MAKING A WINNING

SELF-CONFIDENCE IMPORTANT FACTOR TO SUCCESS.

DANGER IN DIFFIDENCE

One Cannot Ignore Responsibility and Gain Prominence in Any Vocation Chosen-Talent and Energy Essential.

In the struggle to succeed many fall by the wayside. The goal of sucss is not for the one who cares not to assume responsibility. Neither is it to be attained by him who is ill equipped and recklessly plunges into

uties that he cannot perform. Diffidence in self is a barrier many. A lack of confidence has been the stumbling stone that has caused brilliancy often to conceal its luster in obscurity. How many do we find filling subordinate positions in the great commercial world who have all the knowledge essential for a higher place, and perhaps are playing second fiddle to one who is inferior as to training, but whose aggressiveness and self confidence have been factors in forcing barriers aside, and allowed him to step into positions of honor and affluence?

He who would forge to the front must first know that he is mentally equipped for the position he seeks. It is not years that ripen experience. It is not age that counts in the struggle. It is brains well cultivated, and energy. It is confidence, and the power to control. Few would achieve greatness if they shirked responsibility. The young man starting out in the world should learn that if there is an opportunity offered him to advance he should grasp it. He should not be timid. Often older heads are passed over. He must not think that youthfulness is a bar to the performance of duty or to assuming positions that riper years may perhaps have been associated with Others may smile and deride, but remember it is ability that counts, and tenacity and perseverance that wins. Authority makes easy the work.

Among those of the present who have achieved mightily and who occupy prominent places in the commerworld, and in the arts, are young men of talent and energy. The inclination of these later days is to seek the young and the energetic to fill places of responsibility. No longer is age considered the chief requirement for high places. At the heads of the corporations will be found men of no advanced years. In the great bank-ing institutions young men will be found to be the most active forces. In the army no longer is age considered worthy of high office, but rather merit So it is with every profession or vo-

Accompanying other should be stability of character. Too often it is found that of the ones who go to the front, while all qualities necessary for the work are in evi-dence, weakness of character, the inclination to soar socially and to seek recreation in ways that are vain and unworthy, causes a downfall. Our penitentiaries are filled with penitents, with men whose careers were full of promise and brightness, and who had responsibility placed upon them, but been unfaithful to their trusts. Then it is not all in ability, in selfconfidence and energy to accomplish, but it is honesty and integrity and a keen sense of right, and right doing that assures greatest success. out these qualities no one can expect to attain greatness. Even some of the greatest men, the ones who have been honored by positions high in governmental affairs, have had their weak-nesses displayed before the world after years of prominence, and are passing declining years robbed of the honor that a higher sense of morality and justice assures.

Don't shirk responsibility: don't ignore the attainment of the knowledge essential to success, and do not forget that there is always more satisfaction in knowing that we have abided by honor and all its precepts than that we gain great fame in wealth. D. M. CARR.

BUSINESS EXPERTS

Every Merchant Should Be One If He

During recent years a number of self-styled business experts have come into existence. They are apparently the outgrowth of the advertising school. They are business-builders, men with ideas, and ready to dispense services at so much per dispense. One of the reasons why this class of experts exists is the lack of proper business education on part of merchants. Were the average retailer the well-informed man that he should be there would be little field for the business specialist It behoves the business man these days to be in the front rank of the well-informed or he is likely to be in the front rank of bankrupts. There is hardly a middleground. One may be a plodder for a while, but it sooner or later becomes evident that the re tailer or the jobber or the man in any branch of business who does not keep up to advanced methods is supplanted some one more enterprising. It is only necessary to study the failure re of the large commercial agencies and the cause of disaster can easily be discovered. It is the knowledge of these truths which encourages the business experts. But strange as it may seem, these men who are specialists and know all about how to run affairs of someone else quite often lack the ability to properly and suc cessfully conduct business for themselves.

OUR COUNTRY PRESS

It Is Making Progress and Is Impertant to Wide-Awake Advertiser.

Close estimates show that advertising in country papers has increased fully 20 per cent. the past five years. This shows that the merchants are realizing how important it is to advertise, and also shows that there is merit in the right kind of use of printers' ink, or there would be a decrease instead of a continual increase. There can be no doubt that the inroads of the mail order houses into trade in different parts of the country have aroused merchants to the necessity of more extensive advertising.

One of the things that has no doubt stimulated advertising is the practice of many manufacturers supplying dealers with electrotypes and ready prepared advertising. There can be no doubt the trade papers have been important mediums in the matter of influencing merchants to do more and better advertising. It matters not how the change has been wrought, but it is a fact that advertising patronage of the country newspaper publishers has been increased about 20 per cent. in five years. This means that the merchants are getting their eyes open, and are on the right path for the protection of their interests.

Now is the time to start at work on spring and summer advertising. There will be a heavy trade the coming seasons. The people have abundance of ready cash and they are anxious to spend some of it for things that they want. The live merchant is going to get his share of it.

He is going to get just a little more If he sets out right and does a little judicious advertising. When we say little we mean that he must use liberal space and fill it with the right kind of ideas, of attention attractors. Start in early. Take time in studying out just what you want. You should have ideas that are worth trying out, some opinions in regard to goods that you carry and want to shove. When you have carefully weighed the matter, take your printer into your confidence and tell him that he must do his best to get the ideas in the right kind of shape. Too often good advertisements fall flat because the printer has no knowledge or lacks means of setting up an attractive advertisement. It will pay the liberal advertiser to adopt the methods the great concerns in the cities follow. Have a certain style of type to use exclusively in your advertising. If the printer is too poor to get it for you, it might be a good investment for you to secure it yourself and for your sole use. It will be different from the others, and the people will notice it. It will be a kind of advertising trade mark for you.

OUT FOR THE CASH.

Organizations Which Prey Upon the Business People as Well as Others.

Now and then comes the news of the formation of some new-fangled organization. Many of them are designed to do away with established systems of business. Most of them are schemes devised by insincere persons who think that they can make some easy money through the work. Plans proposed are of the most impractical and visionary kind. Not long since what was known as the "South Dakota" plan was undertaken, and it involved a complete revolution of established business methods. It was proposed to have the backing of Standard Oil interests to the extent of \$20,000,000, and with this great amount establish supply houses in large cities, issue immense catalogues with the names of merchants who would use them, and supply all these merchants with the goods listed. It was a brilliant scheme. Should such a plan be-come operative and successful, it would be the building up of a mam-moth monopoly to fight the retailers of the land or compel them to become merely agents of the concern. There is only one way to fight the tradeaway-from-home evil, and that is by educating the people to the fact that trary to economic laws; that the farmer and the laborer who patronize other than home enterprises is working against bis own interests. This is a tedious process. It is an expensive thing to do, and the only way it can be done is by the liberal use of printer's ink, by utilizing the home papers that are as deeply interested in the building up of the home town and community as the merchants, the bankers and as the farmers should be.

Our Common Protector.

Did you ever think that the govern ment is a great obliterator of prize schemes, premium games, adulterated foods, etc.? It surely is, and the time is not far off when it will take a hand in the methods of selling goods, and let it be hoped cut out such schemes as coupons and the premiums in general. Fraud one way is just as bad as fraud some other way. The lottery principle involves the plan of making a great majority contribute toward the payment of sums to a mighty small minority. The average premium scheme works with more certainty. It means that all the users of goods with which premiums are given must contribute towards paying for prizes which only about 30 or 40 per cent. of the users of the goods receive. There are two ways of heading off the premium deal: One is to educate the merchants and the consumers to the truth that the premium racket is a plan that works against their inter-ests, and the other is to have the government prohibit the plan. The former is a hard proposition to handle, and perhaps the latter is equally so, but it is more certain and would be more effective,

→ ※ Pennsylvania

WASHINGTON .- Catherine Barney, the 6-year-old daughter of James Bar-ney, died from burns, her clothing ig-niting at a fireplace.

WASHINGTON.—The residence of Frank Smith at Bowlbys Mills, Greene county, was destroyed by fire, caus-ing a loss of \$3,000.

GREENSBURG.—A 4-year-old son of Mr. and Mrs. Robert Wilkinson of Herminie was burned to death in a fire which destroyed their home.

NEW CASTLE.—While playing cow boy here Ernest Mornes, aged 9 years, was perhaps fatally shot by Fred Kerr, aged 13 years. The shooting was accidental.

ERIE.—The fish tug Keystone sank in eight or ten feet of water at her dock in the slip at the foot of French street and there is a strong suspi-cion that she was scuttled.

HARRISBURG .- State Health Commissioner Dixon has required the bor-ough of Upland, near Chester, to de-vise plans to do away with pollution of the Delaware river from its sew-

HAZLETON.—Antonio De Lorenzo, an Italian, was shot and killed by Raphael Darico as De Lorenzo was entering the gate of his own home in Hazle township, near here. Darico es-

CARLISLE .- On the charge of em bezzling \$35,000 from the Merchants National bank of this city John V. Harris, teller of the bank, was arrest-ed upon direction of the comptroller of the currency.

CHESTER. — Henry Hinkson, a prominent citizen, died here after sev-eral weeks' illness. He was 68 years old. For many years he was active in Republican politics, serving two terms as city treasurer.

BUTLER.—In suits filed here the Pittsburg, Harmony, Butler & New Castle Street Railway Co. is asked to pay \$70,000 damages to 18 workmen who were injured by the wrecking of a coal car at Evans City.

WASHINGTON .- Daisy Evans telephoned to W. A. Roupe to come to her room. He was just in time to see the girl fire a revolver shot into her right breast. She will likely die. Jealousy is supposed to be the cause.

NEW CASTLE .- Trainmen on the NEW CASILE.—Italining on the Pittsburg & Lake Erie railroad captured Sam Parr, an Italian, charged with attempting to wreck the Lake Erie branch passenger train running between this city and New Castle Landing.

GREENSBURG.—A 2-year-old son of Mrs. Edward Dorsner of Radebaugh played with a revolver and it was discharged, the ball passing through the child's face. The bullet was extracted at the Westmoreland hospital, and the baby will recover.

BUTLER.—That a vicious dog is a public nuisance, and owner must slay the animal and pay doctor bills of persons bitten, was decided by Justice Joseph Crisswell of Lyndora in the case of Lucas Davon, whose dog bit case of Lucas Davon, whose of Frank Allis. The dog is dead.

READING .- Most of the Reading po HEADING.—Most of the Reading po-licemen have been in service for many years and have raised luxuriant beards of varying cut and hue. The new chief of police has issued an order that for the sake of uniformity all hirsute adornment, with the exception of mustaches, must be removed at once.

ERIE—Twenty thousand dollars will cover the loss by fire at Albion and about one-half of this is covered by insurance. The blaze originated in the Wick wire hardware store in the Lecry Fountain building, and spread to the Davenport residence and the homes of Postmaster Barnes and W. H. Buhcanan. homes of Pos H. Buhcanan.

ERIE.—"Bernard, put some wood on the fire," directed Mrs. Anthony Kray-vetsky to her 12-year-old son. She left the house for ten minutes and return-ing found him hanging by the neck from the bed post. He had used his ing found him hanging by the hear from the bed post. He had used his necktie to hang himself. No reason is known for the rash act. The boy's feet were on the floor and he must have forced strangulation

GREENSBURG .-- An acetylene gas plant in the home of Dr. George Boehm of Arona exploded and wrecked the building. The physician and his housekeepers, Mrs. and Miss Rosensteel, were painfully burned. One end of the house was torn out, the front moved from the foundation, the porch blown off and the dwelling damaged beyond repair.

HARRISBURG .- The state authorities have announced that the corrupt practices act requires that every can-didate for a nomination must file a statement of his expenses. It is stated that an impression seems to be abroad that only successful candidates are compelled to file statements, but the law is very explicit, saying that every person who was a candidate for a nomination must do so.

PITTSBURG.—John Maxwell and Charles Utterbach, both of Dennison, O., trainmen on the Pan Handle railwere crushed to death when two freight trains sideswiped at Collier 35 miles west of here.

JOHNSTOWN .- A letter from Har JOHNSTOWN.—A letter from Harrisburg and a postal card from Milwaukee, both addressed to James S. Donneily, Pitcairn, Pa. were found on the horrible mangled remains of a man, discovered by a track walker near Seward, Westmoreland county. It is believed the man either fell or was jolted from a freight train and fell under the wheels,

KITTANNING.—A small boy and a match caused the destruction of Simon Schaefer's barn at Blanket Hill. The loss is \$1,500. match

WASHINGTON.—A.O. Steffen of McDonald owns a calf which has neither eyes nor tail. The calf is healthy and sticks close to mother.

LANCASTER.—The Pennsylvania railroad station at Parksburg was wrecked by dynamite, used by robbers in blowing open the safe in the ticket office, in which they secured \$400.

WILKESBARRE .- An explosion of gas in Woodward colliery at Kingston, operated by the Delaware, Lackawanna & Western Coal Co., resulted in five miners being seriously burned.

TYRONE.—Raymond Henifan and Frank Crawford, each 15 years old, who are alleged to have broken into J. C. Barr's grocery store and robbed the safe of \$40 were arrested. The lads had \$36.

MAHANOY CITY.-Richard Brown

of Mahanoy Plane was released unin-jured from Hammond colliery, near here, after having been entombed for 30 hours by a rush of coal and rock caused by a blast.

PHILADELPHIA.—Unable to bear any longer a retirement that left him without occupation after 45 years spent in active business, Thomas H. Nice, a retired grocer, shot himself in Fairmount park.

HARRISBURG.—John D. Warfel, senator from Lancaster county from 1876 to 1884, died at Lancaster, aged 77 years. He was one of the founders of the New Era and a very prominent man in that county.

MONONGAHELA.—The Domestic mine of Domestic Coal Co., across the Monongahela river from here, caught fire. The entire tipple and a stable were burned. The mine had not been used in several years.

WEST NEWTON.—Fire Completely destroyed the planing mills and lumber yard of Finley & Campbell, causing a loss of \$50,000, with but light insurance. The blaze is believed to have been of incendiary origin.

BEAVER .- Employes of the Standard Connecting Rod works, who have been working on short time, will go on a nine-hour schedule. At the Key-stone Driller works employes who had been laid off will be put to work again.

CHAMBERSBURG.-The United Brethren Sunday school broke all attendance records here Easter, when one-seventh of the town's population attended the session. were present 1,486 teachers

tree force of attaches in the state treasury have received letters from John O. Sheatz, the incoming state treasurer, notifying them that they would not be reappointed. Mr. Sheatz will take office May 4. will take office May 4. PITTSBURG .- Because his parents

HARRISBURG .- Practically the en-

objected to his attentions to a mar-ried woman who was not living with her husband, Abner Bosworth, a young man 20 years old, started west a few days ago and later drowned himself in the Scioto river, near Columbus,

READING.—Albert G. Kelm, farmer of Pike township, killed himself in his home by shooting himself through the heart. Worriment over the death of Mrs. Leanda Dry, to whom he was engaged, and the failure of a Philadelphia party to buy his forms and the same and the same and the same and the same are the same and the same are the same and the same are the sa delphia party to buy his farm, are the

PITTSBURG.—Samuel Elliata, 12 years, Wilfred Wingerly, 14 years, and Charles Stoltz, 11 years old, were seriously injured while attempting to rob a bird's nest in the iron work of a bridge. The boys came in contact with a guy wire, charged with electricity, and fell a distance of 25 feet to the ground.

CHAMBERSBURG .- A sensational suicide and an evident attempt to blow up his home, together with his own body, was made at this place, when George Ganfelt, aged 35, plugged all the holes about the kitchen, lighted the gas in the chandelier and then turned on six burners of the gas stove and lay down to die.

GREENSBURG .- Reports are com-GREENSBURG.—Reports are coming from country districts that Westmoreland county farmers were buncoed by the same mail order scheme worked in Butler county, where the operators cleaned up nearly \$40,000. What purported to be orders for goods were signed by farmers and later turned up at Greensburg banks as judgment notes.

HARRISBURG.—State Health Com-missioner Dixon has approved the plans for construction of new sewers in McKeesport so far as they are to be used for surface water, but has re-fused to allow the city to use them for house drainage, requiring that a study be made of the sewage of that locality so that pollution of the Youghioheny may be stopped.

HARRISBURG .- State Dairy and HARRISBURG.—State Darry and Food Commissioner Foust's crusade against "doctored" vinegar is spreading through a number of counties and the arrests in Lycoming and Northumberland counties have been followed by others in Huntingdon and Blair.

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 upto-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.

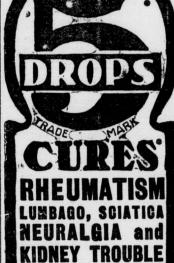
The Buyers' Guide

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

J. F. PARSONS'

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the poisonous matter and acids which is the direct causes of these diseases. plied externally it affords almost intrelled from pain, while a permanent re is being effected by purifying the bod, dissolving the poisonous submee and removing it from the system.

licolor, instantial ingredients.
Large Size Bottle, "5-DROPS" (200 Be 51.00. For Sale by Druggists. SWARSON RHEUMATIC CURE COMPANY, Dept. 80. 160 Lake Street, Chicago.

# ~C. G.SCHMIDT'S,



FRESH BREAD, PIES.

FANCY CAKES. ICE CREAM,



Daily Delivery.

Allorders 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 busi-ness? 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 inter-esting 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.