

The Times "Buy at Home" Dept.

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Waiting For the Seventh Wave Is Foolish Wisconsin Firm's Scheme



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WE ARE SOLE AGENTS IN FARMINGTON FOR Phoenix Silk Hose, Holeproof Hose, Curlee Clothing, Gossard Corsets, Stephenson Underwear, Sterling Muslin Underwear, Silver Collars. HENDERSON STORE COMPANY.

Bank of Farmington Farmington, Mo. Capital Stock \$50,000.00 Surplus and Profits \$90,000.00 Progressive and Conservative. Your business always appreciated, whether large or small.

The Farmers Bank CAPITAL \$35,000.00 SURPLUS \$20,000.00 We take care of the needs of our customers. Accounts of \$1.00 and up solicited.

CITY DRUG STORE E. J. Lawrence, Mgr. Drugs, Patent Medicines, Druggists' Sundries, Toilet Preparations, Stationery and Candy. Mound City Paints. Eastman Kodaks. THE REXALL STORE

We make a specialty of all kinds of FARM and GARDEN SEEDS and will be prepared to fill all orders promptly. Although prices on many articles are very high, we will make the lowest possible price.—FARMINGTON MERC. CO.

E. M. LAAKMAN Dealer in DRUGS AND DRUGGIST'S SUNDRIES. Prescriptions a Specialty.

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FIELD AND POULTRY FENCING, BARBED WIRE, BUILDING MATERIAL AND SOFT COAL. Tetley-Klein Lumber Co.

Schramm B. & I. Mfg. Co. Manufacturers of Carbonated Beverages and Ice, Cream and Butter. Dealers in All Kinds of Coal. F. W. SCHRAMM, Gen'l. Mgr. at Farmington and Elvins.

TRY OUR BUY-AT-HOME HOLSUM BREAD and BEST CAKES FRESH EVERY DAY. COFFMAN CASH STORE Phone 91

Latest Styles in SUMMER FELTS at

The Enterprise Do you believe in the "BUY AT HOME" doctrine? If you do you should have a space in this department. It costs you but 25c a week. The subject matter will be changed each week.

An Up to Date Merchant Who Successfully Fought Fire With Fire—Local Dealers Request Consumers to Give Them an Opportunity to Figure. Can and Will Meet Competition.

(Copyrighted, 1914, by Thomas J. Sullivan.) If you want to succeed in the world you must make your own opportunities as you go on.

The man who waits for the seventh wave to toss him on dry land will find that the seventh wave is a long time in coming. You can commit no greater folly than to sit by the roadside until some one comes along and invites you to ride with him to wealth or influence.

Business men, local and otherwise, in the entire country, are desirous of increasing and extending their business, and if they did not care to do this they would not be in business.

Can Successfully Cope. It is doubtful if there be a local retailer in the country who could not successfully cope with the mail order and catalogue retailer would he but try. This the local merchant may not know, but nevertheless it is an absolute fact.

There is a retail firm in a town in Wisconsin which conspicuously displays upon its counters one of the catalogues of the largest Chicago mail order houses, upon the cover of which is pasted a notice that it will furnish any article advertised in the catalogue as cheaply as the buyer can secure the articles from Chicago, and it lives up to the advertisement attached to the very letter.

Mail Order House Seconds. The substantial local merchant knows well that the cheap stoves sold by the catalogue mail order houses are lightweight stoves; that the iron beds shown in the advertisement matter as massive frames with strong corner posts and heavy crossbars are light, frail castings, commonly known to the trade as "seconds," which no honest or reliable furniture dealer would keep in his stock because he could not sell them to people who were given an opportunity to inspect the goods before purchasing.

It is only on very rare occasions that patrons of a mail order house ever get the worth of their money when they buy from the pictures in the catalogue, while, on the other hand, the local retailer, if he understands his business, buys his stock direct from the manufacturers and jobbers who have a reputation at stake and who supply goods of quality to their direct representatives, the retail merchants, throughout the country.

Prize Their Reputations. The responsible high grade manufacturer and wholesaler will not under any condition or circumstance sell their goods to the catalogue retailer at any price. Many instances are known where catalogue houses secured by trickery a quantity of staple goods of standard make and advertised them as "specials" at ridiculously low prices. The manufacturers, in order to protect their reputations and interests, necessarily had orders sent in for the entire stock or quantity of the articles through persons in their employ. They did not propose to have their articles, which were standard, advertised by the side of inferior articles of light weight and of decidedly cheap construction.

A Vast Difference. There are numberless articles which the catalogue house advertises as the best on the market, among which are paints, and it often agrees to furnish an impossible guarantee with this class of goods. However, it is very noticeable that it never attempts to ship its paints into states that require a printed copy of the analysis of the contents of the package.

The answer to this, of course, is that the goods are not as represented in the catalogue. The up to date local merchant, of course, is conversant with these facts and can explain them to his customers if given an opportunity, and he can also, if he understands his business thoroughly, explain the vast difference between the goods sold by the catalogue house and those sold by him.

Articles Challenge Explanations. The cheap, flashy, flimsy article can never stand alongside of the honest, reliable article without challenging an explanation. The business man who cannot meet this demand upon him is not up to date, and his education regarding the line of goods he carries should be touched up.

If the home town consumers are alive and awake to their own interest they can begin to educate the local merchants by demanding from them the information concerning the difference in the quality of their goods and the goods of the catalogue retailer. If they are unable to explain they will also be unable to render efficient service to their customers. It is time merchants of this kind wake up to the situation.

FARMINGTON GREENHOUSES BUTTERFIELD'S CUT FLOWERS, PLANTS, FUNERAL SUPPLIES. STOP AND LOOK at some of these special bargains in Singer Sewing Machines. At the Second Hand Store. Sold on easy time payments. Machines rented by the week or month. S. P. COUNTS, Agent.

The latest and most reliable styles and designs in MILLINERY may always be seen at— MRS. S. C. WATTS

SAVE your lambs and pigs by using "Salvet", the great worm destroyer. 75c, \$1.25 and \$2.25.

Klein Grocer Co. Farmington, Mo.



HOG CHOLERA SITUATION

From April 1 to July 15, hog cholera has been found and placed under quarantine and control on 581 farms, in practically every county, is the official report of State Veterinarian D. F. Luckey to the Missouri State Veterinary Medical Association which convened here Wednesday, July 25.

On the 583 farms were 29,629 hogs. 1445 other owners on adjacent farms were notified in writing that they were in danger of hog cholera. Investigations in 212 additional diseased herds showed other diseases; that the owners suspected to be cholera, and included 45 lots affected with worms and lice, and 22 lots dying from cockle-bur poisoning.

Reports from the 204 veterinarians indicate that hog cholera conditions are much improved since April 1, when the new hog cholera control went into effect, and that there is far less hog cholera today than last spring.

Reports from some counties indicate that spring pigs in infected neighborhoods are taking cholera. Without fail, all pigs in infected or exposed herds should be immunized immediately after weaning.—College of Agriculture, Columbia, Mo.

NAVY LEAGUE

The Farmington Unit of the Navy League is holding weekly meetings and is accomplishing considerable work in the way of knitting. It is also going to make Comfort Bags for the boys in the navy, and collect clippings of poetry, jokes, etc., to be sent to the different ships. The unit is growing rapidly, as everyone who wishes to help, find this a practical way of doing their bit. The membership includes Misses Mary and Emma Lang, Mayme Giessing, Katherine and Suzon Gardner, Azzie McMullin, Winston, Marian Giessing, Bernice McCarty, Katherine Holliday, Louise Morris, Esther Gale, Alva Clay, Lizzie Giessing, and Medames Patton, Bleeck, Gardner, Nelson, Frank Weber, Waide, S. C. Watts, Cook, Henry Giessing, Schliesser, Isenman, J. P. Cayce, Walter Morris, Forsyth, Long, Tillman, Jones, Castleman, K. C. Weber, Sr., and K. C. Weber, Jr.

The league meets every Thursday at 3 o'clock in the High School. If you wish to do your bit, come and join us and do some knitting or other work for our navy.

ALL COUNTIES GET STATE ROADS

Under section 8 of the Hawes road law the system of "state roads" must extend into each of the 114 counties in Missouri. We quote the law, as follows: "Such roads shall be selected with due regard to directness and persistence of routes, low grades, economy in construction and maintenance, probable volume of transportation, and general adaptation to the needs of the people of the county and State at large; provided that each county in the State shall be included in the system of 'state roads'. In making such selections, existing roads may be utilized, or new locations made, as may be deemed best in each case. State roads shall have a right of way not less than 40 feet wide."

The selection of the type or kind of road desired is left with the proper officials of any county or civil subdivision, or with "persons interested," subject to the approval of State and Federal departments. The State Highway Department insists that local materials be used wherever possible, and where gravel with good cementing qualities is found, this material is recommended in preference to macadam as a wearing surface.

Have we not enough war expense to bear, without investing nearly a billion more in buying up all the bonded whiskey in the country?

CARNIVAL

Now that mid-summer is past, it seems a fitting time to call attention to the fruit and vegetable carnival that the Parent-Teacher Association will hold in September. The carnival will be held in the Domestic Science room in the High School, and the vegetables grown by the children, and canned goods and sewing done by the pupils above the fourth grade will be displayed, and premiums offered for the best of each kind.

There will be two separate classes of premiums for each exhibit—one for the pupils of the 7th and 8th grades and the High School and the other for the pupils of the 4th, 5th and 6th grades. The only exception to this is the premiums offered for the best made dress—this is open only to girls of the 7th and 8th grades, and High School.

The exhibits for which premiums are offered are:

- Vegetables 1. Best general display of vegetables, to include one of six mentioned below. 2. Best one-half peck Irish potatoes. 3. Best peck sweet potatoes. 4. Best half-dozen tomatoes. 5. Best half-dozen beets. 6. Best half-dozen carrots. 7. Best quart lima beans. 8. Best half-dozen sweet corn. 9. Best 3 ears white field corn. 10. Largest and best head cabbage. 11. Best half-dozen sweet peppers.

- Canning 1. Best display of canned goods—vegetables, fruit and jelly—one can of each—fruit may be pint cans. 2. Cherries—best can. 3. Apple butter, best one-half gallon jar. 4. Peas, best can. 5. Beans, stringed, best can. 6. Corn, cut, best can. 7. Pickles, best display.

- Baking 1. Best loaf bread, white. 2. Best loaf bread, graham. 3. Best loaf-cake. 4. Best layer cake. 5. Best pan of rolls.

- Sewing 1. Best made plain dress. 2. Best plain suit underwear. 3. Best sample darning. 4. Best sample mending.

Display of Manual Training work. There will also be a display of knitting by pupils of these grades. Anyone wishing instructions in knitting may be at the High School on next Thursday after 3 o'clock.

TO THE FARMERS OF ST. FRANCOIS COUNTY

At Sedalia, on August 28 and 29, will be held the first State Convention of the Missouri Farmers' Association and it promises to be the greatest gathering of farmers in the history of Missouri. This is why Sedalia was selected for the meeting place in order that the buildings and grounds of the State Fair might be utilized to accommodate the crowds.

There are at this time more than 1000 school house Farm Clubs in Missouri. The first ones were organized about a year and a half ago—but since that time they have spread out in every direction with a rapidity which makes the Grange and Farmers Alliance activity of the older days seem like a mere side show. For instance, in Saline county which has 114 rural school districts there is a farm club in nearly 100 of them—and all are bound together in a Saline County Farmers' Association. In almost as big a way the movement has taken hold in Chariton, Lafayette, Scotland, Greene, Daviess, Franklin, Cooper, Macon, Montgomery, and many other counties which are rapidly falling in line.

In fact, from present prospects, it marks the beginning of the greatest farm organization movement the Corn Belt has ever known and therefore it merits the attention of every thinking farmer in Missouri. The above movement should not be confused with the clubs recently organized by the Extension Dept of the College of Agriculture—for they are entirely different and have been brought into being by farmers themselves. Nor do these farm clubs intend to wage a fight against the country town, for while they take over the handling of feed, flour, coal, fertilizers, etc., they do not invade the regular commercial lines. On the contrary for the first time in the history of American agriculture, these farmers are girding up their loins to compel a "square deal" in the market place—and hence their slogan, "Production Cost and a Profit" for the things produced by the farmers' sweat and toil.

That it will mark the gathering of the "farmer clans" as never before in the history of the State and that the deliberations of this great convention will attract attention throughout the country—especially at a time when Uncle Sam is fixing food prices and when the farmer is expected to feed the millions in the European trenches, as well as our own population—these things are foregone conclusions. The meeting has been so timed that farmers will leisure and the Executive Committee of the Missouri Farmers Ass'n asks every farmer in the State who owns an automobile to load in his family and take in this great convention. It will be a delightful little vacation trip. Not only will you keenly enjoy seeing and hearing several thousand fighting Missouri farmers in action on the great problems which confront the farmer at this time, but what finer outing than an automobile trip across Missouri at a time when the cool days of September begin to freight the breezes? So begin to plan the trip right now and witness the greatest history-making meeting of farmers that ever assembled in the Corn Belt. For further information, address the Missouri Farmers' Ass'n, Columbia, Mo.

Ask Anyone Who Has Used It. There are families who always aim to keep a bottle of Chamberlain's Colic and Diarrhoea Remedy in the house for use in case it is needed, and find that it is not only a good investment but saves them no end of suffering. As to its reliability, ask anyone who has used it.—Obtainable everywhere.

A WOMAN PIONEER

At about the middle of the last century, a widow of twenty-four, with a child to support, was teaching school in her native town of Royalton, N. Y., at a salary of \$3 a week. Compensation of instructors was low in those days, but men filling positions like that of this woman, in the same town and in the same school, were receiving twice as much as she, and more. Her salary was half, or less than half, what they received for no other reason in the world than that they were men and she was a woman. This invidious distinction is not so prevalent now as then, but it has not been altogether eradicated. The young widow was Belva (Bennett) McNeil. Recognizing the injustice of the discrimination against her, she entered a protest before the school trustees, but they would not see it as she did. "I went," says she in her memoirs, "to the wife of the Methodist minister. The answer I got opened my eyes and raised my dander. She said, 'I cannot help you; you cannot help yourself. This is the way of the world.'" This experience determined her future career.

Fortifying herself with a collegiate education, as she puts it, she decided to take up the cause of woman's rights, the name by which the struggle for suffrage equality was known then, and for many years afterward. By the time she was ready to take active part in the struggle, she found that many women of great ability and force of character had preceded her. In the next twenty years she found herself, indeed, a member of a group composed of such women as Elizabeth Cady Stanton, Susan B. Anthony, Mary A. Livermore, Lucy Stone, and Anna Dickinson, everyone of them a brilliant talker, every one of them a courageous fighter.

Meanwhile she has contracted a second marriage, becoming the wife of the Rev. Ezekiel Lockwood, a Baptist minister of Washington, and it was as Belva Lockwood that she became known to the world. The advocates of woman's rights just named devoted themselves, as a rule, and almost exclusively, to the task of obtaining for women equal political recognition with men, before the law. Belva Lockwood, remembering her experience in Royalton, marked out a different course for herself. She would employ all of her talents and energies in breaking down the barriers erected against women in the legal profession, her thought being that through the courts, better than through the legislative bodies, or as well, at all events, could woman obtain recognition of her rights. Having secured a standing in the legal profession, she would be in a position to plead for her rights before the courts, and she was bound to be, in that event, an important factor in securing interpretations of the law favorable to her general rights as a citizen, political and otherwise. In the pursuit of knowledge, after graduation at Genesee College, she acted as preceptor of seminaries at Lockport, Gainesville and Oswego, in New York. After her second marriage, she took up the study of law in the National University, worked early and late to acquire a degree, and, upon graduation, was admitted to practice before the Supreme Court of the District of Columbia.

Then her real fight began. The courts of the country generally were closed to women practitioners. She went from state to state, and appeared before their Legislatures, arguing her right to admission to practice in their courts, although a woman, if found to possess all the other qualifications. Sometimes the Legislatures, largely dominated by the influence of lawyers, were obturate, sometimes they were disposed to yield; but, in either case, Belva Lockwood brought her cause before them again and again. "I never stopped fighting," she has written. "My cause was the cause of thousands of women. I drew up a bill admitting women to practice at the bar of the United States Supreme Court, and I had it passed." This was a notable triumph. The Supreme Court being open to women, the opposition of the lesser courts of the country soon disappeared. Since Belva Lockwood was admitted to practice at the bar, thousands of women have followed her example. Some of them have attained high places in the profession. Myra Bradwell of Chicago assisted her husband, Judge B. Bradwell, for many years, as editor of the Legal News. She was accounted an authority.

Belva Lockwood was not only the first woman to practice before the United States Supreme Court, a fact which alone would have given her a sentimental celebrity, but she was a successful lawyer. One of the most notable among her legal victories was a settlement involving \$5,000,000, which she secured for her clients in the case of the Eastern Cherokees vs. The United States.

In 1884 she received the nomination of the Equal Rights party of the Pacific Slope for the presidency, and four years later a similar compliment came to her. She was not, however, in full harmony with the equal rights cause for the Equal Rights Party proper, for she never had conformed to the requirements of the organization; but at all times her work, as one who had blazed the way for independent womanhood, often in the face of ridicule as well as contemptuous opposition, has been gratefully recognized, outside as well as inside the equal suffrage movement.—Christian Science Monitor.

"The man who does not give his fullest co-operation to his country in this hour will die unhappy.—Woodrow Wilson, President of the United States.

"This flag which we honor and under which we serve is an emblem of our unity, our power, our thought and purpose as a nation. It has no other character than that which we give it from generation to generation. The choices are ours. It floats in majestic silence above the hosts that execute those choices whether in peace or in war.—Woodrow Wilson, President of the United States.

"Bring in those aerial post routes. Expectant vacationists are anxious to get in touch with the folks back home by dropping them a line.

AMERICAN EFFICIENCY

German efficiency has been held up as a degree of excellence unattainable by a Democracy. The accomplishments of the United States since April 5th last refute the truth of the claim. In the short space of time since that day the United States has accomplished the following:

Declared a state of war as existing between this country and Germany;

Seized 91 German ships and begun repair work on them;

Authorized unanimously a war fund of \$7,000,000,000;

Appropriated \$6000,000,000 for merchant shipping and as much for air fleets;

Agreed to loan our Allies \$3,000,000,000 and advanced them a large proportion of that sum;

Passed a selective draft law and in a single day registered nearly ten million men for military service;

Enlisted 600,000 volunteer soldiers in the regular army and in the National Guard of the States;

Sent a Commission to Russia to aid Democracy there and a body of railroad men to Russia and another to France to advise and assist in railroad transportation in those countries;

Began the construction of 32 camps for our soldiers;

Sent to England a fleet of destroyers and to France a detachment of troops;

Authorized and now enforcing embargo whereby our enemies will receive no more food or material from us;

Passed a food conservation law;

Organized many volunteer commissions and boards who are aiding the Government and the people in the speeding up of work, conservation of food, and other national movements;

Drafted by lot 687,000 men for military service;

While the Government was accomplishing these things the American people have loaned the United States \$2,000,000,000 and offered \$1,000,000,000 more, over four million citizens subscribing to the loan.

In addition they have given over \$100,000,000 to the American Red Cross and \$3,000,000 to the Young Men's Christian Association.

All these things were accomplished while our soil was not invaded or even threatened with invasion and without any disturbance of business conditions. All was done with the calm determination and judgment of an earnest, patriotic people performing a service for civilization and mankind and maintaining the rights, the dignity, and the honor of the greatest nation in the world.

The German leaders derided America's entry into the war as a bluff. This is our answer.

The German Imperial Government was nearly fifty years in perfecting its military efficiency. In less than four months the American Republic has made such strides as to indicate that in less than two years' time the boasted superiority of German efficiency will have been discredited. There is such a thing as American efficiency, and time will prove that German efficiency cannot withstand it, fighting as it is for liberty, justice and humanity.

THE FARMERS DUTY

In this time of war there is a special duty laid upon every American citizen. Some have to bear arms and risk their lives and safety on dangerous seas and on the battle fronts in Europe. Others must care for those of them who are wounded and in performing that duty risk their lives almost equally with those who do the actual fighting. There are so many brave Americans performing such duties for their country that those of us who remain at home in safety and security must needs feel the obligation on us to do our part.

The farmers of America have an important duty, a vital national economic function imposed upon them. They must provide food for our armies, food for our families at home and food for our Allies abroad. The great and vital importance of this service has been recognized and the farmers of the country are directed to be given and will receive special considerations in the matter of exemption from military service.

The service that the farmers of America are to perform is in the highest degree patriotic, but it is to be profitable, too. Never before has the American farmer had such a market for his products or such tremendous purchasers as he has now in the Governments of the United States and our Allies. And the funds with which these products are to be purchased are practically all raised by the sale of Liberty Loan Bonds.

The President's patriotic call to the people of America, made July 11th, will find a ready response from the farmers of our country—"No true patriot will permit himself to take toll of our soldiers' heroism in money, or seek to grow rich by the shedding of their blood. He will give as freely with as unstinted sacrifice as they. They are giving their lives. Will he not at least give his money?"

But buying a Liberty Loan Bond is not making a gift. It is the safest of investments, and considering also the rate of interest and nontaxable feature it is a remunerative investment of the first order. Some pronounce it the premier security of the world.

The farmers of America are given an easy way to serve their country, show their patriotism, and greatly benefit themselves. Money is needed to feed, equip, arm, and clothe our soldiers at the front. And money is needed, too, to buy the products of America's farms for our army and navy and armies and navies of our Allies. A great proportion of this money has been raised and is to be raised by the sale of Liberty Loan Bonds. The farmer in supporting the Liberty Loan serves his country, his people, and himself, and he serves, too, the cause of liberty, the cause of humanity and civilization.

Bring in those aerial post routes. Expectant vacationists are anxious to get in touch with the folks back home by dropping them a line.