

# HOME MERCHANTS

GOOD REASONS WHY THEY DESERVE YOUR SUPPORT.

MEANS MUCH TO COMMUNITY

He is at the Head of the Things That Are Good for the Town and Yourself.

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The above head is a subject that can well be treated as open for discussion and consideration at any and all times. It is also a subject that should interest all persons who have at heart the welfare of the community in which he lives and who wishes to see it grow and prosper.

No person can afford to do what he knows will work an injury to the community in which he lives. In justice to himself he cannot refuse his support to the home industries that are striving for existence and the welfare of the town in which he goes to do his trading.

In considering this question it should be borne in mind that the country people, like all other American citizens, are always on the lookout for a place to invest their money that will bring them the biggest returns for the least expenditure; in this they are right and are justified in so doing, but, at the same time they should remember that they are dependent on the home merchant for the money that they send to foreign markets.

If they should stop to think how these catalogue houses are operated, and look into, and know, the true condition of affairs, probably they would reconsider the stand they had taken toward them. In many cases the people are ignorant of the true surroundings and inside operations of these concerns and think they are doing right in sending them their money. They are led to believe that what they get from the catalogue house is the same article that the home merchant sells, only at a much lower price. The majority of the people do not know that they are buying the cheapest article that can be manufactured and

from the wholesaler or manufacturer and it will be sent to the purchaser in as good condition and short time as if it had been ordered from a catalogue house. The home merchant's business must be kept up and in order to do this it is absolutely necessary that the people at home patronize him and help him keep up with the times, or else he will soon be out of the struggle for existence among the country people.

The home merchant should not be expected to pay the highest price for produce and farm products and then be turned down by the seller of these articles when he wants anything in the merchant's line. He should be the first one to be consulted when the farmer intends buying. He should be seen and arrangements made for the purchase of the article, if he does not carry it in stock.

The home merchant advertises or should advertise, in the home paper. This keeps the home paper in the field and helps the community along. The people take the home paper because it gives all the local news that they cannot get any other way and thus the advertisements of the merchants are read by them. If the people do not patronize the home merchant he cannot afford to advertise, and without advertising a paper will soon prove a failure. Soon the home paper is sent to the wall for the want of support from the merchants; it may have a large circulation, but without the merchant's help it will soon be lost to sight. Then the merchant is next to get out of business for the want of support, and the town will decrease in population, and the people will wonder what the trouble is when the editor and the merchant leave town together.

The home merchant contributes to the support of the church, he pays his taxes to keep the schools up, he contributes to the horse show, the fall festival, and the hundred and one things that he is supposed to help out and give his support to. He is at the head of the list for everything that is for the good of the community and he deserves the honest and hearty cooperation of all the people, all the time, that are interested in the welfare of the community in which they live. The merchant helps to elect the men that are to represent them in the city, county, state and national af-

## CLIPPING THE HORSE.

Why It Is Done and How the Horse Should Be Protected Afterwards.

Again the matter of clipping horses is brought up for discussion by an Iowa reader who wants to know if there is any benefit to be derived from clipping horses, and if so at what season they should be clipped, says the Breeders' Gazette. He also desires to learn whether horse buyers object to draft horses from which the foretops have been cut. As has been repeatedly affirmed in these columns, whether a horse should or should not be clipped, and when, depends entirely on the use to which he is to be put. Nature supplies the long equine winter coat as a protection against cold. That is the sole reason for it. It follows that if the horse is used under conditions which do not correspond with the object of nature the coat should be removed. For instance, if a horse has work to do that compels his sweating freely, it is a hard matter to get his long winter covering dried out within any reasonable length of time and the poor beast has to stand for hours much in the position of the man who gets drenched to the skin in a rainstorm and has no fire at which to dry himself. On the other hand, if such a horse is clipped and sweats freely he can be dried in a few moments and under a warm blanket is just like the man who gets wet through, goes quickly to a warm room, removes his clothing and dons fresh raiment. If a horse has to work only a little or at such labor that he does not sweat greatly clipping is generally unnecessary. Again the long hair harbors the exfoliations of the skin and gathers dirt of other sorts. A clipped horse may be cleaned in jig time and a warm blanket does quite as well as the hair in keeping up the bodily heat. Of course it is nothing short of barbarous to clip a horse and then let him remain habitually exposed to the cold. Blankets are cheap. It is believed that horses clipped in spring do better than those that are allowed to shed their hair long. Buyers of draft horses prefer that the mane, tail and foretop be left intact.

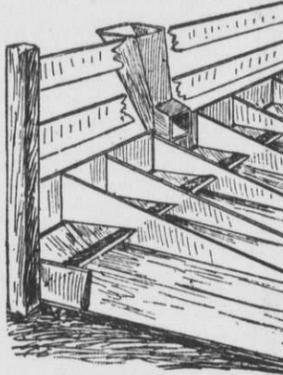
## HOG FEEDING TROUGH.

One Which Will Prevent Crowding and Fighting at Feeding Time.

A sketch of an individual trough for feeding hogs is shown in our illustration, taken from Prairie Farmer.

The general plan is so clearly brought out that very little additional description is necessary. The ordinary V-shaped trough is used, with a platform behind and stout 12 or 15-inch planks in front.

Planks six feet long are halved diagonally and used for partitions and bottom. Each of these planks is cut as shown in the illustration, so that



Apartment Hog Trough.

it will set down over the V-shaped trough and is then nailed to the platform in the rear.

A swill chute is built in the middle opening, as illustrated. The swill flows into the middle trough and then flows to each of the stalls as in any ordinary hog trough.

This plan is a satisfactory one for any farmer who wishes to bar off his hog trough so that each animal has an equal chance with every other one.

## Condiments for Hogs.

Condiments must be provided for the hogs at all times. These are not costly. They consist of wood ashes, soft coal broken into small bits, mortar, rotten wood or anything of that character. Hogs eat these readily and they are great aids in keeping them in health and consequently in growing rapidly and fattening quickly, says Orange Judd Farmer. The animals must have some salt, the same as other live stock on the farm. Of course, every bit of swill, refuse, vegetables used in the kitchen, etc., should be fed to the hogs.

## Pig Squeals.

Pigs squealing? Well I guess you would squeal if you had to go to bed on a pile of frozen manure with nothing to keep you warm! What's the use of that straw pile out there if the pigs can't have some of it these cold nights?

## Fifteen Cows.

It is estimated that an active man and an active boy can attend to 15 cows. These on 50 acres of land near a good town ought to make him a good living.

## Push Lambs Along.

Push the ram lambs along, there will be a big demand for yearlings next fall and it will pay to get all the size on them you can.

## Roots for Sheep.

Roots are especially enjoyed by sheep, and they provide a succulent food that is in a way a medicine.

## A Big Bargain for 12 Cents Postpaid.

The year of 1906 was one of prodigious plenty on our seed farms. Never before did vegetable and farm seeds return such enormous yields.

Now we wish to gain 200,000 new customers this year and hence offer for 12c postpaid:

- 1 pk. Garden City Beet..... 10c
- 1 " Earliest Ripe Cabbage..... 10c
- 1 " Earliest Emerald Cucumber..... 15c
- 1 " La Crosse Market Lettuce..... 15c
- 1 " 13 Day Radish..... 10c
- 1 " Blue Blood Tomato..... 15c
- 1 " Juicy Turnip..... 10c
- 1000 kernels gloriously beautiful flower seeds..... 15c

Total..... \$1.00

All for 12c postpaid in order to introduce our warranted seeds, and if you will send 16c we will add one package of Berliner Earliest Cauliflower, together with our mammoth plant, nursery stock, vegetable and farm seed and tool catalog. This catalog is mailed free to all intending purchasers. Write to-day.

John A. Salzer Seed Co., Box W, La Crosse, Wis.

## The Real Ruler.

The duchess of Roxburghe, who was Miss May Goelot of New York, has taken up the prevalent craze to collect animals and she is building a miniature zoo at Floors castle. In fact, the duchess, a masterful little lady, has everything she wants. One of the duke's tenants, wishing some concession, went to the castle and told his errand to an old retainer, adding that he would like to see the master in person. "Eh, mon," retorted the aged servant, who is not entirely reconciled to the new order of affairs, "there is only ae maister in this house thae times and that's no' the duke. Ye should see the duchess."

## Senators Much Alike.

Senator Simmons, of North Carolina, and Senator Taliaferro, of Florida, look enough alike to be twin brothers. They are about the same size and build; each has a heavy crop of hair, which is kept closely trimmed, and their short, stubby mustaches are much alike. Both have dark eyes and there is probably not two pounds difference in their respective weights. If it were not for the fact that the Florida senator has a few more gray hairs in his head than his North Carolina colleague it would be almost impossible for the senate employes to tell them apart.

## Keep Your Face to the Sunlight.

I know an old man who has had a good deal of trouble and many losses and misfortunes, but he started out in life with a firm determination to extract just as much real enjoyment from it, as he went along, as possible—not in dissipation, but in wholesome recreation and fun. He has always tried to see the humorous side and the duty of happiness.—O. S. Marden in Success Magazine.

## Prolific Playwright and Novelist.

W. J. Locke, the new secretary of the Institute of British Architects, is a writer of plays and novels. His first book appeared in 1894 and each year since then he has completed a book. His plays have been very successful and his latest effort in that direction will shortly be brought out in London.

## MORE BOXES OF GOLD

And Many Greenbacks.

325 boxes of Gold and Greenbacks will be sent to persons who write the most interesting and truthful letters of experience on the following topics:

1. How have you been affected by coffee drinking and by changing from coffee to Postum.
2. Give name and account of one or more coffee drinkers who have been hurt by it and have been induced to quit and use Postum.
3. Do you know any one who has been driven away from Postum because it came to the table weak and characterless at the first trial?
4. Did you set such a person right regarding the easy way to make it clear, black, and with a snappy, rich taste?
5. Have you ever found a better way to make it than to use four heaping teaspoonfuls to the pint of water, let stand on stove until real boiling begins, and beginning at that time when actual boiling starts, boil full 15 minutes more to extract the flavor and food value. (A piece of butter the size of a pea will prevent boiling over.) This contest is confined to those who have used Postum prior to the date of this advertisement.

Be honest and truthful, don't write poetry or fanciful letters, just plain, truthful statements.

Contest will close June 1st, 1907, and no letters received after that date will be admitted. Examinations of letters, will be made by three judges, non-members of the Postum Cereal Co., Ltd. Their decisions will be fair and final, and a neat little box containing a \$10 gold piece sent to each of the five writers of the most interesting letters, a box containing a \$5 gold piece to each of the 20 next best, a \$2 greenback to each of the 100 next best, and a \$1 greenback to each of the 200 next best, making cash prizes distributed to 325 persons.

Every friend of Postum is urged to write and each letter will be held in high esteem by the company, as an evidence of such friendship, while the little boxes of gold and envelopes of money will reach many modest writers whose plain and sensible letters contain the facts desired, although the sender may have but small faith in winning at the time of writing.

Talk this subject over with your friends and see how many among you can win prizes. It is a good, honest competition and in the best kind of a cause, and costs the competitors absolutely nothing.

Address your letter to the Postum Cereal Co., Ltd., Battle Creek, Mich., writing your own name and address clearly.

## Proof of Merit.

The proof of the merits of a plaster is the cures it effects, and the voluntary testimonials of those who have used Alcock's Plasters during the past sixty years is unimpeachable evidence of their superiority and should convince the most skeptical. Self-praise is no recommendation, but certificates from those who have used them are.

Alcock's are the original and genuine porous plasters and have never been equaled by those who have sought to trade upon their reputation by making plasters with holes in them. Avoid substitutes as you would counterfeit money.

## Admired Statesman's Stature.

A German journalist visiting in Washington, himself a man of statur proportions, was rather inclined to look with something like contempt on the many undersized statesmen he saw in the national legislature. But when Secretary Taft bore down upon him he gasped in wonder. They were introduced and after a short chat the secretary departed. Just as he disappeared from the German's admiring gaze the towering form of Congressman Suloway hove into view. The German looked at the New Hampshire man long and earnestly. "He is bigger than any man in his imperial majesty's Uhlan guards," said the foreigner in a tone of chagrin, "and I shall write one whole letter about him."

## How Pineapple Should Be Taken.

The reputation of the pineapple has suffered because it has been eaten in too large quantities at a time and the fibrous part has been swallowed with the juice. To obtain the full digestive value of the juice one quadrant of a slice half an inch thick is ample at one meal. It must not be cooked and should be just ripe. The preserved fruit has practically no digestive possibility.

You have missed the best if Garfield Tea, Nature's laxative, has been overlooked; take it to regulate the liver and to overcome constipation.

It isn't always policy to believe the man who tells you what he would do if he were in your place.

FILES CURED IN 6 TO 14 DAYS. PAZO OINTMENT is guaranteed to cure any case of itching, Blind, Bleeding or Protruding Piles in 6 to 14 days or money refunded, 50c.

The more a man wants to borrow the harder he shakes his hand.

Mrs. Winslow's Soothing Syrup. For children teething, softens the gums, reduces inflammation, allays pain, cures wind colic. 25c a bottle.

A toast—May the best you wish for be the worst you get.

## WEAK, PALE, THIN

Dr. Williams' Pink Pills Restored Mrs. Robbins To Health and Aise Cured Her Daughter of Anaemia.

Mrs. Jolie Robbins, of 1121 Clar St., Decatur, Ill., says: "I was weak, thin and troubled with headaches. My appetite failed so that I did not relish my food. I was unable to do my work because my limbs pained me so and my feet were swollen. I got numb and dizzy, my tongue seemed at times to be paralyzed so that I couldn't speak distinctly. My extremities, when in this numb state, felt as if some one was sticking needles into me all over their surface. Through my shoulders at times I had such pain that I couldn't sleep. Many times I awoke with a smothering sensation."

"When the physician's remedies failed to benefit me I began to look for something that would. My sister, Mrs. McDaniel, of Decatur, recommended Dr. Williams' Pink Pills to me and I at once purchased some. I was greatly encouraged when I saw how they acted on my nervous condition and continued using them until cured. I am now able to attend to my duties and have not consulted a physician since."

"I also gave them to my daughter who had always been weak and who at this time seemed to lack vitality. Her cheeks were colorless and she was thin and spiritless. She had anaemia and we feared consumption, because every time she went out doors it was as if all cold or damp she would take cold and cough. But Dr. Williams' Pink Pills brought color back to her cheeks and strength to her body."

Dr. Williams' Pink Pills are sold by all druggists, or sent postpaid, on receipt of price, 50 cents per box, six boxes for \$2.50, by the Dr. Williams Medicine Co., Schenectady, N. Y.

## 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.

CARTER'S LITTLE LIVER PILLS. Genuine Small Bear Fac-Simile Signature. *Wm. Wood* REFUSE SUBSTITUTES.

DEFIANCE STARCH easiest to work with and starches clothes nicest

It's a Shell Game—You Pay Your Money Without Knowing What You Are Going to Get.

that they are in reality paying more for an inferior grade of goods than those sold by the home merchant, which probably cost them a few cents more.

Since the catalogue house has sprung into the commercial world and begun operations in the United States, all kinds of schemes have been tried and worked to get the money from the people that are always looking for bargains. No expense has been spared in their struggle for the almighty dollar of the country people, and they have been so far successful, at the great expense of the home town of the people that sent their money to these concerns.

Magazines have been started for the sole benefit of the catalogue house, and these circulated among the country people at ten or 15 cents a year. They build up a circulation on this low price of hundreds of thousands; this circulation brings to them millions of dollars in advertising from the catalogue houses and this money expended in advertising is more than doubled from the sales of these concerns to the country people who are losers by the transaction.

Catalogues are sent out telling the people that the house from which they came is the cheapest place in the country to buy, and it is, if the person receiving this catalogue wants a cheap article, not only in price, but also in make and material. The farmer receives this catalogue, looks it over, and after reading the well composed guarantee or assurance that the goods described in it are the very best that can be found anywhere, sends in an order. The house receives the order and immediately ships the articles wanted. The farmer drives many miles to get them and when the box is opened it is found to contain something much below his expectations, but this does not satisfy his mind on the fact that he has been duped and that he is not getting his full money value. In a second order he may be treated the same as the first one, but still he may think that he has saved money by buying it where he could get it cheap.

At the same time the merchant at home has the goods on the shelf in his store waiting for them to be taken away so that he can replace them with newer goods, thereby keeping his stock fresh and up-to-date. If he has not the article wanted he can order it

fair, and he is ever on the go looking to the interests of the people.

The people like to be entertained and they will come many miles to some amusement given by the merchants of the town where they are ever ready to go to sell their farm products. The merchant cannot give these entertainments unless he has the support of the people and it is not fair to expect this of the men that are striving for a livelihood, when the people send their money to a concern in some far away city that will neither contribute to any of these enterprises or take an interest in the surroundings thereof.

Home trading makes home industries, brings more to the town and keeps them there, and it helps to build up the place. But the town will be at a stand-still so long as the people persist in this way of robbing the home merchants of the right to live and do business among them.

If the people will keep their money at home there will be no need for complaint. The place will assume a lively air, it will take on a metropolitan look, and the people will say to their neighbor that business is good, and it will be, as long as the people continue to trade in the home markets. The least that a person can do toward the betterment of the community and his own interests, is to keep the money at home and see to it that it is put where it is most needed and wanted.

This should be a vital question to all concerned in the welfare of his community and it should be an established rule that one should not seek for things in other parts that he can get at home.

FENTON J. LAWLER.

## Origin of "Helpmeet."

"Helpmeet" has had a curious history which began with the biblical account of the creation, when "the Lord God said, It is not good that the man should be alone; I will make him an help meet for him." That is to say, a fit assistant. But the two words have become curiously combined into a "helpmeet," and they are constantly used as one. Moreover, the confusion is increased by the corruption of the words into "help-mate," and Macaulay writes of the waiting woman who was "generally considered as the most suitable help mate for a parson."