

BUILDING UP TRADE

METHODS PURSUED BY THE MOST SUCCESSFUL MERCHANTS.

WORK DURING DULL SEASONS

Necessity of Advertising and Meeting Competition Given by the Large City Department Stores and Mail-Order Houses.

The mid-winter period is generally the dulllest in the retail trade. Why this is so is hard to explain. Farmers find a time of rest during February and March, and a portion of April, and the weather is generally such that they like to keep by their own firesides. While the country retailers may find a lull in business, it is different with the mail order houses. The farmer's leisure time affords him a chance carefully to go over the large catalogues and other advertising matter sent out to him, and quite often he is attracted by the alluring description of goods and the supposed low prices.

One of the faults of the average merchant is that during dull times he makes no effort to increase trade. He puts into practice a system of false economy. He generally curtails his advertising bills and lets goods remain upon his shelves, that a slight effort in the right direction would remove. The mid-winter and the months of early spring are the best months for the live merchant to arrange his campaign for the year. It is a time when the residents of the rural communities have not much to do but to read. A little stroke of enterprise on part of local merchants at this period is more likely to accomplish good than at any other time. Well prepared circulars quoting prices so that comparisons can be made with the mail order house catalogues will result in bringing considerable trade, that otherwise would be diverted by the large catalogues.

It will pay the merchant in the small town carefully to study the methods of the large department stores and to benefit by the work of the mail order concerns. The large houses do not lie down during the dull period. They make an extra effort to gather in trade, and these efforts generally win. The present season is an exceptional one. Universal talk of panicky times has made a great class of people more economical in their every day affairs. They are looking for opportunities to save money. Low prices attract them. The merchant realizing this condition can turn matters well to account by making the right kind of effort. This is the time when intelligent appeals to common sense and the preaching of evils of concentration of capital, and the necessity of protecting home industries, will have the most beneficial effects. The home merchant has all the advantage over the foreign institution. He has the goods to show the people before they pay their money. He should be able to give as good values as the largest concern. His expenses are not one-half according to the amount of business he transacts as are the expenses of a large city department store or the mail order houses.

The trading away from home is up to the local merchant. He must realize that these days the back number, the lazy man and the incompetent one cannot well succeed in mercantile life. There is competition that must be met, and it must be met in a business way. The only great lever that the catalogue houses use is that of "publicity." It is the right use of advertising space, and of advertising methods. The principles that apply to the largest concern also apply to the smallest one. It is purely a matter of degree. The merchant who does not use printer's ink these days cannot expect to make a great success in his chosen field.

D. M. CARR.

FREE PREMIUM DEAL.

Get-Rich-Quick Concern Put Out of Business by Postal Department.

Verily, fishing is good for the catchers of gudgeons and the various other kinds of suckers. They are caught of every class and kind, and so numerous are they that the post office department of the government pays out thousands of dollars monthly to protect them. But whether it is worth while to keep the brainless persons from parting with their change is the question. Yet it is one of the benign features of our government machinery to protect children, women, fools and incompetents in general, and as far as possible punish those who make any department of government the means of defrauding them. Recently a fraud order was issued against a New York city mail order concern, claiming to be "dealers in any kind of merchandise." It had been doing an extensive business, and in the possession of the New York postmaster when the order went into effect were 5,000 letters, each of

STORES A NECESSITY.

Small Retailers Fixed Permanently as Factors in Social Life.

There are pessimists who view with alarm the revolutionary forces at work in the business world. These people of narrow views solemnly announce that within a few years there will be no place for the small retailers, that the so-called country merchant will be driven out of business, and will be supplanted by large concerns that will have the trade which is now divided among a dozen or more small stores. Some of them go so far in their doleful predictions as to predict that the business of the country will be transacted in the larger cities, and that the country town shall become a thing of the past.

These woeful prophets fail to take into consideration the force of natural law in the social and the business world. They are illogical enough not to weigh the relationship of economy to trade conditions. Trade, like lightning or like water, follows the lines of least resistance. Citizens and towns exist upon economic foundations. On the virgin western plains a small colony of settlers seek homes. The wants and necessities of these settlers must be supplied. The result is the establishment of a store at a central point in the new colony. This store becomes the nucleus of a town, a city in embryo. As other settlers come in, the town grows more important, new industries are established, local government is organized, roads radiate from the place, banks and other financial institutions are established, and here we have a thriving town created.

This town exists because there is a necessity for its existence, and this necessity is the working out of economic laws. Wherever communities exist, tradesmen will exist. They are a necessary part of the social and business life. They are necessary agents in the distribution of commodities. They are the outgrowth of thousands of years of commercialism, and they cannot be supplanted by any other system. Large stores of the department kind may grow up. They are also a necessity and are revolutionary in character, but there will ever remain a place for the small store, it matters not how large the city or how small the town.

Driven Out by Pure Food Law.

During the past half dozen years there has been a constant cry for pure food, and this clamor has caused nearly all the states, and the national government as well, to enact pure food laws. If there has been need for reform it has been in bettering the classes of foods which are intended to feed the millions as well as keep them in good health, and improving the conditions under which they are prepared.

Such frauds had grown up in food-stuffs that it was imperative that stringent measures be taken to protect the lives and the health of the people. Unprincipled persons engaged in manufacturing of baking powders, flavoring extracts, the selling of spices and coffees and teas, and their products were the vilest combinations of drugs and other materials. These goods were disposed of to dishonest grocers, but the chief way of selling them was through traveling agents, and direct by mail. Not many months ago the pure food department of a western state secured a shipment of more than a dozen different articles of food from a concern that sold its products direct to the consumer. Analysis of all the articles proved each and every one adulterated. Baking powder was composed of cheap flour, starch, tartaric acid and alum; what was labeled "pure spices" consisted of ground bark and a highly concentrated flavoring substance. So it was with all the goods. Since the pure food laws have been in effect, many of these concerns have quit business.

which was supposed to contain 88 cents to pay packing charges on a "premium, a very valuable, beautiful silver fruit dish, gold lined, and guaranteed quadruple silver plate." These articles had cost the concern 30 cents each. The letters in the post office addressed to the company were in response to a circular which informed the "lucky" person that "you answered a premium offer some time ago, and we have just completed the list of the fortunate ones who may receive presents, and are now ready to ship them. Your name is on the list, and this notice is sent that you may claim the present." Then the gentle touch of 88 cents was made to "cover expense of packing." This is only one of hundreds of similar concerns which cause the post office department great annoyance, and the unsuspecting heavy losses.

Shrinkage of Wood.

The shrinkage of wood from loss of moisture has been found by the United States forest service to range from seven to 26 per cent. of the dry volume in different species.

Multiplying her words seldom adds to a woman's popularity.

ONLY ONE "BROMO QUININE"
That is LAXATIVE BROMO QUININE. Look for the signature of E. W. GROVE. Used the World over to Cure a Cold in One Day. 25c.

A powder magoozine iss full mit latent enerthcy—and sometimes mit powder.

A Sore Throat or Cough.
If suffered to progress, may affect the lungs. "Brown's Bronchial Troches" give immediate relief.

Leap-year girls would rather marry in haste and repent at leisure than never have a chance to repent at all.

You ought to be satisfied with nothing less than Nature's laxative, Garfield Tea! Made of Herbs, it overcomes constipation, regulates liver and kidneys, and brings Good Health.

A Word from Josh Wise.
"It's 'cause he doesn't talk back that th' oyster's given so much sauce."

It Cures While You Walk.
Allen's Foot-Ease is a certain cure for hot, sweating, callous, and swollen, aching feet. Sold by all Druggists. Price 25c. Don't accept any substitute. Trial package FREE. Address Allen S. Olmsted, Le Roy, N. Y.

If the opportunity for great deeds should never come, the opportunity for good deeds is renewed for you day by day.—Farrar.

Only unselfishness wins affection; only toll achieves success; it is only the courageous heart that does brave deeds.—T. Farquharson.

Ask Your Grocer for "Our-Pie."
If your grocer is one of the few who have not "OUR-PIE" Preparation in stock send his name and 10 cents to D-Zerta Food Co., Rochester, N. Y., and they will mail you a full size, two pie package free. Three kinds, for making delicious lemon, chocolate and custard pies.

True Generosity.
"They say very few authors sleep more than seven hours a day."
"But think how much slumber they furnish other people."—The Herald and Presbyter.

OVER NINE MILLION (9,200,000) SOLD THIS YEAR.
Sales Lewis' Single Binder cigars for year 1907 more than.....9,200,000
Sales for 1906.....8,500,000
Gain.....700,000
Quality brings the business.

The Thoughtful Author.
"I don't like the title of your latest novel."
"Sorry—because in that book I studied the interest of my readers."
"In what way?"
"Killed my hero in the middle of the story!"

Sees in the Dark.
"I tell you," began the first clubman, "there never was a cat like my wife."
"Oh, come, now," protested the other, "that's a pretty rough thing to say."
"Oh, you misunderstand me. I mean to say it doesn't matter how dark it is when I get home, she can always see what my condition is."—Philadelphia Press.

Such a Clever Waiter.
Two gentlemen dining in a New York restaurant were surprised to find on the bill-of-fare the item, "green bluefish."
"Waiter," one asked, "what sort of fish are green bluefish?"
"Fresh—right out of the water," said the waiter, offhand.
"Nonsense," said the man. "You know well enough that they do not take bluefish at this season."
The waiter came up and looked at the disputed item.
"Oh, that, sir," he said, with an air of enlightenment, "that's a hot-house bluefish, sir."—Youth's Companion.

THE DOCTOR'S GIFT.
Food Worth Its Weight in Gold.

We usually expect the doctor to put us on some kind of penance and give us bitter medicines.

A Penn. doctor brought a patient something entirely different and the results are truly interesting.
"Two years ago," writes this patient, "I was a frequent victim of acute indigestion and biliousness, being allowed to eat very few things. One day our family doctor brought me a small package, saying he had found something for me to eat, at last."
"He said it was a food called Grape-Nuts, and even as its golden color might suggest, it was worth its weight in gold. I was sick and tired, trying one thing after another to no avail, but at last consented to try this new food."

"Well! it surpassed my doctor's fondest anticipation and every day since then I have blessed the good doctor and the inventor of Grape-Nuts."
"I noticed improvement at once and in a month's time my former spells of indigestion had disappeared. In two months I felt like a new man. My brain was much clearer and keener, my body took on the vitality of youth, and this condition has continued."
"There's a Reason." Name given by Postum Co., Battle Creek, Mich. Read "The Road to Wellville," in pkgs.

WHAT WINTER WHEAT IS DOING FOR SOUTHERN ALBERTA.

Splendid Crops on the Former Ranche Plains of Canadian West.

That portion of the country in Western Canada formerly recognized as ranching country has developed into one of the best winter wheat districts in the continent. Yields are quoted running from 30 to 60 bushels to the acre, and giving a return to the farmer of from \$25 to \$50 per acre. These lands are now selling at from \$12 to \$20 per acre, and pay well at that figure. H. Howes of Magrath, Alberta, Western Canada, had 50 acres of land in wheat, which averaged 45 bushels to the acre; his yield of oats was 35 bushels. The value to him per acre of wheat was \$35.00. J. F. Haycock of the same place, says: "I had 65 acres of wheat, 35 acres of oats and four acres of barley. My average yield of oats to the acre was 80 bushels; wheat—winter—60 bushels and red fye, 33 bushels, and barley, 50 bushels. The value to me per acre was, wheat, \$28.00; oats, \$32.00, and barley, \$24.00." J. F. Bradshaw of Magrath, had 1,030 acres of wheat in crop that averaged 39½ bushels to the acre, his oats, 32 bushels; barley, 53 bushels. He threshed 31,000 bushels of wheat from 540 acres. He also had 250 tons of sugar beets from 25 acres worth \$5.62½ per ton. W. S. Sherod, of Lethbridge, says: "I came to Lethbridge from Souris, North Dakota, in April, 1907, having purchased 900 acres of land in this district last fall. I had 128 acres of Alberta Red winter wheat which was put in on breaking in the fall of 1906, which yielded 41½ bushels to the acre, for which I received 87½ cents per bushel, which paid me \$36.30 per acre. I had 190 acres "stubbled in" that is disced in on the stubble, which yielded 22 bushels to the acre at 87½ cents per bushel, which paid me \$19.25 to the acre. I also had 350 acres of strictly volunteer crop, which it was intended to prepare in the summer; but when it was seen that it was a good looking crop, it was allowed to go. From this we threshed 15 bushels to the acre, which paid us at the rate of 87½ cents per bushel or \$13.12 per acre. Our total crop yielded us 14,742 bushels of first-class wheat. Taking it as a whole, I consider that I had a first-class crop all through; and, taking into consideration the fact of part of the crop having been "stubbled in," and part strictly volunteer (which was never touched at all until the binder was put into it), I consider I had a heavy crop. I might say that I was in North Dakota five years, and I never grew as heavy a crop during that time. This is the 25th day of November, and my teams are still ploughing, and, from the appearance of the weather, will be for some time yet." R. W. Bradshaw of Magrath, says: "I had this year 400 acres in crop, viz.: 200 acres of wheat and 200 acres in oats. My average yield of oats to the acre was 50 bushels, and wheat, 22½ bushels. The value to me per acre for wheat was \$19.00, and oats, \$17.00. The highest price obtained by me this year or offered me for my grain was for wheat 82 cents per bushel, and \$1.05 per hundred for oats. I also had 100 tons of hay worth \$12.00 per ton, and will say my wheat was all volunteer this year. Lots of wheat is averaging from 50 to 60 bushels per acre on summer fallow, and on new breaking, when the breaking was done early in the spring." Writing from Spring Coulee, Alberta, W. L. Thompson says: "I had this year 3,000 acres in crop, viz.: 2,000 acres of wheat and 1,000 acres of oats. My average yield of oats to the acre was 30 bushels and of wheat 35 bushels. The value to me per acre for wheat was \$27.00 and for oats \$15.00."

(Information regarding the districts mentioned, best way to reach them, low rates, certificates, etc., can be secured from any agent of the Canadian government, whose advertisement appears elsewhere.—Ed.)

The Age Index.
Ella—You shouldn't look a gift horse in the mouth.
Stella—But how are you going to tell whether the present is new or not?—Harper's Weekly.

There is more Catarrh in this section of the country than all other diseases put together, and until the last few years was supposed to be incurable. For a great many years doctors pronounced it a local disease and prescribed local remedies, and by constantly failing to cure with local treatment, pronounced it incurable. Science has proven Catarrh to be a constitutional disease and therefore requires constitutional treatment. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, Ohio, is the only Constitutional cure on the market. It is taken internally in doses from 10 drops to a teaspoonful. It acts directly on the blood and mucous surfaces of the system. They offer one hundred dollars for any case it fails to cure. Send for circulars and testimonials.

Address: F. J. CHENEY & CO., Toledo, Ohio.
Sold by Druggists, Etc.
Take Hall's Family Pills for constipation.

"The poor you have always with you," said a woman to her husband, who had a mania for offering excuses

Important to Mothers.
Examine carefully every bottle of CASTORIA a safe and sure remedy for infants and children, and see that it

Bears the Signature of *W. D. Mitchell* In Use For Over 30 Years. The Kind You Have Always Bought.

Malice supplies the want of age.—Latin.

The Editor of the Rural New Yorker, than whom there is no better Potato Expert in the country says: "Salzer's Earliest Potato is the earliest of 38 earliest sorts, tried by me, yielding 464 bu. per acre." Salzer's Early Wisconsin yielded for the Rural New Yorker 736 bu. per acre. See Salzer's catalog about them.

JUST SEND 10c IN STAMPS
and this notice to the John A. Salzer Seed Co., La Crosse, Wis., and they will mail you the only original seed catalog published in America with samples of Emperor William Oats, Silver King Barley, Billion Dollar Grass which produces 12 tons per acre. Sainfoin, the dry soil luxuriator, etc., etc.
And if you send 14c we will add a package of new farm seeds never before seen by you. K. & W.

Get Busy.
"It costs to advertise."
Some person says.
But what of that? This much is flat:
It always pays.

We Pay High Prices for Furs
and hides, or tan them for robes, rugs or coats. N. W. Hide & Fur Co., Minneapolis.

Love is not getting, but giving; not a mild dream of pleasure, but goodness, and peace, and noble living—that is love indeed.—Van Dyke.

PILES CURED IN 6 TO 14 DAYS.
PAZO OINTMENT is guaranteed to cure any case of Itching, Blind, Bleeding or Protruding Piles in 14 days or money refunded. 50c.

Dere iss always room ad der top. Dot iss why de attig iss full of chunk.

FACTS FOR SICK WOMEN



LYDIA E. PINKHAM
No other medicine has been so successful in relieving the suffering of women or received so many genuine testimonials as has Lydia E. Pinkham's Vegetable Compound.

In every community you will find women who have been restored to health by Lydia E. Pinkham's Vegetable Compound. Almost every one you meet has either been benefited by it, or has friends who have. In the Pinkham Laboratory at Lynn, Mass., any woman any day may see the files containing over one million one hundred thousand letters from women seeking health, and here are the letters in which they openly state over their own signatures that they were cured by Lydia E. Pinkham's Vegetable Compound. Lydia E. Pinkham's Vegetable Compound has saved many women from surgical operations. Lydia E. Pinkham's Vegetable Compound is made from roots and herbs, without drugs, and is wholesome and harmless.

The reason why Lydia E. Pinkham's Vegetable Compound is so successful is because it contains ingredients which act directly upon the feminine organism, restoring it to a healthy normal condition.

Women who are suffering from those distressing ills peculiar to their sex should not lose sight of these facts or doubt the ability of Lydia E. Pinkham's Vegetable Compound to restore their health.

160 FARMS IN Western Canada FREE
Acres

What a Settler Can Secure in WESTERN CANADA

160 Acres Grain-Growing Land FREE.
20 to 40 Bushels Wheat to the Acre.
40 to 80 Bushels Oats to the Acre.
35 to 50 Bushels Barley to the Acre.
Timber for Fencing and Buildings FREE.
Good Laws with Low Taxation.
Splendid Railroad Facilities and Low Rates.
Schools and Churches Convenient.
Satisfactory Markets for all Productions.
Good Climate and Perfect Health.
Chances for Profitable Investments.

Some of the choicest grain-producing lands in Saskatchewan and Alberta may now be acquired in these most healthful and prosperous sections under the

Revised Homestead Regulations
by which entry may be made by proxy (on certain conditions), by the father, mother, son, daughter, brother or sister of intending homesteader.

Entry fee in each case is \$10.00. For pamphlet, "Last Best West," particulars as to rates, routes, best time to go and where to locate, apply to

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801 New York Life Building, Omaha, Nebraska.