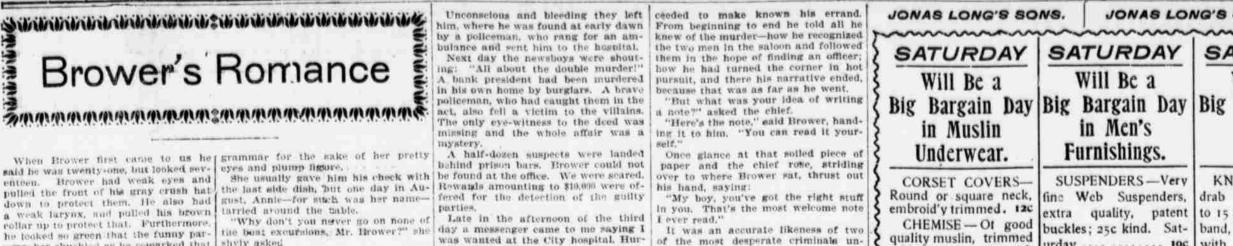
THE SCRANTON TRIBUNE-SATURDAY, FEBRUARY 4, 1899.



agrapher chuckled as he remarked that he would expect to see a cow following him. The title of Brower's position on the

10

great western daily which allowed us; to live by earning a living was first assistant apprentice in the art department. His salary was small, but Brower said it paid his board, and that was "prefty good." Brower never grew en-He seldom spoke unless spoken to. His answers were then usually the shortest of sentences.

The first information he was known to volunteer was one day when Shadrach, Meshach and Abednego would gladly have remained in the flery furnace through a more matter of convenlence. Then Brower remarked that it was "pretty warm.

Coming from the far northwest, the warmer climate benefited his weak larynx and his voice grew stronger. A rise in salary spurred him into get-

ting a hard brimmed straw hat. As his voice waxed less feeble he grew less diffident. Underneath that quiet exterior was concealed something which, if properly sounded, revealed the true ring of manhood, with an echoing smack of Bohemianism.

Now, an artist was no exception b the general rule on our paper, but he quit at 11 p. m., as did most of the desk men. So one night the man who worked at the next table and myself asked Brower to come and join us.

Although we had never seen Brower imblbe--in fact, we had never seen him do anything outside of the art department-we were not surprised to see him drink a beer. But later in the evening, after we had hied ourselves to a varlety theater for the purpose of showing Brower some of the town, we were surprised.

It was a sort of beer garden and con cert hall combined, where the voice of the waiter could be heard persuasively and continually crying out: "Somebody tell me something! What is it? Two yes, sir, right awas! Make it three! Who else wants beer?"

The Golding sisters in (stage) newsboy costume, clean gingham shirts, black knee breeches and bright green stockings, in song besought the weary apitalist standing in the wings to purchase Police Gazettes and Clippers, A lightning change brought them out again in characters of bold Irish lads just from o'er the sea." Miss Mamie Gray Norton warbled, Miss Mamie Lesle furnished a little harmony and Ward and Van Rensselaer rendered negro songs.

During the whole time Brower spoke

"Well, how do you like it, Brower?" neked Mac.

"Oh, pretty well. Which one do you think sings worst?" replied he, After that nothing Brower did or said surprised us.

'Do you ever keep any sketch books?" I asked him one day.

shyly asked "Because I work until H o'clock at

ight. Why, that's just the time the boat rets back. I'm going on one tonight, grasped his hand. How would you like to come down when the boat gets in and take me home?"

"Oh, protty well," he grinned. Five minutes past 11 caw Brower at the wharf and five minutes later they boarded a car for the little girl's home. There was only one vacant seat, and that was in the front of the car on the

platform. She climbed in and Brower stood on the footstep with his left hand holding on to the end of the seat. It was a long ride and it seemed as if no one would get off. The little blonde squeezed over until her fluffy hair ouched the gripman's eleeve.

"Why don't you sit down, Mr. Brow

"Oh, there ain't room for two," said

Anybody but Brower would have nade room

"Say, put my picture in the paper me time, will you?" she rattled on. "Oh, I can't draw girls," said he. "I can't draw anything very good but dogs and horses."

"Well, can't you draw it if I give you my photo? There was a girl used o work where I did once, and she took polson and a reporter came to our house and got a photo out of the album and next day I seen her picture in the Dillier.

Here a man got off and Brower sat down next to Annie.

"It's a pretty nice night," said he. "Oh, bother the night," said Annle "Say, won't you please, Mr. Brower?" "But I told you I couldn't draw girls." "Well, how'll I ever get it in if you

"Take poison," said Brower, The gripman smiled. Annie squirmed and Brower sat importurable. He had evidently meant what he said, and the rest of the ride was spent in silence. There was no hanging over the gate for that couple

Brower left her at home and hurried back to the car line. No cars in sight and not likely to be, thought he, as he looked at his watch, which indicated ten minutes past 12. He were a gold watch with a leather shoestring for a

chain, which was fastened to his vest by a big brass safety pin. "It's a pretty long walk," he mused. but I guess I'll have to do it." He was in a part of the city he had never seen before, so he decided to follow the car tracks until he could get

his hearings and take a short cut for Block after block is rapidly covered

until the houses grew more pretentious. and he realized that he must be getting into the swell part of the city. Suddenly there rang out on the air pistol shot. Simultaneously a chrick was heard, then a side door of a man-

sion was flung violently open and two figures dashed down the steps,

rying there I was shown to the surgihanged. cai ward, where, on an iren cot, lay poor Brower. Hastening to his side I The chief of police caught them and we all saw them receive capital pun-

ishment. The sight of a familiar face worked a

The reward was divded between revolution, and his mind cleared in-Brower and the detective who made stantly. The nurses said he had been the arrest, Brower getting the Hon's lelirious most of the time share. "Come," said he, "get me out of this "I guess I'll go over to Europe pretty pretty quick." soon," said Brower when the money

1 expostulated. But Brower was firm was pald over to him. in his determination. I knew the super-And he went intendent and got him to sign his re-He did not write. We have never heard from him.

"He's all right now, so long as he has his wits," said the superintendent. "He friend of mine who is something of an was more scared than hurt."

Bundling him into a carriage I firove art critic tells me the last time he was at his request directly to the office of in Paris he saw a painting by an the chief of police

American artist which was creating a great furore in art circles. It was of Come." said Brower. He was cool one dog in twenty-seven different pos-Gaining our admittance. Brower proitions,-The Owl.



and steady now

true that the small dealens cannot afvertising space that is used by the department stores, but they can use suffitient space to tell the people about the

goods they have for sale, with profit to themselves proportionate to that of the larger stores. The smaller dealers of other cities

o few small display advertisementsby small ones I mean from one to six inches-are carried in the columns of

the daily papers. I have on my desk a copy of a daily newspaper published in a city of 110,000 population, and in it I find about eight columns of small display advertisements, representing grocery, drug, shoe dry goods and stationery stores, insurance agencies, barber shops, coal

dealers, etc. It must pay the people to run these advertisements. They are not spending their money for their health.

An idea that the larger stores are | is by no means the phenomenal barthe only ones than can advertise suc- gain advertised. The would-be buyer essfully seems to be prevalent among is naturally disappointed, and leaves he proprietors of the smaller estab- the store without making a purchase, lishments of Scranton and vicinity, and will have no confidence in the sub-This idea is a mistaken one. It is sequent advertising of this house, Exaggerated advertising does not pay. It

This has been some years ago, but a

ford to use the large amount of ad- breeds lack of confidence, and a store in which the public is losing confidence is with us for a short time only. There are many other reasons why some merchants do not reap the bene-

fits they should from their advertising. but lack of space in this issue forbids further discussion on the subject at have found this to be true. I know of present. We will, however, delve further no other city the size of Scranton where into this question at another time.

Small Points.

Possibly your style of advertising does not suit your business, or it may be your ads, are poorly written, or not changed often enough. Possibly the trouble is in your store. Look into the matter. It is surely an important one. If you cannot locate the matter with certainty, experiment a little with your style and system. Ask expert advice You are bound to succeed eventually,

Remember that "Keeping everlast ingly at it brings success." If your adertising is not paying you as it should.

JONAS LONG'S SONS. JONAS LON		VG'S SONS. JONAS LONG'S SONS.	
SATURDAY Will Be a Big Bargain Day in Muslin Underwear.	SATURDAY Will Bc a Big Bargain Day in Men's Furnishings.	SATURDAY Will Bc a Big Bargain Day in Boys' Clothing.	SATURDAY Will Bc a Big Bargain Day in Good Hosicry.
CORSET COVERS— Round or square neck, embroid'y trimmed. 12C CHEMISE — Of good quality muslin, trimmed with pretty narrow ruf- fles	SUSPENDERS — Very fine Web Suspenders, extra quality, patent buckles; 25c kind. Sat- urday 19c SILK NECKWEAR — About fifty dozen Silk Band Bows and Club House Ties that were 25c, Saturday12 1-2c UNDERWEAR — Na- tural Wool and Camel's Hair Shirts and Drawers that were 75c. Satur- day 48c And the best Collars on earth — the "Peyser" —equal to any at 25c, for only 10c	to 15 years; heavy waist band, all seams stayed with tape; 75c kind. Saturday 49c VESTEE SUITS-Of fine Cheviot, sizes 3 to 8 years, collar trimmed with cloth and soutache braid; vest trimmed to match; pants 'finished with bow and buckle; \$2.50 kind. Satur- day \$1.69 SUITS-For boys, 8 to 15 years, double- breasted, well made and trimmed, five patterns; \$3.50 kind. Satur-	fashioned, fine guage, fast black, with high spliced heel and double sole; worth 25c pair. Three pairs for 50 cents, or

1000 Paper Novels at 5 cents

Titles by Laura Jean Libbey, Charlotte M. Braeme, Charles Garvice and over 100 others

500 Lunch Boxes at 10 cents each

Of extra good fibre, well made and bound-strong handles and extra large sizes.



i have one,' he replied Bring it down and let me see it said I.

Next day he brought the book. It contained twenty-seven sketches, executed in a style to make us turn green with envy. The sketches were of one dog in as many different positions.

I pored over the book with the interost of a naturalist discovering a new animal or an astronomer a new star. We could draw a dog in several positions, but how any man could see a dog in twenty-seven positions and draw it was beyond us.

We had ceased to wonder at Brower. He was an enigma not to be solved, so their faces, yet not so swiftly did they e gave up guessing. But we traced fly but Brower's rapid eye caught the those dogs and put them in our reference book marked "Animals."

There was at that time a certain res taurant not unknown to most of us the scene. Brower called the officer where a meal could be had for fifteen aside and told him what he had seen cents. Brower was a steady customer ticket, which called for seven meals for thereby saved a month was not so much an inducement as the pretty blonde waltress.

She said Brower was an awfully nice ustomer to wait on. He never kloked. He was the quietest and politest young man she had ever seen.

'And them's the kind of customers 1 like to serve. He was polite enough to pardon her

People are easily frightened when they think that something is the matter with heart or lungs. Off they rush to the phy-sician's office and have themselves ex-



When the digestion is impaired, the blo when poor, when weakness of body is joined

body is joined **Fund** to worry of mind, when consumption is invited by the condition of the lungs and blood, then there is a real scare. What is to be done to purify and vitalize the blood? What will stop that hacking

cough and strengthen the weak lungs? Dr. Pierce's Golden Medical Discovery cures ninety-eight per cent of such cases. It strengthens weak lungs and cures obsti-mate lingering cough, bronchittis, bleeding of the langs and kindred ailments, which, if neglects i or unskillfully treated, lead up to consumption.

If neglected or unskillfully treated, lead up to consumption. "My wile had hemorrhage of the langs," writes W. A. 'anders Esq., of Hern, Mason Co., W. Va. "She had ten hemorrhages, and the people all around here said she would never be well again. But she began to take Dr. Pierce's Golden Medical Discovery, and soon began to gain strength and fiesh. After taking ten bot-cles she was entropy with all any one doubts the merits of this medicine they may enclose self-addreased envelope with stamp, and I will answer,"

Send Dr. R. V. Pierce, Buffalo, N. Y., 21 one-cent stamps, to cover cost of mailing only, and he will send you a free copy of his 1008 page illustrated Commou Sense Medical Adviser, the best medical work published. Cloth-bound 31 stamps.

only to be confronted by a third, whose brass buttons and silver shield glistned in the moonlight.

The sound of scuffling feet on the dide gravel walk fell on Brower's cars as he crouched peeringly from behind tree. Then another pistol shot and he brave policeman sank to the ground dead.

The two dark figures, with a curse or their lips, bounded down the path almost brushing the tree behind which Brower was concealed. As they swept past him he could see that they wore masks, exposing only the lower part of distinctive points in their appearance. The noise of the two shots attracted everal people and a brother officer to

and heard, gave the officer his name, and regularly bought a commutation address and occupation, and, after receiving an injunction to "say nothing dollar. Perhaps the forty cents he to nobody until called upon," started again for home. Brower was excited. The double mur

der-for such it afterward proved to be was enough to excite the strongest nerves. "There's no use going to bed in this

ondition," thought he: "I must get omething to quiet me down."

He walked several squares beyond his own unpretentious street and made his way to an all-night saloon. The whiskey corresponded with the locality, and that was bad, which Brower knew, but whiskey was whiskey to a man in his condition.

Entering the saloon he called for his drink and was in the act of tossing it down when his attention was suddenly arrested, for at the other end of the bar vere two dark figures engaged in subdued conversation, who shot suspicious glances at the young man.

Slowly he drank his liquor, while he cast a steady, sidelong glance. He was satisfied that they were the two men who had brushed past him so shortly before. woman

"Have you any paper?" asked Brower to the man behind the bar, "I would ike to write a note."

The barkeeper fumbled around, mut tering that this "weren't no stationery store," and finally produced a solled sheet.

Pulling out his pencil Brower deliberately wrote his note. He then bought another drink and entered into conversation with the barkeeper, all the ime striving to evolve some feasible plan to effect the capture of the murierers, as he believed them to be, Whatever his scheme might have

con it was effectually stopped by the parties abruptly taking their depart-"It will not do to lose sight of them,"

hought Brower. "I'll follow them unil I run in with an officer and put him t their trail."

Rapidly, and as he fancled unoberved, he glided in their footsteps hrough dimly lighted streets and dark illeys, never once losing sight of them Suddenly they turned a corner and

Brower quickened his gait. Alas for poor Brower! As he turned that corner, hot in pursuit, a heavy alow from the butt end of a revolver laid him low. Several more followed, but he did not feel them.

"Shall we finish him?" said one of the dark figures.

"No," spoke the other. "He's only a boy and don't know nothing, and he could not hurt us any way."

The great fault with the few small advertisers of this city is, they seldom change their advertisements. Some never change them at all, but they are ontent with simply stating their name

address and business. Such announce ments do not bring business. It is the fellow who tells why people should trade at his store, and gives good reasons, too, who gets the business. Sureevery merchant must have some good points about his store, some line of goods of which he makes a specialty. Tell the public these facts in a straightforward way through the news papers, changing the matter frequently, and if the space used he only two inches, it is bound to bring business. The Tribune proposes to do all that it

can to encourage the proprietors of the many smaller stores hereabouts in the line of advertising, and, in order to help the good work along, we make the following proposition: To any such merchant who will use in the columns of The Tribune a display advertisement occupying from one to six inches, to be paid for at our reg-

ular card rates, we offer to send one of our representatives, upon applica tion, to secure the information necessary to make a good advertisement for his line of business, write the advertisement and change it frequently. We cannot promise to do this continually. but will do so for a reasonable period.

Exaggerated Advertising.

Some advertisers, not the most suc-This idea is a mistaken one. The advertisement will, if well written, and plainly and neatly displayed, bring people to your store, but right there is where the duty of the advertisement ends. It is then altogether within the sent to the store by the advertisement, or not. It may be that an article has been advertised as being of the highest grade at a very low figure, but in reality it is a low-grade article, and



A course of remedies-the marvel of medical clence-and Apparatus indorsed by physicians ill be sent ON TRIAL, WITHOUT ADVANCE PAYMENT. If not all we claim, return them at ur expense

MEN WHO ARE WEAK, BROKEN DOWN, DISCOURAGED, men who suffer from the effects of disense, overwork, worry, from follies or exesses, from unnatural drains, weakness or lack of development of any portion of the body, failure of vital forces, unfitness for marriage-all such men should "come to the fountain head" for a cientific method of marvellous power to vitalize, levelop, restore and sustain. On request we will send description, with testimonials, in plain sealed envelope. (No C. O. D. imposition or other eception.) Address «

Erie Medical Co., Buffale, N.Y., has allowed the company to come away "And you put that pamphiet on Ta. verbs along with the Spanish book?"

study it carefully and find out why One thing is sure: Advertising can be made to pay. Others are reaping profit from it continually; why not you?

Don't be one of those back number. who are continually debating the ques-"Does advertising pay?" tidn. Look around you, and you will find a host of living examples testifying to the fact that it does pay, and pays well.

A merchant may be selling-or trying to sell-butter at a lower price than that advertised by one of his competitors, but if he does not advertise the fact, how is the public to know it?

A conservative estimate places the xpenditure for advertising in the United States for the year just passed at \$300,000,000.

The successful business houses of very community are the ones that do the best newspaper advertising.

What Others Say.

An advertisement which is all cut up nto sections by the use of different sorts or sizes of type and borders and prnaments, is like a handful of small pebbles. It is thrown at the reader, but doesn't make an impression on him. If the advertisement is set so

that it makes one complete, compact chunk, it will be solid enough to make essful ones, however, expect their ad- an impression when it strikes. If you vertisements, unaided, to sell their want to hit a man you would a good deal rather have one good-sized stone than a handful of sand .- Bates, in Printers Ink.

Profitable advertising has been found to be a reasonable percentage of expower of the merchant and his clerks penditure steadily made in the best o make a good customer of the person medium or mediums the appropriation will secure. The small ad run steadily with proper changes will eventually bring in more profit than the big oc casional display. Reach the eyes of all the people you can all the time. If you advertise extensively employ a bright, reliable adwriter. Steer clear of the fakir in all things, advertising espec-

ially .- Trade Register.

Tell your story as though you beieved it-and the telling strikes men and women, regardless of rank and class. Be sincere in your statements: mean what you say; say what you mean, and say it with all your might. Talk in print as you would in person .--Chicago Dry Goods Reporter.

A furious shower does not soak in so well as a steady rain. A double-column advertisement once a year is not so good as a half-inch fifty-two times a year .- Newspaperdom.

It is true that advertising will not put merit into poor merchandise, but good merchandise often becomes poor for the want of good advertising .-Paul Point.

"I was sorry to do it." said Mr. Stormngton Earnes, "but I was obliged to ake notice of such gross neglect of uty. I have discharged the property

"He was very careless." remarked Mr. Orestes Van Hamm. "He forgot the prompt book twice." "It's worse than that this time. He

Worse.

10.11.11

HARNESS AND TRUNKS. Fritz, G. W., 410 Lackawanna.

BUILDERS' HARDWARE, STOVES, ETC. Lackawanna Hardware Co., 221 Lacka. BEDDING, SPRINGS, ETC.

The Scranton Bedding Co., 600 Lacka. HARDWARE, STOVES, ETC. conard, Thos. F., Lackawanna ave.

BAND INSTRUMENTS AND PLANOS. inn & Phillips, 138 Wyomin FURNITURE AND CARPETS.

Protheroe & Co., 134 Washington LUMBER AND PLANING MILL.

Ansley, Joseph & Son, 801 Scranton DIAMONDS, WATCHES AND JEWELRY. Mercereau & Connell, 307 Lackawanna

MEATS AND VEGETABLES. Carr. T. E. & Son, 213 Washington.

GRANITE MONUMENTAL WORKS. wens Bros., 218 Adams. LOAN AND BUILDING ASSOCIATIONS.

urity Bldg & Sav'gs Union, Mears Bldg CRACKERS, CAKES, ETC.

Nat. Biscuit Co. (Scra'n Branch), 20 Lack. CARRIAGES AND HARNESS. imrell, V. A., 515 Linder

PAPER AND BUTCHER SUPPLIES. thman Paper Co., 225 Spruce.

BUTTER, EGGS AND CHEESE. Stevens, F. D. & Co., 32 Lackawanna. FLOUR, FEED, HAY AND GRAIN. The Weston Mill Co., Lackawanna ave. MACARONI AND VERMICELLI. Cassese Bros., 99 Lackawanna ave.

JEWELERS AND OPTICIANS-WHOLE SALE. Levy, N. B. & Bro., Traders' Bldg. BUTTER, EGGS, FLOUR, HAY, ETC. Zasterle & Co., 131 Franklin. Sabcock, H. F., & Co., 116 Franklin. JEWELERS AND WATCH MATERIAL. Phillips, Geo. & Co., Coal Exchange, WINES AND LIQUOR.

Casey Bros., 216 Lackawanna. LIFE INSURANCE COMPANY.

Northwestern Mutual Life, Mears Bldg. LAW AND COLLECTION. Okeň & Dunn, Coal Exchange, Yocum, Geo, C., Connell Bidg.

BICYCLES AND PHOTO SUPPLIES. lorey & Brooks, 211 Washington. OVERALLS, UNDERWEAR, ETC. Harris, S., 322 Penn ave.

LUBRICATING OILS AND GREASES. Maloney Oil Mfg. Co., 141 Meridian, OIL, PAINT AND VARNISH.

Maloney Oll Mfg. Co., 141 Meridian. STATIONERS AND ENGRAVERS. Prendergast & Geipel, 207 Washington,

FUNERAL DIRECTORS. Tague, P. W., 113 S. Main.; Residence 1124 Price, William, 135 S. Main.

ORY GOODS, SHOES AND GROCERIES. McCann, P. J., 441 N. Main

In 1998.

"Did you put a Spanish dictionary in my handbig?" inquired the congressmi as his wife held his overcoat for him.

Yes, dear." "And my Hawalian tutor promised to meet me at the capitol, didn't he?"

"Faithfully." "And you put that pamphlet on Tagal tion."-Chicago Record.

All our leather goods cut in the same proportion.

These are NOT SHOP-WORN goods, but our regular stock. All shop-worn or old stock we place on tables and sell at prices regardless of the original cost.



Corner Lackawanna and Wyoming Avenues.

Mercereau & Connell Established 32 Years.

> A particularly Watches now in stock of Sterling Silverware and Novelties. A large of Fine Diamonds A beautiful Rich Cut Glass Fine Jewelry Clocks, Etc.

> > IN OUR NEW STORE,

No. 130 Wyoming Avenue "COAL EXCHANGE."



Sold in Scranton, Pa., by Bros, and McGarrah & Thomas, Matthows

"It's right there, dearest." "And, let's see; I went through my es-cises in Malay and the use of the Ne grito subjunctive all right last night idn't 1?"

"Perfectly. "Well, then," said the congressman as he reached for the doorknob, "if 1 don't forget my Visaya, my Sulu dialect, and my Chineso mestizo, I guess I'm ready to address congress on the finance ques-

Lager

Brewery

Manufacturers of

OLD STOCK

PILSNER

435 to 455 N. Ninth St., Scranton, Pa

Telephone Call, 2333.

Beer