

The Somerset County Star.

VOLUME II.

SALISBURY, ELK LICK POSTOFFICE, PA., THURSDAY, NOVEMBER 23, 1893.

NUMBER 49

Established 1852.

P. S. HAY,

—DEALER IN—

GENERAL :: MERCHANDISE.

The pioneer and leading general store in Salisbury for nearly a half century.

For this Columbian year, 1893, special efforts will be made for a largely increased trade. Unremitting and active in anticipating the wants of the people, my stock will be replenished from time to time and found complete, and sold at prices as low as possible, consistent with a reasonable business profit. Thanking you for past favors, and soliciting your very valued patronage, I remain yours truly,

Salisbury, Pa., Jan. 2d, 1893.

Mrs. S. A. Lichtler,

—Dealer In All Kinds Of—

GRAIN, FLOUR And FEED.

CORN, OATS, MIDDINGS, "RED DOG FLOUR," FLAXSEED MEAL, in short all kinds of ground feed for stock. "CLIMAX FOOD," a good medicine for stock.

All Grades of Flour,

among them "Pillsbury's Best," the best flour in the world, "Vienna," "Irish Patent," "Sea Foam" and Royal.

GRAYHAM and BUCKWHEAT FLOUR, Corn Meal, Oat Meal and Lima Beans. I also handle

All Grades of Sugar,

including Maple Sugar, also handle Salt and Potatoes. These goods are principally bought in car load lots, and will be sold at lowest prices. Goods delivered to my regular customers. Store in

STATLER BLOCK, SALISBURY, PA.

THEY HAVE GOT TO GO! THE LAST CALL TO BARGAINS.

HARD TIMES. HIGH PRICES and BIG PROFITS can't exist in this town, because I have got the goods and make the prices that save people money. Have you seen

MY NEW SPRING STOCK

of Dry Goods, Groceries, Boots, Shoes, Hats, Caps, Furnishing Goods, Notions, etc? Give me a call and see my line of Ladies', Misses' and Children's Fine Shoes, Oxford Ties and Slippers, also a nice line of Men's, Boys' and Children's Straw Hats.

Many thanks for past favors. I remain your friend,

GEO. K. WALKER.

C. T. Hay's Block, Salisbury, Pa.

Established in 1880.

Fisher's Book Store, Somerset, Pa.

WHOLESALE DEPARTMENT: This large and heavily stocked establishment is now fully stocked and ready for the Fall and Winter trade.

The Wholesale department sells to 90 town and country merchants in this and adjoining counties and states. The attention of merchants and others in the Elk Lick and Meyersdale coal regions is called to our stock, and their orders and the orders of others solicited.

Blank Books, Letter, Legal Cap, Foolscap and Box Paper, Envelopes, Inks, Pens, Pencils, Mucilage, Pen Holders, Slates, Tablets, Justice's Blanks, School Books, School Supplies and everything usually sold at a well organized and well stocked stationery store, at best wholesale prices. The retail trade is solicited for such goods as your home merchants do not supply. Mail orders promptly attended to.

CHAS. H. FISHER.

WITHOUT THE

Non-pull-out BOW (RING)

It is easy to steal or ring watches from the pocket. The thief gets the watch in one hand, the chain in the other and gives a short, quick jerk—the ring slips off the watch stem, and away goes the watch, leaving the victim only the chain.

This idea stopped that little game:

The bow has a groove on each end. A collar runs down inside the pendant (stem) and fits into the grooves, firmly locking the bow to the pendant, so that it cannot be pulled or twisted off.

Sold by all watch dealers, without cost, on Jas. Boss Filled and other cases containing this trade mark—Ask your jeweler for pamphlet.

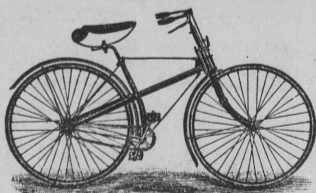
Keystone Watch Case Co., PHILADELPHIA.

S. Lowry & Son, UNDERTAKERS.

at SALISBURY, PA., have always on hand all kinds of Burial Cases, Robes, Shrouds and all kinds of goods belonging to the business. Also have

A FINE HEARSE, and all funerals entrusted to us will receive prompt attention.

WE MAKE EMBALMING A SPECIALTY.



WE ARE OVERSTOCKED

—WITH—

Bicycles!



We are giving our agents Extra Inducements for cash orders.

BEN HUR, \$75 and \$90.

CENTRAL, High Grade, \$135.

Write for Big Discounts to Agents.

Central Cycle Mfg. Co., INDIANAPOLIS, IND.

P. L. LIVENGOOD, Agt. at Elk Lick, Pa.

Speicher's Drug Store!

Behold We Are Come! Selah!

And verily we are here to stay. Immovable as the Pyramids of Egypt or a grease spot on a pair of ice cream trousers. And we have with us a full stock of the purest and freshest Drugs, Patent Medicines, Druggists' Sundries, Soap, Perfumes, Toilet Articles, choicest assortment of Stationery and Books in town, Jewelry, Spectacles, etc.

Arctic Soda Water

and Hire's Root Beer constantly on draught. Ice Cream Soda every Saturday afternoon and evening.

Prompt attention and satisfaction guaranteed. **A. F. SPEICHER, Prop., Elk Lick, Pa.**



S. C. HARTLEY & Co.,

Dry Goods Merchants

OF MEYERSDALE, are Headquarters for LADIES' WRAPS. Over 100 STYLISH COATS and CAPES in stock, bought from the largest and most stylish manufacturers in the country. Ladies, call and see them. Prices low—from \$2.50 to \$18.00.

READ IT! This Valuable Information. **FREE!** **BOOTS and SHOES:** The largest stock, the most reliable and complete assortment ever displayed in Salisbury. I buy direct from the manufacturers and give you the best values that can be had for the money. **The Celebrated Walker Boots and Shoes** will give satisfaction. **Our Children's and Misses' Shoes** of the Merrimack make are unsurpassed. **The Ladies** will here find the shoes that will tickle their fancy and fit their feet—neat, stylish and serviceable, as fine as the finest sold in the county and at prices that will agreeably surprise the purse.

SWEET, Orr & Co.'s famous Pantaloons, Shirts and Overalls. **Overcoats, Children's and Boys' Clothing**—an elegant assortment and cheap.

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\$5, \$10 and \$20, Genuine Confederate Bills, only five cents each; \$50 and \$100 bills, 10 cents each; \$20, and \$50, shipplasters, 10 cents each; \$1 and \$2 bills, 25 cents each. Sent securely sealed on receipt of price. Address, CHAS. D. BARKER, 90 S. Forsyth St., Atlanta, Ga.

Frank Petry, Carpenter and Builder, Elk Lick, Pa.

If you want carpenter work done right, and at prices that are right, give me a call. I also do all kinds of furniture repairing. Bring your work to my shop.

T. W. GURLEY,



JEWELER AND OPTICIAN,

MEYERSDALE, PA. REPAIRING AND ENGRAVING DONE.

R. B. Sheppard, Barber and Hair Dresser.

All kinds of work in my line done in an expert manner. My hair tonic is the best on earth—keeps the scalp clean and healthy. I respectfully solicit your patronage.

W. F. Carlitz, Expressman and Drayman,

does all kinds of hauling at very low prices. All kinds of freight and express goods delivered to and from the depot, every day. Satisfaction guaranteed.

W. F. EAST, Painter and Grainer

House and sign painting and all other work in my line done in a substantial and workmanlike manner. Your patronage solicited and satisfaction guaranteed.

P. O. Address, ELK LICK, PA.

TO CONSUMPTIVES. The undersigned having been restored to health by simple means, after suffering for several years with a severe lung affection, and that dread disease Consumption, is anxious to make (free of charge) a copy of the means of cure. To those who desire it, he will cheerfully send, which they will find a sure cure for CONSUMPTION, ASTHMA, CATARRH, BRONCHITIS and all throat and lung MALADIES. He hopes all sufferers will try his remedy, as it is invaluable. Those desiring the prescription, which will cost them nothing, and may prove a blessing, will please address, REV. EDWARD A. WILSON, Brooklyn, New York.

An Open Letter to Our Patrons.

Friends and patrons, you will notice that THE STAR is this week reduced in size, and as you will doubtless want to know the reasons for the change, I will proceed to give them to you.

In the first place, in order to get me to establish a newspaper in Salisbury, the business men of the town and some of the mechanics signed a document agreeing to give me a liberal advertising and job printing patronage. This is all I asked and they said in "black and white" that they would give it to me. Some of them said they would be willing to give me a bonus to locate here, but I did not ask it of them. All I wanted was for them to promise me a liberal patronage, and as they seemed to take pleasure in making the promise, I confided in them and took it for granted that their signatures to the document referred to meant more than any empty promise. But I am sorry to say that to a great extent I have been disappointed, for some of the very men that signed my paper have never yet given me one cent's worth of advertising or job printing. Perhaps they were only joking when they wrote down their signatures, but that is as it may. I do not relish the joke. When I moved here from Nebraska, a distance of over 1,800 miles, I was acting in good faith and firmly believed that all those here who encouraged me to make the long and expensive move were also acting under the influence of honest motives; but it seems that some of them were not. They may have been only negligent in coming forward with their promised patronage, but as they have been frequently reminded of their promises, that can hardly be probable.

However, it affords me pleasure to say that the most of my encouragers gave me a pretty fair advertising patronage, the first year of the paper's existence, and I was well satisfied with the same and had good reason to believe that it would increase instead of diminishing. But such has not been the case, for ever since Jan. 1st, 1893, advertising space has been reduced on the plea of hard times, economy and various other things. This has been carried on until I now feel that it is my turn to economize, for I feel the hard times as keenly as anyone else. I can not very well economize at the stores, for it requires just as much merchandise for my family as it did when times were good. It is not expensive to run a store bill the way some men do it—buy and never pay—but I have always been in the habit of paying for what I buy, and by the way, it requires a great deal of buying and paying for my family of nine. I have, however, been doing a great deal of economizing for the past three months, but with the exception of quitting the use of tobacco, none of my economy has been at the stores. In fact I have been practicing the most rigid economy for some time, cutting off all expenses that are not creditable to have, but I must go still farther.

If my advertising patrons cut down their patronage to a mere pittance, which they have done, the only way I can see out of the dilemma is to cut down the size of the paper, and for that reason I this week lop off two pages. If that will

not cut off sufficient expense to suit the advertising patronage, I will reduce the paper two pages more; if that will not do, I will discontinue it altogether and run an exclusive job printing office; and if an exclusive job printing office will not pay in this town, then I will try to find a location where it will pay. I am not complaining of my job printing patronage, for that has been quite good, right along, notwithstanding the fact that a few parties in this town have been doing the Chinese act by sending their orders for printed stationery to the city. Some would-be business men will always send abroad for everything they can buy a little cheaper than at home and then imagine that they are doing very smart business, but they are not. It never pays to boycott home industries. If the home paper is boycotted by a home business firm that sends away from home for its printing, the paper and some of its friends will always retaliate by patronizing such a firm just as little as possible, and in that way such a business house will lose sales enough in one month, the profits of which would keep it in printed stationery for several years. Then what has the "Cheap John" merchant gained by sending to the city for his printing? Nothing but the contempt of all fair-minded people who have learned of his nigardliness toward his town, the place where he gets his living and business. There are lots of things that I can buy from such firms as Montgomery, Ward & Co., and get them delivered to me, all charges prepaid, for less money than our merchants buy the same kind of goods at wholesale. But I do not do that kind of business.

All the goods I buy away from home are such goods as I can not get here, or good that I trade in on foreign advertising, and every man has a right to patronize his patrons, no matter where they are located. It is the duty of every person to buy as little away from home as possible. Patronize home and home industries, for that is the way to make your town prosper. Here is where we make our money, and here is where we ought to spend it. Don't boycott the home printer, even if he has not got the facilities to do printing quite as cheap as it can be done in large city printing houses. The country printer will always do your work as cheap as he possibly can, and the fact that you seldom see him have more than a three-earned living, is sufficient evidence that his profits are small. In fact he isn't "in it" for profits with the country merchant, for you often see country merchants that have acquired considerable wealth. A merchant should be the last man in the town to send abroad for his printing, for he, above all others, must look to the home people for the patronage given him. But I will return to the subject of advertising, for as I have said before, my job printing patronage has been quite good, right along, notwithstanding the Chinese tactics of a few persons that have sent abroad for their printing, for which they ought to be ashamed of themselves. The fact of the matter is, during the past year I have been keeping the paper alive mainly on the revenue derived from the job printing department of the office, but I am not going to do so much longer. The advertising and subscription department have got to pay all the running expenses of the paper, or THE STAR will refuse to shine. Business is business, and when any branch of a business no longer supports itself, that branch ought to be cut off before it causes much loss to the proprietor.

It takes money to run a newspaper. The running expenses of THE STAR office are from \$100 to \$150 per month—never less the former amount, and following is what our home advertising amounts to per month:

P. S. Hay, 8 inches	\$8.00
S. A. Lichtler, 6 inches	2.50
G. K. Walker, 6 inches	2.50
S. Lowry & Son, 1 1/2 inches	.75
A. F. Speicher, 3 inches (drug ad.)	1.25
" " " 1 inch (prof. card)	.50
J. L. Barbus, 7 inches	2.75
Frank Petry, 1 inch	.50
Seminole Bitters Co., 1 1/2 inches	.75
R. B. Sheppard, 1 inch	.50
John J. Livengood, 1 inch	.50
W. F. Carlitz, 1 inch	.50
N. Brandler, 4 inches	1.75
W. F. East, 1 inch	.50
R. M. Beachy, 1 inch	.50
Dr. Shaw, 1 inch	.50
Dr. Lichty, 1 inch	.50
D. O. McKinley, 1 inch	.50
B. Loebel, 1 1/2 inches	.75
R. L. Walter, 2 inches	1.00
C. Wahl, 4 inches	1.75
Total	\$23.75

Oh, what a magnificent sum this is! Do you wonder that the size of the paper has been reduced? Of course that is not all of my advertising patronage, but it is the bulk of that which is regular. The Meyersdale, Somerset and Hyndman advertisements I am now carrying, foot up to \$12 per month, but I do not have them during the whole year, hence they are not much of an item. The business locals I carry, will not average over \$5 per month, and all the patent medicine advertisements the paper contains will not amount to more than \$8.50 per month. That is not enough for the amount of medicine advertising I am

running, but because there are thousands of fools in the newspaper business that take such advertisements at starvation rates, other publishers must take them at the same rates or not get them at all. The same can be said of all other classes of foreign advertising, for that class of advertising is nearly all given out through city advertising agents. The agents make the money there is in it and the publishers do the work. Nearly all the foreign advertisements in this paper are not paid for in cash at all. Some are paid in printing materials, some in goods of the advertiser's manufacture, etc., etc., but I am getting the bulk of them through one advertising agency and am running them to apply on another printing press that the agency will furnish when a certain large amount of advertising is done.

I think I have now made the situation so plain that even the dullest man in town can form a pretty good idea of what it takes to keep up a newspaper in this town. The question now is: Do our business men want a newspaper in this town? If so, give it a decent advertising patronage. If not, why did you promise me a good advertising patronage in order to get me here, and then, after the first year, begin to cut it down to a mere pittance? You knew me and the kind of paper I edited before I moved here from Nebraska; you promised me a good patronage to get me here; now, deliver the goods and don't try to crawl out of a promise that you placed your signatures to and which I had confidence in. Don't cut down your advertisements because times are dull. Now is the time, more than ever, to advertise. Wanamaker said: "Pulling an advertisement out of a newspaper when times are dull is like a miller tearing out a dam when the water is low." It seems to me that there are some firms in this town that could spend \$10 a month in advertising and spend it very profitably to themselves at that. There isn't a store in town that hasn't got lots of goods that the public knows nothing about—goods that would find ready sale if kept constantly before the people through the medium of the local paper. The people like to know what you have on your shelves, and their effort to call and see what you have will always be in the same ratio with your effort to induce them to call by inviting them through the columns of the local paper. This is a fact which nearly everybody has noticed time and time again. Give them lots of business locals, for they are eagerly read and always with good results to the advertiser.

THE STAR has been a faithful servant of this town ever since it was established, and that its labors for the improvement and upbuilding of the town have accomplished a great deal in that direction. I hardly think will be denied by one person in the place. But THE STAR has not been receiving just treatment, and that is why I must now reduce it in size. I had hoped to add steam power, this fall, as the circulation of the paper has grown to such an extent that it is almost impossible to print our big editions any longer by hand. But after moving into larger quarters and hoping for an increased advertising patronage sufficient to enable me to get an engine, I have met only disappointment, and the cutting off of advertisements in the name of economy has been going on more than ever. It is also next to impossible to get money on subscription, hence prospects for an engine are very poor. This state of affairs should not exist. Every merchant in town should advertise and advertise liberally, and every mechanic in the town should have a card in the paper. That is the way to make the town boom. If every business man does his whole duty in the matter of advertising, there will be very few foreign advertisements in THE STAR. Don't allow your local paper to go out into the world looking like the advance agent of a graveyard, but give it a good advertising patronage and thereby let the world know that it is published in a live, energetic, enterprising community. Remember that the newspaper is the mirror into which the world looks to see what kind of a town you live in, and a town is usually judged by the appearance of its local paper.

I stated in my first issue that I would give Salisbury as large and as good a paper as her people are willing to pay for, and that is what I propose to do. Now which do you want, a steam printed paper, a little sheet published by hand, or no paper at all? The larger paper is the one you ought to have, but your future patronage will decide what kind of a one you will get. Better arise from your slumbers, do more advertising, organize a board of trade, change the name of the borough, make an effort to unite Salisbury and West Salisbury under one corporation, put in water works, electric light, etc. That will be more creditable and more profitable than all the cutting down of advertisements you can do in the next ten years. Submitting the foregoing for your thoughtful consideration, I am, gentlemen, Your Humble Servant, P. L. LIVENGOOD.