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## THE SURANTON TRIBUNE-SATURDAY, FEBRUARY 18, 1899.

SUMMANIAN CONTRACT	ANNUAL	DIVISION OF ELECTION DISTRICTS. Paid commissioners appointed by	M. J. Kelly, County Treasurer, in Account with Lackawanna County. DR.
Driof Chata ADVERTISING MADE		ELECTION EXPENSES.	
Brief Chats	STATEMENT	Paid election officers and rent of polling places\$5,119-24	The second se
GOOD BUSINESS		Ground rent for polling	
With Advertisers	OF THE	Printing ballots, instruc- tion, return sheets, etc. 5,272 12	
With haver cibers	COMMISSIONEDS	Repairing, moving, set- ting up and storing	
naaaaaaaaaaaaaaaaaaaaa	COMMISSIONERS	booths	Brid Brid Con
Caracterization and an	OF.	other election blanks	Balance on hand January 3, 1898
	LICKAWANNA COUNTY	to compute election re-	Tax duplicate of 1855
is a curious fact that the many vertise don't succeed. It is their fault, not advertising's fault.	LACKAWANNA COUNTY	turns 405 (0 Publishing sheriff's proc- lamation 765 00	Tax duplicate of 1897
chants whose anternisements are	Showing Receipts, Disbursements,	Supplies to election boards \$ 13,659 68	Loans from Scranton Savings Bank
ising schemes which come and go it back on the shelf until the edges	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -		Liquor license, restauranta
the state of the s	counts of State and County Taxes		Exoneration tax collected
the newspapers to mik to the pub- Run your advertisement as you do	for the fiscal year ending December	EASTERN PENITENTIARY.	Seated and unseated land tax collected
and if approached by a represent the rest of your business. It takes	31, 1898.	Paid board and clothing of con- viet s\$ 4.111 05	Prison board collected
e of a good newspaper on the sub- common sense to do either,	RECEIPTS	ENUMERATION OF SCHOOL CHIL-	Costs collected by H. A. Knapp, county solicitor Jury fees, fines and costs from Thomas Daniels, clerk of courts
of advertising, they generally in- the solicitor that advertising and cover them with white and black		DREN. Paid assessors making enumer-	Allen tax collected
not new and site the amount paint; do not buy little tin signs to		stion of children	Rent for election booths
have spent in the previous year fences; do not go into fake schemes.	revenue as shown by the state-	INSURANCE Paid insurance, county prison	John Fickus refunded registration
ake schemes) as proof of the fact. Use the newspapers,	ment of said county treas.	and court house	John Fickus, refunded registration 400 District Attorney John R. Jones, costs collected 1500 Fishing fines collected 560 Giles Roberts for hose cart 1000 1
as such advertising does not pay. Use the best one in town- the one that goes to hundreds of families each	DISBURSEMENTS, Amount of disbursements from	IMPEACHMENTS. Paid costs in impeachment case	Giles Roberts for hose cart
one who has given the matter the week, and is read by them, and then	county and bridge funds as	of Alderman Keny	Refunded by Wm T Hackett and others, overpaid by county com-
t thought knows. he only sure, business-bringing, a paper with prestige and influence;	shown by the following state- ment of the county commis-	INSANE CONVICTS.	County commissioners for glass sold
t-winning medium for the local a paper with prestige and influence,	sioners on county warrants Nos. 1 to 5,889, inclusive, and	Paid physicians for examinations of and report upon mental con-	
as is the newsmann flow news, better element of citizens in the city	A STREET, STREET, ALS STREET, MAN	diton of persons alleged to be insane	Altorney P. F. Loughran overnaid fees.
r advertising, if properly handled, and country-the people whose trade you desire. The people who are in-	the statement of said treasurer, 281,650 09 Receipts in excess of disburse-	INQUESTS.	David Matthews, overpaid on grand jury
ound to bring good returns. The telligent enough to read a paper are	ments 47,892.97	Paid S. P. Longstreet, conorer	Typewriting paper sold by county commissioners
for merchants can secure just as the people who have intelligence to make a good living for the family, and	Paid assessors for making state	Jurors at inquests	and the second
naturally spend money freely and yet	DEM COUNTY Automation to bloom		Total
business, and stores, as the de-	and transcripts of mortgages and judgments	PRINTING AND STATIONERY. Paid blank books, blank forms,	CR.
ment stores and other large deal-	ADVERTISING.	pencils, pens, etc	~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~
who use farge spaces. If you only keep your store open	Paid for publishing commis- sioners' annual statement, and	PREMIUMS. Paid bounty on wild cats, foxes.	
w great fault with the average part of the time would you expect to	other advertising 1,562 70	etc., including fees of justice\$ 481.50	· · · · · · · · · · · · · · · · · · ·
of small space is that he merely get as much trade as the man whose es his name and line of business   doors were open to the public all the		POSTAGE. Paid postage stamps	
cin, and leaves it run indefinitely. time?	premium to agricultural socie- tics as provided by law	STREET SPRINKLING.	
advertising may bring some busi- but it command being the solution in the solution	APPREHENSION OF MURDERERS.	a draw is a second s	Lor Lor Bri Paris
but it cannot bring the returns have to sell part of the time can you it should, and would if kept reasonably expect to do as much bus-		FIRE WARDENS. Paid for extinguishing forest	Interest on coupons paid
aged continually with terse, inter-   mess as the man who keeps everlast-	BRIDGES.	PUBLIC BUILDING EXPENSES.	County institute 200 00
ig announcements in regard to the ingly at it?-Bates. Is for sale. Successful advertising means first to	Paid A. R. Wetherby for two stone arch bridges	Paid janitors and watch-	County and bridge warrants paid. Nos. I to 5889, inclusive series G
tere are many dealers in this city arrest the attention of the greatest	in Newton and West	man	Redemption fund
are using small and moderate possible number, after which so to	Harrison Gardner for	Repairs, water closets, sewers, etc	Reference 1159         315         29         111,934         57           Treasurers commission         4780         37         295         02         4,695         43         35,695         23         \$212         00           Balanec on hand         4780         37         295         02         4,695         44         35,695         23         \$212         00         46,4
advantage. Among these are Mil- to your readers that which is plain to		E. P. Gross, new clock, 146-73	\$750 37 \$484 28 \$3.347 52 \$8,473 79 \$321,098 97 \$612 00 \$336,9
& Peck, Reynolds Bros, Lewis, you,-Chicago Dry Goods Reporter, ly & Davies, Gunster & Forsythe,	abutment in Blakely bo-	attending and repair- ing court house clocks 199.50	Statement of Collectors of State and County Tax for the Year 1898.
nons, Ferber & O'Malley, Charles NEWCDADEDC IN INDIA	Groton Bridge Manufac- turing Co. for three	Washing, cleaning and scrubbing	Statement of Concetors of State and County Tax for the Year 1898.
3riffin, Lackawanna Laundry, M.   NEWSFAFERS IN INDIA. ton, E. G. Coursen, The Weston ;	iron bridges in Newton and Benton townships	New furniture, repair- ing furniture, carpets,	Ean ais and te Ea
Pierce's Market, Hand & Payne, The Nating Bublications Are Offer	and Blakely borough 2 120 00	etc	20 H H H H H H H H
Mercereau & Connell, Florey & Literary CuriositiesFull of Ex.	for stone arch bridge	mops .etc	DISTRICTS. Collectors. A B B B B B B B B B B B B B B B B B B
des, Newark Shoe store, Standard transport Expressions	Ship	Metallic file cases, re-	DISTRICTS. Collectors. Q & W & A & A & A & A & A & A & A & A & A
<ul> <li>store, and Williams &amp; McAnulty.</li> <li>are no doubt others that deserve.</li> <li>From the Pearson's eWekly.</li> </ul>	A. B. Dunning for pro- fessional services 208 70	sioners' office	and the second s
tion in this connection that do not The Indian press is of ancient orf-	Bartl & Smith	Repairs, court house, 1,257 83 Furniture for Superior	Data as Sol Har Cot a Sta
to mind at present. gin. Ages before the European con-	fare, etc., for com- missioners and engineer	court room	Archald Borough
ere are scores of other stores in city that could be advertised on some cases its daily-journal, which	sepeting bridge work 13 57	low cases, etc	Blakely Borough
ame plan as those just mentioned. Was sent out to the principal towns	Glies Roberts, railroad	rope on flagpole 5 00 \$ 12,272 10	Clifton Township
great profit to themselves. If y of them spent the same amount people and officials. These journals	a locating sites and in-	PRISON EXPENSES.	Carbondale Towner Trat. Casey 1.323 49 5 60 1.329 09
le newspapers that they are con- contained proclamations and decrees	spectric orlage work 23 m	Patil feeding prisoners. \$12,084 25 Salaries of wardens and	First ward
illy throwing away on fake and chronicled the movements of the nes, they would be able to secure court and all things likely to be of in-	Advertising heiden let.	keepers	Third ward
ad space in one or two of the daily terest to the faithful subjects of the	C. J. Thomas, for stone arch in Dalton borough. 310 00	Prisoners' clothing and	Fifth ward
spapers constantly, which is the rulers of the various principalities,	* 4,024 57	and the second s	Dickson City Borough
buy, word, were first published in 1818, Bu	TO TO THE A LABOR DOLLAR TO ARE TO AT BOARD	Telephone rent	
these were in English: the first native	lawn, shoveling snow,	Repair, prison building., 847 91 Physician and medical	Feil Township J. W. White 534 45 226 12 335 14 289 91 70
against fake advertising schemes middle of the century. The nativ-	e and other work on C. H. grounds \$ 459 29	Supplies	Greenfield Township         W. J. Bell         1,291 23         28 15         1,319 38         \$ 78         \$ 63 19         \$ 42 27         1,213 14           Glenburn Borough         E. M. Sherwood.         567 36         102 30         669 66           465 08         2
It six months ago, and in that time   press of the present day may be di-	<ul> <li>of steam roller</li></ul>	and from county prison 91 00 Car fare for prisoners 17 35	Gouldshoro Borough
e saved themselves \$5,000. vided into two classes; papers edited	repairs and snarpenns	Stone work on prison grounds	Jefferson Township
the home newspaper is the liest ad-	New hose and plumb-	New furniture, lino- leum, repairing furni-	I. G. Baller, 216 63 9 44 226 07 37 47 10 45 6 86 117 29
ising medium, because it is read half in a native language, and those	e mg, etc	2 Sewin gmachine	Madison Township
erully by the entire family. The journals which are published entirely in a native language, this class being	Y .	Disinfectants	Newton Township
wspaper of every city, inasmuch as much more numerous.	Paid aldermen, justices, consta-	# #1,600 Mg	Old Forge Township H. Harding 5,718 74 27 37 5,736 11 4,668 73 1.0

Paid aldermen, justices, consta-bles and witnesses in commonnewspaper of every city, inasmuch as much more numerous. REGISTRATION the intelligent As a rule, these last are small, very Paid assessor of voters for mak-ing May and December regiswealth cases ..\$ 47,585 63 means are the ones who compose the oorly printed on cheap paper, often COURT EXPENSES. \$ 8,799 59 great bulk of regular newspaper readin only one side of the sheet, and not tration Pald court criers, messen-sengers and tipstaves. 45,595 on H. H. Coston, court ers, and know a good thing when they infrequently the same journal varies ROAD DAMAGES. see it. They are also the class of peogreatly in size, according to the amount pic who live well, and consequently are i of news obtainable and the personal S.026 12 697 90 the ones that advertisers want to circumstance and convenience of the West Abington Township ... Waverly Borough ...... Scranton City-First ward Second ward ... Third ward ... Fourth ward Fourth ward ... Sixth ward ... Sixth ward ... Seventh ward ... Eighth ward ... Ninth ward ... Tenth ward ... W. G. Letson. ditor. -\$ 3,729 98 2,529 00 Generally speaking, the native is 8,290 79 7,0% 24 2,770 27 6,996 41 8,281 06 2,055 12 1,2566 31 251 62 50 5 5 5 5 5 5 5 5 5 5 5,669 20 4 343 54 1,792 20 Henry Roberts. J. B. Owens.... J. J. Costello... D. T. Jenkins... Ienty Roberts. B. Owens. J. Costello. T. Jenkins... imothy Jones. hos. Thomas Hagen F. Poust P. Cow the te Buenzil Hessinger... Allbrecht. L. Halstead. F. Kellow... G. Welliams. G. Seamans...  $\begin{array}{c} 8.009 & 17 \\ 6.419 & 19 \\ 2.764 & 47 \end{array}$  $\begin{array}{c} 2.621 \\ 59 \\ 2.682 \\ 70 \\ 778 \\ 07 \\ 2470 \\ 4462 \\ 201 \\ 04 \\ 1.206 \\ 50 \\ 201 \\ 1.206 \\ 50 \\ 201 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100 \\ 1.728 \\ 100$ STATE HOSPITAL. The Tribune is the acknowledged ery anxious to acquire a knowledge Paid keep of insane convicts from Lackawanna county .....\$ 273 75 home and family newspaper of this reof English. It not only opens the way 6,444 35 7,651 89 1.982 27 3,213 73 10,161 58 15,587 16 gion, which accounts for its unexcelle- $\begin{array}{c} 4.526 \\ 8.526 \\ 8.526 \\ 8.528 \\ 8.528 \\ 8.549 \\ 8.578 \\ 5.5856 \\ 12.5127 \\ 3.12$ o appointments in the government ser-1,257 52 1150 1150 1150 STATE INDUSTRIAL REFORMATORY standing as a first-class advertising vice, but also makes him a person of entral Penna, Telephone Co great importance in the district, as comparatively few of the millions of ..... 451.75  $\begin{array}{c} 1,259 \\ 32,566 \\ 31 \\ 18,201 \\ 01 \\ 4,663 \\ 00 \\ 5,032 \\ 42 \\ 1,516 \\ 43 \end{array}$  $(X_1, X_2, X_3)$ ype writing material, clerks etc. 2,464 73 2,613 85 248 30 967 24 59 43 STATE AUDIT. elerks etc. Special stenegraphic ser-vices Paper books, Supreme court  $\begin{array}{c} 15.587 \\ 4.414 \\ 70 \\ 4.065 \\ 1.457 \\ 9.953 \\ 19 \\ 4.538 \\ 19.054 \\ 10.54 \\ 8.028 \\ 88 \\ 19.054 \\ 10.54$ 42.50 A Few Facts. natives read English or even under-Tenth ward Eleventh ward Twelfth ward . stand it when spoken. A working ..... Advertising is the force which drives 41 25 SUNDRY EXPENSES. 59 43 1.658 73 995 84 2540 19 5.895 87 88 79 241 54 137 83 43 34  $\begin{array}{c} 1.315 & 43 \\ 11.651 & 92 \\ 5.144 & 03 \\ 5.031 & 81 \end{array}$ knowledge of our tongue is indispensthe pulse of trade. Thirteenth ward court Physican attending sick juror Printing rules of court Printing blanks for ex-amination law students. Advertising acknowledg-ment treasurer's deeds. 14.00 ible to a native editor, because all the Fourtcenth ward 12.11 important news is first published in Fifteenth ward .... W. G. Williams, J. G. Seamans, Jos. Speicher, Theo, Thomas Jos. Albrecht Chas, F. Kloss, F. W. Berge 10,569 07 24,950 80 967 90 4,402 91 7,514 57 4,567 80 There is no advertising equal to Sixteenth ward Seventeenth ward the Anglo-Indian newspapers. The native writer is fond of extravnewspaper advertising. 11:00 11.10 dighteenth ward ..... ..... 77.00 igant expressions, and makes use. eteenth ward A good advertisement in a good Twentieth ward 12 69 4,324 46 newspaper, which tells of the merits wherever he can, of quotations from 3.929 11 Twenty-first ward Shakespeare or Milton and the relig--\$ 29,500 5 fice U. S. revenue stamps. L. W. Bunnell, forfeit-ed hall cases City atlas of a good article, is bound to bring COUNTY COMMISSIONERS' OFFICE. 2.00 \$245,879 99 \$27,494 18 \$273,374 17 \$301 26 \$189 07 \$106 71 \$180,359 79 \$89,517 34 ous phrases he has seen in missionary good results. iterature. In the use of metaphors he 20 00 25 00 60 Year 1897. h.....\$ 1,456 78,5 nacott 5,528 77 triey...281 18 te.....3,708 47 6,917 90 cins...1,560 97 vler....5,218 46 632 17 831 31 46 67 405 69 1.645 48 If you are not advertising in the ften gets much mixed up. H. G. Smith..... E. A. Wonnacott Chas. Whitney... J. W. White 980 49 \$ 3,535 75 287 51 3,071 61 5,400 00 1,759 72 1,860 00 Henton Township 135 059 838 00 83 85 00 151 01 172 00 172 00 The editorial page of the Indiau legam 1,085,50 arbondale City. First ward .... newspapers, begin now; and give your commissioner Moving safe to county John Demuth, county advertising thought and attention. If ountry paper is a literary curiosity. 5 00 Imhurst Borough" prison ..... commissioner thas, F. Wagner, chief cil Township 1.095 50 For instance, the reader is assured, in ou do this you will soon be a firm be TAXES REFUNDED Paid taxes overcharger and re-funded Lackawanna 'Township Scoti Township Winton Berough Scrauton City-Second ward Fourth ward Fifth ward Tenth ward Pourteenth ward Fifteenth ward Fifteenth ward Dunmore Borough ackawanna Township \*\*\*\*\*\* ..... + + + + + + an article on a political crisis that "all 202 83 177 66 815 16 liever in the value of newspaper adverclerk 2. E. Robathan, assist-. 1.500 10 \*\*\*\*\*\* ..... the crowned heads of Europe are shall-Rich. Graves ... Jas. J. Lawler... 2,405 10 22.37 ant clerk F. W. Kirchoff, assist-ant clerk H. A. Knapp, county so-5101 15 ing in their shoes." Sometimes we TEMPORARY LOANS 6,444 42 6,387 96 7,959 80 12,100 22 1,914 30 4,310 31 4,240 25 1,417 83 3,685 16 4,000 00 6,066 74 10,933 99 2,821 21 5,880 72 5,996 61 7,379 41 19,535 13 11括220015 12130550015 12130550015 A. B. Briggs.... G. M. Wallace... Timothy Jones.. G. B. Thompson. 759 23 2,387 94 1,893 04 read that "the editor expects, with div-Lives of "Hustlors" all remind us, 29700-040 ne help, to have more reading suited 18 42,675 1 ..... That to make our business rise Helton 500-00 to the intelligence of his subscribers should leave old ways behind us. 2,166 34 770 0 684 58 781 9 11111 10,933 99 2,821 22 4,250 00 3,531 39 3,739 01 2,700 00 -\$ 7,102 71 20.00 n the next issue Schroeder F Kellow T. Morgan Get up speed and advertise. COUNTY AUDITORS. 3.201 351 4.301 754 \*\*\*\*\* \$259.425 53 that the editor is seen at his best in ...... -Mansfield, O., News. in addition to the fore-going the following disburrements were made by the county treasurer from the genral county fund, to wit. Interest on county bonds 250 27 224 15 52 66 \*\*\*\*\*\* ...... is own announcements. His whole 4.016 11 3,420 17 Miller 501 25 772 83 0.433.443 \*\*\*\*\*\* ocabulary is brought into play to im-The newspaper is the only profitable E. Correll. ress the readers. Sometimes the an-- \$ 2,000 B advertising medium for the local retail \$ 71,007 30 \$ 7,171 32 \$ 78,778 62 1\$ 63.327 89(\$15,450 73 ouncement takes the tone of apology. COUNTY OFFICERS. merchant, it being the only medium Paid F. H. Clemons, sher-iff's fees \$1,848 so T. E. Pryor, sheriff's fees, 4,721 12 Year 1896. is in the case of the editor who innothat reaches the people fresh each day, ently declared: "This is only the be- $\begin{array}{c} 901 & 0.0 \\ 39 & 70 \\ 62 & 32 \\ \end{array}$ 8,848 05 8,196 70 400 87 1,455 94 783 45 288 95 . . . Horough 5.440 42 626 83 ginning of our paper. We were not sure how much mafter was required to Cell Township Waverly Borough W. Hall .... CARDON SACRAGE ACCESS H. A. Knarp, county so-licitor, sheriff's fass. John R. Jones, district attorney's fees C. E. Pryor, prothono-Advertising Not a Mystery. 74.24 200-00 2541-00 There is a great deal of talk about \$ 13,434 11 \$ 1,039 55 \$ 14,474 66 fill it up, and thinking we had suffic-'ity institute \$ 11.945 78 \$ 2,528 28 9.107 12 advertising being something hard to jent, we did not exert ourself much Year 1894. 588-47 o get any more. We, therefore, beg -\$ 22,254 57 Total amount disbursed from Scranton City, Third ward . Giles Droker ..... 2,259 98 62 27 2,292 28 ..... 2,122 92 169 31 hat our readers will excuse us this county and bridge funds for the year 1898 tary's fees John H. Thomas, clerk of courts' fees Thomas P. Danials, clerk of courts' fees Charles Huester, record 821 70 ime for the space left blank, and ... 281,650 0 2.750 27 Condition of the Finances of Lackawanna County. promise to do better and get more in STATE TAX ACCOUNT. 1) stands for itself. There is more mystery about he future." Valuation of money at Interest, bonds, mortgages and judg-ments, etc., assessed in Lacka-wanna county for the year 1988 subject to four mill tax for start purposes, as reported to board of revenue commission-ers valuation 86.623,663, amount of tax. Prom which deduct county county treasurer's commis-LIABILITIES. Estimated expenses for year ASSETS. Cash incounty treasury.\$ 40,392 67 cont. refunding bonds, issue of Dec. 1. 1894. from Nos, 21 to 120, in-5,492 43 298,000 00 Still more curious was the announce-1899 Amount of county tax duplicate for year 1888 Amount of state tax duplicate for year 1898 ent of a paper which came out for the er's fees 'red Warnke, recorder's 151 90 201,000 00 irst time with two columns blank, the fees . 10 70 \$100,000.00 Four per cent court house improvement 26,227 33 editor making the bold announcement -4 27.727 63 that "a large quantity of exceedingly All of which is respectfully submitted. BURIAL OF DEAD SOLDIERS. interesting matter had been left out bonds, issue of Dec. 1 1996 2 135,000 00 \$235,000 00 JOHN DEMUTH. GILES ROBERTS. S. W. ROBERTS. Paid burial expenses of deccased # 26, 102 13 He is generally a man who keeps for want of space." from which deduct county county treasurer's countis-sion When the native editor wants a hol-9994-0 264 3 lay, he suspends publication until it is Assets in excess of Habilities..\$665,062 67 BIRTHS AND DEATHS. County Commi Attest: CHAS. F. WAGNER, Clerk, onvenient to resume, and, taking his STATISTICS. ald assessors in townships and of births and deaths as pro-vided by law Total amount state tax ......\$ 26 227 23 readers into his confidence, informa Scranton, Pa., February 8, 1899. them plainly why the paper was not Rebate ...\$ 19.070 40.. Total assets issued on the expected dates: "With the consent of our readers, we now Apia by the only way of steamship harbor as they existed in February, o those whom they may concern, but to account for the rapid spread of news and showed how impossible it would be propose to take our annual holiday. out in the broad daylight-with each We are sure none of them will beven more distinctly to those whom from place to place on a single island, travel, from Rarotonga to Auckland on 1889. This news was published in the to have any sort of information before first week in March. There was no one line and from Auckland to Apia they do not. The first South sea suror from island to island of a single the fixed date of the mail. Now this grudge us our relaxation." on another, no vessel having arrived possible way of learning a single thing prise is that the islander of fact never archipelago. But the mind cannot story was false in every point. There If it were not for the English newsat Apia direct from Rarotonga within as to the outcome. For four weeks comprehend the diffusion of knowledge stirs a finger to put himself in line was no naval combat point blank in papers published in Calcutta, Bombay a year. On the hour of his arrival the Samoa was out of the world, No with the islander of the books. and other large cities, which are editfrom archipelago to archipelago where Apia harbor, nor at any range in Sa-Apia collector of customs commented on a greenstone watch charm which he steamers could call there and no cable It is practically impossible to trace there is no intercommunication except moan waters; yet all who were familed by cultured Englishmen and Angloexisted. It was certain that no one the channel of the news. One may suriar with the South seas knew that Indians, the native journals would be by the most roundabout ways. Yet was wearing, and said that he had could get a line of news before the first ound himself with servants who know news spreads from islander to islander something had happened and that the very poor productions, as nearly all the news and much of the other readlearned of the interest with which the of April. Yet in the latter part of the sot a word of English and may be as along channels which they either cannews had come through the South seas third week of March the American native people of Rarotonga had listened the gold ollars would be counterfeit, or ing matter are translated in order to secret as a lodge in discussing plans. not or will not explain, and from the news service and waited for the facts. to the traveler's account of the venernewspapers published a brief account yet knowledge of them spreads with islander it comes to the white man. Note the date; it was at the end of fill them. ation with which the Maoris regard the of a naval engagement at point-blank the third week in March that this news speed and with an accuracy which be-Such news is sometimes accurate, ofrange in Apia harbor. German ships jade as an almost sacred ornament. SOUTH SEA NEWS SERVICE. tener quite wrong; but the man wise in the ways of the beach knows that was published. The April mail up from Samoa brought the news of the memcomes less and less in proportion as The collector of customs could not rewere sunk, American ships were sunk, the distance is greater. One is almost call when or where he learned that fact many lives were lost, it was said. The empted to believe that the news is something has happened, and awaits orable hurricane, of the wreck of the Mysterious Way in Which Tidings -he just knew it, that was all. This story could be traced back no further developments. carried by a bird in the air. And it is Adler, the Eber, and the Olga of the Spread in the Island of the Pacific. than Washington. It came out of the trivial story had apparently in some That's the reason that advertising i ot only things done and words spoken German navy, of the wreck of the navy department in an unofficial way, Here is an instance: Last year a dis mysterious way come faster than the 'rom the New York Sun. that are thus published, even unspoken and if the officials traced it still Trenton and the Vandalia, and of the tinguished student of the Maoris of traveler by steam. The second surprise which awaits plans become known, to the great hind-New Zealand, S. Percy Smith, surveyor Yet another instance: The press asfurther back to any source, that beaching of the Nipsic of Admiral the newcomer in any South Pacific rance of business combinations. general of that colony, made an exsociations of this country had accounts fact was never made known. In the Kimberley's squadron. And this took archipelago is the way in which his Some explanation may be imagined tended tour of Polynesia. Before go- of the strained relations of the Ameri- course of a day or so all the papers place at the beginning of the third

understand. Advertising is the least mysterious of all things. There is no secret about advertising.

advertising." Once and a while a fellow can plug along, and nicke a small competence, and retire from business fairly well-to-do. The wonder is, "How did he do it?"

open from 5 o'clock in the morning an til 11 at night, burns coal oil, does his own sweeping out, squeezes a penny as if it were his all, never enjoys himself socially, and is known in the community as an old mossback, but--"he is honest and does what he says,"

But the man who advertises comes issue of the paper. Everybody knows why he is making money-that he isn't afraid to tell what he has to sell, and what he sells it for-and they go to him with the confidence instilled by continued publicity; for no one could advertise to sell gold dollars for 50 cents and do it right along, because either the man would bust up in business.

And did you ever notice that the advertiser has a bright, tidy store? That he is a public-spirited citizen? That he and his family enjoy themselves social-

not mysterious. It makes a man of a man. It makes

him a power in a community.

Once in a while some men who ad-

acts and plans became known not only tonga, 600 miles away. . He went to ing to Apia, his last stop was at Raro- can and the German squadrons in Apia pointed out the inaccuracy of the news week in March.