

### 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 success is not for the one who cares not to assume responsibility.

Diffidence in self is a barrier to many. A lack of confidence has been the stumbling stone that has caused brilliancy often to conceal its luster in obscurity.

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.

Among those of the present who have achieved mightily and who occupy prominent places in the commercial world, and in the arts, are young men of talent and energy.

Accompanying other essentials 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 evidence, weakness of character, the inclination to soar socially and to seek recreation in ways that are vain and unworthy, causes a downfall.

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 Intends to Meet with Success.

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.

### OUR COUNTRY PRESS.

It is Making Progress and is Important 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.

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.

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.

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.

### 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.

### Our Common Protector.

Did you ever think that the government is a great obliterater 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.

## Picked Up in Pennsylvania

WASHINGTON.—Catherine Barney, the 6-year-old daughter of James Barney, died from burns, her clothing igniting at a fireplace.

WASHINGTON.—The residence of Frank Smith at Bowbys Mills, Greene county, was destroyed by fire, causing a loss of \$3,000.

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

NEW CASTLE.—While playing cow-boy here Ernest Morner, 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 suspicion that she was scuttled.

HARRISBURG.—State Health Commissioner Dixon has required the borough of Upland, near Chester, to devise plans to do away with pollution of the Delaware river from its sewage.

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 escaped.

CARLISLE.—On the charge of embezzling \$35,000 from the Merchants National bank of this city John V. Harris, teller of the bank, was arrested upon direction of the comptroller of the currency.

CHESTER.—Henry Hinkson, a prominent citizen, died here after several 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 Pittsburgh, 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 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 Junction.

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 Frank Allis. The dog is dead.

READING.—Most of the Reading policemen 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 Leary Fountain building, and spread to the Davenport residence and the homes of Postmaster Barnes and W. H. Buchanan.

ERIE.—"Bernard, put some wood on the fire," directed Mrs. Anthony Kravetsky to her 12-year-old son. She left the house for ten minutes and returning found him hanging by the neck 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 candidate for a nomination must file a statement of his expenses. It is stated 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 railroad, were crushed to death when two freight trains sideswiped at Collier, 35 miles west of here.

JOHNSTOWN.—A letter from Harrisburg and a postal card from Milwaukee, both addressed to James S. Donnelly, Pittsbur, 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.

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.

MAHANAY CITY.—Richard Brown of Mahanoy Plane was released unjured 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 tippie 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.—Employees of the Standard Connecting Rod works, who have been working on short time, will go on a nine-hour schedule. At the Keystone Driller works employees who had been laid off will be put to work again.

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

HARRISBURG.—Practically the entire 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.

PITTSBURG.—Because his parents objected to his attentions to a married 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, Ohio.

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. Lenda Dry, to whom he was engaged, and the failure of a Philadelphia party to buy his farm, are the causes.

PITTSBURG.—Samuel Ellata, 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 Ganfell, aged 35, plunged 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 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 Commissioner 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 refused 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 Youghiogheny may be stopped.

HARRISBURG.—State Dairy 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.

SHARON.—Jasper Tyrell, a constable of Fowler township, advertised in the newspapers of this vicinity for a wife. Out of five hundred replies received he selected a writer from Sharpsville, who signed her name Mrs. Arletta Goodrich. They arranged a meeting and she proved to be an old schoolmate. They were married.

## 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'



## CURES

### RHEUMATISM LUMBAGO, SCIATICA NEURALGIA and KIDNEY TROUBLE

"5-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 Brewton, Ga., writes: "I had been a sufferer 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 '5-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 "5-DROPS," and test it yourself. "5-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, "5-DROPS" (500 Doses) \$1.00. For Sale by Druggists.

SWANSON RHEUMATIC CURE COMPANY, Dept. 50, 169 Lake Street, Chicago.

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.

