

FINDING THE PIVOT

GOOD ADVICE FOR YOUNG MEN WHO WOULD SUCCEED.

LOOK SQUARELY AT THINGS

In Considering a Business Proposition, Search for the Foundation Upon Which It Rests—Get That and Win.

Are you a dreamer? Do you look squarely at things, and make it your aim to find the meat of the nut? Have you the tact to get at the point of things, at the main object, and do you make it a practice to aim squarely at the bullseye?

Decisiveness is one of the essentials to success. The man who goes along in a half-hearted, semi-conscious way, his mind wandering from one phase of a subject to another without the ability to sift out the chaff, is not likely to get far to the front. Keep your mind on the main point. Get right down to hard work, and probe every proposition deep until you get at the germ, the kernel that is the life of the thing. There is a pivotal point to everything. Find the point and stick to it. When there is a business proposition for consideration, don't go around the outside looking at everything in connection with it, but search for the foundation upon which it rests. Find the pivot upon which it swings. In every task you have to perform you will discover that there is a certain way in which it can be better performed than some other way. Find this way. The general in command of an army must have his mind trained to see the point of vantage. The manager of a large industry that gives employment to thousands of men must see the points that are so essential to success. The ability to concentrate energy, to master things, to find the main point, and to take advantage of discoveries is an assurance of success.

What ever you undertake to do, be sure that you use your brain, and use it rightly. One man will fret and stew over a task, and spend days in worrying about little things that are unimportant, while another man will notice the main point in an instant and without apparent effort will do what the slow and vacillating one perhaps could never do.

Only a short time ago a mining engineer conceived an idea of perfecting a machine for washing gold. He applied to the government for a patent and it was refused because they claimed that such a machine could not be constructed according to his specifications. Experts tried to work out what the slow and vacillating one perhaps could never do.

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A few years ago a young electrical engineer was experimenting in a Pittsburgh steel works. He noticed that certain substances when intensely heated produced a substance that he was not familiar with. He kept on experimenting. He got out a patent on the new product. He named it corborandum, a substance almost as hard as the diamond and now extensively used in polishing gems and steel and used instead of emery. The young man saw the point and today is several times a millionaire. It is seeing the "point," discovering things that are essentials, that make the men. The noted John D. Rockefeller several years ago had brains enough to see the great future of petroleum. He set about to get control of the industry. He succeeded. Had he not the quality of "getting at the meat of the nut" he would have done as hundreds and thousands of others, let the opportunity pass.

There is nothing like keeping your brain focused on the main point. Concentrate all your energies on what you have to do. Sift out the chaff. Get rid of the worthless, the immaterial things, and get at the chief proposition. Don't spend time and brain-power in little worthless prospecting. Bore right into the heart of things, and discover where the point lies. Then work right. Don't lag. Bend every energy to win, and success will be yours. Keep your eye on the bullseye.

Home Patronage Lesson. The west is the section that produces the wheat that supplies the nation with bread. In almost every wheat-growing section there are flouring mills. Yet how often do we find that people of these districts demand flour made in a foreign place. This principle is wrong. There is a loss to the district. When wheat is shipped from one state into another or from the district where it is grown to some other district and then made into flour which is returned to the people for their use, there is a considerable loss to the community. There is the commission to the grain dealers, the freight paid on the wheat, and the freight paid on the flour back to the place, and not least is the employment of labor in the manufacture. There is much to be gained through the patronage of every home institution, whether it be a manufacturing enterprise or a mercantile concern. The community is made wealthier by keeping in it all the dollars that are the result of the labor of the people.

A WEALTH-SAPPING SYSTEM.

New Public Utilities Managed in a Way That Retards Progress.

It should be borne in mind that the investment of outside capital, the ownership of public and semi-public utilities by others than residents of a community, is a serious thing for the people residing in the place. In western cities there are hundreds of illustrations of the working out of this plan of securing public utilities. There is need of a water-works. Outsiders come into the field with a proposition. The city or town council is approached and the final result is that a franchise covering 25 to 50 years is granted. The works are built. People are then compelled to pay highest rates to meet interest on bonds and watered stocks. The company perhaps pays taxes less proportionately than the residents of the town are compelled to pay, and the only money left in the community that is earned by the operation of the plant are the taxes paid, the wages of the few laborers employed, and the salaries that a few "straw" officers draw. All the profits are drawn to the owners of the plant in some other city, generally Wall Street, New York. Thus is built up a system that draws the money earned in the community to some other place. It is the same with street-car systems, electric and gas lighting plants and all other semi-public and public utilities under private ownership, and in which outside capital is chiefly invested.

Should these utilities be owned by home capital, all the earnings would be retained in the community, to seek investment in other improvements and the people would receive a general benefit. There is no argument that can prove that foreign ownership of any enterprise is good for a community. Any system, it matters not whether in a commercial line, financial or other branch, that takes from a community the earnings of the people and uses them for the enrichment of other sections, is a wrong system.

Let business men of every town get these facts fixed intelligently in their heads. Let commercial club enthusiasts settle down to the fact that when through their work any enterprise is built up that means continual drain on the resources of the place, it is better there be no commercial club. If there are any enterprising citizens enough in a place to invest in their own town in this way, the town should have no difficulty in stimulating a municipal ownership sentiment and have the good work carried on. Commercial clubs are all right, but it is often that they are operated all wrong than all right.

MAIL ORDER HOUSE EVIL.

System Keeps Many Agricultural Towns from Advancing.

There is no use in claiming that mail order houses are illegitimate concerns. They are entitled to exist as well as the small merchant. There can be no doubt as to the perfectness of the system that they are conducted upon. No use in denying that now and then they fail to give satisfaction to their customers. So do the merchants in all lines of trade. He who believes that these great concerns are not injurious to the merchants in the smaller cities and towns knows little about their operations. Then how is it that the mail order houses are injurious to the people of the land? Great economists agree that it is the concentration of capital and power in the large cities wherein rests the danger that threatens the people. The mail order houses are great factors in this concentration. They are suckers of the blood of the country, the mediums that take from communities where it is earned the money that should be retained by the people for the development and enrichment of their own communities. Herein is the mail order house evil. On these grounds all wise people will do whatever lies in their power to head off the greater growth of the system. Any system should be retained within its limits for the greater development of its resources and general enrichment, is a bad system and should be decried. It is not sufficient that the consumers retain the profits that should go to the tradesmen of the place. By this there is little development of industry. The towns and cities lose the business that is necessary to employ the people, while the wealth to an extent may be retained.

True Principle in Advertising. According to the most careful estimates, the volume of business done by the mail order houses in the United States amounts to more than one billion of dollars annually. When it is considered that 20 years ago there were no mail order systems of business as now known, and that since then the plan has been developed, it becomes evident to the thinker that there is magic in advertising, for it is by advertising alone that the mail order business has been built up. It would perhaps be fatal for the small merchant in the agricultural cities and towns to follow the plans, the distorted and exaggerated advertising methods of the department stores and the mail order houses. Yet there is a principle in advertising that ever holds good. This principle is as sound for the little merchant, the dealer in any kind of wares, as it is for the biggest concern on earth. In fact, the great business houses generally had a small beginning, and by publicity pushed up to the front, writes D. M. Carr.

Did people of agricultural sections fully realize how the millions taken to the large cities by the mail order system causes them a direct injury it would not be long before these concerns would be out of business.

VIRGINIA MERCHANT RID OF A VERY BIG GRAVEL STONE.

Another Remarkable Cure of Serious Kidney Trouble.

C. L. Wood, a prominent merchant of Fortress, Norfolk Co., Va., was suffering some months ago with frequent attacks of hard pain in the back, kidneys and bladder and the kidney secretions were irregularly scanty or profuse. Medical treatment failed to cure him.

"At last," says Mr. Wood, "I began using Sloan's Kidney Pills, and before one box was gone, I went through four days of intense pain, finally passing a stone, one-half by five-sixteenths of an inch in diameter. I haven't had a sign of kidney trouble since."

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

DEAR LITTLE CHAP.



Hub—Say, nm, were men very scarce when you married pa, or did you just feel sorry for him?

HERE GOES ANOTHER ILLUSION.

"Fiddling Bob" Declares He Has Not Played for Many Years.

Another cherished illusion has been shattered. Senator Taylor of Tennessee, lovingly called throughout the union "Fiddling Bob," doesn't play the fiddle after all. He has entered a formal denial. Pretty soon somebody will be saying that Congressman Richmond Pearson Hobson of Merrimack fame never kissed a pretty young hero worshiper. Representative Hughes of New Jersey asked Senator Taylor about his musical accomplishments.

"Haven't played a fiddle for a dozen years," said the Tennesseean. "That fiddling story is all wrong. I haven't touched a bow for years."

"Maybe you play the violin, then?" ventured Hughes.

"Oh, I never even saw one of those darned things," retorted the senator.

THEN IT LOOKED ABOUT RIGHT.

Coal Dealer Understood When Told What Load Represented.

John D. Rockefeller, Jr., in one of the last addresses that he made to his Sunday school class before abandoning it, said of carefulness in business: "Too many business men are careful on one side, their own side, only. Thus a coal dealer whom I used to know shouted one afternoon to an employe who was driving out of the yard: 'Hold on there, Jim! That coal can't have been weighed. It looks a trifle large for a ton to me.'"

"Jim shouted back: 'This ain't a ton, boss. It's two ton.'"

"Oh, all right," said the dealer, in a modified tone. 'Beg your pardon; go ahead.'"

FOUND A WAY

To Be Clear of the Coffee Troubles.

"Husband and myself both had the coffee habit and finally his stomach and kidneys got in such a bad condition that he was compelled to give up a good position that he had held for years. He was too sick to work. His skin was yellow, and I hardly think there was an organ in his body that was not affected.

"I told him I felt sure his sickness was due to coffee and after some discussion he decided to give it up. "It was a struggle because of the powerful habit. One day we heard about Postum and concluded to try it, and then it was easy to leave off coffee.

"His fearful headaches grew less frequent, his complexion began to clear, kidneys grew better until at last he was a new man altogether, as a result of leaving off coffee and taking up Postum. Then I began to drink it, too.

"Although I was never as had off as my husband, I was always very nervous and never at any time very strong, only weighing 95 lbs. before I began to use Postum. Now I weigh 115 lbs. and can do as much work as anyone my size, I think.

"Many do not use Postum because they have not taken the trouble to make it right. I have successfully fooled a great many persons who have drunk it at my table. They would remark, 'You must buy a high grade of coffee.' One young man who clerked in a grocery store was very enthusiastic about my 'coffee.' When I told him what it was, he said, 'why I've sold Postum for four years but I had no idea it was like this. Think I'll drink Postum hereafter.'"

Name given by Postum Co., Battle Creek, Mich. Read "The Road to Wellville," in pkgs. "There's a Reason."

Why Sloan's Liniment and Veterinary Remedies Are the Best to Use.

Let me tell you why Sloan's Liniment and Veterinary Remedies are the best to use on the market to-day in the first place. Dr. Earl S. Sloan is the son of a veterinary surgeon, and from his earliest infancy he was associated with horses. He bought and sold horses while yet very young. He practiced as a veterinary for 20 years and has battled successfully with every disease to which that animal is subject.

All his remedies are the result of experiments made to save life or relieve suffering while he was practicing his profession.

Any reader, by writing to Dr. Earl S. Sloan, 615 Albany Street, Boston, Mass., will receive "Sloan's Treatise on the Horse," free. This book tells how to treat horses, cattle, hogs, and poultry.

OBJECT LESSON FOR CHILDREN.

Mayer Was Quick to See and Impress Good Point.

It was five minutes before noon. The mayor and the state superintendent had spent an hour talking to the children in an Ohio school, and just before the stroke of the gong the chairman of the local school committee was called upon to follow them.

"Children," he said, pointing toward the window, "as you go out from the school in about two minutes you will see a gang of men who are now shoveling clinders into a railway train. They are earning \$25 a month.

"Beside them is a timekeeper earning \$35.

"At the head of the train is an engineer getting \$100, and over him is a superintendent getting two hundred.

"What is the difference between these men? Education. Get all you can of it."—Youth's Companion.

Laundry work at home would be much more satisfactory if the right Starch were used. In order to get the desired stiffness, it is usually necessary to use so much starch that the beauty and fineness of the fabric is hidden behind a paste of varying thickness, which not only destroys the appearance, but also affects the wearing quality of the goods. This trouble can be entirely overcome by using Defiance Starch, as it can be applied much more thinly because of its greater strength than other makes.

Traveler's Picture Books.

Picture books for the benefit of travelers are kept in the Paris police stations. It frequently occurs that foreigners lose things which they are unable to describe, because of their unfamiliarity with the French language. The picture books contain representations of various articles, and the inquirer has only to turn the leaves and point out the illustrations which resemble the property he lost.

The Per-una Almanac in 8,000,000 Homes.

The Per-una Lucky Day Almanac has become a fixture in over eight million homes. It can be obtained from all druggists free. Be sure to inquire early. The 1908 Almanac is already published, and the supply will soon be exhausted. Do not put it off. Speak for one-to-day.

Hubby Gets Suspicious.

"John, do you love me?"
"Yes."
"Do you adore me?"
"I adore."
"Will you always love me?"
"Yes—look here, woman, what have you been and gone ordered sent home now?"

With a smooth iron and Defiance Starch, you can launder your shirt-waist just as well at home as the steam laundry can; it will have the proper stiffness and finish, there will be less wear and tear of the goods, and it will be a positive pleasure to use a Starch that does not stick to the iron.

Inevitable.

"So Nelson is dead. What killed him?"
"You know he had one foot in the grave?"
"Yes."
"Well, some one pulled his leg."—Harper's Weekly.

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 same money.

Quite So.

Nimrod—Are you fond of hunting?
Gyer—It all depends.
Nimrod—Depends on what?
Gyer—Foxes or collar studs.—Illustrated Bits.

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, Ltd., 931 Arch St., Philadelphia, Pa.

So may heaven's grace clear away the foam from thy conscience, that the river of thy thoughts may roll limpid thenceforth.—Dante.

That Dry Hacking Cough needs attention. Ask your druggist for Brown's Bronchial Troches which will quickly relieve the cough.

Great beauty and great virtue are always inaccessible except to those who strive, who learn to accept, understand and enjoy them.—Sterne.

Drink Garfield Tea at night! It insures a normal action of liver, kidneys, stomach and bowels, and overcomes constipation.

Sometimes the man who was born a fool gets bravely over it.

SICK HEADACHE

Positively cured by these Little Pills.

They also relieve Distress from Dyspepsia, Indigestion and Too Hearty Eating. A perfect remedy for Dizziness, Nausea, Drowsiness, Bad Taste in the Mouth, Coated Tongue, Pain in the Side, TORPID LIVER.

They regulate the bowels. Purely Vegetable.

SMALL PILL. SMALL DOSE. SMALL PRICE.

Genuine Must Bear Fac-Simile Signature

REFUSE SUBSTITUTES.

LIVE STOCK AND MISCELLANEOUS ELECTROTYPES

In great variety for sale at the lowest prices by WESTERN NEWS PAPER UNION, Kansas City, Missouri

If afflicted with sore eyes, use Thompson's Eye Water

Delicious CHOCOLATE PIE

YOU SHOULD TRY THIS RECIPE 1 Quart Milk 1 Package CURRIE'S Follow Directions on Package Each Package Makes 2 Pies 10¢ 3 Kinds Lemon Chocolate Custard

Order From Any Grocer 10¢ Nearly every grocer in the United States now has "CURRIE'S" Preparation in stock. If your dealer cannot supply you send his name and 10 cents to D-Zetta Co., Rochester, N. Y., and receive by return mail a full size package free.

\$10.00 Deep Feed \$14.00 Guaranteed Glider. We manufacture all sizes and styles. It will pay you to investigate. Write for catalog and price list.

CURRIE WIND MILL CO., 623 Seventh St., Topeka, Kansas

PARKER'S HAIR BALM Cleanses and beautifies the hair. Promotes a luxuriant growth. Never Fails to Restore Gray Hair to its Youthful Color. Cures scalp disease & hair falling. 25c and \$1.00 at Druggists

W. N. U., Kansas City, Mo. 2, 1908.

Improve Your Baking

K C Baking Powder will do it! Get a can. Try it for your favorite cake. If it doesn't raise better, more evenly, higher, —if it isn't daintier, more delicate in flavor, —we return your money. Everybody agrees K C has no equal.

KG BAKING POWDER

The United States Pure Food Law insures its purity.

MULE TEAM BORAX

FOR THE TOILET

Not only softens the water, but cleans the skin thoroughly, removes and prevents the odor of perspiration, soothes irritation and renders the skin fresh, soft and velvety.

Soap clogs the pores—Borax removes the soap and freshens the skin—Try it.

All dealers. Sample, Booklet and Poster Card Games free. PACIFIC COAST BORAX CO., Chicago, Ill.

NO MORE MUSTARD PLASTERS TO BLISTER

THE SCIENTIFIC AND MODERN EXTERNAL COUNTER-IRRITANT

Capsicum-Vaseline.

EXTRACT OF THE CAYENNE PEPPER PLANT TAKEN DIRECTLY IN VASELINE

DON'T WAIT TILL THE PAIN COMES—KEEP A TUBE HANDY

A QUICK, SURE, SAFE AND ALWAYS READY CURE FOR PAIN—PRICE 15c.—IN COLLAPSIBLE TUBES MADE OF PURE RUBBER AT ALL DRUGGISTS AND DEALERS, OR BY MAIL ON RECEIPT OF 15c. IN POSTAGE STAMPS.

A substitute for and superior to mustard or any other plaster, and will not blister the most delicate skin. The pain-alleviating and curative qualities of the article are wonderful. It will stop the toothache at once, and relieve Headache and Sciatica. We recommend it as the best and safest external counter-irritant known, also as an external remedy for pains in the chest and stomach and all Rheumatic, Neuralgic and Gouty complaints. A trial will prove what we claim for it, and it will be found to be invaluable in the household and for children. Once used no family will be without it. Many people say "it is the best of all your preparations." Accept no preparation of vaseline unless the same carries our label, as otherwise it is not genuine.

Send your address and we will mail our Vaseline Booklet describing our preparations which will interest you.

17 State St. CHESEBROUGH MFG. CO. New York City

Shirt Waist Suit

Nothing pleases the eye so much as a well made, dainty

Defiance Starch

if properly laundered, To get the best results it is necessary to use the best laundry starch.

gives that finish to the clothes that all ladies desire and should obtain. It is the delight of the experienced laundress. Once tried they will use no other. It is pure and is guaranteed not to injure the most delicate fabric. It is sold by the best grocers at 10c a package. Each package contains 10 ounces. Other starches, not nearly so good, sell at the same price per package, but they contain only 12 ounces of starch. Consult your own interests. Ask for DEFIANCE STARCH, get it, and we know you will never use any other.

Defiance Starch Company, Omaha, Neb.