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Business men of Aberdeen who have what you want and when you want it

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Marsh's

FOR QUALITY AND STYLE CALL TO SEE OUR STOCK OF
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ORIGIN OF ONE MAIL ORDER HOUSE

Sixth Story.
 "You can start from nowhere and get far up the ladder sometimes, but you'll drop back unless the bottom of the ladder is planted pretty solidly," said The Rolling Dollar to his friend the Dollar Greenback.
 "I know how one of the biggest mail order houses started. Roberts was a watch peddler up in Wisconsin and he was broke. He had to get to Milwaukee, so he put up his own watch as security for a ticket with the station agent, whom we'll call Stacy. The ticket man was shrewd enough to sell the watch for twice the price of the ticket.
 "Stacy liked the game, so he got Roberts to express a dozen watches to fictitious names at his station. Each watch was billed at \$25, the bill showing that \$10 had already been paid. Stacy, acting as express agent, unloaded these at \$15 each, for the people who bought them thought it a great bargain. They didn't know the watches cost \$3.50 each. Finally the railroad fired Stacy.
 "The pair of schemers opened up in Milwaukee and bought 1,000 watches at \$3 each. All were sent to fake names in Illinois, Wisconsin and Kansas. When the express agent reported them as undelivered, they wrote him some mistake had been made, but as \$10 had already been paid on the watch they would pay him \$2 commission for selling it for \$15.
 "That scheme netted them \$10,000. Next they bought a lot of child's furniture, and advertised it so as to lead people to believe they would get a full set of furniture for \$5. Foolish folks all over the country bit on that, but they kept within the law in their advertising, so they went unpunished.
 "Both partners are out of it now. Stacy has more money than he knows what to do with, while Roberts, on the other hand, was working for \$18 a week some time ago, having been forced out of business. Yet the house they started is doing millions of dollars worth of business all

over the United States. Roberts has already gone back where he belongs; how long can such a house continue to live off short-sighted or trustful people?
 "A while ago that house bought 3,000 bicycles, all alike, for \$6.50 each. They devised three different brand names, and sold one brand at \$16.25, one at \$12.50 and one at \$12.75, all the machines being identical.
 "That's their system, and that is the kind of competition the local merchant has to meet. And the merchant is right here all the time to build schools and keep up roads and bridges by paying taxes, besides helping to support the churches, the charities and everything for the public good.
 "If I was a human being instead of a hard-working dollar here in Centerville, I'd certainly give my storekeeper a chance at my trade instead of feeding those people in Chicago, Buffalo and New York." Copyright, 1914.

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