

IS TIME TO AWAKE

NECESSITY SHOWN FOR INTELLIGENT CO-OPERATION.

APPEAL TO GENERAL PUBLIC

Up-to-Date Farmer Points Out What Could Be Done If Agriculturists and the Local Press Pulled Together.

It is a question whether the average retailer places sufficient importance upon the necessity for co-operating with the editor of his local paper. The latter is in a position to mould the sentiment of his readers to a degree which makes his assistance on any matter in which the community is interested, very important.

There are of course instances where local newspapers are operated in such a manner as to be of little benefit to the community in which they are published, but these are decidedly the exception and as the Up-to-Date Farmer says:

Your home paper should receive your earnest attention. It may be that your home paper is not run to suit you. It is possible that it pays much more attention to what it considers the best interests of the advertisers than to those of the farmers. There is nothing at all strange about that. You probably pay \$1 a year subscription. The average country paper does not have more than 1,000 circulation, and at least one-half of these are exchanges, deadheads and complimentary. The \$500 which the average country editor receives does not much more than pay for the blank paper and postage. The editor of such country paper, therefore, must rely almost altogether upon his advertising and job work for his support.

"Is it any wonder that he pays little attention to the desires or the demands of the farmer?"

"It is true that the merchant of the country town depends upon the farmers for his business, but country merchants, until lately, have not studied the economics of country life and have not realized their entire dependence upon the prosperity of the farming community of interests in every neighborhood which is directly opposed to the centralization of business in a few large cities has not appealed to these people.

"The country merchant has taken his ideas from the merchant who sold him his goods; the country banker has usually supposed that his interests were identified with those of the banking centers of the world; the country lawyer has taken his political views from the attorneys of corporations, and the country editor has had his work cut out for him by the editors of big daily papers owned and controlled by people who were at the head of special interests.

"These special interests people have tried and have, until recently, made us all believe that the interests of all classes were identical and that a few people who had specialized in the study of finance and politics were to be looked to as the leaders of public opinion.

"Since the panic of 1893 it has slowly dawned upon the general public that the teachings of these self-appointed leaders were not altogether perfect in their logic, and that what was good for the Standard Oil monopoly or the steel trust might not be for the best interests of the farmer or the merchant.

"Corporation lawyers from the city represent us in congress and in the United States senate, and corporation lawyers have framed most of our state laws. It is time for farmers and for those who depend upon them for support to learn that the interests of the speculative classes are not those of the producer or the consumer, and of the honest exchanger of wealth. The editor of the home paper should study these questions from the standpoint of the producer and consumer and not from that of the speculator. The producer should then support the paper so that it will not be necessary for it to take advertising from any but legitimate firms that are looking out for the interests of farmers and producers. The interests of the merchant in a country town depend upon the prosperity of the farmer, and the paper that teaches controlled marketing deserves the support of merchants and a much better support than they now get from farmers."

Seek to Attract Attention. There are many ways in which the average retailer can get up a cheap though effectual advertisement. An advertisement recently put out by a local concern was a cheap one in so far as the expense of preparing and circulating it was concerned. The fact that it was a novel one, and one which brought the subject matter to the very door of the consumer made it a good one. It was the advertisement of a dye and cleaning concern. The proprietor of the concern seemed to be the owner of a very pretty Spitz dog. He advertised his business through the medium of this dog. One day he would be a red dog, another day he would wear a coat of green, and so on for the various days of the week. The odd colors attracted the attention of all at once and in many cases awakened sympathy. The dog, as if zealous about his master's business, had become a perfect rover, so the advertisement was seen about the town whenever the canine donned a new coat. This is somewhat after the idea employed by the management of a large sewing machine company that uses greyhounds to advantage.

PRICE-CUTTING.

in the End the Consumers Are Not Ones Who Gain Benefit.

The average merchant is informed as to the evils of price cutting. He knows just where to draw the line, just how far he dares go in lowering quotations for the sake of drawing trade. He realizes that even if the principle of using "leaders" to attract customers is permissible, it is limited in its usefulness and exceedingly dangerous when overdone. Not only is it apt to degenerate into indiscriminate cutting of prices, to lead to dissatisfaction among customers, and has a tendency toward giving a store a cheap reputation, but it is inclined to arouse suspicion among other merchants and the people as well.

While the merchant is so thoroughly grounded in the matter of price-cutting, the public has not been so generally educated. There are those who exult when store managers are at war believing that they may profit by the losses of the competitors. It is just the old fable of Aesop over again—the lion and the bear fight over the prey until both are too much exhausted to move, and then the sly fox comes along and picks up the dainty and bears it away to eat at his leisure.

The public rejoices over the price-cutting campaigns. It profits by them, and on account of the fact that it has been taught to consider prices only, it feels justified in taking every advantage offered it.

The store which starts a campaign of price reduction and bellows and roars and screams for the sake of drawing custom, will either go under, because it has been foolish or because it has made up its mind to defraud its creditors, or else it sells goods which are far lower in merit and true value than it pretends.

The public loses, but it does not realize it. If a store fails to pay its creditors, the wholesalers and manufacturers must make their losses good in some way. If the store seeks to foist inferior goods upon the public at a lower price, the public gets what it pays for, no doubt, but believes that it has been cheated and robbed, and comes to have a low opinion of merchants as a whole. The whole trouble lies in the fact that the public, instead of being a prey to the merchant, is really playing into the hands of sharpers while seeking, too often, to get the best of the merchants.

KEEPING UP-TO-DATE.

Pertinent Suggestions to Storekeepers As to Doing Business Rightly.

Greatest successes in the retail field, have been made by men who have employed system in all branches of their business. Men of antiquated methods who have made successes would have made more money had they been systematic in their business. Up-to-date methods of book keeping, a system for checking over goods as they arrive and as they go out when the orders are filled are most essential. Stock should be kept in such a way that the merchant does not have to waste considerable time before being able to know whether he has any need of any line to fill stocks.

One excellent way in which the country merchant can keep his ideas up-to-date is by spending a day or two each year in visiting the large cities and studying the methods employed by the firms engaged in his line of business. A day off occasionally in some strange town, where a study of windows and store interiors and methods may be made is more than helpful.

In the home town one can never get away from the practices of his fellow tradesmen, unless he benefits by experiences had elsewhere. In a strange place we are of the gazing crowd, and we see things from a different point of view than when at home.

Some criticism may point out a fault that we have been guilty of a hundred times and never noticed, and a criticism of a stranger sometimes forces us to realize that we can improve in our own methods and we profit by the suggestion.

A country town storekeeper may learn much in a city but much of it may be little suited to rural conditions. The small town merchant needs some lessons from progressive members of his own class. Remember that there are many who can excel in some ways. If we fail to keep alive, some more enterprising competitor will beat us out.

Loud and Lusty Advertising.

There can be seen every once in a while the front of some erstwhile dignified store plastered with flaming red signs, announcing unheard-of bargains, tremendous reductions, sensational, disastrous, ruinous cuts in price, and the rest of the well-worn expressions so common to the cheapest grade of stores. It seems that a merchant is extremely apt to succumb to the wiles of the man who believes in advertising through a megaphone and with a bucket of red paint. What man has the most influence—the man with the loudest voice? What friend gives advice which is heeded—the man with the heaviest tone, who yells in your ear and enforces it with crazy gesticulations? Does the man who exaggerates extravagantly claim faith and trust the most? Advertising is right and proper, but advertising with such methods is cheapening and harmful. It appeals to the senses in the wrong way.

Chinese Salt Tax.

In China the salt tax is a government monopoly. It is one of the principal revenues of the empire, yielding about \$3,000,000 a year.

Picked Up in Pennsylvania

YORK.—The Rosedale flour mill and six adjoining buildings were destroyed by fire in Railroad borough, causing a loss of \$7,000.

MONONGAHELA.—James Donnelly, aged 35, unmarried, was instantly killed by a Pittsburg & Lake Erie observation train.

GREENSBURG.—Thomas G. Eisaman, a farmer, dropped dead from heart failure at the breakfast table at his home near Madison.

WASHINGTON.—An explosion of escaping natural gas at Houston wrecked the home of Ellis Ellis, so badly injuring both that they died.

KITTANNING.—Mrs. Wm. Thaw's Memorial church, erected in memory of her father, the late Josiah Copley, was struck by lightning and totally destroyed.

WEST NEWTON.—Pricedale, a dry town for 45 years, was the scene of a raid. Constables arrested two whites and two negroes, charged with illegal liquor selling.

WASHINGTON.—During an electrical storm which passed over this community three large tanks of the West Penn Oil Co. at Meadowlands near here, filled with oil, were struck.

WILKESBARRE.—Lying across some live wires at Pittston William M. Wintermute of Scranton, a lineman, was fatally burned, the wires burning his legs and arms to the bone.

NEW CASTLE.—Frank H. Ruby of Beaver Falls sustained perhaps fatal injuries at Mahoningtown. He swung aboard a freight train, his foot slipped and he was dragged several yards.

ALTOONA.—To save the life of a pet fox terrier James Davis, 17 years old, sucked the poison from the wound after the animal had been bitten in the neck by a copperhead snake.

WASHINGTON.—Lawrence Peterson, 16 years old, of Donora, squeezed an old mine cap in a vise. In the explosion that resulted Peterson's face was horribly burned and one eye was destroyed.

MONONGAHELA.—A new 50-ton open hearth furnace at Page Woven Wire Fence Co. was lighted recently. Mrs. F. S. Ougheltree acted as sponsor in the firing of the furnace, which was christened "Betsy."

WASHINGTON.—Frenzied by liquor, James Bruse stood at a crowded street corner and emptied a revolver, apparently to see the crowd scatter. One bullet passed through a window. No one was injured.

MONONGAHELA.—J. Vernon Smith, a brakeman on the Monongahela division of the Pittsburg, Virginia & Charleston railroad, was thrown from a car and so badly injured that he died at Memorial hospital here.

WASHINGTON.—With the marriage of Miss Sara McNelly and Miss Flora Sharpe, 76 members of the Sunday school class of H. W. Donehoo, at Cross Creek, this county, have embarked upon the matrimonial sea.

HARRISBURG.—The Pennsylvania-Jamestown exposition commission held its final meeting recently. After paying all bills the commission will have about \$18,000 of its \$100,000 appropriation to return to the state.

KITTANNING.—J. A. Ray, land agent for the Pittsburg-Buttler Co., filed here the satisfaction papers canceling a \$3,000,000 mortgage against the company in Allegheny, Armstrong, Greene and Washington counties.

CONNELLSVILLE.—As the result of an explosion of one of the 13 naphtha tanks of the American Reduction Co. along the Baltimore & Ohio railroad, near West Newton, four employees were seriously burned, one fatally.

FRANKLIN.—Miss Mary Hubler, aged 36, pulled the plug out of an alcohol barrel to see what it was like inside. The vapor ignited from a lighted match in her hand and she was severely burned in the explosion which followed.

HARRISBURG.—Food Commissioner Foust in an address at Erie is reported as saying that eight years ago 80 per cent of the food specimens purchased for testing in the open markets of this state were adulterated. The vigorous work of the inspectors has reduced this percentage at the present time to between three and five per cent.

GREENVILLE.—Trouble at the Filer mines at Pardee following the strike in the Butler-Mercer coal fields and the determination of many operators to work non-union culminated in the burning of the pump house and hoist by incendiaries.

SCRANTON.—The International Text Book Co. at its annual meeting decided to push its correspondence school work in foreign lands. A \$20,000,000 concern, known as the International Educational Publication Society, has been formed to carry on the work.

FRANKLIN.—Charles A. Shafer, aged 52, proprietor of the Franklin Ice Co., committed suicide by swallowing carbolic acid.

HARRISBURG.—Two men were instantly killed by the fall of a loaded hoist at the building operations of the new Mulberry street bridge.

HARRISBURG.—State Game Commissioner Kalbus just after his return from a trip to the game preserves in Clinton county said that game will be plentiful this fall.

OIL CITY.—Twenty boys, from 12 to 17 years old, were fined \$1 each for serenading a newly married couple with wash boilers, drums and other noise-making devices.

MONONGAHELA.—Wilbur Wilhelm, 25 years old, employed at the Naomi mine, near Belvernon, was instantly killed in the mine by coming in contact with a live wire.

ALLENTOWN.—Gasoline spilled by a boy, who wiped it off with a rag and set the rag on fire, almost caused the destruction of the village of Baumanstown, Carbon county.

GREENSBURG.—Vincent Pustett, aged 68, a native of Bavaria, for 35 years known throughout western Pennsylvania and eastern Ohio as an eccentric bookbinder, is dead here.

HARRISBURG.—W. B. Harman, a foreman of the Pennsylvania railroad, was struck on the head by a tie while directing some work near this city. His skull was crushed and he died in a few hours.

GREENSBURG.—Anello Costabile, 21 years old, an Italian, was shot through the lung at Mount Pleasant during a dispute over a \$1.50 board bill with Nicola Visconti. He may die. Visconti escaped.

GREENSBURG.—Beaten and kicked about the head, John Petro, aged 22, died at the Westmoreland hospital after lingering unconscious since June 16. He was attacked by men at his boarding house.

PHILADELPHIA.—With every appearance of having been strangely poisoned by drinking ale, W. H. Wilson, a physician, was suddenly stricken ill at his home and died shortly after being admitted to a hospital.

BUTLER.—A severe wind storm swept Marwood and the countryside, causing damage estimated at several thousand dollars. Five oil rigs were leveled, acres of timber destroyed, buildings blown over and telegraph wires along the West Penn railway torn down.

PHILADELPHIA.—The body of Mrs. Annie Cassner, aged 27 years, was found by the police lying on the sidewalk with a stab wound in the heart. A bloody butcher knife found lying in the street a square from the body led to the arrest of Robert Brown, aged 22 years, a butcher, who had paid court to Mrs. Cassner before her marriage.

KITTANNING.—Gored by a maddened bull, George Stivanson narrowly missed death. He was one of several Leechburg men camping along Crooked creek, and entered the bull's pasture. It attacked him and gored his left side, making a gash 15 inches long. Before he was rescued the animal had trampled him, inflicting serious injuries.

LOCKPORT.—The government officials have notified boat captains at Olcott Beach, in response to inquiries, that the waters in Lake Ontario will probably not recede this year. They are two feet above the normal level due to the fact that a dam has been constructed in the St. Lawrence. The rise in the water has worked immense damage at the beach.

GREENSBURG.—The suit for damages of G. W. Kiser vs. the Kerbaugh Construction Co. ended, the jury bringing in a verdict for \$615. This was the second of 26 suits instituted by residents and property owners of Bradenville as a result of an explosion of dynamite in 1903 that wrecked the little town. In both instances damages have been awarded.

HARRISBURG.—State Health Commissioner Dixon has sent a letter to the state pharmaceutical examining board regarding the free distribution of anti-toxin in which he emphatically answers in the affirmative the complaint that the distribution is not worth while. The commissioner quotes many figures to prove that the distribution is highly beneficial.

BEAVER FALLS.—George W. Murton, aged 55, a well-known citizen, committed suicide by shooting himself through the head, dying instantly. Ill health and despondency were the cause.

BEAVER FALLS.—William Bloomfield, a one-armed man, saw 8-year-old Chris Kaercher, son of a local policeman, struggling in the Beaver river and plunged in after the drowning boy. Although handicapped by his clothing and having but one arm he managed to get the lad ashore.

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,
NUTPopular
Bakery.

CONFECTIONERY

Daily Delivery.

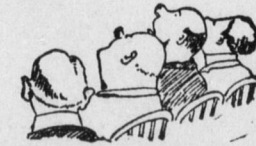
All orders given prompt and skillful attention.

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