

FROM SMALL TOWNS

HUNDREDS OF MILLIONS OF DOLLARS TAKEN ANNUALLY.

THROUGH MAIL-ORDER SYSTEM

Views of a Banker on the Situation During the Recent Monetary Stringency Well Worthy of Consideration.

The president of a bank at Minneapolis, during the recent financial stringency, called attention to one source of financial drain upon the country towns which should be taken into consideration, and a remedy applied.

"In this remarkable situation," he said, "when everybody is prosperous and there is not enough currency to go round, it is important that every dollar possible should be kept at home until the banking business is again on a cash basis. In the cities this is being done with a good deal of success, and the clearing-house certificates and cashier's checks prevent a serious embarrassment. But out in the country, where there are no clearing houses, every dollar hoarded or sent away from home counts double.

"At this time the patronage of the foreign catalogue houses is a factor that ought to be considered seriously. By their own reports two of these catalogue houses, which deal in almost every commodity of use to the home or farm, do a business of \$90,000,000 a year. This is \$300,000 for each of the six business days of the week. This money comes largely out of the country towns. These catalogue houses do not sell to people in the cities where they are located. It is from the farmers and residents of towns of less than 5,000 population that 95 per cent. of their business comes and at least a third of it is from the northwest. And remember, too, that there are other catalogue houses, and that the combined business done by them is at least \$200,000,000 annually.

"I am informed that all through the state of Minnesota this competition of the foreign catalogue houses has been very seriously felt by the merchants of small towns, to such an extent that some have been driven out of business entirely.

"If this has been the case during the great prosperity of recent years, when money was circulated freely, what must the effect be now when the currency is needed at home? Money spent with the local merchant is disbursed in the locality, at least the profits of his business are, but money sent away is lost from local circulation.

"Without going into the home-trade question it seems plain to me that those who buy from a foreign catalogue house at this time are directly injuring themselves, for this question of keeping money in home circulation involves people of all conditions."

Ideas for Market Days.

That the "market day" idea is becoming decidedly popular in the country is indicated by the fact that the merchants of dozens of western towns have adopted the plan lately. Reports from these places, which have been giving the "market day" plan a trial, indicate that it is giving satisfaction to dealers and to their patrons. Like any other innovation the success of the establishment of a market day depends almost entirely upon the interest which it evokes and the sustained energy that is employed in giving it a distinctive value to producers. The merchants will get out of the plan no more nor less than they put into it. If the arrangements made afford the assurance that patrons will find improved facilities for the disposal of their products it is certain to prove a drawing feature. If it is employed simply as a plan for drawing a crowd of farmers to town to spend their money, it is equally certain that the ultimate result will be unsatisfactory. If not seriously detrimental to future business relations. It is good policy not to go into a scheme of this kind until satisfied that conditions are right for its success, and once undertaken, to push it for all it is worth. Make it worth while for customers to come from a distance for the day, so that they will be ready to assist in the perpetuation of the plan. A great deal depends on "starting right," and once having popularized the idea to keep up sustained enthusiasm by providing improved facilities for caring for the increased trade which it develops.

Manners.

Manners are not like clothes. It's a bad thing to have two suits of them—one for best and one for everyday. Wear your best manners all the time. They suffer more by being put away than by constant use. If you keep your best manners for company they will fit you ill, and your visitor will suspect they were put on for him. Second best clothes may be worn at home, but not second best manners. To whom is it worth while to be courteous if not to the people you love best?—Home Chat.

Immense Food Receipts.

At a recent municipal celebration in Covina, Cal., in which a barbecue was given to mark the advent of an electric railway, coffee was served from an urn holding 250 gallons, or 5,000 cups; beans were cooked in a pot holding 200 gallons.

Heavy Imports of Foodstuffs.

In 1906 the imports of wheat and wheat flour into the United Kingdom were 75 per cent. of the total supply. In 1905 the imports were 35 per cent. and in France three per cent. In the United Kingdom in 1906 the imported supplies of meat were 47 per cent.

LEARNED A LESSON.

One Farmer Finds Out Something Through Buying a Mail-Order Store.

The Wayne (Neb.) Herald recites the story of a Wayne county farmer who was caught by one of the catalogue houses. He learned the lesson and paid dearly for it. Mr. Farmer had seen the stove picture in the catalogue and had sent on his good \$29, adding \$2.90 for freight. Then the stove came to the depot. The farmer came to town, loaded up the junk and drove up onto the business street. Then to some friends, he confided:

"That stove cost me \$29 and \$2.90 freight, and I'll bet it is half sheet iron. I have been waiting for it for over two months and my wife is nearly crazy about it. I could have done better by buying of the Wayne hardware dealers. The catalogue fellows can go to hades in the future."

This is a lesson that people of Nebraska and other states are being taught every day in the year and it is a pleasure to know that they are getting their eye teeth cut in the most artistic and approved style. They are ordering from the catalogues and in return they are getting a miserable lot of junk, paying much higher prices than they would have to pay for first-class goods sold in the home stores.

The catalogue houses live and grow fat off just such people as the man at Wayne. These men are constantly looking for the big end of the bargain. The catalogue houses are doing the same thing. It would look as though it would be "When Greek meets Greek," but its nothing of the kind. The catalogue concerns have all the advantage. They have gotten the money of the individual and then they send him out any kind of an old lot of junk, knowing that he has no recourse. These catalogue houses have been doing this thing for years and find plenty of suckers, for you know there is something recorded about a sucker being born every second. Perhaps they do not get the same sucker a second time, but they catch some that came along in the new crop.

HANDLING FARM PRODUCTS.

Improved Methods Practiced in Many Agricultural Towns.

Every farming community turns trade to the town where best prices are paid for the minor products which the farmers have to dispose of. The prices paid for butter and eggs, quite often, decide the business life of a town. The general practice in many places is for individual merchants to take produce in exchange for goods. The lowest market price is the rule in these towns. Should one merchant pay a cent a pound more for butter, or a cent more a dozen for eggs, the farmers conclude that the difference is made up in the quality of goods or the quantity they receive in exchange.

To overcome the annoyances occasioned through unwholesome competition in the buying of farmers' products, the business men of many agricultural towns, during the past few years, have undertaken the operation of co-operative produce establishments. These establishments generally consist of a commodious warehouse with cold storage appliances. The merchants of the town are the stockholders in the concern. A manager is employed on salary and is intrusted with the buying and marketing of all produce. The storekeepers refer all farmers who have produce for sale to the produce house and the highest market price is paid and due bills given which are payable in goods at the stores in the town.

This method has proved highly satisfactory everywhere it has been tried. Not alone have the merchants found it advantageous, but the farmers as well. Another feature worth consideration is the fact that farmers are not compelled to trade at any particular store, but can make their purchases in any store in the town. Then again much trade is saved to the community that might go to the mail-order houses of the larger cities.

During the Summer Months.

The summer time is the time the retail merchant must keep things moving at a lively pace in his store. Generally the warm weather season is dull with retailers and the period from June to September is generally regarded as a time when there is little doing.

Here is where the retail merchant must not allow himself to take a wrong view of things. The fact that this stretch of three months has been generally regarded as a period of inactivity is just the very reason why he cannot afford to allow it to be one. There can be no periods of inactivity for the merchant of to-day. He must keep a full head of steam up all the time, and it is even more important that he should do this on the up grade, when he is working against the forces of gravitation than on the level, when the business rushes almost of its own momentum.

The live merchant will make up his mind that there will be no periods of inactivity in his store. He keeps things moving all the time; there is something doing every day and he doesn't give people a chance to forget for a single day that he is selling the best merchandise at the lowest possible prices.

It is these periods of inactivity on the part of retail merchants which have given the retail mail order houses their opportunity to make inroads on their trade. With the mail order houses there are no periods of inactivity, and during the summer months they will hustle harder than ever for trade, because they "need the money." The retail merchant must prepare to meet aggressive competition on the part of the catalogue merchants and it is up to him to hustle and see well to his local advertising.

Picked Up in Pennsylvania

ERIE.—The greater portion of the Erie foundry was destroyed by fire, causing a loss of nearly \$200,000.

WEST NEWTON.—After eating his dinner in a small building in Markle cemetery Jacob Gaffney, a sexton, fell dead.

FRANKLIN.—Leland Wareham, aged 6, son of John Warek, fell from a hay loft and broke his neck, dying instantly.

HARRISBURG.—Dairy and Food Commissioner Foust ordered the prosecution of 34 persons for sale of oleo in Allegheny county.

BEAVER FALLS.—According to the annual report of Secretary Sponcer it cost \$74,000 to run the public schools of the borough last year.

PITTSBURG.—Struck by a baseball thrown by the shortstop to the second baseman, who missed it, Roy Bowser, aged 7, was almost instantly killed.

POTTSTOWN.—Leroy Weining, 14 years old, attempted to swim across the Manantawny creek on a waver of 10 cents, but was drowned before half way over.

UNIONTOWN.—Andy Mayosky was fined \$50 by Justice Bierer for killing two robbers. The suit was brought by Fish and Game Warden Maurice P. Maitland.

BUTLER.—That grand jurors shall not be compelled to ride three in a seat on the tour of inspection of county buildings was held by Judge James M. Galbreath.

CARLISLE.—Capt. A. J. Standing, widely known as an Indian educator and one of the founders of the Carlisle Indian school, died at his home at Dickinson, aged 60 years.

DUNKIRK.—All the mines from Dunkirk to Acme in the Pigeon Creek valley have resumed in full, after protracted shut downs. Fifteen hundred men will receive employment.

KITTANNING.—While the night clerk and porter at the Alexander hotel were dozing in a parlor the office safe was robbed of \$50, a gold watch and chain and valuable papers.

HARRISBURG.—Reports from three meat inspectors who have been working in Philadelphia are said to indicate unsanitary conditions in meat shops and slaughter houses there.

ERIE.—Patrick Delacy of Scranton was elected commander of the Pennsylvania department, Grand Army of the Republic, defeating John L. Grim of Philadelphia by a vote of 21 to 163.

WILKESBARRE.—Adam Strach, a giant in size and strength, was shot and killed by his little and much abused wife at their home in Pringle Hill, near here, because he tried to beat her.

BELLEVERNON.—After a shut-down of six months, during the greater part of which time repairs of some kind were in progress, the National mine of the United Coal Co. has resumed operations.

WASHINGTON.—A dynamite storage building at Thomas Station, east of here, was fired by a spark from a Baltimore & Ohio locomotive. The building was burned. Exploding dynamite did much damage.

GREENSBURG.—As a result of a fight following a basketball game in Greensburg, January 8, 1907, Frederick Kelly of Latrobe secured damages of \$275 from Jacob Welty, warden of the county jail, for striking him in the face.

ALTOONA.—An unusual method of suicide was adopted by Miss Ray McQuillan, aged 20, of Tyrone, after she learned her fiancé had died in a Philadelphia hospital. She smashed a bottle and then swallowed the fragments. She may recover.

KITTANNING.—In the removal of the old Fox homestead in South Water street the borough is losing a landmark. The building was erected 50 years ago and much of the lumber is in almost as good condition as when new. It will be used in the erection of a new house.

ALTOONA.—An epidemic of measles in a most virulent form has made its appearance in this city, the mortality due to after-effects being about five per cent. The disease, which seems to be most common among children under 19 years of age, is a combination of measles, pneumonia and mumps.

KITTANNING.—A broken shoulder, broken nose and fractured skull were sustained by James Conley of Ford City when he jumped off a rapidly moving trolley car.

HARRISBURG.—According to a bulletin issued by the state department of agriculture there were 1,190,296 people at the fairs and exhibitions held in Pennsylvania last year. This number is about 600,000 less than the number attending the fairs of the state in the previous year and is attributed to the business depression.

ROCHESTER.—While bathing in an ice-cold pond in a stone quarry, Frank Zupp took cramps and drowned.

WAYNESBURG.—A large wool and grain house owned by Elmer Grinage at Woodruff was burned. The loss is \$30,000. The fire was incendiary.

PITTSBURG.—Charles S. Jenkins, pioneer railroad man, one of the associates of Robert Pitcairn and Andrew Carnegie in the days they railroaded, died in this city.

KITTANNING.—Burgess E. T. Hutchison of Wickbore cultivated 500 American Beauty roses for Children's day only to find that vandals had invaded his lawn and stolen them.

UNIONTOWN.—Lying beside the West Penn street railway tracks near Brownsville the body of John E. Anderson, aged 40, of Thompson No. 2, was found with a bullet hole in his skull.

HARRISBURG.—The state department of fisheries will place a large quantity of sunfish at the disposal of the state department of health to place in mosquito haunted streams this summer.

MEADVILLE.—John H. Greif, 37 years old, proprietor of the Hotel Antler at Cambridge Springs, died suddenly from sunstroke while camping a few miles above his home with a party of friends.

BUTLER.—Fires of mysterious origin destroyed the residences of Charles Cranmer and James Y. Taylor in different sections of town. Both families were sitting on their porches and the fires started in the attics.

SALTSBURG.—While plowing on his farm at Tunnelton, near here, seven years ago Albert Donahay lost a pocketbook containing \$4.17. Charles Wissinger, a gardener, found the pocketbook and money recently. Donahay divided with Wissinger.

STROUDSBURG.—Wilson Busch was shot and probably fatally wounded here by Dayton Osborne, Osborne and the wounded man were warm friends. Busch called at Osborne's home. Osborne claims he did not know who was trying to enter.

GREENSBURG.—John Cornelius, 40 years, was probably fatally injured and his 6-year-old son sustained a fractured leg when a Pennsylvania freight train at Larimer struck a vehicle in which the two were driving, killing the horse and splintering the buggy.

GREENVILLE.—Hundreds of men returned to work on the Bessemer & Lake Erie railroad when the ore-hauling season was inaugurated. Every locomotive owned by the company was put into service and the forces in all departments greatly increased.

HARRISBURG.—An unusual order has just been issued from national guard headquarters giving notice that the commission of Second Lieut. Lewis A. McDermott, Company D, Ninth regiment, had been vacated because of his absence from his command without leave.

BUTLER.—A. J. Smathers, 50 years, member of a grocery firm at Evans City and a justice of the peace, was instantly killed and Mrs. Smathers was seriously injured at Mars, when a southbound limited car on the Pittsburgh & Butler trolley line struck a buggy in which they were riding.

NEW CASTLE.—A thousand homes were shaken, 500 windows were shattered and a fireworks plant and two dwelling houses were wrecked when two tons of powder and enough fireworks for a half dozen celebrations let go, throwing people from their feet for three or four blocks and injuring a dozen persons, three seriously.

PITTSBURG.—The Tuberculosis league of Pittsburgh, organized three weeks ago by the consolidation of the Pittsburgh Sanatorium and the Pittsburgh Association for the Prevention of Tuberculosis, has begun active work to give Pittsburgh the most modern and one of the largest tuberculosis hospitals in the United States.

WASHINGTON.—C. M. Carson of Washington and Fred M. Slater of Bethany found a huge blacksnake near West Alexander, hanging from a hole in a hollow tree. When Carson grasped the snake's tail to pull it out the reptile wrapped itself about his wrist and gradually pulled him from the ground. Slater severed the snake's body with a corn cutter to release his companion.

GREENSBURG.—With their product for the next two and one-half years already sold, the Stahl Glass Co., employing 250 men and boys, which was destroyed by fire in January, has resumed operations and will run continuously during June.

ZELIENOPLE.—Charles Risner of Butler, a laborer employed in the construction of the Pittsburgh, Butler & New Castle trolley line, was caught between the jointing machine and the work train when they collided and his right leg was cut off.

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

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



DROPS
TRADE MARK
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 Brewton, Ga., writes:
"I had been suffering 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, "S-DROPS" (500 Doses) \$1.00. For Sale by Druggists.
SWANSON RHEUMATISM CURE COMPANY, Dept. 80, 100 Lake Street, Chicago.