



No. 19.

People generally read advertisements more than they did a few years ago. The reason is to be found in the advertisements themselves. Advertisers are more careful than they used to be. They make the advertisements more readable. Some of them even become, in a way, a department of the paper, and people look for them every day with as much zest and pleasure as they turn to any other feature.

This is true of many department stores all over the country. In many cities there is just one man who appreciates the value of such interest.

He breaks away from the old set style. He tells something interesting in his space every day.

There are lots of interesting things in business. Look over the miscellany page of any paper—look at its local news columns, and its telegraph news, for that matter, and you'll see that the majority of the items are more or less closely related to some business fact.

Dress these facts up in a becoming garb of words, and they will find readers, even though they be in a "mere advertisement." Let the merchant come down off his pedestal and talk in his ads.

He needn't be flippant—far from it, but let him not write as if he were addressing somebody afar off, and tell him about something at even a greater distance.

The newspaper goes right into its reader's house—goes in and sits down with him.

It is on the table when he eats, and in his hands while he is smoking after the meal. It reaches him when he is in an approachable condition.

That's the time to tell him about your business—clearly, plainly, convincingly—as one man talks to another.

"Let the merchant come down off his pedestal."
 Copyright, Charles Austin Bates, New York.

An Influential Factor in Business and Legislation.

National Master Bacheider's Warning to Those Who Would Benefit by the Grange Name in Enterprises Outside the Grange.

In his department in the National Grange Organ in a recent number National Master Bacheider remarks that as the grange is fast becoming an influential factor in social, educational and financial affairs, both state and national, the fair name of our organization must be protected. There is and will continue to be, he says, great effort made by people with wares to sell and legislative matters to promote in some way use the word grange in the name adopted to designate their business or scheme in order to deceive the people and draw support to the enterprises by causing them to be known as grange enterprises. There is absolutely no justification for this unless the grange or some committee appointed by the grange has absolute authority in the management.

To be more specific, we may say that an agricultural fair should not be known as a grange fair unless its management is in the hands of the grange or has been specifically endorsed by the grange having jurisdiction. A store should not be known as a grange store unless conducted by the grange or giving special rates to members of the grange through grange authority. A paper has no real authority for the use of the word grange in its title unless its policy is directed by the organization, but grange departments in papers designed for other fields do not come within this restriction, for they simply contain grange news and do not carry any policy or responsibility of the grange. The use of the word grange in the title of banks without a controlling interest in such banks being in the hands of directors chosen by the grange, whereby special privileges would be secured to members of the grange, is an unauthorized and improper use of the fair name of the grange.

Other instances might be cited in which wrong impressions are conveyed and the name of the grange placed in great jeopardy by the use of its name. In a word, the name of our organization should be restricted by action of the national grange to such enterprises as at least have their policies dictated and their affairs directed by members of the grange in some official capacity, for any other course in case of disaster would bring much odium upon us, even though we have no opportunity to prevent such disaster. We do not undertake to say that an agricultural fair, store, paper or bank using the name grange in its title should necessarily be financed by the organization, but we do most emphatically assert that the use of the name carries with it or should carry with it the authority to dictate the policy and direct its general management.

Thanksgiving Programme.
 The following programme is taken from the Michigan State Grange Lecturers' Bulletin and is a good one to use at the approaching thanksgiving season:

THANKSGIVING SPECIAL.
 "The best Thanksgiving is thanksgiving."
 Song—"Nearer, My God, to Thee."
 Roll Call—Bible quotations.
 Reading—Proclamation of governor.
 Recitation—Pen picture of the first Thanksgiving day.
 Reading—"Thanksgiving," by Phoebe Cary.
 Song—"Bountiful Land," Knapsack.
 Reading—"The Pumpkin," by Whitford.
 Paper—"History of Thanksgiving Day."
 Recitation—"The Story of Thanksgiving."
 Short Talks—What has our grange to be thankful for?
 Song—"The Sweet By and By."

A Granger a Hundred Years Old.
 A notable event which took place at Oxford, Mich., last month was the celebration of the one hundredth anniversary of the birth of Aunt Charity Stevens, a charter member of Oxford Grange. Over 1,000 people assembled to pay tribute to the venerated sister. Congressman Smith was one of the speakers on the occasion and recounted events that had taken place during Mrs. Stevens' long life, which covered the administration of twenty-four of our twenty-six presidents.

The Work in Connecticut.
 State Master L. H. Healy says that the grange work in Connecticut since Jan. 1 has been on the "jump." Ten granges have been reorganized and four new ones organized, with a total increase of membership of about 1,200. Special work in that state has been along the lines of co-operation, and a committee has been appointed to investigate the subject in all its details. The field meetings are reported as the most successful ever held.

New Hampshire grange recently tried to determine "the value of a hicker in the world's progress." There is more to that question than would appear on the surface.

Gilman grange of Exeter, N. H., observed its thirty-fifth anniversary on Oct. 5. An address was given by National Master Bacheider.

Forty-Second Annual Meeting to Be Held in Washington.

A New England Excursion Being Arranged—Secretary Freeman Reports 302 New Granges Organized and Fifty-one Reorganized the Past Year.

The national grange meeting will be held at Washington, Nov. 11-20. It has been a good many years since the national grange met at the Capital City, and the prospects now are that there will be a large attendance of members of the Order at the forthcoming session in Washington in November. The New England Patrons are organizing a special excursion for that occasion, and many others will also attend from the nearby grange states. Headquarters



THE WHITE HOUSE.

ters will be at the National hotel, a historic old building, and we believe that the sessions of the grange will be held in the large hall in the hotel. While there will be no election of officers, except one national committee-man, there will be other important items of business to be transacted which will be of very considerable interest to the organization. There should be a very large seventh degree class on this occasion, and for the information of those who may not have taken the sixth degree it may be stated that that degree will be conferred in full form in order to prepare those who take it for the highest degree. National Secretary Freeman reports a large number of new granges the past year. Progress has been notable in nearly every state and particularly in some of the western and northwestern states. Besides the session of the granges, the many attractions of the Capital City make the visit at this time of general interest. It is probable that President Roosevelt will receive the delegates and visiting Patrons on some day during the session.

While there are numerous places of interest to be visited in Washington—the Congressional library, Concord Art gallery, Washington monument, the capitol, bureau of printing and engraving and several department buildings—yet no visit to Washington would be quite complete without a trip to Mount Vernon and the tomb of Washington. Mount Vernon lies about sixteen miles south of Washington and may be reached by trolley or steamer down the Potomac, the latter being the most desirable approach to this



MOUNT VERNON.

historic place. We give herewith an illustration of Washington's home and also a picture of the White House.

At the forthcoming meeting of the national grange Secretary C. M. Freeman will report the granges organized and reorganized from Oct. 1, 1907, to Oct. 1, 1908, as follows:

ORGANIZED.	
California	2
Colorado	3
Connecticut	4
Delaware	5
Illinois	6
Indiana	7
Iowa	8
Kansas	9
Kentucky	10
Maine	11
Maryland	12
Massachusetts	13
Michigan	14
Missouri	15
New Hampshire	16
New Jersey	17
New York	18
Ohio	19
Oregon	20
Pennsylvania	21
Rhode Island	22
South Dakota	23
Tennessee	24
Vermont	25
Washington	26
West Virginia	27
Wisconsin	28
Wyoming	29
Total	302

REORGANIZED.
 California 2
 Colorado 1
 Connecticut 10
 Delaware 1
 Illinois 1
 Indiana 2
 Iowa 1
 Kansas 1
 Kentucky 1
 Maine 2
 Maryland 1
 Massachusetts 2
 Michigan 1
 Missouri 1
 New Hampshire 1
 New Jersey 1
 New York 1
 Ohio 1
 Oregon 1
 Pennsylvania 1
 Rhode Island 1
 South Dakota 1
 Tennessee 1
 Vermont 1
 Washington 1
 West Virginia 1
 Wisconsin 1
 Wyoming 1
 Total 4

The Grange in Vermont.
 Under the efficient leadership of State Master G. W. Pierce the grange in Vermont is growing rapidly. Not only is the total membership increasing, but the subordinate granges are also growing in numbers.

If you are carrying grange fire insurance, see that your dues are paid up. That's a condition of your policy.

The grange discourages litigation. It acquaints the farmer with the fellow on the other side of the line fence.

New Hampshire state grange will meet at Portsmouth on Dec. 15-17.

Grangers' farms should be the model farms of the town. Are they?

J. M. WIGHTON, MUNCY VALLEY, PA.

50 and 75 Boys' Knee Pants Heavy weight Assorted style Special.

Never Before Have We Received so many praises and heard so many flattering remarks as we have had this Season.

Were you one of the vast throngs that crowded our store during the past week? Did you get your share of the articles advertised? If not you should

COME HERE NOW

We are making new friends fast: selling more goods than ever before

But we still want more friends, want to sell our stock faster, yet we are spurred on to deeper price cutting. People wonder how we can do it. To this we can answer, that no other store in this section has the wholesale buying facilities enjoyed by this establishment. We can buy lower, we can sell lower.

Sweater Coats
 Men's or Boys' Sweater Coats .38
 Mens' sweater coats .75
 Mens' sweater coats 1.25
 Mens' sweater coats 1.50
 Mens' sweater coats 2.00
 Mens' V-neck sweaters 25 and 40c
 Mens' cardigan jackets 1.25

Underwear
 Boys' Shirts or Drawers etc. etc.
 ribbed or fleeced 20 and 26c
 Men's ribbed underwear all colors 39c
 Men's fleeced lined underwear all colors 39c

Boys Corduroy Pants.
 Boys' corduroy knee pants, lined throughout, fine ribbed quality worth regular 75c Special 39c

Men's Suits
 Men's Suits 4.65
 Men's Suits 6.75
 Mens Suits 8.50
 Mens Suits 9.65 10.50
 Mens Suits 11.75 14.50
 Mens Suits 15.50 16.25

Specials Men's Corduroy Pants
 From 1.19 to 2.50
CHILDRENS' SUITS
 From 99c to .50 and 5.50
MEN'S TROUSERS
 From 69c to \$1.75.
MEN'S OVERALLS.
 From 39c to 75c
MEN'S ODD COATS
 All Prices All Prices
 Duch and Corduroy 85c to 2.25

SHOES
 Also big line of Shoes at saving prices \$1.65 for 2.50 Dress Shoe. Ladies' 1.65 shoes for 1.09 Men's Working Shoes 1.65 W. L. Douglas Shoes at reduced prices.

Big Line of Men's and Children's Overcoats at reduced prices.

Cultivate the Habit of buying reputable goods from a reputable concern.

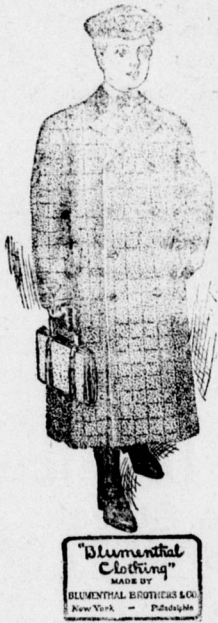
We are agents for W. L. DOUGLASS SHOES from 2.50 to 5.00 per pair
 Wood School Shoes
 roboys has no equal.
 Tracys Shoes for farms are, we find, always satisfactory.



Clothing Made to Order
 All have the right appearance and guaranteed outd in both material and workmanship and price mte.

We also manufacture Feed, the Flag Brand. It is not cheap, but good. Is correctly made. Ask your dealer for it or write us for prices.
NORDMONT SUPPLY Co.
 General Merchants, PROPRIETORS NORD MONT STEAM MILL NORDMONT, PA.

WINCHESTER
 "NEW RIVAL"
 FACTORY LOADED SHOTGUN SHELLS
 No black powder shells on the market compare with the "NEW RIVAL" in uniformity and strong shooting qualities. Large size and waterproof. Get the genuine.
 WINCHESTER REPEATING ARMS CO. New Haven, Conn.



"Elemental Clothing" MADE BY BLENCHING BROS. & CO. New York - Philadelphia

S-DROPS
 TRADE MARK
CURES RHEUMATISM LUMBAGO, SCIATICA NEURALGIA and KIDNEY TROUBLE
 "S-DROPS" taken internally, rids the blood of the poisonous matter and acids which are the direct causes of these diseases. Applied externally it affords almost instant relief from pain, while a permanent cure is being effected by purifying the blood, dissolving the poisonous substance and removing it from the system.
DR. S. D. BLAND
 Of Brewton, Ga., writes:
 "I had been a sufferer for a number of years with Lumbago and Sciatica. In my arms and legs and tried all the remedies that I could gather from medical works, and also consulted with a number of the best physicians, but found nothing that gave the relief obtained from 'S-DROPS.' I shall prescribe it in my practice for rheumatism and kindred diseases."
FREE
 If you are suffering with Rheumatism, Neuralgia, Kidney Trouble or any kindred disease, write to us for a trial bottle of "S-DROPS," and test it yourself.
 "S-DROPS" can be used any length of time without acquiring a "drug habit," as it is entirely free of opium, cocaine, alcohol, laudanum, and other similar ingredients.
 Large Size Bottle, "S-DROPS" (500 Doses) \$1.00. For Sale by Druggists.
SWANSON RHEUMATIC CURE COMPANY,
 Dept. 50, 160 Lake Street, Chicago.

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CAVEATS, TRADE MARKS, COPYRIGHTS AND DESIGNS.
 Send your business direct to Washington, saves time, costs less, better service. My office close to U. S. Patent Office. FREE preliminary examinations made. Att'y's fee not due until patent is secured. PERSONAL ATTENTION GIVEN—19 YEARS' PRACTICE. Book "How to Obtain Patents," etc., sent free. Patents procured through E. G. Siggers receive special notice, without charge, in "INVENTIVE AGE" illustrated monthly—eleventh year—terms \$2 a year. E. G. SIGGERS, WASHINGTON, D. C.
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So Come to J. M. Wighton's to satisfy your wants. Remember Sale only lasts this month. Railroad fare from Laporte and Nordmont for purchase of \$10.00 or over.