

THE BUSINESS FUTURE OF THE SMALL TOWN

at a near-by store. We come to hardware and "houseware" we encounter a sharp rise in the percentage—16.5 for hardware and 15.3 for the miscellaneous utensils. Meats—rather surprisingly—show a percentage of nearly 23 purchased out of town. More than a quarter of the furniture for the homes in this small town came from the near-by cities. There is another sharp rise when we come to dry goods—the percentage shooting up to nearly 39 per cent. Exactly half of the shoes and jewelry were purchased out of town. When we come to ready-to-wear clothing, we strike the highest percentage of all—nearly 56 per cent being purchased outside the corporate limits of this village. Evidently the higher the cost of the commodity per unit the wider the shopping effort.

Five reasons were given that impelled the people of this typical small town to go elsewhere to buy merchandise. The bigger out-of-town stores were asserted to have a better selection of merchandise, better prices, more modern equipment and arrangement and better trained, more courteous salespeople—and, besides these business elements, the people who were questioned admitted the attraction of the amusements and recreation facilities that the near-by cities offered.

Of course, we must bear in mind that, in all such studies as this, it is hard to estimate human motives precisely. So, if we should jump to hasty, theoretical conclusions about the loss of part of the small-town business to the cities, we might go as "wide of the mark" as the young mother who was frightened half out of her wits when the nurse-maid ran in screaming, "Oh, ma'am, it's turrible—I don't know what to do—I've lost the baby in the park!" The fond parent nearly fainted, but managed to inquire, in a whisper: "Why didn't you speak to a policeman?" The maid was silent for a moment, and then she blurted out: "I did, ma'am, I did—that's how I lost the baby!"

Anyway, the mother got at the general truth of the situation by asking pertinent questions—and that is what the searcher and commercial "surveyors," governmental and other, are trying hard to do in the matter of small-town business.

Just what fault do people find with the small-town stores? As revealed by the Department of Commerce survey in New England, the purpose of which was to help the small-town merchants correct their difficulties, here are some of the allegations: A "lack of style goods," a lack of variety and sizes in shoes, dresses, and ready-to-wear clothing, is the criticism voiced most often. Some people chafe that local stores are apt to have a two-price policy—and they do not like to haggle. Others say that local dry goods stock is likely to be dusty or soiled, and there is objection to the frequent phrase, "We're just out of that." A comment often encountered is that it is hard to get real up-to-the-minute novelties at the small-town store. Fault is found with local store lighting and window dressing. Lack of dignity in stock arrangement is one of the things censured.

I know you will understand that, in quoting these criticisms, I am not intimating for a moment that they apply to all small-town stores. Far from it! Thousands of such stores are thoroughly progressive, well-arranged, handsome and efficient. I am simply bringing you a few of the objections that have been actually expressed with respect to some such stores.

One of the things that small-town stores is "up against" today is that it must endeavor in a measure to counteract or equalize the entertainment advantages of the city. That is being done—to a degree. Take the case of talking-pictures. When the silent movie was toppled abruptly from its pedestal, some premature mourners said: "Just another thing to injure the life of the small town! This new-fangled sound equipment is expensive, the local 'opry house' or Bijou Dream can't afford it. You'll see more of our people flocking down to Zenith to hear the 'yelluloids!' How about it, really? How is it working out? I was turning the pages yesterday of a big fat volume listing every picture theatre in this country, with a notation as to whether it has been wired for sound. There were hundreds—hundreds—of theatres showing talking-pictures in towns with as few as 700 people, or 1,200 or 1,800! That shows enterprise, determination, a will not to be left behind.

...Himmler Theatre...

THIS FRIDAY AND SATURDAY "Kick In"

WITH **CLARA BOW**

MONDAY AND TUESDAY "Never the Twain Shall Meet"

WITH **AN ALL-STAR CAST**

WEDNES. AND THURS. "Laughing Sinners"

WITH **JOAN CRAWFORD**

FRIDAY AND SATURDAY "The Last Parade"

WITH **JACK HOLT**

And we see that same splendid spirit in varied manifestations, in small towns throughout the Nation. The American small town is not going to quit or "take punishment lying down." One of our Washington humorists who sometimes expresses his shrewd wisdom through the character of an old colored "uncle" made this Uncle Eben say, the other day: "Whenever you see a quitter, you're liable to see a man that was'n' much of a beginner in de first place." But American citizens of the small town are just the reverse of that. They were valiant, dauntless beginners—and I am convinced that they will prove to be very sturdy stayers.

They are coming to realize, I think, that one of the secrets of restoring small-town business, where it has decadence, is to be found in a brisk, resolute modernization program for the stores, the introduction of more rigid efficiency along lines described in our Commerce Department bulletins—remodeling or even transformation of equipment and arrangements, the installing of stock-control systems, the careful training of salespeople, co-operative advertising, chamber of commerce activity, the creation or arousal of keener civic consciousness.

Obviously, one of the most potent weapons available to the small-town merchant is the trade developing power of local advertising media. Certainly, intelligently guided publicity and consistently vigorous local advertising, especially in these days of consumer timidity, represent outstanding means at the command of the smaller community merchant for arousing greater interest in his goods and attracting customers to his door.

Let us look at one example of what can be done in the small-town merchandising field. Moved by the striking results of our recent Grocery Survey in Louisville, Kentucky, every single retail merchant in one small town in that State carried out an extremely thorough modernization of his store. With what result? There has been, ever since, a very substantial increase in the combined net business of all the town's stores. They have created new business and new profits. Other small towns can do the same through energetic and adroit action.

I find I have not time to take up some of the main factors, some of the outstanding contemporary forces, that promise to help small-town business in the future. I have not been able to discuss the factory prospects of our smaller communities, the great possibilities in the decentralization of industry, the importance to little places of air routes and of our vast new highway systems, the potential influence of the impending television, or most important of all, the long-distance transmission of electric power as a great stimulant to small-town industries. I have not said anything about the spread of mail-order trading or about the chain store endeavoring to invade the small town.

Dallas Socials

Recent orders assigning First Lieut. John P. Kirkendall, U. S. Air Corps, whose home is in Dallas, to Brooks Field, Texas, have been changed to assign him to Randolph Field, Texas.

Clarence Whitebread, of Wilkes-Barre, Mrs. J. M. Rood and Mrs. Estella Whitebread, of Dallas, motored to Philadelphia on Wednesday of last week, spending the day with Mr. and Mrs. Bert Wagner and family.

Mrs. Charles Kinsman and son, Charles, of Hayfield Farm, are spending a week in New York City.

John R. Lee, of Dallas, has accepted a position at Fairmont, W. Va.

Mrs. Charles Searfoss has returned home after visiting her daughter, Mrs. Thomas Montanye, of Johnson City, N. Y.

Mrs. F. F. Morris and daughter, Caroline, motored to Easton last Saturday returning Sunday bringing back with them as a guest, Miss Jean Fairer, of Easton.

Marie Kiefer is spending several weeks with her grandparents, Mr. and Mrs. R. M. Kiefer, of Kingston.

Mr. and Mrs. D. F. Westover, Mr. and Mrs. William Dix, Mr. and Mrs. Robert Hislop, Mr. and Mrs. Nesbitt Garinger, Mrs. D. P. Honeywell, Mr. and Mrs. Sterling Machell, Frederick

FOR SALE Valuable Properties

Trucksville: Valuable four-story dwelling—beautiful site, forest groves and rock formation in rear of property. Truck garden and tennis courts. ...¾ acre of land.

Luzerne: \$12,000 house on Main street, near busy corner good professional location. Will sacrifice to liquidate affairs.

Edwardsville: Large lot, can be sold whole or in part, on Larksville - Courtdale road. Will sacrifice.

APPLY TO **Atty. W. J. Coughlin**
599 Market St., Kingston, Pa.

Turpin, and Mr. and Mrs. Eugene Fogel motored to the Boy Scout Camp on Sunday.

Walter Wilson has returned home much improved after submitting to an appendicitis operation.

Mr. and Mrs. G. R. Spitt and son, Durwood, of Jackson, spent Sunday with Mrs. O. L. Harvey.

Mrs. Arthur Kocher and Mrs. William Monk spent the week-end at West Coatsville attending a camp meeting.

Mrs. J. R. Gibbs spent the week-end with Mrs. H. Knaesler, of Plymouth. Mr. and Mrs. Malcolm Thompson are entertaining Mr. and Mrs. Burns, of Philadelphia.

Miss Catherine Shindel, of Lehman avenue, and Miss Helene De Mun, of Kingston, will entertain in honor of Mrs. Joseph Gomor, formerly Miss Patricia Whitelight, at the Vanity Fair Saturday afternoon.

Mr. and Mrs. F. Blery, accompanied by Mrs. William Farver, Mrs. Edward Hook, of Shickshinny; Mrs. Clara Harrison, David Bigley, of Long Island; motored to Retreat, where they visited Mr. Wesley Bellas Sunday.

Machell Hildebrandt is a patient at Nanticoke State Hospital.

Mrs. Clara Harrison, son, David Bigley, of Mineola, Long Island, spent a few days with Mr. and Mrs. F. F. Blery.

Mrs. Thomas Montanye, of Johnson City, spent the week-end with her sister, Mrs. Raymond Moore.

Mrs. J. R. Gibbs and Mrs. William Monk will leave this week-end to spend a few weeks at Ocean City.

Mr. and Mrs. John Wilson are entertaining Mrs. C. A. Arntz and Mrs. James R. Buckley, of New York, for a few weeks.

DR. L. N. BOSTON DIES IN PHILADELPHIA JULY 4

The following account concerning the death of Dr. L. N. Boston, brother of Dr. C. L. Boston, of Noxen, is taken from last week's issue of the "Shickshinny Mountain Echo."

Dr. L. Napoleon Boston, eminent in medical circles in the East and particularly in Philadelphia, where he was widely known, died at his home in Philadelphia on July 4 after an illness of less than five months. Dr. Boston was taken ill in February, when a case of sore throat developed into erysipelas, with a bad heart condition resulting.

Dr. Boston was born on March 18, 1872, at Town Hill, the son of Alfred H. and Bethia Bacon Boston. He received his early education in the New Columbia Academy under the tutelage of Prof. Evan Beishline and then finished high school work at Minneapolis, Minnesota. He attended the Atchison Commercial College, at Atchison, Kansas, and later taught school and attended college co-jointly until 1892. He graduated with highest honors from the Philadelphia School of Anatomy in 1895; received the degree of M. D. from the Medico-Chirurgical College, Philadelphia, in 1896 and the degree of A. M. from Ursinus College in 1902. In 1891 he taught school at Red Hill in Fairmount township.

Follows is a resume of Dr. Boston's professional activities from the time of his early studies until his death at the height of his career:

Bacteriologist, Philadelphia hospital, 1898-1901; Ayer Clinical Laboratory, Pennsylvania hospital, 1901; Instructor in Obstetrics, 1897-9; Instructor in Medicine, 1905, Medico-Chirurgical College; Physician to Philadelphia General Hospital (Blockley), 1905-31; Director Clinical Laboratory of Research, American Hospital for the Diseases of the Stomach, Philadelphia, 1906; Pathologist, Frankford Hospital, Myrtle B. Eyer, of Collingswood, N. J., are the only survivors.

Funeral services were held on Tuesday evening at 8 p. m. at 1937 North Broad street, Philadelphia, and interment was made at the Edginton cemetery, Clarksboro, N. J.

1909; Professor Physical Diagnosis, University of Pennsylvania, 1916-17; Medico-Chirurgical College, 1912-16; Associate Professor of Medicine, Post Graduate School, University of Pennsylvania, 1919; Professor Physical Diagnosis, University of Pennsylvania (Graduate School), 1927-31; Professor of Medicine, Woman's Medical College of Pennsylvania, 1927-31. He also studied in Europe in 1898 and 1901. While studying in Europe Dr. Boston became interested in gynecology and traced his ancestry to the original Boston family who lived in the town of Boston, England, in the year 1400. On October 28, 1905, Dr. Boston married Caroline Crandall, of Weesterville, R. I., and one daughter, Barbara C. Boston, was born to the union. His wife and daughter, with one brother, Dr. C. L. Boston, of Noxen, and Mrs.

Advertisements

FOR SALE—1 bedroom suite, 1 dining room suite, several straight back chairs, several rocking chairs, 2 sewing machines, 1 large brass kettle, 18 pairs window shutters, 1 sanitary toilet, wash stands, 1 sideboard, 1 parlor suite, some carpets, 1 kitchen table, 1 Sharpless cream separator, and other articles too numerous to mention. Call at 54 Huntsville street. 7-17-11

FOR SALE—Saddle Horse. Apply to Casino, Harvey's Lake, Shawneese. 7-17-11

FOR SALE—House for sale cheap or will trade for a larger one. S. H. Drake, Dallas. 7-19-31*

RASPBERRIES—The finest you've ever tasted. Famous Latham variety, large size. Call for them at the farm any day. One-half bushels delivered in Dallas, Shavertown or Trucksville. Buy them in quantities. Berries are cheaper this season than they have been in years. Englemann's Fruit Farm, Noxen. Phone Centremoreland 5-R-9. 7-17-11

FARMS SOLD AND EXCHANGED—List your property with John A. Williams, 48 Main st., Dallas. 5-12-11

FOR SALE OR RENT—5-room furnished cottage with water and garage. White's Ferry Boat. Furnished. Call W. S. Kitchen 32-06 Harvey's Lake. 5-29-11*

FOR SALE—34 acre farm on DeMuns road, 2½ miles from Fernbrook. House, electric lights, fine spring, never dry. Barn, large hen house, 4x25, brooder house, 14x14, another brooder house, stone milk house, 20x25, spring water piped to milk house, 100 excellent bearing fruit trees, apples, cherries, German prunes. Reason for selling, poor health. Address Box C, Dallas Post. 7-10-31

JUST OUT—Patented 5-Piece Caning Outfit Every housewife buys Big season opportunity. Only \$1.25 per set. Sample set 75c Write immediately for sample and sales particulars. Also many other attractive offers. Jacob Laux & Sons Mfg. Co., Shavertown, Pa. 7-17-31

FOR SALE—Fifty colonies of bright Italian bees with the privilege of one or fifty. All bred from a gentle strain and good honey gatherers. All in 10 frame painted hives. Free delivery to purchaser, \$6 a colony. Reason for selling lack of room. Inquire of Samuel Eggleston, Box 14, Alderson.

FOR RENT—6-room house at Fernbrook, newly papered. All improvements, rent \$40. Leslie A. Steel, Inc., King. 7-3181. 7-10-11

RELIABLE WOMAN wants washing and ironing, will call for and deliver. Address P. I. Box 256, Shavertown. 7-17-11

FREE—Cancer, Diabetes, Piles and "Golter Remedy" sent. Tibbins Pharmacy, Beech Creek, Pa. 5-15-11

SEARS, ROEBUCK AND CO
WE GUARANTEE SATISFACTION OR YOUR MONEY BACK

Initial Purchase Price Saves You \$50 to \$75—When You Buy A 'COLDSPOT' Electric Refrigerator

\$139.50

The generous four-cubic foot storage space of this "Coldspot" electric refrigerator, will hold all the perishables you need for several meals—and keep them safely, steadily cold! The electric mechanism requires no care except a few drops of oil twice a year. It's all porcelain enamel interior is easily kept spotlessly clean and sanitary. Dry, zero insulation gives perfect protection and the "Coldspot" is priced \$50 to \$75 lower than refrigerators of equal quality.



\$10. DOWN
Then Pay \$10 Monthly
(Plus a small carrying charge)

Electric Refrigerators—Third Floor

AMERICAN STORES CO. AMERICAN

The Wise Food Buyer

Knows that Quality is extremely important in selecting her Table Needs. She knows there is no economy in buying inferior products. Thousands and thousands of Particular People buy with confidence in the convenient ASCO Stores, thus securing High Quality Foods at very sensible, money-saving prices.

Reg. 12½c Finest Large SANTA PRUNES 2 lbs 17c CLARA
Meaty fruit from California's best orchards. For breakfast, salads, prune whip.

Reg. 19c California Apricots 15c
A splendid fruit with the tart flavor, especially enjoyable during the summer. You save four cents at .big can

Cooked Red Beets 2 med cans 15c 6 8 oz cans 25c

Reg. 20c ASCO Stuffed Olives bot 17c
Choice Red Tomatoes big can 10c
Reg. 20c Cranberry Jelly can 17c
Diplomat Chicken a la King can 39c

GOOD DESSERTS LUCK 2 pkgs 19c
Vanilla, Chocolate and Lemon Flavors make pleasing summer desserts that are inexpensive.

Choice Whole Grain Tender Corn 2 cans 19c
Many prefer this Corn.

Hom-de-Lite Mayonnaise
A light, creamy whip from our own Sanitary Kitchens. Made from Fresh Eggs and the best of ingredients.
½ pt. jar 17c : pt. jar 29c

The Three Favorite Blends

Victor Coffee lb 17c : 3 lbs 50c
ASCO Coffee lb 25c
Acme Coffee lb tin 29c

ASCO Tuberculin Tested Evaporated MILK 3 tall cans 25c

Farmdale Evaporated MILK 3 tall cans 22c
ASCO Toasted Corn Flakes 2 pkgs 13c

ASCO BEANS with PORK can 5c
The lowest price in years for this fine product. Buy a dozen cans. Serve hot or cold.

National Biscuit Company Specials

Fruited Ovals 2 lbs 25c
Donora Macaroons lb 24

Victor Bread
Remarkable Value Big at this low price. Pan 5c
Loaf

Victor Raisin Bread 10c
Filled with luscious raisins. loaf

Bread Supreme 7c
20 oz Wrapped Loaf

Layer Cakes from Our Own Bakeries
Decorette each 23c
Cocoanut Marshmallow each 25c

Preserving Needs

Jelly Glasses doz 39c
Jar Rings 4 doz 25c
Mason's Pt. Jars doz 75c

Certo (sure jell) bot 29c
Jar Tops doz 25c
Mason's Qt. Jars doz 85c

WEEK-END BUTTER SPECIALS

LUELLA BUTTER lb. 30c
RICHLAND BUTTER 2 lbs. 57c
DERRYDALE BUTTER 2 lbs. 53c
GOLD SEAL EGGS Carton 29c
FRESH EGGS doz. 25c

Reg. 9c Palmolive Beads 3 pkgs 10c
Palmolive or Lux Soap 3 cakes 19c
Reg. 19c Galvanized Buckets each 15c

Reg. 22c Dust Brushes each 17c
For quick, efficient dusting.

Reg. 19c ASCO Extra Strength Ammonia qt bot 15c small 5c size

The canning season is here. You can secure all necessary items at the convenient ASCO Store.

These Prices Effective in Our Stores in Dallas and Vicinity.