

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.

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, 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 concerns.

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.

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 of raising prices and working against the interests of the farmers in general.

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 products.

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banks. The trust companies are loaded down with trust money from all sections of the land. These vast sums must be employed in a way that will pay interest. Financiers devise means for investment. A dozen concerns 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.

There is one cure, and one cure only for capital concentration. That is a strict adherence to simple home trade principles. Keep in each community to the greatest extent all the earnings of the people of that community. The withdrawal of capital from a section impoverishes it just so much.

Thus it can be seen how vital it is to the masses to understand that any system of business that draws from a community the surplus earnings of the people and takes away the legitimate profits that should go to its tradesmen, is a system worthy of condemnation. Cannot these questions be discussed openly before the farmers and the other laborers? Is there any argument that cannot be well sustained? Is there an intelligent farmer who 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 institutions?

D. M. CARR.

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 grocers 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.

Personal Advertising.

Advertising of the proper kind always pays, whether it is by circular, letter, billboard or the columns of the local paper. The newspapers are by far the best mediums and the least expensive in the long run.

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.

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Picked Up in 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 typhoid fever Irwin Sell, a farmer of Youngwood, committed suicide by shooting himself through the head.

JOHNSTOWN.—Louis Fleckenstein, a well known German, attacked his wife with a hatchet, fatally injuring 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 Mars.

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

GREENSBURG.—For an alleged threat to kill his three children, roast them, eat them and then kill himself, John Kurdy of Haydensville 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 point of service.

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 Wolfram was killed and her husband and 4-year-old child seriously injured on the North Side when they were thrown from a buggy.

WEST NEWTON.—John Abley, a retired merchant, aged 89, is dead at his home here. Mr. Abley spent most of his life here and was a member of the Lutheran church.

KITTANNING.—The shade tree commission of Wickbora 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 Strippney, 45 years old, of East Greensburg, was killed at the new court house, marking the first fatality attending construction 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 operation. The order affects 1,200 men.

BELLEFONTE.—Robbers entered the store of Montgomery & Co., clothiers, 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 Butler county oil districts indicate that brass thieves have looted machinery to the extent of thousands of dollars within a few weeks.

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 the flames.

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 prescribed for his father, believing 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, 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 hundreds 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.

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, 16 years old, was caught in cog wheels at 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 burning 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 cremated and a fourth probably fatally burned in a fire which destroyed the home of David Wetherbee at Centerville, a village 15 miles north of Corry.

KITTANNING.—James Sowers, a 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 Railway Co. will be running between Jeannette and West Newton within a year.

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

JOHNSTOWN.—Pennsylvania Railroad brakeman Smay of Jeannette and Conductor John J. Cunningham of Piteairn are dead as the result of an accident on the main line at Centerville, 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 tuberculosis. 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 Feligan, 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 Sadler all grade crossings on the Philadelphia, Harrisburg & Pittsburg division of the Philadelphia & Reading railroad will be abandoned in Lower Allen township, Cumberland 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 was a tremendous growth of capitalization.

BUTLER.—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 punishment for some prank caused 11-year-old George Lambert of Canonsburg to leave home. A strange negro promised to pilot him to Pittsburg. Young Lambert was found in a serious condition near Marshalsea, and the negro is being hunted.

HARRISBURG.—Deputy Attorney 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 Emonton, 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.

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 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 Deviney, 44 years old, committed suicide by hanging at the county almshouse. 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 scamps outnumber us."

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 it. 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

"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 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 '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 RHEUMATIC CURE COMPANY, Dept. 80, 160 Lake Street, Chicago.

C. G. SCHMIDT'S HEADQUARTERS FOR Popular 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.