

RIGHT IN IT.

Yes, the sidewalks are bad enough, but the crossings are sufficient to take the sole right out of any self-respecting shoe. Now we've prepared our soles to protect our customers' feet. We have a strong, warm, tight shoe that just revels in mud and slush—a shoe that will take you through the worst crossing in town and come up smiling every step. On sale at

W. C. McKINNEY'S,

Clark's Building.

Main Street.

THE COLUMBIAN.

BLOOMSBURG, PA.

Sales.

JAN. 22. The administrator of William Rohrbach deceased will sell personal property and real estate of the decedent, in Franklin township. Personalty at 10 a. m., real estate at 1:30 p. m.

CALIFORNIA.

Personally-Conducted Tour via Pennsylvania Railroad.

American and especially trans-continental travel has been revolutionized by the Personally-Conducted Tours of the Pennsylvania Railroad. California, the "land of promise," the dream of the tourist, has been made easily and comfortably accessible. Through trains of palatial appointments run between the Atlantic and the Pacific, affording ample opportunity to visit the most interesting points en route, and insuring a degree of comfort and special attention not otherwise attainable. The next tour to California under this matchless system will leave New York, Philadelphia, and Pittsburgh Thursday, January 27, visiting St. Louis, El Paso, San Diego, Riverside, Los Angeles, Pasadena, Santa Barbara, Monterey, San Francisco, Salt Lake City, Glenwood Springs, Colorado Springs and Manitou, &c. Round-trip rate, including transportation, meals, carriage drives, hotel accommodations, and Pullman accommodations, en route, and Pullman berth Los Angeles to San Francisco, and transportation in California, \$310.00 from all stations east of Pittsburgh; with hotel accommodations, meals, transfers, and carriage drives through California for four weeks, \$125.00 additional. An experienced chaperon will accompany the party for the benefit of the lady tourists.

For itineraries and full information, apply to ticket agents; Tourist Agent, 1196 Broadway, New York; or address Geo. W. Boyd, Assistant General Passenger Agent, Broad Street Station Philadelphia. 1-13-2t.

Everybody Says So.

Cascarets Candy Cathartic, the most wonderful medical discovery of the age, pleasant and refreshing to the taste, acts gently and positively on kidneys, liver and bowels, cleansing the entire system, dispels colds, cure headache, fever, habitual constipation and biliousness. Please buy and try a box of C. C. C. today; 10, 25, 50 cents. Sold and guaranteed to cure by all druggists.

ANNOUNCEMENTS.

L. T. Sharpless Co. Limited, have cabbage, celery, lettuce, onions, and potatoes. In the fruit line they have Malaga grapes, Concord and Catawba grapes, oranges, lemons and bananas. The Victoria brand of canned vegetables is among the finest in the market and the Silver Cord canned fruits of all kinds command a large trade. A complete line of fine groceries, provisions, flour, canned meats, &c can always be found on their shelves.

Cascarets stimulate liver, kidneys and bowels. Never sicken, weaken or gripe. 10c. 4-1-1y

WANTED.—A lot ranging from 25 to 30 acres with good building on. Address P. O. Box 14, Light Street, Pa. 7-1-tf.

Programs for Christian Endeavor and Epworth League societies for sale at THE COLUMBIAN office. tf.

Lithographed bonds, stock certificates, and checks are furnished at THE COLUMBIAN office. tf.

Try Grain-O! Try Grain-O!

Ask your Grocer to-day to show you a package of GRAIN-O, the new food drink that takes the place of coffee. The children may drink it without injury as well as an adult. All who try it, like it. GRAIN-O has that rich seal brown of Mocha or Java, but it is made from pure grains, and the most delicate stomach receives it without distress. 1/4 the price of coffee. 15c. and 25c. per package. Sold by all grocers. 1-6 4td.

Book Lost.

The person who borrowed Vol. 15, County Court Reports, from the office of Geo. E. Elwell, will confer a favor by returning the same at once. tf

HOOD'S PILLS cure Liver Ills, Biliousness, Indigestion, Headache. Easy to take, easy to operate. 25c.

ONE OF TWO WAYS.

The bladder was created for one purpose, namely, a receptacle for the urine, and as such it is not liable to any form of disease except by one of two ways. The first way is from imperfect action of the kidneys. The second way is from careless local treatment of other diseases.

CHIEF CAUSE.

Unhealthy urine from unhealthy kidneys is the chief cause of bladder troubles. So the womb, like the bladder, was created for one purpose, and if not doctored too much is not liable to weakness or diseases, except in rare cases. It is situated back of and very close to the bladder, therefore any pain, disease or inconvenience manifested in the kidneys, back, bladder or urinary passage is often, by mistake, attributed to female weakness or womb trouble of some sort. The error is easily made and may be as easily avoided. To find out correctly, set your urine aside for twenty-four hours; a sediment or settling indicates kidney or bladder trouble. The mild and extraordinary effect of Dr. Kilmer's Swamp-Root, the great kidney, and bladder remedy, is soon realized. If you need a medicine you should have the best. At druggists fifty cents and one dollar. You may have a sample bottle and pamphlet, both sent free by mail. Mention THE COLUMBIAN and send your address to Dr. Kilmer & Co., Binghamton, N. Y. The proprietors of this paper guarantee the genuineness of this offer.

POINTED PARAGRAPHS.

Some headaches are natural and some are acquired.

It takes three to make a pair—counting in the clergyman.

Spinsterhood is often the flirt's punishment for contempt of court.

At forty a man wishes he knew what he thought he knew at twenty.

Patrons of the dime museums are convinced that this is a freak country.

The hunter who tells a bear story doesn't always stick to the naked truth.

The best thing about Adam was his rib and that was removed to make a woman.

A man is not necessarily angry when he gets his back up. Perhaps he's only a scorcher.

A mileage book is so interesting that the traveler is always sorry when he reaches the last page.

When we say that wisdom is better than riches we always mean our wisdom and other people's riches.—Chicago "News."

FLORIDA.

Personally-Conducted Tour via Pennsylvania Railroad.

With its matchless climate, its orange groves, its rivers and lakes, its boating and bathing, its fishing and hunting, and its primeval forests, Florida presents unrivaled attractions for the valetudinarian, the lover of nature, the sportsman, and the explorer.

The first Jacksonville tour of the season via the Pennsylvania Railroad, allowing two weeks in Florida, leaves New York by special train Tuesday, January 25. Excursion tickets, including railway transportation, Pullman accommodations (one berth), and meals en route in both directions while traveling on the special train, will be sold at the following rates: New York, \$50.00; Philadelphia, \$48.00; Canandaigua, \$52.85; Erie, \$54.85; Wilkes-Barre, \$50.35; Pittsburgh, \$53.00; and at proportionate rates from other points.

For tickets, itineraries, and full information apply to ticket agents; Tourist Agent, 1196 Broadway, New York; or address Geo. W. Boyd, Assistant General Passenger Agent, Broad Street Station, Philadelphia. 1-13-2t.

A Sensible Man

Would use Kemp's Balsam for the Throat and Lungs. It is curing more Coughs, Colds, Asthma, Bronchitis, Croup and all throat and lung troubles than any other medicine. The proprietor has authorized any druggist to give you a Sample Bottle FREE to convince you of the merit of this great remedy. Price 25c and 50c. 1-6-4td

A new lot of general warranty deeds just printed and for sale at this office.

TOPICS OF THE DAY.

Since the Klondike craze, everyone who has ever seen a pan or sluice-box in a mining district, or who is familiar with the "color of gold dust," has manifested a growing interest in the former gold discoveries, in the "days of '49," and the excitement of the South African and Australian gold fields. In an article on "Great Gold Discoveries," in *Demorest's Magazine* for January, the history of all the famous "gold crazes" is set forth in a most readable fashion, and with abundant illustrations.

The world is accustomed to viewing Richard Mansfield as a morose and eccentric genius. An article in January *Demorest's*, "Richard Mansfield From a New Point of View," sets forth the character of the great actor as a lover of children, of animals, a philanthropist, a poet, and a charming personality withal.

The fact that a successful woman playwright of New York is making fifty thousand dollars a year by writing order-plays, is one of the many interesting items concerning "The Woman Dramatist and Her Success" as told in the January number of *Demorest's*, and there are charming pictures given of the four most famous women playwrights.

This same number also contains a group of exquisite pictures of the Duchess of Devonshire, with some very original matter about this famous "Court Beauty," showing that she was not a beauty at all, but just a fascinating woman whom artists liked to paint.

Then, for the scientific mind, the January *Demorest's* has an article by J. Carter Beard about the ways of "Joe, The Simian," the high-bred orang-utan, and of the ways of orang-utans in general.

Girls who want to know how to be graceful, will study the subject as presented by Mabel Jenness in "A Study in Grace," in the "Our Girls" department of *Demorest's Magazine* for January. Spirited sketches are given by Miss G. A. Davis.

The enlarged form in which *Demorest's Magazine* is now issued, has given opportunity for marked improvement in the fashion department. The latest Paris information is contained

in the fashion reviews, and the sketches are by such celebrated fashion artists as Miss Abby Underwood, and Miss L. C. Freeman, whose drawings of life-like, quaintly attractive babies are famous.

The amateur carpenter will find some excellent suggestions about the making of book-shelves and corner-brackets in the January *Demorest's*. Every detail of the making of these useful articles of furniture is explained, and there are accompanying sketches to aid the home worker.

A New Form of Personalities.

The old style of portraying famous people through a "sketch" or "biography" is to be modernized in *The Ladies' Home Journal* during 1898. Five of the most prominent Americans have been chosen for the departure: President McKinley, Mrs. Cleveland, Mark Twain, Joseph Jefferson, and Thomas A. Edison. Each will have a special article, which will consist of about fifteen or twenty fresh, unpublished stories and anecdotes strung together, each anecdote showing some characteristic trait or presenting a different side of the subject. The idea is to show famous personalities through their own doings and sayings, and to make these articles accurate the relatives and closest personal friends of the subjects have assisted and given to the *Journal* the best stories and anecdotes within their own knowledge. Each article will thus represent the closest view of the one sketched. No authorship will be attached to any of the articles.

Harper's Weekly.

During January *Harper's Weekly* will contain a series of articles on amateur athletics in the West, by Caspar Whitney, who is now making a tour of the world in the interest of the *Weekly*, as well as a paper by Mr. Whitney on "The Industrial Movement in Japan." Other features of particular interest will be articles entitled "The Status of Europe in China," by William Elliot Griffis, on "Across Korea on Horseback," by W. H. Jackson; and a two-page illustration of the new Grand Central railway station, now in process of construction in New York City.

H. W. SLOAN

Clearing-Out Sale.

Having rented my store room to Louis Gross, the clothier, I must vacate the room now occupied by me.

The Entire Stock must be Closed Out.

Commencing Monday, January 3rd, 1898, I will offer the citizens of Bloomsburg and vicinity the Greatest Values in

Dress Goods, Hosiery, Table Linens, Silks, Underwear, Towels, Silk Velvets, Gloves, Napkins, White Dress Goods, Silverware, Counterpanes, Embroideries, Percales, Flannels, Laces, Lawns, Ladies' Cloths, Stamped Linens,

And all other Dry Goods, Notions, and Fancy Goods usually kept in a first class Dry Goods Store.

THIS STOCK MUST BE SOD.

I have lost sight of Profits and Cost in this Closing Sale.

The first comers will have the best selection. You certainly will save money. All goods will be sold for CASH ONLY and at prices you will not duplicate again. Everything in the store in this sale.

Special discount to Dealers.

H. W. SLOAN.

East Main Street.

CORSER'S NEW SHOE STORE.

Bloomsburg, Pa.

January Clearing Sale of Shoes.

To day we inaugurate our first great annual Clearing-Up Sale of Footwear. We have cut prices 25 per cent., and on some goods still more. We must close out the Winter Goods to make room for new Spring Footwear, and we take this time and opportunity to do it.

Women's and Men's \$3.50 hand welt shoes, now \$2.50.
" " 2.50 fine dongola and calf shoes, " 1.75.
Boys' shoes, 1.50 sort, " 1.00.
Youths' shoes 1.25 " .90.

One lot Women's and Misses' Shoes, worth 2 to \$3. During this Sale, \$1.00.

FELT SHOES AT BIG REDUCTIONS.

Gum boots and rubbers at lowest prices.

CORSER'S,

Schuyler's old hardware stand,

E. Main St.

WITH THE WITS.

Johnny—"And does the gas meter measure the quantity of gas you use?"
Papa—"No, my son—the quantity you have to pay for."—"Puck"

"Yes, I always give Dickie a magic lantern every Christmas."

"Why do you do that?"

"It keeps my husband at home for several nights trying to make it work."—Detroit "Free Press."

Bridegroom—"Where shall we go, dearest—Niagara Falls or Washington?"

Bride—"We might go to both places and see which we like best."—Brooklyn "Life."

"Every dog has his day, Willie."

"What now?"

"I see that the home of an ex-temperance lecturer caught fire and most of the damage was done by water."—Detroit "Journal."

"Did Miss Flavilla seem pleased when you asked her to go to the theatre?"

"Pleased! She wanted to keep the tickets for fear something might happen to me."—Chicago "Record."

\$50,000 Watch Us.

THE BROADWAY

January Sale

—OF—
Muslins, Linens, Curtains, Sheetings and housekeeping goods.

A sale of fresh, new merchandise at Prices that have never been surpassed for cheapness.

New This Week.

Heavy unbleached muslin, 3c yd
Yard wide percales, 5c yd
Special value in bleached muslin,
16 yds. for \$1.
Colored cambrics, 3 1/2c yd
Lace curtains, 38, 69, 98c, to \$2 pair.
Chenille table covers, 30, 69c, 1.25, \$1.48 each
Canton flannels, 5, 8, 10c yd
White and gray cotton blankets, 42c and 50c pair.
Stove lid litters, 1c each
Mrs. Potts cold handle sad irons, 69c per set.
Sewing machine oil, 3c bottle
Perforated chair seats, 4 and 5c ea
Coffee mills, 19, 42c ea
Adz eye hammer, 7c ea
2 qt covered buckets, 4c ea
Lamp globes, all sizes, 6 for 25c
Wood chopping bowls, 8, 16, 24c ea

New lines of 5 and 10c. Glassware opened this week. The best values we have ever shown.

Agency for Butterick Fashions.

Respectfully Submitted to the Cash Trade Only by

THE BROADWAY CASH STORE,
Moyer's New Building, Main Street, BLOOMSBURG.

\$50,000 Watch Us.

THE FUNDAMENTAL PRINCIPLE

On which our shoes are built is merit. They must be good, we have them made so. Not content with things as they are we go on making them better. Out of it comes the best foot wear possible.

FULL LINE OF

HOSIERY and UNDERWEAR

W. H. Moore.

CORNER IRON AND MAIN STS.

JONAS LONG'S SONS'

WEEKLY CHAIRS.

WILKES-BARRE, PA.,

January 13th, 1898.

The golden opportunity has arrived. The time for marvellous price cutting has come.

...GREATEST...

Clearing Sale

In Northeastern Pennsylvania is now in Progress.

It positively eclipses any sale ever held in this State. Our patrons know our goods. You know our prices; always the lowest; we make the announcement that we will cut our prices below any price ever made hereabouts; if you want Goods at a cheap price, come to this sale. No matter what others advertise; come to us; examine our Goods. Thousands annually wait for this mammoth sale of merchandise. Don't miss it; we will send all goods bought to any address within 50 miles, free of charge.

MUSLINS.
Finest bleached muslin 1 yard wide, worth 6 cts., sale price, yard 3 3/4
Lonsdale and Fruit of the Loom muslin, sale price, yard 5 3/4
Best Lonsdale cambric 7 3/4
1 1/2c kind, yard at 4
G-4 Mohawk bleached muslin, the 20c kind, sale price, 15c yard, 15c
Bleached pillow cases each 5 1/2

All other makes and widths of sheeting and pillow casing sold at proportionately low cleaning sale prices.

DOMESTICS.
Medium and dark prints, the 5c kind, sale price, yd, 3 1/2
Best mourning prints, the 4c quality, yard at 4 1/2
White Shaker flannel 3 3/4
was 6c, sale price yard, 4

One lot outing flannels, extra weight, red ground, black figures, the 10c kind during this sale, yard at 5c

Standard apron ginghams, always 5c, sale price yard, 4

English flannelette, extra heavy worth 10c, for this sale, 6 1/2 per yard 6 1/2

Best Indigo blue prints, sale price, per yard 3 3/4

BLANKETS.
Extra heavy grey blankets, fancy borders, assorted, the \$1.39 kind, sale price, 98c

1 lot heavy comforts, assorted patterns, worth 79 cts., sale price 45c

LINEN TOWELLING.
Heavy all linen unbleached towelling with colored border 4 3/4 worth 7c, clearing sale price yd 4

TOWELS.
One lot of fringed linen towels, were 6c, during clearing sale, each 3c

Large size fringed huck towels with colored borders, regular 20 cent quality, clearing sale price, each 10c

BED SPREADS.
One lot of crocheted bed spreads all hemmed ready for use, the 55 cent kind, clearing sale price, each 49c

LININGS.
Best kid cambrics, the 27c 5c quality, sale price, yd. 27c
Best 10c silecia clearing sale price 7c

DRESS GOODS.
2,350 yards Double Width Novelty Plaid Dress Goods, value 10c, clearing sale price, 5c per yard.

3000 yards assorted dress goods, including black and navy storm serges, carracule novelties, black wool mohair novelties, etc., worth 25 to 30c, clearing sale price, per yd. 15c

Jonas Long's Sons
Cor. W. Mar Public Square,