

# New Ulm Review

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The following was handed us by one of our good friends and we take pleasure in printing it because of its good common sense and truth.

## THE VALUE OF A CHEERFUL SPIRIT.

There is wonderful recreation in cheerfulness. The man who laughs often and heartily need have little fear of dissipation, insomnia or insanity. Those who laugh are not only, as a rule, healthy people, but they are also longer lived and more successful. They get rid of a thousand and one trifles which perplex and upset the nerves and make others disagreeable, morose and melancholy.

When we lose the power to smile, what hideous images arise in the mind! How soon the imagination becomes morbid! The mind becomes infested with doubts and fears and hallucinations when its activity ceases. When the purpose is gone, disorder comes in; when joy goes out melancholia enters.

Take joy with you, cling to it, never part with it, no matter where you go or what you do. It is your lubricating oil which will prevent the jars and the discords and shut out the worries of life. If there is anything we need in this too-serious civilization of ours, it is men and women who smile always.

"The cheerful heart makes its own blue sky." Some one has said: "It is the fashion to flatter cheery people by comparing them to the sun. I think the best way of praising the sunshine is to say that it is almost as bright and inspiring as the presence of cheery people."

"I just loike to let her in at the door," said an Irish servant of a lady caller. "The very face of her does one good, shure."

How glad we all are to welcome sunny souls! We are never too busy to see them. There is nothing we welcome so much as sunshine.

Why this serious, suppressed, anxious, and expression on the American face? Why do we carry about gloom and melancholy, advertising that hope has died out of life—faces that never express a particle of humor? Is there any religion in it? Any common sense in it? Any success in it?

With the lumber cut of this country amounting to forty billion feet a year, there may well be fear that our forests will be used up. The State of Washington is now the biggest lumber producer, and when the Panama Canal is finished the rate on lumber will be made so low that Washington pine and fir will be about as cheap in Maine as the cut from the Maine woods. In the meanwhile, lest the lumber supply should give out, the Forest Service is busy reforesting burned over areas and planting trees where none ever grew before. Many persons are employed gathering tree seeds and planting them on the public lands.

The serial story now running in our columns is a story of the Forest Service and will prove interesting reading, especially to those who are not well-posted on the difficulties the Forest Service has to cope with in the West. It is only within the past few years that forestry has been given any attention and there are many good positions in the service open to bright young men who are not afraid of hard work when it promises advancement. The work is clean, and healthy and tends to uplift the ideals of the worker thru his association with the beauties of Nature.

## An Altruistic Age.

Undoubtedly the world is growing better. Not only are the fossilized nations, like China, waking up and adopting modern ideas, but there is a great growth of human sympathy and an understanding of the moral responsibility of the individual toward his fellows, in our own country.

There is little doubt but that co-operation is one of the great forward movements in the country today. The best example we have of co-operation is that of the family. In the family we find all individuals working for the common good. Of course, it is impossible to carry this ideal relationship to all of one's neighbors; but the more nearly this same feeling of helpfulness and generosity can be duplicated, the more successful will a co-operative enterprise be.

There is one delightful thing about farming, which is not true of some other industries, and that is that each farmer is really benefited by the success of his neighborhood, where good stock is kept and where farming is generally profitable, roads and schools are better, the price of farm land is higher; and, owing to the fact that a great quantity of farm products is offered for sale, markets are better; so boost our neighbors, and by so doing help yourself.

## A Heart-to-Heart Talk With You

It is a deplorable fact that an appreciable amount of the retail trade is lost to the local dealers in the smaller towns thru the never-ceasing competition of the large, so-called "catalog houses" and "mail order houses", which thru well planned and widely circulated advertising, illustrated catalogs, and flaring reductions have made easy prey of the town and country folk who do not always seem to look ahead to their own good thru the building up of local enterprises.

Much could be done on the part of the retailer to bring about conditions more favorable to himself. It is a well known fact that in the large cities merchants have little competition of catalog houses to fear. And why is this true? Because in the large city the merchant realizes that it is up to him to educate his public and he does so by effective and alluring window displays, by illustrative advertising by good prices and courteous and prompt service. Such things do much to remedy the "catalog habit" which always develops in proportion with the indifference manifested by retailers at home.

While merchants in the cities have larger opportunities yet the merchant in the small place may with profit follow in their foot steps and educate his public until he controls his trade by having taught the people that they need him and his wares.

Window displays should have every attention to make them interesting attractive, and a selling force.

Changes must be made often, ever advancing new goods, showing up some new feature in the wares to attract the eye and educate the mind of buyer. Displays allowed to stand for weeks become an abomination; the dust and dead flies drive away the prospective customers by their indication of slackness and indifference.

It can not be pleasing to the merchants to hear that "so-and-so has gone to the cities to shop"—and it simply devolves upon the merchant of the small town to carry at all times a line of up-to-date wares because the buyers will go where things are new and fresh.

The question to be answered then is: What is to be done with the old left over stock? Most small town dealers fail to make any determined and systematic effort to get rid of the dead timber. As a rule they depend on incidental sales at regular prices to clear the store for new goods and in this way keep on hand at all times a lot of old things that represent a goodly share of working capital lying idle and rusting out. This practice does immense harm to the local trade and fosters the "shopping by mail" notion. Why not get rid of all the old material at once with such a noise and demonstration over it that every one far and near will know that the store has been cleared of all that is not strictly fresh and modern. There is nothing that contains more advertising value for a dealer than the offering of a real bargain to the public. Bargains, disposing of old stock at cost, or less do not bring immediate profits but the flow of trade has started to that store and the additional sales of new goods would more than compensate for the loss on the bargain sales besides adding to the prestige and popularity of the store. The bargain method of disposing of old goods is popular in large cities and if tried out with considerable fuss and display would prove equally effective in smaller places.

The foregoing is not intended as a criticism of local methods but rather is meant as a kindly suggestion to those who are interested in building up local trade and also as a hint to the buyers that their interests will always be best served by their patronizing the local dealer who is one of the community and pays taxes and is constantly working to build up and advance the interests of his locality. Co-operation between dealer and patron is of course the only sensible method to employ and we believe it is the part of the dealer to educate the buyer in the principles of helping one another. We mention these things because your interests are ours. We cannot exist without your assistance and you need ours. In an early issue we want to talk with you on advertising and meantime we welcome any comments or replies to what we have here said.

## What is your Capital?

Preliminary figures from the census shows the average investment in each Minnesota farm to be \$11,385, says Thomas Cooper of the state agricultural college. In the southern part of the state they ran for or perhaps there is too much land for the care possible to be put to it.

Merchants are beginning to sell goods before the annual stock taking. Farmers should also see if they have made six percent on their investment in addition to wages. If they haven't they should see how they can do better next year.

## Millions of Dollars Lost Annually.

It is estimated that the loss to farmers, stockmen, hunters and trappers is more than a million dollars annually by lack of knowledge of how to take off and care for the hides and skins of the domestic and wild animals.

We are in receipt of a booklet containing so much valuable information on the domestic and wild animals, that every reader of ours should have it. It tells how to take off and care for the hides and skins of the domestic animals so as to bring their highest value.

In as much as cattle hides are the highest ever known; 11¢ to 12¢ per pound for green and salted, and furs are exceedingly high, we feel that our readers should be posted, and know how to get their fullest value.

This booklet of 48 pages illustrated, including catalog of trapper supplies, and circulars of price of all domestic and wild animal skins will be sent you free if you address the Northwestern Hide & Fur Company, Minneapolis, Minnesota. Mention our paper and send 2¢ for part of mailing charges.

## Through Pullman Sleeping Cars Via the North Northwestern Line

Now run daily between St. Paul, Minneapolis and Los Angeles. Leave Mankato 10:35 p. m., leave Sioux City 5:35 a. m. Trains from stations in Minnesota and South Dakota make direct connections with this through service. Full particulars on application to Ticket Agents, Chicago and North Western Ry.

## Protecting Seed Corn From Mice.

One of the requirements in the winter storage of seed corn is to have it stored beyond the reach of mice. Many a bushel of good seed corn has been completely destroyed during the winter by the depredations of mice. There can be no excuse for thinking that the mice may not find it. They invariably do find it, and unless it is amply protected, serious damage is bound to occur. The only advisable course to follow is to prepare for them when the corn is put in storage.

If the corn is stored by hanging it up with string or twine, it is a good plan to stretch several lengths of strong fence wire in the store-room, and suspend the strings of corn from these wires. Where it is stored on corn trees, the lower portion of the upright should be completely wrapped with tin for a few inches, or a circular piece of tin fitted about this lower portion.

Another good method of storage is to make up several crates and line them with window screen. They can be made up in any size, preferably about two feet by three feet, using four-inch fence board material in making them. By making the sides comparatively open, it permits a good circulation of air through the crate, and still the linings will prevent any damage from mice. Good seed corn deserves ample protection.

## Foley's Honey and Tar Compound

is a reliable family medicine. Give it to your children, and take it yourself when you feel a cold coming on. It checks and cures coughs and colds and croup and prevents bronchitis and pneumonia. O. M. Olsen.

## The Poultry Yard.

Late-hatched pullets will come in profit in a month or so.

You want water not quite 200 degrees hot to scald chickens just right.

A man need not be an expert to begin poultry culture, but he needs to be more or less expert to succeed.

Many dealers object to eggs with pale yolks. When you find yours are getting that way, put a little more corn in the ration.

Eggs overwashed in water lose the beautiful fresh appearance they have when first laid. Add a bit of vinegar to the water and use as little water as possible.

A bit of experience with damp floors: The upper sash of the windows were taken out and muslin placed there instead, and the dampness entirely disappeared. The theory of this seems to be that the moisture rising escaped through the muslin, instead of remaining in the house.

There are many days in this month when it is unfit for fowls to be outdoors. For that reason they should be supplied with a good-sized house, and the floor heavily littered so they may exercise and keep in good health. The premises must be kept perfectly clean. Filthy quarters breed disease, and diseased poultry is not profitable.

Something queer about hens and even chicks turning cannibals and eating each other up alive. The best explanation so far is that birds that do this need more meat to eat. A bit of a scratch comes on some hen, and the rest see the red spot or the drop of blood, and out of curiosity pick it off. That gives them a taste of the blood, and at it they go to devour the poor creature. If plenty of meat scraps is given, the chances are that you never will have any trouble of this kind.

From January Farm Journal.

## With the Live Stock.

Never put hot water directly into the cream.

A reliable thermometer should always be kept handy and used. Guesswork doesn't pay when making butter.

Cracks in the bottom of the rack will swallow up more grain than the sheep eat, and fat nothing at that.

The size and strength of the lambs at birth will be governed by the feed and care of the ewes during the winter.

Clover or alfalfa hay, with a light ration of wheat bran and linseed-meal and roots, is the ideal ration for the ewes.

The colt must have exercise while growing to develop its muscles and tendons.

When you buy a horse do you look at his knees? If they are all marked up, make careful inquiry as to the cause of stumbling on the road.

Remember that the colt has a small stomach, and must be fed with care and intelligence. A colt crammed with coarse food, develops into a pot-bellied, dyspeptic, colicky horse.

Much of the success with hogs depends upon keeping them free from lice.

It pays to brush the sows with a good stiff brush. Try it and see how they enjoy it.

Do not give the hogs frozen swill. Do not give them frozen or half-frozen vegetables. It will upset the stomach, cause indigestion and a loss in condition.

When chaff or other particles get into the eye of an animal, syringe or sponge the eye frequently with clean, cold water containing sulphate of zinc, one grain to each ounce of water. Keep the stable darkened.

From January Farm Journal.

## A Girl's Wild Midnight Ride.

To warn people of a fearful forest fire in the Catskills a young girl rode horseback at midnight and saved many lives. Her deed was glorious but lives are often saved by Dr. King's New Discovery in curing lung trouble, coughs and colds, which might have ended in consumption or pneumonia. "It cured me of a dreadful cough and lung disease," writes W. R. Patterson, Wellington, Tex., "after four in our family had died with consumption, and I gained 87 pounds." Nothing so sure and safe for all throat and lung troubles. Price 50¢ and \$1.00. Trial bottle free. Guaranteed by O. M. Olsen.

## Gumption on the Farm.

Here's wishing you the best year yet!

Ever notice how easy it is for a man to get married who isn't able to support a wife?

What is the use of sucking a filthy roll of tobacco called a cigar, anyhow? Be clean!

The self-made man is never finished until some woman gets busy and polishes off the rough edges.

Footprints on the sands of time are all right, but be careful not to make them on mother's clean kitchen floor.

The thing that uses a man up and makes him old before his time is to stop work and turn into a first-class loafer.

Some folks sell out and move every time they get into a tight place. That is jumping out of the frying-pan into the fire.

Good warm clothing is a capital way to save doctor's bills. See that the wife has her share. A warm coat will last for many years.

When your husband wants a hammer in the house, just take him yours. He will bring you home a better one the next time he goes to town, see if he doesn't.

When the producer and consumer are one man, then, indeed, the distance between them is reduced to a minimum. Raise everything possible for your own use on your own farm.

From January Farm Journal.

## Foley's Honey and Tar Compound "Cures in Every Case."

Mr. Jas. McCaffery, Mgr. of the Schlitz Hotel, Omaha, Neb., recommends Foley's Honey and Tar Compound, because it cures in every case. I have used it myself and I have recommended it to many others who have since told me of its great curative power in diseases of the throat and lungs. For all coughs and colds it is speedily effective. O. M. Olsen.

## Out of the Ginger Jar

How much can the pullet? The tomato can but will it?

A rat in the trap is worth two in the hair.

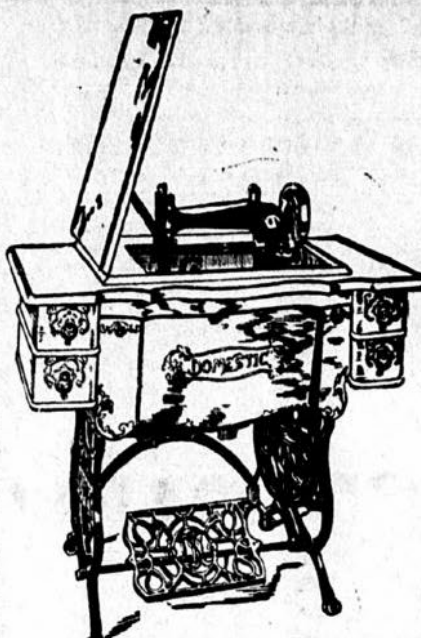
At any rate the clam knows enough to shut up.

It is useless to advise an aviator not to "go up in the air," for that is his business.

Home-made things are often the best. Especially is this true of the home-made man.

The man with his all invested in mining stocks is seldom in a position to rest on his ore.

Many a woman sits up late in the nights before Christmas engaged in making a hem for a him.



## THE Domestic AND Standard

Are the best and most up-to-date sewing machines on the market, come in and let us show you how they are different than others.

They are a class by themselves and leaders.

F. H. RETZLAFF

## Start Right This Year

The New Year suggests Resolutions, "the turning over of a new leaf," — "starting with a clean slate." It's a good time to put your business on a better, broader and more systematic basis.

We suggest that you deposit your money with this bank subject to check. By paying all your bills and obligations by check you will be enabled to keep an absolute record of all such transactions.

Bills paid by check stay paid

## STATE BANK OF NEW ULM

## NEW ULM PUBLISHING CO.

THE TWO OLDEST PAPERS IN BROWN COUNTY.

"New Ulm Review"

"New Ulm Post."

## Happy New Year

FREE FREE FREE

Commencing Jan. 1st, 1912 until Jan. 6th, 1912

We will give away FREE with every 4 yards of Dress Goods One Extra Yard

If you buy 8 yards you will get 2 extra. The more 4 yards you buy the more extra yards you will get free. No matter whether a yard costs 25c or \$3.00.

One yard free with every 4 yards

We want to reduce our stock before we take inventory.

Now, Don't Miss This Opportunity.

CRONE BROS