

HOME MERCHANTS

GOOD REASONS WHY THEY DESERVE YOUR SUPPORT.

MEANS MUCH TO COMMUNITY

He is at the Head of the Things That Are Good for the Town and Yourself.

(Copyright by Alfred C. Clark.)

The above head is a subject that can well be treated as open for discussion and consideration at any and all times. It is also a subject that should interest all persons who have at heart the welfare of the community in which he lives and who wishes to see it grow and prosper.

No person can afford to do what he knows will work an injury to the community in which he lives. In justice to himself he cannot refuse his support to the home industries that are striving for existence and the welfare of the town in which he goes to do his trading.

In considering this question it should be borne in mind that the country people, like all other American citizens, are always on the lookout for a place to invest their money that will bring them the biggest returns for the least expenditure; in this they are right and are justified in so doing, but at the same time they should remember that they are dependent on the home merchant for the money that they send to foreign markets.

If they should stop to think how these catalogue houses are operated, and look into, and know, the true condition of affairs, probably they would reconsider the stand they had taken toward them. In many cases the people are ignorant of the true surroundings and inside operations of these concerns and think they are doing right in sending them their money. They are led to believe that what they get from the catalogue house is the same article that the home merchant sells, only at a much lower price. The majority of the people do not know that they are buying the cheapest article that can be manufactured and

from the wholesaler or manufacturer and it will be sent to the purchaser in as good condition and short time as if it had been ordered from a catalogue house. The home merchant's business must be kept up and in order to do this it is absolutely necessary that the people at home patronize him and help him keep up with the times, or else he will soon be out of the struggle for existence among the country people.

The home merchant should not be expected to pay the highest price for produce and farm products and then be turned down by the seller of these articles when he wants anything in the merchant's line. He should be the first one to be consulted when the farmer intends buying. He should be seen and arrangements made for the purchase of the article, if he does not carry it in stock.

The home merchant advertises or should advertise, in the home paper. This keeps the home paper in the field and helps the community along. The people take the home paper because it gives all the local news that they cannot get any other way and thus the advertisements of the merchants are read by them. If the people do not patronize the home merchant he cannot afford to advertise, and without advertising a paper will soon prove a failure. Soon the home paper is sent to the wall for the want of support from the merchants; it may have a large circulation, but without the merchant's help it will soon be lost to sight. Then the merchant is next to get out of business for the want of support, and the town will decrease in population, and the people will wonder what the trouble is when the editor and the merchant leave town together.

The home merchant contributes to the support of the church, he pays his taxes to keep the schools up, he contributes to the horse show, the fall festival, and the hundred and one things that he is supposed to help out and give his support to. He is at the head of the list for everything that is for the good of the community and he deserves the honest and hearty cooperation of all the people, all the time, that are interested in the welfare of the community in which they live. The merchant helps to elect the men that are to represent them in the city, county, state and national af-

airs, and he is ever on the go looking to the interests of the people. The people like to be entertained and they will come many miles to some amusement given by the merchants of the town where they are ever ready to go to sell their farm products. The merchant cannot give these entertainments unless he has the support of the people and it is not fair to expect this of the men that are striving for a livelihood, when the people send their money to a concern in some far away city that will neither contribute to any of these enterprises or take an interest in the surroundings thereof.

Home trading makes home industries, brings more to the town and keeps them there, and it helps to build up the place. But the town will be at a stand-still so long as the people persist in this way of robbing the home merchants of the right to live and do business among them.

If the people will keep their money at home there will be no need for complaint. The place will assume a lively air, it will take on a metropolitan look, and the people will say to their neighbor that business is good, and it will be, as long as the people continue to trade in the home markets. The least that a person can do toward the betterment of the community and his own interests, is to keep the money at home and see to it that it is put where it is most needed and wanted.

This should be a vital question to all concerned in the welfare of his community and it should be an established rule that one should not seek for things in other parts that he can get at home.

FENTON J. LAWLER.

Origin of "Helpmeet." "Helpmeet" has had a curious history which began with the biblical account of the creation, when "the Lord God said, It is not good that the man should be alone; I will make him an help meet for him." That is to say, a fit assistant. But the two words have become curiously combined into a "helpmeet," and they are constantly used as one. Moreover, the confusion is increased by the corruption of the words into "help-mate," and Macaulay writes of the waiting woman who was "generally considered as the most suitable help mate for a parson."

HARDSHIPS OF ARMY LIFE.

Left Thousands of Veterans with Kidney Troubles.

The experience of David W. Martin, a retired merchant of Bolivar, Mo., is just like thousands of others.



Mr. Martin says: "I think I have had kidney disease ever since the war. During an engagement my horse fell on me, straining my back and injuring the kidneys. I have been told I had a floating kidney. I had intense pain in the back, headaches and dizzy spells and the action of the bladder was very irregular. About three years ago I tried Doan's Kidney Pills, and found such great relief that I continued, and inside a comparatively short time was entirely rid of kidney trouble."

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

Disease Puzzles Doctors. A mysterious disease is troubling the Dutch medical profession. It has broken out in the district of Ouddorp, not far from Utrecht, and Prof. Spronck, of Utrecht, after all the best efforts he can devise, has had to confess himself perplexed. The disease is a contagious affection of the heart, and the patients invariably develop high fever. There have been more than 100 cases. Prof. Spronck made a careful analysis of blood taken from patients, but has utterly failed to find a cause or an origin for the epidemic.

THIS IS WORTH SAVING.

Valuable Advice and Recipe by Well-Known Authority.

The following simple home-made mixture is said to relieve any form of Rheumatism or bacheache, also cleanse and strengthen the Kidneys and Bladder, overcoming all urinary disorders, if taken before the stage of Bright's disease: Fluid Extract Dandelion, one-half ounce; Compound Kargon, one ounce; Compound Syrup Sarsaparilla, three ounces. Mix by shaking well in a bottle and take in teaspoonful doses after meals and at bedtime. A well-known authority states that these ingredients are mainly of vegetable extraction, and harmless to use, and can be obtained at small cost from any good prescription pharmacy. Those who think they have kidney trouble or suffer with lame back or weak bladder or Rheumatism, should give this prescription a trial, as no harm can possibly follow its use, and it is said to do wonders for some people.

SOME POINTS ABOUT NEEDLES. The Evolved Product of Centuries of Invention. The point of a needle is a very important part of that useful little instrument, and there are many points about needles calculated to interest the general public. The daily consumption of needles all over the world is something like 3,000,000, while every year the women of the United States break, lose and use some 300,000,000 of these tiny tools. Few people while threading a needle have ever given a thought to the various processes through which the wire must pass before it comes out a needle. Yet the manufacture of needles includes some 21 different processes from cutting the wire and threading the double needles by the eyes to separating the two needles on the one length of wire, heading, hardening in oil, cleaning out the sides of the eye, point-setting, and final polishing. For wrapping purple paper is used, since it prevents rusting. There are many sorts of needles, for surgeons, cooks, glovemakers, weavers, sailmakers, broommakers, milliners' and dressmakers' use. The needle is the evolved product of centuries of invention. In its primitive form it was made of bone, ivory, or wood. Point by point its manufacture has improved, until this little but not insignificant instrument is now one of the highly-finished products of twentieth century machinery and skill.—Zion's Herald.

A FRIEND'S TIP.

70-Year-Old Man Not too Old to Accept a Food Pointer.

"For the last 20 years," writes a Maine man, "I've been troubled with Dyspepsia and liver complaint, and have tried about every known remedy without much in the way of results until I took up the food question. "A friend recommended Grape-Nuts food, after I had taken all sorts of medicines with only occasional, temporary relief. "This was about nine months ago, and I began the Grape-Nuts for breakfast with cream and a little sugar. Since then I have had the food for at least one meal a day, usually for breakfast. "Words fail to express the benefit I received from the use of Grape-Nuts. My stomach is almost entirely free from pain and my liver complaint is about cured, I have gained flesh, sleep well and eat nearly any kind of food except greasy, starchy things and am strong and healthy at the age of 70 years. "If I can be the means of helping any poor mortal who has been troubled with dyspepsia as I have been, I am willing to answer any letter enclosing stamp." Name given by Postum Co., Battle Creek, Mich. Read the little book, "The Road to Wellville," in pkgs. "There's a Reason."

Mrs. Winslow's Soothing Syrup.

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

Some men make it their business to interfere with the business of others.

Dresses, Cloaks, Ribbons, Suits, etc., can be made to look like new with PUTNAM FADELESS DYES. No muss.

Many a woman has married a fool for love; but few mistakes would be made if fools never had money.

FILES CURED IN 6 TO 14 DAYS. PAIN REMOVED. Guaranteed to cure any case of Itch or, Bitch, Bleeding or Protruding Piles in 6 to 14 days or money refunded. See.

Many a man sows wild oats at his leisure that his children must reap in haste.

For flexibility, smooth finish, stiffness and durability, Defiance Starch has no equal—10c for 16 oz.

Some men are not satisfied when they kill two birds with one stone unless they can get the stone back.

Lewis' Single Binder costs more than other 5c cigars. Smokers know why. Your dealer or Lewis' Factory, Peoria, Ill.

A man who is content to do the same thing day after day may be a good husband and a kind father, but he is a poor news-maker.

Defiance Starch—Never sticks to the iron—no blotches—no blisters, makes ironing easy and does not injure the goods.

Booth Tarkington when at work rises at five o'clock in the morning, drinks a little cocoa and writes till nine. Nearly all his best passages have been written at sunrise.

Take advantage of Nature's splendid offering, Garfield Tea, the laxative that is pure, mild and potent. It is made wholly of Herbs. For constipation, biliousness, liver and kidney diseases. It purifies the blood. Guaranteed under the Pure Food and Drugs Law.

Receives Carnegie Pension.

Judge C. C. Cole, of Des Moines, Ia., for many years dean of the Drake University law school there has received a Carnegie pension of \$1,280 a year. He was graduated from the Harvard law school.

In a Pinch, Use ALLEN'S FOOT-EASE. A powder. It cures painful, smarting, nervous feet and ingrowing nails. It's the greatest comfort discovery of the age. Makes new shoes easy. A certain cure for sweating feet. Sold by all Druggists, 25c. Accept no substitute. Trial package, FREE. Address A. S. Olmsted, Le Roy, N. Y.

Col. Silas W. Burt, who was recently elected president of the Civil Service Reform association, was naval officer under the first Grant administration.

AWFUL NEURALGIA

Pain Turned This Woman's Hair White but She Was Cured by Dr. Williams' Pink Pills.

Do not seek relief from suffering simply, but free your system from the disease which is the cause of your suffering. That is the message which a former victim of neuralgia sends to those who are still in its grasp. Hot applications, powders that deaden the senses and others that reduce the heart action may cause temporary relief but the pain is sure to return with greater intensity. Mrs. Evelyn Crenshaw, who has a beautiful home at 511 Boulevard West, Detroit, Mich., suffered for years with neuralgia until she tried this tonic treatment. She says: "My trouble began about six years ago and I did not rest as I should have, but kept up about my many duties. After a time I became so weak I could not do any work at all. I had severe backaches and such dreadful headaches in the back part and top of my head. My eyes were easily tired and at times I saw black spots before them. I consulted several doctors but without the slightest benefit. The pains were so intense that my hair turned white. "I lost continually in weight and strength and was almost in despair when a friend recommended Dr. Williams' Pink Pills. I tried them according to directions and soon began to feel relief. At the end of three months I had gained ten pounds in weight and had no more trouble with my nerves. I have been in perfect health ever since and can heartily commend Dr. Williams' Pink Pills." Dr. Williams' Pink Pills are sold by all druggists, or sent postpaid, on receipt of price, 50 cents per box, six boxes for \$2.50, by the Dr. Williams' Medicine Co., Schenectady, N. Y.

AILING WOMEN

How Many Perfectly Well Women Do You Know?



"I am not feeling very well," "I am so nervous it seems as though I should fly." "My back aches as though it would break."

How often do you hear these significant expressions from women and friends. More than likely you speak the same words yourself, and there is a cause.

More than thirty years ago Lydia E. Pinkham of Lynn, Mass., discovered the source of nearly all the suffering endured by her sex. "Woman's Ills," these two words are full of more misery to women than any other two words that can be found in the English language. Sudden fainting, depression of spirits, reluctance to go anywhere, backaches, headaches, nervousness, sleeplessness, bearing-down sensations, displacements and irregularities are the base of woman's existence.

The same woman who discovered the cause of all this misery also discovered a remedy, Lydia E. Pinkham's Vegetable Compound made from native roots and herbs holds the record for a greater number of absolute cures of female ills than any other one remedy the world has ever known and it is the greatest blessing which ever came into the lives of suffering women.

Don't try to endure, but cure the cause of all your suffering. Lydia E. Pinkham's Vegetable Compound at once removes such troubles. The following letters prove this:

Mrs. W. S. Ford of 1928 Lansdowne St., Baltimore, Md., writes: "Dear Mrs. Pinkham:— "For four years my life was a misery to me. I suffered from irregularities, suppression, terrible dragging sensations and extreme nervousness. I had given up all hope of ever being well again when Lydia E. Pinkham's Vegetable Compound was recommended. It cured my weakness and made me well and strong."

Miss Grace E. Miller, of 1213 Michigan St., Buffalo, N. Y., writes: "Dear Mrs. Pinkham:— "I was in a very bad condition of health generally; irritative, cross, backache and suffered from a feminine weakness. Lydia E. Pinkham's Vegetable Compound, cured me after all other medicines had failed."

What Lydia E. Pinkham's Vegetable Compound did for Mrs. Ford and Miss Miller it will do for other women in like condition. Every suffering woman in the United States is asked to accept the following invitation. It is free, will bring you health and may save your life.

Mrs. Pinkham's Invitation to Women. Women suffering from any form of female weakness are invited to promptly communicate with Mrs. Pinkham, at Lynn, Mass. From the symptoms given, the trouble may be located and the quickest and surest way of recovery advised. Out of her vast volume of experience in treating female ills Mrs. Pinkham probably has the very knowledge that will help your case. Her advice is free and always helpful.

DO YOU SMOKE A PIPE? WHAT KIND OF TOBACCO DO YOU SMOKE? IF YOU HAVE NOT TRIED QBOID GRANULATED PLUG - You have never gotten that solid comfort which a good "pipe smoke" should give a man.

QBOID WILL NOT BITE THE TONGUE IT IS THE ORIGINAL OF THIS STYLE TOBACCO It has an elegant Aroma which no other pipe tobacco possesses, and its smooth, delightful flavor and free smoking qualities are the results of years of careful study and experimenting.

SPECIAL OFFER QBOID Tobacco is now on sale almost everywhere, and hundreds of thousands of boxes were consumed last year, and it is our purpose to place QBOID in reach of every pipe smoker in this country, and to that end we make the following offer:

If your dealer does not handle QBOID Tobacco, we will send you any size box, "postage paid," upon receipt of regular price—viz: Prices, 1 1/2 oz. tin box, 10c; 3 1/2 oz. tin box, 20c; 8 oz. tin box, 45c, and 16 oz. fancy tin box, 90c. Money refunded to any dissatisfied purchaser. Cut out this advertisement and send with money order or stamps. Write your name and address plainly, and address to LARUS & BRO. CO., Manufacturers, Richmond, Va.

A DOLLAR spent at home reacts in its benefits with unceasing general profit. Sent out of town its life is ended. Kept with the home merchants it is a messenger of continuous benefit. Business men should awake to the importance of keeping this dollar at home and make a bid for it.

GALL-STONE CURE. "Graemer's Calculus Cure" In a Certain Remedy For GALL STONES, Headache of Gall, Biliousness, Salivary Gland, Jaundice and all Stomach Troubles resulting from Bilelessness. Write for circular. W. M. GRAEMER, 4200 North Grand Avenue, ST. LOUIS, MO.

FREE One envelope contains a coupon collection of seeds, with clear directions for cultivating. J. J. H. GREGORY & SON, Marblehead, Mass.

W. N. U. OMAHA, NO. 9, 1907.

BAD pains every month, indicate serious female disease, likely to become dangerous, if not promptly treated. A medicine is needed which acts directly on the womanly organs, such as

WINE OF CARDUI WOMAN'S RELIEF

A scientific medicine, consisting of pure, vegetable ingredients, which, according to the testimony of thousands who have used it, will relieve your pains, regulate your functions, build up your strength, and cure the disease which is eating up your vitality. Try it.

At all Druggists

WRITE for Free Advice, stating age and describing your symptoms, to Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn.

Jaques Mig. Co. Chicago

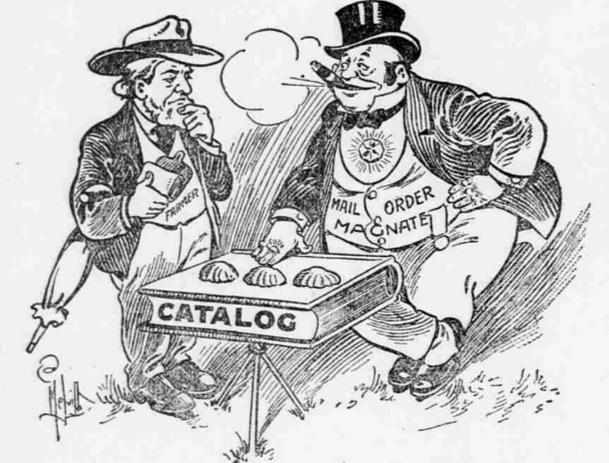
The Power Behind the Dough!

KC BAKING POWDER 25 ounces for 25 cents

A real power that raises and sustains the dough with absolute certainty. No failures. A cake made with KC cannot fail.

We insist upon refunding your money if a trial does not convince you.

Jaques Mig. Co. Chicago



It's a Shell Game—You Pay Your Money Without Knowing What You Are Going to Get.

that they are in reality paying more for an inferior grade of goods than those sold by the home merchant, which probably cost them a few cents more.

Since the catalogue house has sprung into the commercial world and begun operations in the United States, all kinds of schemes have been tried and worked to get the money from the people that are always looking for bargains. No expense has been spared in their struggle for the almighty dollar of the country people, and they have been so far successful, at the great expense of the home town of the people that sent their money to these concerns.

Magazines have been started for the sole benefit of the catalogue house, and these circulated among the country people at ten or 15 cents a year. They build up a circulation on this low price of hundreds of thousands; this circulation brings to them millions of dollars in advertising from the catalogue houses and this money expended for advertising is more than doubled from the sales of these concerns to the country people who are losers by the transaction.

Catalogues are sent out telling the people that the house from which they came is the cheapest place in the country to buy, and it is, if the person receiving this catalogue wants a cheap article, not only in price, but also in make and material. The farmer receives this catalogue, looks it over, and after reading the well composed guarantee or assurance "that the goods described in it are the very best that can be found anywhere, sends in an order. The house receives the order and immediately ships the articles wanted. The farmer drives many miles to get them and when the box is opened it is found to contain something much below his expectations, but this does not satisfy his mind on the fact that he has been duped and that he is not getting his full money value. In a second order he may be treated the same as the first one, but still he may think that he has saved money by buying it where he could get it cheap.

At the same time the merchant at home has the goods on the shelf in his store waiting for them to be taken away so that he can replace them with newer goods, thereby keeping his stock fresh and up-to-date. If he has not the article wanted he can order it

from the wholesaler or manufacturer and it will be sent to the purchaser in as good condition and short time as if it had been ordered from a catalogue house. The home merchant's business must be kept up and in order to do this it is absolutely necessary that the people at home patronize him and help him keep up with the times, or else he will soon be out of the struggle for existence among the country people.

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airs, and he is ever on the go looking to the interests of the people. The people like to be entertained and they will come many miles to some amusement given by the merchants of the town where they are ever ready to go to sell their farm products. The merchant cannot give these entertainments unless he has the support of the people and it is not fair to expect this of the men that are striving for a livelihood, when the people send their money to a concern in some far away city that will neither contribute to any of these enterprises or take an interest in the surroundings thereof.

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