

FOOL THE PEOPLE

MOTTO OF "GET-RICH-QUICK" MEN AND FAKIRS.

HOW SCHEMES ARE WORKED

Desire to Get "Something for Nothing" is Played Upon—Exercise of Common Sense Would End Graft.

"You can fool some of the people part of the time, but you can fool others all the time," seems to be a motto of the get-rich-quick men and "gold brick" operators. Pages of the daily and weekly press may be filled with warnings to readers to be on the lookout for swindlers, yet many who are credited with intelligence will keep right on biting at baits thrown out to them by various concerns who sell "cats in bags."

Psychologists say that every person has a weak spot somewhere in the brain. It seems that this softness is commonly manifested in false reasoning that frequently one can get something for nothing. Understanding this desire on part of the majority, the fakirs bait their hooks accordingly. There are large concerns which have built up great enterprises by representing to the people that with each bill of goods purchased the buyer gets "something for nothing."

Just think of a "graft" like this that will draw \$1,800 worth of soap orders in a single month from a town of 10,000 people! But this is just what has been done within the past few months. Just think of wives of grocers and dry goods merchants in large cities joining "soap clubs" and paying a dollar each month to a foreign concern just to secure a premium, while their husbands could supply them at half the cost all the soap and the premium too! Yet such is the drawing power of "the something for nothing" argument, if the Creator gave these women common sense, they little know how to utilize it.

Some means should be devised to tax directly or indirectly the concerns in foreign cities that seek to do business directly with consumers through the mails. At present they are protected by the interstate commerce law. These concerns make their money by dealing with the people of some community, where they pay no taxes direct or license fees.

The merchants of the town are taxed upon the business they do. Is this proposition a fair one? The foreign insurance companies doing business in a state must pay a license fee for so doing. Why not compel the foreign mercantile concern to do the same? Our national laws should be so constructed as to provide that there be a tax on the amount of business transacted in a state by any mercantile concern in another state, unless the business be transacted by concerns which pay taxes within the state for the doing of such business.

D. M. CARR.

FOR GREATER ECONOMY.

Manufacturing Drifting Closer to Fields Where Raw Material is Produced.

Economy in every industry is becoming more pronounced year after year. Manufacturing centers are drifting toward locations where the raw materials can be secured at lower cost. During the past ten years cotton manufacturing in the south has increased more than a hundred per cent., and there has been a decrease in the production of textile manufacturing centers in the New England states in proportion to the increase in consumption. A score of years ago the great flour manufacturing centers were in New York and other eastern states. To-day the west controls manufacturers of flour and cereal foods. When mills are located in centers of wheat and corn producing sections in number sufficient to utilize the crops of local territory, it will work a benefit to the farmers of the land in the saving of what is now paid in freight rates or raw products to manufacturing centers, and the distribution cost to consumers of the land. Every farmer can help better conditions and help himself by giving his support to local manufacturing enterprises.

An Advertising Trick.

Every reader of newspapers who has the power of observation knows the deception practiced in advertising. Often a fine picture of a stove or some other article has in large figures a price given which is a third of what the real worth of the article is, and the rest of the advertisement so skillfully worded as to give the impression that it is the article illustrated that is sent for the low price. This is for the purpose of securing an order for an article which, when received is found to be far different from what the person who sent the order expects to receive. How would the home merchant fare should he advertise in the same manner? Would he not be placed on the list of tricksters?

Building Up Trusts.

During the past ten years billions of dollars have been sent to the large cities by the residents of rural communities, and these billions have been used in building up trusts that work against the best interests of the masses who reside in agricultural sections. Is it not time to awaken to the dangers of sending money away from the home towns?

MAKING CHEAP GOODS.

Low Prices Too Often Mean Inferior Articles.

Efforts to cheapen cost of production of numerous classes of goods and to place them on the market in competition with well advertised lines, and at much lower price, has influenced not too honest manufacturers to turn out very inferior articles. So long as they can be made attractive in exterior appearance so as to please those whose tastes are for the "showy" seems to be the only consideration. In the manufacture of stoves and ranges particularly is there great opportunity for fraud. In different cities of the middle west are large concerns that make a specialty of manufacturing stoves to supply dealers who depend on cheapness to secure sales. These manufacturers buy from junk dealers all classes of old iron, and this remelted and worked over enters largely into their manufactured articles. The result is that a stove is produced that while it appears to be all right, a few months' use will prove it to be almost worthless. The tensile strength is not there, the metal is rotten and brittle, and the expansion caused by the heat makes it warp and crack. The linings are of the poorest material.

One of the tricks employed is the use of old sheet iron for lining. Throughout the south and in many of the large northern cities the manufacture of artificial ice is extensively carried on. Galvanized iron cans of the capacity of a 200-pound ice-cake are used, and in every large plant thousands of cans are in use. The ammonia that is used in the process of freezing soon causes the cans to corrode, and then they are rendered useless for the purpose required. The stove manufacturing concerns buy up these discarded cans, and use them for lining stoves. It can be judged that the life of the stove in this way is shortened, but as the stoves are never intended to last long, the lining is as good as the other material which enters into their composition. In appearance these stoves are all that can be desired, but their wearing and durable qualities are not half that of a properly made stove should be. They are often sold at as high prices as the best article, but more frequently are disposed of as "big bargains," and are dealt in extensively by concerns that advertise themselves as "manufacturers," and do business "direct with the consumers" through the mails. Makers of stoves who put out brands of goods known to be standard never resort to such methods, as one inferior stove might result in the loss of a dozen sales, and no reputable stove dealer or hardware merchant would handle the goods.

D. M. CARR.

HOME NEWSPAPERS.

Are Factors in the Enlightenment of the People.

This is an era when the business man who would succeed must place the right value upon publicity. This is the most enlightened era the world has ever known. Only a small percentage of the people, particularly among the English speaking, cannot read and write, and in fact it is a rare thing to find an illiterate person in any American community.

In every farmer's house can be found from one to a dozen newspapers and periodicals.

The old-style farmer is fast passing, and there is a general admission that intelligence, in fact scientific training is needed on the farm as well as in the business house and factory. With telephones, daily rural delivery service and every innovation of civilization, the American farmer is fast becoming noted among the educated and advanced classes. They are readers, thinkers and logicians. Growing generations in agricultural communities have all the advantages that the youth of cities have, and few of the disadvantages. They surely breathe a healthier moral atmosphere. The farmers are the main support of the country press. They feel interested in all local affairs, and the home paper is the means of keeping them informed of things going on immediately about them. If the average merchant would give as substantial support to the home paper as does the farmer, the editor would not only be enabled to give the farmer a better paper, represent his interests better, but the merchant would receive a benefit in seeing his town improve and its business increased, and all his environments improved.

Millions Are Lost Annually.

Fifty millions of dollars annually is a conservative estimate of the amount that the people of the United States are swindled out of through the operation of fraudulent investment and insurance concerns.

How easily people are influenced to make investments in questionable concerns, has been recently strongly illustrated through the operations of the different alleged cooperative mercantile, home-building and investment schemes which have been declared fraudulent by the postal authorities. It is during the times of prosperity that the schemers find the richest field. People who never had the handling of much money, and who find in their possession a few hundreds of dollars, just have enough for the "taste" of wealth so that they are easy victims for the sharpers who operate "fake" enterprises which hold out alluring promises of great returns on small investments. State laws for the control of such concerns should be stringent, and severe punishment meted to those who operate them.

LEADERS OF PLOT ARE ARRESTED

THEY PLANNED TO START AN UPRISING IN CUBA.

ORIGINATED IN NEW YORK.

Americans Were Behind the Scheme and the Three Men Arrested Were Professional Agitators Hired for the Job.

Havana.—The secret police on Thursday arrested Gen. Masso Parra, and a little later took into custody Gen. Juan Ducassi and Gen. Lara Mirret, charged with conspiring against public order.

Parra is the alleged leader of the conspiracy to start a revolution against the Americans in Cuba, with the use of funds supplied from or through some firm on Broadway, New York. It is known that simultaneously with the arrival of Parra at Havana three Santo Domingans well known on account of their previous revolutionary records, also reached this port, and it is stated that other individuals of a similar character are working in eastern Cuba.

It is known that the conspiracy originally was hatched in New York by certain Americans whose names, it is said, already are in possession of the United States secret service officers, and it is stated that the leaders here were simply professional revolutionists hired for the job.

In consequence of the arrests made here it is believed the movement will result in a miserable fiasco.

Gov. Magoon, however, is not taking any chances. He is amply prepared, with 5,000 American soldiers and 5,000 rural guards, to crush any movement an instant after it is started.

The governor issued a statement Thursday in which he said, regarding the arrest of Masso Parra, Juan Ducassi and Lara Mirret, that he had been advised of their actions for some time past and had waited for them to carry out their work to some definite end. He was well aware of their conspiracy, and deemed it advisable to put an end to the disturbance they were creating.

To this the governor would add that Cuba had many important questions to occupy its attention for the next six or eight months, and it is desired that the minds of the people be not distracted from these important matters by agitators and disturbers of the peace of the island. The men arrested appear to be the leaders of this movement.

It was rumored here last night that Gen. Estanoz and Gen. Acosta had taken to the field, but the report could not be confirmed.

It is known that the leaders of the movement planned to start the revolution Thursday at seven different points simultaneously.

When Gen. Mirret was taken into custody he was in an automobile and it is alleged he was preparing to leave for the locality assigned him.

Members of the conservative party are greatly worked up over the arrest of Gen. Ducassi, who has been declaring himself in sympathy with that party. A number of prominent conservatives called upon Gov. Magoon and insisted that Ducassi be released, urging his innocence. The governor replied that if he was innocent he would have ample time to prove it. The conservatives retired and after a consultation returned to plead again, but their second effort was as futile as the first.

THE CREDIT CURRENCY BILL.

Convention of Bankers Goes on Record as Approving It.

Atlantic City, N. J.—The report of the currency commission appointed by the American Bankers' association at St. Louis last year was made Thursday to the convention of the American Bankers' association now in session in this city. The report recommends a measure introduced in the last session of congress known as the credit currency bill. The provisions of the proposed act were made known to the convention by A. B. Hepburn, of New York, chairman of the commission. The report was adopted and the commission was continued and its powers enlarged.

An attack upon the plan of the commission was made by a number of western delegates, especially by A. J. Frame, of Michigan, who contended that the primary cause of money shortage in the United States was due to over-speculation and that the credit currency plan pointed backward to eighteenth century flatism. As an alternative he advocated a central reserve fund. He was supported in his views by a number of other members, to all of whom Congressman Charles N. Fowler, of New Jersey, chairman of the house committee on banking and currency, replied in a stirring speech. He declared that this country is the only one without some form of credit currency.

Railroaders in Cuba Strike.

Havana.—A general strike of employees of the United Railroads and the Havana Central railroad was declared Thursday. Trains are running with the help of the engineers only, without firemen or conductors. A tieup of all the roads in the island is feared.

Lipton Will Issue Another Challenge.

London, Eng.—Sir Thomas Lipton, although disappointed at the failure of the New York Yacht club to accept his recent challenge, announced Thursday that he was prepared to challenge with a 50-foot boat, under the New York Yacht club rules.

Killed by an Automobile.

Newark, N. J.—Marcus J. Jacobs, manager of the Columbia theatre here, was run down and killed by an automobile as he was crossing Broad street last night. The machine was going at high speed and did not stop after the accident.

THE MEN BEHIND THE GUNS

MAKE FINE RECORDS IN SHOOTING AT TARGETS.

Men on Battleship Alabama Score 80 Per Cent. of Hits at a Distance of 6,000 Yards.

Washington, D. C.—Although the quarterly target practice of the Atlantic fleet is still in progress in Massachusetts Bay and the results are not formally reported to the navy department, returns have reached Washington showing that a remarkable degree of proficiency in target shooting has been reached by the gunners of the fleet. It is particularly gratifying to the officials of the department to note that this shooting has been accomplished at ranges that a few years ago would have been considered absolutely impossible.

For instance, in the Spanish war Admiral Schley was criticized for bombarding the Santiago Moro castle at a distance of 7,000 yards; yet the vessels of the Atlantic fleet during the past fortnight have been making splendid gun practice at ranges from 7,000 to 8,000 yards. The battleship Alabama has finished her practice and appears to be an easy winner. She made the remarkable score of 80 per cent. of hits with her 12-inch guns at a distance of about 6,000 yards, or nearly 3 1/2 miles. Her firing was directed by Lieut. Landenberger, who was a member of the navy rifle team that won the national trophy at Camp Perry, O., last month.

The target used by all the ships was a canvas screen 30 feet high and 60 feet wide, yet it looked remarkably small at a distance of from three to four miles. The battleships steamed past at ten knots, beginning to shoot at the target when it was 5,000 yards away, the nearest distance, and continued shooting until the range became 5,000 yards, or five miles.

INTEND TO BRANCH OUT.

Independence Leaguers Propose to Extend Their Organization.

New York City.—The organization of a National Independence league was decided upon at a meeting Friday of representatives of state Independence leagues and others who are in sympathy with the objects of these leagues as outlined in state or local platforms. The national body will be a solidification of minor leagues existing or yet to be formed. Its aims are political and in opposition to the republican and democratic parties, which the league promoters declare are dominated by corporation interests and no longer are representative of the people.

Friday's conference was held at Carnegie hall, where some 200 men, said to represent 30 states, met at the invitation of the Independence league of this city, and were addressed by William R. Hearst, the gubernatorial candidate last fall of the Independence league and democratic parties in this state. Before his endorsement by the democratic state convention and subsequent defeat by Gov. Hughes, Mr. Hearst was the municipal league's candidate for mayor and was beaten by Mayor McClellan, the democratic nominee.

Afternoon and evening sessions were held, the feature of the afternoon being the address by Mr. Hearst, who said that the conference had been called to discuss the advisability of forming a National Independence league. He told of the success of the league in New York, Massachusetts and California, and urged the formation of a minor league in every state and the union of all in a general body. The republican and democratic parties, he said, were hopelessly in the control of corporation interests. They failed, he said, to truly represent the people and a third party was sorely needed.

There were other speeches, after which two committees, one on organization and another to prepare a platform outlining the aims of the national body, were appointed.

DUN'S TRADE REVIEW.

Reports of Retail Business are Favorable, but Manufacturing Returns are Not So Bright.

New York City.—R. G. Dun & Co.'s Weekly Review of Trade says: Lower temperature accelerated the distribution of seasonable merchandise and mercantile collections became more prompt, but agricultural prospects were less bright in a few sections that experienced killing frosts before the crops were beyond danger. Reports of retail trade are favorable with scarcely any exception, the fall demand equalling sanguine expectations, and jobbers in all leading lines of wearing apparel report the season's results equal to last year's.

Manufacturing returns are more regular, but most plants are well occupied and have orders covering production for some months. Purchase for more remote delivery are restricted by the financial uncertainty. Many of labor retards work at many points, while other delays are due to strikes, of which several are in progress. There is also much complaint of car shortage, but not more than is customary at this season.

Iron and steel producers are still fully occupied filling old orders and many plants have enough business on hand to be independent during the balance of this year, but new contracts are placed with increasing caution.

A Gettysburg Monument is Dedicated.

Gettysburg, Pa.—The state of New York on Friday dedicated the bronze and marble monument on Culp's Hill erected by the state to commemorate the services of Gen. George Greene and the nine New York regiments under his command engaged in the night fight of July 2, 1863. Maj. Gen. Daniel E. Sickles, U. S. A., retired, presided.

Taft Arrives at Yokohama.

Yokohama, Japan.—The steamer Minnesota, with Secretary Taft and his party on board, arrived here this morning.

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Art Squares and Rugs of all sizes and kind, from the cheapest to the best.

Dining Chairs, Rockers and High Chairs.

A large and elegant line of Tufted and Drop-head Couches.

Beauties and at bargain prices.

\$30 Bedroom Suits, solid oak at..... \$25
\$28 Bedroom Suits, solid oak at..... \$21
\$26 Bed room Suits, solid oak at..... \$20
A large line of Dressers from \$8 up.

\$40 Sideboard, quartered oak..... \$30
\$32 Sideboard, quartered oak..... \$25
\$22 Sideboard, quartered oak..... \$16
Chiffoniers of all kinds and all prices.

The finest line of Sewing Machines on the market, the "DOMESTIC" and "ELDRIDGE." All drop-heads and warranted.

A fine line of Dishes, common grade and China, in sets and by the piece.

As I keep a full line of everything that goes to make up a good Furniture store, it is useless to enumerate them all.

Please call and see for yourself that I am telling you the truth, and if you don't buy, there is no harm done, as it is no trouble to show goods.

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UNDERTAKING.