

GO OUT FOR TRADE**MERCHANT SHOULD BE AN EXPERT IN HIS LINE.****WISE USE OF PRINTERS' INK**

How Advertising by a Specialist Was Turned to Profit by a Wide-Awake Country Store-keeper.

One of the latest deals of the town-to-town man is the working up of sales for some local merchant. He enters the town and contracts with some storekeeper to hold a week's sale. What goods the merchant cannot supply he will have shipped in to add to the stock on hand. He is a worker for the percentage on the gross sales, and stands the advertising bills. He is a past-master in the art of country town advertising. He knows how to get out an attractive poster and how to reach the town people and the farmers as well. He covers the front of the store with signs calling attention to the sale. He has a force of specially trained clerks. He makes business fairly hum, unless he bucks up against another merchant in the town who knows a few things about getting business himself.

Not long ago in one of the small western cities one of the "experts" opened up a sale for a merchant who had a considerable stock of stale goods, particularly boots and shoes, on hand. The front of the store building was covered with attractive signs, thousands of posters and handbills were sent throughout the city and country, and the advertising began to show results. There was one live merchant in the town who saw a chance to reap a benefit from the efforts of the "expert." The sale had only fairly gotten under way when the dealer-up-to-date commenced placarding his store in the same block. He was not slow in the advertising line. When the sale manipulator hung out his sign, "Finest shoes in the town, \$1.50 per pair," the up-to-date man met it with: "These shoes don't look like kid, they are not paper, but they will wear better than anything you can get for twice the money—only \$1.05."

Other signs called attention to honest values; that there was no special sale on hand; that was regular business and regular prices—but prices were right, the goods were right and honest values, and invited comparison with "any other stock in town," and the people were interested. Farmers understand the "bargain sale" deal, and at the end of the first day the up-to-date man had sold 139 pairs of shoes and rubbers. He didn't have to cut prices. He gathered up all his odds and ends of stock, placarded them so as to tell the people they were a little out of style, but honest bargains, and he did business in volumes as great as the expert bargain man, and convinced his customers that not alone on one day could they get full value for their money, but on any day.

It is well for the merchant in the small city to do judicious advertising. This will bring as good results, and save the percentage paid the "expert." In fact if the merchant would take the amount that would be paid out to the expert and use it in advertising in his home paper he would be the winner in the end. Then, again, the "expert" is out to make sales, and he makes them, sometimes in such a way as to turn away the trade of those who were good customers of the merchant.

D. M. CARR.

COUNTRY STORE EXPENSE LIGHT**Local Merchants Should Be Able to Meet City Store Competition.**

In the matter of expense of conducting business, the country merchant has far the edge over the storekeeper of the large city. He has lower taxes, his insurance is not so high, neither has he to pay his help such high wages as the city merchant. In fact, the country merchant can sell goods lower than the big city store, and make money—that is if he is a good buyer and gets his goods at the price he ought to buy them at. It is all tommyrot to say that the department store sells goods for quality any lower than does the average country merchant. The reason is plain—department storekeeper or the mail-order house can't do it, because expenses are so much higher. Walk into department store, ask to see a line of hats, men's hats, or a line of shoes. Note the prices marked and then drop into a country store, pick out the same quality, let it be the same make of goods. What will you find? That the country store asks fully 15 to 20 per cent. less than the same goods are sold for in the big city store.

Migratory Merchants.

Retail merchants in small towns have almost as bad competition with the traveling month-in-a-town fakir, as they have in the big catalogue houses. Many towns have ordinances and even state laws in some cases are in force, to control the wandering from town-to-town "merchant."

Those migratory dealers are hand-ers of job lots, seconds and stale goods and are adepts in the advertising art. They land in a town with a carload of their inferior goods, hire a vacant store room in some part of town, in or as near the business center as they can; distribute attractive posters throughout the town and country, and then glib salesmen start to work the unsophisticated. It is mainly in the boot and shoe, dry goods, clothing and the notion line the traveling merchant works.

BEING UP-TO-DATE.**Live Business Men the Ones Who Make the Greatest Success.**

The man in business is out to win or he wouldn't be in business. There are many little details that must be looked after, must be studied and which are essential to success. Many merchants, particularly in small towns, are kept so busy wrapping up bits of gingham, weighing out sugar and doing the hundred and three other things, that they think they have no time to give all these little essentials attention. These days the merchant is really up against a hard game, unless he keeps right in line and to the front. Statistics show that 90 per cent. of those who engage in the retail trade fail.

People must buy necessities. The average mortal wants the best he can get for the least money. Merchant Jones can't sell at any higher prices than Brown on the opposite side of the street sells like goods for, and Brown's method is pretty good.

Brown has captured a good trade, and on some lines gets stiffer prices. How does he do it? Look at the arrangement of his goods. He has a place for everything, and everything properly in its place, and displayed to the greatest advantage. He hasn't his potatoes and his apples mixed in a heap and his tomatoes and other canned goods of the vegetable class mixed with his jellies and his jams; neither are the labels so covered with dust that the goods look as if they were held in stock for years. You can just bet Brown is up-to-date, his goods are so arranged that people find a pleasure in stopping in front of the store and looking at the show windows, and go through the door and see the harmony and order in all the arrangement of his stock. Brown himself is no slouch, his attire is plain but neat, no gaudy display and his temper is always even, and a smile is for every customer, and all his clerks are required to keep themselves neat and show the greatest courtesy to everyone who enters the store. Then, again, he sees that goods are delivered promptly, no delay in getting your sugar, your butter and all that you order from Brown, for he is always Johnny-on-the-spot. Then again, he keeps all his customers feeling well; he always believes in an era of good feeling; he is sympathetic. Then Brown is a man who doesn't believe in keeping a set of books for the purpose of charging up poor accounts. He has a knack of collecting his bills so his customers feel they are under obligations to him, and while he is a stickler for making cash sales, sometimes good responsible customers want a little credit, and get it. Merchants like Brown are the kind that build up the home town.

MAIL-ORDER TRICKS.**Prices Manipulated to Give Erroneous Impressions of Cheapness.**

The catalogue houses make such inroads into the business of the dealers who chiefly rely upon country trade, that in some localities merchants can't be blamed for the complaints they make. Much can be done by the merchant to prevent his customers sending to such concerns for goods, if he will but make the effort. Sometimes a little solid reasoning will have the right effect. Any man of common sense knows that the basis of all prices is the cost of production. There must be a paying profit in the business of manufacturing, and allowance made for cost of placing on the market. The purchaser should be satisfied that the manufacturer and the dealer made a fair, honest profit. The farmer estimates his profit on the cost of growing his products. On many crops and on his cattle and hogs his percentage of gain is much more than the storekeeper makes upon the goods he sells. A little reasoning along these lines with explanations that if low prices are made there must be inferior goods supplied, will perhaps help to keep many people from sending away for goods. One trick of the catalogue houses is to classify goods by sizes as to make a very low price on goods little in demand, and large profits on goods mostly called for. The one who looks at the list to see prices finds his eye first sees the low-priced goods and naturally concludes that the whole line is lower. If a careful examination of the list be made the trick would be found, and an average of the list would show that the articles most called for are higher than would be asked by the home merchant.

In a Presidential Year.

This is presidential year, and the alarmist, the dry-goods box philosopher and the calamity howlers of different breeds and opinions are abroad in the land. Presidential years are "off" years, so they say, and the most level-headed old-timer shakes his head with doubt when he speaks of the conditions throughout the land. There is a little cause for a tightening up in the affairs, more cautiousness in financial and commercial centers in general. This year there are no such "preliminaries" of evil as generally mark presidential years. Business goes on just the same as it has during the past half dozen years or more, only there is evidence that men are not losing their heads and are carefully considering possibilities. The agricultural sections are particularly fortunate in the fact that their prosperity depends little upon the fluctuations of stocks or securities. 'Tis the wealth of land and live stock that counts, and while any depression may to a certain extent influence price, it will require a greater calamity than a change in administration to paralyze agricultural industries.

Picked Up in Pennsylvania

WASHINGTON.—A poker game and all-night carousal at house 154, Westland, resulted in the murder of Lee Oliver.

GREENSBURG.—In a fire which destroyed A. F. Immel's coal tippie and building, causing \$7,500 damage, a watchdog was burned to death.

BUTLER.—Samuel Taylor, aged 55 years, residing near North Washington, was kicked by a horse and instantly killed. He was unmarried.

HARRISBURG.—A charter was granted to the Ellwood City and Wurttemberg Electric Railway Co. to construct a three-mile line in Lawrence county.

BUTLER.—A well was struck on the O'Brien farm by Geyer & Co. The production started off at six barrels an hour, with indications of staying qualities.

HARRISBURG.—The meat hygienic inspectors appear to have pretty thoroughly broken up the trade in immature veal, which had grown to large proportions in northeastern Pennsylvania.

WASHINGTON.—During the temporary absence of his mother, Joseph, the 2-year-old son of Mr. and Mrs. Joseph Bellsaire, of Cokeburg fell into a tub of boiling water and died a few minutes later.

YORK.—Seven horses and mules, 14 cows and 20 hogs perished in a fire which destroyed the large barn and several buildings on the farm of Martin Baer, near Mangas Mills. The loss is over \$5,000.

HARRISBURG.—State Health Commissioner Dixon's well organized system of free distribution of diphtheria antitoxin among the poor saved over fifteen hundred lives in Pennsylvania during the year 1907.

HAMBURG.—While in transit between Fleetwood and this place, a Reading railway freight car, containing furniture, etc., of Rev. Stephen Buntz, was entered by robbers. About \$60 worth was taken.

WILLIAMSPORT.—Former County Commissioner Leroy Robinson and Philip Farenbach, a well known farmer, were drowned in swollen streams near here while attempting to ford Smuncy Creek.

MIDDLETON.—George, the 11-year-old son of William Fritz of this place ate what he thought was a fine large artichoke. It wasn't an artichoke and the boy almost died from vegetable poisoning as a result.

PITTSBURG.—John Dell, 90 years old, said to have been the last surviving veteran in Allegheny county of the Mexican war, is dead at his home in North Versailles township. He also served throughout the Civil war.

BEAVER FALLS.—Among 700 persons who attended a farm sale held by A. V. Brittain in Chippewa township were 33 of the 38 candidates for various county offices. Letters of regret were received from the five others.

PHILADELPHIA.—George Eels, aged 60 years, shot and killed Mrs. Address, a neighbor, in the lower section of the city and probably fatally injured Ella Paschall, his alleged common law wife, and Kate Jewel, a niece of Mrs. Address.

HARRISBURG.—Auditor General Young has announced the appointment of E. C. Dewey of Clearfield to be chief of the bureau of accounts and Fred E. Beach of Tioga to be warrant clerk in place of the late Jas. C. Jeffers of Philadelphia.

JOHNSTOWN.—Believing a strange Italian's stories of riches, pretty dresses and promises of beautiful presents, 13-year-old Katie Spisot has been lured from her home in Windber. Efforts to locate her have been vain. She disappeared March 16.

SCRANTON.—Frederick Foster, 26 years old, of Dunmore is dying at the State hospital with a bullet in his head. The wound was inflicted by Patrolman Oliver Cromwell, from whom Foster attempted to escape, after he had been placed under arrest.

HARRISBURG.—Calling for help and trying vainly to grasp the extended hand of a little companion, Roy Smith, the 5-year-old son of Mr. and Mrs. Harry Smith, of Heckton was swept away to his death in the swiftly running Susquehanna.

WILLIAMSPORT.—The discovery in the woods near here of the bodies of Frank Roberts and Mrs. Gustine Brizet, disclosed a double tragedy. When found both had bullet holes in their heads, and close by Roberts was a revolver with two chambers empty.

WASHINGTON.—The famous old churchyard weeping willow which stood in the plot surrounding St. Peter's Roman Catholic church at Brownsville has fallen, a recent storm having uprooted it. The tree shaded the graves of the father, mother and sister of James G. Blaine.

WASHINGTON.—Lafayette G. Call, a business man of Waynesburg, shot and killed himself in a room at the rear of his place of business in the Sayers building.

WILLIAMSPORT.—In Conesburg, Potter county, there was born to Mr. and Mrs. Alfred Button their 25th child. Each of the 24 other children is well and happy.

CLEARFIELD.—Operators and miners of the Central Pennsylvania soft coal field, in joint conference here, re-adopted the present wage scale for another year from April 1

BEAVER FALLS.—Mr. and Mrs. R. M. Lowney were injured and seriously burned by an explosion resulting from a fall here.

HARRISBURG.—State Zoologist Surface has issued a warning to all owners of orchards to spray for eradication of San Jose scale within ten days.

NORRISTOWN.—Thomas G. Cannell, the former tax collector of Pottstown, convicted of embezzlement, was sentenced to serve six months in the county prison and pay a fine of \$1,000.

POTTSVILLE.—Another sign of an industrial boom in this part of the anthracite region is the starting of work on a new colliery to be opened near Brockville, in the Schuylkill valley.

VANDERGRIFT.—All the sheet floors, blooming and bar mills and one-half of the open-hearth steel departments of the American Sheet and Tinplate Co. here have been put in operation.

SCRANTON.—Locked in their home at Hughestown, near here, while their mother, Mrs. Dominick Jimitto, went to the butcher shop, the house caught fire and three children were burned to death.

LEWISTOWN.—Homer B. Cupper, 57 years old, an engineer on the Lewistown division of the P. & E., was crushed beneath an empty cage while coaling his engine at the shops here recently.

NORTH WALES.—The E. K. Freed Milling Co., which has operated a grist mill here for the past fifty-one years, will go out of business April 1. The mill is to be dismantled and the building sold.

HARRISBURG.—The first arrests made by fish department attaches this year for catching bass out of season were made near Coatesville. Two men had ten bass and must pay \$100 or spend 60 days in jail.

OIL CITY.—The Petroleum bridge, the first structure to span the Allegheny river at this point, connecting the north and south sides of the city, has been condemned and closed to vehicles and street car traffic.

KITTANNING.—New scales purchased by the borough having been installed, every load of straw, hay or coal hauled into the town for sale must be weighed on them in accordance with a recent ordinance.

HARRISBURG.—Over 200 samples bought in groceries outside of Philadelphia and Allegheny counties have been sent to chemists for analysis as to their quality. The sampling was ordered by Commissioner Foust.

MIDDLETOWN.—This place has been considerably aroused over the arrival in town of several traveling evangelists, who are holding services in an unoccupied store room and who claim to have the "gift of tongues."

BEAVER FALLS.—Falling into a deep pool into which gas was escaping Mr. and Mrs. R. M. Lowney were badly burned by an explosion which followed and were penned in by flames until men arrived and rescued them.

HARRISBURG.—Since the commencement of the fiscal year of the auditor general's department in November, the state has collected \$6,655,279.70, an excess over the corresponding period of last year amounting to \$213,668.31.

LANCASTER.—Born the same year, 55 years ago, John Burnite, a farmer of Colersin township, and wife died within a few hours of each other of the same disease, pneumonia, and were laid away together at the same time in the same cemetery.

BLOOMSBURG.—The Mifflinville bridge, now in course of construction, was the scene of another accident that will probably result in the death of Jacob Johnson or this town. He was struck across the back by an iron cable which broke when one of the derricks fell.

WILKESBARRE.—News was received in Plymouth that Mrs. Carrie Emmons, 63 years old, who left recently saying she was going to visit friends in Scranton, went instead to Dover, N. J., and was there married on March 27 to John P. Johnson, 73 years old.

READING.—The body of Henry Strohl, a wholesale tobacco dealer, aged 53, who came here from Lancaster nine years ago, was found in a public road three miles west of Reading. Near was a bottle which had contained carbolic acid and which had been drained of its contents.

BRADFORD.—Gerald Fesenmeyer, aged 10 years, is at the Bradford hospital with a fractured skull, and is probably fatally injured as the result of an accident. The boy was watching the work of razing an old building by some workmen when a brick or some other heavy object fell and struck him on the head.

MONONGAHELA.—During a brawl among 15 men George Slawitsch, a Pole, was slashed twice across the face, the sight of both eyes being destroyed.

PHILADELPHIA.—After vainly trying to induce his wife to join him in a suicide pact, Henry Blair committed suicide at Cynwyd, a suburb, by drowning.

STATE COLLEGE.—Eighteen students narrowly escaped death and the \$40,000 chemistry building was saved from destruction by prompt work of the student fire brigade.

You Read the Other Fellow's Ad

You are reading this one. That should convince you that advertising in these columns is a profitable proposition; that it will bring business to your store. The fact that the other fellow advertises is probably the reason he is getting more business than is falling to you. Would it not be well to give the other fellow a chance

To Read Your Ad In These Columns**Your Stationery**

Is your silent representative. If you sell fine goods that are up-to-date in style and of superior quality it ought to be reflected in your printing. We produce the kind that you need and will not feel ashamed to have represent you. That is the only kind it pays to send out. Send your orders to this office.

The Buyers' Guide

The firms whose names are represented in our advertising columns are worthy of the confidence of every person in the community who has money to spend. The fact that they advertise stamps them as enterprising, progressive men of business, a credit to our town, and deserving of support. Our advertising columns comprise a Buyers' Guide to fair dealing, good goods, honest prices.

C. G. SCHMIDT'S

HEADQUARTERS FOR

Popular Bakery,
FRESH BREAD, PIES, FANCY CAKES, ICE CREAM, NUT CONFECTIONERY

Daily Delivery.

All orders given prompt and skillful attention.

Don't Use a Scarecrow**To Drive Away the Mail Order Wolf**

You can drive him out quickly if you use the mail order houses' own weapon—advertising. Mail order concerns are spending thousands of dollars every week in order to get trade from the home merchants. Do you think for a minute they would keep it up if they didn't get the business? Don't take it for granted that every one within a radius of 25 miles knows what you have to sell, and what your prices are. Nine times out of ten your prices are lower, but the customer is influenced by the up-to-date advertising of the mail order house. Every article you advertise should be described and priced. You must tell your story in an interesting way, and when you want to reach the buyers of this community use the columns of this paper.

**A MOST TOUCHING APPEAL**

falls short of its desired effect if addressed to a small crowd of interested listeners. Mr. Business Man, are you wasting your ammunition on the small crowd that would trade with you anyway, or do you want to reach those who are not particularly interested in your business? If you do, make your appeal for trade to the largest and most intelligent audience in your community, the readers of this paper. They have countless wants. Your ads will be read by them, and they will become your customers. Try it and see.

The Place to Buy Cheap

—IS AT—

J. F. PARSONS'

DROPS
TRADE MARK
CURES
RHEUMATISM
LUMBAGO, SCIATICA
NEURALGIA and
KIDNEY TROUBLE

"DROPS" taken internally, rid's the blood of the poisonous matter and acids which are the direct causes of these diseases. Applied externally it affords almost instant relief from pain, while a permanent cure is being effected by purifying the blood, dissolving the poisonous substance and removing it from the system.

DR. S. D. BLAND

Of Hewitt, Ga., writes: "I had been suffering for a number of years with Lumbago and Rheumatism in my arms and legs, and tried all the remedies that I could gather from medical works, and also consulted with a number of the best physicians, but found nothing that gave the relief obtained from 'DROPS.' I shall prescribe it in my practice for rheumatism and kindred diseases."

FREE

If you are suffering with Rheumatism, Neuralgia, Kidney Trouble or any kindred disease, write to us for a trial bottle of "DROPS," and test its power.

"DROPS" can be used any length of time without acquiring a "druggist's habit," as it is entirely free of opium, cocaine, alcohol, indiarub, and other similar ingredients.

Large Size Bottle, "DROPS" (50 Doses) \$1.00. For Sale by Druggists.

SWANSON RHEUMATIC CURE COMPANY, Dept. 59, 160 Lake Street, Chicago.