

WHAT ONE MERCHANT DID

Correspondent of Home Trade League Testifies to Value of Publicity

One country merchant writes the Home Trade league as follows:

"Since I have adopted the city idea of advertising—naming new goods with prices, and at the same time making known what I desire to dispose of at or about cost to make room for new goods—my sales have not only increased very largely with regular customers, but I have secured many new ones. Not only this—in- stead of the farmers' wives spending from a half to an hour and a half looking about the store to see what there is in stock they may want and taking the clerk's time who otherwise would have a chance to sell goods to several other customers, they come in and ask for the very articles they have seen advertised and which they have already decided they do want from seeing the advertisement in this weekly paper, and the result is I have been able to dispense with one of my clerks to whom I was paying \$500 per year."

This merchant further says that this saving of clerk hire expended in this same kind of advertising during the year will, he is confident, increase his trade 50 per cent. and that he can already name 28 customers who but very recently have been buying their goods almost entirely from Chicago catalogue houses.

This experience without doubt can be duplicated by thousands of other men in business throughout the country. It is to be feared that the average merchant in the smaller towns has allowed himself to get into a rut, and it is one from which he must swiftly emerge if he has any desire to "stay

in the game." The methods of a generation ago, it must be remembered, are not necessarily adapted to the conditions of to-day.

By the persistent and persevering use of every device for publicity the catalogue houses have built up their present enormous trade. It is not reasonable to suppose they can be dislodged from the position they occupy—a position, as has frequently been pointed out, that threatens the well-being if not the existence of every small community throughout the country—unless they are opposed with something like their own weapons. A favorite phrase much in use to-day is "Get business!" and to get business you must go after it. Is it reasonable to expect it will come to you unsought?

Take the experience of this Home Trade league correspondent as a guide. He had the goods. He wanted to sell them. His proceeding was simple. Through publicity, which in his case simply meant attractive and truthful advertising, he brought the goods and the people together. Results were never in doubt.

To sum up, successfully to compete with the powerful catalogue houses of the cities the country merchant must in a measure adopt their methods. They have won by publicity. Meet them on that ground. Match advancement with advancement. You have the medium in your local paper. Let your advertisements say something, and mean what they say. Let the people know what you have to sell, and depend upon it, they will come to buy.

lows the frauds to succeed. There is magic in the "something for nothing" deal. It is a bait that catches people in every rank and walk of life. It often is the cause of the downfall of men who have all the abilities to succeed. It is a fallacy that tends toward evil. There can be nothing gained without adequate compensation. "The something for nothing is an ignis fatuus that the wise will avoid."

D. M. CARR.

SHARP PRACTICES.

Schemes by Which People in Country Districts Are Defrauded.

One of the winning games that is widely played is the giving of prizes for the sale of baking powder, flavoring extracts, etc. Numerous concerns are interested in this line of business. Premiums are offered to club raisers, and an outfit for canvassing is sent for a dollar or so, or perhaps furnished free if some person will vouch for the honesty of the applicant. But a "bond" is required as security for goods sent. The offer is so attractive that many are induced to order a lot of the goods to get the premium. The goods are of the cheapest and most trashy kind. The soap, the extracts, the species are all of an inferior quality often adulterated and unwholesome. The person who orders them realizes that the lot is worth little. If they are not sold by the agent, it matters little to the concern sending them out, as the persons vouching for the honesty of the "agent" will be informed that they will be held for the price of the goods, and to save trouble, the agent will send the money due, and make the best of a bad bargain. It is a good thing to avoid all propositions that offer much for little.

Give Charm to Town.

Attractive streets, well paved, good sidewalks, clean appearing buildings, signs arranged well, all go to add a charm to a town. One of the things that often gives strangers to a town a bad impression is the loose manner in which storekeepers and others take care of the exterior of their places. Often not a sign about the place is to be found to designate the character of the business carried on, and this can only be known by a peep through the open door. The windows are often arranged in such a way as to give little knowledge of the goods handled. During the summer time awnings hanging low over the walks, so the passer-by must stoop to avoid them, are found in many places. Just a little care is needed to improve along these lines. An attractive sign does not cost much and is a good investment for the storekeeper. Cleanliness in front of business places makes a good impression. In fact strangers will seldom enter a store if the outside appearance indicates slovenliness and carelessness. The up-to-date merchant will always be found with a well-cared-for establishment. It is quite often you can tell the business importance of a man in the community by the appearance of his store. Make business places attractive as possible. It may cost you a little money, a little extra labor, but it will pay in the long run.

Pays to Keep the Town Neat.

The streets of a town overgrown with weeds never makes a good impression on the stranger. Good sidewalks, well-kept streets in the residence and business portions of a place, always speak well for the habits of its residents.

OIL TRUST EVADES LAWS OF TEXAS

OPERATES IN THAT STATE UNDER ANOTHER NAME.

STANDARD OIL'S TREASURER

Tells About the Trust Agreement that was in Force from 1882 Until 1899—Some Very Interesting Testimony.

New York City.—That the Standard Oil Co. is operating under the name of the Corsicana Refining Co. in Texas, which has forbidden the oil combine to operate within that state, was indicated Thursday when Wesley H. Tilford, treasurer of the Standard Oil Co., under examination in the government's suit against the company, testified that H. C. Folger and C. M. Payne, whom Frank Kellogg, the attorney for the government, says control the Corsicana Co., are prominent in the conduct of affairs of the Standard Oil Co.

Mr. Kellogg sought to draw from the witness the information that the Corsicana Company was really a Standard Oil concern operating in Texas because the anti-trust laws of that state would not permit the combine to operate it. Mr. Tilford replied that as far as he knew the Standard Oil Co. had no interests in Texas. He said that Mr. Folger and Mr. Payne were both officers of the Standard Oil Co., but he was not aware that they owned the Corsicana Co.

Frank Kellogg spent a busy day tracing the various changes in the Standard from the time of its inception in 1882, when the trust agreement was signed, until the trust was dissolved in 1899 and the Standard Oil Company of New Jersey was formed. Mr. Kellogg developed many of his questions from the trust agreement of 1882, which was contained in the bill of complaint filed in St. Louis last December, when the present action was commenced. This trust agreement, which was entered into by John D. Rockefeller and 45 other oil men, provided that Standard Oil companies should be formed in Ohio, New York, Pennsylvania and New Jersey and in other states whenever the trustees deemed it advisable.

All the properties and assets of the embraced corporations were to be turned over to the several Standard Oil companies, which in turn issued their own stock in exchange. Under the terms of this trust agreement, all stock was to be delivered to nine trustees, who issued to the depositing stockholders trust certificates equal at par value to the par value of the several Standard Oil companies. The nine trustees under the original agreement were John D. Rockefeller, O. H. Payne, William Rockefeller, J. A. Bostwick, H. M. Flagler, W. G. Warden, Charles Pratt, Benjamin Brewster and John Archbold. The trustees had absolute control of the companies.

Another interesting development was the official statement, made public for the first time, of John D. Rockefeller's personal holdings in the Standard Oil Co. Just to what extent the reputed head was individually interested in the great concern has long been a matter of speculation. It was brought out yesterday that Mr. Rockefeller owned 258,854 shares, or more than one-fourth of the total 972,500 certificates of the Standard Oil Co. Based on the earnings of the company as placed on record Tuesday, it is computed that Mr. Rockefeller's profits during the past eight years have aggregated almost \$125,000,000.

NAMED A JUDGE FOR GOVERNOR.

New Jersey Republicans Hold Their State Convention at Trenton.

Trenton, N. J.—Supreme Court Justice Franklin Fort was nominated for governor at Thursday's republican state convention on the first ballot. The nomination was accomplished until after 6 o'clock, owing to a long wrangle over the platform on the excise question. The sub-committee appointed by the state committee to draft a platform did not complete its work until about 1 o'clock, having been in session, with interruptions, since Wednesday night. The whole trouble was over an excise plank. Finally a plank was drawn which without specifically saying so endorsed the so-called Bishop law of 1906, which compels the exposure to public view of the interior of saloons on Sunday.

The Colby people, of Essex county, wanted a plank giving to local municipalities the power to make their own excise regulations. In this they were supported by Passaic and Atlantic counties, the greater portion of Hudson county and by a large percentage of the vote of Bergen and Union counties. The Colby amendment was defeated by a vote of 537 ayes to 619 nays.

After the nomination had been made Justice Fort appeared before the convention. He first handed to Gov. Stokes, who was present, his resignation from the supreme court bench. He then made a short speech in which among other things he declared for the greatest measure of home rule in the matter of police regulations. This was interpreted by the delegates favorable to liberal Sunday laws as a declaration in their favor, and as a result their gloom of an hour before over the defeat of their amendment was turned to joy and they joined vigorously in cheering the candidate.

One Alleged Quaffer Is Missing. Philadelphia, Pa.—Stanford B. Lewis, confidential man for Joseph M. Huston, the capitol architect, could not be located Thursday by the Harrisburg detective who came here to serve warrants. None of the attorneys identified with the defense of the accused capitol architects would admit that they knew the whereabouts of Lewis.

A Destructive Storm. St. John, N. F.—The heaviest gale recorded in 49 years swept the Newfoundland coast Thursday. Reports from fishing towns show that five lives were lost.

1,000 PER CENT. PROFIT

STANDARD OIL COMPANY OF INDIANA EARNED IT.

More Light Is Thrown on the Subsidiary Companies Composing the Oil Trust.

New York City.—More light was shed Wednesday on the remarkable earning capacity of the various subsidiary companies of the Standard Oil Co. when Frank B. Kellogg, who is conducting the federal suit, succeeded in placing upon the record the profits of 17 of the principal subsidiary companies in the years 1903 and 1906. The statement of earnings of the Standard Oil Company of Indiana, which was recently fined \$29,240,000 by Judge Landis for rebating, disclosed that in 1906 the company earned no less than \$10,516,982 on a capitalization of \$1,000,000, or over 1,000 per cent. a year. The Indiana company in 1906 earned more than any subsidiary company of the big combine.

Mr. Kellogg developed while Clarence G. Fay, assistant comptroller of the Standard Oil Co., was on the stand, a curious problem of financial bookkeeping, or handling of accounts, which Mr. Fay failed to explain. From figures submitted it was shown that the Standard Oil Company of New York, in 1904, made a profit of \$7,751,100 and paid in dividends to the Standard Oil Company of New Jersey the total sum of \$32,998,430.

This transaction reduced the net assets of the New York company from \$40,425,900 to \$15,179,706, while the liabilities leaped from \$47,646,235 in 1903 to \$81,295,145 in 1904, an increase of nearly \$34,000,000. The gross assets of the New York company, however, increased from \$88,074,561 in 1903 to \$96,574,852 in 1904. Meanwhile the accounts receivable of the Standard Oil Company of New Jersey grew from \$19,045,014 in 1903 to \$58,272,924.

Mr. Fay was closely questioned as to the nature of the increased liabilities of the New York company and increase in the accounts receivable of the Standard Oil Company of New Jersey, but he said he could not tell until he had examined the books of both companies, which he told Mr. Kellogg he would do.

Charles M. Pratt, secretary of the Standard Oil Co., told how he had held for the Standard Oil Co. the stock of the Waters-Pierce Oil Co. at the time when it was not permitted to operate in Texas. He said he held the stock as a matter of convenience and not to avoid the anti-trust laws of Texas.

Mr. Pratt threw some interesting sidelights on the Waters-Pierce Oil Co., the stock of which was held for a long period by M. M. Van Buren, who was not connected with the Standard Oil Co. Mr. Van Buren bought the stock from Mr. Pratt and early this year the Standard Co. bought it back. The nature of the transaction showed that Mr. Van Buren received from the Standard Oil Co. exactly what he paid for the stock and that during the time he held it the dividends were paid to the Standard company.

PREFERRED DEATH TO PRISON.

Man Facing 20-Year Sentence for Kidnaping a Boy Commits Suicide.

Norfolk, Va.—Before he could be apprehended by the local police at the request of North Carolina authorities, Joseph Harrison, of Currituck county, North Carolina, put a bullet in his brain late Wednesday afternoon at a hotel here. He is dying at St. Vincent's hospital.

Harrison was convicted of abducting Kenneth Beasley, a son of State Senator Beasley, of Currituck. The alleged act was committed in 1905. The child was never found. Harrison was given 20 years in the penitentiary. He appealed to the supreme court and Tuesday he was denied a new trial.

Wednesday afternoon the Norfolk police were notified that he had come to this city and were asked to locate, arrest and disarm him, as he had threatened to commit suicide. He has a married daughter residing here, whom Mrs. Harrison is visiting.

Detectives located him at a hotel. A bell boy was sent up with the request that he come to the telephone. He laughed, declaring that the police could not trap him so easily. He closed and locked his room door. Before the boy could get back to the officers the report of the pistol was heard.

EACH GIVES \$60,000 BAIL.

Arrest of Men Involved in Pennsylvania Capitol Frauds.

Harrisburg, Pa.—The long-expected arrests of those held responsible for the frauds committed in the furnishing and decorating of Pennsylvania's \$13,000,000 capital were made Wednesday, the attorney general causing warrants to be issued for 14 of the 18 persons and firms named by the capitol investigation commission as being involved in the scandal. The warrants were sworn out before Harrisburg aldermen and nearly all the defendants, who had been notified by the attorney general of the action he had taken, appeared during the day, waived a hearing and entered bail for their appearance in the Dauphin county court. Several were unable to appear because of illness and will make their appearance later.

The principal defendants were held in \$60,000 bail, which was furnished in every instance by surety companies. All the defendants are charged with conspiracy to defraud the state by making false invoices.

Plan for Permanent Court Falls.

The Hague.—The plan for a permanent court of arbitration which for some days past has been under consideration by a special committee has failed to pass. A final effort was made Wednesday to reach an agreement in the matter of the selection of judges, but it proved futile.

Boiler Explosion Killed 11 People.

Toluca, Mexico.—Neglect of duty on the part of an employe resulted in the death of 11 persons and injury to 12 more through the explosion of a boiler in the Ferrer factory at Asorrader.

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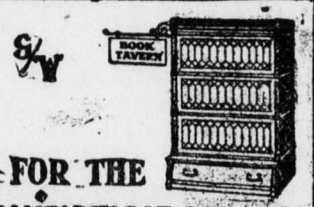
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A large line of Dressers from \$8 up. Chiffoniers of all kinds and all prices.

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