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There are 16 pages every week, the same size as THE LADIES' HOME JOURNAL, and as handsomely illustrated and printed.

The Curtis Publishing Company Philadelphia

THE BOOK OF THE WEEK

Will deal with the week's foremost offering from American publishers—an extensive review will be given in many cases, a reading from the book itself, a brief story of the author's life—all fully illustrated.



BARGAIN IN LADIES' BICYCLE BOOTS,

\$1.29 per Pair.

WIDTHS, C, D and E.

W. C. MCKINNEY,

No. 8 East Main Street.

THE COLUMBIAN.

BLOOMSBURG, PA.

SALES.

John T. Splain, will sell at his residence 621 Catharine Street, on Tuesday, of next week, a lot of personal property, consisting of stoves, chairs, tables, and many other articles.

John G. Freeze will sell at the Court House in Bloomsburg on Thursday, Nov. 17, a farm situated in the town of Bloomsburg and containing about one hundred and thirty acres.

M. T. McHenry, executor will sell on the premises in Benton, on Friday, November 11, 1898, at two o'clock p. m., a lot of land, containing forty perches, on which is erected a two-story dwelling house, barn and other outbuildings.

The following case tried in the Bradford county courts will be of interest to the people having property insured: William R. Reading vs. Susquehanna Mutual Fire Insurance Co. The plaintiff is a young man residing in Warren township, who formerly had a creamery at LeRaysville, which with its contents was destroyed by fire. Defendant, an insurance company at Harrisburg, claims that no policy had been issued to the plaintiff. The facts seemed to show that the plaintiff had applied to the local agents for insurance, that the application was forwarded to the company and policy written and sent to local agents; plaintiff called on agents, paid his premium and was informed that insurance was all right but neglected to take his policy. A fire occurring soon after, the defendant company withdrew the policy from the local agent, and set up that it had not been delivered. Jury in verdict find for plaintiff in the sum of \$1,977.30—Towanda Review.

An Important Case.

We take the following from the Sunbury Daily, which will be of interest to many of our readers:

"In our mention of the cases from this county to be argued in the Superior Court at Philadelphia on the 24th inst., we omitted the case of Lyda Erdman vs. Emanuel Gottshall. This case is a very important one, especially to farmers as it relates to their duties in fencing in their cattle. In the trial of the case in our court Judge Savidge held that the owner of cattle must fence them in at all hazards; that the mere fact of his having a sufficient fence was not enough to relieve him from his liability for any damage they might commit if they broke out. That he is only relieved in case some mischievous or malicious person opened the fence so as to permit the cattle to escape. In other words the owner "is absolutely bound to keep them within his own close, upon his own premises," and it is not a question whether the owner is negligent or not in entrusting them to another party to drive them to his field. If they escape and do damage the owner is liable. If this case is affirmed, owners of cattle will have to exercise great care with their fences and in driving their cattle to their fields.

What do the Children Drink?

Don't give them tea or coffee. Have you tried the new food drink called Grain-O? It is delicious and nourishing and takes the place of coffee. The more Grain-O you give the children the more health you distribute through their systems. Grain-O is made of pure grains, and when properly prepared tastes like the choice grades of coffee but costs about 1/4 the price. All grocers sell it. 15c and 25c.

A Cold-Blooded Murder.

There is a saying to the effect that "they don't hang for murder in Northumberland county." For many years past that belief has held good, and many a murderer has escaped the gallows in that county, but it will, no doubt, be done away with at the next term of Court, when young Edward Cressinger will be tried for the murder of pretty 15-year-old Daisy Smith, whose shot-riddled body was found by her father one day last week. He has confessed the crime, and says he killed her because she jilted him.

The crime was carefully planned, Cressinger says. He had learned that Miss Smith intended to visit a friend at a nearby hamlet, and with a gun and a knife in his hands he lay in wait for his victim.

He saw her emerge from the woods and came towards her on the road. Secreting himself, he waited until she was within twenty yards and then took deliberate aim at her eyes and pulled the trigger. The girl dropped unconscious to the ground, but fearing that she still lived, Cressinger says, he cut her three times with his knife across the neck, severing the jugular vein and almost cutting the head from the body.

The job complete, Cressinger hastened to retreat, but first withdrew the shell from the gun and dropped it by her side. He then wiped the blood from his hands. Making his way over the road he noticed a hollow tree in the woods and into this he dropped the knife. It was found there yesterday.

On reaching home Cressinger placed the gun in its customary place without being noticed, and then went about cleaning the blood from his overalls. In this operation he was discovered by a posse, who were looking for the murderer, and he was taken into custody, barely escaping lynching. Through the shrewdness of the coroner he was hustled away to jail.

Who Shall Rule.

The real contest and issue in this election is between Quayism and the people of the Commonwealth of Pennsylvania. The question that you must answer on your conscience and on your character as patriots is, who shall rule, one single autocratic ruler, with those whom he has bound to himself, or the voice of the people, honestly expressed by the ballot? GEO. A. JENKS, at Meadville.

VOTE FOR COCHRAN FOR STATE SENATOR.

AN ADDRESS TO THE VOTERS of Pennsylvania by the Democratic State Executive Committee.

HEADQUARTERS DEMOCRATIC STATE EXECUTIVE COMMITTEE, 1406 SOUTH PENN SQUARE, PHILADELPHIA, PENN'A.

To the Citizens of Pennsylvania:

Through a long and trying period the people of our great State have suffered from the multiplied evils inseparable from misgovernment. Their just and repeated demand for relief has been persistently refused; their emphatic expressions of condemnation have been defiantly ignored. Instead of retrenchment and reform, they have witnessed an aggravation of misconduct upon the part of those entrusted with official responsibility. Every promise exacted has been broken; every effort to stem the tide of extravagance and iniquity has been defeated through the power unscrupulously exercised by selfish and conscienceless leaders. The name and influence of a great political party has been used to carry out schemes of public plunder, participated in by members of the legislative and executive branches of the State government, and by others charged with the performance of public trusts of a local character. This organized conspiracy against the interests of the people has extended to every part of the Commonwealth, and nothing but patriotic and most determined unity of action upon the part of good citizenship will break it up and restore honest, efficient and economical administration.

In this crisis the Democratic party has taken a position where it can sincerely and effectively appeal to the patriotism and manhood of our long enthralled State. It has undertaken a contest in behalf of all the people, regardless of the ordinary lines of political partisanship. It has set the battle against the enemies of honest government as the supreme issue of the hour, and thus in line with the righteous and imperative demand of the people it means to go forward, courageously and invincibly. From every section of the State has come a response to this wise and patriotic action that is most inspiring. Men of opposite political faith are standing shoulder to shoulder and moving on to certain victory over the common foe.

The chief standard bearer of this movement is a man of the people, who profoundly believes in government of the people and for the people, and his record of conscientious and faithful service in the cause of private and public purity and fidelity is the highest guarantee that his election to the chief magistracy of Pennsylvania will usher in a new era at the State Capitol. To the Hon. George A. Jenks every citizen may confidently look for safe leadership in this contest for the right. He has never sought public office and is under no such obligations as make the servants of political task-masters obedient to their imperious demands. He has for two score years set the highest example of personal honor, and while in the public service won the admiration of political friends and foes by unselfish devotion to duty and unwavering zeal in behalf of the best interests of the people. He is pre-eminently the man for the hour in Pennsylvania, and as the people come to fully know what manner of man he is they will rally to his support with unity and enthusiasm hereto unknown.

The associates of Mr. Jenks on the State ticket are all men of high character and thorough fitness. Two of them, Hon. Wm. Sowden and Captain Patrick DeLacy, were brave soldiers in the war for the Union, serving in the ranks with fidelity, and the last named wears the Congressional medal of honor for exceptionally meritorious conduct in battle. The candidates for the Superior Court, Prof. Wm. H. Trickett, of Dickinson College, and Hon. Calvin M. Bower, of the Bellefonte Bar, are men of recognized ability and attainments and their election would add to the dignity and efficiency of the bench. The candidates for Congressmen-at-Large, Messrs. Weiler and Iams, are earnest and honest representatives of the plain people, who especially deserve, and should receive, the confidence and support of the State, in field and factory.

The outlook is most encouraging. A brief campaign has already demonstrated the readiness and determination of the people to improve the opportunity thus presented, and there is every indication that the rising tide for Jenks and reform will sweep on, from the Ohio to the Delaware. This committee congratulates voters, irrespective of party, upon the prospect, and asks every good citizen to do his whole duty. Let there be no lagging at any point. Close up the ranks. Be not deceived by the schemes of the skulking enemies of reform, who are seeking to mislead voters into supporting a third candidate who has no chance of election.

Fully a half million loyal Democrats will march to the polls and cast their ballots for the ticket headed by Mr. Jenks; and this mighty army will be joined in every county by untold numbers of honest Republicans, who

have resolved to break the power of Quayism and all that it stands for forever.

Give us your hearts and your hands and your help in every way practicable. The distribution of timely literature is a needful work in which all can engage, and every good citizen should labor with his neighbor and see that he hears right, thinks right and votes right. Let there be an irresistible union of patriotic sentiment and practical effort and the result will be a crowning victory for genuine reform, on the 8th of November next.

(Signed) JNO. M. GARMAN, Chairman Democratic State Executive Committee.

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 the 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. 1/2 the price of coffee. 15c. and 25c. per package. Sold by all grocers. 10-12-4td.

Married.

On October 13, 1898, by Guy Jacoby, J. P., Otis Myers and Loretta Kaufman, of Lairdsville, Pa.

THE BROADWAY

OPENING THIS WEEK

OUR NEW LINE OF

Imported China.

Full lines of plates, cups and saucers, A. D. coffees, bone dishes, salad bowls, fruit dishes, celery trays, shaving mugs, cream pitchers, sugar and cream sets, tea sets, cabarets, chocolate pots, bowls and novelties of all kinds.

The most complete stock in Bloomsburg. Call and make your selections while the stock is complete.

SPECIAL SALE OF LACE CURTAINS

New styles, full sizes, taped edges, at 63c, 71c., 95c., \$1.22 per pair and upwards.

A five-foot white enameled curtain pole, with metal trimmings, complete, free with every pair of lace curtains during this sale.

Agency for Butterick Fashions.

NOVEMBER STYLES NOW READY.

Respectfully Submitted to the Cash Trade Only by THE BROADWAY CASE STORE, Mover's New Building, Main Street, BLOOMSBURG.

W. H. Moore's.

School Shoes

—FOR— **Sunshine or Storm.**

School Shoes must be made specially strong to stand the hard service required of them. My School Shoes have been carefully selected to stand the hard service.

Cash buying gives me the best made and enables me to sell them at right prices. Don't fail to see them before buying.

COZ. SECOND AND IRON STS. Bloomsburg, Pa.

JONAS LONG'S SONS' WEEKLY CHATS.

WILKES-BARRE, PA., Thursday, Oct. 20th, 1898

These... Matchless... Values

For this Week's Selling will make

Every Aisle in "THE BIG STORE" A PATHWAY OF PROFIT TO YOU.

Never has the POWER, the united PUSH and FORCE of this GREAT STORE been more thoroughly demonstrated. Every department has contributed to this.....

Grand Climax of Bargains

of this Season's Newest Goods. Every prudent and judicious buyer, no matter how far from us will doubly profit by coming to this unparalleled money saving sale.

This Store is one of Wilkes-Barre's most interesting sights.

CLOAKS.—Never before such a grand collection of fine tailor-made garments of such excellent qualities PRICED SO LOW.

Children's reefer, made of fine Scotch mixtures with deep sailor collar trimmed with braid actual value \$5.00. This week \$3.75.

Ladies' velvet waists with stock collars, actual value \$5.00. This week \$3.45.

Ladies' fine black cheviot coats, made in new swallow tail style, actual value \$10. This week \$6.75.

Ladies' fine black kersey coats, made with strapped seams, satin lined, actual value \$15. This week \$11.75.

Ladies' electric meal collarettes, edged with Stone Martin, actual value \$5.00. This week \$3.45.

Misses' boucle cloth coats with velvet collars, actual value \$7.00. This week \$4.45.

AN UNDEWEAR SENSATION.

Never, whether at the close or middle of a season has any house ever sold good, well made underwear so cheap.

Ladies' ribbed fleece lined vests, 15c and 25c.

Ladies' natural wool vests and pants regular 75c. quality this week, each 45c.

Ladies' Australian wool vests and pants, regular \$1.00 quality, 75c.

Ladies' fine wool ribbed vests and pants, in white and natural, 50c., 75c and \$1.00.

Boys' random mixed underwear 19c.

Ladies' black wool tights, open and closed, upwards \$1.00.

Misses' ribbed fleece lined vests and pants, all sizes, 25c.

Men's random shirts and drawers 25c.

Men's fleece lined underwear, 50c and 38c.

Men's natural grey underwear, 50c and 37 1/2c.

Men's double fleece lined underwear, special, 49c.

Men's medium weight underwear, 49c., 49c. and 75c.

Men's combination suits, all sizes.

Men's fine Australian wool underwear, guaranteed unshrinkable, \$1.50.

The fairest fancies and brightest ideas in

MILLINERY

Are shown by us and prices so low that "The Big Store" is entitled to your patronage.

This week a marvelous display awaits you.

ONE HUNDRED CHOICE VELVET HATS.

Trimmed after the newest style in all the new shades of blue, pink, and red, at any time they would really bring \$5.00, this week your choice \$2.25.

Faunty swell salonnors with band trimmings colors red, blue, brown, black, would be value at \$1.00, this week 75c.

Tam O'Shanter's, pretty plaid effects, new designs and colors, special at 38c.

One hundred fine Felt Hats, handsomely trimmed with feathers, velvet wings and ribbon. You can't match them at \$10, this week, your choice, \$4.75.

Untrimmed short black salonnors in blue, brown and black, special this week 35c.

Girls' Round Felt Hats, just the hat for school wear. Special values at 38c., 38c. and 75c.

CARPETS.

Never was there a better time to buy than now. Our stock is complete, our prices are unmatchable.

Best all-wool extra super ingrain, per yard, 66c.

Heavy tapestry brussels, with 6-8 borders, per yard 66c.

Pleasant tapestry, yard wide, per yard 80c.

BLANKETS.

10-4 white blankets 35c.

7c. quality rainbow blankets, now 75c.

11-4 blankets in white, grey and tan, with fancy borders, always 98c., now 80c.

11-4 white and grey blankets, full five pounds, \$1.50 quality, now \$1.19.

10-4 grey wool blankets, with fancy borders, \$2.50.

Extra heavy comforts, always 75c., now 45c.

Special lots of comforts, actual value \$2, now \$1.59.

LADIES' WRAPPERS.

Ladies' best print wrappers, nicely made, 25c.

Ladies' print wrappers with cuffs and collars of plain material, edge, with braid, square and V yoke, \$1 quality, 38c.

Fine percale wrappers, square and V yoke trimmed with ruffles and fine braid, \$1.35 quality, 88c.

Jonas Long's Sons

Cor. W. Market St. and Public Sq.