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THE COUNTRY MERCHANT AND HIS BIG COMPETITOR

Amazing Figures Compiled by Statistician Reveal Striking Developments in Commercial Duel

New York, Oct. 23.—That the mail order houses are doing annually 20 per cent. of the aggregate business of all the country stores of the United States, is one feature of a striking report recently submitted to the American Fair Trade League by its Research Bureau. According to this report the country stores do a total yearly business of about \$2,500,000,000, while the business of the mail order houses is estimated at 500,000,000. In a careful analysis of the causes leading to the state of American trade conditions, it is pointed out that the small town is losing ground everywhere, more especially in the Middle West.

The constant and persistent exploitation of branded and trade marked merchandise is assigned as one of the most powerful levers used by the catalog concerns to curry favor with the consumer. In numberless cases these nationally advertised goods are offered for sale at prices known to be below the jobber's cost.

Almost invariably, it is reported, these standardized goods are featured in prominent type on the first pages of the catalogs, the inference or attempted implication being that these "bargains" are typical of other "bargains" enumerated in all other pages of the volume.

The point is made therefore that these concerns, by sacrificing their profits on well known goods, have been able to convince a great part of the population, especially in rural districts, that other unknown goods are available in their stocks at an equally great saving to the consumer.

It is predicted that this merchandising development will constitute one of the points to be urged in Washington at the coming session of Congress in the course of discussions relating to proposed legislation bearing on the right of manufactures of standardized goods to set a uniform retail price for their wares.

Another potent reason for the decrease in the business of country stores, according to the report, is the dishonest advertising of retail stores in the larger towns. This advertising tends to convince the reader that the larger city stores offer extraordinary bargains, great reductions from regular retail prices, unusual quality at extremely low prices, and so on. Actually, of course, most of these "bargains"

are such only on paper. A certain number of articles are sold for one reason or another at lower than usual prices. The average customer, particularly the woman, upon whom is often the burden of spending a small income in such a way as to supply great needs, is misled by the glittering array of "bargains." Her bargain hunger is constantly played upon and she finally becomes dissatisfied with everything not so described. Cash goes to the city stores, and home purchases are confined almost to staples, and those are very often bought for credit, another element weakening the small store. If the local stores desired to retaliate in kind and attempt dishonest advertising, its stock and capital are usually so limited that it would be unable to do so effectively. It has neither the resources nor facilities for piratical warfare.

The report continues:

"While the large concerns referred to obtain every possible concession and reduction in price, it must not be supposed that these gains, so costly in the long run to the manufacturers, are passed on to the consumer who patronizes these big establishments. Price cutting is resorted to only for the purpose of attracting trade away from other stores. Every effort has been made to make the net profit for the concern as high as possible. The trade of other stores is attacked in its most vulnerable points. Standard well-known articles, sold everywhere at well-known prices, is the field in which price cutting has the strongest effect as a trade puller. The extravagant, dishonest statements published concerning price reductions on unknown goods fail to have the effect of drawing trade, because people are beginning to suspect the truth of such statements. But if such items are 'sweetened' with a few reductions on other items that are well known and whose values are fixed in the minds of all, then the advertisement becomes a powerful trade-drawing magnet. Therein lies the purpose of price cutting, to make people believe what is not true regarding values offered, and what would not otherwise be believed. If dishonesty in advertising could be made punishable, if misrepresentation concerning goods offered for sale could be stopped easily and thoroughly, price cutting of the kind that has just been described would cease.

There would then be no object in cutting prices. The large store would then have to sell on merits, and it is certain that it would then not get the proportion of trade that it now takes away from the small stores.

The small store, efficiently managed, would be beyond danger and the buying public would be better served."

Basing its appeal on such striking facts as those presented in the report, which are said to menace the very existence of country stores, the American Fair Trade League is planning a nation-wide campaign among smaller dealers to rouse the people to an appreciation of the necessity of establishing stability of retail price as the only effectual means of warding off impending retail monopolies.

The League takes the stand that governmental endorsement of the manufacturer's right to set a uniform retail price everywhere for his goods would go far to eventually eliminate the ever-present crooked bargain sale which is invariably based on one or a number of "leaders" in the form of standardized and nationally advertised goods.

Every effort will be made to convince the public that there is nothing in common between price regulation of standard merchandise by a one-price-to-all system and price fixing by the piratical trusts, but rather that predatory price cutting is the method by which the trusts have systematically destroyed destroyed competition and entrenched themselves, and thru which it is alleged, the smaller independent merchant is now being rapidly eliminated by big aggregations of capital operating through the mail order system with a view to eventual monopoly of the retail market.

Marriage Licenses.

- Alphonso Clingard Oakridge.
- Irene Samuels "
- Ray B. Walb Lagrange Ind..
- Myrtle V. Reynolds Cape Gir.
- Bennette J. Brown East Cape, Ill.
- Clara H. Hardin "
- D. Murray Gibson Cape Gir.,
- Eva Hitechock "
- A. D. Highsmith Nettleton Ark.
- Roxie Tallent Cape Gir.,
- Martin H. Pollock Cape Gir.,
- Nell Pittman "

TEN STEERS SHOWN TEN FIRST PRIZES WON

College of Agriculture of University of Missouri Makes Winning Record

Ten steers exhibited by the College of Agriculture of the University of Missouri at the Missouri State Fair, Sedalia, made a record of winnings which has never been equalled at that show. Each animal shown won a first prize. Queen's Counselor, a Shorthorn calf, raised on the Agricultural College Farm, not only won first prize in his class, but also was champion of the Shorthorn breed, and was made grand champion steer of the show.

The total number of prizes awarded were ten first prizes to individual steers; two first prizes for steer herds; three champion prizes for Shorthorn, Aberdeen Angus, and Galloway breeds; and grand champion steer prize of the show. All of the animals will be returned to the College of Agriculture. They will be used in giving instruction in animal husbandry subjects in the Short Course which begins this year November 3, 1913.

Farm Adviser Saves \$7,000 to County

Through the inoculation of hog cholera serum, Mr. E. J. Rodekahr has saved the farmers of Dade county \$7,000 in the last three months.

Mr. Rodekahr represents the University of Missouri as farm adviser. He inoculated 1,504 hogs. Half of these hogs were sick when treated. Nevertheless, all lived with the exception of 3.65 per cent. Among those that died, about two per cent were small pigs worth not more than \$3 each. According to F. B. Mumford, dean of the College of Agriculture, to estimate the saving at \$7,000 is conservative.

Tom Adams of Benton was in the city Thursday.

Missouri College of Agriculture Honored

The American Graduate School of Agriculture has selected the Missouri School of Agriculture for its next session. This is probably the most famous school of its kind. Agricultural authorities from all over the world will give instruction. The leading American agriculturists will be present.

An opportunity for students of agriculture in Missouri and surrounding states to come into touch with some of the greatest men in agriculture is offered. The school will be in session at Columbia in July, 1914. Dr. A. C. True of Washington, D. C., is dean of the school.

"How to Start a Rifle Club"

A very interesting 16 page illustrated booklet has just been issued by the J. Stevens Arms & Tool Co., Chicopee Falls, Mass., entitled "How to Start a Rifle Club." This booklet tells in detail what the National Rifle Association has done for the encouragement of rifle practice in this country—incorporates by-laws—pointers on shooting—how to build a rifle range—N. R. A. Trophies and medals. It also describes the famous Stevens "Semi-Military" and "Armory Model" rifles, which have such a string of notable victories to their credit the past season. The various achievements of these target rifles are listed in detail.

The cover of "How to Start a Rifle Club" shows in their actual colors, the flags of the six nations which have accomplished the most in educating the youths of their respective countries in the proper use of the Rifle and in the formation of Rifle Clubs.

Every boy and every boy's father, guardian or school teacher should send for this splendid booklet at once. Write to J. Stevens Arm & Tool Co., Chicopee Falls, Mass., makers of the largest line of sporting firearms in the world.

The world's champion baseball series will be the feature picture at the Princess Theatre Wednesday, October 29th. This is a two-reel picture and you will have the chance of seeing two of the greatest league teams cross bats for the championship of the world. There will be a continuous show, beginning at 1:30 p. m.

CASTORIA

For Infants and Children. The Kind You Have Always Bought

Bears the Signature of *Chat. H. Fletcher*

David A. Glenn, President
H. Buzier, Vice-President
L. S. Joseph, Cashier

G. S. Summers, Asst. Cashier
W. G. Bowman, Asst. Cashier
H. Brennerman, Saving Dept.

FIRST NATIONAL BANK

CAPE GIRARDEAU, MISSOURI

CAPITAL \$100,000.00
SURPLUS PROFITS \$30,000.00

Accounts of individuals, business firms and corporations solicited. Interest on Time Deposits and Savings Accounts at rate of 4 per cent per annum

OFFICE ROOMS AND SAFETY DEPOSIT BOXES FOR RENT



Southeast Missouri Trust Company.

Capital, \$500,000.00 . . . All Paid

We Pay 4 Per Cent on Time
4 Per Cent on Savings
Modest Interest on all Deposits

Come, see us—Be convinced—We will then have your patronage.

To All Loyal Southeast Missourians.

SOUTHEAST MISSOURI is being highly complimented by many of the great educators of the East and of our own state, upon the fact that this district is the only one West of the Great Divide that operates a STANDARD MONTHLY MAGAZINE, DEVOTED ENTIRELY TO OUR INTERESTS AND THE EXPLOITING OF OUR LIMITLESS RESOURCES TO THE "OUTSIDE WORLD."

THE PUBLISHER has been congratulated by the great publishers of the country, upon his daring in establishing a competitive magazine of the standard class WEST OF THE MISSISSIPPI.

THE WHOLE COUNTRY has sat up and taken notice of SOUTHEAST MISSOURI'S LATEST and ORIGINAL MOVE. THINK OF IT! Ours is the only district in the country with a medium like THE WHITE BOOK to boost the onward march of our physical, educational, industrial, social and moral development, and call the attention of the whole country to the good things awaiting them here. NOW WHAT DOES THIS MEAN TO US AS A DISTRICT? SMALL WE CONTINUE IN THE POSSESSION OF THIS MEDIUM, AND KEEP THE QUALITY UP?

THE PUBLISHER has devoted many months of his time, energies and all of his money in establishing THE WHITE BOOK for SOUTHEAST MISSOURI and without hope of financial reward for at least ONE YEAR. ARE YOU GOING TO HELP HIM OVER THE CONSTRUCTIVE PERIOD, OR WILL HE BE FORCED TO "GO IT ALONE" in establishing an official organ for the district which must remain as a mouthpiece for Southeast Missouri in communicating with the world, after he has gone.

LET YOUR SUBSCRIPTION BE YOUR ANSWER TO-DAY, and if one-tenth of all loyal Southeast Missourians will follow your example, the magazine is SAFE to carry out its purpose.

A copy of the September number has probably reached you, but if you have not yet seen one, WHITE AT ONCE and one will be mailed to you immediately. OR STEP OVER TO YOUR NEWS-stand and BUY A COPY.

Leave your subscription with this office, and help the good work.