

TRAPS FOR UNWARY

ADVERTISING TRICKS OF MAIL-ORDER HOUSES.

GOODS PRICED BELOW COST

Articles of Standard Value Frequently Sold at Cost to Create False Impression of Cheapness—Unthinking People Victims.

The theory upon which a great number of mail-order concerns proceed is to select a certain number of articles, those of standard values and well-known, and mark them down to wholesale prices or lower. This is for the purpose of "baiting," as well as to give the impression that regular dealers are selling goods at prices too high. On many widely advertised goods which are in constant demand the mail-order house advertises prices much lower than the actual cost of the goods to the house. This is done with a view of catching customers, killing off the trade of local dealers, and with hopes of selling other goods at enormous profits. Then the advertising part of the deal is of some value.

People like to buy goods at the lowest possible cost. They get impressions of low prices from comparison of goods of which they know the selling price. If a certain rifle is always sold in the gun stores at \$14 and the catalogue house sells the same at \$11, the average man realizes that he is getting a bargain, even though the concern may lose a half dollar in the transaction. But the man is also impressed with the idea that prices are just as low on other goods of which he has little information as to values. It is knowing this fact, that causes the mail-order houses to resort to this trick. Then there is difference in quality of goods. In the different lines there are different grades. It is not long ago that a United States district court grand jury returned an indictment against a large mail-order house on three different charges of fraud. In each case there was misrepresentation. One of the charges was that "pure white lead" paint, supposed to be manufactured by the concern, did not contain a trace of white lead, and was manufactured by contract by another concern. The other charge was that jewelry was misrepresented. In the matter of jewelry, there is great chance for fraud. That which is called solid gold may be not over one-tenth gold, a little better than brass. Gold always has a certain value. Whether it is in jewelry or in a coin of the realm, the value is just the same. Its purity and weight is what counts. It is curious how intelligent people who know of the fixed value of gold will take the word of a mail-order schemer as to quality, when the article is sold at a less price than the metal which it is claimed is represented in it can be bought for in the markets.

Low prices are generally quoted upon goods which the average people understand, and are acquainted with, and the loss is made up on the classes of goods which allow the practice of deception, of the value of which the people little know. People who patronize mail-order concerns should understand that in the majority of cases they are paying more than they would be compelled to pay if they made their purchases at home. Then there is involved the principle of sending money away from the neighborhood where it is earned.

If the people who patronize mail-order houses would only buy such goods as they know are priced below cost to the concern, the mail-order houses could not continue in business a year. But these concerns know that Mr. Barnum was about right when he said that the "American people like to be humbugged." They transact their business accordingly. The home merchant must go ahead on a differ-

Chance for the Youth.

Young men who are residents of country districts should be impressed with the fact that there are chances for every one to get along in the world if endowed with a good quality of brain matter and the desire and the ability to work, and work rightly and industriously.

For the young man starting out in life there are many pitfalls; not the ones in the category of bad habits and dissipation, but in the business world. The catchy advertisement in the want columns of the daily press or in the farm journal, "\$10 to \$20 a day," attracts the attention of many of the young men who know little about the vicious methods of the sharks to catch dollars from the pockets of the "producers." Many of these concerns aim to sell to the agent a lot of goods that are almost wholly worthless, and let him fight it out the best way possible. Then again, there are legitimate concerns that employ men to sell to the trade, but they never hold out promises of such great profits.

It is well to steer clear of grafts that are intended to take dollars from

our basis. He depends upon his reputation for square dealing. He knows that he must be honest, whether he is inclined to be or not, or that he will soon be compelled to get out of business for lack of patronage. The mail-order concerns look for a new crop of "suckers" every year, and they find more or less of a crop.

The Country Editor.

If conscientious effort and merit mean anything, there is no good reason why the country editor should not expect to wear a golden crown and a diamond-studded harp in the good world to come. His sphere is surely one in which his usefulness is limited only by his ability to work. It may be a debatable question whether the average editor of a small town paper does more for the town than the town does for the editor. It may be true that one of the greatest sins that can be laid at his door is that of poverty—not poverty of brain but of pocket. He may labor for the enlightenment of an unappreciative people, but is there not compensation in knowing that a duty is faithfully performed? His efforts to boom the town may not always meet with an encouraging response, in the way of good advertising patronage from the local business interests. His work of showing up his town as a live and progressive place sometimes falls flat because of a lack of good snappy advertising of the stores. There are few things that are a better criterion of the life of a place than the advertising pages of the local paper. By it a stranger is impressed either favorably or otherwise. If the paper is bright, new, well-filled with advertising, there are in it indications that the town is progressive, the merchants prosperous, and that the people are of the class that make excellent neighbors. On the other hand, if there are only a few lines of local news, half a dozen small cards and announcements, and a few large advertisements of department stores and mail order houses in other cities, the impression is given to the reader that the town is a good place to steer clear of, and not the kind of place where one would care to build a home. D. M. CARR.

One Editor's Advice.

A western editor in a recent number of his paper says: "We again desire to call our readers' attention to the fact that they should buy everything they use from home merchants, and not aid in building up large establishments in a distant city. Did you ever stop to think that every cent you buy at home aids the city in which you live, and all you send away drains the city of that much of the medium of exchange that should remain at home? The stability of your home institutions depends upon you and you alone. You do not believe that, but remember when you speak of other persons it is said as you, and when thus explained means you. Your trade at home will make better mercantile establishments and a better city. The next time you are possessed with a spirit of getting something away from home, gently call a halt and go to your home merchants and call for what you want and in nine cases out of ten you will find the desired article, but should you fail, ask the merchant to get it for you and see how rapidly he will accommodate you, and when the price is named and you compare it with the catalogue you will be agreeably surprised. Discard the idea that you must get something from a distance, but instead buy at home and every citizen become an advertising medium, and you will be surprised at the result. Don't say 'That article does not apply to me, for what little I get away from home does not amount to anything.' You are mistaken, for every little put together make the larger things. Be loyal and do all your trading at home."

Agreeable Conversation.

There is no conversation so agreeable as that of the man of integrity, who hears without any intention to betray, and speaks without any intention to deceive.—Nicol.

your pocket under the pretense of giving you employment. If you feel that you could make a success as a salesman, there are legitimate houses in your nearest city that may afford you an opportunity. But don't think that you can demand the salary of a bank president from the start. You will get what you are worth, and no more. The more you can make your services of value to your employers, the more pay you will receive. Good men are always in demand. Chances for advancement were never better, but the field is narrowing year by year, owing to change in commercial methods, and concentration in almost every line. If you would succeed in commercial life, get the idea out of your head that getting to the front is a snap, and the path a flowery one. Work is necessary if you find an honored place among the winners.

Katsenjammer.

"The worst thing about taking a day off and having a good time," groaned Budger, bathing his aching head, "is that you need about two days to forget it!"

WORK WEAKENS KIDNEYS.

The Experience of Mr. Woods is the Experience of Thousands of Others.

Bernard E. Woods of Jackson street, Lonaconing, Md., says: "Hard work and heavy lifting weakened my kidneys. I was tired every morning and my limbs stiff and sore. Dizzy spells and headaches were frequent, and the kidney secretions much disordered. This continued for fifteen years and until I began using Doan's Kidney Pills. Then I improved steadily until cured, and naturally, I recommend them strongly."



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

GENEALOGICAL.



The Bull-Pup—I suppose this is what they call a family tree.

Merely a Plain Statement.

The principal was called before the school board. "Professor Mentor," said the president, "Miss Squirming complains that she was grievously insulted by Mr. Dennis, who visited her class last Friday. What do you know about it?" "As you are aware, gentlemen," explained the principal, "Mr. Dennis is a poor man and the father of a very bad boy. This boy receives deserved punishment daily. Mr. Dennis simply told Miss Squirming that he couldn't afford to have her wear out his son's pants. It was a poor interpretation of a just protest."

Went Him a Few Better.

A very dapper looking young man entered a Chicago hotel a few days ago, followed by a middle-aged man who seemed to be just a little careless concerning his personal appearance. The affable clerk offered a pen to the carefully dressed young gentleman, who registered himself as "William Henry Tyler III." When he had stepped aside the other man reached for the pen and under Mr. Tyler's name wrote: "John Smith MDCCLXXIX."

A Little Child's Impression.

Lying at the base of Echo mountain, in California, in the San Gabriel valley, is the pretty city of Pasadena. At night, when the lights are glistening and sparkling, the effect from Echo mountain is beautiful.

One evening, directly after dinner, a little girl who was remaining over night on the mountain, rushed breathlessly into the dining-room, exclaiming: "Oh, mamma, mamma, come out on the porch, all the stars have fallen on the ground!"

BANISHED

Coffee Finally Had to Go.

The way some persons cling to coffee even after they know it is doing them harm, is a puzzler. But it is an easy matter to give it up for good, when Postum Food Coffee is properly made and used instead.

A girl writes: "Mother had been suffering with nervous headaches for seven weary years, but kept drinking coffee."

"One day I asked her why she did not give up coffee as a cousin of mine had done who had taken to Postum. But Mother was such a slave to coffee she thought it would be terrible to give it up."

"Finally, one day, she made the change to Postum, and quickly her headaches disappeared. One morning while she was drinking Postum so freely and with such relish I asked for a taste."

"That started me on Postum and I now drink it more freely than I did coffee, which never comes into our house now."

"A girl friend of mine, one day, saw me drinking Postum and asked if it was coffee. I told her it was Postum and gave her some to take home, but forgot to tell her how to make it."

"The next day she said she did not see how I could drink Postum. I found she had made it like ordinary coffee. So I told her how to make it right and gave her a cupful I made, after boiling it fifteen minutes. She said she never drank any coffee that tasted as good, and now coffee is banished from both our homes." Name given by Postum Co., Battle Creek, Michigan.

Read the little book "The Road to Wellville" in pkgs. "There's a Reason,"

Frank If Not Complimentary.

Her brother, aged 17, had been made captain of a high school football team and consequently had become suddenly popular with the girls in the neighborhood. Because of this the manager of a skating rink presented brother with a season pass. Sister, who had attained the tremendous age of 20, was truly flattered when brother asked her, rather than some of the younger belles of his acquaintance, to share the privileges of that skating rink pass. But brother's explanation removed all danger of the immediate growth of sister's vanity. "You see," he told her with frank simplicity, "I'm not used to skating with girls. I'll practice on you for a month or two, and then when I can do it real well I'll ask some of the other girls."

Something New Under the Sun.

A lady in Illinois sent us 12c a year ago for our remarkable collection of vegetable and flower seeds and sold \$37.76 worth therefrom, or made 314%. That's new.

Just send this notice with 12c and receive the most original seed and plant catalog published and

1 pkg. "Quick Quick" Carrot.....	10
1 pkg. Earliest Ripe Cabbage.....	10
1 pkg. Earliest Emerald Cucumber.....	15
1 pkg. La Crosse Market Lettuce.....	15
1 pkg. Early Dinner Onion.....	10
1 pkg. Strawberry Muskmelon.....	15
1 pkg. Thirteen Day Radish.....	10
1,000 kernels gloriously beautiful flower seed.....	15

Total.....\$1.00
Above is sufficient seed to grow 35 bu. of rarest vegetables and thousands of brilliant flowers and all is mailed to you

POSTPAID FOR 12c, or if you send 16c, we will add a package of Berliner Earliest Cauliflower. John A. Salzer Seed Co., La Crosse, Wis. K. & W.

First Nobel Prize.

The Nobel prizes were suggested by the eighth earl of Bridgewater, son of the bishop of Durham. He left \$40,000 to be paid to the author of the best treatise on "The Power, Wisdom and Goodness of God as Manifested in the Creation." The judges divided the money among eight persons.

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

The Peruna 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.

Happiness lies in the consciousness we have of it, and by no means in the way the future keeps its promise.



This woman says that sick women should not fail to try Lydia E. Pinkham's Vegetable Compound as she did.

Mrs. A. Gregory, of 2355 Lawrence St., Denver, Col., writes to Mrs. Pinkham:

"I was practically an invalid for six years, on account of female troubles. I underwent an operation by the doctor's advice, but in a few months I was worse than before. A friend advised Lydia E. Pinkham's Vegetable Compound and it restored me to perfect health, such as I have not enjoyed in many years. Any woman suffering as I did with backache, bearing-down pains, and periodic pains, should not fail to use Lydia E. Pinkham's Vegetable Compound."

FACTS FOR SICK WOMEN.

For thirty years Lydia E. Pinkham's Vegetable Compound, made from roots and herbs, has been the standard remedy for female ills, and has positively cured thousands of women who have been troubled with displacements, inflammation, ulceration, fibroid tumors, irregularities, periodic pains, backache, that bearing-down feeling, flatulency, indigestion, dizziness or nervous prostration. Why don't you try it?

Mrs. Pinkham invites all sick women to write her for advice. She has guided thousands to health. Address, Lynn, Mass.



DEFIANCE Cold Water Starch makes laundry work a pleasure. 16 oz. pkg. 10c.

W. N. U., Kansas City, No. 4, 1908.

Jaques Mfg. Co. Chicago.

KC

BAKING POWDER

Stands for

Quality Economy Purity

In providing the family's meals, don't be satisfied with anything but the best. KC is guaranteed perfection at a moderate price. It makes everything better.

Try and see.

Perfect or Money Back.

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 TIN—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-allaying 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

MULE TEAM BORAX

A heaping teaspoonful to a gallon of hot water will cleanse your dishes, plates, cups, earthenware, cutlery and kitchen utensils from dirt and grease, leaving neither taste nor smell.

All dealers. Sample, Booklet and Parlor Card Game "WILL" 10c. Pacific Coast Borax Co., Chicago, Ill.