

It Pays—

Let the people know what you have to offer—If you have a vacant room, advertise it. A two or three-line want ad will help you sell your surplus stock, real estate, etc.

GET THE HABIT— USE STANDARD WANT ADS

Everybody reads the Want Ad page—it's the medium of exchange for Real Estate, For Sale, Exchange, Rooms and Houses for Rent, Help Wanted, Positions Wanted, Etc.

CLASSIFIED ADVERTISEMENTS. Payable in advance. One cent per word per insertion. No first insertion less than 25 cents. Two more lines, 25 cents per line per week, 75 cents per line per month with no change. "First in Everything"

Daily

Want Ads are great aid to small business. A few lines run daily cost but little, but the returns will surprise you.

Confessions of a Mail Order Man

By Mr. M. O. X.

Revelations by One Whose Experience in the Business Covers a Range From Office Boy to General Manager

KEEP YOUR MONEY IN YOUR OWN COMMUNITY.

I have endeavored to arouse in your minds a feeling of dismay at the thought of what you have been doing in sending your money to the mail order houses instead of spending your dollars at home and thereby helping your local communities to prosper. In unrestricted terms I have characterized the folly of helping big corporations to profit at the expense of your local merchants. I have tried to show you the criminality against yourself, your townspeople and your descendants, of scoring the prosperity of your own communities and deliberately working against the interests of your own towns by sending your funds to the city.

I have depicted the foolishness of buying from mail order houses when you can obtain just as good or better merchandise from your own local merchants and I have exposed the methods in vogue in at least one mail order concern.

These articles have been addressed to those of you who live in the smaller communities and in the country—where you are compelled to rely on individual honesty among yourselves rather than on the pledges of men who do business with brass bands and pages of newspaper advertising. Experience is the greatest and the best teacher and my experience has taught me that it is preferable to transact business with a man personally known, rather than with an undefinable concern without identity except as a corporation in the big cities where we are compelled to deal wholly with the latter, while in the smaller cities and towns you can meet the former face to face and do your business direct.

In buying and selling there is no dealer or merchant that does not know that the crooked deals come home to roost—therefore it is the better part of discretion, as well as simple honesty, to give full value to a customer. The dealer in the small town cannot hide behind a corporate name or conceal himself in a private office from the customer who has been fooled. He must face the music in case he transgresses, and he realizes that he must satisfy his customers or he will lose them.

Honesty is bred in small communities and is fostered, while in large cities it is only too often lost sight of because of the immunity that comes with not meeting the customer in person. Clerks and other employees must bear the burden of reproach and censure while the "man higher up" never hears of such things. Excuses are all readymade and framed to meet all contingencies by the heads of mail order houses and in case of a complaint from a customer the correspondent as a rule merely indicates a certain form letter.

But in your own home town your merchant meets you face to face and he is always on the job. He can always be found in a place of business and in case of a complaint he is right there to see that you are satisfied before you leave his store. He wants to please you and he will try, sincerely, to please you. He wants to hold your custom. Now isn't this a much better way to

STOP PAYING RENT



We are fortunate in being able to sell you a 5-room Frame Cottage for \$1400.00. \$100.00 down, \$20.00 per month. Located on the bench.

5-Room Frame Cottage 30th and Wall Ave., \$1400.00, easy payments.

5-Room Modern New Press Brick Cottage, splendid location on the Bench, \$3000.00, easy payments.

CARL C. RASMUSSEN

Phone 115. REAL ESTATE. 2428 Hudson Ave.

deal than to send your money away to the city? Isn't it much better to deal with a man in your own community, and pay him your money, rather than to send it away to the big mail order house in the city, where it is treated exactly like so many thousands of other orders? Isn't it better to deal at home and keep the cash in circulation in your own community, than to send the dollars away where you or your neighbors will never see them again?

Dollars will breed dollars. Money in your community will create prosperity for yourself and your friends. Keep the cash at home and business will be better all around.

Some of you will say: "There are so many things that I must send away for." In such a case, why not let your own dealer send for them for you? He is in business. He can get wholesale prices where you must pay retail. That is why he is in business. He must make a profit in order to pay his rent and support his family. He must make a profit in order to be able to carry the things you require on his shelves and counters.

If you need something that he does not carry in stock, just ask him to send to the city for it. He will do so gladly. He will obtain a discount off the retail price and this will afford him a small profit for his labor. You pay to him the same price that you would pay to the city merchant or manufacturer.

Why not let him do this for you? He is responsible. He will do the business in a satisfactory manner and probably give better service and more satisfactory treatment—probably a better value for you.

Live and let live is the motto that makes the world go around smoothly and peacefully in so far as we mortals are concerned. Let your local merchant live, by giving him the opportunity to make a dollar now and then, and you will be much better pleased with you. If as well as much more satisfied with some of your purchases.

Your local merchant is loyal—he and your local newspaper. Both occupy places that you cannot fill by any service through a mail order house.

Think how you will miss them if you lose them. Of course they are so patient and so apparent that you forget about them. You accept them as a matter of course, but, my goodness, how you will miss them if you find that you must do without them. But it is such advantages as these

that we are, all of us, inclined to fall to appreciate without having our attention called especially to them.

But we must remember, the mail order houses have the merchants in the small towns by the throat. They are waging a fierce battle for the supremacy. If the mail order houses win out it will mean the elimination of practically all of the country dealers and small town merchants.

And when this happens you will find conditions much different. You will then, when it is too late, discover the great value to you and the inestimable convenience of having a merchant near by who can supply your wants without delay.

But the mail order house sweeps on and on. It is grabbing up the dollars with increasing voracity. It is grinding the country merchant down and down until he can hardly make a vigorous struggle for existence.

I believe that these conditions can be helped, even if not wholly removed and done away with.

I believe that there is a remedy for these conditions—a remedy that can be applied in every community, with success.

It would mean a fight—a struggle that would cost some time and some work, but it would bring back the dollars to the country store.

That it would be a success I am confident. That it would win the battle for the country merchants, against the mail order houses, I feel sure.

The fact is, right now, that the big city is growing bigger and bigger year by year, while the small town is growing less prosperous.

It's the work of the mail order concerns. They are milking the dollars away from home all the time.

Stop it—that's the only way. Keep your money at home.

That's the only remedy. Think it over.

SIZING THEM UP. Manager—Modern theater-goers expect a finished product.

Author—Nearly all the plays I have seen this season seem to depend on raw material.—Judge.

Read the Classified Ads.

Read the Classified Ads.

SLADE'S AUTO VAN

WE CAN DO ANYTHING. Phone 321.

WANTED—FEMALE HELP

NAMES and Addresses wanted by Mail Order Houses; big pay, no canvassing. Information for stamp. G. C. Smith, Covington, Tenn. 6-26-11

MIDDLE-aged woman for housekeeping, no washing, good wages. Apply 2300 Wash. 6-26-11

WANTED—MALE HELP

LIFE Insurance men, attention! Thoroughly established Old Line Life Insurance Co. that has operated in Utah several years, desires general agent for northern Utah and southern Idaho. Exceptional contract to capable man. Address J. J. care Standard. 6-26-11

YOUNG men to work on limited train as news agent. Van Noy Brown News Co., A. T. Frot, Agent, Union Depot. 6-25-11

EXPERIENCED agents who can sell orchard and fruit lands can make handsome salary. Address or call on W. B. Wedell. 6-26-11

ALWAYS steady work, good pay with Uncle Sam; get full information, International Correspondence School, S. D. Rideout, Mgr., Eccles Bldg. 6-26-11

SITUATIONS WANTED

A GOOD ironer wants work by the day. Address Gertrude Legger, 3260 Stephens Ave. 6-24-11

WANTED washing and ironing. No extra charge for hurry work. Phone 1638-W. 6-22-11

DRESSMAKING

DRESSMAKING. Phone 1369-M. 6-5-11

DRESSMAKING. INQUIRE AT 670 22D ST. 6-20-11

FOR RENT

Furnished Houses, Rooms and Apartments.

NICELY fr. up-to-date 3 & 5-rm. apts. ideal location; no children. 2341 Adams. 6-17-11

NICELY furnished Apts. 583 26th St. 6-26-11

FURNISHED rooms for housekeeping. Gas, bath; also sleeping rooms. 427 24th St. 6-26-11

2-ROOM house, \$12. 2630 Adams. 6-25-11

FURNISHED Apts.; no children; 1-2 block east of Washington. 447 21st St. 6-24-11

TWO apartments for housekeeping; strictly modern. 569 22d St. 6-24-11

FIVE-room furnished mod. bungalow. 1139 Capital. 6-24-11

THE Colonial Rooming House. 360 24th St. 20 to 26 rooms for rent. Inquire on premises. 6-24-11

4-ROOM house for rent, reasonable. Phone 1125-J. 566 23d. 6-24-11

FURNISHED rooms for housekeeping. 2627 Adams. 6-23-11

EIGHT-room thoroughly modern furnished or unfurnished at reasonable rent. Apply 2946 Grant Ave. 6-23-11

TWO furnished rooms for housekeeping, \$12 mo. Phone 1012-J. 6-23-11

ROOMS for light housekeeping, 540 28th St. 6-23-11

FIVE-room modern house, close in. Kelly & Herrick. 6-19-11

NICE, clean, modern housekeeping rooms. 2 or 3 rooms. 336 21st. 6-19-11

THREE furnished housekeeping rooms. 2338 Wall. 6-17-11

3-ROOM furnished house, all modern. Inquire 555 20th. 6-16-11

FURNISHED rooms. 2526 Adams. 6-16-11

SITTING room and bed room for two gentlemen or man and wife. 432 Herk Ave. 6-16-11

TWO light housekeeping rooms. 2846 Hudson. 6-5-11

HOUSEKEEPING rooms; gas, bath, modern conveniences. 523 22d. Phone 1386-J. 5-12-11

MODERN housekeeping apts.; gas, bath, 330 23d St.; 1/2 block from Wash. 6-22-11

HOUSEKEEPING apts. with gas and bath, 2203 Wash. Ave. Over Tabernacle Pharmacy. 6-9-11

PEARL—Furnished Apts. Gas, hot water, no children. 2711 Grant. 2-1-11

FURNISHED, clean, comfortable housekeeping rooms, \$2 week up. 536 21st St. 4-10-11

A ROOM for rent. 600 24th St. 5-12-11

FOR RENT

Unfurnished Houses, Rooms and Apartments.

OFFICE and desk room for rent. 2562 Wash. Ave. 6-26-11

A GOOD modern seven-room bungalow well located on bench. Cheap to right party. J. J. Brummitt, under Utah National bank.

MODERN 7-room house for rent. 743 25th St. Telephone 1520-R. 6-24-11

5-ROOM modern, 2804 Wash. Ave. July 1; \$18.00. Phone 1921-M. 6-23-11

5-ROOM house, modern, 2842 Lincoln. Inquire, 2548 Lincoln. Phone 2637-R. 6-23-11

NEW 4-room house; cellar, lights, water. Call 196-W. West Ogden. 6-22-11

THREE-rm brick, summer kitchen, summer porch, 3450 Adams. Rent \$10 a month. 6-19-11

5-ROOM modern brick house on 22d St. Inquire 571 22d St. 5-22-11

NEW modern apartment. 430 26th St. Inquire Workman. 6-22-11

4-ROOM, modern house on Quincy. Inquire 740 23d St. Phone 743-M. 6-22-11

TWO new apartments, steam heated, sleeping porches; strictly modern, 560 23d St. 6-12-11

3 LARGE rooms, modern, \$13; 2 large rooms, \$6. 2767 Wall Ave. 6-21-11

5-ROOM, modern house, 638 23d St. C. B. Sears. 6-21-11

6-7-Room, modern, 2644 Lafayette. 6-7. Bichsel, 215 Eccles. Phone 1932-W. 6-1-11

APARTMENT, Peery Apts. Apply Peery Estate, Phone 97. 6-4-11

EIGHT-room brick house, 2171 Reeves Ave., \$20 per mo. Inquire 128 25th St. 4-22-11

HELMS Apts., 2248 Jefferson. Call bet. 10 and 12 a. m. Phone 1743. 4-26-11

7-ROOM house, \$15 per month. Phone 612. 5-11-11

FOR SALE OR RENT

5-ROOM house, toilet, screen porch; all complete, 2865 Monroe. 6-23-11

For Rent—Miscellaneous

TYPEWRITERS RENTED—Remington, Smith Premier, Monarch, 3 months for \$5 and up; rental applied on purchase. Remington Typewriter Co., 2454 Grant St., Ogden, Utah. Phone 596. 5-26-11

WANTED.

WANTED—Small safe. Owner must sell cheap. Address X-B, care Standard. 6-21-11

500 Men to have their clothes cleaned and pressed and repaired. Ultra Fashionable Tailors, Phone 203. 2425 25th St. 6-9-11

FOR SALE MISCELLANEOUS

PART of the furnishings of a seven-room, modern house furnished for renting sleeping rooms upstairs, which pays the rent. 2629 Grant. Phone 652. 6-26-11

9-YR-OLD thoroughbred Hamiltonian horse, rubber tire banner top buggy, used about 6 wks. and harness. State Industrial school. 6-25-11

BINDING twine; get your twine at M. C. Elroy, Plain City, Ogden prices. 6-24-11

NAPOLIAN, Tartarian and pie cherries. Inquire 631 25th St. or Phone 2574. 6-21-11

THE 20 per cent discount will continue until July 1. Palgrave Furniture Store, 2636 Wash. 6-21-11

YOUNG pigs, 8 weeks old. Phone 17-3-J. 6-19-11

SECOND-hand sewing machine. Singers, Whites, etc., \$3 to \$10. 2130 Washington Ave. 6-15-11

FORD Touring Car; fully equipped, \$350. Cadillac Sales Co., 407-9 28th. 6-15-11

MULTIGRAPH-Addressograph; filing cabinet; heavy wagon; if interested call W. F. Rudiger, assignee for H. L. Griffin Co. Phone 338. 6-8-11

BUILDING PAPER. CARD Boards or old mats, 17x22-inch size, suitable for lining out houses, chicken coops or to lay under carpets on rough floors, for sale at the Standard Office, One Cent Each, or 50 Cents per Hundred. 6-22-11

GERMAN singers, \$5. 2220 Lincoln. 2-11-11

SAFE STORAGE WE have a limited amount of storage space for sale in our West Wall avenue warehouse. Automatic protection against fire; a low insurance rate. Telephone 2540. John Scowcroft & Sons Co. 6-5-11

PIANOS and players; we will meet any competition and beat it besides; we prove this to you. Upright pianos, \$75 up. Pantone, 29th & Hudson. 6-5-11

HOUSEKEEPING rooms, single or in suite; ground floor; gas. 2220 Lincoln. 5-10-11

Read the Classified Ads.

FOR SALE REAL ESTATE

City Real Estate For Sale

A NEW 5-room, modern brick, on the bench, large lot; will take 4-passenger Ford machine in part payment. F. A. McGuire, 2434 Hudson Ave. 6-26-11

MODERN 6-room brick, 955 26th. 6-8-11

A LOT near the Union Depot, \$12 per front foot, \$10 down and \$10 per month. J. J. Brummitt, under Utah National bank.

MODERN home for sale. Inquire of Owner. 827 23d St. 6-3-11

A great snap on Lincoln Ave., between 22nd and 23rd streets, lot 60x237 feet, with 3-room house; all city improvements paid; for only \$1850. J. J. Brummitt, Under Utah National Bank. 5-26-11

1-1/2 ACRES in garden and fruit, and 6-room house. Phone 2596-M. 6-15-11

SOME of the best located lots on the bench, within one block of lots that have been selling at Twenty dollars per front foot, within two blocks of some of the best residences on the bench for only \$6.00 per front foot, \$10 down, \$10 per month. This is a great opportunity to get good building sites well located on the bench at very reasonable prices on easy terms. J. J. Brummitt, Phone 59. 5-9-11

County Real Estate For Sale

235 ACRES, situated one half mile east of Rexburg, Ida. (a thriving city of 3000), in a cove, which is an ideal location, having beautiful shade trees and shrubbery. All tillable, all improved, all under good fence of barbed wire and hog wire. First-class water right, being in two canals. Of this amount 150 acres is dry farm land, 130 acres of irrigated land and the balance of 15 acres can be farmed, that is part of it, but is pastured, fenced in three pastures. One seven-room brick house, modern, basement and all conveniences, electric lights in house and barn, telephone, city water, one good frame barn, will hold 22 head of horses and 50 tons of hay, one machinery shed, several small sheds, hog pens and pastures, chicken coop, granary, three wagons complete, one spring wagon, one mower, one buggy, one cart, six sets of harness, two hayrakes, one derrick complete, one sulky plow, two harrows, two hayracks, one steel leveler, wooden leveler, one beet cultivator, one shovel plow, two beet racks, one cutter, 3 pair bolt sleds, one drill, and all kinds of tools and small machinery that is used in running a farm. Twenty head of well bred horses, (7 good teams in this number) 16 head of cattle (9 first-class milk cows), the balance growing stock, 50 head of hogs, 100 chickens. The irrigated land, that is part of it, leases to the Jans for \$16 per acre per year. The land buildings and machinery are all in good condition. The soil is first-class being of a black, sandy loam on the irrigated tract and of a volcanic ash and clay soil on the dry farm. The irrigated land and dry farm land adjoins each other. The dry farm land will produce from 30 to 50 bushels of wheat per acre, 35 to 50 bushels of oats, 40 to 110 bushels of barley per acre and 20 to 60 bushels of peas per acre. The irrigated land will produce from 16 to 29 tons of beets per acre, 35 to 65 bushels of oats per acre, 35 to 65 bushels of peas, 45 tons of alfalfa, and the finest truck garden or orchard in the locality. 1 mile to railroad, first-class wagon road. Close to good schools and churches. The year of 1914 the property yielded about \$9000, in crops, etc., as follows: 160 tons of hay, 550 tons of beets, 6000 bushels of grain, 1500 in peas, potatoes, truck garden, 5000 in peas, 1000 in hogs. Afforded good pasture for 15 head of stock. First-class market and prices for all produce. Price \$38,000; \$6000 down, \$5000 January 1, 1916; assume a mortgage of \$4000, the balance to be paid in yearly payments to suit your convenience at 8 per cent interest. The mortgage is state money and can run for most any length of time at 7 per cent. Now if you want a bargain and can handle a proposition of this kind get in touch with the Rexburg Realty Company, P. O. Box 201, Rexburg, Idaho. 6-24-11

Hog Ranch

12,000 acres of land with abundant of water, about 200 head of mixed hogs, all for \$3500. Come quick Norris & Jones, Broom Hotel, Basement. 6-24-11

DAIRY FARM BARGAIN—50-acre dairy farm, well stocked and improved; close to good town. Price \$9000 and will take Ogden home as part payment. Federal Land & Mortgage Co., David Eccles Building. 6-22-11

5-1/2 ACRES, good building, perpetual water right. 895 Canyon Road. 6-3-11

IN REAL LIFE.

To marry a lady? Sounds well in a book. But wary men marry. A competent cook. —Kansas City Journal. 6-22-11

Read the Classified Ads. 6-22-11

4-7-10 ACRES good land; house, barn, plenty water. 1137 E. 12th St. 6-22-11

1-1/2 ACRES all in garden and fruit, and 6-room house, good water right. Phone 2596-M. 6-22-11

PERSONAL

Miss Lillian Thatcher (formerly violinist at Isis and Globe theatres) will be at liberty to take a limited number of students on violin or piano after July 1. Especial care given to beginners. Address 2769 Grant avenue. Phone 756. 6-25-11

DR. BATES is now located in the First National Bank Bldg.