



It Is Hard to Waste It.
Some advertisers have an idea that only copies going to paid subscribers are useful to them. This is not quite so. For example, suppose a journal has 25,000 actual subscribers to whom the paper goes regularly. Suppose it prints 5,000 extra copies a week, which are sent as specimens to good parties, whose addresses are supplied by its agents and readers, and mails 5,000 one week to one set of persons, the next week to another set of 5,000 and so on. In this way 260,000 extra persons are reached during the year, while if the extra 5,000 were sent every week to 5,000 paying subscribers only that number could be reached. In the former case 285,000 persons are reached. In the latter case only 30,000 all told. A person receiving a copy of a journal which he has not seen before, with a request to examine it, will usually look all through it, advertisements and all. Such a course is as useful to the yearly advertiser as if his card were sent to the whole 285,000 persons, or even more so, for his single loose card receives far less attention than would be found in the columns of a reputable journal.—Orange Judd Farmer.

The Art of Advertising.
Advertising seems to be an art yet to be discovered by some people. That is, the practical part of it. A constant stream of water from one or more fire engines will soon extinguish or get under control a very large fire, while a few buckets of water, dashed on here and there, have little or no effect. The modern fire department is practical, and has outgrown the old bucket system; and so with modern advertising—plenty of it, used in a practical, common sense and judicious manner, pays.
If you want to catch a certain kind of fish you use a certain kind of bait; not all fish bite at all kinds of bait. Not all people respond to every advertisement. The newspaper is a medium indispensable to the majority of advertisers, because of its wide and repeating circulation. As a promoter of trade and profit newspaper advertising is no longer an open question; that is, when done in a practical and intelligent manner, and pays because of its effectiveness and cheapness.—Beatrice (Neb.) Democrat.

Spasmodic Advertising.
We all recognize that as between the fellow who works "by fits and starts" and the chap who plods along and keeps at it steadily, the plodder gets there every time. The spasmodic fellow may create an occasional impression, but the results of his fitful labors are dissipated in the intervals.
The occasional display of fireworks only serves the purpose of preventing his being forgotten altogether; while the man who works, and keeps working, constantly improves his position and prospects.

So it is with advertising. It is the repeated "ad" and the sustained effort that tell. We don't mean the "ad" that is never changed, but the one that is ever changing, but never omitted! The wise advertiser keeps always before the people to whom he desires to sell his wares. When you want to quit doing business stop advertising, or advertise only "once in a while."

Be Brief! Be Pointed!
In preparing their announcements advertisers will usually do well to confine their statements to one, or at most, a very few points. Few persons can do well more than one thing at a time, and it is much the same with the memory; but one or two points in any statement make an impression and are retained. As the number of points is increased the probability of any of them making an impression and bringing returns is proportionately reduced.

"Too Much Is Plenty."
An advertisement for a wife in a Colorado paper brought such a heavy mail to the advertiser, Mr. Paul White, a prosperous ranchman at Rocky Ford, Colo., that he had to convey it from the postoffice to his ranch in barrels in his farm wagon. For a month he has spent his evenings perusing his correspondence, and he has not yet made a choice.—New York Weekly.

A Common Sense View.
Nearly every business has its "dull season," during which a good advertisement will do faithful work day and night, rain or shine, in familiarizing consumers with the name, location and specialties or advantages of the advertiser, so that when the time to buy comes he reaps the benefit of his seed sowing.—Azro Goff's Circular.

It All Takes Time.
Don't be prejudiced. Because at one time you put a short local in your town newspaper for one week, and "cartooned" all the fence boards in the vicinity, don't give up, get discouraged and say that you have tried advertising, resolved that it didn't pay and decided not to do any more of it.—Warren (Ills.) Sentinel.

Expect Good Returns.
Give your "ads" a sanguine, optimistic hue. Convey, in a subtle but unmistakable way, the impression that you expect success, and the results will much more surely come. Never advertise your doubts or fears.

Nothing except the mint can make nearly without advertising.—Gladstone.

Wielding The Official Axe—

ANOTHER BILL IS VOTED BY GOVERNOR PATTISON.

Governor Pattison has sent to the Legislature without his approval House bill 33. The Governor says:

I herewith return without my approval House bill No. 33, entitled "an act relating to the study and practice of physical culture in the public schools of all the cities of the Commonwealth."

This act seeks to impose upon the School Directors, Boards of School Control or Boards of Education of the public schools of all the cities of the Commonwealth the duty of providing for instruction in physical culture, including calisthenics, to all pupils in all departments of all schools; to punish any failure on the part of School Boards in this respect by withholding from them their respective shares of the State appropriation of school moneys, and presumably to compel teachers to pass examination in these added branches after January 1, 1892.

I was not informed of any demand or necessity for imposing this restriction and penalty upon the various School Boards of cities, nor of any reason why city school districts, and no others, should be subject to the operations of this bill. The School Department of the Commonwealth has not discovered or pointed out any occasion for such legislation. There is more requirement at present for a simplification of the modes of instruction in the common schools of the Commonwealth than for onerous additions hereto.

Beyond the comparatively few and simple fundamental branches required by general law, the School Boards of each district are best qualified to judge of the wants of the public schools under their supervision. As the law stands "they shall direct what branches of learning shall be taught in each school." If successive Legislatures impose additional branches upon them, the curriculum may eventually become so burdensome as to practically defeat the purpose and change the character of the public schools.

Where instruction in physical culture and calisthenics is desirable and practicable, it can now be given under direction and control of the several districts. Where, for local reasons which may mean good to them, the directors are not prepared to enforce such instruction in some departments and in some schools, I am not willing to lend my approval to any enactment which compels them to do so under the school appropriation.

The best results can be attained by permitting widest exercise of the principle of local control which pervades the school system of our Commonwealth and by allowing the various school districts to regulate their own local affairs and to prescribe the courses of study which may seem best to those whom they elect to control their schools.

The House sustained the Governor's veto by a vote of 100 in favor 38 against it.

Make a Note of This.

Send your address and two cent stamp to John R Pott, district passenger agent, Chicago, Milwaukee & St. Paul railway, Williamsport, Pa., and you will receive one of their new vest pocket memorandum books for 1891.

The St. Paul now owns and operates over six thousand miles of the best equipped road in America. It is the shortest line between Chicago, St. Paul and Minneapolis, and Chicago, Council Bluffs and Omaha. Runs through Pullman sleeping cars between Chicago and Portland, Oregon, Butte, Spokane Falls and Tacoma. The National route between Chicago and Kansas City. If you contemplate a trip to the northwest, southwest or far west, write to John R. Pott for rates, maps, etc. He will furnish all information free.

Be Careful.

No matter what disease you may have. Be sure that the medicine you take is reliable. Such a medicine you will always find Sulphur Bitters. They are not a cheap rum drink, but are made from the choicest roots and herbs to be found in the vegetable kingdom.—Daily Argus.

THOMAS GORREY, CONTRACTOR and BUILDER.

Plans and Estimates on all kinds of buildings. Repairing and carpenter work promptly attended to.

Dealer in Builder's Supplies.

Inside Hardwood finishes a specialty.
Persons of limited means who desire to build can pay part and secure balance by mortgages.

Dr. Grosvenor's Bell-cap-sic PLASTER.
Gives quick relief from pain. Rheumatism, neuralgia, pleurisy and lumbago cured at once. Genuine for sale by all Druggists.



THE CHEWERS OF OLD HONESTY TOBACCO

WILL SOON FIND THAT IT LASTS LONGER, TASTES SWEETER THAN OTHER TOBACCOS, AND WILL PLEASE YOU. ASK YOUR DEALER FOR IT, AND INSIST ON GETTING IT. EVERY PLUG STAMPED LIKE ABOVE CUT.
JNO. FINZER & BROS., Louisville, Ky.

I'm After You!



When I get hold of you I will tell you something interesting.
If you want a Binder or Mower, try the World Renowned

DEERING. We have the Famous BUCKEYE

Drills, Hay Rakes and Cultivators, and our terms and prices would make you laugh.

BINDER TWINE.

There are five reasons why you should use DEERING twine. Here they are.
1st. Because it is the Best on earth.
2nd. Because it contains more feet per pound, than any other twine made.
3rd. Because it is the Strongest twine on the market.
4th. Because it is Cheap, even at a premium above all other twines made, owing to the superior quality.
5th. Because you save the time you would lose, swearing at poor twine.

9,500 Tons of Deering Twine sold in 1890.

That sounds big, but that's the way good twine sells. The Best is always the cheapest.

Come and see us before you buy.
D. W. KITCHEN.

TRUST OF NICHOLAS Pays
Sick, Reller, Periodical, and Death Benefits.
\$50 TO \$500, 9 WEEKS.
Write for circulars, application, and terms to Secretaries. Address TRUST OF NICHOLAS, 1109 Spring Garden St., Philadelphia, Pa.

TOWER'S FISH BRAND
This Trade Mark is on The Best Waterproof Coat in the world.

I. MAIER, RELIABLE CLOTHIER, HATTER & GENTS' FURNISHER,

Comes to the front to Call Your Attention to the fact that he is the **LOWEST PRICED**, and has an Immense stock of **NEW SPRING AND SUMMER CLOTHING, HATS, SHIRTS, TRUNKS AND NECKWEAR.**

He is the Largest Dealer, Most Assortment, Best Made and Fitting, which is the key to your Confidence. Unexcelled clothing made to order.

Respectfully Yours,
I. MAIER.
RAILROAD EXCURSION FARE PAID
from Danville, Berwick, Cattawissa and Intermediate Points for the Purchasers of \$5.00 upwards.
Largest Clothing and Hat House in Montour and Columbia counties.

CLOTHING! CLOTHING!
G. W. BERTSCH, THE MERCHANT TAILOR.
GENTS' FURNISHING GOODS.
HATS AND CAPS OF EVERY DESCRIPTION.
Suits made to order at short notice and fit always guaranteed or no sale. Call and examine the largest and best selected stock of goods ever shown in Columbia County.
Store—next door to First National Bank.
MAIN STREET, Bloomsburg, Pa.

WANTED ENERGETIC MEN can make money by organizing lodges of the "Best Endowment Fraternity." Pays \$30.00 a week for active work. Experience an advantage, but not necessary. For papers containing full information, description and terms, write
AMERICAN PROTECTIVE LEAGUE,
No. 181 Tremont Street, Boston, Mass. 1-16-1w.

Haentze's Nervaline.
A PURELY VEGETABLE MEDICINE FOR THE NERVES.
An effectual cure for Inflammation and Irritation of the BLADDER, KIDNEYS and LIVER, Stone in the Bladder, Calculus, Gravel and Brick-dust Deposits, Weakness in Males or Female. As a Restorative Tonic and a Blood Purifier it has no equal, creating a healthy appetite and pure blood.
PRICE 50 CENTS.
If your druggist has not got it, ask him to get it for you. Take no other. Made only by
THE HAENTZE MEDICINE CO., PHILADELPHIA, PA.
Send for 32 page Book, free to all.

W. RADAM'S MICROBE KILLER CURES ALL DISEASES.
It is the only medicine that can be taken in large enough quantity to stop fermentation, destroy microbes the Germs of disease, and not in any way cause harm to the patient. It contains no drugs whatever, but is a water charged with powerful germ-destroying Gases. It cures where all other remedies fail. Book giving germ theory of disease, free.
G. A. MCKELLY, Bloomsburg, Pa., or Apr. 10-11-d. 7 Light St., New York City.

A CHANGE TO MAKE MONEY.
Salary and Expenses paid, or Commission if preferred. Salesmen wanted everywhere. No experience needed. Address, stating age.
H. O. FOSTER & CO., Nurserymen, Geneva, N. Y.
AGENTS make 100 per cent. on my Corsets, Belts, Brushes, curlers, & Medicines. Samples free. Write now, Dr. Bridgman 371 Eway, N. Y.

PHILLIPS'
Spring days are at hand and premonitions of warm weather bring with them a desire for cooling dishes. We shall keep Ice Cream of many flavors from now on, and will serve it in our parlors day or night. Families and parties supplied. Get our prices.
The Cafe is open, and the kitchen is in charge of an experienced cook. Catering for parties, lodges, weddings, etc., a specialty.
Fresh bread and cakes daily in the bakery.
M. M PHILLIPS & SON.
Proprietors of "PHILLIPS' CAFE."
Bloomsburg, Pa.

LAFAYETTE COLLEGE, EASTON, PA.
Classical, Technical, Scientific and Graduate Courses, Gymnasium and Physical Training. Send for catalogue and descriptive pamphlet.

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SCHIFFMANN'S ASTHMA CURE
Instantly relieves the most violent attack and increases comfortable sleep. No WAITING for BEST LUNG. Feared by inhalation, its action is immediate, direct and sure. A single trial convinces the most skeptical. Price 50c and \$1.00, of Druggists or by mail. Sample FREE by stamp. DR. R. SCHIFFMANN, St. Paul, Minn.

EGGS! EGGS!
From Barred "PLYMOUTH ROCKS,"
The Farmer Favorite,
From RED CAPS,
The Great Layers.
AT \$1.50 PER 13, OR \$2.50 PER 26 EGGS.
W. B. GERMAN, Millville, Pa.

GOOD SALARY AND EXPENSES PAID.
We want a few more good men to sell our nursery products. To energetic and reliable men we will guarantee Liberal Wages and Permanent Employment. Previous experience not required. Terms and outfit free. Address stating age and enclosing stamp.
SEARS, HENRY & CO., SENECA NURSERIES, GENEVA, N. Y. 4-17-6w.

\$3000 A YEAR! I undertake to bring each year fully intelligent person of either sex, who can read and write and who, after instruction, will work industriously. How to earn Three Thousand Dollars a Year in their own localities wherever they live. I will furnish the situation or employment which you can earn that amount. No money for no unless successful as above. Easily and quickly learned. I desire but one worker from each district or county. I have already taught and provided with employment a large number, who are making over \$3000 a year each. It is NEW and SOLD. Full particulars FREE. Address at once, E. C. ALLEN, Box 450, Augusta, Maine.

Send little fortunes have been made at work for us. By Anne Page, Austin, Texas, and Jim. Bonn, Toledo, Ohio, see cut. Others are doing as well. How to earn Three Thousand Dollars a Year in their own localities wherever they live. I will furnish the situation or employment which you can earn that amount. No money for no unless successful as above. Easily and quickly learned. I desire but one worker from each district or county. I have already taught and provided with employment a large number, who are making over \$3000 a year each. It is NEW and SOLD. Full particulars FREE. Address at once, E. C. ALLEN, Box 450, Augusta, Maine.

MONEY
can be earned at our NEW line of work, easily and honestly, by those of either sex, young or old, and in their own localities, wherever they live. I will furnish the situation or employment which you can earn that amount. No money for no unless successful as above. Easily and quickly learned. I desire but one worker from each district or county. I have already taught and provided with employment a large number, who are making over \$3000 a year each. It is NEW and SOLD. Full particulars FREE. Address at once, E. C. ALLEN, Box 450, Augusta, Maine.

\$8000.00 a year is being made by John H. Goodwin, 1777 1/2 St. work for us. See cut. Others are doing as well. How to earn Three Thousand Dollars a Year in their own localities wherever they live. I will furnish the situation or employment which you can earn that amount. No money for no unless successful as above. Easily and quickly learned. I desire but one worker from each district or county. I have already taught and provided with employment a large number, who are making over \$3000 a year each. It is NEW and SOLD. Full particulars FREE. Address at once, E. C. ALLEN, Box 450, Augusta, Maine.

FRAZER AXLE GREASE
BEST IN THE WORLD.
Its wearing qualities are unsurpassed, actually outlasting two boxes of standard grease. Not affected by heat. GET THE GENUINE.
FOR SALE BY DEALERS GENERALLY. 1/11

PARKER'S HAIR BALSAM
Promotes a luxuriant growth. Restores thin to its natural color. Cures scalp disease & hair falling out. For sale by all Druggists.
ARE YOU CONSUMPTIVE?
The Parker's (Ginger-Tonic) is the most useful, most powerful and most reliable of all medicines. It cures all forms of Consumption. The only cure for Cough, Hoarse, Sore Throat, Indigestion, Pain, Take its use. See cut. HINDERCORN. The only cure for Cough, Hoarse, Sore Throat, Indigestion, Pain, Take its use. See cut. HINDERCORN.

BOILING WATER OR MILK
EPPS'S GRATEFUL-COMFORTING COCOA
LABELLED 1-2 LB. TINS ONLY.

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