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GEO. W. WAGENSSELLER, A. M. EDITOR AND OWNER.

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Republican Standing Committee.

- Adams—C. P. Flax, J. T. Shawver.
- Beaver—Chas. E. Drees, H. H. Faust.
- Boyer West—J. W. Baker, David Romminger.
- Centre—W. A. Napp, L. C. Ringaman.
- Chapman—Joseph Long, T. K. Leight.
- Franklin—J. C. Hackenbush, G. P. Stetler.
- Jackson—J. S. Yearick, Wm. Sebald.
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- Perry—A. W. Valentine, F. B. Boyer.
- Perry West—J. S. Winay, J. Z. Strawser.
- Sellingrove—J. Frank Keller, J. A. Ludwig.
- Spring—C. H. Klose, D. Harrison Snook.
- Union—J. G. Stahl.
- Washington—W. F. Brown, Myron A. Moyer.

Our Trip to Milwaukee.

On Christmas day we left Snyder county for a trip to Chicago and Milwaukee. Owing to a wreck East of Kreamer, the train was 3 or 4 hours late. Through the kindness of A. C. Smith, agent at Kreamer, the Pullman section of St. Louis and Chicago express was stopped at Lewistown Junction. At Lewistown Junction, we met Wm. Schnure of Selingsrove, who was on his way to Pittsburg. The train was an hour and forty minutes late, leaving the junction about 10:30 P. M. We discovered that the passengers had nearly all retired and the Pullman Conductor was celebrating Christmas in the usual bar room style. It is certainly a very dangerous practice to allow a Pullman Conductor or any one else in charge of a railroad train, who is not absolutely sober.

We arose next morning near Crestline, O., and discovered that our train was 2 1/2 hours late, but as a fortunate recompense to a tedious day's ride, we found among the occupants of the car Major John N. Wood of the U. S. Marines, a Colonel of the Commission department of the U. S. Army and a young lady, a well known magazine writer, all on their way to San Francisco and thence to Manila. Among the other passengers was a congressman from Minnesota and Col. Barneson, of San Francisco, the owner of a number of vessels running from San Francisco to the Philippines and to Honolulu.

We arrived at Chicago 6 P. M. Friday, 3 hours late. Snow and sleet fall all day during our trip across Ohio, Indiana and Illinois, but the cool and piercing breezes from Lake Michigan made our brief stay in Chicago a very chilly experience, though the residents of that city did not seem to feel any discomfort therefrom.

Saturday morning, having made a few business calls, at 11:30 we boarded the C. M. & St. Paul train for Milwaukee, the objective point of our trip. Milwaukee is a beautiful city of 285,000 people, situated on the western shore of Lake Michigan, 85 miles north of Chicago. It has a good harbor, grain elevators, flour mills, numerous factories and breweries. It is a manufacturing and commercial center. The city itself is more particularly known on account of its immense breweries and in that connection the "Schlitz" Brewing Co. has immortalized the expression, "The Beer that made Milwaukee Famous."

The purpose of our visit to Milwaukee at this time was to meet the great Commercial School Managers and Teachers of the County, as at this time the Annual Meeting of the National Fed-

eration of Commercial Teachers occurred in Milwaukee. We accepted this opportunity to speak to these men on the great importance of Business Colleges introducing the branch of advertising instruction into their schools.

"Theory and Practice of Advertising," a work written by the Editor of this paper, is the first and only text book on advertising in the world and as there are hundreds of millions of dollars spent for advertising every year, it is highly important that these millions should be judiciously spent. We feel indebted to the Milwaukee papers for courtesies extended and in this connection, desire to republish an interview published by the Sentinel Sunday morning.

The Sentinel says:

"Among those who came in yesterday afternoon to attend the convention was George W. Wagenseller of Middleburgh, Pa., whose text book, 'Theory and Practice of Advertising,' is used in a number of commercial colleges in the East and West. He is the proprietor of the Middleburgh Post, and is here to advocate instruction in advertising in commercial colleges. 'Men and women who understand the art of successful advertising,' said he, 'are in great demand, and they can command a position with bigger pay than in any other line of professional work. Business men are now willing to pay thousands of dollars a page for a single issue of a magazine, and it is natural that where space is so expensive it should be considered highly important that the contents of the space be looked after most carefully. There are 26,000 publications in the United States that carry advertisements, with a total circulation of \$4,000,000,000 per annum. There are advertising booklets, catalogues, folders, mailing cards, form letters, and hosts of other mediums of publicity that manufacturers and dealers are constantly desiring. The many bungling jobs of advertising matter sent out to represent or rather misrepresent the best houses form conclusive evidence of the need of better and more thoroughly qualified advertising men.'

EFFECTS OF THE COAL STRIKE.

Mr. Wagenseller, who resides on the edge of the Pennsylvania coal district, commented on the singularity of distribution of the coal. "In my own town we have nearly all the coal we want," said he, "but ten miles away, along another division of the Pennsylvania Railroad, there has not been a ton of coal since the strike. The mine owners are working the men as hard as they can to supply the demand for coal, but there are some drawbacks, one of which is the quantity of water in the mines. Usually the men take a vacation of ten days during the Christmas holidays, but this year they took only Christmas day."

Among the Business College men we found some of the most aggressive men of the country, nearly all of whom owe their success to judicious advertising. It is a pleasure to talk to such men and we had no difficulty in showing the necessity for teaching the art of successful advertising. There is one thing, however, that militates against the rapid introduction of advertising in Business Schools, and that is the belief existing among students that they should acquire a profitable Business education in from 3 to 6 months. This tendency is being largely dispelled by the school managers and President Lyons, in his annual address, recommended the minimum term of one year and the introduction of the study of advertising into all Business Schools of the country. We are happy to say this recommendation was adopted by the Federation.

NOTES.

It was our good pleasure to have for a room mate, Prof. W. T. Boone, proprietor of the Commercial College, South Bend, Ind. He is one of the leading spirits in the Commercial Col-

lege World and what is doubly sure, a "Boone" companion.

The address of welcome was delivered by Robert C. Spencer, oldest son of Platt R. Spencer, the founder of the well-known system of penmanship.

Monday night we had the pleasure of seeing "The Suburban" in Davidson's Theatre, one of the best productions we ever beheld. Six horses race across the stage while 200 persons cheer their favorite steeds to victory or defeat.

Wednesday on our return, we stopped in Pittsburg to see H. Harris Bower, who is employed by the Equitable Life Assurance Co., in the Frick Building. We were unable to find him in, but learned that he was having a pleasant and prosperous time.

The Standard Oil Co. in India.

Information from private sources in India states that there exists a strong disinclination on the part of the British administration in that country to permit Americans to take part in the development of its resources. A short time ago the local government of British Burma refused a concession to the Standard Oil Company for the working of the oil deposits in Burma, and was upheld by the British Indian Administration in its denial of the concession. An effort said to have been made by the official representative of the American company to interview the Governor General on the subject came to nothing, Lord Curzon refusing to see him. The Anglo-Indian press in general approves of the Governor General's action and of the exclusion of Americans from participating in the development of India's natural wealth.

The Standard Oil Company appears to have been so sure of its right to go into business in Burma under the existing commercial treaties between England and this country that it bought land in Rangoon and made the necessary preparations for erecting a refinery. This is shown by correspondence that passed between the agent of the Standard Oil Company and the Bengal Chamber of Commerce. When application was made according to requirement for license to begin operations, the Burma Government replied that the matter was one requiring the assent of the Government of India. The decision of that Government having been adverse, the whole question was submitted to the British Government through the American Embassy in London.

The only reason given for the action of the Indian Government was that it is "undesirable for an American company or a subsidiary company to gain a footing in India." Anglo-Indian opinion is said to indorse the attitude both of the Indian Government and the Viceroy, and one of its principle organs, commenting on the matter, says that very important principles are at stake. "Americans," it says, "may conscientiously believe that their commercial treaties with England give them a right to exploit any British dependency, but it is impossible for us in India to overlook the fact that this country has now arrived at a stage when it can formulate its own opinions as to the privileges foreigners shall or shall not possess."

There the matter stands for the present.

LITERARY NOTES.

Lippincott's.

The complete novel of the January "Lippincott," is a complete treat. It is by Mrs. Schuyler Crowninshield, wife of Admiral Crowninshield, who now commands our great European fleet of iron-clads. The story is called "The New Heloise," in memory of Rousseau's "Nouvelle Heloise," and it portrays situations in French monastery life which Rousseau might have found to his taste. It is an idyl of provincial France, full of love and passion, and ending as a love-story should, with the happiness of the united lovers.

The Bee Hive

Every Coat Marked Down. Every Coat Marked in Plain Figures.

Plain honest prices on good honest goods. The one price system, prevails at this store, one price only.

A word about our system of marking coats; we do not mark them two or three dollars more than they are worth, and then throw it off apparently. We mark them value for value, just what they are worth, no more, no less.

The mark down now is an actual loss to us; but to your gain.

Tan Covert Box Coat

Slot seam in back, velvet collar, good lining. The Reduced price \$5.00.

Grey Melton,

Monte Carlo Coat; velvet collar; well lined, now \$5.00. Coat of heavy blue melton; Monte Carlo style; velvet collar. Reduced price \$7.00.

Castor Coat.

Fine Kersey; good satin lining, velvet collar. English style. Marked down to \$9.00.

Coat of Black Kersey.

Lined with satin. Neat and good, a bargain at \$8.00.

Castor Kersey Monte Carlo Coat

Velvet collar, satin lined throughout; satin strap trimming. Reduced to \$10.00. A Handsomely tailored coat of fine Black Kersey; lined with good satin; velvet collar. Was \$12.00 now \$10.00.

Cardinal Kersey.

Monte Carlo Coat of Cardinal Kersey; lined with black velvet collar, \$13.50, reduced to \$11.50. Very Handsome Coat of Castor Kersey, velvet collar. Marked with the beautiful full circular back. Reduced from \$18.00 to \$15.00.

Children's Coats.

They too, are all reduced. Some of the nicest and things of the season are among the assortment, and thrifty people will appreciate the reductions now offered on all coats.

J. N. HARRISON

Sunbury, Pa.

YOU HAVE HAD A GOOD YEAR, AND

Now is the best time to purchase that

Diamond or Watch.

You have wanted for so long a time. We have a large assortment of DIAMONDS and WATCHES, and our prices are the lowest.

Our Goods are Positively Guaranteed as Represented, or Money Refunded.

The great number we have already sold is sufficient proof, that they are what we claim them to be.

Frank Gaskins,

Up-to-date Jeweler and Optician. 249 Market Square, Sunbury, Pa.

OUR GRAND DISPLAY MEN'S, BOYS' and Childrens' Suits and Overcoats

for this season, eclipse all our previous display. Also have enlarged our store by taking in two more rooms and, reserving the second floor for the handsomest line of LADIES', MISSES' and CHILDREN'S COATS, SUITS, SKIRTS, FURS AND LADIES' SILK AND FRENCH FLANNEL WAISTS.

MEN'S DEPARTMENT.

\$4.98 Men's Suits in all Wool chevriots and Cassimeres, made with french facing. Worth \$8.50 per suit, special price \$4.98.

\$7.48 Men's Fine dress suits in black clay worsted, fancy Cassimeres etc. Has the best of tailoring and trimmings, guaranteed \$10 value, special price \$7.48.

\$9.98 Men's imported clay worsted and fancy scotch suits, equal to merchants tailoring in workmanship, also has our one year guarantee for durability. Over twenty five styles to select from, and are offered elsewhere at \$15 to \$18, special price \$9.98.

CHILDREN'S SUITS sizes 4 to 15 at \$1.98 per suit, all of them are the \$2.50 to \$3 quality.

LADIES DEPARTMENT.

MEN'S DRESS SHIRTS over 10 doz. to select from. Garner's best percale, made with or without extra collars. Worth 75c special price 45 cents.

BOYS' OVERCOATS, all sizes and lengths. We have them from \$1.47 up to \$5.

MEN'S OVERCOATS in fine black imported Kersey and oxford grey in all the different lengths. We guarantee a saving of \$2 to \$4 on each coat, special prices from \$4.98 to \$20.

FURS in all the new shapes at \$1.23, \$1.75, \$4.50, \$7.50 and \$9.50.

LADIES' dress and walking skirts at \$1.15, \$2.48, \$3.75, \$4.50 and \$5.48.

LADIES' COATSUITS, in pebble chevriots and variety cloth, made with the new blouse jacket. Skirts cut with the newest flare and slot seams. Worth \$18 our special price \$12.

LADIES' MISSES' and CHILDREN'S COATS an entire new line to select from. Prices range from \$3.75 up.

REMEMBER THE STORE ON THE CORNER "MATCH US IF YOU CAN".

RICE'S-3rd Market St., Sunbury, Pa.

