

WASHINGTON HAS PUZZLE IN WOMEN

Officials' Wives Stand Reception Strain Better Than Men.

MRS. WILSON NEVER EXCITED

After Shaking Hands With 4,226 Persons She Appears as Fresh When Her Duties Are Completed as at Start. Mrs. Lansing Only One to Leave Line Early Because of Painful Shoulder.

Washington.—"How can the women stand it?"

This was the question asked hundreds of times by the guests at the first really truly White House reception that has been given by the present administration, which recently took place.

How they did it no one knows, but they did, and the new mistress of the White House, after shaking hands with 4,226 persons, appeared just as fresh and happy when her duties were completed as she had at the start. It was not a question of being buoyed up by the excitement of the occasion either, for the next morning Mrs. Wood-



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MRS. WOODROW WILSON.

row Wilson was up bright and early and at 10 o'clock was paying a friendly visit to one of her older, but close personal friends in this city.

When it came to the men the matter was different. It is safe to say that the strain of the reception was harder on the president than days of the utmost worry over the various international questions that would cause the ordinary man to come close to the breaking point of nervous energy. The members of the cabinet, though not compelled to go through the handshaking which was inflicted on the chief executive, also showed the strain, and when the end of the long line was reached were each and all ready to take a long rest.

Only one of the ladies of the cabinet showed any effects from her exertions. Mrs. Lansing left the line early in the evening as the result of a shoulder which she recently strained while playing golf. This brought Mrs. McAdoo to the position of second in the reception line, and she showed herself to be completely at home in the gracious manner in which she greeted her father's guests. The petite Mrs. Burleson was one of the most attractive of the women who received. Sparkling and vivacious, she appeared at the end of the evening as though ready to go through a similar experience at a moment's notice.

There was just one disappointing feature—at least to some of the guests. They did not get anything to eat. A simple supper had been prepared, but when it came to midnight none remained. The waiters had done their best, but the appetites of those in the first ranks of the crowded rooms had been too hearty, and even the attempt to divide sandwiches in halves failed to bring the needed relief.

Washington society, however, was happy again. It was the first of the old time White House functions held for years. It will be by no means the last and will be followed by a revival of dinners, receptions and other entertainments which promise great joy to many, especially to the caterers and florists, who see a return of good times after a long term of lean months in their lines of business.

SAW AND CHOP FOR CHURCH.

Wood Enough to Heat the Place For the Winter in One Day.

Columbus, Ind.—How to get wood to last the Garden City Christian church through the winter bothered some of the members of the church, which is situated two miles southwest of this city.

Then somebody suggested a "wood chopping and sawing." The members of the church turned out, cut down trees, sawed the logs into the proper lengths and then split the blocks into stove wood. Mrs. Mack Neptune, one of the members of the church, served dinner at noon. The Rev. W. H. Book, pastor of the Tabernacle Christian church of this city, used a crosscut saw a part of the day.

HIGH COST OF LIVING.

Things That Are Mere Comforts Now Used to Be Luxuries.

No economist has put enough emphasis on the fact that if the cost of living is higher now it is to a large extent because the average man is demanding more comforts and luxuries, and these must cost more. Before the days of plumbing and bathrooms the workman missed some onerous bills, but he is not ready to throw the plumbing out of the house.

Oil is cheaper for light than electricity, but people pay more for a modern light because they want the better service even at the higher prices. Workmen by the thousands have phonographs, a form of entertainment unknown until a very few years ago.

Even street cars are rather a new thing, and the poorest families spend many dollars every year for this service, which has become indispensable. Magazines are purchased now by many people who ten years ago had never subscribed for such a publication.

Thousands of articles are for sale in every department store, of which a large percentage are purchased at some time or other by the average wage earning family.

Modern living does cost more assuredly, but it also yields more.—Milwaukee Journal.

SPEED OF A STAR.

With a Thought That Points a Moral to Impatient Humanity.

There is a star—a reddish star known as Arcturus—that is traveling at the rate of 150 miles a second, and what is interesting about it is it is coming this way and will come for many years, but it is so far away that it doesn't seem to have any motion at all. It is in exactly the same spot, so far as our vision is concerned, where it was a century ago.

There is another star known as the "runaway" whose speed is twice that of Arcturus—that is, it could sweep across Ohio in a second of time.

We refer to this fact that the gentle reader may understand how insignificant are the little concerns of life that tear his patience into tatters and turn the world into woe. Long after he has gone Arcturus will be traveling 150 miles a second and to all appearances not budging an inch. How modest and patient should this touch of near infinity make us all! And yet, as Tenyson says:

We cannot be kind to each other here for an hour.

We whisper and hint, and chuckle and grin at a brother's shame. However, we brave it out; we men are a little breed.

—Columbus Journal.

Saves the Tires.

He doesn't look like a very important part of a big automobile organization, this stooped, grizzled man, but the president of a great motorcar company says that "Magnet Bill" saves his salary a dozen times over every day he works. Rain or shine, summer or winter "Magnet Bill" may be seen walking slowly about the automobile plant, his eyes on the ground. "Magnet Bill" gets his nickname from the fact that his tools consist solely of one tin bucket and a big steel magnet strapped to the end of a shovel handle. It is his duty to save automobile tires by removing from the roadway every nail and bit of metal that might cause a puncture. Thousands of cars are run over the roadway to the testing place, and it is figured that without the precaution taken by "Magnet Bill" the cost for cut and punctured tires would be \$20,000 every year.—Popular Science Monthly and World's Advance.

Origin of a Japanese Dance.

The origin of the Kume-mai, the dance performed at the coronation of the mikado, is traced to Jimmu Tenno, an early hero, who while on his eastern expedition found a certain chief-tain called Tsuchizumo most obstinate in his resistance and unobedient. Thereupon he ordered O Kume Nushino Mikoto to entice out the chief-tain, to whom sake was offered and dances were shown, with the result that finally he was overcome and slain. The descendants of O Kume Nushino Mikoto put this fact into songs and music, from which sprang the dance.—Argonaut.

From the Ship's Well.

An old lady on board a vessel observed two sailors pumping up water to wash the decks, and, the captain being near, she accosted him as follows:

"Well, captain, so you've got a well aboard, eh?"

"Yes, ma'am; always carry one," said the polite captain.

"Well, that's clever. It's so much better than the nasty sea water, which I always dislike so."—St. Louis Globe-Democrat.

Fate of a Duchess.

We have had excellent morals drawn from the substantial waist of the Venus of Milo for the admonition of the fashionable woman. But what can we say about the Duchess de Mazarin, who (G. Duval tells us in "Shadows of Old Paris") "died in 1775 from tight lacing, although she had posed for a statue of Venus?"

Exactly So.

"The doctor knows I hate camphor."

"So?"

"Yet first he made me sniff it, and now he has prescribed it as a liniment."

"I call that rubbing it in."—Kansas City Journal.

The best way to live is to cast away troubles and contentions, which cannot be cured by fretting.

Give the Boy of the Country Town a Chance to Develop a Future for Himself at Home

What is the matter with the business man in the smaller towns of this country? Why is it that he is everlastingly asleep?

The Country Merchant represents the very best development in American manhood. He is healthy, strong and unusually intellectual, but he simply will not get out of the rut made in the road of his kind of trade, by the footsteps of his predecessors.

Here is the whole story in a nut shell; contrast the following examples: On one hand we have the present prosperous condition of the country, originating in extraordinary good crops. We never had better. Then there must be demand. An over-supply without a market is almost as bad for the farmer as no crops at all. The demand, as well as the price, were never better than at present.

Next comes the wage earner. His condition is undeniably better than it has been for years. Because the vast sums of money that must change hands during the next year, to gather and transport the immense crops, the laborer's services will be well paid for. Money sent to the farmer from the purchasers in the east will be used for improved equipment. Old farming implements will be discarded and replaced by new. The harvesting machinery business is a good barometer indicating this condition.

Now comes the Country Merchant, the Doctor, the Lawyer, Hotel Man, etc., and the Amusement Man. Their share of the harvest depends entirely upon their ability to keep abreast with rapidly changing conditions. The Merchant in the rural districts, who imagines that he can handle his business on the same slipshod plan as that employed by his predecessors forty years ago, is badly mistaken. He has new conditions to face, new forces to contend with, almost unsurmountable obstacles to overcome. These, like Banco's ghost, will not down. They come one after another, thick and fast.

First of all, there is the bugaboo of the Mail Order House in the big cities, next is the Parcel Post, then comes the Interurban Car, the Automobile and Good Roads. Rapid and easy methods of transportation makes it comparatively easy for the farmer to get to the large cities and entirely overlook the dealer in the smaller place.

The Merchant, Hotel or Amusement Man in one of these smaller places is quite likely to see customers pass his door en route to the city, if he is willing to rest content with the methods employed by his predecessors. Some are equal to the emergency and promptly lay plans to get their share of the prevailing good times. Others do not.

Now then, here is what we have as a remedy for the disease:

Meet city competition with the City Man's methods of getting business.

A country town which has no pastimes, no athletic sports or no places of amusement that are clean and wholesome, is not likely to be attractive to the farmer and his help, therefore:

The Country Merchant and Amusement Man have one common interest, and that is, make a trade center; get the people to come to town, amuse and hold them; secure the trade of the surrounding country and prevent its going to the larger cities. That is the first proposition. Everybody is agreed on that score.

How do the big stores in the city get the orders of the country trade?

First, by full page display ads. in the big daily papers. These are almost a complete catalog of each of the varied departments of the entire store. Think of a daily issue of a well illustrated catalog with catchy descriptions and skillfully phrased talk about cut prices, spread out daily before 75,000 to 200,000 women, who have money to spend and who need the goods. There can be but one result, which means a sale.

Then again, these same big stores all have their mail order departments, through which catalogs are mailed in great quantities to the farmers and residents of the smaller towns. How long could these big stores exist if they did not use these advertising pullers to draw trade.

The answer is self-evident. Their expenses would eat them up and put them out of business inside of ten months.

Suppose for example, five of the big department stores of Chicago should adopt the method of the average country merchant, cut off their advertising in the daily papers, discontinue soliciting orders by mail, refuse to send out samples and all of the proprietors should sit quietly down and wait for customers to happen along, as is usually done in the country store. Can anyone doubt the result? Contrast the difference between the two methods and the remedy is as plain as the sun in the sky.

Of course, the answer is, that the small store in the country town cannot afford high priced advertisements, costing \$5,000 to \$10,000 per day, neither can he afford to issue a catalog or have a mail order department. That's perfectly true and nobody will try to dispute it, but he has his local newspaper and its working force at his disposal, and its the greatest and best working force in this entire world.

Let us repeat that country newspapers, if properly used, are positively the best advertising mediums in the world for the money.

Mr. Merchant, just store this thought under your hat—every country town that has a daily or weekly newspaper is missing harvest if its merchants do not make it their mail order catalog. Every inch of it should be used. It is a gold mine. Mind you, it should be the cut price catalog, with a good illustration and catchy description of every article of merchandise carried in stock in your town, no matter whether it be a package of onion seed, a gas engine, hay scale or a flannel shirt, and every article shown should be quoted at a fair price that compares favorably with the prices in the advertisements of the city concerns.

There is not a country town in America where three or four pages of this class of advertising would not boom the local trade and put the city stores out of business, as far as orders from that locality are concerned. Their advertisements should resemble a catalog, not bill poster's efforts. Every Merchant should make it a point to advertise his goods and prices, instead of his name.

The country editor should remember that Publicity advertising makes politicians, but Result advertising in the only kind which sells goods and is the best calculated to pull in orders, and should educate his clients into that form as rapidly as possible.

Here is where you get into the firing line,

Mr. Amusement Man, Mr. Billiard Man, Mr. Barber, Mr. Doctor, Mr. Plumber, Mr. Lawyer, Mr. Real Estate, Mr. Hotel Man,

and many others who get the benefit of improved conditions and who will otherwise die of rot. You have no catalog to publish and your little display advertisement used in the plan herein suggested, would be of little value towards promoting the general welfare by pulling the country orders to town, therefore, you should share in some other way. Yours should be the part of the booster.

Get together and put your shoulders to the wheel. Improve your street lighting; encourage life in the town by promoting amusements. Some towns make the mistake of suppressing them. Remember that idle minds create idleness, the plague before which empires fall. Avoid the fallacy of all talk about patronizing home industry. Let it be known that you are a lot of good fellows with the latch string on the outside, who fight to the last ditch in politics, but welcome the competition of the world in cheap prices, qualities and in everlasting hustle, enterprise and go-ahead progressiveness, and you can bid defiance to the bugaboo of the Parcel Post and the threatened invasion of the big store monopoly of the great cities.

Do it now. Start the weekly catalog in the very next issue of your local paper and keep it up until every item of merchandise in your town is listed for the inspection of the buyers of the county. Your share of the present prosperity will follow just as sure as the light follows the sun.

The Interurban Car, the Automobile and Good Roads for rapid transit to the larger towns are here to stay. So is the Parcel Post. Get ready and meet it. Take advantage of it to reach your trade, and increased business will follow!

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TALES

MANY

Any item thereof in pliance

COURT

The nice your guest mentioned nicest cou friends is visits thro Sentinel, can show the office any news

Plows, Drills, Engi Seps

WYNI

J. D. Coop Garwin, Low B. Cooper, f David Ale was here fr of the last v Time to s plur spray a test and run Hardware. Mrs. Mary of Mosby, A home of Mr Lou E. Dunn

MEN'S

The b

\$3.0

\$1

Just arrived brown

Powell

G. W. Robt Thursday, af ents, Mr. and other relative Dandy bro Albert An city, but now Miss Lulu He ried here Feb at Cut Bank Mr. and M were down f Friday.

Butto

WHO'S GO We Have! today. We r pearl button All the new buttons. D new Ties, t of new goo Watch for c misses and way and wi

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DELIVE

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Patrons v