

**Every Grocer Should Advertise**

(Continued from Page 1)

**BETTER THE SERVICE.**

It should be part of his policy to try and make his service better—so much better that the big fellow down town can't hurt him. It can be done. Usually the small grocer is nearer his customers, for one thing. His deliveries can be more rapidly accomplished. That often counts largely. But his variety is too often meagre, a point in which his down town competitor has much the better advantage. This can readily be offset, however, by learning the wants of the customers and meeting them. Prices, too, must be looked after. No grocer can expect his nearby customers to pay him more than they would have to pay the bigger man down town. Yet he too often charges more, and damns his trade-pulling possibilities every time he so charges.

Then, again, he seldom advertises. He persists in not advertising, and thus lays down before his big competitor where he should be putting up a stiff fight. He really does his best to become forgotten, while his big competitor keeps his name before the public week in and week out; year in and year out. He soon becomes only an owner of a store to be used at one's convenience, and, in truth, it's only at such times as a housewife forgets something and hasn't time to get it delivered by a down town grocer that he is thought about at all. It is a decided convenience to have a grocery store handy. There's no doubt about that, but it ought to be more, and can be made to be more. A little common sense and some hustle would accomplish much in this regard.

**SOME WAYS AND MEANS.**

If your store is near enough to the centre of town to pull customers thereto from all directions, use the newspapers. There's no cheaper medium nor any better one where you can take advantage of most of a papers circulation. Take as much space as you can pay for, up to three per cent. of your gross receipt, and advertise in that space consistently, every day or every few days, changing the advertisement constantly, keeping its news fresh, offering bargains of the right sort, and calling attention to your deliveries and special prices. Don't use a lot of gush or tommyrot in your space; talk sense; talk to the point, and though it be in poor English, it will draw. If in better English, so much the better for business.

If you can't use the newspaper profitably—I mean if you are in a residential section and not near the centre of town, then by all manner of means use the store paper or dodgers. There's a lot of nonsense spoken of the common dodger, but I have seen it bring results where newspapers utterly failed. If you will issue one regularly, and put it into the hands of your prospective customers regularly, appealing for their patronage on the basis of good service, quick delivery, courteous treatment and fair prices, with some special prices put in to make dealing more snappy, there can't help being profitable response. The paper or dodger or circular, whatever form it takes should be distributed carefully, put under doors or handed in at the doors or mailed. It should positively not be thrown on the lawn, porch, verandah or garden—that only makes a woman mad. It should go directly to the housekeeper or housewife, if possible. Carefully worded with goods as carefully selected, with a view to pleasing customers, these economical bits of printed matter can do a lot of good, and secure wonderful results in the way of offsetting a down town big fellow's trade-pullers.

Why not try it? Anything is better than sitting around and doing nothing, just watching your trade diminish. Other grocers find it to pay. Your big competitor finds it to pay. Why shouldn't you?

**From Bridles To Cruppers**

**We Make our own Harness**

Every stitch is put in by hand

Twenty five year's experience has taught us the needs and wants of the consumer on

**HARNESS and SADDLERY**

A new line of up-to-date Saddles expected at our store daily

**M. A. Coombs**

**The Highest Paid Cook In Lethbridge**

IS EMPLOYED AT THE **Hotel Dallas**

HE HOLDS THE JOB BECAUSE HE "DELIVERS THE GOODS."

"The Proof of the Pudding is the EATING THEREOF."



**"The Cahoon" Barber Shop**

Modern Equipments Steam Heated.

Hot AND Cold Baths

Shaving, Hair-cutting, Shampoo, Hair Singed, Massage.

Popular Prices. Noble & Peterson Proprietors.

**Sterling Williams**

—AGENT FOR— Calgary and Edmonton, and Hudson Bay Lands. **LOANS - REAL ESTATE** OFFICE - - - W. C. Simmons Old Land Office

**H. B. STACPOOLE, M.D.**

GRADUATE OF MANITOBA UNIVERSITY. OFFICE - - - Cahoon Hotel

**Robert C. Beck** CONTRACTOR

Carpenter and Cabinet Work.

**GENERAL JOBBING SHOP** South of Scott's Studio. **CARDSTON - - - - ALBERTA**

**SYNOPSIS OF CANADIAN NORTH-WEST MINING REGULATIONS.**

**Coal.**—Coal lands may be purchased at \$10 per acre for soft coal and \$20 for anthracite. Not more than 320 acres can be acquired by one individual or company. Royalty at the rate of ten cents per ton of 2000 pounds shall be collected on the gross output.

**Quartz.**—A free miner's certificate is granted upon payment in advance of \$5 per annum for an individual, and from \$50 to \$100 per annum for a company, according to capital.

A free miner having discovered mineral in place may locate a claim 500 x 500 feet.

The fee for recording a claim is \$5. At least \$100 must be expended on a claim each year or paid to the mining recorder in lieu thereof. When \$500 has been expended or paid, the locator may upon having a survey made, and upon complying with other requirements purchase the land at \$1 per acre.

The patent provides for the payment of a royalty of 2 1/2 per cent on the sales.

**PLACER** mining claims generally are 100 feet square; entry fee \$5, renewable yearly.

A free miner may obtain two leases to dredge for gold of five miles each for a term of twenty years, renewable at the discretion of the Minister of the Interior.

The lessee shall have a dredge in operation within one season from the date of the lease for each five miles. Rental \$10 per annum for each mile of river leased. Royalty at the rate of 2 1/2 per cent collected on the output after it exceeds \$10,000.

**W. W. CORY,** Deputy Minister of the Interior. N. B.—Unauthorized publication of this advertisement will not be paid for.

**L. D. S. Knit Garments.** "Keit Rite Brand" Sold by all merchants and by agents everywhere. Quality unexcelled. Finish none better. Prices right, 25 per cent. below last year. Utah firms do not sell same grades any cheaper. We can sell you knit garments as low as one dollar per pair. Patronize Home Industry and keep your money in Alberta. Knitted Raiment Factory, Geo. H. Budd, Mgr.

**Wm. Laurie,** Barrister, Solicitor, etc. SOLICITOR FOR THE UNION BANK OF CANADA and the Town of Cardston. Offices "The Cahoon" - Cardston

A few things to think over before buying your

**SPRING SUIT**

Don't make the mistake of being satisfied with anything short of the BEST style you can get in a Spring Suit or Overcoat.

No matter what your taste, let it be made as it should be—to your measure, and properly tailored.

There is down-right economy in getting clothing made for you from very best materials, with good linings and good workmanship throughout.

It holds its shape twice as long, wears twice as long and gives evidence of good tailoring up to the very last.

Why should a man wear clothes of indifferent fit, that always look "slouchy" after a week or two, when, for practically the same money, he can get something made to his measure that is made right?

**Spring Stock**

My new stock of Spring Suitings, Overcoats and Pantings have arrived.

**D. S. BEACH,** THE MERCHANT TAILOR

**SYNOPSIS OF CANADIAN NORTH-WEST HOMESTEAD REGULATIONS**

Any even numbered section of Dominion Lands in Manitoba or the North-west Provinces, excepting 8 and 26, not reserved, may be homesteaded by any person who is the sole head of a family, or any male over 18 years of age, to the extent of one-quarter section of 160 acres, more or less.

Application for homestead entry or inspection must be made in person by the applicant at the office of the Local Agent, or Sub-Agent.

The homesteader is required to perform the conditions connected therewith under one of the following plans:

1. At least six months' residence upon and cultivation of the land in each year for three years.
2. If the father (or mother, if the father is deceased) of the homesteader resides upon a farm in the vicinity of the land entered for the requirements as to residence may be satisfied by such person residing with the father or mother.
3. If the settler has his permanent residence upon farming land owned by him in the vicinity of his homestead, the requirements as to residence may be satisfied by residence upon the said land.

Six months' notice in writing should be given to the Commissioner of Dominion Lands at Ottawa of intention to apply for patent.

**W. W. CORY,** Deputy Minister of the Interior. N. B.—Unauthorized publication of this advertisement will not be paid for.

**Chamberlain's Cough Remedy**



The Children's Favorite —CURE FOR— Coughs, Colds, Croup and Whooping Cough. This remedy is famous for its cures over a large part of the civilized world. It can always be depended upon. It contains no opium or other harmful drug and may be given as confidently to a baby as to an adult. Price 25 cts; Large Size, 50 cts.

**J. T. Scott** PHOTOGRAPHER

CARDSTON - - - RAYMOND Enlarged Work - Picture Frames

SECOND WEEKS OF EACH MONTH IN RAYMOND.

**Pure Bred Horses**

**Percheron and French Coach**

Do you want to improve your stock of horses? Then buy a first class Stallion. I have the best Pure Bred Stock in Alberta. While in Chicago, I was fortunate enough to secure some fine Brood Mares and Stallions imported direct from France.

AM I ask is that you will call and see them at

**THE ROSEDALE FARM** R. W. Bradshaw, Proprietor and Manager. MAGRATH - - ALBERTA Correspondence Solicited

**Cardston Stone Quarry**

Now ready to Fill all Orders Dimension, Rubble, Footing.

**S. S. Newton, Manager.**

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