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THE W. WAGENSELLER, A. M. EDITOR AND OWNER

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REPUBLICAN TICKET.

Justice of the Supreme Court, WILLIAM P. POTTER, of Allegheny.

State Treasurer, FRANK G. HARRIS, of Clearfield.

President Judge, HON. H. M. McCLURE.

County Surveyor, GEO. A. BOTDORF.

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PRINCIPLES OF ADVERTISING.

Judging from the way in which a great many advertisements are written, one would suppose that the advertiser was trying to tell every person about everything in the store at one time. Frequently we see ads and often in papers of pretty fair circulations where John Smith is represented as Dealer in Dry Goods, Notions, Groceries, Hardware, Glassware, Queensware, Tinware, Clothing, Underwear, etc. etc.

If your school teacher could take a shovel and scoop the contents of all his books into the heads of your children, you would need him only for one day and a very short one at that. You send your children to school, to Academy, to College, to Seminaries and then they feel as though they should take a post-graduate course, because they see so much more to learn. Day after day for 10 years, for 15 years, yea for 20 and more years, your children are subjecting their minds to the one great purpose of mastering the contents of their books in order to strengthen their mental powers. Now, if this could be done in a day, a week, a month or a year, why do you send them so long? It takes time for them to master these problems.

if you wish them to have in your store, and each them. You must teach them little by little just as the school teacher does. You are even at a disadvantage to the teacher because

pupils have no other things to engross their time and attention, while the public generally is thinking about other things. Your ads must not only tell them what you have to sell, but they should create in the public mind a desire to buy what you have to sell. Give the readers of your ads something new to learn in your ad. If you have nothing new to say, then say it in a different way, and make it new at any rate. Describe your goods in such a way that people will want them, it possible, try to secure an impression on their minds, so that they will not feel satisfied until they have your goods. If you accomplish that, the mission of your ad. is filled. The nearer your ad comes to doing this, the nearer complete success your ad. has attained. Your ad. must persuade and convince. It must do it as completely, as perfectly and as successfully as your clerk does over the counter. Your ads should talk as a salesman talks. The argument used face to face with a customer, if it sells goods in that way, will, if used in a newspaper, likewise sell goods. As the newspaper reaches more people, more goods will be sold.

Give descriptions of your goods and prices. The descriptions should be clear and forcible and should give to the prospective customer an adequate idea what you have to sell and how much money will induce you to part with your goods. If your price is higher than your competitor's, you should explain why and how the quality of your goods is better. The very fact that the price is higher, if the difference in quality is shown, will present the strongest argument with many people why they should rather purchase your goods at the increased price. Most people have experimented with cheap goods and have discovered that in most they received no value in addition to that for which they paid. If your price is lower, you must necessarily appeal to a class of people who feel that they should save that difference in price by sacrificing a difference in quality. If you can show a greater saving in price than is represented by the loss in quality, it is to your advantage to bring that to the front.

Every careful commercial and business transaction whether small or large, represents, in some degree, the ever-present and all-permeating law of self-protection. That law may not always be worked out because of ignorance or inferior judgement, but the law is present and working with all the mental tools the mechanic possesses.

If the mind possessed all the information necessary for the protection of its possessor that front in every transaction. The point is, to make is, that the law is there, whether visible or invisible, and the business man or ad-writer

who proposes to escape the action of that mental law, by evading it, must suffer the penalty. The man who can most successfully write his ads so that he carries with him the sympathy and the good-will of his readers, has removed the worst obstacles from his way. More than half of his success is won.

You may take yourself for an example. You were not moved to buy the first time you saw my ad, nor did you give me an order the first time I wrote you a letter. Perhaps the second did not do the work, nor the third, nor the eighth or ninth, but the tenth or eleventh time it was before you yielded to my persuasion. If it took so long to persuade you, is it not reasonable to suppose that it will take just as long to persuade the people to whom you want to sell?

That is why continuous advertising pays better than the spasmodic kind. Shape your ads and your follow-up matter so that each and every one will dove-tail with the other. The entire effort will then move as a solid phalanx toward the goal you wish to reach. Your advertisements will then be like a powerful army, moving on the field of battle, the public, like the enemies of war, willing by surrendering as prisoners to the allurements of your advertising campaign. But you say that is visionary. So it is, for you, as long as you do not accomplish it, but it has been done by the greatest enterprises of this country.

NEXT Tuesday is election day. It is the duty of every loyal republican to go to the polls and vote the full republican ticket.

Judge McClure has shown himself fair and just even to his political enemies. In doing this he simply did his duty as an impartial judge. He is entitled to the honest and faithful support of Republicans and Democrats.

A newspaper editor must be careful what he says in these days of political warfare. Andrew A. Leiser has brought suit for libel against Senator Focht, editor of the Saturday News. The charge is that Focht called Leiser a liar and a scoundrel.

It is said by those who received a copy that the Selinsgrove Times was Democratic last week. As none was received at this office, we are compelled to take the word of others on this subject.

It becomes the duty of all good loyal republicans to submit to the will of the majority. The majority of republicans nominated Judge McClure, both in Union and Snyder Counties last spring and the majorities were so overwhelming that all the other candidates were every vote should be placed in the Republican circle.

### A FAMILY REMEDY

Pe-ru-na in Use in Thousands of Homes.

Mr. Harry M. Stevens, of Midland Beach, L. I., New York, proprietor of the Richmond Hotel, writes:

"It gives me pleasure to testify to the



Harry M. Stevens.

value of Peruna. I have used it for years and have found it to be a most excellent family remedy. For colds, catarrh and similar ills, it is unsurpassed."

HARRY M. STEVENS.

John L. Burnett, Member of Congress, Seventh Alabama District, writes: "I take pleasure in testifying to the merits of your Peruna. At the solicitation of a friend my wife used it, and it improved her condition generally. It is a remarkable remedy. I can cheerfully recommend Peruna as a good, substantial tonic, and a very good catarrh remedy."

Peruna cures catarrh wherever located. Peruna is not a guess nor an experiment—it is an absolute scientific certainty. Peruna has no substitutes—no rivals. Insist upon having Peruna. If you do not derive prompt and satisfactory results from the use of Peruna, write at once to Dr. Hartman, giving a full statement of your case and he will be pleased to give you his valuable advice free.

Address Dr. Hartman, President of The Hartman Sanitarium, Columbus, O.

### THE FORCE OF HABIT.



Professor's Widow (looking at a newly-erected statue of her husband, in a rainstorm)—Too bad! He's forgotten his umbrella again.—Fliegende Blaetter.

### Promise.

The wind blows sweetly from the west. The furnace fire dies. And in a little while we'll get The sticky paper out and set The old snares for the flies.—Chicago Record-Herald.

### Overlooked It.

On his way home from the lodge Mr. Jymes was held up by footpads and relieved of all his valuables. "What did they get, Rufus?" anxiously asked Mrs. Jymes, after he had reached his home and reported his loss. "Everything except the password!" he groaned.—Chicago Tribune.

## PREPARE FOR WINTER



We have a nice line of Winter Stock, MEN'S AND BOY'S SUITS, MEN'S AND BOY'S OVER COATS, FULL LINE OF UNDERWEAR, HATS; CAPS AND UNDERWEAR.

You are cordially invited to examine our excellent stock, whether you buy or not. Our stock is all marked in plain figures, and you can see all prices for yourself.

We have a strictly one-price to all. Thanking you for past patronage and soliciting a continuance of the same. I remain Resp'y.

WOLF FREEDMAN,

318 East Market St., Sunbury, Pa.

# THE BEE HIVE

## Silk and Flannel Waists

Are among the principal attractions of the store at present. People are getting ready for the cold weather. Our stock of these indispensable garments is well high limitless. Everything that is new and is smart here, and what is more, is here at prices that cannot be found elsewhere. We started out to give you a description, but there were so many styles that we found it an impossible task. Suffice it to say that the silk waists are bewilderingly beautiful with hemstitching, cording and tucking in lovely shades of rose, light green, blue, maize, cardinal, gray, pink, and white and black.

The prices are \$2.98, \$4.50, \$5.00, \$5.50 up to \$7.50.

The Flannel Waists: Some are plaited, some tucked, others have strap trimming, or velvet ribbon or buckles, or new cuff, while others depend on the quality of the flannel alone for their beauty and are fine simplicity itself. Color-line pink, light blue, cardinal, green, rose, royal, white and black. Scale of prices, \$1.00, \$1.25, \$1.50, \$1.75 up to \$3.50. A good line of flannelette waists for 50c.

### Dress and Walking Skirts

Medium and dark Oxford Skirts, \$2.50. Black, melrose and cheviot skirts, full flare or flounce, \$2.75.

Medium and dark Oxford Skirts, full flare, corded flounce, \$3.00. Grey homespun skirts, full flare flounce, trimmed with bands of grey silk, very graceful shape, \$5.50. Cheviots, pebble chevots, mohair and broadcloth, made in the newest effects, tucked, corded, strapped and stitched. Words cannot convey the grace and style of these garments. You can take the finest material, and if it is not gracefully fashioned, it counts for naught. Hence, we brag about the grace and style of our skirts. The best skirts are \$5.00, \$5.50, \$6.00, \$7.50, \$8.00 and \$10.00.

### Black Silk Skirts

In Taffeta, China and Peau de soie. A very neat silk skirt, circular flounce, trimmed with several rows of quilled ribbon, \$8.00. Stylish silk skirt, full flare, applique of net, ruffled silk, \$9.00. Beautiful Peau de soie skirt, flare flounce, stylishly trimmed, \$16.00.

### Children's Coats

Reefers, Three Quarters and Automobiles Reefer of blue and grey mixed cloth, stylish collar, trimmed with bands of blue cloth, \$2.00. Beefer of cardinal cloth, jaunty collar, embroidered in black braid, \$4. Three Quarter Coat of fine castor kersey, strap trimmings of stitched castor sich, \$7.50. Three Quarter Coat of fine royal blue kersey; the new large circular collar; cuffs and collar trimmed with bands of blue velvet, white metalique polka dots on velvet; a strikingly handsome coat, \$10.00. Tan Melton Automobile, smart circular cape trimmed with white soutache and brown braid, \$6.00. Cardinal Beaver Automobile, small chi collar and cuffs, trimmed with bands of stitched black velvet, \$4.50. Blue Camel's Hair Automobile, new Russian back and belt, cuffs, collar and belt piped with blue velvet, \$10.00.

### Ladies' Coats

Our prices are so very moderate that we really believe their equal isn't to be found elsewhere, for goods of equal merit, and we think that you will say so too when you see them. A stylish lot of short Jackets from \$2.50 up to \$9.00. Three quarter lengths in castor, tan, Oxford, ox-blood and black. Perfect fitting, finely tailored with an air of style tamped on every garment. From \$10.00 up to \$22.00.

### Ladies' Coat Suits

It's a real pleasure to see a lady in a trim, finely tailored suit. No well dressed woman can afford to do without a suit of this kind. It's economical, it fits in anywhere, it's the thing to buy. Have you seen our \$10 and \$12 suits? They stand for fine tailoring, chic styles and good materials.

### Lace Curtains and Portieres

Don't you need some lace curtains? We keep a large line from 45c up to \$2.75 a pair. A cosy home needs the final touch that lace curtains give. Are you ready for a pair of portieres? They cost so little and add so much to the home beauty. We have them as low as \$1.75 and as high as \$5.00 a pair. Come and see them. We open a new line this week. You'll do well to look us over before purchasing, for you will not only be thoroughly pleased, but you will also save quite a bit of money on your purchase.

## J. N. HARRISON,

Sunbury, Pa.

**WANTED**—Ladies, boys and girls to introduce our HEADACHE and PAIN TABLETS. We trust you and give elegant premiums or cash. Write us and we will send goods at once. All not sold can be returned. We have best proposition ever made. Write to-day. Box 611, Dept. 15, BRIDGEPORT REMEDY CO., Bridgeport, Ct. 10-31-01.

### Phenomenal.

"Why do you want so much space for your account of that fire?" asked the city editor. "Was there anything unusual about it?" "Unusual!" gasped the reporter. "There was something that was never heard of before! The families inside the building had plenty of time to put on their clothes, gather up their valuables and get outside before the roof fell in!"—Chicago Tribune.

### Juvenile Discretion.

A gentleman who is no longer young, and who never was handsome, asked his son's child what he thought of him. The boy's parents were present. The youngster made no reply. "Well, so you won't tell me what you think of me? Why won't you?" "Cause I don't want to get licked," replied the sprig of a rising generation.—Tit-Bits.

### Not a Grain of It Left.

Hobbes—You always sleep so well, Benson. Your conscience must be perfectly clear. Benson—I'm sure it ought to be. It has been strained often enough.—Town Topics.

### A Heartless Brute.

Mrs. Justyed—Penelope is dying of a broken heart. Mr. Justyed—The cause? Mrs. Justyed—O, a man, as usual—after refusing Percy 17 times he has stopped calling.—Judge.

### First Come First Served.

"How awfully greedy you are!" said one little girl to another. "You took the biggest apple from the basket just as I was going to take it myself."—Philadelphia Inquirer.

### Wearily Waiting.

She (wearily)—Did you give the garcon your order? He (gloomily)—Yes; but I think he means to keep it as a souvenir.—Harper's Bazar.

### In the Matrimonial Market.

May—Belle has been in the market for a long time. Clara—Yes, but she is quoted at 37.—Town Topics.