

W. H. CAMPBELL ON ADVERTISING DEALERS BEFORE THE SHOE-DEALERS ASSOCIATION.

Was Delivered in the Hotel Sterling at Wilkes-Barre Last Night—Talking to the People in the Bed-Rock of Modern Merchandising—Art in Advertising is All Right in Its Way, But It Weighs Little, Injudicious Advertising is Very Dangerous.

Special to the Scranton Tribune. Wilkes-Barre, Pa., Dec. 26.—The Shoe Dealers' association of Northern Pennsylvania and Southern New York, comprising a syndicate of big shoe stores, of which G. Romanta Kinsey, of this city, is the head, met in annual banquet at the Hotel Sterling last evening.

Traverse the main thoroughfare of any town or city and you will find that the windows and the signs of activity within—and you will be in the atmosphere of a concern that thrives because of its advertising.

It may be the windows with their trappings artistically arranged; it may be the halo of freedom and of welcome that is always dominant within or upon the main walks through the medium of the press, from storekeeper to consumer.

WHAT HE MUST DO. The man who does not take advantage of the product of the printing press—take advantage of all that thought and science and invention have evolved—cannot hope to meet the competition of him who acquires for his own use these business resources.

Byrons at the Academy. Two immense audiences crowded the Gaiety theater last afternoon and evening to see Mr. and Mrs. Oliver Byron. In the afternoon they presented "The Ups and Downs of Life," a four-act drama with plenty of comedy in it.

"The Sporty Widows." Standing room at a premium at the Gaiety theater last afternoon and evening for the "Sporty Widows" Burlesque company, and hilarity reigned throughout the performance.

TALKING TO PEOPLE. Talking to the people in the basis of all that is good in advertising. It is the bed-rock of modern merchandising—a simple, straightforward story of the store from day to day, as man would talk to man and woman to woman.

The next step beyond bronchitis is consumption. It is near the bottom on the down-grade bill of disease. The symptoms of bronchitis are cough, chest pain, difficult breathing, soreness, rattling, sharp, or dull and heavy pain, or a prickly, distressing sensation, accompanied usually by a nagging cough.

Dr. Pierce's Golden Medical Discovery is the safest and surest remedy for all the persistent, aggravating, wasting diseases that come in bronchial tubes and lungs that come in advance of consumption. With it is a tonic, and creates hunger. It is an aid to digestion, and helps the weak stomach to do its work properly.

Nearly everybody is more or less constipated, and this subjects to the red-tail chain of troubles that stubborn bowels cause. Dr. Pierce's Pleasant Pellets cure constipation and biliousness quickly and griping.

HONOR CONFERRED UPON LIEUT. FOOTE

DETAILED AS REGIMENTAL INSPECTOR OF GUARD.

Object Is to Perfect the Men in All That Pertains to Guard Duty. Sergeant Scott L. Shaver Has Been Honorably Discharged from the Service—Further Strict Sanitary Regulations Concerning the Policing of Camp Issued by Colonel Courson.

Special to the Scranton Tribune. Camp MacKenzie, Augusta, Ga., Dec. 26.—The following important order has been issued by Colonel Courson: Headquarters Thirteenth Regiment, Camp MacKenzie, Dec. 23, 1898. General orders No. 29.

Second Lieutenant Arthur E. Foote of D is hereby detailed as regimental inspector of the guard. He will see that officers as well as men are thoroughly acquainted with guard duty, and he is hereby given full authority to inspect and direct the guard at any hour of the day or night.

Lieutenant Foote will report in person to the regimental commander each day. Officers on duty with the guard will be required to assist in every possible way in carrying out the provisions of this order. By order of H. A. Courson, Colonel, L. T. Mattee, Adjutant.

The purpose of this order is to perfect the men in all that which pertains to guard duty, the most important and exacting part of all the entire routine of camp life.

SERGEANT SHAVER DISCHARGED. Sergeant Scott L. Shaver, quartermaster of Company F, in pursuance of an order received from the War Department, has been honorably discharged from the service, and Friday evening left for his home in Scranton by way of Atlanta, where he had to report to the chief paymaster of the corps, in order to receive his pay and all allowances due him.

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UNREST AT HAVANA. Shooting Affairs Are Numerous. Results of 24 Hours. Havana, Dec. 26.—Francisco Quintero, a Spanish guerrilla, while walking along Genio street today was fired at from the roof of a house and seriously wounded.

Further sanitary regulations, of a strict nature, have been issued recently by Colonel J. H. Jones, commanding the Thirteenth Regiment, at Camp MacKenzie. The regulations apply to every inch of ground within the parade grounds, and will be required to be carefully policed.

There were no complaints on the question of cleanliness, and the only suggestion which the doctors had to offer was that every body should spread his blankets on the outside of the tent, so that they would be thoroughly aired and sunned.

PERSONAL. Captain General Castellanos, after formally detaching the island to the American authorities on Jan. 1, will leave for Matanzas, where he will remain a fortnight, going then to Cienfuegos.

To Cure a Cold in One Day. Take Laxative Bromo Quinine Tablets. If it fails to cure, the genuine has L. B. Q. on each tablet.

MAIL DEATH WITH JOY. I was a great sufferer from Heart Disease. The disease was so great I was confined to bed for days. I then bought a bottle of Dr. R. V. Pierce's Golden Medical Discovery and took it according to directions and in a few days I was able to get up and about. I have taken four bottles. I never felt better in my life. Mrs. Margaret Smith, Brussels, N. Y.

The People's Exchange.

POPULAR CLEARING HOUSE for the Benefit of All Who Have Houses to Rent, Real Estate or Other Property to Sell or Exchange, or Who Want Situations or Help—These Small Advertisements Cost One Cent a Word, Six Insertions for Five Cents a Word—Except Situations Wanted, Which Are Inserted Free.

FOR RENT—ELEGANT ROOM OR SHAIR of office second floor front, Coal Exchange. Call at room 15. FOR RENT—ELEGANT FLOOR, 701 Quincy.

FOR SALE—DESIRABLE LOTS ON COLFAX AVENUE. For particulars address Box 145, Scranton, Pa. FOR SALE—SIX PER CENT SEMI-ANNUAL GOLD PURCHASE BONDS FOR SALE. No state tax. Gift value in every particular. Full information, carefully filled out, and 62¢ M. C. King.

FURNISHED ROOMS. LARGE FURNISHED FRONT ROOM for rent in private family. Address F. Z. Tribune office. FOR RENT—PLEASANT ROOMS FURNISHED. 522 Mulberry street.

POLITICAL. I HEREBY ANNOUNCE MYSELF AS a candidate for the office of City Controller. Subject to the Republican primary election. JOSEPH H. AUSTIN, R.

REAL ESTATE. FOR SALE—MY RESIDENCE AT 235 Colfax avenue, just completed. All modern improvements. Hardwood finish, sanitary plumbing, electric lights, etc. Price \$10,000. Address Frank E. O'Neil, 229 Broadway, New York City.

INDUSTRIAL NOTES. Expansion seems to be the order of the day, and this is particularly true of the American Safety Lamp and Mine Supply company, who are rapidly forging to the front in the industrial world as expansionists of the most pronounced type.

SITUATIONS WANTED. SITUATION WANTED—BY A YOUNG man, 23 years of age; something that would enable him to get up at 6 A. M. M. Z. Tribune office.

SITUATION WANTED—BY A YOUNG man to drive or take care of horses; has experience; best references. Address H. J. 200 South Main avenue.

SITUATION WANTED—BY A YOUNG man to drive for a private family or store; is sober and reliable; good references and has work at once. Address D. E. 901 First street, city.

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PROFESSIONAL. ARCHITECTS. EDWARD H. DAVIS, ARCHITECT, Connell Building, Scranton.

What You Want to Know For the Christmas And the New Year. To put it curtly and pleasantly, there is one store where an every day man can buy the best of Clothing and Furnishing Goods, ready to put on and look and be thoroughly well dressed. Go to GRIFFIN & COLLINS, HATTERS AND FURNISHERS, 220 LACKAWANNA AVENUE.

RAILROAD TIME TABLES. PENNSYLVANIA RAILROAD. Schedule in Effect May 29, 1895. Trains Leave Wilkes-Barre as Follows: 7.30 a. m., week days, for Sunbury, Harrisburg, Philadelphia, Baltimore, Washington, and for Pittsburgh and the West.

WANTED. WANTED—CASE OF BAD HEALTH. That R-I-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

WANTED—RESPONSIBLE FIRM wanted office manager at Scranton; salary, \$1,200 per year; 800 cash and best references required; commercial reference furnished. Address Postoffice Box 32, Philadelphia.

CITY SCAVENGER. A. B. BRIGGS CLEANS PRIVY VAULTS and cess pools; no odor. Improved pumps used by all. Can give best references. Leave orders 100 North Main avenue, or Ellick's drug store, corner Adams and Mulberry, Telephone 696.

MISCELLANEOUS. SITUATIONS WANTED. SITUATION WANTED—BY A YOUNG man, 23 years of age; something that would enable him to get up at 6 A. M. M. Z. Tribune office.

PHYSICIANS AND SURGEONS. DR. C. L. FRY, SCRANTON SAVINGS Bank Building, 122 Wyoming avenue.

SCHOOLS. SCHOOL OF THE LACKAWANNA. Scranton, Pa. Courses preparatory to college, law, medicine or business.

SEEDS. G. R. CLARK & CO. SEEDMEN AND Nurseries; store 146 Washington avenue; green house, 150 North Main avenue; store telephones, 782.

WIRE SCREENS. JOS. KUETTEL REAR 31 LACKAWANNA AVENUE, Scranton, Pa., manufacturer of Wire Screens.

MISCELLANEOUS. BAUER'S ORCHESTRA—MUSIC FOR balls, picnics, parties, receptions, weddings and concert work furnished. For terms, apply to J. Bauer, conductor, 117 Wyoming avenue, over Hulbert's music store.

RAILROAD TIME TABLES. Lehigh Valley Railroad System. In Effect Nov. 15, 1898. TRAINS LEAVE SCRANTON. For Philadelphia and New York via D. & H. R. R., 6.45, 7.45 and 8.45 p. m. Sundays, 7.45 p. m.

ERIC AND WYOMING VALLEY. Time table in effect Sept. 15th, 1898. Trains leave Scranton for New York, Newburg and Pottsville, and for local points, at 7.05 a. m. and 2.25 p. m. Trains arrive at Scranton from New York at 10.25 a. m. and 3.15 and 9.05 p. m.

NEW YORK AND WESTERN RAILROAD COMPANY. SCRANTON DIVISION. In Effect October 30th, 1898. North Bound. South Bound.

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