

Brief Chats With Advertisers

Honest advertising is the only kind that pays continually. Shrewd business men realize this fact and should therefore always keep faith with the public.

A well known retail shoe house in New York City recently advertised extensively the fact that they had bought the entire stock of another concern at a receiver's sale, and among the goods included in the sale was a large lot of a well known \$4 shoe which they would sell between certain hours for \$2; being able to do so on account of the low figure at which they had purchased the stock.

By selling from the regular stock at the bargain price until the hour advertised, so as not to disturb those brought to the store in response to his advertisements, this merchant greatly decreased, or may have completely wiped out, his margin of profit.

Yet he says it was good business, for if he had turned those away who came before the hour for closing the sale, without the shoes at the advertised price, he would no doubt have made many enemies. As it was, he made friends, and all the purchasers left his store perfectly satisfied, knowing full well they had not been deceived.

Another great fault in many stores is the "don't care" manner in which small buyers are sometimes treated. In this connection, we submit the following which appeared in the last issue of the National Advertiser: "John Wanamaker advertised a few days ago that he would sell at his New York store a large assortment of books at 10 cents apiece. A young man in Brooklyn sent 50 cents by mail with the titles of three volumes that he desired. One of the books could not be supplied. The firm took the trouble to write the customer a polite letter informing him that one book was out of stock. Three or four days afterward the Brooklyn man received from Wanamaker a credit check for 10 cents.

"Here is an example of the kind of store-keeping that makes business. It has been frequently and truly said that advertising is of little avail unless it is backed up by the right sort of treatment after the sale. This has been brought into direct relations with the advertiser. In a matter involving 10 cents, Wanamaker took the trouble to see that the customer was perfectly satisfied. The very form of the letter is a model. It is brief, without being curt, and the language used is not so much scrupulously polite as a sale of hundreds of dollars' worth of goods had hung in the balance. Many small advertisers who do not take the trouble to please their customers are likely to grumble at the advertising and insist that it does not pay in proportion to the cost of it."

Exaggerated Catch Lines. Have something in your store worth telling about, and tell it in a frank, honest way. Don't use glaring catch lines, such as "everything given away," "everything you can get for nothing." Such statements do not, and cannot, carry conviction. It doesn't pay to waste your money trying to make people believe you are in business for the benefit of the public.

Type in Advertising. Don't try to imitate a type specimen book in getting up your advertisement. Many styles and faces in an advertisement generally spoil the whole thing. In fact, a very good advertisement is made up with the use of only one style of type, using different sizes for the display, etc. However, we do not recommend the continual use of but one face or style at all, in the composition of an advertisement, but of only one against the use of more than two or three in a good-sized advertisement.

Small Talk. Occasional advertising will bring occasional results. Continual advertising will bring continual results. E. G. Courson and The Weston Mill Company both use four-inch spaces daily, which attract much attention. Mr. Courson's ad. is frequently changed, and always says something about his goods in a terse, interesting way. Such an advertisement is bound to bring business. The Weston Mill company advertising is exceptionally clever, and reflects much to the credit of the advertiser.

American Beer in Manila. The wide-awake American advertiser is certainly a wonder. A small newspaper is being published in Manila, printed in English. The native shop keeps by some space, but the largest and most prominent ad. in the paper is that of Schlitz's Milwaukee beer.

What Others Say. Regulate your advertising expenditure to fit the season, but do not stop it any more than you would stop doing business for a month or two and then expect to reopen the store and go right ahead from where you left off—it is as sensible as the other; the ar-

ANNUAL STATEMENT OF THE COMMISSIONERS OF LACKAWANNA COUNTY

Showing Receipts, Disbursements, Condition of the Finances and Accounts of State and County Taxes for the fiscal year ending December 31, 1898.

Amount received by County Treasurer M. J. Kelly, from county and bridge tax duplicate, 1898, inclusive, and revenue as shown by the statement of said county treasurer, \$229,572.76

Disbursements. Amount of disbursements from county and bridge funds as shown by the following statement of the county commissioners on county warrants, 1898, inclusive, and disbursements made by the county treasurer as shown by the statement of said treasurer, \$218,809.99

Assessments. Paid assessors for making state and county assessments, making tax duplicates, school copies and judgments, 6,188.30

Public Building Expenses. Paid janitors and watchmen, 1,781.70; Water, light and heat, 2,516.96; Repairs, water closets, 79.29; Telephone rent, 146.73; Cleaning, 199.70; Scrubbing, 281.84; New furniture, repair of old furniture, etc., 691.20; Supplies, soap, brushes, 143.95; Hauling ashes and other refuse, 29.40; Metallic file, 2.00; Repairs, court house, 1,257.83; Furniture for Superior court room, 1,571.20; Towels, blankets, pillows, 32.96; New hose and plumbing, etc., 5.00

Prison Expenses. Paid feeding prisoners, \$12,654.25; Salaries of wardens and keepers, 7,432.99; Light, board and clothing, 1,750.00; Prisoners' clothing and bedding, etc., 759.11; Soap, broom, etc., 165.88; Telephone rent, 146.73; Repair, prison building, 847.91; Physician and medical supplies, 300.00; Conveying prisoners to and from county prison, 51.00; Prisoners' families, 17.25; Stone work on prison grounds, 200.00; Prisoners' families, 81.31; Disinfectants, 49.19

County Commissioners' Office. Paid Giles Roberts, county commissioner, \$1,118.54; S. W. Roberts, county commissioner, 1,956.50; John Demuth, county commissioner, 1,685.50; Chas. F. Wagner, chief clerk, 1,500.00; E. E. Jones, assistant clerk, 985.75; J. W. Kirchoff, assistant clerk, 900.00; H. A. Knapp, county secretary, 500.00

County Officers. Paid F. H. Clemons, sheriff, \$1,318.50; H. C. Pryor, sheriff's fee, 4,233.12; H. A. Knapp, sheriff's fee, 51.24; John B. Jones, district clerk, 9,687.75; C. E. Pryor, prothonotary's fee, 825.70; John H. Thomas, clerk of court, 2,739.27; Charles Huester, 5,892.60; F. W. Ward, 151.90; Fred Warrick, recorder, 65.70

Burial of Dead Soldiers. Paid burial expenses of deceased soldiers under Act of Assembly, approved May 12, 1885, \$90.00

Births and Deaths. Paid assessors in townships and precincts for making state and county assessments, 7.20

SAW AN ISLAND FORMED. Sailors' Story of an Indian Ocean Phenomenon. An island was upheaved on the night of Sept. 15 in the southern part of the Indian ocean, according to the captain of the British steamer Breconshire, which was last night at Philadelphia from Java, with a cargo of sugar.

DIVISION OF ELECTION DISTRICTS. Paid commissioners appointed by court, \$11.75

Election Expenses. Paid election officers and rent of polling places, \$8,119.34; Ground rent for polling places, 200.00; Printing and stationery, 3,232.12; Repairing, moving, setting and erecting election booths, 629.15; Delivering ballots and other election material, 129.15

Election Contests. Paid witnesses in election contests, \$17.75

Eastern Penitentiary. Paid board and clothing of convict, \$4,111.75

Enumeration of School Children. Paid assessors making enumeration of children, \$1,562.32

Insurance. Paid insurance, county prison and court, \$132.00

Impairments. Paid costs in impeachment case of Alderman Kelly, \$204.80

Insane Convicts. Paid physicians for examinations of a report upon mental condition of persons alleged to be insane, \$9.14

Inquests. Paid S. P. Longstreet, coroner, \$1,510.00; S. W. Benjamin, chemist, 12.00; Jurors at inquests, 979.00

Printing and Stationery. Paid blank books, blank forms, pencils, pens, etc., \$575.25

Premiums. Paid bounty on wild cats, foxes, etc., including fee of justice, \$431.20

M. J. Kelly, County Treasurer, in Account with Lackawanna County. DR.

Table with columns: Balance on hand January 1, 1898; Tax duplicate of 1898; Tax duplicate of 1897; Tax duplicate of 1896; Loans from Scranton Savings Bank; Liquor license, hotels; Rebate on state tax for year 1897; Excess of state tax collected; Interest on bonds; Settled and unsettled land tax collected; District Attorney John H. Jones, costs collected; Prison board collected; Prorogation of term collected; Five per cent. penalty collected; Redemption fund; Rent for election booths; Secretary of internal affairs; John Fickus, refunded registration; Fishing fines collected; Giles Roberts for horse cart; Alderman C. Donovan, the collector; Refunded by Wm. T. Hackett and others, overpaid by county commissioners warrants, Nos. 2,596, 2,708; County commissioners for glass sold; Costs collected from Fred Mink when discharged as insolvent; District Attorney C. L. Silverburgh; Medical license, Dr. Bryan Clark, of New York city; Attorney P. F. Loughran, overpaid fees; Proceeds of county commissioners' sale, Nov. 1 to 5, 1898, inclusive; David Matthews, overpaid on grand jury; Typewriting paper sold by county commissioner; Interest and costs on and redeemed from county commissioners' warrants; Transferred from county to bridge fund.

Table with columns: State Duplicate; Total of State and County Duplicate; Taxes Returned, Un-returned, and Excess; Penalties on Delinquents; Collectors' Commissions; Cash Paid Treasurer; Balance Due County; Balance Due to Commissioners.

Statement of Collectors of State and County Tax for the Year 1898.

Table with columns: Districts; Collectors; County Duplicate; State Duplicate; Total of State and County Duplicate; Taxes Returned, Un-returned, and Excess; Penalties on Delinquents; Collectors' Commissions; Cash Paid Treasurer; Balance Due County; Balance Due to Commissioners.

Year 1897.

Table with columns: Districts; Collectors; County Duplicate; State Duplicate; Total of State and County Duplicate; Taxes Returned, Un-returned, and Excess; Penalties on Delinquents; Collectors' Commissions; Cash Paid Treasurer; Balance Due County; Balance Due to Commissioners.

Year 1896.

Table with columns: Districts; Collectors; County Duplicate; State Duplicate; Total of State and County Duplicate; Taxes Returned, Un-returned, and Excess; Penalties on Delinquents; Collectors' Commissions; Cash Paid Treasurer; Balance Due County; Balance Due to Commissioners.

Year 1895.

Table with columns: Districts; Collectors; County Duplicate; State Duplicate; Total of State and County Duplicate; Taxes Returned, Un-returned, and Excess; Penalties on Delinquents; Collectors' Commissions; Cash Paid Treasurer; Balance Due County; Balance Due to Commissioners.

Condition of the Finances of Lackawanna County.

Table with columns: ASSETS; LIABILITIES; Estimated expenses for year 1899; Amount of county tax duplicate for year 1898; Amount of state tax duplicate for year 1898; All of which is respectfully submitted; JOHN DEMUTH, GILES ROBERTS, S. W. ROBERTS, County Commissioners; CHAS. F. WAGNER, Clerk; Scranton, Pa., February 8, 1899.