

TOO MANY STORESCONDITIONS SOMETIMES FOUND
IN NEWER SECTIONS.**IS A POOR BUSINESS POLICY**Good Judgment in Amount of Trade
Storekeeper Can Control Is
Great Essential to
Success.

There is such a thing as overdoing business. There are numerous illustrations of this condition in the newer sections of the west. Towns are built up before the country is fairly settled, and there is little besides the town trade to support the business concerns. There will be several general stores to supply what one good store should look after.

This is poor policy. There are certain conditions that indicate whether there is room in a town or a community for a business concern. It is a well-known fact that the people require just so much food, so much clothing, so much this and that essential to living, and while one family or person may consume more than another certain person, when the average is made it will be found that each spends so much during the year. This being the case, it is an easy matter for the man contemplating establishing a store to estimate about the amount of trade that he can safely hope to control. If he oversteps the limit, he is sure to meet with disaster. Where there are more stores than is justified some dealer must conduct an unprofitable business. It is generally the one who has poor business ability. The experienced and the capable always win, but it is seldom that the astute and careful merchant seeks a location in an overworked field.

Where there are too many business men in a town, there is always heard complaints of dull business. The field is generally made an overdone one by the classes which may be rightly called "pikers" or small-caliber merchants, who see one storekeeper in a place doing fairly well, and conclude that there is a chance for themselves to make a little easy money. The result is poor business for all, and eventually failure. It is poor judgment in matters of this kind that runs up the list of general store failures above the average in other lines.

It is important that the one looking for a good location for a store of any kind, pick out a field where there is need of the class of business establishment that he contemplates starting, and where there shall be patronage enough to make the undertaking a success. Unless this matter be carefully investigated, one runs a risk.

In a new country the towns are generally built up first, and the agricultural section settled up in a gradual way. Settlers are not always a wealthy class, and are not the most liberal buyers. Still they must have necessities supplied, and here is where the new town storekeeper gets his principal business. A store is always successful in a thickly populated community, if the management is such as to draw trade. In the large city all that is essential for success is capital and brains to rightly conduct the business undertaken, for there is always a large mass of people to do the buying, and they will turn their trade to the merchant that throws out the proper inducements to them, and satisfies them the best. In the country, or small town, things are different and business must be conducted on a different basis. Where there is not population enough to consume any great amount of goods, it would be foolhardy to try to build up a great business, for trade is regulated entirely by the wants of the people, and their wants are according to their customs, their success and tastes.

Pointer for the Merchant.

A thing that is more or less a constant source of annoyance to the general storekeeper, as well as his patrons, is the matter of arranging goods so that there is the right kind of display, protection for the goods from dust and dirt, and all arranged with a view of ready access. It is necessary that there be places for hundreds of different articles. Go into some stores, ask for a certain thing, a clerk may take several minutes in looking it up. Not long ago a man called at a general store and asked the proprietor for some small wax candles to be used for ornamentation purposes. The storekeeper said that he had them. Then commenced a search of the premises. Corners were looked into, boxes examined, and no candles found. The storekeeper was positive that he had them in stock, and finally after an hour's search found the candles stored away in a small box under the counter. It required an hour of valuable (?) time to find ten cents' worth of candles.

The up-to-date merchant will have a place for everything and everything in its place, well displayed and easy of access. In the grocery store there should be bins and drawers, shelves and cases for all the stock. Store furniture manufacturers are continually devising improved means of caring for stocks and displaying the same. But it matters not how perfect the store arrangement in the way of furniture and fixtures, there must be system employed. Sales are lost every day by not having goods arranged rightly. The buyer of groceries dislikes to go into a store where there is a barrel of sugar uncovered affording a feast for the flies and a stopping place for the dust; neither does the man have his appetite for cheese or other like things whetted by seeing the arrangement suggestive of filth.

GENERALLY OF POOR GRADE.Sales of Cheap Jewelry by Mail
Amount to Millions Annually.

The report of the sales of one large mail order house showed nearly a half million of dollars' worth of jewelry and silverware sold annually. Take the total of all the jewelry sold by the mail order system of business and it is likely to amount to fully \$25,000,000 to \$30,000,000 annually.

If the people could be made to understand what kind of stuff in the watch and jewelry lines is generally sent out by the mail order houses they would be more careful in buying. The guarantee of these houses amounts to little, regardless of the millions of dollars of capital they may have employed in the business. All the guarantee binds them to do is to supply a new case if the one does not wear for "the 20-year period." Not one case in one thousand, even though they do not last five years, are returned to the concern for exchange. The cases are generally lowest grade, and made to order for the concern. Not long since the manager of one of the catalogue houses called upon a large watch manufacturing concern. By the way this company would not sell the company its own trade-marked watches unless there was an agreement not to cut prices. However, before the manager left he had agreed for several thousand watches to be supplied them. Those watches were of a certain grade, were sold at prices lower than good watches could be assembled and tested. These watches have the special marks of the concern, but not the name.

In rings, emblems, all classes of jewelry, the mail order kind is the cheapest. Should something of a superior character be listed, it will be noted that prices are as high as the local dealer asks. In silverware is where the catalogue house gets in its fine work on patrons. Plated ware is generally sold according to the amount of silver, the weight to the piece or the dozen pieces, used in the plating and the amount of carved work, etc. Like other goods, the mail order house handles a class of ware that is lightly plated and inferior to that which is handled in the regular stores.

THE LAWS OF COMMERCE.Consumption of Products in Accordance
with Fixed Principles.

It is useless to fight for innovations and reforms that are not based upon logic and sustained by sound principles. There is too much of the superficial in evidence in the work of many who undertake to better commercial conditions. The scientist knows better than to ignore the laws of gravity in his calculations. The reformer is foolish to set about his work with an idea of disobeying any known natural law. He is sure to meet with failure. There are conditions in the commercial world that must be observed. Trade is in accordance with requirements of the people, and these requirements are according to other relative circumstances. As our civilization advances new demands manifest themselves. While a hundred years ago the people were satisfied with certain commodities, it was because other things known to us did not exist. The expenses of living keep relatively the same. We have statistics that show the average requirements of a certain class of people. We know to a certainty how the average runs. We cannot tell how much a single man will spend for living during a year, but we do know the average that each in a thousand or two thousand men will spend, classifying them as to occupation and earning capacity. Therefore it stands to reason that in every community the amount of trade is in accordance with the population and the classes of people composing the community. It is useless to argue that trade can be increased by certain methods. A certain merchant by advanced methods may increase his trade, but as he does so some one else loses proportionately. Reformers and business-builders should bear these facts in mind, and not get their "wires crossed."

Right Kind of Advertising.

Not long since in a western town of some 7,000 population the merchants had an illustration of what can be done by judicious advertising. The proprietor of a clothing and dry goods store decided that he would add a grocery department. This was met with the disapproval of other merchants in the town, particularly the grocers. They combined and commenced an advertising campaign directed chiefly against him. Small space was used. They were greatly surprised one morning to find that the object of their attention had in the daily paper a four-page advertisement. They were further surprised when the weeklies of the surrounding towns came out with one and two-page advertisements, offering wonderful bargains and to pay the railroad fare of those who would purchase a certain amount of goods. For miles around the town large posters announced the great sale. Other merchants of the town looked upon the venture as foolish, and predicted that there was something wrong, a failure or a fire in sight. Neither happened, but in two weeks' time the enterprising storekeeper, who advertised to sell 25 pounds of granulated sugar for a dollar, when the jobbing price was more than five dollars a hundred, provided the purchaser ordered other goods, did a business amounting to more than \$16,000, or as much business as the average small storekeeper does in a year. Not alone that, but he is still doing the biggest business in the town. He advertised rightly.

**NEARLY 170 DEAD
HAVE BEEN FOUND**IN THE RUINS OF THE BOYER-
TOWN OPERA HOUSE.**FEW CAN BE IDENTIFIED.**Tank Containing Coal Oil Was Upset,
the Oil Caught Fire and in the
Rush to Escape Scores of
Lives Were Lost.

Boyetown, Pa.—When nightfall on Tuesday put a stop to the work of recovering the dead from the ruins of the Rhoades opera house, where Monday night's holocaust occurred, the official roll of victims numbered 167. Whether any more bodies are buried beneath the ruins cannot be positively stated, but it is the belief of those who had charge of the work that all of the dead have been removed and that the total list of victims will not go above 170. The ratio of women and girls to men and boys is about nine to one.

The bodies were so badly burned that there was little to describe them by and not half the victims will ever be identified.

The opera house was located on the second floor of a three-story brick building.

There were about 250 persons packed in the room, most of whom were adults. The number of children present was small. Later about 65 persons, all local talent, were on the stage giving a performance of the Scotch reformation. The entertainment was nearly over when something went wrong with the calcium light apparatus that was perched on a small platform near the front entrance of the building and at the back of the audience. The light was in charge of H. W. Fischer, of Carlisle, Pa., and he says a rubber tubing slipped from one of the tanks. At any rate there was a hissing sound which caused many in the audience to turn their heads to see what it was.

Hearing the hissing sound and the slight commotion in the audience, one of the performers raised the curtain from the floor. In front of the curtain and serving as footlights was a tin tank perhaps eight feet long, three inches wide and three inches high. It contained coal oil and about 10 lights. In raising the curtain the performer accidentally turned this tank over and it fell to the floor within a few inches of those in the front row. Rev. Adam Weber, pastor of St. John's Lutheran church, for the benefit of whose Sunday school the entertainment was being given, tried to pick up the tank with the assistance of others, but before they could do so the oil flowed out and caught fire.

Then came the cry of "Fire!" and what followed would be impossible to accurately tell. Every eyewitness says that the audience rose en masse and the one impulse was to reach the front door. All attempted it, but few got out. The seats in the center of the hall were of the folding variety, screwed to the floor, while those along the sides of the hall were loose chairs. In the scramble to get out many persons fell over the chairs and were never able to regain their feet. Those who did reach the front entrance found it jammed with people.

One of the double doors had been bolted shut so as to better enable the ticket taker to take up tickets. Not more than two persons could pass this door at one time and after the first half dozen got through the narrow passage it became clogged with the struggling mass of humanity. Men, women, boys, girls and chairs were tangled up in a solid mass that no one from the outside was able to disentangle.

In the meantime someone discovered that there were fire escapes on each side of the building and dozens made their exit by those avenues of escape and gave the alarm. The fire bell was rung and the whole town went to the rescue. All this time the flames from the oil tank were creeping toward the mass of people who were fighting to get out. The noise was terrific and few heard the cries of those who found the fire escapes. Some of the bravest who had gained the fire escapes pulled dozens from the struggling mass and directed them to the sides of the building.

While the people were fighting to get down the front steps the calcium light tank exploded and fire was spread over the entire mass of people. This added horror was more than the rescuers could stand and in order to save their own lives they were forced to flee down the fire escapes. On the front steps outside the door men pulled to open a way for the wedged-in people, but not more than half a dozen were rescued in this manner. The explosion of the calcium tank and the flames from the front of the stage, which had by this time reached the struggling people, made further rescue impossible. The entire interior of the building was one seething furnace.

Congress.

Washington.—An effort was made in the house on the 14th to increase the penalty to be imposed on officers of corporations who violate the law prohibiting money contributions for political purposes, but it failed. The senate discussed the recent bond issues by the treasury department, but took no action.

A Precautionary Measure.

Baltimore, Md.—Powder which requires a dynamite cap to ignite and gives no flame will hereafter be used in the Monongah mines of the Fairmont Coal Co., where over 300 men lost their lives in December, and in all the mines of the company.

Fixes a Date for Installation.

Washington, D. C.—President Roosevelt has ordered that the installation of the president and congress of Cuba, to be elected next December, and the turning over of the island to them be not later than February 1, 1909.

THAW'S WIFE AND MOTHERGIVE TESTIMONY TO SHOW THAT
HE WAS INSANE.Defense Made Good Progress During
Friday's Session of Court—Je-
rome Springs a Surprise.

New York City.—A series of surprises brought the Thaw trial near a crisis Friday. Both Evelyn Thaw, the wife, and Mrs. William Thaw, the mother of the defendant, were on the witness stand and just as the former was about to relate anew the story of her life as she told it to Thaw in Paris in 1903, District Attorney Jerome suggested that in the interest of public morals all persons save those immediately interested in the case should be excluded from the court room during the recital of what he termed "a horrible tale."

The motion included the representatives of newspapers as well as the public generally. Attorney Martin W. Littleton, of the defense, joined in it to shield the young woman from hundreds of curious eyes and said that so far as the constitutional right to an open hearing was concerned, he was ready to waive that point in any manner the court might suggest. Proceedings were suspended until next Monday, when Justice Dowling will announce his decision.

Mr. Jerome attacked the witness in a new way and by standing immediately in front of her and objecting to practically every question which Mr. Littleton asked in his preliminary examination as to her early history, cut the young woman's recital from the effective narrative form it assumed last year into a hundred fragments. Many of the objections were sustained by the court. When these failed, the prosecutor was ever ready with others until the testimony fairly was torn into shreds and had lost entirely the many little touches of human interest which were a part of the narrative last year, when no objections were offered.

TENANTS FOUGHT EVICTION.Police Reserves Took a Hand in the
Low Rent Crusade.

New York City.—Forcible resistance by tenants whom an upper East Side landlord was trying to evict resulted Friday in the gathering of a crowd of 2,000 or more sympathizers in the neighborhood who made so much trouble for the police that the precinct reserves were called out. During the rioting four women and a number of men were taken into custody.

The riotous demonstration began when a city marshal and about 25 assistants visited the block on the south side of East One Hundred and Fourth street, between First and Second avenues, with 80 dispossess warrants for families who had unilaterally demanded reductions in rent of a dollar a month and had refused to pay the landlord's collector more than the new rate they had fixed. The taking out of the furniture from the rooms of the first family visited was the signal for an attack on the marshal and his men by scores of tenants.

The immediate purpose of the demonstration, however, was effected, the marshal deciding not to attempt the serving of more dispossess warrants at the time.

THE NATIONAL LAWMAKERS.Proceedings of the Senate and House
of Representatives.

Washington.—An effort was made in the house on the 14th to increase the penalty to be imposed on officers of corporations who violate the law prohibiting money contributions for political purposes, but it failed.

Washington.—In the house on the 15th a number of amendments to the bill codifying the penal laws of the United States were agreed to. The senate passed a joint resolution reducing from \$24,000,000 to \$11,000,000 the war indemnity to be paid by China to the United States.

Washington.—On the 16th the senate calendar was cleared of nearly every bill on it and the bill to revise the criminal laws of the United States was discussed until adjournment, which was until the 20th.

Washington.—On the 17th the house passed a large number of pension bills and adjourned until the 20th. The senate was not in session.

FINANCE AND TRADE.Confidence in the Future Grows More
Rapidly than Current
Business.

New York City.—R. G. Dun & Co.'s Weekly Review of Trade says: Progress is slow, but each week brings a little improvement and confidence in the future grows more rapidly than current transactions. The best feature is the broader market for commercial paper. Loans in mercantile channels are now negotiated freely at little more than the normal rate, facilitating postponed undertakings and making collections more prompt.

Manufacturers increase production gradually, conservatism being general, and many industries are not operating more than 50 per cent of their full capacity. Readjustment of wages is still contemplated by many producers before machinery will be started. Several more steel plants have resumed and others will start up next week.

Three Girls Killed.

Seranton, Pa.—Three girls were killed, ten seriously injured and a score or more slightly hurt in a fire in the Imperial Knitting Co.'s mill here Friday. Those killed met their fate by jumping from windows to the pavement.

Troops Can Stay a Little Longer.

Washington, D. C.—President Roosevelt has informed Gov. Sparks of Nevada that he will permit the troops to remain in Nevada for such length of time as will give the legislature opportunity to organize a force to perform police functions.

Balcom & Lloyd.

WE have the best stocked general store in the county and if you are looking for reliable goods at reasonable prices, we are ready to serve you with the best to be found. Our reputation for trustworthy goods and fair dealing is too well known to sell any but high grade goods.

Our stock of Queensware and Chinaware is selected with great care and we have some of the most handsome dishes ever shown in this section, both in imported and domestic makes. We invite you to visit us and look our goods over.

Balcom & Lloyd.LOOK ELSEWHERE BUT DON'T FORGET
THESE PRICES AND FACTS AT**LaBAR'S**

We carry in stock the largest line of Carpets, Linoleums and Matings of all kinds ever brought to this town. Also a big line of samples.

A very large line of Lace Curtains that cannot be matched anywhere for the price.

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
\$25 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.

FOR THE COMFORTABLE LODGING

of fine books in a choice library select the Ideal pattern of Globe-Wernicke "Elastic" Bookcase. Furnished with bevel French plate or leaded glass doors.

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GEO. J. LaBAR,
Sole Agent for Cameron County.

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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