

NEED OF ADVERTISING

Why Local Merchants Cannot Do Without It.

GREATLY INCREASES TRADE.

Pointers on Competing With Mail Order Houses—How to Advertise Effectively—Value of a Neat Personal Appearance and Attractive Stores.

Home merchants may realize the kind and quantity of advertising done by the mail order houses from the following news item, which appeared recently:

"Chicago claims the distinction of being the mail order center of the universe, and some figures from the post-office there would seem to establish the right to the honor. One of the biggest mail order houses recently broke all postal records by mailing 6,000,000 catalogues, each weighing two ounces, the whole weighing 450 tons. The sacks holding the catalogues weighed sixty-five tons. If these pamphlets had been sent on one train thirty cars would have been filled."

All these 6,000,000 catalogues represent advertising. They set forth the goods to be had from the mail order house in the most concise but alluring form. Low price is the chief argument depended on to pull trade. Nothing is said about the poor quality of the goods sold. That the customer must find out for himself.

The only way for the home merchant to meet this flood of advertising is by an equal or greater flood of advertising. This is fighting the devil with fire to some purpose. Then let him get a few samples of the goods sold by the order house, put them up beside his own goods and show that quality considered, the customer can get better bargains at home than by sending his dollars to the distant city.

The merchant has three avenues of publicity to the order house's one. He can send out his own catalogues or a circular, which amounts to the same thing, a method used effectively by some of the smaller stores in the large cities. He thus covers the one avenue open to the order house. In addition, he has his local paper and his store windows. The paper commands more respect and attention than the circular, which is liable to be thrown aside without reading. The paper is an established institution, is regarded as an old and trusted friend in the homes it enters, and therefore its implied endorsement of the house it advertises is of value.

Success or failure depends on the individual merchant. Where one man will lose out another will make a fortune. It depends on the amount of energy and intelligence used. I have just been reading an item that has gone about the country credited to "Ex," which, by the way, is about the meanest credit that can be given, but which must stand in this case, since I do not know the name of the paper the item originally appeared in and will not give the name of the paper that was small enough to swipe it and give the credit to "Ex."

This item recounts how a man started a store in a certain neighborhood, but did not make it go and had to sell in a year. His successor began to pick up trade, in a few months had to hire a clerk, then a second and finally a third to take care of the growing business. Now, the only reason was the difference in methods. The neighborhood had not grown sufficiently to account for the change. The first man was careless of his dress and equally careless of his store. His wares were not displayed to advantage, the front of his store was not attractive, and he did not advertise. The result was that people passed him by or, if they did call once, felt no inducement to go back. The second man was clean in his personal appearance, energetic, put his store in order, had an attractive display in front and strove to know people and to please them. He advertised. He arranged his goods to the best advantage. He made friends. He let the neighborhood know he was on earth and that he wanted trade. He got it. People were attracted by his store front and dropped in. They were pleased by their treatment and dropped in again. They were still more pleased and told their neighbors. In other words, this merchant by ordinary diligence took a store that had been a failure and in a few months created a flourishing business. The secret of it all was that he knew how to play up his goods. He understood the magic of attractive appearances and of skillful advertising.

This same "Ex" mentions an amusing case of working up an artificial demand for goods, or creating a market. An enterprising Yankee found himself in one of the God forsaken countries near the equator, where the natives wear no shoes and scarcely any clothes. There was no shoe store in the village, and the Yankee concluded that the natives ought to put on leather and be civilized. So he laid in a stock of shoes and then sent for a cargo of dry sand bars. These he sprinkled all through the streets in the middle of the night. The natives had never met the sand bar, but soon got acquainted. Before noon the whole town was picking spines out of its feet. Then Mr. Yankee got in his work. With his feet incased in a pair of new shoes he walked all over those sand bar strewn streets and never turned a hair. The result was a rush for that shoe emporium, which sold out its entire stock before night. Of course that sort of play is too coarse for an American town, but it merely shows that brains make business.

JAMES A. EDGERTON.

CIVIC EDUCATION.

Upon It Depends Development of the City Beautiful.

The universal establishment of the city beautiful depends primarily upon the proper education and development of taste in the child. This phase of civic improvement work is too often neglected, even if thought of, for in our rush of American life we look for immediate results and are very impatient with any method that gives promise only in the distant future. Could we train and educate the child in civic beautifying and betterment all the problems incident thereto would be at once solved.

At the present but a few are either educated, trained or interested in the work, and these are missionaries endeavoring to interest and convert the indifferent masses. The great underlying principles should first be instilled into the child's receptive mind and then somewhat of the details. Too often the process is reversed, and we first try to stuff or cram the child with matter of which he does not know the "why." Had the matter been properly handled when we were children we would now all be working at the finishing touches of the city beautiful instead of maintaining a never ending fight against the billboards and like nuisances and pleading for street trees, parks and other beautifying factors and features.

First see that the children most fully and thoroughly understand the desirability and even necessity of the work and interest them in some phase of it to the extent of mental and physical effort, and you need not fear to begin by taking up one at a time the details of the work. If the child has the subject matter called to his notice but once each week it will serve to keep alive his interest in the work. Do not attempt to crowd too much upon him or it will prove a task and the pleasure will be largely gone. The curriculum of our common schools must be changed to include in all schools nature study, school gardens and at least the principles governing the work for civic beauty and betterment. The child may be depended upon to carry much of his school training and teaching into the home and thereby interest and stimulate parents to make ready for the crusade of the governing generation to follow toward the permanent, universal establishment of the ideal city beautiful. Let us demand in our schools teachers able and anxious to impart to the child somewhat of taste and culture.—Los Angeles Times.

UNKEMPT YARDS.

How They Can Be Transformed at Little Expense and Trouble.

A well kept lawn with a few flowers repays one in a large measure for the work expended in its care. A trim, orderly lawn and yard give one a feeling of self respect and satisfaction that help to keep the daily work from becoming the daily grind. Then, too, where one resident of a block beautifies his surrounding, others follow the good example, and in this way the movement spreads and the entire town is made attractive. And attractive towns are what home seekers and manufacturers are looking for these days.

A scythe and mower, a hoe and rake can transform an unkempt yard into a smooth, green lawn; a bed of red geraniums adds beauty and is easily cared for. Bright spots of solid color add more to the appearance of a lawn than haphazard mixtures of flowers. Golden glow is a good lawn shrub. It is hardy and easily grown. It blooms late in the fall when most of the flowers are gone. It grows very tall and is bright yellow. Salvia, a shrub bearing brilliant red flowers, is showy and very satisfactory.

Dahlias are acceptable for lawn use and can be had in a large variety of colors. For the small beds nasturtiums and sweet peas are excellent. The latter are better used as a screen or boundary and can be planted against the fence which marks the rear of the lawn. The lawn should be well fenced to keep chickens away from the grass. If not, they ruin it in a short time. They have no business near the house.

In arranging for the summer flowers it is better not to cut up the expanse of grass into too many small beds, but have just a few spots of bright color. The flowers that are planted will need care. A few beds well tended are preferable to many half cared for. When making your plans don't map out more than you can manage.

Keep All Tidy.

Tidy parkways, gutters and vacant lots go far toward making the town beautiful.

Join the Band of Betterment.

Oh, it's get a move and hustle,
Start to doing things and rustle,
Put a sound of life and bustle
In the air!

Keep in sight of the procession,
For we're in an age and nation
That is bound to beat creation,
And to do it on the square.

Then it's up, boys; hep, boys,
Learn to keep in step, boys,
Forward in the center and bring up the
rear and wings.

We have need of life and movement
In the army of improvement.
There is no room for a laggard in the
race to better things.

Have an object and pursue it;
Sight your goal and get next to it.
Plan a worthy work and do it
With a will.

Have a civic spirit glowing
For your town and keep it growing.
They must needs continue going
Who would march up Progress hill.

Then it's right, boys; fight, boys,
Strike with all your might, boys,
Join the band of betterment, the civic
brotherhood.
Progress in united action
Finds its magnet of attraction.
So join hands and serve as soldiers fight-
ing for the common good.

J. A. EDGERTON.

THE SPORTING WORLD

Papke May Fight Langford.

Jim Coffroth, the premier fight promoter of California, is trying hard to clinch a match between Billy Papke, who recently defeated Hugo Kelly, and Sam Langford, the hard hitting light-heavyweight of Boston. The Cal-



BILLY PAPKE.

ifornian has offered \$15,000 for a forty-five round contest between the pair. As Ketchel has practically admitted that he cannot make the middleweight limit any more, Papke has now claimed the title.

Recent Baseball Decisions.

In announcing two decisions on cases of "free agents" the national baseball commission warns the clubs under the national agreement that they should protect their interests by making all players sign contracts. Jersey City sent Arthur De Groff to Wilkesbarre. Jersey City wanted the player back, but De Groff claimed he was a free agent. The player has proved his case, but the commission says that clubs in the future should put no player on the payroll without making him sign a contract. De Groff had none with either club.

W. B. Kay, who was turned adrift by the Washington club some time ago, also put in a claim that he was a free agent. The commission, however, refused to allow his claim. Kay was ordered to report to the Washington club at once. Kay is at present playing with the Troy (N. Y.) club, although he has been with several other teams since Washington sent him back to the minors.

Pirates Win Stork on Contention.

The application of Player Alan H. Stork of the Pittsburg National League club for reinstatement has been granted without the infliction of any penalty by the national baseball commission. The player did not report to his club this spring, having obtained permission to finish his studies at a law school. The commission also announced a ruling in the case of Player Justice, who made a claim against the St. Louis American League club for back salary. The commission found that the player was entitled to the salary due him, and the St. Louis club is directed to pay the same, after deducting \$50 advanced to him and whatever moneys they paid out for a doctor and nurses during the time he was ill while with that club.

Ed Geers' Big Stable.

As usual, Edward F. Geers, dean of the harness turf, has a big stable this spring at the Billings track, Memphis, Tenn. In all Geers has forty-six animals in training, a record number even for the man who made the Village farm famous.

It is natural perhaps for the "silent man" to hold the season's record. He believes in ascertaining early what a horse can do, so he "searches" his charges sooner than any other trainer in the business. When the majority are working out around 2:20 Geers is setting down his hopefuls in 2:10.

Early Football For Yale.

A new plan of the Yale football management is the calling to the preliminary football practice in the autumn of members of the incoming freshman class who are proficient in football and candidates for the freshman team. They will be called on the 30th of September. The new men will be trained with the university football squad with the idea of giving both the university men and the freshmen early practice and sifting out the best men for the freshman team.

Ryan After Ketchel.

Tommy Ryan, the former middleweight champion, will again enter the ring. He has hurried a challenge at Stanley Ketchel. Ryan states that he will not be ready to take on a match before October, but that by that time he would be in excellent condition.

THE MAN FROM HOME

By Booth Tarkington and Harry Leon Wilson

Not all the traditions of European society can influence this man from Indiana. His triumph over the aristocracy of the old world is clever, humorous and patriotic enough to thrill every one of us.



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BY TWO AMERICANS
FOR ALL AMERICANS

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