to God's throne and heart."—R. S. MacArthur, D. D. The fickle and ungrateful people, however, turned upon Moses with bitter reproaches. His answer is one of the grandest exhibitions of faith recorded in the Bible.

The Miraculous Passage.—Vs. 19-22. The night came on. The first part was moonless, for it was at least three or four days after the full moon of the Passover. In the light of the pillar of fire, however, the Israelites moved forward in obedience to Moses. But that light would disclose to the Egyptians the movements of the Hebrew host, and therefore the great cloud removed behind the Israelites, turning toward them its bright side, but interposing between them and their foes a barrier of impenetrable black, like the plague of darkness which they had recently experienced.

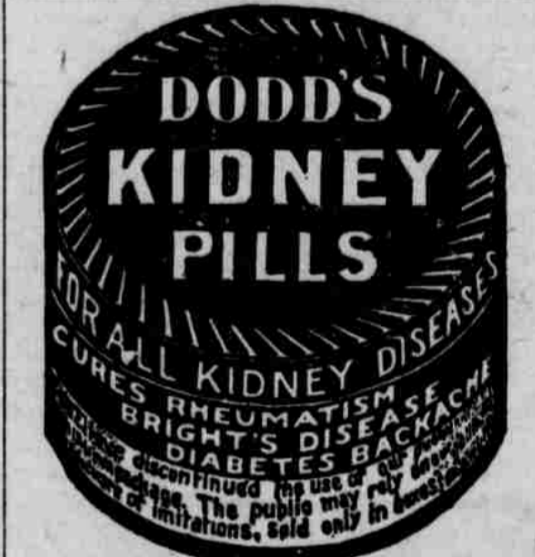
The Business Instinct.
A party of tourists were visiting the ancient landmarks of England, according to a writer in the New Orleans Times-Democrat, and their guide was supplying them with valuable historic facts. "This tower," he remarked, "goes back to William the Conqueror." "Why, what's the matter?" inquired one of his listeners. "Isn't it satisfactory?"

Laundry work at home would be much more satisfactory if the right Starch were used. In order to get the desired stiffness, it is usually necessary to use so much starch that the beauty and fineness of the fabric is hidden behind a paste of varying thickness, which not only destroys the appearance, but also affects the wearing quality of the goods. This trouble can be entirely overcome by using Defiance Starch, as it can be applied much more thinly because of its greater strength than other makes.

The problem of life is to make the ideal real and convert the divine into the human at its base.—Charles H. Parkhurst.

Lewis' Single Binder straight 5c. Many smokers prefer them to 10c cigars. Your dealer or Lewis' Factory, Peoria, Ill.

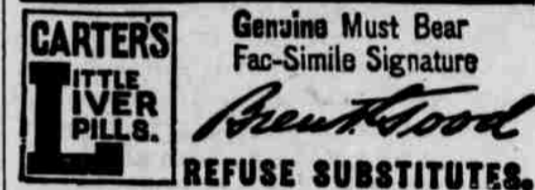
A wise woman never quarrels with her husband till after pay day.



SICK HEADACHE

Positively cured by these Little Pills. They also relieve Distress from Dyspepsia, Indigestion and Too Hearty Eating. A perfect remedy for Dizziness, Nausea, Headache, Bad Taste in the Mouth, Coated Tongue, Pain in the Side, TORPID LIVER. They regulate the Bowels. Purely Vegetable.

SMALL PILL. SMALL DOSE. SMALL PRICE.



FARMS THAT GROW "NO. 1 HARD" WHEAT

(Sixty-three Pounds to the Bushel). Are situated in the Canadian West where Home-steads of 160 acres can be obtained free by every settler willing and able to comply with the Homestead Regulations. During the present year a large portion of

New Wheat Growing Territory

HAS BEEN MADE ACCESSIBLE TO MARKETS BY THE RAILWAY CONSTRUCTION that has been pushed forward so vigorously by the three great railway companies.

For literature and particulars address SUPERINTENDENT OF IMMIGRATION, Ottawa, Canada, or the following authorized Canadian Government Agent: W. V. BENNETT, 801 New York Life Building, Omaha, Nebraska.

Mention this paper.

U. S. NAVY

enlists for four years young men of good character and sound physical condition between the ages of 17 and 25 as apprentice seamen; opportunities for advancement; pay \$16 to \$20 a month. Electricians, machinists, blacksmiths, cooperages, yeomen (clerks), carpenters, shipbuilders, firemen, musicians, cooks, etc., between 21 and 35 years, enlisted in special ratings with suitable pay; hospital apprentices 18 to 25 years. Retirement on three-fourths pay and allowances after 30 years' service. Applicants must be American citizens. First clothing outfit free to recruits. Upon discharge travel allowance 4 cents per mile to place of enlistment. Bonus four months' pay and increase in pay upon re-enlistment within four months of discharge. Offices at LINCOLN AND EASTING, NEBRASKA, and NAVY RECRUITING STATION, F. O. Building, OMAHA.

DAISY FLY KILLER

For getting rid of and destroying house flies. It kills everything. One jar is enough for a whole house. It is neat and clean and ornamental. Sold by all grocers or sent by mail postpaid for 25c. HAWLEY BROS., 149 E. 10th St., MINNEAPOLIS, N. D.

PREPARATORY SCHOOL FOR BUSINESS WHITMORE BUSINESS COLLEGE
Book-keeping, shorthand, and Business Course. 100% of positions, big wages, pleasant work for young men and women. Don't delay—Start now.—Special Rates. Write A. R. Whitmore, Pres., St. Joseph For Particulars and Catalogue.