

WHAT ONE MERCHANT DID

Correspondent of Home Trade League Testifies to Value of Publicity

One country merchant writes the Home Trade League as follows:

"Since I have adopted the city idea of advertising—naming new goods with prices, and at the same time making known what I desire to dispose of at or about cost to make room for new goods—my sales have not only increased very largely with regular customers, but I have secured many new ones. Not only this—in- stead of the farmers' wives spending from a half to an hour and a half looking about the store to see what there is in stock they may want and taking the clerk's time who otherwise would have a chance to sell goods to several other customers, they come in and ask for the very articles they have seen advertised and which they have already decided they do want from seeing the advertisement in this weekly paper, and the result is I have been able to dispense with one of my clerks to whom I was paying \$500 per year."

This merchant further says that this saving of clerk hire expended in this same kind of advertising during the year will, he is confident, increase his trade 50 per cent, and that he can already name 28 customers who but very recently have been buying their goods almost entirely from Chicago catalogue houses.

This experience without doubt can be duplicated by thousands of other men in business throughout the country. It is to be feared that the average merchant in the smaller towns has allowed himself to get into a rut, and it is one from which he must swiftly emerge if he has any desire to "stay

in the game." The methods of a generation ago, it must be remembered, are not necessarily adapted to the conditions of to-day.

By the persistent and persevering use of every device for publicity the catalogue houses have built up their present enormous trade. It is not reasonable to suppose they can be dislodged from the position they occupy—a position, as has frequently been pointed out, that threatens the well-being if not the existence of every small community throughout the country—unless they are opposed with something like their own weapons. A favorite phrase much in use to-day is "Get business!" and to get business you must go after it. Is it reasonable to expect it will come to you un- sought?

Take the experience of this Home Trade League correspondent as a guide. He had the goods. He wanted to sell them. His proceeding was simple. Through publicity, which in his case simply meant attractive and truthful advertising, he brought the goods and the people together. Results were never in doubt. To sum up, successfully to compete with the powerful catalogue houses of the cities the country merchant must in a measure adopt their methods. They have won by publicity. Meet them on that ground. Match advancement with advancement. You have the medium in your local paper. Let your advertisements say something, and mean what they say. Let the people know what you have to sell, and depend upon it, they will come to buy.

IS HUMAN WEAKNESS

THE DESIRE TO GET SOMETHING FOR NOTHING.

AN IGNIS FATUUS TO AVOID

One Cause That Has Led to the Downfall of Many—Folly That Ever Tends Toward Evil.

A man who won the confidence, respect and admiration of the people of his state was elected to the United States senate. Soon it is discovered that he was "owned by the railroads," bought by favors and instead of representing the interests of the people who sent him to his high place in the nation's councils, preferred to represent the corporations that made it possible for him to ride over railroads without cost. It is only a demonstration of human inclination to get something for nothing.

The member of a state legislature was accused of showing special attention to legislation favorable to the railroads and corporations. He was charged with riding on passes; and in fact it became known that his principal supporters, too, rode free over the railroads. Another illustration of the human desire to secure something for nothing.

The mayor of a city regularly occupied a box at the leading theater; handed out a free street car ticket to the conductor, enjoyed free drinks at the bars—another example of the man who wanted something for nothing, and at last his greed caused him to enter into dishonest deals that landed him in the penitentiary.

On certain days of the month at numerous supply depots conducted by county and city charities, long rows of men and women can be seen awaiting their turn to get a small supply of flour, sugar and other necessities of life. Some are helpless, deformed, and their looks indicate want and misery, but there are others who have no appearance of need. Here again we find men and women leaving pride and self-respect behind because of the desire to secure something for nothing.

On special sales days in the retail districts of every large city great crowds can be seen about the entrances of the great department stores, crushing, fighting to get to the bargain counters, all bent upon getting something of value for little or nothing.

From the highest walks of life to the lowest the all-prevailing and dominant trait in evidence is the weakness of the individual is the struggle to get something for nothing. It is based upon a knowledge of this frailty of humankind that some great business enterprises are built. Wonderful bargains are advertised, and the masses rush to buy, without calm reasoning in the matter of any comparisons of value. Good business judgment is cast in the background by the madness to get something for nothing.

The get-rich-quick operator uses the same methods to lead to his trap victims with dollars as do the railroads, the big department stores and the others who have certain objects to gain. It is always the promise held out to give something for inadequate compensation, without its equal in expenditure of money or labor that al-

lows the frauds to succeed. There is magic in the "something for nothing" deal. It is a bait that catches people in every rank and walk of life. It often is the cause of the downfall of men who have all the abilities to succeed. It is a fallacy that tends toward evil. There can be nothing gained without adequate compensation. "The something for nothing is an ignis fatuus that the wise will avoid.

D. M. CARR.

SHARP PRACTICES.

Schemes by Which People in Country Districts Are Defrauded.

One of the winning games that is widely played is the giving of prizes for the sale of baking powder, flavoring extracts, etc. Numerous concerns are interested in this line of business. Premiums are offered to club raisers, and an outfit for canvassing is sent for a dollar or so, or perhaps furnished free if some person will vouch for the honesty of the applicant. But a "bond" is required as security for goods sent. The offer is so attractive that many are induced to order a lot of the goods to get the premium. The goods are of the cheapest and most trashy kind. The soap, the extracts, the spices are all of an inferior quality often adulterated and unwholesome. The person who orders them realizes that the lot is worth little. If they are not sold by the agent, it matters little to the concern sending them out, as the persons vouching for the honesty of the "agent" will be informed that they will be held for the price of the goods, and to save trouble, the agent will send the money due, and make the best of a bad bargain. It is a good thing to avoid all propositions that offer much for little.

Give Charm to Town.

Attractive streets, well paved, good sidewalks, clean appearing buildings, signs arranged well, all go to add a charm to a town. One of the things that often gives strangers to a town a bad impression is the loose manner in which storekeepers and others take care of the exterior of their places. Often not a sign about the place is to be found to designate the character of the business carried on, and this can only be known by a peep through the open door. The windows are often arranged in such a way as to give little knowledge of the goods handled. During the summer time awnings hanging low over the walks, so the passer-by must stoop to avoid them, are found in many places. Just a little care is needed to improve along these lines. An attractive sign does not cost much and is a good investment for the storekeeper. Cleanliness in front of business places makes a good impression. In fact strangers will seldom enter a store if the outside appearance indicates slovenliness and carelessness. The up-to-date merchant will always be found with a well-cared-for establishment. It is quite often you can tell the business importance of a man in the community by the appearance of his store. Make business places attractive as possible. It may cost you a little money, a little extra labor, but it will pay in the long run.

Pays to Keep the Town Neat.

The streets of a town overgrown with weeds never makes a good impression on the stranger. Good sidewalks, well-kept streets in the residence and business portions of a place, always speak well for the habits of its residents.

HERITAGE OF CIVIL WAR.

Thousands of Soldiers Contracted Chronic Kidney Trouble While in the Service.

The experience of Capt. John L. Ely, of Co. B, 17th Ohio, now living at 500 East Second street, Newton, Kansas, will interest the thousands of veterans who came back from the Civil War suffering tortures with kidney complaint. Capt. Ely says: "I contracted kidney trouble during the Civil War, and the occasional attacks finally developed into a chronic case. At one time I had to use a crutch and cane to get about. My back was lame and weak, and besides the aching, there was a distressing retention of the kidney secretions. I was in a bad way when I began using Doan's Kidney Pills in 1901, but the remedy cured me, and I have been well ever since."

Sold by all dealers. 50 cents a box. Foster-Milburn Co., Buffalo, N. Y.

"GONE TO THE DEVIL."

London Inn Responsible for Origin of Common Saying.

The old inns of England have been responsible for the origin of many common sayings. An instance of this is the proverbial phrase "He has gone to the devil." On Fleet street, London, near Temple Bar, was once a tavern which was known by the strictly old-fashioned name, "The Devil and Saint Dunstan." It was famous for its good dinners and excellent wines, and received a large patronage from the lawyers of Temple Bar.

It was familiarly known as "The Devil," and when a lawyer left his office to go there he usually left a notice on his door, "Gone to the Devil." There were some who patronized the tavern to the neglect of their business, and the notice was so regularly exhibited on their doors that it finally came to be used to characterize the man who was losing his grip and going to destruction.—The Sunday Magazine.

The Peaceful Joy of the River.

An ingenious Spaniard says that "rivers and the inhabitants of the watery element were made for wise men to contemplate and fools to pass by without consideration." And though I will not rank myself in the number of the first, yet give me leave to free myself from the last, by offering to you a short contemplation, first of rivers, and then of fish; concerning which I doubt not but to give you many observations that will appear very considerable; I am sure they have appeared so to me, and made many an hour pass away more pleasantly, as I have sat quietly on a flowery bank by a calm river.—Isaac Walton.

He Set a Date.

A merchant in a Wisconsin town who had a Swedish clerk sent him out to do some collecting. When he returned from an unsuccessful trip he reported:

"Yim Yonson say he vill pay ven he sells his hogs. Yim Olesen, he vill pay ven he sell him wheat, and Bill Pack say he vill pay in January."

"Well," said the boss, "that's the first time Bill ever set a date to pay. Did he really say he would pay in January?"

"Vell, ay tank so," said the clerk. "He say dat it ban a dam cold day ven you get that money. I tank that ban in January."—Harper's Weekly.

Her Bad Break.

"Here's a pretty good coat, if you want it," said the farmer's wife, with a generous smile.

Young Hilary Weariness, the tramp, spoke politely, yet with some slight hauteur.

"Yer kindness, ma'am," he said, "should be a sufficient excuse for yer ignorance; but ye oughter know I can't wear no sack coat with this here silk hat."

Her Idea of a Wooden Leg.

Hewitt—Is your wife a woman of practical ideas?

Jewett—Well, I could imagine that if I lost a leg she would think that the vacancy could be filled by taking one of the legs out of a pine table that we no longer use.—Judge.

FOUND OUT.

A Trained Nurse Made Discovery.

No one is in better position to know the value of food and drink than a trained nurse.

Speaking of coffee, a nurse of Wilkes Barre, Pa., writes: "I used to drink strong coffee myself, and suffered greatly from headaches and indigestion. While on a visit to my brothers I had a good chance to try Postum Food Coffee, for they drank it altogether in place of ordinary coffee. In two weeks after using Postum I found I was much benefited and finally my headaches disappeared and also the indigestion."

"Naturally I have since used Postum among my patients, and have noticed a marked benefit where coffee has been left off and Postum used."

"I observed a curious fact about Postum when used among mothers. It greatly helps the flow of milk in cases where coffee is inclined to dry it up, and where tea causes nervousness."

"I find trouble in getting servants to make Postum properly. They must always serve it before it has been boiled long enough. It should be boiled 15 to 20 minutes after boiling begins and served with cream, when it is certainly a delicious beverage." Read "The Road to Wellville" in pkgs. "There's a Reason."

WHY HE WANTED LAW.

Man Had to Be Forced into Paths of Righteousness.

Congressman James E. Watson of the Sixth Indiana district told a story while in town recently, anent the operation of the pure food law, and intended to illustrate his expressed theory that more people would be good if they had to be.

"It was while we were wrestling with the pure food bill at Washington," he said, "that I got a letter from home, written by a man from whom I bought a big quantity of maple sirup each year. He urged me to fight for the pure food bill. Now, I couldn't help remembering, to save my life, that this man bought five barrels of brown sugar at the opening of the maple molasses season. So I wrote him a note suggesting that advocacy of a pure food measure seemed odd from a man who bought five barrels of brown sugar before beginning the manufacture of his pure maple sirup. "Never feared him. He turned my letter over and wrote on the back: 'I know it, but I want the law to make me do right.'"—Indianapolis News.

THREE BOYS HAD ECZEMA.

Were Treated at Dispensary—Did Not Improve—Suffered Five Months—Perfect Cure by Cuticura.

"My three children had eczema for five months. A little sore would appear on the head and seemed very itchy, increasing day after day. The baby had had it about a week when the second boy took the disease and a few sores developed, then the third boy took it. For the first three months I took them to the N— Dispensary, but they did not seem to improve. Then I used Cuticura Soap and Cuticura Ointment and in a few weeks they had improved, and when their heads were well you could see nothing of the sores. Mrs. Kate Keim, 613 West 29th St., New York, N. Y., Nov. 1, 5 and 7, 1906."

No Grace.

Four-year-old Anna was invited to take luncheon with the family of one of her little friends. Before they partook of their meal, the head of the house asked a blessing upon the food, during which time Anna chattered constantly. Not wishing to reproach the child, her hostess said, "I suppose you don't have grace at your house." "Oh, no," the little girl replied, "we have Bessie."—Harper's Magazine.

Deafness Cannot Be Cured

by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed, you have a rumbling sound or imperfect hearing, and when it is entirely closed, deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by Catarrh, which is nothing but an inflamed condition of the mucous surfaces. We will give One Hundred Dollars for any case of Deafness caused by catarrh that cannot be cured by Hall's Catarrh Cure. Send for circulars, free. F. J. CHENEY & CO., Toledo, O. Sold by Druggists. Take Hall's Family Pills for constipation.

Had Measured It.

"How far," asked the first automobilist as they met at a turn in the road, "is it from here to the next town where there's a repair shop?" "Eleven hills, three bad bridges, one long stretch of deep sand, and two arrests," answered the second automobilist.

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 *Chas. H. Fletcher*.

In Use For Over 30 Years. The Kind You Have Always Bought.

Was Built to Last.

The great military thoroughfare of the Roman world known as the Applan Way, reaching from Rome to Brundisium, was but 15 feet wide, yet 70 years elapsed between its commencement and its completion.

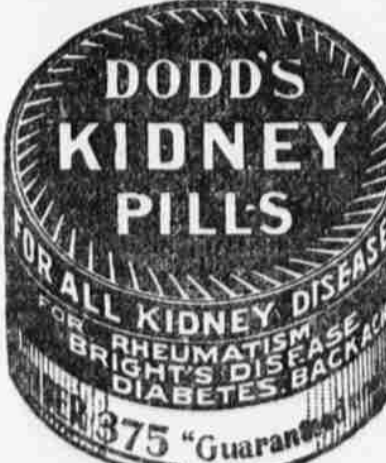
Guns, Traps, Decoy, Etc.

Lowest prices. Write for free catalog No. 1 N. W. Hide & Fur Co., Minneapolis, Minn.

Control your temper, for, if it does not obey you, it will govern you.—Horace.

Lewis' Single Binder Cigar has a rich taste. Your dealer or Lewis' Factory, Peoria, Ill.

Virtue is bold and goodness never fearful.—Shakespeare.



PUTNAM FADELESS DYES
Color more goods brighter and faster colors than any other dye. One 10c package colors all fibers. They dye in cold water better than any other dye. You can dye any garment without ripping apart. Write for free booklet—How to Dye, Bleach and Mix Colors. **MONROE DRUG CO., Quincy, Illinois**

MEN ADMIRE



MISS EMMA RUNTZLER

a pretty face, a good figure, but sooner or later learn that the healthy, happy, contented woman is most of all to be admired. Women troubled with fainting spells, irregularities, nervous irritability, backache, the "blues," and those dreadful dragging sensations, cannot hope to be happy or popular, and advancement in either home, business or social life is impossible.

The cause of these troubles, however, yields quickly to Lydia E. Pinkham's Vegetable Compound made from native roots and herbs. It acts at once upon the organ afflicted and the nerve centers, dispelling effectually all those distressing symptoms. No other medicine in the country has received such unqualified endorsement or has such a record of cures of female ills as has

Lydia E. Pinkham's Vegetable Compound

Miss Emma Runtzler, of 631 State St., Schenectady, N. Y., writes:—"For a long time I was troubled with a weakness which seemed to drain all my strength away. I had dull headaches, was nervous, irritable, and all worn out. Chancing to read one of your advertisements of a case similar to mine cured by Lydia E. Pinkham's Vegetable Compound, I decided to try it and I cannot express my gratitude for the benefit received. I am entirely well and feel like a new person."

Lydia E. Pinkham's Vegetable Compound is the most successful remedy for all forms of Female Complaints, Weak Back, Falling and Displacements, Inflammation and Ulceration, and is invaluable in preparing for childbirth and the Change of Life.

Mrs. Pinkham's Standing Invitation to Women

Women suffering from any form of female weakness are invited to promptly communicate with Mrs. Pinkham, at Lynn, Mass. Her advice is free and always helpful.

SICK HEADACHE

CARTER'S LITTLE LIVER PILLS. Positively cured by these Little Pills. They also relieve Distress from Dyspepsia, Indigestion and Too Hearty Eating. A perfect remedy for Dizziness, Nausea, Drowsiness, 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.

CARTER'S LITTLE LIVER PILLS. Genuine Must Bear Fac-Simile Signature. *Warranted* REFUSE SUBSTITUTES.

THE VERY PIANO!

Lyon & Healy's Washburn Piano is the very piano you want for your home—now offered at lowest net prices and on easiest monthly terms. The Washburn is guaranteed for life and is known far and wide as "America's Home Piano," because of its lasting qualities and its famous singing tone.

If in the market for a piano, mail this advertisement today with your name and address and receive catalog and name of local dealer, and six pieces of beautiful new piano music.

Address, **LYON & HEALY, CHICAGO**

New and Liberal Homestead Regulations in

WESTERN CANADA

New Districts Now Opened for Settlement

Some of the choicest lands in the grain growing belt of Saskatchewan and Alberta have recently been opened for settlement under the Revised Homestead Regulations of Canada. Thousands of homesteads are offered each

are now available. The new regulations make it possible for entry to be made by proxy, the opportunity that many in the United States have been waiting for. Any member of a family may make entry for any other member of the family, who may be entitled to make entry for himself or herself. Entry may now be made by the Agent or Sub-Agent of the District by proxy. (See certain conditions) by the father, mother, son, daughter, brother or sister of intending homesteader.

"Any even numbered section of Dominion Lands in Manitoba or the North-West Provinces, excepting 3 and 35, not reserved, may be homesteaded by any person the sole head of a family, or male over 18 years of age, in the extent of one-quarter section, or 160 acres, more or less."

The fee in each case will be \$20.00. Churches, schools and markets convenient. Healthy climate, splendid crops and good laws. Grain-growing and cattle raising principal industries.

For further particulars as to rates, routes, best time to go and where to locate, apply to

W. V. BENNETT, Omaha, Nebraska.

Great Land Lottery

56,000 acres Indian Reservation 12 miles from Capital, South Dakota, to open first week in October. Natural gas, artesian wells, local saw mills, good soil. Adjoining farms sell at \$2,500. Map and particulars, \$1.00.

JOURNAL, Pierre, S. D.

If afflicted with sore eyes, use **Thompson's Eye Water**

W. N. U., OMAHA, NO. 38, 1907.

Nothing pleases the eye so much as a well made, dainty

Shirt Waist Suit

if properly laundered. To get the best results it is necessary to use the best laundry starch.

Defiance Starch

gives that finish to the clothes that all ladies desire and should obtain. It is the delight of the experienced laundress. Once tried they will use no other. It is pure and is guaranteed not to injure the most delicate fabric. It is sold by the best grocers at 10c a package. Each package contains 16 ounces. Other starches, not nearly so good, sell at the same price per package, but they contain only 12 ounces of starch. Consult your own interests. Ask for **DEFIANCE STARCH**, get it, and we know you will never use any other.

Defiance Starch Company, Omaha, Neb.

W. L. DOUGLAS

\$3.00 & \$3.50 SHOES BEST IN THE WORLD
THE FAMILY, AT ALL PRICES.

\$25,000 Reward To any one who can prove W. L. Douglas does not make & sell more Men's \$3 & \$3.50 shoes than any other manufacturer.

THE REASON W. L. Douglas shoes are worn by more people in all walks of life than any other make, is because of their excellent style, easy-fitting, and superior wearing qualities. The selection of the leathers and other materials for each part of the shoe, and every detail of the making is looked after by the most complete organization of superintendents, foremen and skilled shoemakers, who receive the highest wages paid in the shoe industry, and whose workmanship cannot be excelled. If I could take you into my large factories at Brockton, Mass., and show you how carefully W. L. Douglas shoes are made, you would then understand why they hold their shape, fit better, wear longer and are of greater value than any other make. **My \$4 Gift Edge and \$5 Gold Bond Shoes cannot be equalled at any price.** No Substitute. Ask your dealer for W. L. Douglas shoes. If he cannot supply you, send direct to factory. Shoes sent everywhere by mail. Catalog free. W. L. Douglas, Brockton, Mass.

PUTNAM FADELESS DYES
Color more goods brighter and faster colors than any other dye. One 10c package colors all fibers. They dye in cold water better than any other dye. You can dye any garment without ripping apart. Write for free booklet—How to Dye, Bleach and Mix Colors. **MONROE DRUG CO., Quincy, Illinois**