

**BUILDING UP TRADE**

REGULAR CUSTOMERS THE BEST FOR THE MERCHANT.

**SOME SCUND TRADE HINTS**

Reasons Why Merchants Should Strive to Make Friends of Their Patrons, and Treat Them with Due Consideration.

A good many retailers seem to be so absorbed in the search for new customers that they don't have time to take the right kind of care of the old ones, and in this way they are driving business to the mail-order houses faster with one hand than they are taking it away with the other, says one man who has carefully studied trade matters. We do not mean that a retailer should not always be trying to enlarge his list of customers. That is exactly what he should do, but he must give even greater care to holding the old than to getting the new. The regular customer is the life of almost every business. He is the fellow you should have in mind when you are buying. He is the fellow you should decorate your store to please. He is the fellow you should try in every way to accommodate, for he comes to see you regularly and it is his money you depend upon to pay your bills.

Your show windows and advertising can be largely aimed at the customer you are trying to get, but they must also give much information to the "regular" if you would make them effective; and you must never forget that your strife for the new customer is not with the object of making a single sale, but to add him to the "regular" list. It is this "regular" list which you want to grow, for its growth means your business growth, and for this reason you must not be satisfied with just adding to the list. Keep them on the list. Give just as much attention to holding the "regular" already in stock as you do to adding to the "stock" and you are a good way further on your road to success. City retailers cannot generally be criticised so much on this score, although some of them depend too much on landing the new "sucker" that is supposed to be born every minute, but country merchants, who have very few opportunities to land "suckers," and should be extremely careful of their "regulars," seem to be most neglectful of them.

Very few of them take the trouble to thank a regular customer for his trade and invite him back again. They take it for granted that he knows his business is appreciated and that he is always a welcome visitor. It does not cost much to tell him so each time he is in the store, however, and do it in a manner which will leave no doubt of the welcome. That is what makes his blood flow warmer, and causes a big lump to swell up in the corner of his heart for you and your store, and the first time you make some little mistake this lump comes to your aid and tells him, so he comes back to you and explains things instead of taking down the mail-order catalogue and sending away for his next order. Then, when you see the "bump" has done this good work for you, be man enough to make the wrong right in such a hearty manner that when he leaves your store again the "bump" will have grown considerably. The retailer who is able to make every customer feel that he is a personal friend is not likely to feel hard times, and if he has the other points of a good merchant equally well developed, he cannot help being a success.

**How to Advertise.**

Advertising is telling people what you have for sale and why they should buy. It sounds as easy as going to sleep in a feather bed on a cold night. Every merchant advertises, in some form or another. He may use nothing but his voice and a few signs, but he advertises just the same. The merchant should consider advertising from the standpoint of utility. He advertises in some form or other, always. What is the best way? How can he reach the most people? That means, what medium should be used. The newspaper is a good vehicle for advertising for it is read by great numbers of people. The local paper is best, for it reaches the people living near at hand. The store sign, the window, other means for conveying advertisements are useful in varying degrees. There is another thing to be considered—how to do the advertising, what to say and how to say it. Appeal to interest, be succinct, say something about the goods, make a specialty of something in each advertisement or series of advertisements.

**A Human Zoo.**

"Just look at those people," growled the ill-humored man in the Fulton street subway station. "Not one of 'em can stand still for two seconds. Up and down they pace, round and round they whirl, waiting for the next train to come along. What makes 'em do it? It is that restlessness that turns a station platform into a regular inferno. No matter where you go there is somebody bumping into you, and all because nobody will stand still."

The man's wife coughed timidly. "What did you say, dear?" she asked. "I said," answered the man; and then he said it all over again. "It's funny you didn't hear what I said in the first place," he added. "I talked loud enough for everybody to hear."

"I know you did," she returned, "but you were rushing around all the time from here to that post and back, and I couldn't catch half of it."—New York Press.

**LET ALL PULL TOGETHER.**

Necessity of Harmonious Efforts on Part of Citizens.

The principle of working together and accomplishing more than individual effort may accomplish is the real reason for associations, secret societies, fraternities, organizations of every sort. Pulling together does things which nothing else may accomplish. Its value is very great. There is a danger, too, in uniting oneself too closely with others, lest one's liberty be involved. But that lies wholly in the construction of the combination. If properly put together, it may accomplish the ends desired without curtailing the freedom of the associated individuals. However, we desire to say a word about working in harmony, whether in actual association or without any definite organization.

When partners work together the accomplishment of the firm is far greater. When merchants of a town resolve to work together for the benefit of themselves they do things worth doing. When the business interests of a state resolve to bend their united energies to the fulfillment of something needed the chances of success are multiplied by geometrical progression.

There is not a city in the country against which at some time the charge has not been laid of selfishness and hogghishness. Yet these cities are no more selfish than any other aggregation of people. The man who sets at outs cities and towns and countryside may not do it through any save a mistaken sense of loyalty to his home; but for all that he does damage. He makes a mistake. It is a selfishness in itself to try to belittle one's competitors. It leads to envy and a host of evils.

Your town may have all the good, honest, generous folks on the face of the earth, but we doubt it. We think we have known a few elsewhere. Your market city may possibly be the abode of thieves and liars only, but we have known many honorable citizens and upright business men in it. Work with them and not against them, and together you may pull the cart out of the rut. With you tugging at one end and he sweating at the other, and both of you cussing each other and lifting at different times, nothing can ever be accomplished. Work together in all legitimate and desirable deeds.

**TOO MUCH OF A JOB.**

Lack of Qualifications Kept Young Man from Embracing Girl.

An innocent young man with an honest ambition and a fund of inexperience once called on a modern maiden in a great city.

After the usual preliminaries, he thought it was about time to begin, so he edged along on the sofa.

"Be careful," she said, warningly. "It cost me nearly two dollars to have my hair done up. It is set for a week."

With great respect avoiding this point of contact, he endeavored to put one arm around her waist.

"Look out!" she said. "Don't get tangled up in this Irish lace. It cost \$400, and it might be expensive for you to have repaired."

With this the young man got up. "My dear girl," he said, "had I the strength of a Sandow and the agility of a Japanese wrestler, to say nothing of the skill of a Hermann, I would reach over carefully, take your beautiful face in my hands, and kiss you. But somehow or other I can't seem to get my mind on it."

And with this he ordered a taxi-meter cab and in a few moments he was nothing but a cloud of gasoline smoke on the horizon.—Judge.

**Policemen to Study Electricity.**

In addition to his other fund of information, the Philadelphia policeman, who is esteemed by Mayor Reubyn to be the finest in the world, must hereafter have an elementary knowledge of electricity. The order has been issued by Director Clay, and Chief McLaughlin of the electrical bureau is instructing his first class.

The wizard of the city hall believes that the man on the beat should know something of the mechanism of the fire alarm or police call box he daily "pulls." In this opinion Director Clay coincides.

Some of the men on the force have never been taught to distinguish between an ampere and a volt, and wouldn't know an armature from a rheostat.

With his newly acquired stock of knowledge the Philadelphia policeman will soon be able to run a disabled trolley car to the barn or repair the electric battery of the bell that doesn't ring when he makes the round of his division just before election.—Philadelphia Ledger.

**City's "Clean-Up Day."**

Chicago recently had a general "clean-up" day, and reports say it was a big success. The cleaning of the vacant lots of the city was assigned to the school children, and they went at the job with vigor and enthusiasm. When school adjourned, at 3:30 p. m., they were provided by the janitor of the various schools with the necessary tools, and within an hour the fruits of their labors were to be seen in huge piles of waste paper, tin cans, old shoes and miscellaneous refuse.

**The First Law.**

The head of the police department had just curtailed the powers of the Law and Order society.

"Professional jealousy?" he was asked.

"Oh, no," he responded, "nothing but self-preservation."

**Picked Up in Pennsylvania**

**OIL CITY.**—Gus Schneider, a Pennsylvania railroad track walker, was killed by a freight train near Brandon.

**UNIONTOWN.**—Firebugs during the last few days have burned six barns and the losses now aggregate nearly \$10,000.

**KITTANNING.**—A strict ban has been placed on dancing by the First Baptist church here, of which Rev. P. S. Calvin is pastor.

**WASHINGTON.**—Through the explosion of a vessel of strong medicine being heated on a stove Mrs. John Morris was seriously burned.

**HARRISBURG.**—In a few days orders will be issued to the state police to leave Chester, where they have been on strike duty for a month or two.

**OIL CITY.**—John Scherer, a farmer near Kinzua, was burned to death in his barn, which was struck by lightning and destroyed during a severe storm.

**FRANKLIN.**—"Camp General Alexander Hays" is to be the name of the division encampment of the national guard of Pennsylvania at Gettysburg in July.

**REYNOLDSVILLE.**—The plant of the Elk Tanning Co. at Reynoldsville has started full force after a shut-down of several months, giving employment to 200 men.

**WASHINGTON.**—Two Italian quarrymen were killed and a third slightly hurt when a dozen sticks of dynamite exploded on the Rogersville road five miles west of Waynesburg.

**SOMERSET.**—Oran Berkbile and Donald Wagner, charged with assault and battery by M. D. Reel, their school teacher, pleaded guilty and were fined \$125 each and costs.

**GREENSBURG.**—Robert Wilson, an engineer employed by the Frick Coke Co., sustained serious injuries through the runaway of a donkey engine at the Morewood plant in Mount Pleasant.

**MILTON.**—Through the efforts of the Milton Rod and Gun club of this place the state fish commission has distributed among the islands in the Susquehanna river 75 cans of bass and salmon.

**KITTANNING.**—Wm. Hetric and H. B. Orr of this place, while fishing along Crooked creek, found a nest of copperhead snakes. They killed 14 and as many more got away. The men wore rubber boots, which saved them from being bitten.

**JOHNSTOWN.**—Elmer Peterson, aged 17, and Charles, his brother, aged 16, were crushed to death in a mine of the Pennsylvania Coal & Coke Co. near Hastings, this county. A ponderous rock fell from the mine roof and crushed their bodies to an unrecognizable mass.

**PHILADELPHIA.**—The jury in the suit brought in the United States circuit court by the International Coal Mining Co. against the Pennsylvania Railroad Co. to recover overcharges claimed to have been made on coal shipments, brought in a verdict in favor of the coal company for \$12,013.51.

**ALTOONA.**—Postmaster Geo. Fox, against whom charges of pernicious political activity, along with other petty allegations, were made by A. G. Stains, a deposed letter carrier, has been vindicated from the charges by Col. W. W. Stone of the postoffice department and J. J. Vogel of the civil service commission.

**REYNOLDSVILLE.**—An Italian starting to work at the Erlon mine on a Dubois Traction Co. car near Sykesville deposited a keg of powder on the controller at the rear and then sat down in the smoking compartment. The powder suddenly exploded, wrecking the rear end of the car, shattering most of the windows and seriously injuring three of the car's 25 occupants.

**HARRISBURG.**—The state department has completed the list of candidates nominated at the recent uniform primaries throughout the state for congress, the legislature and the bench. For the 207 places in the house of representatives there are 767 candidates nominated; for 25 state senatorships 91 candidates are on the tickets of the regular parties, and 124 gentlemen have been nominated for the 32 congressional seats allotted to Pennsylvania.

**KITTANNING.**—A big steam shovel and two men were precipitated into the Allegheny river at a big landslide on the Allegheny Valley railroad near Redbank. Both men were seriously injured.

**HARRISBURG.**—John B. Loman, a former postmaster at Germans Mills, Cambria county, who is charged with embezzling money order funds to the amount of \$1,500, was brought here under arrest and taken before United States Commissioner Wolfe, and sent to jail in default of \$2,000 bail.

**GREENSBURG.**—An unknown man was killed by a train near here.

**HARRISBURG.**—Miss Margaret Kramer of Philadelphia fractured both legs while turning over in bed.

**WASHINGTON.**—Dogs killed eight blooded sheep on the farm of Samuel Harbinson, Mt. Pleasant township, and wounded others.

**GREENSBURG.**—Nick and Elijah Kramer, brothers, accused of murdering James Darnley last March 17, were acquitted by the jury.

**PHILADELPHIA.**—L. Leavin was killed and his brother Jacob probably fatally injured by the explosion of a soda water tank in their store here.

**HARRISBURG.**—W. A. Scarlett, chief engineer of the American Union Telephone Co., was drowned while canoeing on the Susquehanna at Dauphin.

**BRADFORD.**—Michael Eagan, 45 years old, a brakeman employed by the B. & P. railroad, met instant death in the local yards here by being run over by a freight train.

**PITTSBURG.**—In the midst of an exciting game of baseball in Hazelwood, Ralph Barr, aged 11, one of the players, was struck over the heart by a hard line hit drive and died almost immediately.

**PITTSBURG.**—An unidentified white man was found lying along the Pittsburg, Virginia & Charleston railroad tracks near Wilson station with his head cut off. It is believed he was struck by a train.

**WASHINGTON.**—In the case of the commonwealth against O. F. Piper, former cashier of the People's Bank of California, and Max Avner, indicted jointly on a charge of conspiracy to defraud the bank, the jury returned a verdict of acquittal.

**PITTSBURG.**—Bartley Fagan, seven-year-old son of John P. Fagan of McKeesport, was killed under a Baltimore & Ohio freight train. The child jumped on and off the train several times until he slipped and a wheel crushed his head.

**WILKESBARRE.**—A boom for John Mitchell of the United Mine Workers' union as Democratic candidate for the vice presidency is being started by John J. Loftus of Scranton, one of his most intimate friends and a man in position to speak for him.

**WASHINGTON.**—Miss Anna Williams, a Robinson township school teacher, was acquitted by a jury in criminal court of aggravated assault and battery. Charles Stewart accused her of punishing his little daughter with unnecessary severity.

**WASHINGTON.**—Fourteen-year-old George Terra is under arrest charged with stealing \$705 from the residence of Gottlieb Karla. Both live on Buffalo Hill, near Canonsburg. When searched young Terra had \$205. He denies all knowledge of the remaining \$500.

**CHESTER.**—Riot followed riot in the street car strike here recently. Mob violence broke out in several sections of the city and not less than a dozen strike breakers, who were in favor of the cars of the Chester Traction Co., fared badly at the hands of strike sympathizers.

**BUTLER.**—While the menagerie cars were being loaded at the Bessemer & Lake Erie siding 20 negro roustabouts broke into the general store of John Isaacs, near the show grounds, bound and gagged the proprietor, stole ten suits of clothes, jewelry and fruit and disappeared in the circus gang before they could be apprehended.

**CONNELLSVILLE.**—In the arrest of Albert L. Beal at his home in Dunbar officers have at last captured one of the robbers who for weeks have been committing depredations in Connelville, Uniontown, Dunbar and elsewhere. Beal's house, which was raided, was found to contain stolen dry goods, clothing, hardware, fishing tackle, etc.

**PITTSBURG.**—With a daring apparently born of desperation the two bandits who held up and robbed the passengers and crew of a Scott Haven car on the West Penn railways line near Boston, Pa., a short time after committed a second crime of a similar character. A short distance away from the scene of their first experience they held up and robbed a farmer and his wife who were driving along the road to Elizabeth.

**KITTANNING.**—Five hours after having cleared the tracks of a landslide at Riverview station on the Allegheny Valley railroad, another slide as large as the previous one completely covered both tracks again.

**BEAVER FALLS.**—Michael Bruce, aged 20, was found dead in a ditch on the farm of his father, Elmer Bruce, in Big Beaver township. The ditch contained four inches of mud and water and he had smothered to death. Bruce was subject to epileptic fits.

**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

**Popular Bakery,**  
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

SWANSON RHEUMATISM CURE COMPANY, Dept. 80, 160 Lake Street, Chicago.