



**An Advertising Speculation.**

Among the many incidents characteristic of human nature is one which recently came under the observation of a young man connected with a prominent publishing house, one of the oldest in the country, and which has for three generations been conducted by the descendants of the original founder. With other publications there was issued a neat little treatise on household economy, showing how, on a small income, it was possible to live comfortably. The author was a woman, and gave her book the title, "How She Did It." The book had a fairly good sale, but presently there appeared to be a sudden and unaccountable demand for the volume, and every fortnight the house was puzzled by orders for more. It ran through a fourth edition before the young superintendent learned the cause. The orders had invariably come from the same source, and it was then discovered that the persistent buyer advertised the book extensively in sporting and other journals. His method was simplicity itself. The title given, he would insert, "Mailed secure for fifty cents, sealed."—Truth.

**About Printers' Ink.**

This is the day of printers' ink, and the prizes are for those who use it. Your traditions and prejudices may be to the contrary, but the world doesn't care a fig for them. The man who sits and waits for his trade in these days gets left. Don't advertise, don't quote your price lists, don't see that your city or your business is represented in your patronizing territory, and don't stand up manfully alongside of those who are fighting for your rights and interests, and there can be but one result—shriveling up. Good salesmen, first class articles, gilt edged credit are not enough. They are excellent, necessary—but not enough. Printers' ink beats them in the long run. Uncle Sam's mails go every day, carrying their freight of special offers, new crops, long credits, cash discounts, job lots and lovers' tales from everywhere. And in the end your trade is seduced. It's the world-old story of the honeyed tongue and the open ear. In the fierce competition of these days old habits and associations simply cannot stand the pressure. The trade is for the man who uses printers' ink.—Grocery World.

**Development in Advertising.**

In no department of the modern newspaper has there been greater and more marked improvements shown than in the field of advertising. There is a greater display of taste and literary style in the composition, and an evident effort is made to appeal to the intelligence and refinement of the reader. This is seen not only in the advertisements of the large mercantile establishments, where trained skill is employed, but as well in the three line advertisement which is written by the advertiser himself, and which, in terseness and directness of style, can lay claim to great literary merit. The development of advertising may yet lead to the establishment of special courses of training in business colleges. Already nearly \$25,000,000 are spent annually in the United States in newspaper advertising, every dollar of which, if used judiciously, has returned a large interest to the investor.—Philadelphia Press.

**You Must Have the Staff.**

Advertising alone—no matter how excellent—cannot build up a big trade or make a house great; yet vital importance hinges upon advertising, for very few concerns have ever reached colossal proportions without liberal and intelligent advertising. I have in my mind four words that mean much:

**Variety, Style, Quality, Price!**

The store that has these, and in its advertisements tells its story in a plain, fair, square way that's attractive and readable, is bound to prosper.—Henry Curtin in Clothing Gazette.

**Don't Be Afraid.**

Too little advertising is like sowing too little seed. A farmer in planting corn puts a number of grains into each hill, and is satisfied if one good healthy stalk comes from each planting. It's the constant advertiser that is bound to attract attention. It's the succession of bright, catchy advertisements that refuse to be ignored. That the proper time must be allowed for the fruit to grow, ripen and be gathered is as true as that wheat cannot be reaped the day after it is sown.—Printer's Ink.

**Mix Your Ink with Sense.**

Of course there's money in printers' ink, but the man who makes the most intelligent use of it gets the most money out of it. It does not pay to advertise something you have not got, or anything you cannot do, and do well. The man who advertises a fraud must have a "good" fraud, and he who advertises organs in goods must be prepared to satisfy his customers. Any advertiser should undertake to present some sort of a claim for patronage.

**Not a Charity.**

In any just view of a quarter of a century of journalistic work the most prominent feature, and one giving great satisfaction to respectable publishers, is that printing a newspaper has become recognized as a business and not a charity.—Owen Scott.

**GRAINS OF GOLD.**

Big words sometimes express very small ideas. Better refuse to quarrel than make it up afterward. Severity breedeth fear, but roughness breedeth hate. Esteem is the harvest of a whole life spent in usefulness. To keep good actions in memory, refresh them with new. Jealousy is an awkward homage which inferiors render to merit. Childish wonder is the first step in human wisdom.—[P. T. Barnum. Nature is often hidden, sometimes overcome, seldom extinguished. There are more people who can forget themselves than govern themselves. Every virtuous and wise being is in himself a proof of immortality.—[Richter. Experience, wounded, is the school where men learn piercing wisdom.—[Brooke. Oh, never chide the wing of Time Or say 'tis tardy in its flight. Nothing is more simple than greatness; indeed, to be simple is to be great.—[Emerson. There is no greater delight than to be conscious of sincerity on self examination.—[Mencius. How many pages in the volume of life we should fill differently if only the leaves would turn back. Where all are selfish, the sage is no better than the fool, and only rather more dangerous.—[Fraude. He who tries to solve the problem of his own existence will find that it takes just a little longer than a lifetime. Every man feels instinctively that all the beautiful sentiments in the world weigh less than a single lovely action. Were sympathy pruned of its redundant branches and its vital sap directed into proper channels, its fruit would contribute far more effectively than it now does for the healing of the nations, and the law of kindness would be much better fulfilled. It is no man's business whether he has genius or not; work he must, whatever he is, but quietly and steadily; and the natural and enforced result of such work (says Ruskin) will always be the things that God meant him to do, and will be his best. Nothing is so contagious as example; never is any considerable good or ill done that does not produce its like. We imitate good actions through emulation, and bad ones through a malignity in our nature, which shame concealed, and example sets at liberty. The chief thing to be done for those who are in trouble is to enable them to stand up on their own feet, to be brave and strong, to see the sun shining through the clouds, and thus to receive the education which such experiences are able to give. True friendship in calamity will spare no pains and leave no means untried to further these results.

**RELIGIOUS INTELLIGENCE.**

The Southern Presbyterian Church now has three colored presbyteries. The American Baptist Missionary Union denies that it is about to abandon its missionary work on the Congo.

Information received at the State Department from Chili announces the dedication of a new Presbyterian church at Santiago.

The last census divided the religious denominations of Germany as follows: Lutherans and Calvinists, 25,500,000; Roman Catholics, 15,000,000; various sects, 110,000; Jews, 440,000.

Freedmen's Aid and Southern Education Society of the Methodist Episcopal Church will celebrate this year its 25th anniversary. In these 25 years it has received and expended nearly \$3,000,000.

Dr. Pentecost has been giving evening addresses to large gatherings of Hindus in Calcutta. It is stated that they have been very much impressed by what they have heard and that some of them have confessed faith in Christianity.

The pope has written to Emperor William as follows: "Religious sentiment affords the only means of solving the existing terrible social problems. Our mutual conviction of this fact is a bond between us, although divided by faith."

An estimate based upon actual canvass of one district of New York city divides the metropolitan population as follows: Roman Catholics, 762,696; church going Protestants, 258,668; non church going Protestants, 253,333; heathen, 325,325. Total—1,400,000.

Rev. C. Dauray of the Church of the Precious Blood, Woonsocket, R. I., has announced that he will pay for all the brick necessary to erect a home and school for the Christian brothers who will arrive there next fall, and that he will also give the entire Christmas collection to the building fund.

It is stated that the founders of Port Angeles, Wash., were infidels. The location of Christians was discouraged, and it was expressly understood that no church or minister was desired, or would ever be permitted. "But," says a Pacific correspondent, "in due time Christians came, and the churches, and the ministers, with their prayer meetings and Sunday schools, and they are there now with increasing numbers and strength."

A copy of the new testament, translated into Tannese by the Rev. William Watt, has been received for the Congregational Bible Society's library as a gift from the National Bible Society of Scotland. Grants of books have been made by the Bible Society for gratuitous distribution to the value of \$4,456, including consignments to the society's Mexican and La Plata agencies. Issues from the Bible House during the month of December were 114,933 volumes; issues since April 1st, 791,889 volumes.

The project of Baron Hirsch to establish a colony of 500,000 Russian Jews in the Argentine Republic is being vigorously pushed.

The daughter of an Easton hotel keeper baked 6,723 pies during 1890.



Have you tried **OLD HONESTY CHEWING TOBACCO**? Made from finest grades of Leaf Tobacco

Ask your dealer for it. Insist on trying it. John Finzer & Bros. Louisville, Ky.

**B. F. Savits,** PLUMBER AND GAS FITTER.

DEALER IN STOVES, PUMPS, FITTING, &c.

Tin Roofing a Specialty. ESTIMATES FURNISHED ON ALL WORK IN HIS LINE.

First door Bloomsburg Opera House

**J. R. SMITH & Co.** LIMITED. MILTON, Pa., DEALERS IN

**PIANOS,** Chickering, Knabe, Weber, Hallet & Davis.

Can also furnish any of the cheaper makes at manufacturers' prices. Do not buy a piano before getting our prices.

Catalogue and Price Lists On application.

**DEAF** NEEDS A HEAR ROSES SURELY BY FOCK'S INVISIBLE TUBULAR EAR DRUMS. Wholesale and Retail. Send for Circular. Advice Free. Office 112-113 St. Louis.

**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.**

**DEERING TWINES** FROM THE EARTH TO THE MOON AND BACK 5 TIMES. 238,600 MILES. LILY DAISY GOLDEN-ROD BUTTER-CUP AND OTHER FLOWER BRANDS. THE DEERING BINDER TWINE RUNS MORE FEET TO THE POUND IS STRONGER AND SMOOTHER THAN ANY OTHER TWINE MADE. DEERING JUNIOR STEEL BINDER



**THE BEST ON EARTH!** "DEERING" MOWERS and REAPERS,

"BUCKEYE" DRILLS and CULTIVATORS, "TIGER" HAY RAKES.

SEND FOR CIRCULARS and PRICES. D. W. KITCHEN, BLOOMSBURG, PA.

**Wall Papers.**

Spring Stock now ready—Fine side hangings and ceiling decorations.

**Window Shades,** Spring Stop Fixtures; with or without fringe, or made to order to fit your windows.

Work-men sent anywhere. **W. H. BROOKE & CO.**

**RUPTURE**—Thousands have been permanently cured by—**DR. J. B. MAYER'S ARCHES** PHILADELPHIA, PA. Face at once, no operation or loss of time from business. Cases pronounced incurable by others warded. Send for Circular. Advice Free. Office 112-113 St. Louis.

**W. RADAM'S MICROBE KILLER** CURES ALL DISEASES. Years of Patient study and experience have demonstrated that Microbes (germ life) are the cause of every disease. This wonderful remedy effectually destroys this cause, kills the germ life or Microbes, and perfect health soon follows. It has no equal as a Blood Purifier; is a most powerful antiseptic and a wonderful tonic. Read our testimonials from thousands of grateful people who have been cured. Book giving full particulars, Free. G. A. MCKELVY, Bloomsburg, Pa., or May 8-11-14. 7 Light St., New York City.

**TALMAGE'S** 500 Wonderful Pictures. Sales Territory. Agents Wanted. No Capital Needed. Also send "O'Connell's" address and receive FREE TO YOU, Talmage's favorite picture of Christ, in Oil Colors. Address, HISTORICAL PUB. CO., Phila., Pa.

**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.

**\$3000 A YEAR!** I undertake to briefly teach any fairly 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 also furnish the situation or employment at which you can earn that amount. For money for materials successful as above. Easy and quick to learn. 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 \$2000 a year each. It's NEW and SURE! Full particulars FREE. Address at once, E. C. ALLEN, Box 420, Augusta, Maine.

Small little fortunes have been made at once by men, by James Page, Augusta, Texas, and Jim. Brown, Toledo, Ohio. See our list. Before sending me your \$200.00, send me your name, address, and state. You can do the work and live in your own home, wherever you are. Even beginners are easily earning from \$5 to \$100 a month. All ages. We show you how and start you. Can work in spare time or all the time. Big money for workers. Fathers unknown among them. NEW and wonderful. Particulars Free. H. Hallett & Co., Box 260 Portland, Maine.

**MONEY** can be earned at our NEW line of work, easily and quickly, by those of either sex, young or old, and in their own localities, wherever they live. Any one can do the work. Easy to learn. We furnish everything. We start you. No risk. You can devote your spare moments, or all your time to the work. This is an entirely new and profitable business. Success to every worker. In one day of the start, and more as you go on. Both sexes, all ages. In any part of America, you can commence at home, paying all your time or spare moments only to the work. All is new. Great pay \$240 for every worker. We start you, furnish everything. EASILY, SURELY learned. Send for CIRCULARS. Full particulars, FREE. Information FREE. T. R. U. & CO., AUGUSTA, MAINE.

**FRAZER AXLE GREASE** BEST IN THE WORLD. Its wearing qualities are unsurpassed, actually outlasting two boxes of any other brand. It is collected by heat, it's GET THE GENUINE. FOR SALE BY DEALERS GENERALLY. J. W.

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