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

The last of these is quite as es tial 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 mail-

order man's advertising is effective. 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 found in every paper:

GO TO BLANK'S

Hardware, Stoves and Tinware BEST GOODS LOWEST PRICES

The mail-order man's advertising is

different. It is specific, and while the glowing descriptions given are often misleading-a thing which Blank's advertising should never be they attract the attention of the reader and possible purchaser because they tell about some one thing that he may pos-

The mail-order man makes a run household labor in four widely differ

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 TELL THE PRICES cities and towns and farms to the mailkind of advertising that drew \$200, girls could possibly desire. 000,000 into the coffers of the Chicago other one thing.

But, Mr. Merchant, whether your 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 printer and have him make you little stalogues of your own. They do not need to be large affairs, but small folders of four, eight or 16 pages. Put into these folders the descriptions and The writing of effective advertising prices of the goods you are carrying. is not an art, it is not a business that or leaders in the line. Be sure that the prices quoted are right, then put one of these into the hands of every

customer: keep them circulating throughout the community, and make a practice of getting out a new one every few weeks. You, Mr. Merchant, can make advertising pay larger returns than the mail-order man secures; you can make it the mainstay of your business, and you can make it the means of killing the mail-order competition in your community. And when you do this

give you better value than any other commodity you can buy. WRIGHT A. PATTERSON.

NO THORNS IN HER PATH. Josephine Daskam Writes in Tribute of the Golden Rule.

do not begrudge the publisher the

reasonable price he asks you for ade-

quate space in his columns. He will

"I believe myself to be notably fortunate in my relations with my domestic employes. During a period of



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.

sell at a close margin of profit in or- | dressed with intentional disrespect by der to attract trade in his general line any person in my employ," says Joseon which heavy profits are made, phine Daskam Bacon in the American Blank should advertise hardware in Magazine. much the same manner the mail-order

If, instead of expressing meaningand properly displayed an advertise- riage). ment something like the following he would have been sure to have attracted attention to his store, and in have never to my knowledge, or even all probability would have been sur- suspicion, suffered the loss of a penprised at the drawing power of his ad- ny's worth by theft, and my record

WASHDAY BARGAIN SALE

BLANK'S AT BARGAIN PRICES During Thursday, Friday and Saturday of this wook

\$3.79 for a 5 year guaranteed best quality ers. Solid rubber rolls, steel spring and patent guide board.

74C for genuine "No Sag" Curtain Stretchers. 98c for extra heavy copper rim and bottom

18C for 50 feet white Cotton Braided Clothes 89¢ for hardword folding Clothes Bar of ex-

22C for full sized very best quality Wash

45C for best quality fiber Water Pail of ex-

54C for an extra large heavy willow Clothes

The prices given here are of course giving bargains; they should be prices pents living in the shrine, in order to that would compare favorably with the receive their favor. 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 was asked recently by an American for it, but that the purchaser has no friend for some information about herfreight to pay, and does not have to self. Mrs. Steele replied: "I have wait an interminable time for the been married, I have borne children, I goods he buys, as when ordering of have two grandsons, I have, therethe mail order houses.

The advertiser who describes in de- me is death."

"I have never been left a day withman advertises hardware, and he has out my regular staff of employes, this advantage—he can invite the peo- which has varied from one to five ple of the community to visit his store (that is to say, that I have never and see the goods for themselves so been left suddenly or without suffithey will know just what they are buy- cient notice to supply the vacancy). "I have never had a satisfactory worker leave me except for what I less generalities in a two-inch space, considered a good reason (in the ma-Blank had used a little more space jority of cases an advantageous mar-

> "I have never lost an unsatisfactory one except by my own dismissal. I 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 not expected or requested. I have EVERYTHING REEDED FOR WASHDAY had extra money offered by me to offset extra work occasioned by sickness refused on the ground that at such times all the household expected to

share the trouble. "And as a climax I am able to state that once, at least, on my offering a ice I was met with the astounding suggestion that as my expenses were heavy at the time and likely to increase I had better not consider it. "

Worshiped as Deities.

Snakes, the objects of terror to most Europeans in eastern lands, are worshiped in most parts of India. In some districts there are from 15,000 to 20,000 shrines dedicated exclusively to the worship of snakes. These 24C for 12-qt. heavy galvanized iron water or shrines, which are invariably in honor of one of the minor divinities of the country, possess, in some instances, 79C for an excellent quality of ironing boards valuable properties for their maintenance and for the cost of the numerous stroy it in the first instance. to perform. In these shrines the Hindus set up fantastic idols of serpents. mere fiction, but the prices Blank The devotees of this strange religion should quote in his advertisement should show the public that he is

> Only One Novelty Left Mrs. Flora Annie Steel, the author.

attract the favorable attention of the To Be Correct They Are Now Tre-

ornate and more and more stittering. order houses of the city. It is this jewels as the most greedy of ballet publies or shells at the peesh shade is octagonal and is made of the basis of a little geological colmail-order houses alone last year, and dull silk. On each of the eight panels lection, and with proper guidance the it is this kind of advertising on the is a painted ballet girl. This is not a youngster will soon be le part of the local merchants that the reflection on the naturalness of the malf-order houses fear more than any ballet girls' complexion, but merely and educated ere. an explanation of the nature of her coloring. All of the figure is painted line be hardware, dry goods, groceries, except the skirt, which is made of

tightly shirred chiffon. The shade is finished with a broad band of gold insertion dotted with beight colored jewels, beneath which is a ruffle of gold lace. Around the top of the insertion are three strand; of ruby beads which are looped a! around the edge of the shade.

Equally glittering was a little shade meant for a large candle or small lamp. It was made of pale pink silk, over which was a fabric which might be described as pale pink cloth of gold, pink and gold threads being used in its composition. Garlands of ribbon embroidery decorated the shade, which was edged with pink fringe and gold lace, the gold lace be-

tibbon flowers. A sample shade was made of flow-

Mignonette Parfait.

Steep a cup (packed measure) cf chopped mint leaves in a cup of boiling water for two hours. Heat to the boiling point and then strain and add to the strained water one cup of sugar and cook without stirring after the boiling begins to soft ball stage: Pour in a fine stream over the whites of three eggs beaten very dry, and beat until cold, the dish standing in ice water meanwhile. Add a teaspoonful of rose water, two teaspoonfuls of orange water and fold in a eight years, in which I have employed pint of cream beaten solid. Tint half the mixture a pale green with on a few things which he is willing to ent places, I have never once been ad spinach juice and set aside. Line a quart meion mold with the other part and use the tinted cream to fill the center. Cover with untinted cream sheet of waxed paper or wrapping ing well in a bottle. The dose is one paper, letting the mold stand in ice and salt for four hours. When serving surround with sprigs of fresh mint and mignonette.

When the Feet Are Tired. night, with the addition of a little salt any and Bladder trouble. and a tablespoonful of bay rum or a It is said that one week's few drops of ammonia, will often give mixture will clear the skin of sores, ease; but the magic preparation it simples or boils. said to be a mixture of carbolic acid. camphor, and ammonia—four ounces will be appreciated by many readers. of carbolic acid to one each of the am monia and camphor. Stir into the foot-bath in the proportion of one large quarts of hot water. It will give the greatest relief. For chilblains and itching and burning of the feet apply equal parts of turpentine and kerosene.

Drying Clothes. See that such things are pulled into their natural shape before dry, and

too great heat. If the slightest steam rises from woolens when they are drying, they are "walking in" as hard as they can

Shawls ought to be pinned out on a sheet or a carpet, or on a felt or blanket, and thrown over the line. Watch that you allow no woolen garment to "droop" at the corners.

To Clean Mud-Stained Skirt. If a skirt is much splashed with mud or stained along the hem it should never be brushed until the stains are completely dry, prompt treatment while the mud is still wet only causing the dirt to sink into the material. If brushing does not succeed in eliminat ing the marks when the material is dry, sponging with pure alcohol should be tried, this method succeeding admirably both with serge and cloth cos tumes in dark colors as well as lighter

Bones for Gravy. Bones for making gravy should be boiled gently for over six hours, and car fare.—Harper's Weekly. then strained off. If, when cold, the bones look shiny they may have more goodness in them, and can be cooked

in fresh water (sufficient to cover only) for a few hours. The bones should never be kept in an iron sauce pan, but, when strained from the liquos at night, be placed on a clean dish. After two days' cooking you will find the bones useless. Good Home-Made Polish. A good home-made polish for fine

kid may be made of equal quantities of neat's-foot oil and vaseline, a very raise in wages to express my appreci- little lampblack being added to color ation of competent and devoted serv- it. The preparation should be well ago I found that it was producing indirubbed into the uppers of the boots. gestion and heart-burn, and was make where the friction of the skirt when a sluggish mental condition. walking is apt to have a deleterious effect on the ankle of the boot.

Makes Physic-Taking Easy. It is said that the most nauseous sweet afterwards to take away the dis sleep. agreeable taste. It is far better to de-

Keeping Bread and Cake Fresh. Cut a slice of new breed about an same purposes as the bread, and

daily use may be kept bright by leav ing them once a week in strong borax by Postum Co., Battle Creek. ver is put late it.

Encourage Saving. The wise father and mother will never discourage the funcies of their children for accumulating things. It is a natural instinct, inbora in the most of people, and given a little thought and care by the older heads may be turned to good account. If stance, is decorated with as many the child begins to collect "pretty" throw them out-but let them form hs and stones" with an interes

THOUGHT HIM A LUNATIC.

Man's Queer Jumble of Words War-

Prof. William Lyon Phoips of Yale recently told this story at New Heven's chamber of commerce banquet: A hard drinker was told by his doctor that he could be cured if every time he felt that he must have a drink he

eat instead. . The man followed the advice and was cured, but the habit of asking for food had become so fixed with him that once he was nearly locked up as a lunatic. He was stopping at a hotel and, hearing a great commotion in the room next to his, he peeped over the ing trimmed with pink and lavender transom to see what the matter was. He saw, and rushed madly down to the office and shouted to the clerk: ered chintz, with a fringe of crystal "The man in 153 has shot himself! Ham and egg sandwich, please!"-

SPLENDID APRIL TONIC.

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

The following is the recipe as given by a well-known authority, and anyone can prepare it at home: Fluid Extract Dandelion one-half ounce, Compound Kargon one ounce

Compound Syrup Sarsaparilla three ounces. Get these simple ingredients from and press the cover down over a any good pharmacy and mix by shak-

Everybody should take something to telp the blood, which becomes impoverished and almost sour after the winter season, especially those who are For tired feet, a hot foot-bath every subject to Rheumatism, Catarrh, Kid-

This is sound, healthy advice, which

HAD NERVE BUT NO MONEY.

spoonful of this liquid to every two Unlucky Man's Modest Request fo 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 hang in the air, but not in the sun after the last race, and started for If drying indoors must be resorted to, the automobile which was to convey do not hang too near the fire or ir aim 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 conidentially," said the stranger.

"All right; what is it?" asked the "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

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

slip me enough for car fare, will

"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

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 and will be found to toughen the kid ing me restless at night. These sympwhere the strain is greatest, and toms were followed by brain fag and

"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 physic may be given to children with agreeable surprise at the end of a out trouble by previously letting them week, that I no longer suffered from take a peppermint lozenge, a piece ci either indigestion, heart-burn, or brain alum, or a bit of orange peel. Many fag, and that I could drink it at night people make the mistake of giving a and secure restful and refreshing

"Since that time we have entirely

coffee, growing fonder and fonder of Postum as time goes on. My digestive organs certainly do their work much inch thick, and place in the tin with better now than before, a result due the cake; this will help to keep the to Postum Food Coffee, I am satisfied. cake fresh for some time. The bread "As a table beverage we find (for all may be renewed when stale. An apple the members of my family use it) that placed in the cake-tin will answer the when properly made it is most refreshsame purposes as the bread, and ing and agreeable, of delicious flavor should also be renewed from time to and aroma. Vigilance is, however, necessary to secure this, for unless the servants-are watched they are likely to neglect the thorough boiling which Keeping Silver Bright.

Silver speems and forks which are in it must have in order to extract the to mail order houses.

It is specific advertising that draws.

The Way ist Which a Swan River Far-

year's pork on my farm, and I here-with willingly submit the following

"Three years ago I purchased an improved farm of 186 acres on Section 9, Township 36, Range 27 west of the First Meridian—two miles from

the town of Swan River. I plowed and cropped 122% acres of land during this year (1906), 80 acres in wheat, 30 acres in oats, and

121/4 acres in barley. "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 would immediately take something to Cash paid for hired help..... 125.00

Cash paid for threshing..... 175.00 "Receipts for the year as follows-80 acres of wheat (yielded 30 bushels per acre)-Total .. 2.400 l 30 acres of oats (yielded 46 bushels per acre)-Total..1.200 stack of oats in sheaf.... 200 121/4 acres barley (48 bu. per acre) 600 Crop potatoes..... 300 Hay, tons 15 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 25e 100 bu. potatoes at 30c..... 200 bu. potatoes in root house at 30c..... stack of oats in sheaf for

feed 5 tons of hay at \$3.00..... 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 200 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 paid. This is my standing to-day. I am a single man, a Canadian, and 26 years of age.

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

English Shipbellding.

England added last year over threequarters of a million tons to its registers of steamers and sailing vessels, and experts are wondering whether this is not more than trade conditions

That an article may be good as well as cheap, and give entire satisfaction. is proven by the extraordinary sale of Defiance Starch, each package containing one-third more. Starch than can be had of any other brand for the

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

can be entirely overcome by using Definee Starch, as it can be applied much more thinly because of its greater strength than other makes.

Prize for the Linne The latest novelty in baser attractions is that introduced by the Spring side Wesleyan chapel, Rawtenstall England. A wedding cake was cut up, and in one section was concealed a marriage certificate. It was announced that the bachelor or spinster securing the "chunk" containing the document had the opportunity offered to be married free of cost within the next 12 months by the Rev. J. Bennetts.

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

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 eigar. Made of extra quality tobacco. Your dealer or Lewis' Factory, Peoria, Ill.

Lots of folks do a thing twice order to get it done once.

Window's Soothing Syrep. torthing, settons the gums, reduces in-illars pain, curis wind colic. He a bottle. Cupid sometimes grafts a peach

BY DR. WILLIAMS

When the servous system is b tone up the nerver in the

foreman in a large manufactus chemist's establishment in Busto good memory is absolutely essentis success because of the immense amount of detail that must be carried in the head.

"I grew very despairing, could not bear to have people meet me and my friends remarked on my condition. About the middle of December a friend told me one day that he had tried Dr. Williams' Pink Pills and found them reliable. I commenced taking them and at the end of two weeks the change for James Allen.

For constipation, biliousness, liver disturbances, and diseases resulting from impure blood, take Nature's remedy, Gartield Tea. It is made wholly of healthgiving herbs.

I received from them."

These pills actually make new blood and have cured such diseases as rheamatism, nervous and general debility, indigestion, nervous headache, neuralgia and even partial paralysis and locomotor ataxis. As a tonic for the blood and nerves they are unequalled.

If you are a sufferer from any disorder of the blood and nerves write for proof of what Dr. Williams' Pink Pills have accomplished in cases similar to yours. Every testimonial used by this company is carefully investigated

this company is carefully investigated before being published and is authentic Dr. Williams' Pink Pills are sold by al druggists, or direct by mail, postpaid, on receipt of price, 50 cents per hox, six boxes for \$2.50, by the Dr. Williams Medicine Company, Schementady, H. Y.

CHIBILIA

MISS LENA NAGEL

Are both symptoms of organic de-rangement, and nature's warning to women of a trouble which will sooner or later declare itself.

How often do we hear women say, "It seems as though my back would break." Yet they continue to drag along and suffer with aches in the small of the back, pain low down in the side, dragging sensations, nerv-ousness and no ambition.

They do not realize that the back is the main-spring of woman's organ-ism and quickly indicates by aching a diseased condition of the feminine organs or kidneys, and that

and pains will continue until the cause is remove Lydia E. Pinkham's Vegetable Compound made from native roots and herbs has been for many years the most successful remody in such cases. No other medicine has such a record of cures of feminine ills.

Miss Lena Nagel, of 117 Morgan St., Buffalo, N. Y., writes - "I was Miss Lena Nagel, of 117 Morgan St., Buffalo, N. V., writes:— "I was completely worn out and on the verge of nervous prostration. My back ached all the time. I had dreadful periods of pain, was subject to fits of crying and extreme nervousness, and was always weak and tired. Lydia E. Pinkham's Vegetable Compound completely cured me."

Lydia E. Pinkham's Vegetable Compound cures Female Complaints, such as Backache, Falling and Displacements, and all Organic Discases. Dissolves and expels Tumors at an early stage. It strengthess and tones the Stomach. Cures Headache and Indigestion and invigorates the whole femining system.

Mrs. Pinkham's Standing Invitation to Women Women suffering from any form of female weakness are invited to write Mrs. Pinkham, Lynn, Mass. Her advice is free.

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 an' 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 perfeet purity and uniformity of product which they demand in a laxative remedy of an ethical

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.

character are assured by the California Fig Syrup Company's original method of manufacture,

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 mis-branded within the meaning of the Food and Drugs Act, June 30th, 1906.

CALIFORNIA FIG SYRUP

Louisville, Ky.

San Francisco, Cal. U. S. A. London, England.

New York, N. Y.