

**BUILDING UP TRADE**

SOME THINGS THE MERCHANTS SHOULD NOT OVERLOOK.

**POPULARITY WINS SUCCESS**

Methods of Advertising to Bring Desirable and Lasting Results—Comparison of City and Country Stores.

"How can I make my store a popular trading place?" is the question asked by hundreds of retailers. The answer is simple—just make it popular. "But how?" asks the merchant. There are various ways, but like the eleven hundred sects comprising Christianity, with the reaching of Heaven the aim of all, each way is to attain the same end, and that is publicity. In these days of live competition it is the live, up-to-date merchant that gets there every time. This class of retailers will have his store a model one, the arrangement of his well-selected assortment of goods so as to give the greatest display and attractive to the eyes of his customers; will keep fully informed as to latest trade methods, have clerks who are salesmen, and must be a judicious and excellent advertiser.

There is little use in filling the columns of the papers with attention-attractors and not be able to make good when the expected customer calls at the store. In the small town the merchant who tries to follow some of the methods of the city stores will fail. Above all other things he must be honest in his advertising. He must value the truth when telling in the columns of the local paper what bargains he has. His customers are generally steady ones; week in and week out they visit his place. Much trade in the cities is of a migratory class. The keepers of shops are out for the money, and they little care how they get it. If they can sell the visitor to the store a suit of shoddy clothes for what pure wool is worth, all right. He may be from some country town, and not know the difference. Sell the same class of clothes in your home town to the same buyer, you might lose not alone his trade but the trade of his neighbors. It pays to be honest in your advertising.

The merchant who has gained the reputation for square dealing has a capital that is sometimes better than money. He is sure to gain and retain customers, and his reputation goes a big distance with the jobbing houses. In fact, he will get the best of the deal all around.

Unless advertising brings returns it is money thrown away. But whether advertising makes good or not depends upon how it is done. Ethics of the medical profession prohibits doctors doing other advertising than the simple publication of a card giving the title and address. The quack, who realizes that there is virtue in printer's ink, publishes column after column or full pages when he advertises. He makes it win. He tells the people in an interesting way that he has the goods to deliver, whether he has or not, and he makes them believe him. Just the simple statement that "George Brown & Co., Grocers," are located in a certain town, hasn't much pulling power. It is money given to the printer "just to help him." The printer does not need such help. He wants his paper to be a trade puller, to benefit its advertisers. The wise editor will see that his merchant advertisers use advertising space properly. It is to his advantage as well as the merchant's advantage that this is done.

When you advertise, consider the amount it costs the same as you do the money that you pay for goods. The only difference is that you can pay money for goods, keep them on your shelves for years if the people don't know that you have them; the money you pay the printer is for letting the people know that you keep goods for sale and to make the selling part easy. Judicious spending of money for the right kind of advertising cannot fail to win in the end and pay a better percentage of profit than is afforded in the same amount being spent in goods. D. M. CARR.

**Investment of Surplus Cash.**  
It appears that any legitimate money-making proposition need not seek to sell its stock among the people all over the land. There is always ample capital available for sound enterprises that will pay even five or six percent on the investment. It is well to beware of the companies that advertise their stocks for sale with the promise of a rapid advance in value, and large dividends. If there were a certainty of these accomplishments it would not be necessary for the promoters to go beyond the first good banking institution in their way to secure all the funds necessary to carry on the business.

**For Extending Canada's Trade.**  
A special commissioner sent over by the British board of trade to find means of extending Canada's trade with England reports, says Consul-General Bradley, of Montreal, that 122 of the leading manufacturing firms in the United States have operating branches in Canada, and that from \$25,000,000 to \$75,000,000 of American capital is invested in Montreal alone.

**Power of the Home Press.**  
One of the most powerful influences of the country is the home press, the local papers. The editor can do much for his town if he only will, and if he receives the support that he merits from the business interests of the place where he may reside. His interests are the people's interests; the people's success his success.

**WHAT FOLK CONSUME.**

Business Always Regulated by the Wants of the People.

It is an established principle that the consuming capacity of the people averages just so much year after year, and fluctuates according to business and financial conditions. As new things are brought into use, perhaps the per capita expense of living increases and becomes adjusted to changed conditions. Then it is reasonable to believe that so far as the consuming capacity of the United States is concerned it will grow according to the increase in population, and the educated tastes of the people.

Whether conditions that have been found practical and afford an equitable compensation to all engaged in trade are to be continued, or whether the tradesman known as the retailer is to be cut out of the game and the people supplied directly through the manufacturer and his direct representative is an important question. One of the systems that is far reaching in its baneful effects is the mail-order system. About 50 per cent. of the people of the United States live in agricultural sections. It is from these agricultural districts that the mail-order houses draw the trade, not from the cities. The question is whether it is best for the masses that these mammoth houses in the large cities drive the small merchants out of business or not? Is it to the advantage of the manufacturers and the jobbers that the large houses continue to grow? The existence of these houses has nothing to do with the consuming power of the people. Their existence does not increase trade an iota. Why, then, should the people patronize them, and why should manufacturers and jobbers give them support by supplying them with goods? It may be that a charge of discrimination would be made against concerns that refused to sell. The catalogue house should not have any advantage over the dealer in the small town, and soon the masses would discover that there was nothing to be gained by patronizing the distant houses.

**VALUE OF GOODS.**

Snap-Hunting Often Means Loss of Money and Time.

Snap hunting rarely pays. People should fix in their heads the fact that gold dollars can never be purchased for 80 cents, unless there is 10 cents' worth of gold worn off. The same with goods. Values must be lowered either by over production, out of date styles, or some other circumstances. Now and then a concern is forced to sell in order to meet obligations. Then things go under the hammer, and there may be a chance to get goods much below real values. But the matter of buying standard goods at sacrificial prices through regular trade channels should be carefully considered. When a lot of goods are offered at a cut rate, at so low a price that it is apparent someone must lose by the transaction, look out for a "nigger in the fence." The goods may be of inferior quality, and not the kind a respectable merchant would care to offer to his patrons.

**Sound Foundation Required.**

There is little use in trying to build up a great town in a locality where there is no more material to sustain it, and where there are only resources for the support of a hamlet. Towns of importance exist only where there are certain natural advantages, resources that can be utilized in manufacturing, territory sufficiently large to command extensive trade, or some other favorable condition. In certain districts manufacturing must be the economy of things be confined to such lines as can be advantageously produced. In manufacturing there are many factors. There must be considered the cost of fuel, the raw material, the labor and most important are the transportation facilities.

**Blessing of Good Roads.**

The town that has good roads leading to it is blessed. Surely there is no more disagreeable thing, nor anything more adverse to the business interests of a place than impassable, boggy roads. There is little excuse for poor roads in the well settled community. It may in the beginning be somewhat expensive to put the roads in order, but in the end it will prove that the saving in wear and tear on wagons and horses will well repay all the additional expense. And to the town good roads are almost vital. The average farmer would rather drive three or four miles farther to a town over good roads than do his trading when it is necessary to go hub deep in the distant houses.

**Good Roads Movement.**

The good roads movement has taken a firm hold in the agricultural sections of the middle west. Good roads mean savings aggregating millions of dollars yearly to the farmers, and to the merchants of the towns as well. The prize-offering for sections of road leading into towns is a stimulant, and once interest is thoroughly aroused the work demonstrates the benefits to be had, and there is little trouble in having the highways kept up to a high standard.

**Title Goes with Degree.**

Unmarried women who dislike the thought of bearing the school girl title of "Miss" to their graves will be inclined to envy Dr. Yella Reissig, who, although unmarried, is legally entitled to be addressed as Frau Dr. Reissig. The title of Frau, it seems, goes with the medical degree. Dr. Reissig is now one of the operating surgeons at the Vienna hospital.

**Picked Up in Pennsylvania**

**GROVE CITY.**—C. A. Filer's livery barn was destroyed by fire. Estimated loss \$7,000, partly insured.

**WASHINGTON.**—Joseph Keffer, a visitor in Coal Bluff mine, was instantly killed by a fall of slate.

**READING.**—The Reading Railway Co. has put its 650 car shop employes on ten hours a day, who have been on nine hours.

**GREENSBURG.**—The Westmoreland Coal Co. has announced that the full force of men at the Claridge mines will be put to work.

**BETHLEHEM.**—Taylor hall, the new dormitory at Lehigh university, a \$500,000 gift of Andrew Carnegie, was dedicated recently.

**HARRISBURG.**—The dairy and food division received word that the state had won victories in two important oleo cases at Mercer.

**SELINGSGROVE.**—Postoffice Inspector Lucas has arrested M. D. McOmber of Milton, charging him with fraudulent use of the mails.

**PHILADELPHIA.**—A fight between two boys in the northeastern section of the city resulted in the death of Edward Wischoski, aged 14 years.

**KITTANNING.**—Dr. C. J. Jessop, who has an interesting collection of ancient guns, Indian relics, etc., has offered it to the Kittanning Elks as a nucleus for a museum.

**GREENSBURG.**—The home of Robert Irvine, two miles from Paintersville, this county, was entered by thieves, who got \$20, two shotguns, two revolvers, two razors and 12 dozen eggs.

**HARRISBURG.**—The state will open its sixty-seventh tuberculosis dispensary at Greensburg, Westmoreland county, within a short time, and there will then be a dispensary in every county in the state.

**SHARON.**—Hugh D. Moses, aged 76 years, former poor director of Mercer county and adjutant of Sharon post, No. 254, Grand Army of the Republic, was drowned in the old canal near the Sharon boiler works.

**HARRISBURG.**—The state department of health has started out corps of engineers to inspect watersheds in the vicinity of several cities. Among them are Reading and York. Searches will be made for pollution.

**GREENSBURG.**—The farm owned by the Thaw estate in Mt. Pleasant township, near Hecla, where the Magee Cook Co. is building a large plant, was the scene of a fire in which 24 horses and three cows perished.

**YORK.**—Henry Snyder, 22 years old, of Pleasantville, York county, was found guilty of murder in the first degree here for the shooting of William E. Hoover, 18 years old, on the night of November 16, 1907.

**YORK.**—Alfred Eichelberg while visiting at the home of friends on the outskirts of town ventured into a field containing a vicious bull. As a result he was terribly mangled by the maddened animal, death resulting.

**PITTSBURG.**—Almost half the body of John Davis, who was buried 41 years ago, was found to be petrified when disinterred from the Bingham Street Methodist Episcopal church graveyard in Mount Oliver.

**SHAMOKIN.**—Six thousand Odd Fellows paraded here in honor of the twenty-fourth annual session of the Pennsylvania Odd Fellows' Anniversary association. Danville was chosen for the next annual gathering.

**CONNELLSVILLE.**—A. Musati, a watchmaker, was put out of business by burglars, who stole 45 watches left for repair and all his tools. Burglars also stole \$100 worth of hardware from the Connelleville Machine and Car Supply Co.'s store.

**CARLISLE.**—The dead body of Frank E. B. Eisenhower, a well known young Carlisle man, lately retired from the grocery business, was found near Newburg, this county, dragging from his buggy, with coat and vest open and a bullet hole near the heart.

**LATROBE.**—Paola Riavo withdrew his savings, amounting to \$550, from a bank and went to the railroad station to purchase a ticket for New York. When he reached into his pocket for his roll it was gone and his trip to Italy is indefinitely postponed. It is supposed a pickpocket got the money.

**ALTOONA.**—Single handed and alone, Railroad Detective Frank Ernest arrested 24 trespassers on the Pennsylvania railroad and escorted them to the Huntingdon jail.

**WASHINGTON.**—John Foster of Washington has been appointed receiver for the Record Publishing Co., which publishes the Washington Daily Record, a morning newspaper here. It is understood arrangements have practically been closed for a sale of the paper and plant to John K. Tener of Charleroi.

**HARRISBURG.**—By the inauguration of State Treasurer Sheatz a new board of public grounds and buildings is formed.

**KITTANNING.**—Jacob Davis died from burns received in a mysterious manner at his home in Manorville while he was alone in the kitchen.

**TITUSVILLE.**—While attempting to cross Oil Creek in a canoe at Mystic Park, Joseph Donohue was drowned before the eyes of several companions.

**MONONGAHELA.**—While visiting her invalid sister-in-law, who lives in a houseboat near Donora, Mrs. Mary Bedlin fell into the Monongahela river and was drowned.

**PHILADELPHIA.**—Rev. N. J. Watson, pastor of the African Methodist Episcopal church in Germantown, a suburb, dropped dead in the pulpit while preparing to deliver a sermon.

**HARRISBURG.**—J. C. McSpadden of Pittsburg has been awarded the contract for the construction of the national pike section in Somerset county. It begins at Somerset borough.

**MONONGAHELA.**—While driving an entry in the Gallatin mine tons of slate fell, instantly killing George Little, a cousin of William Little, national organizer of the United Mine Workers.

**MEADVILLE.**—Miss Pearl Snyder, daughter of A. D. Snyder, aged 19 years, of Mosestertown, near here, drowned herself in a mill-pond. She had been ill and became temporarily deranged.

**HARRISBURG.**—Eighty-three laundrymen, representing that many towns of the state, organized the Pennsylvania State Laundrymen's association and elected W. E. Orth, Harrisburg, president.

**HARRISBURG.**—The state highway department is doing a larger amount of road construction work this spring than ever before and bids will shortly be asked for construction of highways in a dozen counties.

**HARRISBURG.**—The attorney general's department has brought suit against Charles Cook, register of wills of Somerset, for failure to pay to the state \$4,365.49 claimed as collateral inheritance tax.

**WILKESBARRE.**—Poles and Italians engaged in a bloody riot at Hudson, ten miles from here, two Poles being fatally wounded, two others badly hurt, while many were injured and were carried away by their companions.

**ROCHESTER.**—Three boys, rowing on the Ohio river, discovered the body of a woman, apparently 45 years old. It had been in the water some days. The woman had been five feet six inches tall, weighing 170 pounds. She was well dressed.

**WASHINGTON.**—An unknown negro entered the residence of Charles Hunt, near West Alexander, in daylight, and after terrifying a young woman who was alone in the house made off with a small amount of money, an overcoat and other articles.

**WEST NEWTON.**—One moment chatting and laughing over their noonday luncheon, the next struck by an avalanche of rock, one man was killed and 24 others employed at the Pittsburg Coal Co.'s mine No. 2 in Scott Haven had remarkable escapes from death.

**WILKESBARRE.**—The police of Shamokin, aided by the state constabulary, locked up a performing bear on the charge of drunkenness and kept him in a cell at the police station all night. In the morning he was sober. He and his master were released and ordered out of town.

**KITTANNING.**—Rev. James Wilson, a retired Methodist Episcopal minister, died suddenly at the home of his daughter, Mrs. J. Endress, at Wick-boro. He was aged 93 years and was well known throughout the northern counties of the state, where he had preached in former years.

**CARLISLE.**—Vandalism was perpetrated some time during the past couple of weeks at the fine and handsome cottage of J. Kirk Bosler, Esq., which is located in the Mt. Holly park and overlooking the dam. The porches were badly broken and the lumber carried away, the windows were torn open, the shutters broken off, the beds were torn apart in some of the rooms and the bed clothing was torn into shreds.

**SOMERSET.**—Not content with beating Benjamin Hersch, a Sand Patch storekeeper, into insensibility and taking \$19 and a gold watch from him, two robbers took their victim to a woods, bound him to a tree and lashed him with clubs and straps.

**HARRISBURG.**—Since April 1 the state insurance department has issued 25,630 insurance agent licenses, as compared with 24,987 during the same period of last year, and the number of companies licensed to do business has increased from 291 to 305.

**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.

**C. G. SCHMIDT'S**

HEADQUARTERS FOR

FRESH BREAD, PIES, FANCY CAKES, ICE CREAM, 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.

The Place to Buy Cheap  
—IS AT—  
**J. F. PARSONS'**

**DROPS**

**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.

**SWARSON RHEUMATISM CURE COMPANY,**  
Dept. 89, 140 Lake Street, Chicago.