

## BY DUBIOUS MEANS

BUYERS OF GOODS FORCED TO PAY EXORBITANT PRICES.

## SOME COMMON GRAFTS

Alleged Wholesale Houses Growing Rich Through Trade Secured by Agents Who Work in the Rural Districts.

It is the desire to get bargains, to buy something at prices so low as will "save dealers' profits," that costs many residents of rural communities vast amounts of money. It is the seductive argument held out by certain classes of houses that seek to do business through the mails, that the local dealers are charging too much for their goods, and that it is fair for the consumers to save their dealers' profits themselves, that causes many to gain experience that is costly.

For many years past traveling agents have been numerous in agricultural sections soliciting orders for goods among the farmers. This class of agents is known as box-car men. They enter a neighborhood, and aim to sell sufficient goods so that a car load can be shipped to the nearest station and distributed. The ways of these agents are much like the "heathen Chinese"—ways that are dark and tricks that are vain. But nevertheless, they reap rich rewards, or they would quit the business.

It should be known to every intelligent person that all classes of goods have a real value. These values are based upon conditions. The law of supply and demand has not all to do with fixing prices. To concisely sum up the factors of cost of a manufactured article there are three principal elements, viz.: The cost of the raw material; the expense of manufacture and the expense of distribution. From the producer of the raw material to the consumer, all interested in the transactions are entitled to equitable compensation. The farmer, the grower of oats sells his oats to the mill operator. The oats is manufactured into oat meal, or breakfast food. The wholesale and retail dealers are employed to distribute it. The wholesale dealer is nothing more than a warehouseman, and his compensation is for storage, and for costs of handling, and the guaranteeing to the manufacturer the cost of the goods sold. He receives only a small margin of profit. It may be said that the retailer fills a place as to the consumer as does the wholesaler to the retailer. Now it is impractical for the manufacturer to maintain stores of his own in hundreds and thousands of towns. If he could find a more economical way of distribution than the wholesaler and the retailer he would do so. But if they are cut out a more costly system of distribution must be inaugurated.

Now as to the traveling sell-direct-to-the-consumer agent. He does his business chiefly with the people who give little study to commercial matters. He represents himself as agent for a large wholesale house. He talks continually of how the consumer by buying from him can save the profits that the retailer would make. But the fact is that the expense is not eliminated. The average traveler who sells goods to the farmers receives a commission of from 25 to 40 per cent, or about 15 to 20 per cent, more than the retailer's average on such goods as he sells.

But this is not all. These men are downright dishonest as a general rule. They are a development of the proverbial lightning rod agent. They practice the same principles, only shift the kind of goods sold. In fact the majority of them represent alleged houses that exist only in name. In one western city are located a number of men who are doing business under a half dozen different names. They even haven't a warehouse. When orders are sent to them by their agents, they go to some wholesale grocer and buy the goods. Not alone this, but after they purchase what they need they adulterate the same. They buy dried fruits in bulk, the cheapest kind, and repack them in boxes supposed to weigh 25 pounds each, but in reality only weighing from 20 to 22 pounds, cases included. The spices that are bought are adulterated with ground nut shells, starch, and other material that makes up weight. The coffees are of the very cheapest and the teas the same. It is seldom that the articles sent to the purchaser are the same as the samples shown. It must be remembered that the agent is under heavy expense, four to six dollars a day for team and hotel bills, and then he receives 25 per cent. commission on what he sells. To this must be added the profits for the house, which is about another 25 per cent. All this must be made and the buyer of the goods is the one who must make good.

Lately in the western states the box-car men have adopted dubious methods of getting trade. Knowing how anxious the farmers are to secure the highest prices for products, they have been traveling around through the country pretending to be buyers of products. They contract with the farmer for butter, eggs, poultry, etc., promising about 25 to 30 per cent. above the market price. They claim they are shipping to Arizona, New Mexico, or somewhere else, where higher prices are received. Incidentally they say that their house runs a number of large stores, and also sells to the farmers, saving them the average profits of the dealer. This is sufficient. The farmer falls into the trap, gives a good large order for supplies, and a few weeks later he finds a cheap lot of goods awaiting him C. O.

D. at the local depot. He waits in vain for the crates, the egg cases, etc., promised to be sent so he can pack his eggs. If he fails to take the goods the legal end of the company comes into play, and rather than have trouble, the gullible farmer pays dearly for his supplies.

He remembers the deal. He is determined to not be again caught in a similar trap. A few months later another agent appears. He promises to sell a farm wagon, something else, perhaps, that the farmer needs, at a price so low that the farmer feels friendly. He relates how he was done up by the former agent. Then the traveler turns loose his vials of wrath. He accuses the concern represented by the first agent as a robbing outfit, and one that should be put out of business. He gets an order, but the farmer does not understand that the goods come from the same concern that the other agent represented. That only a different name was used, and the farmer is on his regular list of "suckers." The only safe way for the consumer to do is to patronize home concerns. His home merchants are interested in being fair and square. They know that they must deal honestly or they will lose customers. Their percentage of profit is far less than that made by the box-car concern. Then, again, the principle of sending money from the neighborhood where it is earned is all wrong. It is against the interests of the consumers of every class and kind. A lively home town always affords the best market. There is a saving in freight rates and commissions to middlemen. D. M. CARR.

## FOR SPRING AND SUMMER TRADE

Right Kind of Advertising Brings in the Customers and Builds Up Business.

Merchants who get out and present their lines in the right way are going to capture the trade. Questions that the retailers should ask themselves, are: What am I doing in the way of advertising? Have I the right kind of space in my home paper? Have I the proper style of copy? Have I spoken to the printer about getting up the advertisement tastefully and with a border, etc., and in the right kind of type?

Spring goods should be in show windows now, and much of all that is ready for the buyers.

If the merchant uses a page or a half page in the local paper, he should have the printer lift the form and run off a thousand or more handbills that can be circulated about the country. No use in doing this unless it is the right kind of advertising. No use in just saying: "Spring goods of all kinds at Brown's." Such won't bring business. Give prices, and tell how low the prices are and how good the goods are. The advertisement should be so divided as to give a space to different kinds of goods, and some good illustrations, and some prices that will talk, so when the prospective buyers come they will not be disappointed. Merchants should see that clerks don't lie, don't misrepresent, and that they treat every caller courteously. See that deliveries of goods are promptly made, and that in each package there goes out a circular telling of other bargains. Now should be the merchants' harvest time. Everybody who has money expects to spend a goodly share of it. Don't neglect advertising right. Tell your patrons that you can secure for them any kind of goods that they want if you should happen not to have what is inquired for in stock. Your jobber will take special pains to put up a small order for you if you tell him that there is need for it, and will try to assist you all he can. Now is your harvest time and make the best of it.

## HOW LOSSES OCCUR.

Investors Fail to Study Financial Matters Closely and Act Unwisely.

The great masses of people do not give sufficient study to financial matters. The farmer who is employed from early morning till late at night has no time to study into things outside of those that directly relate to his occupation. The same with the average laborer. When either have a little surplus money to invest they are easy victims of the schemers who make great promises, plausible arguments, and with a juggling of figures show how little money can be made to earn great interest. It is always safe to seek investment of surplus money in local investments. You are certain that if you use good judgment you cannot lose. When you place your money into the hands of schemers in some distant place and of whom you know little, there is a chance that you will be the loser and that chance is strong against you.

## Cleanliness About Stores.

Close observers note that the most successful grocery stores are the ones which are kept in the cleanest and neatest order. There is a large class of people, and they are not the richest ones, either, who would rather have good, clean groceries, things they know are pure and kept right, and pay a good price for them, than have inferior, carelessly kept goods at a cheap price. Attractiveness about the grocery is a most important thing. It means a saving all around. In the southern country where the summer weather continues for the greater part of the year too great care cannot be exercised in the looking after stocks. A little neglect will cause losses that will prove serious. Some classes of goods if not protected from insects will be soon ruined. The grocer who would have his windows attractive will do well to avoid having stale things displayed. He should strive to make an impression that his stocks are clean and well-kept.

## Picked Up in Pennsylvania

**TAMAQUA.**—Because her love for a well known Tamaqua man was not requited Elvira Tetter, aged 20 years, committed suicide in her room by asphyxiation.

**BUTLER.**—J. Murphy, a Pittsburg traveling salesman, was robbed of a roll of money, a gold watch and other valuables as he slept in a room in the Miller house, Evans City.

**TITUSVILLE.**—R. E. Dickinson, just inaugurated mayor of this city, is the youngest mayor the city ever elected and one of the youngest in the state, being only 30 years old.

**YORK.**—Mrs. Edward G. Brownlee's death brought a sad ending to a romance. She was married on her deathbed after it had been realized by physicians that she could not long survive.

**BUTLER.**—After a struggle with three robbers in his store at Lyndora, Stephen Zombo saved a roll of \$200 in his pocket and compelled the intruders to leave with but \$25 taken from the cash drawer.

**SCRANTON.**—Otis Wood, aged 25 years, killed his old mother, Mrs. Lucretia Wood, at Bald Mount, near here. Wood claims he mistook his mother for a burglar as she was entering the house.

**TYRONE.**—The Pittsburg express on the Pennsylvania railroad was wrecked near the station. Six Pullman cars were derailed. The passengers were badly shaken up, but no one was seriously hurt.

**HARRISBURG.**—State Zoologist Surface is receiving many twigs in his daily mail. The twigs are sent by farmers who fear that their trees are affected by scale and they ask the advice of the zoologist.

**HARRISBURG.**—The reports of the chemists who made analyses of canned goods purchased in various parts of the state are being received by Commissioner Foust. The reports are said to be very favorable.

**BEAVER FALLS.**—Mrs. Mary Vale Downey, 51 years old, who with her husband, James M. Downey, was terribly burned when gas exploded in a cesspool into which both fell on April 1, died as a result of her burns.

**NEW CASTLE.**—The lid which former Mayor Hainer kept so tightly screwed down for months came off recently. Cigar stores were open and Sunday newspapers were again being sold on the streets without interference.

**PHILADELPHIA.**—Warrick Brooks, a negro, was hanged here for the murder of William T. Jones, also a negro, whom he shot during a quarrel. Brooks is the seventh murderer to be hanged here within the last eight weeks.

**WASHINGTON.**—The central part of Washington was shaken as if by an earthquake when dynamite stored in an outbuilding owned by Pietro Emilio, an Italian, exploded. Windows were shattered and small buildings damaged.

**BRADFORD.**—Crazed with jealousy at the sight of his sweetheart driving with another man, Forest Sprague, 25 years old, of Davis City shot himself through the head in the highway about a mile from his home. Sprague died instantly.

**PHILADELPHIA.**—Without preliminary warning Director of Public Safety Clay aroused the entire police department and the political workers here by demanding the resignation of seven of the best-known detectives in the city service.

**HARRISBURG.**—The state game commission is anxious about some of the forest fires which are raging in various parts of the state. In Luzerne county the woods are burning in localities where there is an abundance of game and it is feared that there will be losses.

**HARRISBURG.**—The state revenue commissioners have changed the form of bond for surety companies acting as surety for banking institutions having state deposits so that judgment cannot be entered without 60 days' notice. Reductions of half a million were reported in state debt in the last year.

**HARRISBURG.**—The attorney general's department has given opinions on the factory inspector's department that children of aliens are required to be able to read and write English before being allowed to go to work when under the age of 14. Ability to read and write another language is not sufficient.

**YORK.**—Dissatisfaction in the York fire department because of the appointment of George Croll as chief and Walter Ziegler as superintendent of the fire alarm system, by Mayor Weaver, is growing and has caused two companies of the department, the Good Will and Vigilant, to be in open rebellion.

**WASHINGTON.**—Zollarsville officers shot and wounded one of four men who robbed the Strout general store in daylight, but the thieves escaped with considerable plunder.

**READING.**—A windstorm of unprecedented fury swept over the Schuylkill valley. Its greatest force seemed to be concentrated at Temple, where the roof of the engine house of the Temple furnace was lifted bodily from the building, sent into the air to a height of at least 100 feet and then sweeping over some houses, dropped into a field nearly 100 yards away.

**GREENSBURG.**—Fire in the Mittinger block here did \$10,500 damage and for a time threatened the business section.

**OIL CITY.**—The 3-year-old daughter of Mr. and Mrs. John Puelle fell into a tub of scalding water and was scalded to death.

**MONONGAHELA.**—A fire at McMahan destroyed four dwellings, a large warehouse and a church, entailing a loss of \$7,500.

**GREENSBURG.**—Robert McNesson, aged 16, of Everson, was struck in the back with a baseball and seriously injured. Both legs were paralyzed for a time.

**BUTLER.**—Fifteen men were injured, three perhaps fatally, in a wreck on the Pittsburg, Harmony, Butler & Newcastle Street railway at Evans City.

**BELLEFONTE.**—The opening of the trout season here was marred by a hard rain, but scores of fishermen lined every stream and the catches were good.

**WASHINGTON.**—While plowing in West Finley township Clifford Jenkins turned up a nest of bumble bees. The weather being warm, the bees caused the team to run away.

**WASHINGTON.**—A dwelling house on Rock Lick, Greene county, occupied by Ritter, Sherrick, was destroyed by fire with all its contents, entailing a loss of about \$3,000.

**HARRISBURG.**—Few enlistments are being made by the state police department, as the list is practically filled. There are dozens of applications, but few examinations are being made.

**MEADVILLE.**—Superintendent U. G. Smith notified the Meadville school board of his resignation, effective in June. He has accepted the superintendency of public schools at Medford, Ore.

**HARRISBURG.**—In two years the state debt has been reduced \$1,121,700. In June, 1906, the state had outstanding \$2,515,900 in 4 per cent bonds and \$645,800 in 3 per cent bonds, a total of \$3,161,700.

**BUTLER.**—J. D. Shearer, aged 45, the expert machinist injured by an explosion of gasoline while inspecting a tank car at the plant of the Valvoline Oil Co. in East Butler April 3, died at the hospital.

**FRANKLIN.**—Jacob E. Mentzer, freight conductor, alighting from his caboose, stepped in front of a locomotive and was ground to pieces. His home was in Oil City.

**PUNXSUTAWNEY.**—Suspected of stealing boards from the Adrian mines of the Rochester & Pittsburg Coal Co. here John Stylonski, 19 years old, was shot dead by Night Watchman George Shallenberger of the mines.

**CONNELLSVILLE.**—Fire, caused by a defective flue, destroyed the residence of Justice of the Peace George B. Graham, in Dunbar township, William Crossland's stable, near Moyer, was burned, causing a loss of \$1,000.

**CONNELLSVILLE.**—With her husband serving a year in the county jail Mrs. David McMullen and her 10 children were rendered homeless by a fire which severely burned several of the babies before they were rescued.

**WASHINGTON.**—Mr. and Mrs. Jacob Blatt, an aged couple living on Pigeon Creek, were maltreated by three burglars. Mr. and Mrs. Blatt were dragged from their beds, bound and gagged. The house was then ransacked.

**PUNXSUTAWNEY.**—While kindling a fire with oil at Carrolton Mills, eight miles east of here, Mrs. Catherine Spencer's clothing ignited. A daughter entered the house as Mrs. Spencer fell fainting. She died six hours later.

**MILLERSBURG.**—Conductor C. W. Kiel of Sunbury was badly injured in a wreck on the Northern Central railroad near this place when two empty coal cars jumped the track in front of the McClellan coal storage yards and were thrown over a bridge that spans a wagon road.

**BEAVER FALLS.**—Charles Patterson, who went to Virginia to prospect for gold, has returned home. He says he found plenty of gold, but had trouble clearing titles to the properties. He says many natives, whites and negroes, wash out the pay dirt, but their methods are crude.

**HARRISBURG.**—Stories from Lehigh county are to the effect that fruit culture, which used to be a great business in that county, has been resumed. Some years ago the scale was so bad that orchards had to be given up, but since spraying has become so general and the results so satisfactory landowners are turning to it once more.

**HARRISBURG.**—Thirty-six children were marched out of the Day Nursery and Free Kindergarten without a scratch during a fire which burned the top story of the building. Twelve of the youngsters were asleep when the fire was discovered.

**BUTLER.**—A. G. Black of Slippery Rock township, a school teacher, farmer and Democratic politician, carried a dynamite cartridge in his pocket while blasting stumps. One hand is now minus four fingers and there is a hole in his side. Black put his hand in his pocket to take out the cartridge and it exploded.

## 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.

The Place to Buy Cheap

—IS AT—

J. F. PARSONS'



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

"DROPS" taken internally, rids 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 Erewton, 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 it yourself.

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

Large Size Bottle, "DROPS" (500 Doses) \$1.00. For Sale by Druggists.

SWANSON RHEUMATISM CURE COMPANY,  
Dept. 80, 100 Lake Street, Chicago.

## C. G. SCHMIDT'S

HEADQUARTERS FOR

FRESH BREAD,

Popular

FANCY CAKES,

ICE CREAM,

NUZ

Bakery,

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.

