

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.

By selling from the regular stock at the bargain price until the hour advertised, so as not to disappoint those brought to the store in response to his advertisements, this merchant greatly increased, 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.

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.

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."

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.

Small Talk. Occasional advertising will bring occasional results. Continual advertising will bring continual results.

American Beer in Manila. The wide-awake American advertiser is certainly a wonder. A small newspaper is being published in Manila, printed in English.

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.

HAPPINESS VS. MISERY. Dr. Charcot's Tonic Tablets, the great Parisian remedy, is a guaranteed cure for the Irish habit of drinking and melancholy caused by over-indulgence.

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 duplicates, \$289,572.76

Disbursements. Amount of disbursements from county and bridge funds as shown by the following statement of the county commissioners on county warrants, \$289,572.76

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

County Commissioners' Office. Paid Gilles Roberts, county commissioner, \$1,118.54; S. W. Roberts, county commissioner, \$1,065.50

County Officers. Paid F. H. Clemens, sheriff, \$3,818.50; H. C. Pryor, sheriff's fees, \$4,232.12; H. A. Knapp, county recorder, \$54.24

Bureau of Dead Soldiers. Paid burial expenses of deceased soldiers under Act of Assembly, approved May 12, 1885, \$99.60

Births and Deaths. Paid assessors in townships and precincts for making and providing by law, \$7.20

A booming sound was heard about 10 miles to the northward. At the same moment, borne upon the bosom of an immense wave, the Breconshire mounted vertically to a point at least 20 feet above her former position on the ocean bed.

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

Election Contests. Paid witnesses in election contests, \$11.75

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, \$3,519.03; S. W. Benjamin, chemist, \$2.00; Jurors at inquests, \$274.03

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

Table showing financial account with Lackawanna County, including items like Balance on hand January 1, 1898, Tax duplicate of 1898, and various receipts and disbursements.

Table showing Statement of Collectors of State and County Tax for the Year 1898, listing districts and collectors with their respective amounts.

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Afforded of the island, and its volcanic origin was clearly established. It consisted of vertical columns and hand mineral arranged with wonderful geometrical exactitude resembling very strongly the pictures of the famous Giant's Causeway.

A Millionaire Bushman. Spent His Life Without a Vacation Fighting the Desert. James Tyson, the wealthiest man in Australia, who died recently, was as a child and remained to the end of his life, a bushman pure and simple.