



Painting for Profit

No one will question the superior appearance of well-painted property. The question that the property-owner asks is: "Is the appearance worth the cost?"

Paint made from Pure Linseed Oil and Pure White Lead is for lasting appearance and for protection. It saves repairs and replacements costing many times the paint investment.

The Dutch Boy trade mark is found only on kegs containing Pure White Lead made by the Old Dutch Process.

SEND FOR BOOK

"A Talk on Paint," gives valuable information on the paint subject. Sent free upon request. All lead packed in 200 lbs. kegs.

NATIONAL LEAD COMPANY, Inc. Sole agents of the following cities in nearest zone: New York, Boston, Buffalo, Cleveland, Cincinnati, Chicago, Philadelphia, St. Louis, St. Paul, Detroit, Minneapolis, National Lead & Oil Co.

Study of theatrical stars has nothing to do with astronomy.

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

Men are too much inclined to accept a pretty woman at her face value.

Garfield Tea—the indispensable laxative! Take it in the Spring; it purifies the blood, cleanses the system, eradicates disease. It is made wholly of simple herbs. Guaranteed under the Pure Food and Drugs Law.

When the last census was taken, in 1899, negro farmers in the United States owned something like 23,383 square miles of territory, an area nearly as large as that of Holland and Belgium combined.—Booker T. Washington.

Advertisement for DODD'S KIDNEY PILLS, featuring a circular logo and text: "DODD'S KIDNEY PILLS. CURE FOR ALL KIDNEY DISEASES. RHEUMATISM, BRUISES, DIABETES, BACKACHE, GRAVEL, GOUT, NEURALGIA, MIGRAINE, HEADACHE, INDIGESTION, BILIOUSNESS, AND ALL AFFECTIONS OF THE URINARY TRACT. Sold only in boxes."

Advertisement for WET WEATHER WORK, featuring an illustration of a man in a raincoat and text: "WET WEATHER WORK IS HEALTHFUL AND PLEASANT IF YOU WEAR TOWER'S FISH BRAND WATERPROOF OILED CLOTHING. Perfect Protection. Longest Service. Low in Price. Sold Everywhere."

Advertisement for FREE PAXTINE, featuring text: "To convince any woman that Paxtine is a safe and effective remedy for all ailments of the female system, send her absolutely free a large trial box of Paxtine with book of instructions and genuine testimonials. Send your name and address on a postal card. Paxtine cleanses and heals mucous membranes in all ailments, such as nasal catarrh, pelvic catarrh and inflammation caused by feminine ill-health; sore eyes, sore throat and mouth, by direct local treatment. Its curative power over these troubles is extraordinary and gives immediate relief. Thousands of women are using and recommending it every day. 50 cents at druggists or by mail. Remember, however, IT COSTS YOU NOTHING TO TRY IT. THE R. PAXTON CO., Boston, Mass."

Advertisement for A Positive CURE FOR CATARRH, featuring an illustration of a woman's face and text: "Ely's Cream Balm is quickly absorbed. Gives Relief at Once. It cleanses, soothes, heals and protects the diseased membrane. It cures Catarrh and drives away a Cold in the Head quickly. Restores the Senses of Taste and Smell. Full size 50 cts. at Druggists or by mail. Trial size 10 cts. by mail. Ely Brothers, 56 Warren Street, New York."

Advertisement for HICK'S CAPUDINE CURES, featuring text: "It removes the cause, soothes the nerves and relieves the aches and pains. Feverishness, headache, neuralgia, etc. Full size 10 cts. by mail. Ely Brothers, 56 Warren Street, New York."

ROAD TO SUCCESS

PUBLICITY IS THE MAIL-ORDER MAN'S GREAT WEAPON.

MERCHANTS MUST ADVERTISE

"Fight Fire with Fire" and the Dollars Now Going Cityward Will Stay in the Home Community.

The merchant who would wage successful warfare against mail-order competition should study mail-order methods. The same tactics that takes the dollar out of the community will keep it at home.

And what are mail-order methods? The keynote of it all may be found in the one word—publicity. The mail-order house advertises. It does not advertise better goods at less money than the home merchant gives, but it advertises persistently. It puts its proposition before the public constantly. It recognizes no dull season in its campaign for publicity. It never lets up.

At a gathering in Iowa some time ago a mail-order man explained some of the system followed in the campaign of publicity. According to this explanation the mail-order house seeks the line of least resistance in its search for business. Whenever they can find a town in which the merchants are not active advertisers they flood that community with their literature. When they find a town in which the furniture dealer, for example, is afraid to use printer's ink they pay particular attention to the subject of furniture. They are searching for the weakest link in the chain of home defenses.

Something of this is explained by



Intelligent advertising means "icing the bulldog power and tenacity of the local press on the competition offered the home merchant by the catalogue houses. Intelligent advertising means the employment of mail-order methods in combating the mail-order evil.

The conditions the writer saw in a mill town in northern Wisconsin. The local paper carried practically no local advertising when the size of the town was considered, and the stores of the town were but small affairs. In talking to one of the merchants he complained that more than \$25,000 was sent from that community to the Chicago mail-order houses each month. "That is easily twice the amount that is spent in all the stores in this town put together each month," he explained. "Merchandizing don't pay in such a place as this."

A few hours later the writer was talking with the publisher of the local paper, and the conversation turned to local advertising, or rather the lack of it.

"I was very much tempted to accept a proposition which I received from one of the Chicago mail-order houses a few days ago," said the publisher. "I still have the proposition here on my desk. They offer me a cash contract at my regular display rates for 1,500 inches, to be used during the year, and in addition to the cash advertising they offer me a small commission on all the new business secured in this county during the life of the contract. They say their business in this county during the last 12 months was approximately \$8,000 per month, and I would secure a small percentage on all business done over this amount during the next 12 months."

"Have you shown that proposition to the merchants of this town?" I asked.

"I have, and it didn't move them," he replied. "They simply say it don't pay to advertise. I would jump at the offer if it were not for the fact that I cannot bring myself to the point of doing that which I know will help to kill this community."

There was an illustration of mail-order methods. The wide-awake mail-order man proposed to reap a golden harvest from the field the very-much-sleep local merchant would not cultivate.

Does it pay to advertise? The more than \$200,000,000 that finds its way to the Chicago mail-order houses each year is garnered by a campaign of advertising. You, Mr. Local Merchant, claim, and rightly, that you can sell the same goods for the same, or less money, than the mail-order houses offer, but at the same time you complain because the mail-order man gets the business.

Why do they get it? Because they advertise. They not only advertise, but they advertise in your field, and they advertise in your field because you do not. They select towns, or special lines where they do not have to meet the competition that is offered by local advertising, and they make advertising pay.

We want the people to trade at home; we want them to build up the home community; we want to see the dollars kept in circulation here that one and all of the local people may prosper. We do not want to see the fortunes of the city mail-order man built at the expense of the local community, but we know absolutely the value of publicity, and we know the mail-order houses will capture the dollars if the local merchants will not fight fire with fire; will not show the public what they can buy and at what price.

Let us go back to this northern Wisconsin town and see what opportunities the merchants there were sacrificing. It was a mill town, and in no way an agricultural community. There were not 20 farms within a radius of as many miles. The industry was lumber, and the money to run the mills came from the city. The nearly 1,000 employees were paid in city money, and with a little effort on the part of the merchants in that town this money might have been kept in the town. It might have been made to build a permanent prosperity. But

can be drawn along by a man, while a boy steadies the handle to keep the wire from unwinding too rapidly and kinking. For winding up wire that is taken off of a fence, the machine can either be pushed or pulled, going just fast enough to keep up with the wire as it is being wound on the reel. A little rack like this, says The Farmer, would be of considerable value to any one who has any amount of barb-wire fencing to wind.

INACCURATE SEED TESTING.

What the Germination May and May Not Show. It is not at all certain that seed when sown in the open field will show the same amount of digestibility as when sown in seed testing boxes or between plates in the house and under ideal conditions of warmth and moisture. A great many experiments have been made to show what the germinating power of various seeds is, and it has been figured out that the results would be the same in the field as in the seed testers. It is interesting, therefore, to note that a comparison of results do not show the same percentage of seed germinating under the two conditions.

In some comparative tests reported 31 samples of seed of oats and wheat were tested in regular seed testers. The lowest germination was 49 per cent. and the highest 99 per cent. A like number of samples of the same seed were planted in the open ground at the same time, the samples being the same grain as those planted in the testers. One of the oat samples that had shown a germination of 94 per cent. when planted in the tester gave only 54 per cent. of germination when planted in the open field. Another lot gave in the tester a germination of 81 per cent., yet when sown in the open field it gave only 13 per cent. This was a most remarkable decline.

One of the samples of wheat seed gave 63 per cent. of germination when sown in the seed tester, but when sown in the field gave only 8 per cent. of germination. The poorest sample for field work gave 62 per cent. of germination when sown in the seed tester, but in the field gave only 4 per cent. of germination. This illustrates the fact that something besides germination tests need be looked for when figuring on what seed will do. Conditions in the field are much harder than in a germinating plate.

An investigation of this seed showed that it had been produced under bad conditions and probably lacked vitality. It had been injuriously affected by early fall frosts. Most of it had enough vitality to enable it to sprout under the perfectly favorable conditions found in a sprouting tray, but had not enough vitality to enable it to sprout when buried in the ground where the moisture supply would be too great or too little, the temperature too high or too low, and where the air would not have free access to the grain.

The germination tests may still be considered valuable, says Farmers' Review, but they are by no means conclusive, so long as they are conducted under ideal conditions. It is only rare that conditions in the open ground are ideal for the germination of seed.

FARM NOTES.

Do you lift or do you lean? It is comfortable to lean upon a fat job.

Two family needs—good bread and good breeding. Don't try to grind alfalfa meal with low power.

Yes, without doubt, the lime and sulphur wash is a good fungicide. Don't stop for long stories or yet for short tales when the trees in your orchard are covered with scales.

If the spring is late and wet many a farmer will be tempted to go into his fields and plow before the land is in proper condition. But plowing that merely turns a wet slice of soil upside down is a damage to the land.

Health and the Garden. The farmer who has a good garden has a healthy family as a rule. We remember being at a farmers' institute a few years ago when an aged physician was asked to make a few remarks. The first thing he said was: "I noticed all my life that I never got much money out of the family which was fed on fruit and vegetables."

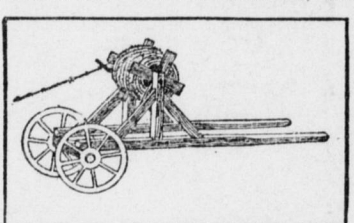
Only Believe. Be not downcast if difficulties surround you in your heavenly life. They may be purposely placed there by God to train and discipline you for higher developments of faith. If he calls you to "toiling in rowing," it may be to make you the better seaman, and to lead you to a holier trust in Him who has the vessel and its destinies in hand, and who, amid gathering clouds and darkened horizon, and crested billows, ever murmurs the mild rebuke to our misgivings: "Said I not unto thee, that if thou wouldst believe, thou shouldst see the glory of God?"—Rev. John R. Magdoff.



BARB WIRE REEL.

One Easily Made That Will Do Effective Service.

Here is a barb wire reel that one can wind barb wire on instead of an old barrel, which is slow work. We present a little drawing of one that can be easily made by an ingenious farmer. It is mounted on wheels, and



Have the Weight Near the Wheels.

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CARE OF THE SICK ROOM.

Above All Things the Walls Should Be Kept Dry.

When the bedroom becomes a sick room there is an added reason why extreme precautions should be used to keep the room in a thoroughly sanitary condition.

Above all things, the bedroom should never be damp. It should be nice and dry, always warm and comfortable in winter, cool and airy in summer, and bright and sunny some parts of the day.

If there is any suspicion of dampness in a bedroom it is probably due, if there is wallpaper on the wall, to the absorption of water by the paper which frequently acts as a blotting paper and holds quantities of water in it. The use of wallpaper on walls is to be deplored; it means disease, ill health and unhappiness. It is frequently the cause of lung trouble, not only because of its dampness but also because of its power to retain infection of many kinds.

The desired method of treating a bedroom wall is to tint it for the alabaster wall is a perfect wall. It never flakes off, chips or peels. It absorbs moisture and expels it, it opens the pores of the plaster and makes a room livable and breathable.

The floor in the bedroom should have light, cleanable, dainty rugs that can be easily shaken and a floor that is thoroughly oiled or varnished, that will not absorb moisture. The cracks in the floor should be thoroughly filled and covered. Woodwork in the bedroom should be attended to carefully, window sills should be thoroughly varnished or waxed, and the window casings kept in perfect order. The doors should be wiped off frequently as also should be all the standing woodwork in the bedroom, as the presence of dust on woodwork is a menace to health as well as an evidence of poor housekeeping.

PROPER MANNER OF READING. Writer Sees Much Harm in Multiplicity of Books. It seems to me that with the multiplication of books we are losing all sense of literature. Leisure and three books, a Bible, a Shakespeare, a Walt Whitman, might make a man truly wise if the seeds of wisdom were in him. I do not know even a wise man whose instinct for wisdom would not be deadened by the frequentation of the Encyclopaedia Britannica. Books should be taken in doses no bigger than music or pictures; they are even harder to digest. There is more crudeness in a book than in all the vineyards of France. A book may remake a man's soul. Books should be treated with reverence or cast out as dirt. They are in danger of passing out of the service of the temple into the "parcel delivery" of the grocer. Nothing is gained by reading a book unless you give to that book more than it brings to you. All these people who read with their eyes only are fatally wasting their time. A book read superficially makes the reader more superficial, and to read for "information" is to gnaw at the bones of meat.—Arthur Symonds in London Saturday Review.

GRIT SAVED HIS LEG.

Ranchman Rode Far After Mysterious Injury.

Jack Farland, a ranchman living at the base of Pike's Peak, and whose post office is Midland, in this county, yesterday suffered a broken leg by being caught between a horse which he was riding and a timber wagon which he was attempting to pass while en route to this city, says the Cripple Creek Times. Farland displayed the greatest pluck by riding on to Victor after suffering the injury, although he said upon arriving here that he felt several times that he must give up. Knowing, however, what difficulty would attend any attempt to dismount, and how well impossible it would be for him to remount in the event that he succeeded in getting safely off his horse, the ranchman gritted his teeth and kept on. After having his leg set by a surgeon of this city, Farland collapsed and it was late in the afternoon before he was able to proceed homeward in a carriage, the accident having happened early in the morning.

SLEEP BROKEN BY ITCHING.

Eczema Covered Whole Body for a Year—No Relief Until Cuticura Remedies Prove a Success.

"For a year I have had what they call eczema. I had an itching all over my body, and when I would retire for the night it would keep me awake half the night, and the more I would scratch, the more it would itch. I tried all kinds of remedies, but could get no relief.

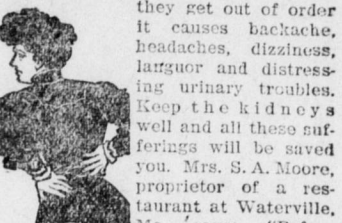
"I used one cake of Cuticura Soap, one box of Cuticura, and two vials of Cuticura Resolvent Pills, which cost me a dollar and twenty-five cents in all, and am very glad I tried them, for I was completely cured. Walter W. Paglusch, 207 N. Robey St., Chicago, Ill., Oct. 8 and 16, 1906."

Animals at Church.

Animals attend a church service in Peru. Pigs, goats, cattle and poultry are brought by their owners to be blessed on All Souls' day, and the church is turned into a domestic menagerie. The seats are removed, and the animals can trot about or lie down where they will. After the ceremony the livestock is formally handed over to the monks, who receive little other payment for their services.

TIRED BACKS.

The kidneys have a great work to do in keeping the blood pure. When they get out of order it causes backache, headaches, dizziness, languor and distressing urinary troubles. Keep the kidneys well and all these sufferings will be saved you. Mrs. S. A. Moore, proprietor of a restaurant at Waterville, Mo., says: "Before using Doan's Kidney Pills I suffered everything from kidney troubles for a year and a half. I had pain in the back and head, and almost continuous in the loins and felt weary all the time. A few doses of Doan's Kidney Pills brought great relief, and I kept on taking them until in a short time I was cured. I think Doan's Kidney Pills are wonderful."



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

WOMAN HAS FINE RECORD.

Keeper of Lighthouse, She Has Saved Eighteen Lives.

Ida Lewis recently celebrated her fiftieth year as keeper of the Lime Island Lighthouse in the harbor of Newport, R. I. As a girl and woman Ida Lewis has lived a remarkable life. Her bravery and skill in handling a boat are well known and her fame is secure as the great woman life saver in the world, for she has the credit of having saved no less than 18 lives, most of her rescues having been effected in the face of extreme danger and in winter. As keeper of the Lime Island Lighthouse, to which post she was appointed in recognition of her bravery and record as a life saver on the death of her father, Miss Lewis has shown herself as careful and efficient as a man could be. She is one of the few women in such a position.

Sheep Raising in Australia.

The greatest industry of Australia is sheep raising, mainly for the sake of the wool, but also in part, of course, for the meat. Australia now ranks second among the great sheep-raising countries, Argentina being first with 92,000,000 sheep, Australia third with 72,000,000, and Russia third with 70,000,000. Only a few years ago Australia was first, possessing no less than 105,250,000 head of sheep. That was in 1891. Prolonged droughts were the cause of the destruction of many millions of Australian sheep, but since 1902 there has been an annual gain. Yet these sheep were not indigenous to Australia. They were first introduced in 1797, being of the Spanish merino species.

Carnegie Fund Participants.

The report of the Carnegie fund for the advancement of teaching shows that already 359 institutions have applied for a share of the proceeds, and that of these 52 have been placed on the accepted list, having met the conditions in regard to undenominationalism and academic standards. In the accepted institutions 45 professors have received more than \$69,000 and the widows of some professors have been assisted. One-half the accepted colleges are in New England, New York and Pennsylvania, and, with one exception, the entire list lies in the northern belt of states.

HONEST MEDICINE

TRY DR. WILLIAMS' PINK PILLS FOR STOMACH TROUBLE.

Convincing Evidence Supported by a Guarantee That Must Convince The Most Sceptical.

Dr. Williams' Pink Pills are a doctor's prescription, used by an eminent practitioner, and for nearly a generation known as a reliable household remedy throughout the United States. Needless to say, no advertised medicine could retain popular favor for so long a period without having great merit and it is the invaluable curative properties of the pills that have made them a standard remedy in every civilized country in the world. Added to this is the absolute guarantee that the pills contain no harmful drug, opiate, narcotic or stimulant. A recent evidence of their efficacy is found in the statement of Mrs. N. B. Whitley, of Bosley, Ark., who says: "I had suffered for a good many years from stomach trouble. For a long time I was subject to bad spells of faintness and lack of breath accompanied by an indescribable feeling that seemed to start in my stomach. Whenever I was a little run-down or over-tired, these spells would come on. They occurred frequently but did not last very long. "I was confined to my bed for ten weeks one time and the doctor pronounced my trouble chronic inflammation of the stomach and bowels. Since that time I have been subject to the fainting spells and at other times to fluttering of the heart and a feeling as though I was smothering. My general health was very bad and I was weak and trembling. "I had seen Dr. Williams' Pink Pills mentioned in the newspapers and decided to try them. When I began taking the pills I was so run-down in strength that I could hardly do any housework. Now I could walk ten miles if necessary. Both my husband and myself think Dr. Williams' Pink Pills the best medicine made and we always recommend the pills to our friends."

Dr. Williams' Pink Pills actually make new blood and give strength and tone to every part of the body. They have cured serious disorders of the blood and nerves, such as rheumatism, sciatica, anemia, nervousness, headaches, partial paralysis, locomotor ataxia, St. Vitus' dance and many forms of weakness in either sex. They are sold by all druggists or will be sent, postpaid, on receipt of price, 50 cents per box, six boxes for \$2.50, by the Dr. Williams' Medicine Company, Schenectady, N. Y.