



Productive Outfit on the Farm of Robert Cruise, Dauphin, Man.

## The Feminine Mind

PROBABLY three-quarters of the retail purchases in this country are made by women. The merchant who wants to sell must appeal to the feminine portion of the population; and the successful advertiser is he who understands the methods of feminine thought. When I started a dry-goods store in a small Nebraska city I knew this in a vague way; but a certain incident impressed it sharply upon me.

In January, when the cotton mills make it an object to push their goods, I was in position to advertise a great mark-down sale. So I put in the local papers the announcement that after a certain date and for a limited period—of course—all my white goods would

be sacrificed at a twenty-five per cent. reduction. The time began; but, for some reason I could not fathom, the sales in this department rose little beyond their normal volume. One morning I left the desk and took my stand behind the counter.

The first customer happened to be a personal acquaintance. She wanted cotton sheets. After I had displayed the different qualities without awakening any enthusiasm, she remarked:

"Now, I like this, and I'd like to buy here; but the truth is, I can't afford to. Why can't you sell these sheets as low as Manheim Brothers on the corner?"

That my rivals were underselling me was news, and I told her so. "Granting that the sheets are of equal quality," said I, "what do they charge?"

"Only a dollar-twenty," she replied.

"But, my dear lady, don't you see that these are marked a dollar-fifty, and that, as we advertise, the marked price is subject to a twenty-five per cent. reduction?"

"Well," she responded, hesitatingly, "twenty-five cents from a dollar and a half still makes them cost a dollar-twenty-five, doesn't it?"

With considerable pains I explained to her the meaning of twenty-five per cent. off, and how the reduction would bring my price down to \$1.13; and in the end she bought the sheets. But she left wearing a puzzled expression, and, I'm sure, half convinced that she got a special bargain only because she was a friend.

After she was gone, I did some thinking, and the next morning my ad. appeared somewhat as follows:

### GREAT REDUCTION SALE WHITE GOODS

#### ALL PRICES SLAUGHTERED

Sheets marked \$2.00, now \$1.50

Towels marked \$0.20, now \$0.15

And after that the goods sold.

The lesson is this:

The feminine mind is weak on abstractions and arithmetic. Give it concrete facts and definite prices.  
—A.P.A.

FREE 'BUS FROM ALL TRAINS

## SEYMOUR HOTEL

Farmers from the Three Provinces make  
it their headquarters when  
visiting the city.

Every street car passes the City Hall,  
which is only a stone's throw  
from the hotel entrance.

Rates \$1.50 Per Day

JOHN BAIRD, Prop.

It is wicked for us to go about with faces which indicate that life has been a disappointment to us instead of a glorious joy. It shows that we have missed the real object of living, that we have never caught a glimpse of the realities of life, but that we are living in the shadows, in the gloom instead of the sunshine of reality, of truth, of beauty. It indicates that we have not even caught a glimpse of the real glory of life.