

A New Organization

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St. Joseph and Kansas City announced that their local organizations would undoubtedly join as soon as they returned and explained matters.

Readers of this paper will be pleased to note that in the election of officers, James H. Bulla, who has served Nebraska well as president of the State Live Stock Sanitary Board was honored with the presidency. Charles F. Huntzinger of Omaha was elected secretary. The first president and secretary of the national Traders' Live Stock Exchange.

The vice presidents from the different exchanges so far selected were G. A. Waite for Sioux City, T. D. Watkins for St. Louis, C. H. Martin for Chicago and F. G. Kellogg for Omaha. Vice presidents from other markets will be selected as their exchanges signify their intention of becoming members of the national organization.

On motion it was decided to hold the next annual meeting of the National Traders' Live Stock Exchange in Omaha, Friday and Saturday, July 13 and 14, 1917, at which time the executive committee is instructed to bring in a constitution and by-laws for adoption.

All the delegates expressed satisfaction and enthusiasm over the new organization and it is practically certain that before another year rolls by there will be at least ten other markets represented.

FIGHTING MAIL ORDERS

E. B. Moon of Lakeville, Ind., Sold \$75,000 Worth of Goods in Town of 300

The following article, taken from the Omaha Trade Exhibit of July 22, is of much interest to merchants in general:

It was the privilege of the editor of Trade Exhibit to listen to E. B. Moon of Lakeville, Ind., a town of 300, tell some of the delegates to the Associated Advertising Clubs of the World convention at Philadelphia how his store would sell something like \$75,000 worth of goods this year.

While the most of his talk was directed to those men who prepare and place national advertising, some of it was directed to fellow retailers.

He began by stating that several years ago he and his brothers were doing a little business in a little town and they decided that they could do a much larger business in the same town, or rather, the same community.

So they went after it, first by cleaning up their store, rearranging things and installing up to date methods throughout. Then they began to advertise. They discovered that they didn't know much about it so they began to learn, from any and every source possible.

Mr. Moon said he read then, and still reads, every trade journal he can get hold of, and he reads and studies everything else that holds any possible information for him.

Since by reading and studying they improved their own advertising until it began to bring in big results, they concluded they might as well also hook up with the power of national advertising, so they stocked every nationally advertised line that could be sold at any profit. Right here he explained that they computed the cost of selling each item and the number of turns on each, and made each pay its own way, instead of computing on the grand average of store costs.

Here is a small part of what Mr. Moon told the delegates:

The retail merchant must be a good buyer, must have a fit place in which to display and sell his goods. The store must be clean, inviting, light and cheerful; his clerks must be trained. They must know the goods and know the arts of salesmanship. They must sell the goods in

the spirit of service, kindness, hospitality and mutual interest.

Advertising is the modern way of selling goods. Nationally advertised goods are a life-saver to the retailer. The farming community has been educated to it. The farmers are beginning to expect it, and yet the retail merchant who has been in business for any length of time knows practically little or nothing about writing copy; first, because he knows little or nothing about the science of salesmanship. He has the conception that advertising is selling goods at a cut price; his local competitor has the same idea. For some reason he has been educated to that belief, and has not learned that salesmanship is selling goods at a profit, and that advertising is salesmanship on paper. Is it any wonder that 22,000 such merchants failed last year?

The local retailer's personality is a factor, and yet the mail-order houses, with all these handicaps, have gone right out into the country districts and sold goods right under the nose of the country merchant. Why? Through the power of advertising; salesmanship on paper, with well-prepared catalogs that display the goods attractively; with descriptions that are compelling and that answer the questions "why", "what", "when" and "wherefore" that have gotten the business.

Last year, in the year 1915, the wholesale business of the city of Chicago, it is said, fell off 10 per cent. The mail order business in that city increased 10 per cent. This change in distribution has affected not only the retailer, but the wholesaler. It is something in which he and the manufacturer who sells to the dealer and through the dealer are vitally interested, and it is a subject in which they shall be more vitally interested, else there will be greater dumps in the business of both of them.

So, after all this, one great big problem of selling goods to the farmer of the country communities is an advertising problem. Now, there has been much criticism that the country merchants don't do more advertising; that this is why the business is going to the mail-order houses.

Has Cure for Hay Fever

Colonel Tom Banning, the well known insurance man, has a cure for hay fever that brings excellent results, if the patient survives the treatment. The colonel was at one time himself a sufferer from the dread disease and discovered the cure accidentally. The remedy tastes like a cross between a Mexican hot tamale and a dish of genuine German sauer kraut. Its chief attractions seem to lie in the fact that the patient, after taking a dose, forgets about the hay fever while suffering from the effects of the medicine. The Colonel is endeavoring to get Charley Reed, the well known Burlington conductor, to try the remedy but Charley has informed Tom that he doesn't care to be in a position where it would be necessary to ask for a share of the Burlington relief.

Little Willie's Chirp.

Father brought home a bachelor friend to dinner and mother took special pains to cook everything nice to eat. After the meal was over the guest said: "Well, I certainly enjoyed that; it's the best dinner I've had in a long time." Little Willie spoke up: "It's the best we've had, too."—Exchange.

Growth of Fingernail.

The growth of the fingernail is an inch and a half a year; they grow more quickly in summer than in winter; the middle finger grows the fastest and the thumb the slowest.

In Much the Same Class.

The man who keeps kicking for the old times has about as much standing as the horse that refuses to quit shying at automobiles.



JOE McCLENEGHAN, Manager

The Record Live Stock Commission Company

By an unfortunate mishap, the picture of Mr. McCleneghan which appeared in The Alliance Herald, June 15, was poorly printed. We are pleased to reproduce it above, and call attention to his advertisement in the current issue of The Herald.

Civil Service Examinations

The following United States Civil Service examinations are announced to take place in Alliance on the dates indicated. Full information can be obtained from F. W. Hicks, local secretary, at the Alliance postoffice:

August 9. Assistant Biologist, male, salary \$1200 to \$1400. Laboratory Assistant in Ceramics, male, salary \$900 to \$1200.

August 22. Mechanical draftsman, male, salary \$1000 to \$1200.

August 23. Apprentice draftsman, male, salary \$360 per year up to \$60 per month.

Invents Stacker Hay Holder

Robert Westley, a Box Butte county young man, has invented a device that is needed by farmers and ranchmen all over the country. It is a "hay holder", a device that holds the hay on the stacker head after it is placed there by the sweep. In stacking hay difficulty has always been experienced in preventing the hay from falling from the head after being placed there by the sweeps. This device does the work and it will be a boon to all. The device will fit any stationary hay stacker. Patent has been applied for and the device will soon be on the market.

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