

WILLMAR TRIBUNE

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WILLMAR BUSINESS MEN'S HOME TRADE BOOSTING DEPARTMENT

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WILLMAR TRIBUNE, WEDNESDAY, AUGUST 16, 1916

THE SHOE ON OTHER FOOT. The Republican Party managers used to make their campaigns on the "prosperity" issue.

Perhaps the 100 per cent increase in bank deposits in Oklahoma since 1912 also is due to the Republican party.

Will some Republican spell-binder kindly explain how the 57 per cent increase in building improvements in the Northwest this year is due to the European war?

How can there be any joy in the Republican camp this year when there is no joy in the Democratic camp?

The American farmer produced in three years of recent Democratic administration a yearly income \$1,000,000,000 greater than under the preceding Republican regime.

The American army of mechanics engaged in the building trades have had this year 187 wage increases in 34 states, as thus far reported in the press.

In four weeks, ending July 8, the Textile World Journal reports 100 new textile mills and 135 expansions in prospect.

The greatest volume of textile exports under the Republican Payne-Aldrich tariff, in 1915, was \$60,000,000.

Will Mr. Hughes explain if American prosperity is a war munition product, why bank deposits in North Dakota and South Dakota since 1912 have grown 70 per cent?

When Aroostook county, Maine, had the Republican Payne tariff to protect its products from Canada, every hill of potatoes hid in fear and trembling under the Republican wing.

Had Mr. Hughes confined his acceptance speech to his epigrammatic phrase, "America first, and America efficient," his utterance might have taken rank with Caesar's laconic message.

Mr. Hughes has roundly condemned Mr. Wilson's policies and actions. That was his duty as a candidate; for unless grave faults were to be found in the present Executive there is no reason in changing.

There are two recognized ways of appealing for the suffrages of one's countrymen. One is to abuse the opposition candidate, and the other is to

How to Build Up or Tear Down This Community

By J. O. LEWIS

The Menace of the Mail Order Houses

THE mail order houses in the large cities have BECOME A MENACE to the smaller cities, towns and communities is proved by the large patronage they enjoy from all over the entire country.

This mail order business got its inception from men who made a habit of buying up secondhand goods, stocks from bankrupt firms and fire damaged or salvage goods from fire losses.

These were shrewd business men, men who believed in advertising, and realizing the possibilities of advertising, commenced their business entirely along these lines, and to PROVE THE SUCCESS OF ADVERTISING no better evidence could possibly be offered than the fact that every weekly paper-farm, industrial, social or religious-carries their advertisements and also that they send out catalogues of thousands of dollars in value.

Today they have grown to such enormous size that they own and control factories, while they contract to sell the entire output of other factories. However, the plants they control and operate manufacture what is termed in commercial parlance as competitive goods-something that every merchant can sell at a low price to meet the demands for cheap merchandise.

AS TO STANDARD AND HIGH CLASS GOODS MADE BY LARGE AND RELIABLE FIRMS YOU NEVER SEE THESE GOODS ADVERTISED BY MAIL ORDER HOUSES, OR IF YOU DO THE PRICE IS JUST THE SAME AS FIXED BY THE MANUFACTURERS FOR ALL DEALERS.

Therefore when one orders articles of the low priced and cheaper kinds HE IS SURE TO GET JUST WHAT HE BUYS-cheaply made goods and seconds and no cheaper than he can buy right at home when freight charges, money order fees and postage are added.

Thousands of dollars annually are being sent to these mail order houses from this vicinity, thus DEPRIVING THE HOME MERCHANT OF HIS RIGHTFUL PATRONAGE. And yet, no matter how much the merchant may be dependent on the patronage of members of his community, he is supposed to give and to aid in every way under the name of betterment of his town, and he does, being often coerced into giving by the demands of his customers, fearing to offend them because of the fear of loss of patronage.

THERE CAN BE NO QUESTION BUT THAT ALL OF OUR PEOPLE ARE IN DUTY BOUND TO PATRONIZE HOME MERCHANTS. TO THEM YOU OWE ALLEGIANCE AND SUPPORT, AND I NOW ASK YOU CANDIDLY, ARE YOU GIVING IT TO THEM?

If you are buying goods out of your home town-more particularly from mail order houses and merchants in other cities-I say to you that you are UNDERMINING THE HOME MERCHANT and likewise the very foundation of your own well being. Every time that you send to a mail order house makes that much harder the success of your home merchant and likewise retards the growth of your town. The money you send to mail order houses is taken entirely out of local circulation-is gone forever.

WHEREAS, IF YOU SPEND IT WITH A HOME MERCHANT HE IN TURN WILL SPEND IT WITH SOME ONE ELSE-PERHAPS PAY IT BACK TO YOUR FATHER, YOUR SON OR BROTHER, SISTER OR DAUGHTER AS SALARY, AND THUS IT COMES BACK INTO THE FAMILY, DOING A UNIVERSAL GOOD.

That many of our home people are ordering goods from mail order houses is a well known fact. One has but to visit the depots and express office to find therein daily many packages addressed to them and likewise bearing the name or address of certain mail order houses. These people are known to our merchants, and that's a fact. These packages consist of clothing, dry goods, groceries, drugs, toilet articles, furniture, hardware, carpenter's tools, farm implements and what not. ALL OF WHICH COULD BE PURCHASED FROM OUR OWN HOME MERCHANTS, QUALITY CONSIDERED, FREIGHT CHARGES ADDED AND TIME IN TRANSPORTATION, JUST AS CHEAPLY AS FROM ANY MAIL ORDER HOUSE IN THE COUNTRY.

Supporting the merchants should band themselves together and refuse credit to those who patronize these mail order houses and further refuse to employ members of families who do this or refuse to buy the wares of these people? Wouldn't they find living mighty hard? To be continued under the title, "THE HOME MERCHANT HAS EARNED SUPPORT."

WHAT PERKINS WROTE A YEAR AGO. Geo. W. Perkins, the big Bull Moose, who is now on the National Republican ticket, cuts a bitter and angry figure when accusing political opponents of being inconsistent.

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Advertisement for various businesses including Automobile Accessories, Hardware of All Kinds, Photography, Plumbing and Heating, and more. Includes names like C. A. Nelson, Olson Bros., and J. O. Lewis.

"FIRSTS" AND "SECONDS"

ANY reputable manufacturers occasionally turn out goods that are not quite up to their standard. There may be something wrong with the material, there may be a slip in the making somewhere. These goods can't be thrown away--indeed they often possess considerable value.

WE STAND BACK OF EVERY ARTICLE WE SELL AND WE PUT OUR GUARANTY BEHIND THAT OF THE MANUFACTURER.

Advertisement for 'Try Jap Soap' and 'The wonderful "Sunday Morning Bath" Soap'. Includes a testimonial from a woman.

WANTED. By a good school, 100 ambitious young people to prepare for good positions as stenographers and bookkeepers. Address INTERSTATE BUSINESS COLLEGE, FARGO, N. D.