

ONE BIG COMBINE

FORCE OF MAIL-ORDER PRESS
AGAINST COUNTRY TOWNS.

ADVERTISING THAT COUNTS

How Money and Trade Are Central-
ized in Great Cities to the Loss
of the People in Agricultural
Sections.

"These are the days of trusts and this is an era of trusts," writes W. D. Percival, late publisher of the Stanton (Neb.) Picket. "It is contended that there are some good trusts, but when the X-rays of investigation have been turned upon them it has been impossible to locate the good points. To-day the most menacing trust in the world is the commercial combination that is intended to destroy the retail trade of the country, diverting it into the great money centers. This has reference to the catalogue houses that have grown up in the large cities within the past few years. We can all remember not long ago when there was a country store at every cross-roads and at the same time there were prosperous towns every few miles along every railroad. In each one of these towns there were from two to half a dozen general stores, besides the other stores that were handling special lines. They all enjoyed a good trade and sold goods at reasonable profits.

"To-day, in every agricultural and industrial section of the country you can notice the results that have been brought about by the catalogue houses. The cross-roads stores have gone, and in the towns business houses have been vacated, their windows boarded up and the former occupants driven into bankruptcy or other occupations. Not that the catalogue houses have sold cheaper than the small merchants, but they have flooded the country with catalogues and advertisements, alluring away the trade that rightfully belonged at home. These catalogue houses are owned and managed by able business men, built upon the broad gauge plan, who realize the benefits to be derived from advertising. They have organized an advertising campaign and each year they are spending fortunes, not only publishing and sending out catalogues, but they have built up a combination of newspapers that are nothing but mail-order journals. It is shown that the combined circulation of these sheets aggregate 32,000,000 copies per month. These they send broadcast over the country at their own expense. They do not stop at this, but go into every magazine, agricultural, religious and other paper that will accept their advertising. They pay the top price for this advertising and in this way they are enabled to reach about every farmer in the land. They set aside each year millions of dollars for advertising.

"Thus it will be seen that the catalogue houses and certain classes of publishers are in a combine that constitutes one of the most damnable trusts ever known. So far the country press, although frequently approached, has turned a deaf ear to the siren voice of these destroyers of home trade. In return for this, the country merchants should be liberal in their patronage of the local papers, which have demonstrated that they are true friends in a time of need. The mail-order houses are in the business for money and the only way to combat them is to agree upon a line of action. The country press and the country merchants must get together and start a campaign of education. The country press is on the right side and by all working together and for one purpose, the grip now enjoyed by the catalogue houses can be broken and trade turned back into its legitimate channels."

Frog Farming; A New Industry.
Frog farming is destined sooner or later to become a very important national industry. I predict that within a very few years few farmers will neglect to utilize their waste swampy land for the rearing of frogs for the market. Already the United States uses more frogs in six months, it is claimed, than France does in a year. The value of the annual catch in the United States is fully \$200,000 and the gross value to the hunters is more than \$50,000. There is not the slightest doubt in the world that were frogs available the value of the annual catch would leap at once to more than a million dollars.—Technical World.

He Was Also an Expert.
A strange story comes from one of the Balkan states, where commercial morality is still in its infancy. At a recent banquet given at the home of the prime minister a distinguished diplomat complained to his host that the minister of justice, next to whom he was sitting, had taken his watch. The prime minister said: "Ah, he shouldn't have done that. I will get it back for you." Sure enough, towards the end of the evening the watch was returned to its owner. "And what did he say?" asked the guest. "Sh-h! He does not know I have got it back," said the prime minister.

No Slippers for Him.
Albert, who is five years old, was recently accompanied by his grandma to select a birthday present for his mother. He wanted "something useful" and, after many rejections, it was suggested that they buy a pair of opera slippers, when he promptly said: "No; mamma's got too many of them now. I wouldn't mind getting button boots, for they can't be taken off so easy."

IMPROVING THE TOWN.

Necessity for Sewer Systems and Other
Sanitary Measures.

Upon the healthfulness of a city depends much of its success and its growth. Towns that are not reputed to be sanitary places are generally evaded by home-seekers. One is often impressed with the fact that in small towns typhoid and malarial fevers are often more frequent and afflict greater numbers according to population than in the large cities. The simple reason for this is the neglect of sanitary improvement.

In the charter of many towns provision for the building of sewerage systems is overlooked, and years and years elapse before any consideration is given to the importance of providing a means for draining away the unwholesome increment that accumulates. Then it is found that there is a great amount of red tape before funds can be raised by taxation or by voting bonds for the building of a sewerage system.

Small towns as well as large cities, generally draw their authority for the making of public improvements from the state. While nearly all the states provide for bonding and the raising of funds for improvements in the larger cities and towns, the towns of 3,000 or 5,000 population are neglected. Within the past two years the state of Nebraska, realizing the necessity of the smaller towns having the privilege of voting bonds and making assessments against property for the building of sewerage systems, enacted a state law covering all the points involved. This law has already been beneficial, a number of the incorporated villages and towns having commenced the building of sewerage systems.

It is always well when contemplating the building of sewers to estimate that the town is likely to grow, and that a system adequate to give necessary drainage for a town of 3,000 would be inadequate for a town twice the size, and as the town grows the original plans are found lacking and old sewerage lines of little utility, as they must be replaced by new systems. The economic value of perfect drainage for a town cannot be over-estimated. The health of the people is paramount to all other things, and where there are unsanitary conditions a town cannot expect to enjoy the greatest prosperity, though the doctors, who are residents of the place, may have exceptionally good practice.

BUYERS SHOULD BEWARE.

Infringements of Patents by Concerns
Doing a Mail-Order Business.

Recently the United States circuit court for the southern district of New York handed down a decision which is of particular interest to thousands of farmers throughout the land. Two large manufacturers of cream separators instituted a suit for infringement of their patents against one of the largest mail-order houses. The decision of the court was in favor of the complainants and a decree was rendered granting a permanent injunction and master's order on accounting in favor of the complainants. This case has been before the courts for the past two years. It is claimed that thousands of the separators, infringements upon the patents owned by the complainants, have been sold to farmers throughout the country. The laws of the United States forbid the using of patented machines, as well as the making and selling of the same. The court order means that the mail-order concern will be compelled to pay an equitable amount upon each machine manufactured and sold, as well as the payment of other damages on account of such manufacture and sales. It also means that the two companies, who are the complainants, can prevent each purchaser of the infringing cream separator using the same, or to pay a royalty for the using of the same.

The people should derive a lesson from this. It is not safe to purchase any invention put out by a mail-order concern unless there is positive proof that it is not an infringement. Another thing is, were people inclined to patronize home concerns there would be little chance of being imposed upon, and should trouble arise over the validity of any patent, it is much easier to adjust matters with the home merchant than with some foreign mail-order house.

Ohio-Mississippi Coal Trade.

The Ohio-Mississippi coal trade, which exists to-day, is one of the greatest single movements of cargo in the world. From Pittsburg to New Orleans is 2,000 miles, all downhill. Coal in 1,000-ton barges is rafted into fleets and towed down this distance by powerful steamboats, at a cost of less than 75 cents a ton, against a railroad rate of about \$4.50—from Pittsburg to Memphis for 43 cents, against a rail rate of \$2.70. Millions of tons of coal have gone this way and always will go this way, because the boats have only to drift, and those that come back, mostly empty, are not hard to shove upstream.—Everybody's.

Ear Protection for Gunners.

The British admiralty have given attention to the question of ear protection during heavy gun firing, and it has been decided to use plasticine, with the addition of cotton wool, but the form of ear protection to be used is to be left to the individual choice of officers and men. Plasticine may be supplied to ships and gunnery schools if specially demanded. The addition of 50 to 60 grains of cotton wool has been recommended to insure perfect safety. It is pointed out that the cost of the material is very small and use is desirable in many cases.

Picked Up in
Pennsylvania

MERCERSBURG.—The three-year-old daughter of William Starliper was stung by a bee and died from blood poisoning.

KITTANNING.—Charles DeHass, Walter Curren and Merrill Shotts, charged with dynamiting fish, were fined \$100 each.

JOHNETTA.—Dissolving match heads in a glass of water, Mrs. Peter Demar drank the poison. A physician revived her and she may live.

GREENSBURG.—John C. White, a farmer of Livermore, while plowing in a corn field, was struck by lightning. His recovery is doubtful.

PHILADELPHIA.—Dividend and interest disbursements by railroads, industrial and public service corporations in June will amount to nearly \$74,000,000.

GREENSBURG.—George Hutton, a farmer of Salem township, captured a burglar in his home and marched him at the point of a shotgun to Justice P. J. Shuster's office in Delmont.

GREENSBURG.—Karl Funk, 54 year old, an inmate of the Westmoreland County home, committed suicide by hanging himself to a tree in the rear of the home with a clothesline.

HARRISBURG.—Mayor Meals announced the appointment of William W. Caldwell, assistant resident clerk of the house of representatives, to be city highway commissioner. Mr. Caldwell will accept.

UNIONTOWN.—Fish and Game Warden Maurice T. Maitland and J. T. Ross, a deputy, attempted to arrest a crowd of fishermen near Brownsville and were forced to flee under a rain of bullets from a Winchester repeating rifle.

BUTLER.—Old-time oil field excitement has captured the McBride field, where Harry N. Hoffman struck a gusher. Thousands visited the well on the Mary Dodds farm. Big sums are being offered for leases in the vicinity.

ERIE.—Trying to cross in front of an approaching West Eighth street car with a big steamer touring car will cost the life of one of the members of a Franklin, Pa., touring party. Four others are seriously injured and are in hospitals here.

WASHINGTON.—William Wesley Knight, at one time one of the most prominent school teachers of Washington county and now the oldest resident of Jefferson township, this county, celebrated the ninetieth year of his birth at Eldersville recently.

OIL CITY.—A locomotive hauling the private car of D. T. Murray of Youngstown, O., division superintendent of the Lake Shore railroad, crashed into the rear of a freight train at Reon. Engineer J. Malone of Ash-tabula sustained a broken collarbone.

BUTLER.—Five passengers were slightly hurt and 40 others severely injured when a northbound limited Pittsburg and Butler street car ran into an open switch at the Mars car barns, striking a local car which had taken the siding to give a clear track for the limited.

ALLEN TOWN.—All Allentown was thrown into a state of excitement recently by what is believed to have been an earthquake shock. The shock was severe enough to rock buildings, rattle windows, clatter crockery, tumble down two or three shabby chimneys and upset small children.

PUNXSUTAWNEY.—Although in a fight a coal pick was driven through his chest two inches above his heart, the point coming out at his back, John Jamatta, 29 years old, a miner in the Powers mine at Wilsow station, will probably get well. Tony Valasco, who used the pick, is being held.

UNIONTOWN.—Incited to take a life under the threat of forfeiting his own Nicola Mondillo, a 17-year-old Italian, who has been in jail here several months, has made a confession clearing up a puzzling murder and at the same time implicating five others, including Mrs. Pasquale Mondillo, widow of the murdered man.

HARRISBURG.—The state railroad commission has received word from the Pennsylvania railroad that it will on June 1 adjust its schedule of trains between Philadelphia and Bustleton to conform to the recommendation of the committee to the Pennsylvania and Reading regarding changes in their schedules upon the petition of the citizens of Bustleton.

UNIONTOWN.—A few hours after reproaching an Italian for killing a song bird, Lee R. Dunn, a merchant of New Salem, was shot at from ambush while driving with his little son, and a bullet barely missed his head.

FRANKLIN.—Gov. Stuart granted a reprieve until July 14 to James N. Strall, wife murderer, sentenced to die. July 14 is the date set for Mike Holka's execution, and Strall's reprieve is due to the desire of Franklin residents to have only one execution day.

SHAMOKIN.—The United Telegraph & Telephone Co.'s operators went on strike for a 10 cent wage increase, tying up the service.

HARRISBURG.—The state will have money left over after paying the cost of uniform primaries, as only \$390,000 has been paid out for this object so far.

KITTANNING.—After swimming half way across the Allegheny river, Joseph Chutturra, a Slav, became exhausted and sank in sight of scores of persons.

TYRONE.—While at work in a paper mill Councilman J. A. Maloney was caught in machinery. His whole body was cut and bruised and one ear was taken off.

GREENSBURG.—The McCormick Lumber Co. of Fairchance was awarded a contract for the erection of two school buildings, the total cost of which will be \$75,000.

BEAVER.—A livery stable, three small stables and a carriage factory, with part of their contents, including four horses, were burned here, entailing a loss of \$4,700, covered by insurance.

MONESSEN.—With arms thrust deep into soft mud that had held him a prisoner, the body of Samuel Conway, 18 years old, who was drowned in the Monongahela river, was recovered.

ROCHESTER.—Jacob Javens, 42 years old, was found wandering the streets in Vanport. When taken to the Beaver County hospital he died in three hours. He had taken rough on rats.

LANCASTER.—Judge Smith, in the orphans' court, handed down an adjudication in the estate of Tablas Brubaker, deceased, of Providence township, distributing 50 cents, 17 cents going to his wife.

ALTOONA.—Phillip Trovata, an Italian butcher, was found dead along the railroad near Mt. Union. He had two bullet holes in his head. Trovata carried considerable money, and his pockets were rifled.

IRWIN.—Because the Irwin borough ordinance relating to stray animals says nothing about sheep, Burgess E. P. Shotts and J. L. Frick were held for court by Justice Naley of Manor on a charge of larceny.

PUNXSUTAWNEY.—Although one of their number was fatally shot, three foreigners secured \$450 from Mrs. James Rico after she had received a bullet wound. The woman is the wife of a boarding boss at Chambersville.

HUNTINGTON.—Examination showed that Filippo Travato, an Italian, whose body was found decapitated on the East Broad Top railroad, was murdered. Morris Terrazi and Antonio Georgiana are in jail accused of the murder.

HARRISBURG.—Payments to public schools out of the increased appropriation granted by the last legislature will begin immediately. The legislature increased the appropriation from \$13,000,000 to \$15,000,000 for the two years, beginning June 1.

HARRISBURG.—The deputy factory inspectors in the Schuylkill valley towns are stirring up the owners of buildings which are not properly equipped with fire escapes. In several towns every hall has been closed because of the lack of escapes.

WASHINGTON.—Washington county officials are hunting for thieves who stole three horses belonging to William Dunn of Blainesburg and Thomas Liley and Thomas Elliot of California. Two of the animals were found hidden in a clump of bushes.

GREENSBURG.—Mrs. Frank Klobner of near Scott Haven, going to the cellar of her home, found her husband hanging from a rope. He had been dead more than an hour. Klobner, who was 32 years of age, sustained an injured head two years ago and was afflicted mentally.

HARRISBURG.—The balances in the state treasury at the close of business for May, as reported by State Treasurer Sheatz, were: General fund, \$11,731,886.04, with \$464,521.19 held in what is known as a suspended account because of the closing of the Allegheny National bank; sinking fund, \$2,455,706.42 with \$58,955.99 in the suspended account. The total is \$14,711,600.41, the largest so far this year.

BUTLER.—John Dapo of East Butler says he would rather stay in jail a month than pay his board bill. Dapo is said to have money, but denies it. He was taken before Justice W. F. Lytle for jumping a board bill.

WASHINGTON.—Stricken with paralysis while alone in a coal mine, U. L. Greene of Morrisville, Greene county, was found by a searching party after he had been missing 24 hours. His condition is critical. One shoulder was literally cooked by coming in contact with a miner's lamp.

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,
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

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