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FIGHTING THE MAIL-ORDER HOUSES.

THE encroachment of the mail-order houses on the business of the local trader has reached a point where it merits the serious consideration of all retailers. As the condition is a progressive one which will, no doubt, be aggravated by free rural delivery and other postal improvements, it behooves local merchants to take such steps to counteract its competitive potentiality as developments may suggest. As the basis of the mail-order business is the inculcation of the belief among the public that they get better rates by patronizing the mail order houses, so the logical way to counteract their influence is to convince the public of the fallacy of this claim. Many merchants are doing this very effectively. As example is always more forceful than precept we give here the substance of a full-page display advertisement of a Morris (Ill.) merchant, which appeared in a journal of that town. There are points in the announcement that may serve many of our readers:

We propose to meet the prices of the department stores or catalogue houses.

All we ask is that you deal with us on the same basis that you deal with catalogue houses, and give us the same amount of time to get the goods which it would require to get them from them.

Plank your money down when you order the goods and we will meet each and every price they make and furnish you the same goods at the same prices they offer you.

We will go further.

We don't ask you to take any goods where mistakes are made in ordering.

We'll shoulder the mistakes.

If any of you ever had anything come wrong, you know what a nice little job it is to have it corrected, no matter how willing the firm is to do so.

It takes correspondence, stamps and freight on the goods to get them exchanged, to say nothing of the loss of time.

Some people prefer to buy away from home because it sounds big to be able to say they ordered from Chicago, etc.

We know of one party who is actually paying more for goods bought away from Morris than he could buy them of his dealer here.

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