WRONGS TO FIGHT

EFFORTS TO PREVENT MONEY LEAVING HOME COMMUNITIES.

MAIL-ORDER SYSTEM BAD

Many Concerns in Small Towns Impoverished for the Benefit of the Few in Business in Larger Cities.

Bright minds of the different trade associations have for some years been working devising means of preventing the growth of the mail order business. Various plans have been projected. Nearly all that have been tried have met with failure. The catalogue system of business continues to advance. Some small houses have dropped out of sight, but the big ones are grow-

The mail order problem is a troublesome one. One of the reasons why it is so is because of the methods that the houses pursue, their wide advertising, and the presentation of their side of the question by the hundreds and thousands of farm, religious, society feather and thousands of farm, religious, society feather and religious. ciety, fashion and mail order papers that go to the homes of the masses, and which are mainly supported by the advertising of the mail order con-cerns. Each locality has its peculiar local conditions. Merchants in some towns, and these towns are many, are not the aggressive and enterprising class that are capable of competing with the mail order concerns. The agricultural classes are among the most intelligent, are readers and think-ers, but there are channels along which their thoughts flow. Close study demonstrates that as a general rule farmers labor under the impression that a low estimate is placed upon them by the people of the towns. The city folk dress better, the children of the merchants move in a different class from the children of the farmer, and even the merchants' wives per haps dress a little more expensively than do the wives of the farmers. All these things have their reflection in business matters. Then, owing to the impressions that are the result of continual reading of the advertisements of the catalogue houses, the farmer is led to believe that he unnecessarily pays higher prices for what goods he requires when he purchases them of the home merchant than he should. He believes that he is made a victim and that the profits that go to the merchant should not be so great.

It is evident that the farmer's education along economic lines is defective. He has to a great extent developed a warped idea of business and commercial values. If the catalogue house proposition be ameliorated it is evident that the consumers of every class be made to realize that they are in error. In fact, a course of education along right lines is necessary. It is not good business policy for the pa-pers that draw support from mail order concerns to combat a business or publish anything that is likely to injure the income from advertising. Thus little help can be expected from the papers that have their columns filled with mail order advertising.
Then there remains only the country press as the medium through which the people may be enlightened. But here is another problem. The average country editor is not by training equipped to carry on an intelligent campaign. He is likely to injure the cause by creating prejudices, by his too blunt attacks on the catalogue house system, and on their patrons. Any effort that he may make is looked upon by the farmer as emanating from the business interests of the town, and published solely with a selfish motive. Thus are excellent arguments deadened, and shafts that should be effective, act as a boomerang.

It has been the inclination of the merchants' associations to discuss the mail order house behind closed doors. In his small knowledge of association work the farmer is most likely to think that when business men of a town organize it is for the purpose rking agains the interests of the farmers in gen eral. The way the associations have been conducted in many towns almost justified this belief on the part of the farmer. It must be understood by the merchants that any matter that affects the interests of merchants and farmers and laborers alike should be discussed openly. There is no reason why a lecturer on business economy should caution his hearers that only merchants should be present to hear him. If his proposition will not stand the criticisms of all whom it should interest, it is a poor one.
Farmers and laborers have their

own organizations. These are all of the protective class. It is the aim of the average farmers' organization to combat the machinations of the trusts that dictate to them the prices that they shall receive for their prod-It is the object of the laborers associations to combat the inclination of the capitalistic classes to lower wages, and raise prices of commodities. On close investigation it will be found that the farmer who is the most active worker against the trusts, and the laborer who cries loudest against the oppression of the employers, are the ones who by their short sighted policy give the very systems that they complain about the greatest pport. The evils of trade and com-erce to-day are the offspring of cap support. stal concentration. For years vast tions of the union to the great metro politan centers. Billions of dollars have been drawn by the great insur-Billions of dollars ance companies; country banks have made in the aggregate many millions of dollars deposits in the big city

banks. The trust companies are load ed down with trust money from all sections of the land. These vast sums must be employed in a way that wil pay interest. Financiers devise means for investment. A dozen con-eerns are amalgamated, combined into one mammoth concern, and the money for the purpose is the money of the people of the country at large who send it to the large cities through different channels. Here we find a trust built up that works to the detriment of the farmer and the masses of the land, and operated by the dollars that were supplied by the very people op-

pressed by it.

There is one cure, and one cure only for capital concentration. That is a strict adherence to simple home trade principles. Keep in each com-munity to the greatest extent all the earnings of the people of that commu-The withdrawal of capital from a section impoverishes it just so much. It takes away the means of establishing new industries for the employment of the people. Thus are towns re-tarded in their upbuilding, and real estate values are kept from advanc-ing. The home market for the farmers' products is destroyed, and every interest and every person in the community suffers from the effects.

Thus it can be seen how vital it is to the masses to understand that any system of business that draws from community the surplus earnings of the people and takes away the legitimate profits that should go to its tradesmen, is a system worthy of condemna-tion. Cannot these questions be discussed openly before the farmers and the other laborers? Is there any argument that cannot be well sustained? there an intelligent farmer would not do some substantial thinking when it is shown to him that he is working directly against his own financial interests when he patronizes other than home stores and home in-

USING SHOW WINDOWS.

Arrangement of Goods to Attract Attention Is Not to Be Neglected. Many grocers consider it useless to

display stocks in windows for the purpose of attracting attention. The same ones will carelessly stack up outside heaps of perishable goods, and fail to even use mosquito netting to keep the flies off. One of the most prosperous groceries in a large city in the west made rapid progress from a small stand to a big concern in a few years. It was the neatness of the place and the display of the goods, and the promptness in looking after orders that built up the business. This, at least, is what is claimed by the owner. One of the notable things about the place is that there is nothing displayed outside the store unless the same is in The show windows, one each side of the door, are as carefully fixed up two or three times a week as the windows of a fashionable dry goods store. One display will be of a certain kind of canned goods on which the grocer is making a run. Cans will be artistically arranged in pyramids, stars, triangles, with a view to harmony in the color arrangement of the labels. Later a display of olives, products, bacon, hams, sausages, lard, catsups, condiments of all kinds, will Everything is season. able. When the berries begin to arrive these are displayed in the wine dows, and sometimes the windows made to hold whole stocks. While in one window there may be a display of canned goods, in the other will be artistically arranged a line of meat and complete assortments of the goods of some well-known house. Neatness and cleanliness are the two principal things to be observed in the grocery window display. There should be ample protection from flies and insects. It is necessary that changes be made frequently. And let the arrangement of the goods in the store correspond well with the show made in the win-

Personal Advertising.

Advertising of the proper kind always pays, whether it is by circular, letter, billboard or the columns of the focal paper. The newspapers are by far the best mediums and the least expensive in the long run. Yet it may be not amiss to back up your newspaper advertising with circulars now and then, or better still, by letters.

Merchants in small towns sometimes labor under the impression that they are well known to all in the community; that there is little need of advertising, as there is only so much trade to be had and it will naturally drift their way. This reasoning is wrong. It matters not if Mr. John Jones visits your store daily, he will appreciate getting a letter from you calling his attention to some new things that perhaps he has been studying up in the mail-order house catalogue. It is a pretty good idea to spend a few dollars in special advertising every time get in stock anything new and it off. salable. Dollars spent in advertising are never lost if good judgment is exercised in the construction of the

Business Methods Changing. Merchants should consider well all phases of any proposition that will eventually work to their detriment. Year after year conditions are changing. The retailer is finding the screws becoming a little more tightened. There is bound to be a reaction. Rebates in the way of railroad rates, in the way of trade in general, are being pretty well aired by the government. The time is not far distant when the interests of the consumers and the re tailers will be much better protected. For the carrying out of these purposes there is necessity for stringent action. When any system is a bad thing for the people in general it should be

Picked Up in 补偿 补偿 → ※ Pennsylvania

FORD CITY.—The residences of Steve Pallem and John Morosky were damaged \$1,500 by fire.

HARRISBURG.—The Pennsylvania national guard will be mobilized by brigades at the division encampment at Gettysburg this summer.

BRADFORD .- Samuel Christenson residing on a farm about two miles out of Kane, McKean county, on a country road, killed himself by shooting.

GREENSBURG .- Suffering from ty phoid fever Irwin Sell, a farmer Youngwood, committed suicide shooting himself through the head.

JOHNSTOWN. - Louis stein, a well known German, attacked his wife with a hatchet, fatally in-juring her, and then hanged himself.

BUTLER .- Thomas M. Marshall, aged 69, of Mars, died at the Butler hospital from injuries sustained on a Baltimore & Ohio railroad siding at

BUTLER. — Through an explosion of gas in the firebox at an oil well pump station near Chicora Miss Margaret Blaney, aged 15, was seriously

GREENSBURG.—For an alleged threat to kill his three children, roast them, eat them and then kill himself, John Kurdy of Haydenville was lodged in the county jail.

CONNELLSVILLE .- The dead , body of James English, aged 68 years, of Pittsburg, a civil war veteran, and for years a wanderer, was found in a shanty at Lemont.

HARRISBURG.—Josiah T. Evans, for 23 years an inspector of mines in the Cambria district, has retired. He is one of the oldest inspectors in

KITTANNING .- A trolley car ran into Charles Lugnet's automobile, damaging the machine and injuring Lugnet so seriously that he had to be taken to the hospital.

PITTSBURG.—Mrs. Margaret Wol-ram was killed and her husband and l-year-old child seriously injured on he North Side when they were thrown from a buggy.

WEST NEWTON. - John Abley, a etired merchant, aged 89, is dead at tis home here. Mr. Abley spent nost of his life here and was a memer of the Lutheran church.

KITTANNING .- The shade tree com mission of Wickboro has decided that all poplar trees in the borough's streets must be cut down by next fall and give place to maple trees.

GREENSBURG.-William Strippey 45 years old, of East Greensburg was killed at the new court house, mark-ing the first fatality attending con-struction of the \$1,500,000 building.

NEW CASTLE .- Notice was posted here that the Shenango Valley steel plant, operated by the Carnegie Steel Co., would start in full opera-tion. The order affects 1,200 men.

BELLEFONTE. - Robbers entered Belleponte.—Robbers entered the store of Montgomery & Co., clo-thiers, and Heller's drug store, and carried off clothing and cigars and almost ruined a \$1,000 cash register.

BUTLER. - Complaints to county authorities from the Buller county oil districts indicate that brass thieves have looted machinery to the extent of thousands of dollars within a few

CORRY.—In trying to save her aged parents, David Weatherbee and wife, both past 70, from death in their burning home in Centertown, Mrs. Arthur Lemm perished with them in

for his father, believ ing it was candy.

HARRISBURG.—An application has been made for a charter for the Goldsboro Light, Heat and Power Co. of that town. Charles F. Williams, who will build the plant, is the chief owner of the new company.

HARRISBURG .- The April bulletin of State Zoologist Surface deals with pests of household, orchard and farm, no less than 33 classes being brought before the public with cold-blooded advice as to the best means to kill them.

WASHINGTON.—Spencer Gardner washington.—spencer gardner, a farmer near Sycamore, has a sheep-killing horse. Gardner saw the horse carry off a lamb between his teeth. It also rushed into a flock of sheep and, trampling one to death, carried it off

BUTLER. - A forest fire which started from a locomotive spark along the Bessemer & Lake Erie railroad in the "pine tract," near Oneida, north of here, destroyed timber on hun-dreds of acres and endangered a score of oil rigs.

WASHINGTON .- After taking his nine children to see a circus William Catlin, a negro, had five of his youngest offspring committed to the Children's home at Arden. Catlin, although industrious, is unable to support his large family. port his large family.

RALSTON.—A work train on the Susquehanna & New York railroad near Laquin, Pa., was wrecked by a runaway car which dashed into the train after descending a steep grade. Eight lumbermen were killed outright, one died after being taken to a hospital and 15 were seriously injured.

MONONGAHELA.—Pete Taschca, 6 years old, was caught in cog wheels t the American Tinplate works and his left foot torn off.

CARLISLE.—Fire destroyed the dwelling and barn at Longsdorf station belonging to Dr. H. H. Longsdorf, causing a loss of \$10,000.

WASHINGTON. - While brush on her farm near Mt. Morris, Greene county, Mrs. Charlotte Williams, a widow, aged 77, was burned to death, her clothing catching fire.

CORRY .- Three persons were cre mated and a fourth probably fatally burned in a fire which destroyed the home of David Wetherbee at Cen-terville, a village 15 miles north of

KITTANNING .- James Sowers, farmer, was found under a wagon in an alley and died without recovering consciousness. He had evidently been struck on the head, but was not robbed

JEANNETTE.—It is confidently claimed street cars of the Jeannette, West Newton & Monongahela Valley Street Bailway Co. will be running beween Jeannette and West Newton

LANCASTER .- Construction operations on the great dam and power plant of the McCall's Ferry Power Co. on the Susquehanna river have been esumed after having been suspended since last fall

JOHNSTOWN.—Pennsylvania Railroad Brakeman Smay of Jeannette and Conductor John J. Cunningham of Pitcairn are dead as the result of an accident on the main line at Center-ville, west of here.

LANCASTER.—Struck by lightning, Miss Jennie Martin, 19 years old, of Bird-in-Hand, lives to joke over her experience. The bolt tore off every particle of clothing and ripped her shoes to tatters.

MONONGAHELA.—While attempting to arrest two men who had broken into a box car in the Pittsburg, Virginia & Charleston yards Officer W. Bergman was beaten into unconsciousness. The thieves escaped.

HARRISBURG .- The state authorities have killed 26 of the fine cattle at Danville hospital because of tubercu-losis. Wernersville and Harrisburg state hospitals have also lost lately through the rigorous state inspection.

PHILADELPHIA .- After an illness of several weeks Very Rev. John Joseph Fedigan, former provincial of the Order of St. Augustine, and well known throughout the United States, died at the Augustinian monastery at Villa Nova, near here.

CARLISLE .- By an order made by Judge Sadier all grade crossings on the Philadelphia, Harrisburg & Pitts-burg division of the Philadelphia & Reading railroad will be abandoned in Lower Allen township, Cumber-land county, and subways erected.

HARRISBURG .- The annual report of the state bureau of railways for 1907, just handed to the governor, shows that 87,000,000 more passengers were carried on the street railways of Pennsylvania than in 1906, while there as a tremendous growth of capitali-

BUTLER .- A wakened early in the BOILER.—Awakened early in the morning Joseph S. Miller, an oil operator, arose from bed and stumbled against a burglar, who gave battle. The intruder shot Miller in the breast. The wounded man did not release his hold until a second shot was fired.

WASHINGTON.—Fear of punish-shment for some prank caused 11-year-old George Lambert of Canons-ERIE.—Bernard, 2-year-old son of Bailey B. Nagel, president of the Pennsylvania Boiler works, died as the result of taking medicine that had been preceptivel for his father which there were provided by the father than the provided by the provided by the father than the provided by the

> HARRISBURG.—Deputy General Fleitz gave an opinion to State Highway Commissioner Hunter that the Westmoreland county commissioners cannot annul the contract made with the Pitt Construction Co. of Pittsburg for the improvement of a portion of road in North Huntingdon township.

OIL CITY.—The Farmers' National bank of Emlenton, Pa., with a capital of \$50,000, and the First National bank of Clintonville, Pa., with a capital of \$25,000, were closed by the comptroller of the currency. It is believed the suspension is only temporary, and that the stockholders and depositors will lose nothing. positors will lose nothing.

HARRISBURG .- The general order for the summer encampment of the national guard has been issued at the capitol, designating July 16 to 25 as the dates on which the encampment will be held at Gettysburg. The orders for the brigades to enter camp are different from these heatefore in are different from those heretofore issued, the Third being ordered out from July 16 to 23, Second, 17th to 24th, and First, 18th to 25th.

YORK .- Crazed over the death of his 16-year-old daughter Nathaniel De-vinney, 44 years old, committed sui-cide by hanging at the county alms-house. He used a bedspread which he tore into strips.

HARRISBURG.—"I'd like to see the reports that we are having no trouble with foreigners," said State Game Commissioner Secretary Kalbfus. "Why, we have almost daily calls from people who say that Italians and other Europeans are violating our laws. We are making arrests as rapidly as possible but the seamore of the seamo idly as possible, but the scamps out-

You Read the Other Fellow's Ad

You are reading this one. That should convince you that advertising in these columnsisa 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

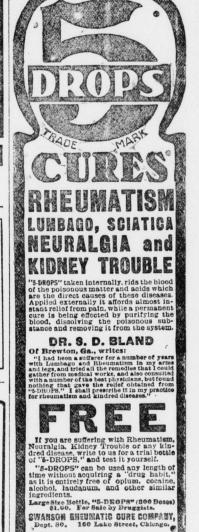
To Read Your Ad In Those Columns

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 enterpris-ing, 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'



~C. G.SCHMIDT'S,~

FRESH BREAD, Popular Bakery,

FANCY CAKES,

The state of the s

CONFECTIONERY

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 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 count-less wants. Your ads will be read by them, and they will become your customers. Try it and see.