HOW TO ADVERTISE

EFFECTIVE METHODS THAT WILL BRING RESULTS.

SHOULD

Generalities Are Meaningless to the Public-Why the Mail-Order Man Wins-Try the Plan.

If you, Mr. Merchant, would compete with the mail-order houses there are three main essentials to success-the goods-the prices-advertising.

The last of these is quite as essential as either of the others.

In the great majority of cases the local merchant has the goods, and he makes the prices, but in very many cases he either fails to do the advertising, or what he does do is not effective in the same way that the mailorder man's advertising is effective.

The writing of effective advertising is not an art, it is not a business that part of the local merchants that the requires years of study to learn. A few hours of study and comparison will give you every essential detail that you will need.

It is comparatively safe to say that 75 per cent, of the advertising carried by local merchants in the local papers is worded in generalities only. Such advertisements as the following are printer and have him make you little found in every paper:

GO TO BLANK'S

FOR

Tinware

BEST GOODS LOWEST PRICES

The mail-order man's advertising is different. It is specific, and while the every few weeks.

should quote in his advertisement should show the public that he is giving bargains; they should be prices that would compare favorably with the prices of the mail-order catalogues, and he should impress it upon the public that he not only shows them what they are buying before they pay TELL THE PRICES for it, but that the purchaser has no freight to pay, and does not have to wait an interminable time for the goods he buys, as when ordering of

> the mail order houses. It is specific advertising that draws. The advertiser who describes in detail the goods he has to sell, and quotes the price he asks for it will attract the favorable attention of the public far more often than the one who deals only in generalities. It is this kind of advertising that pays. It is this kind of advertising that is attracting the dollars from the smaller cities and towns and farms to the mailorder houses of the city. It is this kind of advertising that drew \$200,-000,000 into the coffers of the Chicago mail-order houses alone last year, and it is this kind of advertising on the mail-order houses fear more than any other one thing.

But, Mr. Merchant, whether your line be hardware, dry goods, groceries, clothing or other commodities, it is well to go further than your newspaper advertising, though this is the foundation of success. Go to the local impurities and build it up. need to be large affairs, but small one can prepare it at home: folders of four, eight or 16 pages. Put or leaders in the line. Be sure that ounces. Hardware, Stoves and the prices quoted are right, then put a practice of getting out a new one time.



By the aid of the editor the home merchant can ride the mail-order magnate out of the home community on the rail of publicity. The moral is advertise; advertise systematically and persistently. Tell the public what you have to offer, and tell it so they will understand.

misleading-a thing which Blank's ad- | tising pay larger returns than the vertising should never be-they at mail-order man secures; you can make tract the attention of the reader and it the mainstay of your business, and possible purchaser because they tell you can make it the means of killing about some one thing that he may pos- the mail-order competition in your

on a few things which he is willing to reasonable price he asks you for adesell at a close margin of profit in or- quate space in his columns. He will der to attract trade in his general line give you better value than any other on which heavy profits are made. commodity you can buy. Blank should advertise hardware in much the same manner the mail-order man advertises hardware, and he has this advantage-he can invite the people of the community to visit his store and see the goods for themselves so they will know just what they are buy-

If, instead of expressing meaningless generalities in a two-inch space, Blank had used a little more space and properly displayed an advertisement something like the following he would have been sure to have attracted attention to his store, and in all probability would have been surprised at the drawing power of his ad- Magazine.

WASHDAY BARGAIN SALE

BLANK'S

EVERYTHING NEEDED FOR WASHDAY AT BARGAIN PRICES During Thursday, Friday and Saturday of this week

\$3.79 for a 5 year guaranteed best quality Clothes Wringer, the King of Wringers. Solid rubber rolls, steel spring and patent guide board,

\$1.48 for a good American clothes wringer, so inch rolls, hardwood frame. 74C for genuine "No Sag" Curtain Stretchers.

98c for extra heavy copper rim and bottom wash boilers. 14C for 5 dozen of the first quality Clothes

18c for 50 foot white Cotton Braided Clothes

75¢ for medium sized galvanized iron Wash refused on the ground that at such times all the household 24C for 12-qt. heavy galvanized iron water or share the trouble.

45C for best quality fiber Water Pail of ex-79¢ for an excellent quality of ironing boards that will not warp.

540 for an extra large heavy willow Clothes mere fiction, but the prices Blank crease I had better not consider it."

community. And when you do this The mail-order man makes a run do not begrudge the publisher the

WRIGHT A. PATTERSON.

NO THORNS IN HER PATH.

Josephine Daskam Writes in Tribute of the Golden Rule.

"I believe myself to be notably for-

tunate in my relations with my domestic employes. During a period of eight years, in which I have employed household labor in four widely different places, I have never once been addressed with intentional disrespect by any person in my employ," says Josephine Daskam Bacon in the American

"I have never been left a day without my regular staff of employes, which has varied from one to five (that is to say, that I have never been left suddenly or without sufficient notice to supply the vacancy).

"I have never had a satisfactory worker leave me except for what I considered a good reason (in the majority of cases an advantageous mar-

riage). "I have never lost an unsatisfactory one except by my own dismissal. I have never to my knowledge, or even suspicion, suffered the loss of a penny's worth by theft, and my record for breakage is such that it produces utter incredulity.

"In three cases out of four I have had services willingly and frequently offered me along lines where it was 89c for hardwood folding Clothes Bar of ex- not expected or requested. I have had extra money offered by me to offhad extra money offered by me to off-22C for full sized very best quality Wash set extra work occasioned by sickness

"And as a climax I am able to state that once, at least, on my offering a raise in wages to express my appreciation competent and devoted service I was met with the astounding suggestion that as my expenses were The prices given here are of course heavy at the time and likely to inTHOUGHT HIM A LUNATIC.

Man's Queer Jumble of Words Warranted the Inference.

Prof. William Lyon Phelps of Yale ven's chamber of commerce banquet: he felt that he must have a drink he duce another. would immediately take something to eat instead.

was cured, but the habit of asking for statement: food had become so fixed with him that once he was nearly locked up as improved farm of 186 acres on Secroom next to his, he peeped over the the town of Swan River. "The man in 153 has shot himself! 121/2 acres in barley. Ham and egg sandwich, please!"-Lippincott's.

SPLENDID APRIL TONIC.

Easily Prepared at Home and Harm less to Use.

This is known as "Blood-Cleaning Time," especially among the older folks, who always take something during this month to clean the blood of

The following is the recipe as given catalogues of your own. They do not by a well-known authority, and any-

Fluid Extract Dandelion one-half into these folders the descriptions and ounce, Compound Kargon one ounce, prices of the goods you are carrying, Compound Syrup Sarsaparilla three

Get these simple ingredients from one of these into the hands of every any good pharmacy and mix by shakcustomer; keep them circulating ing well in a bottle. The dose is one throughout the community, and make teaspoonful after meals and at bed-

Everybody should take something to help the blood, which becomes impoverished and almost sour after the winter season, especially those who are subject to Rheumatism, Catarrh, Kidney and Bladder trouble. It is said that one week's use of this

mixture will clear the skin of sores, pimples or boils.

This is sound, healthy advice, which will be appreciated by many readers.

HAD NERVE, BUT NO MONEY.

Unlucky Man's Modest Request for Pecuniary Assistance.

Raymond Hitchcock, the comedian, while in New Orleans a few months ago, took the opportunity of going to the races. During the afternoon he cashed several tickets, the result of good guesses. He was feeling happy after the last race, and started for the automobile which was to convey 20 pigs 200.00 him back to his hotel. As he was about to climb into the machine he felt a hand on his arm, and a man shouted in his ear:

"Hello, Hitchcock, how are you? Hear you put a crimp in the bookies

Hitchcock blushed and shook hands sheepishly, not recognizing the man, and not wishing to show it.

"Say, I want to speak to you confidentially," said the stranger. "All right; what is it?" asked the comedian.

"Well, I am up against some hard luck to-day. They cleaned me and I want to get home. Now, don't let any one of these people see you, but slip me enough for car fare, will

"Sure," said Hitchcock, placing his hand in his pocket. Then he paused and queried: "Where do you live?"

"Vancouver," was the answer. Hitchcock took a flying leap for his machine, and unless the visitors at New Orleans are more gullible, the impecunious one is still looking for car fare.-Harper's Weekly.

ROMANTIC DEVONSHIRE.

The Land Made Famous by Philpotts' Novels.

Philpotts has made us familiar with romantic Devonshire, in his fascinating novels, "The River," "Children of the Mist," etc. The characters are very human; the people there drink coffee with the same results as elsewhere. A writer at Rock House, Orchard Hill, Bideford, North Devon, states:

"For 30 years I drank coffee for breakfast and dinner but some 5 years ago I found that it was producing indigestion and heart-burn, and was making me restless at night. These symptoms were followed by brain fag and a sluggish mental condition.

"When I realized this, I made up my mind to quit drinking coffee and having read of Postum, I concluded to try it. I had it carefully made, according to directions, and found to my agreeable surprise at the end of a week, that I no longer suffered from either indigestion, heart-burn, or brain fag, and that I could drink it at night and secure restful and refreshing

"Since that time we have entirely discontinued the use of the old kind of coffee, growing fonder and fonder of Postum as time goes on. My digestive organs certainly do their work much better now than before, a result due

to Postum Food Coffee, I am satisfied. "As a table beverage we find (for all the members of my family use it) that when properly made it is most refreshing and agreeable, of delicious flavor and aroma. Vigilance is, however, necessary to secure this, for unless the servants are watched they are likely to neglect the thorough boiling which it must have in order to extract the goodness from the cereal." Name given by Postum Co., Battle Creek, Mic Read the little book, "The Road or Wellville," in pkgs. "There's a rewa ANOTHER WESTERN CANADA RECORD.

The Way in Which a Swan River Farmer Became Wealthy.

recently told this story at New Ha- Swan River, Manitoba, Nov. 21, 1906. Two weeks ago we gave an account A hard drinker was told by his doctor of the prosperity of a farmer in Westthat he could be cured if every time ern Canada, and this week we repro-

"I have been asked regarding this year's work on my farm, and I here-The man followed the advice and with willingly submit the following

"Three years ago I purchased an a lunatic. He was stopping at a hotel tion 9, Township 36, Range 27 west and, hearing a great commotion in the of the First Meridian-two miles from

transom to see what the matter was. I plowed and cropped 1221/2 acres He saw, and rushed madly down to of land during this year (1906), 80 the office and shouted to the clerk: acres in wheat, 30 acres in oats, and

"The cost of putting in and taking off this crop this season is as follows: Cash paid for blue stone....\$ 1.50 Cash paid for binder twine... 39.00 Cash paid for hired help..... 125.00 Cash paid for threshing..... 175.00

Total\$ 340.00 "Receipts for the year as follows-

80 acres of wheat (yielded 30 bushels per acre)-Total..2,400 bu. 30 acres of oats (yielded 46 bushels per acre)-Total..1,200 " stack of oats in sheaf ... 200 ' 121/2 acres barley (48 bu. per acre) 600 " Crop potatoes..... 300 Sold. 1,168 bu. wheat at 62c.....\$ 724.16 1,232 bu. wheat in granary at

62c 300 bu. barley at 35c..... 105.00 300 bu. barley in granary at 35c 105.00 1,200 bu. oats in granary at 25c 300.00 100 bu. potatoes at 30c..... 30.00 200 bu. potatoes in root house at 30c..... 60.00 1 stack of oats in sheaf for feed 15 tons of hay at \$3.00..... 45.00

Garden roots and vegetables. Total\$2,213.00 Cost of above, besides my own labor 340.50 Balance\$1,872.50

I have in all, 125 acres ready for crop next year, including 10 acres cleared and broken this season. Total Assets. 186 acres land, with house

stable and outbuildings,

etc.\$5,000.00 Implements 500.00 4 head of horses, and harness 800.00 15 head of cattle..... 375.00 Receipts of this season's crop 1,872.00

Total\$8,747.50 Liabilities are 1,000.00 Total assets\$7,747.50 I have made the above amount by farming in Manitoba. I think it has

years of age. For particulars how to secure low railway rates to the free homesteads of Western Canada apply to any Canadian Government agent.

paid. This is my standing to-day. I

am a single man, a Canadian, and 26

One of the things you can't buy on credit is experience.

Dissertation on Henpeck. An Ohio man is reported to be at the point of death from blood poisoning caused by henpeck. This is rather queer. There are many men in and around Eskridge who are henpecked a thousand times a year, and while it makes the blood boil no poisoning has set in.-Wabaunsee

Whether you be men or women, you will never do anything in the world without courage. It is the greatest quality of the mind, next to honor .-James Allen.

For constipation, biliousness, liver disturbances, and diseases resulting from impure blood, take Nature's remedy, Gar-field Tea. It is made wholly of health-

Every man is valued in this world as he shows by his conduct that he wishes to be valued .- Bruyere.

Lewis' Single Binder straight 5c cigar. Made of extra quality tobacco. Your dealer or Lewis' Factory, Peoria, Ill.

Lots of folks do a thing twice in order to get it done once. Mrs. Winslow's Soothing Syrup.

For children teething, softens the gurns, reduces inflammation, allays pain, cures wind colid. 25c a bottle.

Cupid sometimes grafts a peach on

an old shrub.

900 DROPS

ALCOHOL 3 PER CENT.

INFANTS CHILDREN

Promotes Digestion Cheerful

ness and Rest Contains neither

Opium Morphine nor Mineral.

NOT NARCOTIC.

Recipe of Old Dr.SAMUELPITUIER

Aperfect Remedy for Constipa-tion, Sour Stomach, Diarrhora

Worms, Convulsions, Feverish

ness and LOSS OF SEEEP.

Fac Simile Signature of

Chart Fletcher.

NEW YORK.

At6 months old

Exact Copy of Wrapper.

Pumpkin Seed -Alsc. Senna +

NEURALGIA



888888888888888888888888888888888888

The Proved Remedy For Over 50 Years. Price 25c and 50c

*** **DEFIANCE Cold Water Starch**



Signature

Thirty Years

35 Doses - 35 CENTS Guaranteed under the Food

The General Condemnation of So-Called Patent or Secret Medicines

of an injurious character, which indulge in extravagant and unfounded pretensions to cure all manner of ills, and the

National Legislation Enacted to Restrict Their Sale

have established more clearly than could have been accomplished in any other way

The Value and Importance of Ethical Remedies.

Remedies which physicians sanction for family use, as they act most beneficially and are gentle yet prompt in effect, and called ethical, because they are of

Known Excellence and Quality and of Known Component Parts.

To gain the full confidence of the Well-Informed of the world and the approval of the most eminent physicians, it is essential that the component parts be known to and approved by them, and, therefore, the California Fig Syrup Company has published for many

years past in its advertisements and upon every package a full statement thereof. The perfect purity and uniformity of product which they demand in a laxative remedy of an ethical character are assured by the California Fig Syrup Company's original method of manufacture, known to the Company only. There are other ethical remedies approved by physicians, but the product of

the California Fig Syrup Company possesses the advantage over all other family laxatives that it cleanses, sweetens and relieves the internal organs on which it acts, without disturbing the natural functions or any debilitating after effects and without having to increase the quantity from time to time.

This valuable remedy has been long and favorably known under the name of Syrup of Figs, and has attained to world-wide acceptance as the most excellent of family laxatives, and as its pure laxative principles, obtained from Senna, are well known to physicians and the Well-Informed of the world to be the best of natural laxatives, we have adopted the more elaborate name of Syrup of Figs and Elixir of Senna, as more fully descriptive of the remedy, but doubtlessly it will always be called for by the shorter name of Syrup of Figs; and to get its beneficial effects, always note, when purchasing, the full name of the Company-California Fig Syrup Co .plainly printed on the front of every package, whether you simply call for Syrup of Figs, or by the full name, Syrup of Figs and Elixir of Senna, as Syrup of Figs and Elixir of Senna is the one laxative remedy manufactured by the California Fig Syrup Company, and the same heretofore known by the name, Syrup of Figs, which has given satisfaction to millions. The genuine is for sale by all leading druggists throughout the United States in original packages of one size only, the regular price

of which is fifty cents per bottle. Every bottle is sold under the general guarantee of the Company, filed with the Secretary of Agriculture, at Washington, D. C., the remedy is not adulterated or misbranded within the meaning of the Food and Drugs Act, June 30th, 1906.

CALIFORNIA FIG SYRUP

Louisville, Ky.

San Francisco, Cal. U. S. A.

New York, N. Y.

London, England.