

METHODS PURSUED BY THE MOST SUCCESSFUL MERCHANTS.

WORK DURING DULL SEASONS

Necessity of Advertising and Meeting Competition Given by the Large City Department Stores and Mail-Order Houses.

The mid-winter period is generally the dulllest in the retail trade. Why this is so is hard to explain. Farmers find a time of rest during February and March, and a portion of April, and the weather is generally such that they like to keep by their own firesides.

One of the faults of the average merchant is that during dull times he makes no effort to increase trade. He puts into practice a system of false economy. He generally curtails his advertising bills and lets goods remain upon his shelves, that a slight effort in the right direction would remove.

It will pay the merchant in the small town carefully to study the methods of the large department stores and to benefit by the work of the mail order concerns.

The trading away from home is up to the local merchant. He must realize that these days the back number, the lazy man and the incompetent ones cannot well succeed in mercantile life. There is competition that must be met, and it must be met in a business way.

Driven Out by Pure Food Law. During the past half dozen years there has been a constant cry for pure food, and this clamor has caused nearly all the states, and the national government as well, to enact pure food laws.

Such brands had grown up in food-stuffs that it was imperative that stringent measures be taken to protect the lives and the health of the people. Unprincipled persons engaged in manufacturing of baking powders, flavoring extracts, the selling of spices and coffees and teas, and their products were the vilest combinations of drugs and other materials.

Business. Never do any worrying to-day that can be put off till to-morrow.

STORES A NECESSITY.

Small Retailers Fixed Permanently as Factors in Social Life.

There are pessimists who view with alarm the revolutionary forces at work in the business world. These people of narrow views solemnly announce that within a few years there will be no place for the small retailers, that the so-called country merchant will be driven out of business, and will be supplanted by large concerns that will have the trade which is now divided among a dozen or more small stores.

These woeful prophets fail to take into consideration the force of natural law in the social and the business world. They are illogical enough not to weigh the relationship of economy to trade conditions. Trade, like lightning or like water, follows the lines of least resistance.

This town exists because there is a necessity for its existence, and this necessity is the working out of economic laws. Wherever communities exist, tradesmen will exist. They are a necessary part of the social and business life.

FREE PREMIUM DEAL.

Get-Rich-Quick Concern Put Out of Business by Postal Department.

Verily, fishing is good for the catchers of gudgeons and the various other kinds of suckers. They are caught of every class and kind, and so numerous that they that the post office department of the government pays out thousands of dollars monthly to protect them.

Good Use to Which One Can Put Old Circular Skirt. If you have an out of date circular skirt in which the material is of good quality and color you can make out of it a modern cape that is the handiest thing in the world for evening wear if one is not going far.

Co-Operative Scheme. One of the latest grafts to gather in the farmers is the co-operative store game. The field for this work is prolific; the west has had prosperity that has filled the pockets of many farmers, and it has made them greedy for more, and easy victims for the man who has a scheme that promises a field for investment and the saving of more dollars.

A Tip. Never do any worrying to-day that can be put off till to-morrow.

HOME EXERCISES

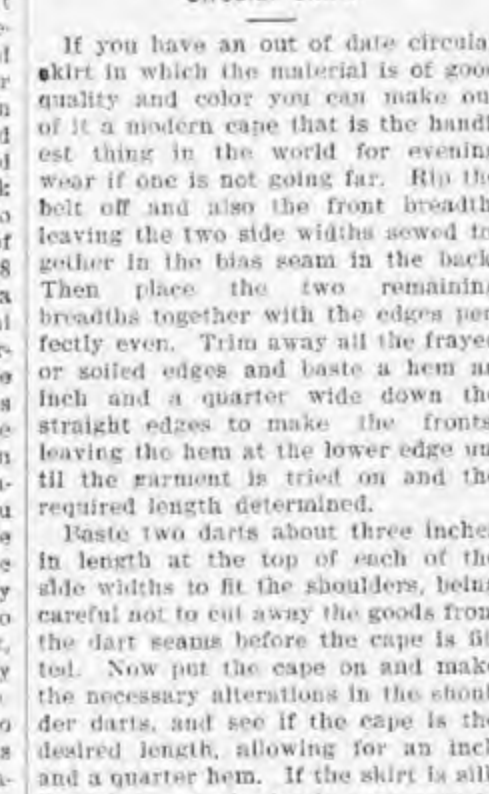


When some women think of exercise and gymnastics, the thought of a great outlay of money comes to their minds. This is not necessarily so, for many implements of exercise are in your own home, and in fact if a study was only made, the work you do in the daily routine of your duties could be made strength builders instead of fatiguers.

To accomplish exercise No. 1, place chair directly in front of you, with back toward you. Grasp back of chair at sides and raise it over head (as illustrated), keeping feet even. The part of back of chair to be grasped for lifting it will have to be governed by one's strength—the greater strength gained by practice the higher the hands may grasp.

Modern Cape Easy to Make. Latest Style, Designed to Be Made Up in Heliotrope Cashmere.

Heliotrope cashmere is used for this dress; the skirt is long and is trimmed at the foot with two rows of ribbon velvet of a darker shade about 1 1/2 inch wide.



A Novel Combination. For the skirt of white cloth, made circular, plaited or draped, Paquin is showing a coat of the mauve cloth, displaying touches of old blue in the embroidery.

Hot Milk as Stimulant. If fatigued by over exertion of body and mind try the reviving influence of a tumbler of milk, heated as hot as it can be sipped.

Left Boy Unharmed. Joseph Bradley, aged six years, wandered upon the Pennsylvania railroad tracks south of Pottsville, Pa., and was run down by an engine, but miraculously escaped hurt by lying down upon his stomach between the rails.

Increasing the difficulty of lifting it from floor. This action you will find not only a good exercise for the forearms and grip, but it will also call into activity the muscles of the back.

The second exercise is accomplished in a sitting position. With back firmly resting against back of chair, grasp seat of chair securely with hands, place feet under rounds of another chair and raise latter off floor, holding it thus from one-half to a minute.

This exercise may be varied by seating yourself on a stool and placing your toes under some heavy article of furniture. Then grasping sides of stool as described above, bend body back as far as possible until head almost touches floor; then return to an upright sitting position.

In the beginning do not indulge in this exercise more than five or six times, for it is very trying and a tender, stiff feeling may be the result if overindulged in.

New Way to Stop Trains. In Austria and Germany an automobile system of stopping fast railway trains without the co-operation of the engine driver or the brakeman has recently been tried with satisfactory results.

The apparatus consists of two parts, one carried by the locomotive, close to the rails, and acting directly upon the brakes of the train, and the other attached to the track and connected with all signal points at curves, gates, etc. If it becomes necessary suddenly to stop an approaching train, the turning of a lever throws up a connection from the track to the apparatus under the locomotive which governs the brakes.

At the close of his talk he was rounded by the fair members of Woman's Current Events club.

What Did He Mean? For a number of years a bitter feud had existed between the Browns and Perkins, next door neighbors.

Perfectly Plain. With all the impartiality of the titan, Prof. Price set forth the tenting of both political parties regarding the tariff.

Food Worth Its Weight in Gold. We usually expect the doctor to us on some kind of penance and a bitter medicine.

The Doctor's Gift. A Penn. doctor brought a package something entirely different and results are truly interesting.

More Than Likely. W. Willie—I see automobiles been introduced in Borneo.

IN FIERCE BATTLE

ENGINEERS FIGHT EACH OTHER WITH LOCOMOTIVES.

End of Struggle Between Hot-Tempered Irishmen Comes with Destruction of Two of Company's Freight Cars.

A select few of the citizens that happened at the time to be lounging or engaged in business about the depot in Weston, in the middle of the afternoon were treated to the unusual spectacle of two enraged locomotive engineers fighting each other with their respective engines.

The first outsiders knew of the difficulty was when they heard Dempsey shout to Culhane, "Get off that track, you Irishman! What are you doing there?"

"Irishman yourself," Culhane immediately yelled back in reply. "Get your old kettle out of the way or I'll smash it for you."

"Smash nothing," Dempsey shouted, and in a moment more both engines were started slowly forward and began to approach each other, the engineers leaning out of the windows and yelling defiance at each other.

Almost immediately afterward the huge machines came together with a crash that could be heard a quarter of a mile away, but without injury to either, and no sooner had they touched noses than both engines turned on full steam, and began a pushing match extraordinary.

At first there was no motion either way, but soon Culhane's No. 112 began to give way, and, fighting every inch, was slowly, but surely, driven back down the side-track and across the switch, and there Dempsey left her and started up the sidetrack again.

The moment he started away Culhane shut off the steam, and jumping to the ground, uncoupled the cars, and mounting the engine again, threw the lever forward and dashed recklessly up the sidetrack toward the other engine.

Culhane pursued him, and in a short time the pace became terrific, and pursuer and pursued vanished in a great cloud of dust into the level prairie line in the direction of Mercedale.

With Dempsey only a short distance ahead they went past the elevator at Croton, two miles up the track at a speed which the men there said must have exceeded a hundred miles an hour, but just beyond that point, on a sharp curve, both of Dempsey's cars left the track and tumbled down a steep bank, without however, causing the engine to leave the rails, and this occurrence seemed to bring Culhane to his senses, for he shut off steam and then reversed the engine and went back to Weston, followed at a respectable distance by 898.

The two ditched cars were complete wrecks, but the company will retain both men in their service, changing Culhane, however, to a local run away out on the western division.

They don't care to have any more trials of either strength or speed for the entertainment of favored spectators.—Wreston letter, in Baltimore Sun.

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JUDGING BY THE RESULTS

Villager's Conversion Had Not Been of Great Avail.

"In our business we get many doubtful compliments," said Col. John F. Bishop, deputy surveyor of the port, the other day, "but I do not think I ever received a compliment such as my grandfather got down in my native state of Tennessee. My grandfather was a minister and I was a very small boy when we both strolled down the road one day. One of our fellow villagers came along toward us. "Good morning," said the villager, who apparently had looked upon the cup, 'I-sh conver—ble-ted, parson, he stammered with difficulty. "An twashy-on—hic—that con—hic—converted—hic—me."

THREE CURES OF ECZEMA. Woman Tells of Her Brother's Terrible Suffering—Two Babies Also Cured—Cucicura Invaluable.

"My brother had eczema three different summers. Each summer it came out between his shoulders and down his back, and he said his suffering was terrible. When it came on the third summer, he bought a box of Cucicura Ointment and gave it a faithful trial. Soon he began to feel better and he cured himself entirely of eczema with Cucicura. A lady in Indiana heard of how my daughter, Mrs. Miller, had cured her little son of terrible eczema by the Cucicura Remedies. This lady's little one had the eczema so badly that they thought they would lose it. She used Cucicura Remedies and they cured her child entirely, and the disease never came back. Mrs. Sarah E. Lusk, Colwater, Mich., Aug. 15 and Sept. 2, 1907.

MORE THAN LIKELY.



W. Willie—I see automobiles been introduced in Borneo. T. T. M.—What do you think will be the result? W. Willie—An increase in the number of wild men.

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ANOTHER OPEN LETTER TO INDIANA DEMOCRATS

Hon. Charles G. Conn, Candidate for the Gubernatorial Nomination, States Reasons for Better Party Management.

IN PUBLIC ESTIMATION A PARTY IS NO STRONGER OR BETTER THAN ITS LEADERS

The Democratic Party Must Merit Support Before It Can Win Elections—Should Be a Party of the People—A Strong Argument for Party Betterment.

Politics, considered from any viewpoint, is a plain, everyday business proposition, subject to the usual vicissitudes and changes incident to the good or bad management of business concerns. Party declarations, the selection of candidates, the conduct of campaigns and the discharge of official duties are nothing more nor less than bids for popular favor. If they accord with public sentiment the party will grow in strength and influence, otherwise the party will cease to be influential enough to carry elections. It is precisely on these lines that business concerns prosper or become bankrupt. If the dealings of a business house are square and upright and the representations of its management prove correct and are above suspicion the house will thrive and command patronage. A political party should follow the same policy to win support from the voting public. Prosperous business concerns deal in full-weight goods supplied to customers through progressive methods. Political parties have yet to learn that short-weight promises and the tricky methods of unscrupulous leaders eventually will render a party unpopular and cause it to die a slow and lingering death.

Upright, Resolute Leaders Wanted.

A popular, influential party must be controlled by upright, resolute leaders. The popularity or unpopularity of a party is but a reflex of the strength or weakness of its leaders. If the leaders are weak, vacillating or unscrupulous the welfare of a party will suffer accordingly. To win the elections and command the support of independent, thinking voters, a party should put off baneful influences, advocate conservative, progressive policies and free itself from the leadership of men known to be unworthy of that honor. A good reputation for fair dealing and square methods is as essential to the welfare of a political party as it is to the thrift and prosperity of a business concern. That fact should never be lost sight of by those interested in public welfare.

Politics is a serious, important and all-potent factor in everything connected with public weal. It is no idle, trifling matter to select able, trustworthy candidates, capable of framing and enacting desirable legislation, or of faithfully discharging such other duties as may be for public betterment. These candidates when elected are expected to voice popular sentiment, become party leaders, carry out declarations, redeem its pledges and otherwise obey the will of the people. If these candidates are but tools of private interests or wear the collars of party dictators they can not properly serve the public. It must then be plain that candidates when so nominated no longer are prompted by unselfish motives. They simply are political puppets who are made to dance when the strings are pulled by their masters. If a political party is influenced by laudable motives and its leaders are expected to do good through the accomplishment of noble purposes, candidates for public offices should be selected who are known to be free from objectionable alliances or influences of any kind which would bias or prejudice their official conduct.

Voters Becoming Independent in Political Thought.

Having ascertained what is necessary to render a political party popular, let us now apply the trend of the argument to the Democratic organization. The Democratic party in this state no longer commands popular support. Its affairs are chaotic and its management has fallen into unworthy hands. For a number of years no strong, influential leader, capable of restoring harmony among the factions and of disseminating new and popular ideas of party management, has appeared to establish the organization on a better footing. Mean-time voters have become more in-

dependent in political thought and no longer can be hypnotized by the old methods of red fire and brass band campaigning. The day of emotional, hysterical politics is over and the educational era is at hand. Voters do not now rely upon others to do their thinking, and the successful party of today must not only be free from objectionable leadership and the domination of baneful influences, but it also must show rational and satisfactory reasons why it merits popular support. Party promises of future good will not now pass current unless the excellent reputations of party leaders and party candidates for doing things are sufficiently meritorious to warrant their acceptance. There must be something besides campaign denunciations and vilifications to win votes. A club may be a good argument with which to break the will of an obstinate brute, but it will not convince thinking voters that the Democratic party is always right and always under worthy leadership. We must adopt constructive instead of destructive methods if we would carry elections for the Democratic party. That would mean a strict application of business principles to party campaigning. Honesty in politics is as essential to party success as it is to the prosperity of a business concern.

Party Must Benefit the Masses.

After the long restored harmony Democratic ranks and placed its management in the hands of worthy, capable leaders, the next thing to be done is to augment the party strength. That strength must be gained from the labor vote, always remembering that voters will not support a party when it is wrong. Democratic principles should be strictly adhered to, and the doctrines and policies of the party should be so clearly defined and so zealously guarded by conservative methods that public welfare will not be neglected or jeopardized. There would be fewer Socialists and less discontent if the Democratic party would, indeed, become a party of the people and devote its legislation and official energies to benefiting the masses instead of allowing itself to be manipulated for private gain. The truthfulness of this criticism is demonstrated by the developments of the present gubernatorial campaign.

Having merited and acquired the labor vote, what is to prevent the Democratic party from controlling public affairs for an indefinite period? Nothing but its own moral weakness and the failure of its leaders and public officials to faithfully perform their duties. Voters have had the honey of democratic promises dropped on their tongues so many times that it now tastes bitter. The party must then make good in order to win future favor and become more popular. When that is done Democrats may truly boast of belonging to a party of the people, and the masses may justly feel proud of a political organization devoted to their betterment.

The Laboring Class Creators of Prosperity.

The thoughts above defined prompted my candidacy for the Democratic gubernatorial nomination. I have been a wage earner and was once employed at the princely sum of \$9.00 a week, and I know what it means to work and suffer privation. My sympathies are entirely with the laboring classes in their struggle to rise above want and a dependent condition. When it comes to a question of bestowing class legislation and other public bounties, let us favor laboring people. It is not Democratic to allow the laboring classes to suffer neglect while political organizations continually are adding to the good fortune of those already abundantly able to take care of themselves. For that reason, as Democrats, we should convert our party organization into a medium for public betterment, rather than allow it to be used by those whose

sympathies and inclinations are not with the masses. The laboring classes are always first in creating prosperity, always first in suffering distress from public misfortune and always last in receiving credit for their great work in promoting public welfare. Under present conditions when our fair land prospers and the rich become richer and more influential, everything booms but the wage scales of the laboring classes. When misfortune befalls and our country is stricken with adversity the laboring classes are first to suffer from restrictions of wages and loss of employment. It requires no investigation to ascertain that the thrift of a nation, the happiness of a people and the intellectual advancement of a growing population depend almost entirely upon the prosperity of our wage earners. Then, as Democrats, pledged by Democratic principles, let us become public benefactors by taking up the cause of the laboring classes and give them a new deal. Their importance as molders of national prosperity entitles them to that consideration, also to a more just share in the wealth of the country. The uplifting of the world must come from the masses.

(Signed) C. G. CONN.



"Silver Plate that Wears"

When You Buy Spoons
Knives, forks, etc., buy reliable brands, even if they do cost a little more. They are worth the difference. If

"1847 ROGERS BROS."

is the stamp it insures genuine Rogers quality, famous for wear.
Sold by leading dealers everywhere; For Catalogue "C.L." address the makers.
International Silver Co., Meriden, Conn.

If you would like to find some who coffee critic, who "knows fine coffee on taste and flavor" quickly make for him a batch of Dr. Sauer's Health Coffee and serve it piping hot. It deceives Mrs. Sauer, and will I believe deceive any one. And there is not a grain of real coffee in it. Health Coffee is made from pure roasted grains, malt, nuts, etc. Made in a minute—no 20 to 30 minutes boiling. 15¢ per pound. For sale by T. E. Statler.

FACTS ABOUT NEW THEORY SECURED BY INTERVIEWS

People Tell the Reason for Their Faith in Cooper's Belief.

An article from the Nashville, Tenn., Banner, published during L. T. Cooper's visit to that city, throws some light on the remarkable success of the young man's theories and medicines in various cities visited by him during the past year. The article is as follows:

"In view of the enormous sale of Cooper's preparations now going on in this city and the intense interest which Mr. Cooper has stirred up since his arrival, a representative of the Banner spent Thursday afternoon at the young man's headquarters, watching the swarm of humanity come and go."

"During the afternoon the reporter interviewed many of the cullers and obtained statements from all who cared to give them as to their experience with Cooper and his preparations."

"The following are selected from those statements as being typical of the general expression of the people seen:

"Mr. B. B. Lasater, living at 1224 North Fourth avenue, when interviewed, said: 'I have been troubled with my stomach for the past two years, and have had rheumatism for more than five years. Sometimes I could not walk, and there were times when I could not even move in bed. Hard knots would form on my muscles, which caused me intense pain. Gas formed on my stomach after eating, which gave me much pain and distress, and often I was restless and tossed all night, losing much sleep and rest.'

"Hearing of Mr. Cooper and the great work his medicine was accom-

plishing for others, I decided to try it. I have taken it about two weeks, and find myself in a greatly improved condition. My stomach is in good shape, and does not trouble me at all. My rheumatism has nearly disappeared, and I expect to resume work shortly, for the first time in twelve months. Mr. Cooper certainly has a wonderful medicine, and I am grateful for what it has done for me."

"Another caller was Mrs. T. J. Smith, of 505 Hudson street. She said: 'I have been a sufferer from bladder and kidney trouble for twenty-five years. In that time I have tried many prescriptions and various kinds of medicine, but received little or no benefit from them. I seldom had a sound night's sleep, my rest being broken at intervals throughout the night. I had pains in my back and burning sensations.'

"I heard so much of Mr. Cooper that I came to the conclusion he might be able to afford me some relief. I have now been taking the medicine about a week, and feel better in every way. The pain has disappeared, and I have no distress whatever. I have come here today to express my appreciation to Mr. Cooper for his wonderful medicine and what it has done in my case. I will take pleasure in recommending it to others."

"In spite of assertions by various physicians that Cooper is a fad who will soon die out, the young man seems to be gaining even greater headway as his visit draws to a close."

The agency for Cooper's celebrated medicines has been given to us. We are making a fine record with them.—Culver City Drug Store.

When You Have a Bad Cold



You want a remedy that will not only give quick relief but effect a permanent cure.

You want a remedy that will relieve the lungs and keep expectoration easy.

You want a remedy that will counteract any tendency toward pneumonia.

You want a remedy that is pleasant and safe to take.

Chamberlain's Cough Remedy meets all of these requirements, and for the speedy and permanent cure of bad colds stands without a peer.

A Severe Cold Quickly Cured by Chamberlain's Cough Remedy.

"Last winter I caught a very severe cold which lingered for weeks," says J. Urquhart, of Zephyr, Ontario. "My cough was very dry and harsh. The local dealer recommended Chamberlain's Cough Remedy and guaranteed it, so I gave it a trial. One small bottle of it cured me. I believe Chamberlain's Cough Remedy to be the best I have ever used."

It is Equally Valuable for Children
It Contains no Narcotic and is Safe and Sure
Ask your Druggist for it.

Clip Your Horses

Before putting them at the spring work. Clipped horses dry out quickly at night, they rest well and their food does them good. You can clean a clipped horse in a quarter of the time.

This Stewart No. 1 Clipping Machine

Complete as shown \$6.75
Comes at only . . . 6-

It is the best made, easiest turning and most satisfactory machine ever made and is fully guaranteed.
Come in and get one now.

THE CULVER CASH HARDWARE CO.

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Best and Most Satisfactory On the Market ... For sale by

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HAVE YOU EVER SEEN DRIFTED SNOW

You will have bread as white and light as drifted snow if you use Drifted Snow Flour. The best flour on the market.

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W. E. HAND, Grocer

HARDWARE

For anything you need in the line of SHELF HARDWARE, TIN AND GRANITEWARE

See me and get my price before you buy. I will give you a fair, square deal and save you money. Tin and Sheet Metal Work, Tin and Asbestos Roofing, Spouting, Furnace Work, etc., given prompt attention. Repairing a specialty.

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<p>DR. NORMAN S. NORRIS DENTIST Office—East Side Main Street, two doors north of Postoffice—Second Floor. Telephone No. 23-1.</p>	<p>N. J. FAIRCHILD Live Stock & General Auctioneer Farm reasonable; satisfaction guaranteed. Write for rates. Residence, 3 miles east of Maxinkuckee Lake, Route 14.</p>
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