

BUILDING UP BUSINESS

AN ORIGINAL PLAN TO TEST NEW ENTERPRISES.

AN INDUSTRY INCUBATOR

Suggestions as to Assisting Small Manufacturers Toward Success and Helping Town Interests.

Regardless of the magnitude of a city or town there must be employment for the people. In fact, population of any city depends upon the opportunity that it may afford the residents gaining a livelihood. The agricultural town receives its support from whatever mercantile traffic it can gain from contiguous territory, and what industries in the manufacturing line that can be advantageously conducted. The city draws support from the smaller towns in an area of country, which, owing to its geographical position and what other advantages it may have, it may command the trade of.

It is to the advantage of every town to have as many manufacturing plants as can be profitably operated. Natural conditions regulate manufacturing to a great extent. Transportation facilities, the cost of raw material and fuel are highly important factors; yet there are certain lines of small manufacturing that can be well carried on in any community if only rightly managed. For many years ambitious towns have followed the practice of offering bonuses to manufacturing concerns in order to secure their location. The bonus system has not always operated satisfactorily. Too often promoters of manufacturing enterprises look to the bonus offered as a means of making profit rather than to the legitimate conduct of the business. Then, again, there are stock-jobbing schemes that operate in connection with the bonus plan, and it has been known that hundreds of thousands of dollars have been lost by people anxious to further the manufacturing interests of their home towns.

Numerous manufacturing centers have been gradually built up through the right kind of co-operation of the citizens. There is one prosperous city in Illinois that owes its activity mainly to the plans pursued by an enterprising class of Swedish citizens, who some 30 years ago organized a Swedish Aid society. This society advanced money to worthy workers who desired to engage in business. Officers of the society supervised the business to a great extent, and small concerns which were established have grown to be factories whose output run well up into the millions annually. This aid society loaned money to be repaid from the profits of the business. The plan was a successful one.

The system here referred to suggests a means whereby each town or city which desires to build up manufacturing interests can do so at the minimum cost; that is, that the dangers and objections offered by the bonus systems are entirely eliminated, as is also the chance for promoters to reap a harvest through the exploitation of unsound enterprises. This plan involves the incorporation of a promoting company. Local capital may be subscribed to whatever extent is deemed expedient. To illustrate: If an organization be formed with \$25,000 capital, \$10,000 of this capital can be employed in the equipment of a building for manufacturing purposes. This building can have facilities for half a dozen to a dozen small manufacturing concerns. The power necessary may be supplied from a general power plant. The machinery for manufacturing can be installed as required. A board of directors shall be selected to oversee the business. Whenever a small enterprise is found to be seeking a location, the directors are empowered to negotiate for its location in the town. The concern may be incorporated and a small amount of stock taken by the holding company. Facilities for manufacturing and marketing whatever the product may be afforded. If the enterprise proves successful it can be moved from the experimental station into a separate building, the holding company investing in its stock, and the dividends on the stock can be placed in the general fund for the extension of other enterprises. Should an enterprise prove to be lacking in merit it can be discarded. In this manner from half a dozen to a dozen different enterprises can be carried on and thoroughly tested as to practical workings. Of course, it must not be expected that all of the undertakings will prove successful, but if good judgment be used in selecting enterprises, a large percentage will prove profitable. Those who subscribe for the stock of the holding company can be compensated by receiving an equitable percentage upon the amount invested in stock.

This plan eliminates the objectionable features of granting bonuses and the subscribing for stock in concerns that are in embryo stage and purely experiments.

No Good to Town.

The man who spends his time loafing about the town stores and complaining of the conditions of his environment is no good to himself, his family or his town. There are a class of men who spend their time in bemoaning the fact that they are not getting the right kind of living which the world owes them, and who never once think how much better this living could be if they would only hustle. The man who is constantly grumbling about the dullness of his town is never found looking around to discover a means by which he can make it livelier.

EQUITY IN BUSINESS.

Practice of Live-and-Let-Live Principles Most Desirable.

Too frequently it is noticed that in the struggle to attain wealth the rights of the individual are ignored. Fair dealing is a desirable thing as well as most simple and it requires only common honesty to practice it. Not alone is there honesty involved in the matter of selling but also in the matter of buying. It is quite as dishonorable for the purchaser to exact that the seller receive no profit on an article sold as it is for the seller to demand an exorbitant price for his goods.

There is much sound philosophy in the live-and-let-live gospel. This is nothing more than an observance of the Golden Rule that has found expression in all ages of enlightenment from the time of Gautama down to the present. In every day dealings it is apparent that there is too much of exaggerated selfishness in evidence, too great a struggle for the vantage. There should be a spirit of Christian cooperation that would be just to all alike. Whole communities suffer sometimes from the lack of this sense of equity on the part of merchants and their customers.

How often is the complaint heard in rural districts that the storekeepers of a town charge too high prices for what they have to sell? How often is it noticed that where this feeling dominates the people that the home town suffers as a consequence? It is short sightedness on parts of merchants to require of their customers more than what may be considered a legitimate and just profit. In fact, it is poor business policy to follow out a plan of this kind. There are many towns whose growth has been prevented through a grasping tendency of the merchants to make all they possibly can in a few short years, and to give the people as small an amount of goods as they will take for their money. The natural result of a policy of this kind is that the people seek other towns in which to do their trading and quite often buy from the distant mail-order house.

Habits once formed are hard to break. It is quite as difficult for the merchant to recover from the habit of making exorbitant profits as it is for the patron of the mail-order house to turn his trade to the home stores. Should both the merchants and their customers calmly consider principles that enter into commerce, and both determine to practice equity in their dealings, the merchant to sell honest goods at honest profits and the customer to give patronage to merchants who would practice this principle, it would be wholesome not alone for the home towns, but for all the communities.

TOWN HELPS.

It is easy to estimate the business importance of a place by the appearance of its stores. Dingy, dirty appearing business places always give a bad impression and are generally indicative of the character of the business men of the town.

Good newspapers are important factors in building of towns. Well filled advertising pages, as well as local news pages speak for the prosperity of a place and makes an impression upon the readers that assist the town to greater prosperity.

Each town should have a good public hall, a place where meetings can be held or entertainments given. If such a hall be erected by private enterprise if rightly managed can be made a profitable investment in the average small town.

Quite often when towns are organized the matter of providing for public parks is overlooked. Every town is a city in embryo. No one can prophesy how great it may become in time. It is well to look into the future and to set aside grounds that may be used for park purposes. It has been the experiments of many cities that the park question is a troublesome one when not looked after in ample time. There is nothing that makes the city more attractive or is such a blessing to its people as a cozy park where they may meet for recreation during the warmer months of the year.

PUBLIC OPINION.

Power of the Country Press and Its Influences Upon the Community.

While the influences of the great city papers are recognized and the great magazines fill a necessary field, neither of these conveyers of general information can ever supplant the field that is occupied by the country press. The home paper is the medium that conveys local intelligence to its readers. It fills a place in the journalistic world that no other publication can ever supplant. The country press is one of the greatest powers in the molding of public opinion. It may not be up to the highest classical standard, but its rough literary gems are continually shining resplendent and cast their rays in the most remote corners of the land. It is a power for good. In its reflections of events, in the local field are shown the progress of the people whom it represents. It is the mirror of the condition of the town and the country. The residents of every community should take the greatest pride in assisting in making the home press more powerful. Stand up for your home paper. It is the one staunch advocate of your local interests and to an extent is indicative of either your prosperity or your lack of progress.

OLD ORCHARD, ME., IS SWEEPED BY FIRE.

MANY HOTELS AND RESIDENCES WERE DESTROYED.

THE LOSS IS OVER \$500,000.

Ten Hotels and 50 Cottages are in Ashes—The Burned Area Covered 50 Acres Along the Shore of the Ocean.

Old Orchard, Me.—Nearly half of Old Orchard's summer hotel section along the shore front was swept by fire last night, the loss probably exceeding \$500,000. So far as known no lives were lost. The Hotel Fiske, one of the finest on the beach, valued at \$50,000; the Hotel Emerson, valued at \$75,000 with its furnishings; the Hotel Alberta, the Aldine, the Lawrence house and a half dozen smaller hotels, together with about 50 cottages, were destroyed within two hours.

All the buildings were of wooden construction and were easy prey for the flames, which were fanned by a southwest breeze. The Old Orchard fire department was utterly unable to handle the blaze and firemen from Portland, Biddeford and Saco who responded to calls for assistance were hampered for some time after their arrival by difficulty with the hose couplings.

At 11:49 o'clock the fire was placed under control.

The fire was discovered about 8 o'clock in the upper part of the Olympia hotel annex, which was occupied by servants employed in the Hotel Emerson. It is supposed that an upset lamp was the origin of the blaze. Adjoining buildings containing stores located along the board walk beside the Boston & Maine railroad tracks soon caught fire and from these the flames jumped the tracks and communicated with the Alberta hotel and several other large buildings near the shore.

An area of 50 acres along the beach was soon blazing. In this area were located some of the most popular of the hotels, all of which were filled with summer guests. Many valuable summer cottages were also located in this district and these, too, were swept by the fire. Most of the guests managed to save a considerable quantity of their personal effects.

The Boston & Maine railroad station was blown up by dynamite to arrest the fire in that direction. The Hotel Seashore, across the street from the Hotel Emerson, was also burned.

WAR SEEMS TO BE CERTAIN.

Guatemala and Salvador Will be Arrayed Against Honduras and Nicaragua.

Mexico City.—A cablegram received here from San Salvador says that Capt. John H. Poe, who was at one time well known as a Princeton football player and Annapolis coach, and who recently has been fighting in the Honduran army, has left Salvador on the steamer San Juan for San Francisco, where he purposes to recruit a "foreign legion" to take part in the expected war between the Central American states. Poe held the rank of captain with the Hondurans. He was in the artillery branch. He was recently detained at Managua by President Zelaya, of Nicaragua, on the charge of being a spy.

The best sources of information here unite in declaring that trouble in Central America is certain. Guatemala and Salvador will be arrayed against Honduras and Nicaragua. President Figueroa, of Salvador, and President Cabrera, of Guatemala, have agreed that peace is impossible so long as Zelaya remains president of Nicaragua. They will attack him as soon as the rainy season comes to an end. Figueroa has cancelled an order sent to England for three gunboats because they cannot reach him in time to be of service in the war. He is sending an agent to San Francisco to purchase steamers and mount guns on them.

Capt. Eysler, who was at one time an ensign in the American navy and who is now first officer of the steamer Para, trading on the Pacific coast, is to be offered the command of the Salvadoran navy.

General Lee Christmas, formerly of Memphis, Tenn., who is now in command of the Salvadoran army, accompanies Capt. Poe as far as Guatemala. There he will attend to the reorganization of the "foreign legion," which is to be composed of Boers, Englishmen and Americans.

It is declared here that foreign intervention is the only thing that can prevent the threatened conflict.

Agents of each of the four countries concerned are now in Costa Rica, each one endeavoring to influence that country in his favor. It is reported, however, that the Costa Rican government is maintaining its neutrality with firmness.

Left a Shortage of \$13,000.

Omaha, Neb.—Theodore Olsen, former Danish vice consul at Omaha and at one time city comptroller of Omaha, is missing from the city and it is alleged that his accounts with the Danish government are short about \$13,000.

Attacks on Casablanca Continue.

Paris, France.—Admiral Phillibert, telegraphing Wednesday, reported isolated attacks on Casablanca which the troops easily repulsed, being assisted by the shell fire of the French cruiser Gloire.

AN UNEXPECTED FAILURE

RECEIVERS ARE NAMED FOR THE POPE COMPANIES.

A Recent Strike in One of the Company's Plants Is Said to Have Caused Banks to Curtail Loans.

New York.—Receivers for the Pope Manufacturing Co. and its subsidiary company, the Pope Motor Car Co., which manufacture automobiles and bicycles, with main offices and plant at Hartford, Conn., were appointed Wednesday in New York, New Jersey, Connecticut and Massachusetts. Similar action will be taken shortly in Illinois, Ohio, Indiana and Maryland, where the companies own plants.

The petitions filed by the McManus-Kelley Co., of Toledo, asking for receivers, show the total assets of both companies to be \$11,205,570, with total liabilities reaching \$1,972,826. The difficulties of the Pope companies were the direct result of a curtailment of loans and reduction of loans on notes. Albert Rathbone, counsel for Albert L. Pope, vice president of the Pope Manufacturing Co., who has been appointed a receiver in New York, Massachusetts and Connecticut, said the troubles of the companies were the outcome of the present rigid monetary conditions. Loans were falling due, Mr. Rathbone said, and the company was unable to meet them.

The petition of the receivers shows that the total capitalization of the Pope Manufacturing Co. is \$22,500,000, and that the company was organized in 1903 in New Jersey. The Pope Motor Car Co.'s entire stock is owned by the Pope Manufacturing Co., which owns and operates plants at Hartford, Conn.; Westfield, Mass.; Hagerstown, Md.; Syracuse, N. Y., and Chicago.

The Pope Motor Car Co. has plants in Indianapolis and Toledo.

William A. Read, a director of the Pope Manufacturing Co., said the company was hurt by a strike in one of the automobile plants six months ago and at the time orders for 200 cars were cancelled. Since then the banks began to restrict their credit and the failure resulted.

Hartford, Conn.—The failure of the Pope Manufacturing Co. caused one of the biggest surprises that this city has known, but it is not thought that the big industry will be affected by the action of the court. The probabilities are, according to Receiver Albert L. Pope, that the business will be continued. Mr. Pope stated that the company employs in all about 7,000 hands in its various plants. He said the company has ample assets to meet the claims against it.

HE WILL NOT INTERFERE.

President Roosevelt Will Not Take Action in Regard to the Telegraphers' Strike.

Oyster Bay, N. Y.—President Roosevelt will not concern himself personally with the telegraphers' strike, according to the best information obtainable here.

Appeals to the president to take some action looking to a settlement of the strike were received at the executive offices here Wednesday from boards of trade and commercial bodies of a large number of cities. The applications were similar in character to those formulated by the Chicago board of trade. Each emphasized the importance of direct action by the president.

The communications have been referred to Commissioner of Labor Neill. No instructions or recommendations have been forwarded to Mr. Neill. From the first, Mr. Neill has been active in an endeavor to effect a settlement of the trouble.

New York.—There was little change in the telegraph strike situation Wednesday as far as concerns New York and other eastern cities. Both the Western Union and Postal telegraph companies profess to be thoroughly satisfied with the progress made toward normal conditions. On the other hand, the leaders of the strikers declare their cause has been strengthened by the responses to the calls to go out in many of the cities where strikes had not already been inaugurated.

No trouble developed among the telegraphers employed in the scores of broker offices in the financial district where, according to the Telegraphers' union, many big houses granted the demands of their men as regards wages and working hours. The news service throughout the east was practically unimpaired except in the cases of two or three smaller centers and the news of the world was moved to all points.

The hope of the strikers that the Order of Railway Telegraphers would make common cause with the commercial operators has not been realized.

A Victory for Reformers.

San Francisco, Cal.—The primary election in this city resulted in a sweeping victory for the Republican league, or Ryan ticket, which stood for earnest support of the bribery and graft prosecution and the present mayor and board of supervisors.

A Prediction of War.

Mexico City.—It is reported here in government circles that there will be war in Central America within four days. Guatemala is expected to lead off with an attack upon Nicaragua. Guatemala and Salvador will be arrayed against Honduras and Nicaragua.

Tariff Will Not be Revised.

Washington, D. C.—There will be no revision of the tariff by the Sixtieth congress, said Speaker Joseph G. Cannon, of the house of representatives, last night.

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