

LOCAL MERCHANT A BENEFACTOR

A Good Citizen and a Friend
In Need.

HONEST MEN GIVEN CREDIT.

He Would Rather Be Right Than President—The Local Retail Merchant is Without Question the Community's Most Prominent Factor. Aids Farmer by Buying From Him.

(Copyrighted, 1914, by Thomas J. Sullivan.)
I would rather be right than president is the principle followed by many retail merchants.

There is no right without a parallel duty, no liberty without the supremacy of the law, no high destiny without earnest perseverance, no greatness without self denial.

As a dispenser of important services in any town none compares with the retail merchant.

Perhaps the first benefit of importance is the endless accommodations which he extends his customers. His books show that where misfortune, sickness or loss of occupation overtakes his customers he is frequently obliged to carry them for many months.

Honest Men Get Credit.

The man who has not established a reputation for unreliability or dishonesty is reasonably sure of securing credit for the asking. And the extension of credit is equivalent to making loans without interest. And who would ask or expect any such favor of any one but a merchant or a very close and dear friend?

The local town to be a desirable place to live in must have police and fire protection. It must have bridges, improved streets, water, sewers and good schools. To secure these necessary improvements and to maintain them taxes must be levied. The local merchant pays a large share of the taxes.

Among other things, the local merchant is continually forced to contribute to all manner of charitable enterprises, both public and private. He is the local benefactor, inasmuch as he is the employer of labor. Numerous young men and women find employment in his store, and as the result of his investment and efforts many dollars find their way to the pocket of the doctor, the dentist, the editor, the druggist and the banker, all of which contribute to the social and financial prosperity of the community.

Faith in the Community.

He aids the farmer by buying from him his products to the extent of his needs, thus increasing the profits of the farmer.

He has shown his faith in the community by investing his capital there, consequently his interests center there; upon him, in a measure, depends the social, religious, educational and commercial existence of the town, and he is ever willing to do his part.

All this being true, why is he not entitled to the same amount of consideration as that exacted by the farmer, the wage earner and the other factors of the community that are always crying for "fair treatment" and "the right to live"?

Destroying Local Markets.

All he asks is that which is rightfully his—the opportunity to display his goods and compare prices with those shown in the misrepresented "picture albums" of the catalogue houses before you send your money away from home to buy something of the same quality which he can sell just as cheaply as does the big city merchant prince.

Take away from the community one of the most important elements of prosperity, the medium of exchange, and the effect is inevitable—a weakening of the organism. And that is precisely what the great mail order retail houses are doing. They are bleeding the local communities. They are destroying local markets, weakening local credits, reducing the volume of deposits in small local banks, starving out local business men who are consumers of farm products as well as dealers, driving to the large cities thousands of consumers who can no longer find employment in small towns, and the men who are aiding them in their work of destruction will soon pay the penalty in the shrinkage of the value of their property, as well as in the loss of their markets.

A Gigantic Monopoly.

That the managers of these gigantic enterprises understand what they are doing is amply demonstrated by a remark recently made by one of their number in Chicago. He said, "Give us a few more years and we will make every city outside of Chicago a town, every town a village, every village a hamlet, and every hamlet we will wipe off the face of the earth."

What will the customers of the mail order houses do then, poor things? They will have given aid and comfort to the enemy that has destroyed their prosperity. They will have assisted in building up a gigantic monopoly. Seduced by pretty picture books, they will have in their innocence starved out their own best customers. Deserted villages will then mark the places where prosperous communities formerly thrived, and the population of the country will be divided between the farms and the large cities. The prospect is not a pleasant one to contemplate.

HORSES AND MULES

We have just received a lot of nice Horses and Mules. We have been fortunate in securing a specially nice selection and if you are in the market for good stock it will pay you to see us before you buy.

Respectfully,

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Sidney Brown, Proprietor

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W. J. WRIGHT, Prop.

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We invite everybody to take advantage of this big Clubbing Offer.

RIDICULE, VOICE OF FAILURE

Never Stops the Onward March
of Progress.

FROWN DOWN THE DISTURBER

Ridicule, Paralyzing as Well as Amusing. Often Gratifies a Little Mind or an Ungenerous Temper—The Safe Plan is Always to Do the Task That Lies Nearest Us.

(Copyrighted, 1914, by Thomas J. Sullivan.)
Ridicule may be an evidence of wit or bitterness and may gratify a little mind or an ungenerous temper, but is no test of reason, truth or manhood.

Ridicule, besides being conscious and unconscious, may also be indirect as well as direct, negative as well as positive, paralyzing as well as amusing. And myriad in number and kind are the ridiculous suggestions made and being made by the enemies and victims of the mail order concern in the hope of stopping their onward march of progress.

Do merchants always appreciate their advantage? Would a friend of the merchant or dealer have sent his first order to a stranger who showed pictures instead of goods, who talked on paper instead of face to face, who demanded pay in advance instead of allowing a more unlimited credit had the merchant improved his advantages?

Ought to Emulate Rivals.

It would seem that after one experience of long delays, quite common and to a great extent unavoidable in trading with mail order houses, after one experience of putting things together for himself, after one experience of waiting for a missing part, the friend would not have taken the trouble to order by mail from a stranger had the local merchant or dealer always improved his opportunities.

Everything that happens to us leaves some trace behind it; everything contributes imperceptibly to form us. Yet often it is dangerous to take a strict account of that, for either we grow proud and negligent or downcast and dispirited, and both are equally injurious in their consequences. Always the safe plan is to do the task which lies nearest us and which will augur for our best interests and those of others.

If success can be attained by the retail mail order houses, working under disadvantages, why cannot the local merchant, who has none of these disadvantages, succeed? He can by imitating their methods and practices, by allowing undisturbed inspection of goods and by polite and courteous treatment of all visitors to his store, thus creating new customers and continuing to supply old ones.

In a certain Indiana town a young man ordered a heating stove, price \$8.95. When the stove came he was very much disappointed. The stove was small, while the picture in the catalogue made it appear large and ornamental. Had this young man visited his local dealer and inspected the \$8.95 stove he would not have bought it, but would have selected one for \$12 or \$14 and would have got the right kind and one that would have satisfied his needs.

A Minnesota farmer ordered five rolls of barbed wire. After it came and he had paid the freight he discovered that he could have bought the same identical wire from his local dealer and could have saved \$1, also much time and trouble.

Mail Order Fence in Woodshed.

Another man living in a village ordered some wire fencing from a picture in a catalogue, and when it came it was so cheap looking that his pride would not allow him to disgrace his grounds with such a fence, so he stored it in his woodshed and bought what he wanted from his local dealer.

A lady in a little town in Missouri sent to one of the large mail order houses for a pair of shoes, inclosing \$1.97 with her order. After two weeks the shoes came by freight; charges were 25 cents, which she paid. After taking the shoes home she found they did not fit, so she repacked them and sent them back by express, and after another two weeks' wait another pair of shoes came by freight with more charges attached. To the lady's dismay, these shoes were no nearer a fit than the first pair. She then gave up in despair and visited her local dealer, crediting her investment of \$2.56 to experience.

We should like to suggest to the consumer that he be honest with himself; buy at home; help support his own town; make his own home more valuable. Let Mr. Mail Order Man sell his good things in his own town. Instead of his fooling you, you fool him by trading at home.

Let each community become a cooperative commonwealth to the extent that its citizens shall work together to build up and sustain that community, working with neighbors—competitors included—for the home, town, city, county and state; let civic pride and ambition be fostered; let the professional "grinch" and disturber of the public peace be frowned down; let the incorrigible offender against the principles of square dealing be thrown to the lions of public condemnation. And to the merchant we say—work, don't ridicule.