THE SCRANTON TRIBUNE-SATURDAY, FEBRUARY 2, 1901.

ing presented in support of the fore-The Scranton Tribune going propositions, An American naval base in Cuba is

stance lie within the operation of the

Monroe doctrine. Concession of the

right to maintain American garrisons

in Cuba would do away with the ne-

cessity for a Cuban standing army, al-

ways a dangerous toy in a troplcal

clime, and would invite financial in-

vostment and development because it

would be an assurance of stable gov-

The Need of Cool Judgment.

strikes or threats of strikes, often

to know how soon his factory, mill or

alliances with foreign powers,

than its emotions.

orial deadlock.

Published Dally, Except Sunday, by The Trib-une Publishing Company, at Fairy Cents a Month, as necessary to Cuba as to us, since Cuba cannot hope to have a formidable navy and must in any circum-

LIVY S. RICHARD, Editor. O.F. BYXBEC, Business Manager. New York Office: 150 Naman St. S. S. VREELAND, Sole Agent for Foreign advertising.

Entered at the Postoffice at Scranton, Pa., as Second-Class Mail Matter,

When space will permit, The Tribune is always glad to print short letters from its friends hear-ing on current topics, but its rule is that these mult be signed, for publication, by the writer's real name; and the condition precedent to ac-ceptance is that all contributions shall be subject to editorial revision. to editorial revision.

THE FLAT RATE FOR ADVERTISING. e following table shows the price per inch insertion, space to be used within one year:

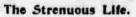
DISPLAY	Run ofe	Siding on	Full
	Paper	Reading	Position
Less than 500 inches. 500 inches 100	.25 .20 .10 .155 .15	.175 .09 .175 .17 .165	.50 .94 .19 .185 .18

Rates for Classified Advertising furnished on

TWELVE PAGES

SCRANTON, FEBRUARY 2, 1901.

In refusing to pose as a candidate for at least several months hence, Mr. Bryan shows better judgment than some of his hysterical friends,



OLONEL ROOSEVELT'S influence for progress upon American public life, shown more recently in the part he took

toward equipping the navy for the war with Spain; toward the placing of the right naval officers in the right place. as instanced by Dewey's assignment to Manila: and toward the forwarding of upon flimsy foundation. No man seems army officers like Leonard Wood and Lawton to posts of conspicuous usemine will be rendered non-productive fulness, has lately received a new ilby the going out of some or all of his lustration, perhaps the greatest of all.

employes, either for grievances which It is well known that Elihu Root's ought to be considered by both sides in appointment as secretary of war was strongly pressed by Roosevelt and but a conservative and fair-minded spirit, for his insistence might have been deor in misguided sympathy with disaffeated. Therefore in a measure Roosefected employes in some other entervelt is responsible for what Root has prise. done in the war department. The lat-A little reflection ought to teach the est of Root's achievements-the reorintelligent working men and working ganization of the army staff, now writwomen of our community, whom we ten into permanent law-is unquestionbelieve to be in the majority, that this ably the most far-reaching army reform consummated in a generation. It tendency, while annoying and expenwill be in after years a monument to sive to employers, is in the long run the memory of its author and a source suicidal to the interests of the emof untold advantage to the nation. Yet ployes. The manager of the mill or it might have been postponed for anfactory where these troubles become other generation, with incalculable cost too thick and too costly for further enin the event of trouble, but for the durance can pack up his machinery clean-cut and relentless persistence of and move to a new location, as has been the present secretary, for whose selecdone in a number of cities where the tion as General Alger's successor we are inclined to give Roosevelt the chief rule of "strike first and investigate credit. afterward" came into general vogue.

The circumstance illustrates one of Many of Scranton's silk mills, for exthe phases of "the strenuous life" ample, were induced to come here by which Colonel Roosevelt preaches and the assurance of abundant and intellipractices-namely, the powerful imgent labor, after they had been driven petus which it imparts to the conduct out of former locations by chronic and activity of others. Not only do strikes and labor disaffection. It would men who are accustomed to do things little profit labor to kill or chase away achieve directly by virtue of their per**GROWING POPULARITY** of the FLAT RATE for ADVERTISING

REQUESTS FOR THE TRIBUNE'S RATE CARD RECEIVED FROM ALL PARTS OF THE COUNTRY. OPINIONS OF THE TRADE PRESS. FLAT RATE EXPLAINED.

O. F. Byshee

Scranton, Pa.

Scranton, Pa.

THAT THE TRIBUNE is stirring

ernment. American control of debts up interest among newspaper and credits would deliver the island men for fair and honorable rates from the intrigues of unscrupulous exfor advertising is evidenced by the comploiters; and American supervision of ments that are made in the leading rate card in the newspapers. Will you kindly foreign treaties would prevent an untrade journals, and by the number of mail us a copy? We are endeavoring to make friendly or over-ambitious Cuban adrequests that are being received from ministration from plotting dangerous all parts of the country for copies of its card. Honest, business-like deal-Should these restraints not be imings always command respect, and o. F. Byshee, posed, the United States will sooner or none realize this more than the men later have to do its work over again who are conducting the newspapers.

and do it the second time under the The papers which have adopted the guidance of its common sense rather flat rate for advertising have invarlably found that they were honored for able basis, and having once taken the might be suggestive. Yours truly, Jas. B. Hedge. having put their business on an equit- be able a little later to send you something that All things come to him who waits xcept in the case of a Delaware senastep they only regret that they did not

take it sooner. When The Tribune dopted the flat rate it was considered to be somewhat of an experiment, but the experimental

N CERTAIN primitive communities when a man is suspected of anything objectionable the custom is to shoot first and investigate afterward. The result is that those communities do not attract a desirable class of immigration but are

at a standstill. Life and property beto The Tribune's move, commenting favorably upon it, and even The Scraning insecure, peaceful men keep away. ton Times stamps the flat rate with Just now there seems to be a tendenits approval. Some of these comments cy in Scranton to apply this hair-trigger method to the adjustment of differences between those who work and those who employ. Every day tells of

Letters requesting copies of The Tribune's rate card and asking information have been coming in for several months, but the last two weeks they have become quite numerous and some

low: Westerly, E. L., Jan. 13, 1901. Manager Scranton Tribune, Scranton, Pa.

very respectfully, Morion Hiscox.

[From Newspaperdom.] WHERE FLAT RATE WORKS WELL

After nearly nine months' experience with a rate card based on the "flat" principle, Business Manager O. F. Byxbee, of the Scranton Tribune, assures Newspaperdom that he is convinced it is the only proper on which to deal with his customers. More over (that gentleman justifiably congratulates himself), his patrons are recognizing the

Quotations for display are made or brief. the bulk sale plan, with graduated price per inch for less than 500 inches, 500 inches 1,200 inches, 3,000 inches and 6,000 inches and the advanced rates for "siding on read-ing" and "full position" are given in plain figures. It is unnecessary to explain that charges are conditioned on annual contracts. No schedules are printed for either transient orders of display a find areas

Daily Record-Union. Sacramento, Cal., Jan. 21, 1901. Scranton, Pa., Tribune. Gentlemen :-- Will you kindly send me a few sample copies of The Tribune containing some of the arguments in favor of the flat rate, as been interested for some time and I will be greatly obliged to you. Very respectfully.

you may have that will give information to a "fellow sufferer" will be appreciated. I may

Florence J. O'Brien, Adv. Dept., Record-Union, Sacramento. Rocky Mountain News Denver, Col., Jan. 25, 1901. Business Manager, Scranton Trilsune,

Scranton, Pa. Dear Sir:-I want to know how the flat rate are published herewith. They will be for advertising works, that is to say, have you found interesting, as they show what lost any business from large advertisers? Have you gained materially from small advertisers? am aware that to answer these questions will ske considerable of your valuable time. If, however, you can give me, briefly, results on your trial of this rate I will be under many

obligations to you. Yours truly,

It will be noticed that these requests come from all parts

the

of the country, but principally from the West, where new b i. s progressive ideas take root quickly. The Tribune does not claim to have originated the flat rate. The rate has

been in use to some extent for several principally years, with the magazine and some of the

Even with those papers in the larger duction and the value of The Tribune cities which have not adopted a flat as an advertising medium, and there is no "cutting."

or per inch, the tendency has been to simplify as much as possible the various charges. Some of the more recent moves have been the abolition of extra charges for breaking column rules and the use of cuts in advertising, but classifications are yet so numerous that an advertiser has great difficulty, without consulting an expert, to ascertain just what head his business would come under.

The Flat Rate Explained.





000000000000000000 Wanted.

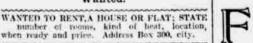
LANDLORDS SEEKING TENANTS, OR TENANTS

seeking houses should see W. T. Hackett Price building.

W. T. HACKETT BUYS, SELLS, RENTS, IN

sures, exchanges, appraises and roperty. Office in Price building.

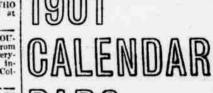
Hackett, Price building



510-512 Lackawanna Ave IF YOU HAVE PROPERTY FOR REST, SEE

CALL AND ASK FOR A COPY. IF YOU HAVE PROPERTY FOR SALE, SEE Hackett, Price building,

Help Wanted-Male. 1901 WANTED-A GOOD PRACTICAL PAINTER WHO can paint pipes and cooperage. Keystone Brewing Co., Dunmore, Pa. Apply at



With memorandum space

days were soon over and merchants are unanimous in their commendation of this straightforward method of dealing with advertisers. Trade publications, issued in the interests of both newspapers and advertisers, have devoted considerable space

are published herewith. They will be men who are thoroughly familiar with conditions throughout the country, think of The Tribune's action.

Many Letters Received.

of the later ones are reproduced be-Dear Sir .- Will you favor us with samples of

ur paper and rate cards. Thenking you in advance for the same we remain

WHY IT'S EVERY WAY BEST

justness of the new programme. The Tribune's schedule is as plain as it

orders or display in fixed space. In The Tribune of December 8th there w

Daily and Weskly Gazette, twice a week, once a week, or when-Stillwater, Minn., Jan. 14, 1901. ever and in whatever space he desires there being but one stipulation-he must use the space contracted for Dear Sir .- Noticed a reference to your flit within one year from the beginning of the advertising. use of this system. Fraternally yours, He is at liberty to change his ad every issue if he desires, using his Easton & Masterman.

Daily Tribune,

space one, two, three, or any number of columns in width, at his discretion Lead, S. D., Jan. 16, 1991. These benefits did not and do not now' accompany contracts of the old Dear Sir:-I enclose stamps; will you please style, which is fast becoming ancient. send me one of your recent rate cards spoken of The Flat Rate a Fixed Rate. in Newspaperdom for Jan. 31 Anything class

A feature of the flat rate, which The Tribune has emphasized from time to

[Scranton Times, Dec. 29, 1900.]

I believe that the flat rate is coming in this country and I believe it is a good thing.

referred to in enclosed clipping from the National time, is its absolute fairness to every Advertiser. It is a subject in which I have advertiser. If the advertising manager of The Tribune gives a price or

a certain quantity of space, the customer can have full assurance that the price quoted is the lowest he can secure, that it is absolutely the same as would be given any other adverany other official of the paper he would set the same flourer between t get the same figure. If the man calls

at The Tribune office it is unnecessary to ask him. "Have you seen our Mr. So-and-So," or to inform him that "Mr. So-and-So is out just now, can't you call again?"

The Tribune's rate card can be had for the asking, or it will be found in The Tribune each issue. Anyone can figure the cost of the advertising he proposes, or any employe of The Tribune can figure it for him. The

prices are based on the cost of pro-



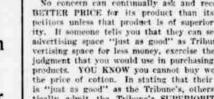
s "just as good" as the Tribune's, others prac tically admit the Tribune's SUPERIORITY. If their article WERE of the same grade, they could and would obtain as high a price. You cannot expect to get Tribune quality at lack-

Mr. O. F. Byxbee, "Tribune," Scranton, Pa. Dear Mr. Byxbee:-Thank you heartily for en-

res with your letter of 12th instant.

A. D. Bishop. Advertising Manager.

No concern can continually ask and receive



Better Price o'-system price.

larger daily papers. rate based on a certain price per line

une's rate card and an editorial concerning it was sent to Newspaperdom, a progressive trade publication and the following reply was promptly received:

An Endorsement.

In December, a copy of The Trib-

POSITIONS UNDER THE GOVERNMENT-THOU Newspaperdon New York, Dec. 14, 1900.

sands of appointments will be made from the civil service examinations to be held every-where in March and April. Catalogue of in-formation free. Columbia Correspondence Col-lege, Washington, D. C. en-Be-deliver and collect; no canvassing; \$21 per week and expenses; \$150 cash deposit required, Collector, Box 78, Philadelphia. sides the demonstration of superior, progressive policies pursued by you in the office of The Tribune, there is immense gratification to me in vindication of my rather liberal ideas as to Help Wanted-Female. management of advertising for a lively dally paper. So, you see, your experience is mightily WANTED-GIRL FOR GENERAL HOUSEWORK in family of three; must be a good cook and come well recommended; wages, \$10 per month. Mrs. J. H. Jones. 612 Prescott avenue. WANTED-A YOUNG LADY STENOGRAPHER mently and typewriter capable of keeping single entry books. Address stating experience and references, Q., Tribune office. WANTED-GIRLS TO DO WORK ON SILK waists, 119 Wyoming avenue.

Money to Loan.

Lost.

Found.

Reward

Recruits Wanted.

Furnished Rooms.

the principal avenue

Webster avenue. Finder please retur Scholtz's Drug Store and receive reward.

arg car, Wednesday e street, between Clay

her on Petersburg r on Mulberry str

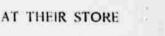
Brick avenue

Jay Gould.

BETWEEN EDITOR AND READ-ER, Editor-in-Chief1! ROSE HAWTHORNE LATHROP'S WORK19 AT THEIR STORE

Page

Fashions can only be secured in Finley's



sonal exertion but they inspire their associates to do things also, thus setting in motion circles of energy which widen geometrically as the circular wave, caused by the stone dropped into the mill pond.

Mr. Lanham will be for a season at least entitled to wear the belt as Democracy's weeping Jeremiah.

The Cuban Problem.

THAT ought the United States to exact of Cuba as a fair equivalent for what the United States

has done for Cuba? This is the question which underlies the present perplexity of the administration and which, sooner or later, will form the subject of animated popular discussion. perhaps constituting the paramount issue of a presidential campaign. For it must not be forgotten that the American people have a habit of threshing new problems out until they arrive finally at a solution which satisfies their sober second judgment.

The Cuban problem is entirely new Nothing like it has ever occurred in the history of this or any other country. Protectorates have been formed, as in Egypt; and benevolent assimilation has been practiced in numerous instances by great nations at the ex-

pense of smaller ones. But there is no precedent for the people of one country forcing an armed interference in the domestic relationships of another country for the purpose of reconstructing the affairs of that country for the benefit of its inhabitants, and coupling that interference with a specific disclaimer of selfish intent.

But charity can be overdone. Nations as well as men can stand so stiffly upright as to lean backward. For a hundred years Cuba, by virtue of its peculiar geographical situation commanding strategically the Caribbean sea, gulf of Mexico and entrance to the inevitable Nicaragua canal, as well as constituting a link in American sanitary precautions, has been recognized by our foremost statesmen of all parties as coming close within the necessary sphere of American political influence and constituting in effect an American outpost. More than ever is this recognition prominent in view of the possibilities of foreign entanglements inherent in Cuban independence. Is it unfair to the Cuban people to require that they shall grant as part of their organic law not subject to the mutations of tropical politics (1) a permanent naval base for the United States; (2) the right permanently to matistala military garrisons in the island if necessary for the protection of American property and as a safeguard against internal revolution; (3) control by the United States of all the public debts and credits of Cuba; and (4) the right to control all foreign treaties made by Cuba? This is the present Cuban question stated in practleal terms; and it needs to be under-

the goose that lays the golden egg. The most inopportune time imaginable for this epidemic of restlessness in labor circles to show itself is now. when with the steel mills about to move away Scranton has more than

at any prior time need of the harmonious pulling together of its citizens for the preservation and development of its industrial future. Those who have tried to interest capital in new enterprises do not need to be told that the task is difficult at best. It will be made impossible so far as Scranton is con-

cerned if the conservative influences among our working people do not impress their common sense upon the flighty minority so as to halt the multiplication of purely capriclous strikes and to enforce in the consideration of real industrial grievances a due regard for the broad interests of the com-

munity.

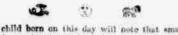
The Philadelphia Times almanac for 1901 is one of the neatest and most complete publications of its class that we have received. It contains careful astronomical calculations, records of political and sporting interest and much other valuable information, and is typographically up to the high standard of the Times.

Mrs. McHenry, of Topeka, is the atest to enter the war in the interest of temperance in Kanzas. Mrs. Mc-Henry makes a specialty of drug stores, and when her task has been completed it will no longer be of any use to wink when ordering soda water in Topeka.

An exchange suggests that as Sibutu and Cayagan de Jolo are ours, they should be given names which the American tongue can pronounce withbusiness and equitable way." out getting twisted. How would Punxsutawney and Tullalah do?

TOLD BY THE STARS. Daily Roroscope Drawn by Ajacchus, The Tribune Astrologer.

Astrolabe Cast: 1.48 a. m., for Saturday, Feb. 2 1:01.



A child born on this day will note that small-pox has not yet appeared, but several cases of accination have been reported. A lie will travel faster than the truth,

the success of some alleged newspapers leads to the supposition that the people like it better. The popular slang will soon he expressed Where the chicken got Mrs. Nution's argument."

It is only the bern diplomat who can work r admiration for his neighbor's pet dog. Several hopeful Scrantonians do not secu realize that they are under the influence of political knock-out drops,

Merit which turns up in unsupected place ins to do so without assistance. Almost any man may become "a prominea

citizen" when he gets away from hon Ajacchus' Advice.

Keep your eye on the ground hog today and stood that powerful arguments are be- you may become a weather prophet.

"Talk by the Publisher" that merits : production here in full, since it not only sets forth the considerations that led The Tribune management to adopt the flat-rate principle, but discusses in an able way problems and experiences familiar to advertising manager and publishers generally:

"When The Tribune, on April 1st last, adopted the flat rate for advertisers, putting all on an equality, it took a long step for ward toward dignifying the busiress sid of local journalism. The local custom used to be, and to some extent still is, to solici advertising by quoting a high price, and the falling to whatever price the advertiser would pay. This gave the latter the generally erroncous impression that he was getting rare bargain, but it led to all kinds of dia crimination, some advertisers paying twice as much as others for the same service; was unbusinesslike, unfair, and, from th standpoint of newspaper self-respect, suicidal moreover, it was a business method that the advertiser would not for a moment tol erate in the sale of his own goods to the

"The absence of a definite fixed price for advertising, and the taking of business o the anything-you-can-get principle, led to an other result unfair to the local advertiser. It enabled the foreign advertiser-the paten medicine and proprietary article first through experienced advertising agents,

haggle with the flexible publisher for the positions in the paper at the lowest rate and to carry his point nine times out of ter We know of instances in which the be-spaces in some papers have been farmed or to foreign advertisers at from one-half to one-third the price demanded of the local merchant for inferior positions. This is ossly unjust, and utterly demoralizing t newspaper values.

"The flat rate, applied by The Tribune ! all but old-contract business, puts every advertiser on an equality with every other The merchant who takes space in this pape under its terms can rest assured that hi competitor in the next block is not receiving rebate or discount. Nor can any outsider get into the paper on better terms than local patron. We could print double, per haps trable, the quantity of foreign advertis ing which we are now carrying, if we would shade the price. We could double our local volume, but not value, of business, if will ing to join in a scramble for advertising quantity, regardless of price. We charg a fair price for a service than which there is none better in our field; and we stick to the price. This, we contend, is the

Yearly Exports of Mineral Products

Washington, Feb. 1. N INERAL products, crude and manufactured, have become in recent years a factored.

were composed of mineral products. Tims 28 per ent, of the total domestic exports originated be neath the surface of the earth, though, course, much of their selling value was added by the labor which turned them into forms re-quired for the use of man. The exports of iron and steel, for instance, amounted in 1990, in round terms, to \$130,000,000; mineral oils of all classes, to \$75,000,000; copper, to nearly \$60,000; coal and coke, over \$22,000,000; paraffine. ore than 88,000,000; phosphates, more than \$5,000,000, while the gold production exported unted to \$52,787,520, and the cilver to \$59,

A comparison of these enormous exports metals and minerals and their products with those of a docade age shows the remarkable progress which has been made in this branch of American industry-the production and manu-tacture of the mineral wealth with which nature has so lavishly endowed the United States. In iron and steel manufactures, for instance, the

Those who are not familiar with the full meaning of the "flat rate" and all it implice, will probably be interested in a description of it. In a few words it is simply this: A price per inch. based on the number of inches contracted for. To explain it clearly we will use The

ncouraging. What you have sent me fornishes a splendid Tribune's figures. For all contracts text for another dissertation in "Newspaperdam," not aggregating 500 inches The Tribune on what has come to be with me a well-grounded conviction. Let me urge that you free charges 25 cents an inch. A man may favor me with contributions, however brief, on wish to insert a 5-inch advertisement any theme pertinent to the newspaper business. one time-It will cost him 4 times 25 Yours very truly, Chas. S. Patteson, cents, or \$1. If he wishes it to continue for one week, 6 insertions, it will cost

6 times \$1, or \$6. Could any reckoning be more simple? Thus, a 6-inch ad. would cost 6 times 25 cents, or \$1.50 an FLAT RATE IN SCRANTON insertion; a 10-inch ad, 10 times 25 cents, or \$2.50 an insertion.

This form of reckoning continues until the amount of advertising desired exceeds 500 inches in the aggregate. when the price per inch is 20 cents. Thus the merchant may desire to insert his 4-inch ad, for a certain period, say five months. There are 26 issues of The Tribune each month, and 5 times 26 in five months, or 130 issues in all. Four inches in each issue would be 4 times 130, or 520 inches in all, which at 20 cents an inch amounts to \$104, or \$20.80 a month. On larger contracts, calling for 1.200

3,000 and 6,000 inches, the price per inch is reduced to 16, 1512 and 15 cents respectively. Some Advantages of the Flat Rate.

In addition to this simplified and equitable basis of figuring, there are other advantages to the advertiser which are not secured under the older form of contract. An advertiser formerly was obliged to contract for a certain space daily, with "extra space pro rata," possibly, and he was obliged to use that space right through the year, or pay a higher proportionate price. Under the flat rate he can contract for 1,000 inches, or any other number, run a small ad. regularly for a while, drop out when business conditions are such that advertising

hose of 1900, \$59,272,668

would be unprofitable, and then use a quarter page, or half page, at his discretion. He can run his ad. every other day,

exportations of 1850 amounted to but \$27,000,134, bureau of statistics, showing the exportations and in 1900 they were, exclusive of iron ore, \$129,633,450, or nearly five times as much in in 1800 and 1900 of the principal products of ninerals, metals and the more important manu-1900 as a decade earlier. Of copper the exper-tations of 1890 were \$5,916,005, and in 1900, \$58,881,529, or nearly ten times as much as in factures thereof, illustrates the great develop ment during the decade of this branch of our domestic industries:

1890, a decade earlier. Of mineral oils the ex portations of 1890 were \$52,270,943 and in 1900, Articles exported. 1890 \$74,403,727, an increase of about 50 per cent. Iron and steel mfrs. \$ 27,600,134 Of coal and coke the exports of 1890 were Coal and coke 7,277,693 Paraffine \$7.277,002, and in 1000, \$23,883,047, or about three 1,030,363 times as much as in 1990; and of phosphates the exports of 1990 were \$1,915,439, and in 1990, Scientific instruments . 1,500,369 Phosphates 1,618,439 \$5, 217,560, or about three times as much as : Cycles decade earlier. Taking the entire group of min-erals, metals and the manufactures thereof, ex-Zine and manufactures. 344,000 Clocks and watches 1.591.838 usive of gold and ailver, the total for 1890 was Brass and mfrs \$102,003,955, and in 1900, \$324,167,286; or more Copper sulpha than three times as much as in 1890, a decade 1,925,077 welry, plated ware : carlier; while of gold the donnestic products exported in 1890 amounted to \$52,787,528, and of Marble stone and mfrs. 918,321 Nickel. silver the exports of 1890 were \$16,009,189, and Tin 262,343 Lead and mins. 591,961 Meantime imports of this character have mate-Quick silver 521,961 rially decreased, except in case of natural pro-ducts not obtained from the mines of the United Cement States, but required for use in manufacturing, imports of manufactures of iron and steel, for instance, fell from \$41,670,501 in 1800 to \$20,-

Total domestic mer-Domestic silver export-

443,508 in 1900; while pig used in the manufac-ture of tin plate has increased from about six and a half millions in 1890 to \$19,455,586 in 1900. ed 20,654,960 Total minerals, met-

The following table, compiled by the treasury

[From the National Advertiser.]

Salesmen Wanted. ENERGETIC SALESMAN-SCHOOL SUPPLIES;

Unfairness of Old Discriminations Tersely country work: \$100 salary and co R. O. Evans & Co., Chicago. Told.

From time to time the Scranton (Pa.) Tell une publishes concise arguments in favor o STRAIGHT LOANS - NO NONSENSE, REP-logie, Attorney. the flat rate, which it adopted last April Scranton, as elsewhere, The Tribune says: "The local custom used to be and to som extent still is to solicit advertising by quot MONEY TO LOAN ON BOND AND MORTGAGE. ing a high price and then falling to what any amount. M. H. Holgate, Commonwealt building. ever price the advertiser would pay. This gave the latter the general erroneous impara-ANY AMOUNT OF MONEY TO LOAN-QUICK. sion that he was getting a rare bargain, but it led to all kinds of discrimination, some straight loans or Building and Loan. At from 4 to 6 per cent. Call on N. V. Walker, 314-315 Connell building. advertisers paying twice as much as other

for the same service; it was unbusinesslike, unfair, and, from the standpoint of newspape self-respect, suicidal; moreover, it was a business method that the advertiser would not for a moment tolerate in the sale of his

wn goods to the public, "The absence of a definite fixed price for advertising and the taking of business on th anything-you-can-get principle led to another sult unfair to the local advertiser. abled the foreign advertiser-the patent medicine and proprietary article firm-through xperienced advertising agents, to hargie with the flexible publisher for the best pos tions in the paper at the lowest rates and o carry his point nine times out of ten. We know of instances in which the bes spaces in some papers have been farmed out to foreign advertisers at from one-half to

one-third the price demanded of the local merchant for inferior positions. This is resaly unjust and utterly demoraliz ewspaper values.

An absolutely flat rate puts The Tribunadvertisers on the same level. The daily average circulation for the first eleven months of this year is stated to be 10,517.

emperate nation, Recruits specially desired in srite English, Recruits specially desired in strice in Philippines. For information apply to Recruiting Oface, 123 Wyoming ave., Scranton, Pa. FURNISHED ROOM FOR RENT, LOCATED ON

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