

# The Eastern Utah Advocate

The Advocate Publishing Company (Inc.)  
R. W. Crockett, Manager.

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## ADVERTISING RATES IN EFFECT JANUARY 1, 1918.

**DISPLAY ADVERTISING**—Per inch per single issue, 25c; per inch per month, 20c each issue.  
**POSITION**—Full position, top of column, next reading, add 25 per cent to above. Alongside Reading Matter, add 10 per cent to above.  
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**THE ADVOCATE PUBLISHING CO., Price, Utah.**

THURSDAY, APRIL 10, 1918.

### OUR CREDIT SYSTEM MAKES MUCH WASTE.

The cost and other troubles of collecting monthly accounts is not the least of the arguments against the credit policy of business. To totally abandon that method is impossible, but it might be curtailed with great advantage to both buyer and seller.

There is probably no one thing which contributes more to American extravagance than the ease with which we say "charge it." The necessity of cash payments would revolutionize the business of the country. Its saving would cheapen the cost of living in a surprising degree.

For cash we could buy the things needed. On credit we buy the things wished. Economy is the rule of one plan and extravagance that of the other. Cash carefully measures to purchase. Credit is indifferent to the amount, and waste is a certain factor of the deal.

The saving which could be made by paying cash would materially increase the number of home owners, and thereby increase the stability of the state. The money which should be laid away for the purchase of the house is now squandered in careless and unnecessary buying.

He is the exceptional credit buyer who can examine his accounts for the last year and fail to find a large percentage of useless purchases.

There seems to be a concerted movement all over the country on the part of professional politicians, professional grafters and a few sincere men and women who have been misled to completely muzzle the press. This movement started in Pennsylvania a few years ago by the introduction in the legislature of the notorious Pennington measure. The other day the Arkansas house of representatives killed a similar measure which had passed the senate. Mexico is a good example of a country that exercises a press censorship, and it is quite evident that every grafter in the United States is against a free press, just as the recently exposed "system" in the New York police department is against it. A man who wants the press censored has something to keep covered.

In trying the experiment of placing ability above wealth in the matter of appointments to diplomatic posts in the gift of President Wilson, the results have been disastrous, and in a week four great places were refused because the men named were not financially able to keep up the pace that has been set. Evidently the president's selections were men, who though brilliant, lack the nerve to attempt to live abroad and forego the custom of aping the hangarion at king's courts.

Is there anyone, after reading the deeds of heroism and self sacrifice in the terrible fire and flood disasters in Ohio and Indiana and the short time in which millions of dollars were raised to relieve the suffering, to argue that the world is not growing better?

Recently, Chicago courts have acquitted five women charged with murder. That may not be a bid for business, but it will encourage the woman with an affair of that kind in mind to assemble her husband and hatpin in Chicago.

One Kansas City woman traded her wedding ring for milk for her baby and another is matching her wedding ring with the kokinoor. The old life game goes on. While this is a record, another breaks

### THE MAIL ORDER HOUSE AND THE LITTLE MERCHANT.

It is stated that Rosenwald & Loeb, the principal stockholders of Sears, Roebuck & Co., have made so much money during the last few years that they have deemed it inadvisable to declare a dividend for the entire amount an account of the comment it would cause in financial circles and in the newspapers of the country, and have decided to declare the usual dividend and to use the rest of the accumulated money to open branches of their establishment in various states—especially in the West—and thus be able to take advantage of the small zones rates of the parcel post.

This firm is said to make a profit of between two and three million dollars a year from their business. It is a big business and was built almost entirely by persistent and systematic advertising. They have advertised wherever possible and in every conceivable manner which would give them publicity.

The parcel post law has tightened their grip upon the country to some extent—particularly in the low rates zones—but it also has given the home merchant his greatest opportunity to increase his business. But the local dealer must follow the example of the mammoth mail order houses. He must advertise—not spasmodically, but intelligently. The local merchant must follow these big houses in their style of advertising—he must describe his goods and quote prices. Each week or each fortnight he must give the people he wishes to reach something new to read.

The country press has stood by the local merchant, but with big mail order houses in all of the Western States—with the advantage given them by the parcel post small zone rates—they will make demoralizing inroads into the business of the small dealer unless he protect himself, and he can do so only by the inauguration of an intelligent, systematic advertising campaign. The parcel post should be a greater factor in increasing the business of the small merchant than of the mail order houses, but he must seek the people for their business, and do it in the only way it has ever been done successfully—through the medium of the local newspapers.

One of New York's daily papers very truthfully says: "It ought not to take the merchant of a small town long to find out that in the parcel post he has a friend and not a foe. Let him start up an energetic advertising campaign in his local papers and he will soon learn that he can reach a class of patrons who were never within gunshot before parcel post came to town. This means that rural journalism will assume an importance that was never known before."

### STRAIGHT AT IT.

There is no use of our "beating around the bush." We might as well out with it first as last. We want you to try Chamberlain's Cough Remedy the next time you have a cough or cold. There is no reason so far as we can see why you should not do so. This preparation by its remarkable cures has gained a worldwide reputation, and people everywhere speak of it in the highest terms of praise. It is for sale by all dealers.—Adv.

### NOTICE.

Notice is hereby given that Gust Mamagakis of Sunnyside, Carbon county, Utah, has bought out the water rights of R. M. Palmer and P. O. Hill of Wellington, Utah. Said water is located at Icejander Creek, Carbon county, Utah, 1320 and 2070 feet west of the southeast corner of Sec. 1, Twp. 15 South, Range 13 East, Salt Lake meridian. Anyone having any claim against this property kindly notify me at once. GUST MAMAGAKIS, Sunnyside, Utah.

School supplies in large or small quantities. Advocate Publishing Co.—Adv.

### CO-OPERATING WITH EMPLOYES

How One Man is Forging a Chain of Stores Link by Link.

The April "Dry Goods," a journal published in New York City, has the following article concerning the J. C. Penney chain of Golden Rule stores throughout the inter-mountain country:

"The chain store system of merchandising is a matter of recent development, but of big growth. The chain store idea has been applied in many fields of business, and investigation would prove that wherever the management was right the principle was conducive to success.

In the retail dry goods field the chain store has made big strides during the past decade. Without enumerating the number nor the extent of chain stores launched in recent years it is interesting to observe the progress of one chain of stores, which, though still of moderate size, illustrates splendidly the principle of the chain store plan. This is the J. C. Penney company, owners of the Golden Rule stores located in the Rocky Mountain district.

"The Golden Rule chain of stores, however, differs from any other similar chain of stores in that, according to the manner in which the links are added, it is an endless chain. A year ago there were stores numbered thirty-four. This year they have been increased to forty-eight and the prospects are that by next year this number will be doubled. Every new link that is added has in it the germs of another link and that link in turn has in it the germs of another link, and so ad infinitum.

"These stores are run on the co-operative interest plan. The manager of a store has usually a one-third interest in it. The other two-thirds are owned by the J. C. Penney company. But as soon as a clerk in any one of the stores shows marked ability as a manager he is immediately allowed to open a new store in which he purchases a one-third. The successful clerk may open the new store in conjunction with the J. C. Penney company or with the manager of his store and the J. C. Penney company. In the latter case the J. C. Penney company will only own one-third interest in the store. This permits every manager of a store to extend his interest and encourage building up new links.

"It is a very simple scheme, but assures success. To begin with, the manager of a new store has been thoroughly tried and found up to the mark before he is allowed to assist in the forging of a new link. Secondly, by giving him an interest in it, he is given the biggest incentive in the world to do his utmost to succeed. Thus every link in the J. C. Penney company chain is well forged through the co-operative principle and possesses in it the making of other links. As soon as a new store succeeds it may open a branch.

"In addition to the co-operative interest principle, J. C. Penney, president of the company, attributes the success of the Golden Rule stores to the method of buying and to the rule observed by all stores in making only a reasonable profit. The J. C. Penney company buys for all the Golden Rule stores and buys for cash. The purchases, as Penney put it, are "pooled," thus enabling the company to obtain all the concessions of a large purchaser. No merchandise is bought from road men. The buyers of the various

stores come to New York twice a year and make their selections collectively.

"The rule at every store is cash down and one price. No goods are marked down, no goods are sold on approval, and no goods are offered as leaders. The principle governing the Golden Rule stores is "quick sales and small profits." According to the statement of Penney, the Golden Rule stores carry less stock than the average stores, and the effort is to keep expenses down to 8 per cent. "That's why," said Penney, "the Golden Rule stores can afford to sell merchandise at prices other stores cannot."

"The J. C. Penney company is conducted by a board of directors consisting of J. C. Penney, D. H. Mudd, E. J. Neighbors and E. C. Sams. The company maintains an office in New York, but its headquarters are in Salt Lake City, where the auditing and checking is done. Each store reports its sales to and makes its regulations of the office at Salt Lake City, which is a sort of central managerial point. The office is in charge of J. J. H. Herbert."

The Pace brothers of Richardson, near Moab, are incorporating their cattle interests, and will be known as Pace Bros. company, with a capital of \$150,000. It is one of the largest outfits in Utah and the holdings of the company include everything formerly owned by John E. Pace, Sidney D. Pace, Reese Pace, Lynn Pace and S. Pace. All of the cattle, including several thousand head, the ranch at Richardson, the Rock Creek ranch, the Dolores ranch and all the range and water rights formerly held in the names of the individual members of the Pace family, will be merged in the big new company. John E. Pace will be manager of the ranch business and Sidney D. Pace of the stock interests.

### DRIVE SICK HEADACHES AWAY.

Sick headaches, sour, gassy stomach, indigestion, biliousness disappear quickly after taking Dr. King's New Life Pills. They purify the blood and put new life and vigor in the system. Try them and you will be well satisfied. Every pill helps. Every box guaranteed. Price twenty-five cents. Recommended by all dealers.—Adv.

## Wellington Shearing Pen and Dipping Vats

Full Line of Sheepmen's Supplies.  
Shearing With Clipper or Blades.  
OPEN TO BOOKINGS.

Steam Dipping Vats in Connection, Hay, Grain, Etc.  
Address

Lon Tidwell, Mgr  
Wellington, Utah.

## U. S.

Stands for United States, the greatest nation on earth.  
is also the name of the greatest hard wheat flour on earth, for sale by the

Price Commission Co.  
Phone 18.

## THE GOODS WE SELL

Actually the best we can find and we buy only the best. That is the only grade we can sell. Everything we sell there is

QUALITY CHARACTER VALUE

The value is assured by the character and quality.

City Drug Store

## When Is a Trust a Trust?

The Pacific Board of Fire Underwriters assures the public it is not a trust. Let us see. It eliminates competition to the extent it is able, it arbitrarily fixes the price of the commodity it furnishes, it determines the circumstances under which risks shall be taken, it fixes the commissions of agents for all its constituent companies, and it restrains trade by refusing to accept business from a non-trust agent.

For instance, if an agent for a non-board company accepts a risk for \$100,000 and can absorb only three-fourths of it through the companies he represents, the trust will not take the other \$25,000. And still the agent of the trust and those who, for some reason or other, are under his influence and presumably profit by trust operations, insist that it is not a trust.—Editorial, Salt Lake Herald-Republican.

## WE'RE NOT IN THE FIRE INSURANCE TRUST

Refusing to be dictated to and controlled by the fire insurance trust, above referred to by the Herald-Republican, we about the middle of last month made new connections in the East, whereby we are independent of the Utah combine. WE HAVE THE AUTHORITY TO MAKE AND MAINTAIN OUR OWN RATES THROUGHOUT EASTERN UTAH.

The fire insurance companies represented in this agency are as good as the best. The insurance buying public is invited to write, telephone or see us in person as to rates. We're saving many individuals, business firms and others money.

Remember, we make and maintain our own rates within the territory represented by us. A list of companies and their financial standing is at your disposal. WE'RE HERE TO SAVE YOU DOLLARS.

## R. W. CROCKETT & CO., Inc.

Same Old Place, Advocate Building,

PRICE, UTAH

R. W. CROCKETT, President.  
L. E. ELDRIDGE, Secretary.

## For Sale!

Standard oil rig in good condition, four to six miles from railroad station, close to Sunnyside, Utah. Terms to responsible party.

Also, one six-horse power Fairbanks, Morse & Co. special electric gasoline engine with pulleys, shafting, belting, etc., almost as good as new, on terms to suit. May be seen at The Advocate office.

R. W. CROCKETT & CO.,  
PRICE, UTAH.

## For Sale!

One soft mud Brick Machine, capacity 10,000 per day, complete outfit, consisting of Canvas, Trucks, Wheelbarrows, Etc. Will sell cheap. See or write

LARS FRANDSEN  
Box 43. Price, Utah.

Fifteen years experience as a trimmer, twelve years in Eastern millinery houses. Miss Kennedy.—Adv.