

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 idea of advertising—namely new goods with prices, and at the same time making known what I desire to dispose of at 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 fact 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 25 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. It is reasonable to expect it will come to you unsought.

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.

HERITAGE OF CIVIL WAR.

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

The experience of Capt. John L. Ely, of Co. E, 17th Ohio, now living at 510 East Second street, Newton, Kansas, will interest the thousands of veterans who came back from the Civil War suffering from chronic kidney trouble.



"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 came 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.

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.

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, 513 West 29th St., New York, N. Y., Nov. 1, 5 and 7, 1906."

Nicknames for War Vessels.

We had a ship called the Muriel, says the New York Press, and the sailors promptly dubbed her the Merry Hell. The Georgia, as everyone knows, is the Jaw-Jaw. The Pennsylvania is the Billy Penn. The Kearsarge is the Cuss-Age. The Washington is Papa George, and, singularly enough, is commanded by John Adams. The Indiana is Red Annie. The Terror is the Tear Her. The Cleveland is Grover. The Des Moines is The Mine. The Galveston is Shirtwaist—a clever hit. The Amphitrite is the Ample Tight. The Solace is the One Ace.

What the Poet Says.

After their honeymoon to Niagara Falls they came back and settled on the old farm.

"Gracious, Silie!" said Cynthia. "Why are you in such a bad humor?" "Making butter is blamed hard," grumbled Silie, removing the beads from his brow.

"Oh, cheer up, Silie. Don't the poet say that it is 'love that makes the world go round'?" "Yes, but, by gosh, it don't make the churn go round."

Diaparty.

The two young women, who had not met for a long time, embraced each other with much fervor.

"How's this, Kate? I hear you have gone and married a rich widower. Is he much older than you?" "Well, there's considerable difference between our ages, Clara. In fact, he's a war veteran."

"Spanish war?" "Oh, no; he wasn't in that." "Civil war, then, of course." "No—er—Mexican."

The Truth.

Gobsa Golde descended painfully from his 90-hour power limousine. "I wish to purchase," he said, "an engagement ring."

"Yes, sir," said the eager clerk. "We have just imported a superb ring, sir—two ruby hearts surrounded by..." "No," said the aged millionaire, in a disillusioned voice; "no, that won't do. There is only one heart concerned in this affair. The girl is marrying me for my money."

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 most 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.'" "The Road to Well-being" in "Plea There's a Reason."

WHAT FATHER AND HARRY ACCOMPLISHED

AN ILLINOIS MAN WRITES REGARDING HIS SUCCESS IN WESTERN CANADA.

Change in Homestead Regulations Makes Entry Easily Accomplished.

"Nothing succeeds like success" is an old and true saying having many applications in Western Canada. The following letter is an illustration. The writer, Mr. Gerts, left Chicago a short time ago and the success he has achieved may well be gained by anyone having pluck and energy by locating on the free homestead lands in Western Canada. A change recently made in the Canadian Land Regulations concerning homesteads makes it possible for any member of a family to make entry for any other member of the family entitled to a homestead. For instance, a man may now make entry before the local agent for his father or for his brother or brothers, or for his son or sons, or for a sister or daughter who may be the head of the family having minor children depending upon her for support. A sister, daughter or mother are also entitled to make entry upon a homestead. The only fee required is \$10.00 for each entry. A great saving in railway expenses is thus made.

Read what Mr. Gerts has to say: Battledore, Sask., Aug. 4, 1907.

Dear Sir:—Thinking a letter from us Northwest settlers might interest you, and I write a few lines and let you know we are progressing finely and well pleased with our new home.

When I think of the many hard working, industrious men east of families who are struggling for a living and doing the strenuous, laying up practically nothing for old age and the thousands of acres of land here yet to be plowed and cultivated capable of raising sixty to eighty bushels of oats, thirty to forty bushels of wheat, it certainly seems pity the two cannot be brought together. But I will repeat this country is only for the industrious and thrifty; also I might add, it requires some capital to start.

A man should have at least a team of three good horses; better to have mares so as to have some colts coming along each year. It is best to bring them with him as work horses are high. He should be able to purchase plow, disc and drag, harrow, drill, binder and hay rake. Of course several taking up claims or buying land near together can divide up the purchasing of the above machinery and exchange work. This plan will work well for a few years or until crops will warrant each individual to purchase a full outfit.

We have 480 acres of as good farm land as lies in the famous Cut Knife district. Every foot can be plowed. Last year our oats ran 60 bushels per acre. I sold them for 50c per bushel on the place.

The indications are for a good crop this year, though we were very late in seeding owing to the late spring. Last winter was the coldest known in this country by the oldest settlers (some who have been here 35 years), but with a comfortable snow and plenty of firewood, which we hauled four miles, we passed the winter quite pleasantly. The air is clear and dry. Some of the days I came from work I was surprised to find the thermometer registering 40° below zero. Though we never keep fire at night, we had nothing freeze in our cellar.

Our stock and chickens wintered fine. I have a yearling heifer, who

is now in natural history. Not all English children are well posted on live stock. The following "howlers" are from essays exhibited at a recent show: "The young horses have long legs, so that it might keep up to its mother when wild lions like the lion and tiger are after them to devour them." "The fowl," declares still another, "when alive is used for cock-fighting and when dead for its beautiful feathers."

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.

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MR. JOHNSON NOT TO BLAME. Good Old Lady Understood How the Mistake Occurred.

There is a good old lady who cannot resist speaking well of all her acquaintances.

On Thanksgiving day she told the colored man who did chores about the place that he might go into the barnyard and help himself to a chicken. The man obeyed with alacrity and was most profuse in his thanks.

In the course of a few days the lady's husband informed her that on Thanksgiving day neighbors had seen Mr. Johnson seize two choice hens from the coop.

"I jid tell him to take one," confessed the lady regretfully, "but, you know, dear, how intensely Mr. Johnson celebrates the holidays. Why, he simply cannot help seeing things double."

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?"

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

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 using the method of the inventor of the Deafness Cure, which is a simple, safe, and effective treatment. It is a scientific method, and is based on the fact that the ear is a part of the body, and that it can be treated like any other part of the body. It is a method that has been used for many years, and has been found to be successful in many cases. It is a method that is simple, safe, and effective, and that can be used by anyone who is suffering from deafness. It is a method that is based on the fact that the ear is a part of the body, and that it can be treated like any other part of the body. It is a method that has been used for many years, and has been found to be successful in many cases. It is a method that is simple, safe, and effective, and that can be used by anyone who is suffering from deafness.

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.

would hold her own in any "fat stock show." She has never had a drop of milk since she was four months old and has never had a mouthful of grain. A gentleman who saw her made the remark, "He bet that heifer had tasted her head off with grain," but would hardly believe she had never had any grain.

This is a great country for growing all kinds of vegetables and we are certainly enjoying our garden. The flavor of the green peas is especially fine. Last season Mrs. G. canned a lot of them, and we have enjoyed them up to the fresh crop.

I am sorry I did not have time this past season to attend to transplanting trees, but will keep the land I had prepared worked up for next season's planting. I received a number of small trees (ash and maple) from the Government Experimental Farm at Indian Head. I put them around the edge of the garden and they are doing fine. I also received quite a lot of other seeds, oats, wheat, potatoes and rhubarb roots which were acceptable.

It is useless for us to bother with garden flowers as wild ones grow in profusion. We are located near a fine creek, the water of which is soft and fine for bathing and washing. We have a well of water near the house, 32 feet deep and 21 feet of water all the time, though it is harder than the creek water.

Land which could be bought for five dollars per acre three years ago is now worth \$14 per acre and steadily advancing each year.

All kinds of improvements are going on. Steam plows and large threshing outfits are already in. Roads are being graded, bridges being built across rivers and creeks. Last year I took my family, also wagon, across the Saskatchewan river in a row boat, swam my team across and now the contract has been let for \$200,000 bridge at that place.

The C. N. R. have run the final survey from Battledore to Calgary, running west about one mile north of us. The C. P. R. have run a survey, which runs northwest passes about 500 feet from the northeast corner of our farm. The country will soon be covered with a network of railroads and it will keep them busy hauling the output of grain. It is certainly encouraging to us settlers.

Two years ago, Harry, my son, and I as you know unloaded our car at Saskatoon and drove 130 miles to our claim. Last fall we had only 18 miles to haul our wheat to railroad and as you see, the prospects are well we have a railroad at our very door and a town near-by. This district can support a good town and it will be well patronized.

Harry arrived home at 12 p. m. last night after going fourteen miles to blacksmith shop to get plowshares beat out. The shop was full of work and it was eight p. m. when Harry left for home and parties still in line to have work done. We will need stores nearer and good mechanics.

We are all enjoying the best of health which is a great blessing. When we left Chicago over a year ago my youngest son's (four years of age) health was so poor that I almost despaired of raising him, but he is certainly a hearty, healthy little fellow now. The pure fresh air has done him worlds of good.

So to sum up the whole. Why should we not be glad we made the break? A good farm, stock increasing, health and an independent life. What more can we expect?

Did we have to make an effort? You can bet we did and hustle, too. Should you pass this way with your shotgun this fall, we should be pleased to let you shoot prairie chickens off our grain stocks.

Respectfully yours, CHAS. M. GERTS AND FAMILY

"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.

New to Him. The leading lady of a road company playing in one of the smaller cities in Ohio concluded that she would press some of her lace collars one morning. She accordingly rang the bell, and when the hall boy appeared said: "Bring me up a hot iron."

In course of time he returned empty handed, and when the lady answered his knock he said: "I couldn't get it for you, lady."

"And why not?" she asked, mystified. "The bartender said he didn't know how to mix it."

The First Steamboat. About a dozen years before the 13 English colonies declared their independence from the mother country, William Henry, a native of Chester county, Pennsylvania, attached a steam engine to an old bateau and managed to steam for some distance down the Conestoga river, but by some mishap the boat was sunk.

Important to Mothers. Examine carefully every bottle of CASTORIA, a safe and sure remedy for infants and children, and see that it is

Bears the Signature of *Wm. D. Hooper* In Use For Over 30 Years. The Kind You Have Always Bought.

Goal of Interstellar Space. "Quite recently," says an English journal, "the heat of the sun has been reproduced in an electric furnace, and Sir James Dewar has obtained the goal of interstellar space."

FITS, St. Vitus Dance and all Nervous Diseases permanently cured by Dr. Kline's Great Nerve Restorer. Send for Free \$2.00 trial bottle and treatise. Dr. R. H. Kline, M.D., 931 Arch St., Philadelphia, Pa.

Fine feathers may not make fine birds, but they attract attention to some birds that would otherwise go unnoticed.

Mrs. Winslow's Soothing Syrup. For children teething, softens the gums, reduces inflammation, allays pain, cures wind colic. 25c a bottle.

You do not learn that you may live—you live that you may learn.

DO YOU KNOW THE WET WEATHER COMFORT AND PROTECTION afforded by a Slicker? Clean - Light Durable Guaranteed Waterproof \$3.00 Everywhere

W. L. DOUGLAS \$3.00 & \$3.50 SHOES. BEST IN THE WORLD. SHOES FOR EVERY MEMBER OF THE FAMILY. AT ALL PRICES. \$25,000 Reward for any one who can prove W. L. Douglas shoes are made in the U. S. A. Reward for any one who can prove W. L. Douglas shoes are made in the U. S. A.

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, durability, 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 \$4.00 Gold and \$3.50 Gold Bond shoes cannot be equalled at any price. The GUTHRIE Patent has W. L. Douglas's name on it. Take 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.

New and Liberal Homestead Regulations in WESTERN CANADA. New Districts Now Opened for Settlement.

Some of the choicest lands in the Northwest 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 before the Agent or Sub-Agent of the District by proxy, (on certain conditions) by the father, mother, son, daughter, brother or sister of intending homesteader.

Any acre number or section of Dominion Lands in Manitoba, or the North West Provinces, excepting a limited number of sections, may now be secured by any person the sole head of a family, or male over 16 years of age, to the extent of one-quarter section, of 160 acres, more or less.

The fee in each case will be \$10.00. Churches, schools and market convenient. Healthy climate, splendid crops and good laws. Grain-growing and cattle raising principal industries. For further particulars as to rates, routes, times to go and where to locate, apply to H. M. WILLIAMS, Law Building, Toledo, Ohio.

PARKER'S HAIR BALSAM. Cleanses and beautifies the hair. Promotes a luxuriant growth. Restores to its youthful condition. Ointment cleanses the scalp. 50c and \$1.00 at Druggists.

W. L. DOUGLAS \$3.00 & \$3.50 SHOES. BEST IN THE WORLD. SHOES FOR EVERY MEMBER OF THE FAMILY. AT ALL PRICES. \$25,000 Reward for any one who can prove W. L. Douglas shoes are made in the U. S. A. Reward for any one who can prove W. L. Douglas shoes are made in the U. S. A.

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Dutch at Home and Abroad. Holland has a population of only 8,000,000, but there are 40,000,000 of people in the Dutch East and West Indies. The Dutch are not at present much addicted to emigration. In the United States, at the time of the last census, there were only 105,000 persons of Dutch birth. The number of Netherlands in the Dutch East Indies is barely 12,000.