

**EMPORIUM MILLING COMPANY.**

PRICE LIST.  
Emporium, Pa., December 20, 1904.

NEMOPHILA, per sack	\$1.65
Felt's Fancy	1.75
Pet Grove	1.75
Graham	85
Rye	75
Buckwheat	75
Patent Meal	50
Coarse Meal, per 100	1.25
Chop Feed	1.25
Middlings, Fancy	1.40
Brn	1.25
Corn, per bushel	70
White Oats, per bushel	48
New Oats	48
Chicken Wheat	1.65
Choice Clover Seed	At Market Prices.
Choice Timothy Seed	At Market Prices.
Choice Millet Seed	At Market Prices.
Fancy Kentucky Blue Grass	At Market Prices.

**R. C. DODSON,**

**Druggist,**

EMPORIUM, PA.  
IS LOCATED IN THE CORNER STORE  
At Fourth and Chestnut Sts..



R. C. DODSON.  
Telephone, 19-2.

**LOCAL DEPARTMENT.**

**PERSONAL GOSSIP.**

Contributions invited. That which you would like to see in this department, let us know by post card or letter, personally.

R. H. Avery, of Forest House, enjoyed the ball Tuesday evening.

Miss Anna Market, teacher of the Elk Lick school spent Saturday in town.

Miss Jennie Yocum, of Cameron, did shopping at the county seat last Tuesday.

Mrs. Fred Schemel, of Williamsport, is visiting Miss Ella Miller at this place.

John J. Riley, of Driftwood, came up and enjoyed the dance Tuesday evening.

Misses Helen and Frances Blumle visited in the valley with Frank Kinsler and family, last week.

Two sled loads of ladies drove to Shippen Tuesday afternoon and had supper at the home of John Wygant.

Misses Poole, McCaslin and Wiley, of Emporium, were guests of Miss Ada Garrity on Wednesday.—St. Marys Gazette.

Capt. Johnson, of Emporium, came to Coudersport Tuesday to attend the Knox Butler wedding.—Potter Democrat.

Mrs. W. S. Warner was summoned to Emporium last week on account of the serious illness of her sister.—Austin Autograph.

Mr. Arthur Kautz one of Beechwood's promising young men was a welcome caller at the PRESS office on Tuesday.

Mrs. Egbert and little daughter of Ithaca, N. Y., are visiting the former's father Hon. Geo. A. Walker and family at this place.

Sheriff Hemphill returned on Monday from Clearfield, where he visited relatives and friends for a week. He enjoyed his visit.

Mrs. Elizabeth Guinn and Miss Jennie Guinn, of McEwensville, Pa. mother and sister of Geo. Guinn are visiting him this winter.

Master Neil Coppersmith entertained twenty-one of his boy and girl friends last Friday afternoon, by giving them a sleigh ride up Rich Valley.

Mr. Frank Kinsler one of our prosperous farmers was a business caller at this office last Saturday. Mr. Kinsler informs us he will move on his own farm this spring.

The PRESS sanctum was invaded on Monday by a bevy of Emporium's jolly ladies, composed of Misses Margaret Cummings, Julia Hogan and Lena Bair. Call again, ladies—it's sunshine to the editor.

John Gleason and wife, of Driftwood, after celebrating their wedding anniversary Monday evening, came up to Emporium on Tuesday and took in the reception and ball. Mr. and Mrs. G. are popular with our people.

Col. E. R. Chambers, of Bellefonte, Pa., stopped in town on Tuesday, while enroute for Austin. Mr. Chambers is one of Centre county's prominent attorneys as well as hustling Republicans. While in town he met many of our citizens, being an invited guest at the ball and reception.

John Zwald of Plank Road Hollow made us a substantial business call on Wednesday.

Mr. Paul Kreigel, of Johnsonburg, attended the Return Ball at this place on Tuesday.

Mr. Amos T. Hill, of Buffalo, N. Y., visited Wm. Lyons and family Wednesday and Thursday.

Rev. O. S. Metzler delivered a very interesting and eloquent address on Abraham Lincoln last Sunday evening in the Methodist church.

**Return Ball.**  
The return ball given last Tuesday evening, at the Opera House was the social event of the season. The hall was artistically arranged with furniture and the ladies and gentlemen in beautiful evening dress made a very pretty scene.

Many out of town guests were present including the following: Mr. and Mrs. Phillio, Mr. and Mrs. Caskey, Mr. and Mrs. Baldwin, Mr. and Mrs. Gilbert, Miss Edith Carson and Mr. Frank Dean, Austin; Mr. and Mrs. Gleason, Miss Nellie Huntley, Miss McDonald, Mr. Riley, Mr. and Mrs. Judge McDonald, Driftwood; and others from Johnsonburg, Renovo, St. Marys and Ridgway. The St. Marys orchestra furnished the music and the ladies of the Episcopal Church, served in elegant style, the refreshments. It was a grand success and all present expressed having a pleasant time.

Don't forget John Knox at Opera House, March 2nd and 3rd.

**NEWSPAPER FIRST.**

UNIVERSAL MESSENGER TO THE HEARTS AND HOMES OF THE PEOPLE.

Now, broadly speaking, we think of advertising as divided into two classes, general advertising and direct advertising. The first class reaches the masses through the medium of the newspapers and other publications, while the second class reaches the individual through the medium of personal letters, folders, booklets and so forth sent direct through the mails.

Under ordinary conditions newspaper advertising must take first rank. The newspaper is the universal messenger to the hearts and homes of the people, and intelligently used newspaper advertising is just as certain to bring results as good stocks are to pay dividends. Note the fact that I said intelligently used. Enough money is wasted every year in unintelligent advertising to make every one in this hall mediately wealthy. For the same is true of banking as a business or of farming or anything else in which men engage. The trouble is not with these things in themselves, but with the way in which they are attempted.

Above all, advertising to be effective must be persistent.

A common mistake is to look for results too soon.

When a farmer plants his wheat in the fall he doesn't expect a harvest in a week or a month. When you give an order for a ten story office building you don't go around to the site the following day and expect to find a completed building. The farmer knows he must wait until the season and the chemicals of the earth work their changes and you know that your building must proceed by gradual stages, brick upon brick, until finally finished. So it is with advertising.

The first insertion does not influence the public mind, nor the last, but one added to the other, every one gathering strength from those that precede it, gradually influence the public mind and bring to your bank the business you desire.

A single week or month of advertising is merely a blow or two of the cork against the bar of steel. Its effect is absolutely nothing. It is money and effort wasted, but the continuous, persistent hammering, week after week, month after month, is just as sure to start the pendulum of business swinging your way as day is to follow night.

Take our own city of Pittsburg, for instance. More money is expended in legitimate bank and trust company advertising in Pittsburg, than in any other city in the country; hence no better place could be selected for the making of comparative figures. There are a great many banks in Pittsburg. About half of them are known to the country over because of their liberal advertising. The other half do not believe in advertising on the general idea that they can use their money to better advantage. Possibly they can, but the figures are against them.

I have gone back over the statements of the last five years, comparing the growth of the banks that have advertised continuously with that of the banks that have advertised only now and then or not at all, and this is what I find:

During the five years the banks that have advertised continuously have increased 38 per cent. in assets and 85 per cent in deposits. That banks that have not advertised have increased 27 per cent in assets and 11 per cent in deposits. This record is effected necessarily by the numerous combinations of recent years, but these have been eliminated so far as possible, and the figures given are on the side of conservatism rather than otherwise.—William S. Powers, banker, to Pennsylvania Bankers' Convention.

**CURES CATARRHAL DEAFNESS**

**One Week's Use of Hyomei Did More Than Six Months' Treatment by Specialists.**

In the treatment of deafness which is often a result of catarrh Hyomei almost immediately upon the inflamed membrane and the hearing begins to return at once. A few days treatment will bring relief, and in three or four weeks, according to the severity of the case, a cure will be accomplished.

Miss Meeks, of Mattewan, N. Y., says: "Hyomei is truly wonderful. I have used it but a short time and see a great change in my condition. My hearing is improving rapidly, and I had no idea I would improve rapidly in so short a time. My breath which was so offensive to myself and others, has lost its bad odor entirely. I have spent a great deal of money and can truly say that six months of their treatment is not equal to one month of Hyomei."

L. Taggart is selling Hyomei upon the unusual plan of agreeing to refund the money if the medicine does not cure. A complete outfit costs only \$1.00 and consists of an inhaler that can be carried in the vest pocket, a medicine dropper and a bottle of Hyomei. The inhaler will last a lifetime and there is enough Hyomei for several weeks' treatment. Additional bottles of Hyomei can be procured for 50 cents. Compare this small expense with the fees charged by specialists and then remember that if Hyomei does not cure L. Taggart will return your money.

**At Opera House, Emporium, Pa., Tuesday Evening, Feb. 28th, 1905.**

**Nixon & Zimmerman Opera Company**  
PRESENT  
Their Elaborate Production of Willard Spencer's Greatest Success.

**Miss Bob White**

FULL OF SPARKLING CATCHY MUSIC  
AN OPERA WITHOUT A VULGARISM

A Sumptuous Production with a Magnificent and Entire Scenic Environment and Augmented Orchestra.  
EVERY PRISM REFLECTS ITS BRILLIANCY  
A Gem Musically—A Picture Scenically

**60 PEOPLE 60**  
INCLUDING THE FAVORITE  
**Frank Deshon**  
LITTLE COMEDIAN  
And the Best Drilled, Sweetest Voiced and Handsomest Chorus ever Assembled. Embracing all the Elements that Please. Four years of record breaking success.

Prices: \$2.00, \$1.50 and \$1.00.  
NOW ON SALE.

P. & E. Mail Train East will stop at Cameron, Sterling Run, Driftwood and Sinnamahoning.

1865 1904

**N. SEGER**

Furnishing Goods, Shirts, Neckwear, Trunks, Satchels, Suit Cases, Etc., Etc.

A fine line at bottom prices.

**Clothing**  
FOR ALL.  
Men's, Youth's and Boys' Clothing,  
A new stock just in.  
Give me a call.

THE PIONEER.

**One Minute Cough Cure**  
For Coughs, Colds and Croup.

**Grocery Bargains Friday and Saturday THIS WEEK.**

**DAY'S THE SATISFACTORY STORE.**

We challenge any store in the county to show as low a level of prices for fine groceries as are found here. WE INVITE THE CLOSEST INSPECTION.

TAPIOCA—Pearl Tapioca in bulk 7 lbs for 25c. per lb.	4c	HAMS—Fine Sugar Cured Hams, our guarantee for it there is none better in the market. Convenient sizes per lb.	12c
PEAS—Dried Scotch Peas, bright and green, 7 lbs for 25c	4c	PICKLES—15c bottle, sweet or sour Gherkins.	10c
When properly prepared make an excellent and inexpensive vegetable.		CANNED VEGETABLES—Three cans Tomatoes, Peas or Pumpkin 10 values	25c
GOLD DUST—Fairbank's Gold Dust Washing Powder 2c package	20c	SUGAR 25lb bag best granulated	\$1.65

**A LITTLE MONEY**  
Indulently expended in your kitchen will save you many steps and give you a lot of satisfaction.

**Shaker Sifter**  
Needs one hand only.  
Quick, Strong, Satisfactory.

**Clean-Cut Cake Tins.**  
Good for easily removing cake from the tin.

**MEASURING CUP**  
Quarter Cup and Third Cup.  
DON'T GUESS.  
Know You're Right.  
SAVES DISAPPOINTMENT.

**Favorite Cake Spoon.**  
Mixes batter thoroughly.  
INEXPENSIVE AIDS THAT HELP MAKE HOUSEWORK A PLEASURE.

**Kitchen Furnishings**  
Nothing gives a merchant more pleasure than to offer to his customers and friends an article which, when put into use, makes good all that is claimed for it.  
This is just what our line of Notable Kitchen Specialties does. Each one of these excellent utensils is superior to anything else for its particular purpose. Each one does the work easier and better than the work can be done without it. They will save you time, they will save you labor; they will give you satisfaction every time you use them. We invite you to come and see them.

**J. H. DAY,**  
Phone 6. Emporium, Pa.

**East Emporium's Cash Store**  
Special Bargain Day Every Tuesday

**Tuesday, Feb. 21st.**

HALVED PRICES ARE OUR MOTTO.

At this sale you can buy  
Ladies' and Gent's Umbrellas, retail at \$1.50 95c  
Toy Brooms, retail 15c 9c  
Men's heavy fleeced lined underwear, 50c kind at 40c  
Ladies' heavy fleeced lined underwear, 35c at 28c  
Fancy Creton, that retails at 10c a yd. at 7 1/2c  
Knitting Yarn, blue, gray, black, all 55c lb  
Armorside Ladies Corsets, the \$1.00 kind, at 90c  
Ladies Corsets, retail at 50c 40c  
25 lbs. Granulated Sugar 1.63  
Dold's Lard, 50 lb. tubs 83c per lb  
Storage Eggs 26c per doz  
Navel Oranges 23c a doz  
Lemons 15c a doz  
Fresh Fish Every Friday. Fresh Meats—Pork Lion, Pork Sausage, Wiener Sausage, Hams, Shoulders and Bacon, always lowest cash prices.

Mail and Phone orders receive our careful attention.

Watch this Space for Special Bargains at  
Phone 109

**Tompkins & Norris.**

"ASK FOR THE 1905 KODOL ALMANAC and 200 YEAR CALENDAR."

**Kodol** DYSPEPSIA CURE  
DIGESTS WHAT YOU EAT  
The \$1.00 bottle contains 2 1/2 times the trial size, which sells for 50 cents.  
PREPARED ONLY AT THE LABORATORY OF  
E. C. DEWITT & COMPANY, CHICAGO, ILL.

Sold by R. C. Dodson, Druggist.

**Laughlin Fountain Pen**

IS THE PEER OF ALL PENS AND HAS NO EQUAL ANYWHERE.  
FINEST GRADE INK.  
GOLD PEN  
YOUR CHOICE OF THESE TWO POPULAR STYLES FOR ONLY \$1.00

SUPERIOR TO OTHER MAKES AT \$3

The Laughlin Fountain Pen Holder is made of fine metal, fitted with highest grade, large size, 14k. gold pen, of any desired flexibility, feeding device known, Rither style, richly gold plated, \$1.00 presentation purpose. If you are unable to secure anything at all like this pen, please give such continuous pleasure and service.

For Sale by  
**Harry S. Lloyd,**  
Emporium, Pa.