SUBSCRIPTION RATES! DATLY, DOT VOST.

Advertising Rates.

Transfert. 10 cents per line, first insertion ; 5 sents per line each subsequent insertion. Hates for regular advertising can be had on application at the office or by mail.

The Evening Henato has a larger circula tion in Thenandoah than any other paper pub-

Tegored at the Postomos, at Bhenandoab, Pa as swoond-blass mail matter

### DULL TIMES.

There are many shrewd business men who have succeeded in making moderate fortunes and still retain the opinion that it pays to advertise when trade is good, but that advertising can not be profitable when trade is supposed to be stagnant, and, following this line of thought, the Lancaster Examimer says: It is proposed to argue this question along the trodden path of axiomatic truth, in order that it may be proved that there is as much reading done during the summer as is done during any other season of the year.

By observation it can be easily proved that there are as many papers and books read between the 1st of June and the 1st of September as are read at any other time of the year. It is then hot and uncomfortable, and people "let down the bars" of business and straight-laced society duties to spend their time upon the piazzas, at the sea shore, in the mountains, or by the lake. at a 10 per cent, reduct There never was a man or woman, with brains enough to comprehend the head line of a newspaper, who did not carry to the summer cottage or summer hotel or to the home, about as large a stock of books and papers as of clothes and necessities. The scramble for daily papers and magazines in the reading room of every hotel and at the news stand of every country resort during the hot months teaches a kindergarten lesson of positive fact. The statement made that it is too hot to read, is built upon nothing; it is never too hot to read, it is frequently to work.

One reason why so few goods are sold during the summer is that dealers make comparatively little effort to sell goods. If people purchased what they wanted, and knew what they wanted, there would be no drummers ton. 2 and no advertising. Goods would simply be put on the shelves and : card of description and price be placed on them. Customers would come into the store, look around to find what they wanted, carry the goods to the salesman to have it bundled, and pay the check at the cashier's desk. Trade would be like the bill of fare in restaurant. There can be no dull season in a live store where seasonable goods are placed upon sale and heavily adver-

It so as to appeal directly to the require- a.ss; ments of the season and to the coming wearous. It has been proved that the sale of everything except the absolute necessities is made two or three months before the definite order is ber. 4794e.: October, 487-180-1894c.: No. 2, 4734e.

Manual order of men do not sold of the control of th given. The majority of men do not

direction of any particular store or article. This suggestion is generally the advertisement, which forces into the mind a not yet recognized desire. If the advertisement continues It is sure to strengthen and to fan into life the germ which it planted the first giore it was seen.

The shrewdest of national advertisers have advertised extensively during the summer mouths. Vacation time is the season to "est, sleep, and read," the time when the business man turnhis attention to home comforts, and makes up his mind that he wants this or that long before he buys it, because he then has the time in which to consider it. The assertion can safely be made that fully one half of the goods purchased between the 1st of September and the 1st of December have been bought, in the mind of the purchaser, in July and August. The test advertisers are realizing this, and are keep Severe Case of Rheumatism ing their advertisements to the papers, not only during the selling seasons, but between seasons, when the strength of advertising is latent yet

HORE SMITH OF HORE Smith-which ought it to be?

CREEDON DOWNS GREGGANS.

The Australian Too Stuck for the Ran Rony, Ind., Aug. 1h.—Dan Greeden, of Australia, the middleweight champion of the colonies and the possessor of the Aus-tralian belt, and Alexander Greggians, of Ban Francisco, the champion of the Pacific coast, came together last night in the arena at the Columbian Athletic club for a purse of \$5,000 and a side bet of \$0,000 a

side. Creedon won the toes, for the choice of corners, and chose the northeast, or "lucky corner." For the first three rounds both men sparred cautiously. In the fourth round Greedon got in a heavy body blow, from which Greggalus auffered through the next two rounds. In the seventh round both men were greatly fatigued. In the sighth and ninth, however, Creedon seemed far the fresher of the two, and from that time on he kept administering punishment which was too much for the San Francis can. At the opening of the fifteenth round Oreedon landed a left hander on the jaw, and followed it again and a third time. At the last blow Comments the last blow Greggains went down like an ox. He andeavored to clamber to his kness, but falled in the attempt, and then fell back like a log, and was counted out.
Creedon turned a handspring in the midfle of the ring and was then bodily carried out by his enthusiastic supporters.
Greggains came to in a few minutes, shook hands with the victor and both men took

a drink together. The winner was challenged by Fitzsim-mons today, and says he will accept.

Benver Firemen Injured. DENVER, Aug. 15.—A fire totally de-stroyed the Crescent Flour mill and ele-vator at Stanton avenue and Montgomery. street, entiring a loss of \$250,000 to \$300,000. Lientenant MoLean was terribly injured by an explosion in the dust room of the will, and may die. F. Sargent, Chief Pearsy's driver, had an arm broken by be-ing forced from the roof by a stream of water from the fire bose.

Hig Mills Beaume Operations PROVIDENCE, Aug. 15.—The score of cot-R. Knife, of this city, and located in Rhods Island and Massachusetts, started up after having been stopped a week. The firm is one of the largest in the country engaged in the manufacture of rotton goods. It employs nearly 8,000 operatives, and has a weekly pay roll of about 850,000,

Shoemakers Accept a Rednetton. CARLISLE, Pa., Aug. 15.—The difficulties between the Carlisis Shoe company and employes, who have been on strike since Friday last, have been adjusted, and this morning the entire force returned to work

BASEB	179,54	1	11	-	600	Sec. 5	1,64	COSEs.
20	\$50	rita	1	Lei	g	16.		
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Brooklyn 1	0	0	.0	0	0	0	0	1-2 7 2
At Philadelphi								B. H. K.
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At Washington	14							B. R. E.
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Chicago, 0 1 0								

At Harrisburg: Harrisburg, S. Allentewn, 4. At Alteona: Aiteona, 27; Resding, 2.

Eastern Lengue. At Previdence: Providence, 14; Wilkes-

mre, 4. At Albany: Albany, 10; Buffalo, 7. At Johnstown II; Johnstown, 9; Scranton, 8. At Troy: Troy, 8; Eris, 3. At Springdold: Springfield, 11; Bingham-

New York, Aug. 14.—There was a decline in whose on today's dull stock market, wholly inder professional manipulation. Closing W. N. T. & Pa.... 4 Reading 3d pf 5s... 1254 New Jersey Cen. 934 N. Y. & N. E. ..... 18 Del. & Hudson ... 1194

General Markets.

The secret of profitable advertising four quiet, stondy; low extras, \$1.05\text{2.45}; city mills patents, \$4.25\text{2.45}; lart to famor, \$2.45\text{2.45}; city mills patents, \$4.25\text{2.45}; lart to famor, \$2.45\text{2.45}; lart to famor, \$2.45\text{2.45}; lart to famor, \$2.45\text{2.45}; lart to famor, \$2.45\text{2.45}; lart to famor, \$1.25\text{2.45}; la 

even buy a tennis coat until they have thought of the matter several weeks.

The average woman considers a baby earriage a month before she buys one. It is the little suggestion which turns the possible customer to the suggestion which the Middle, part skims, 1/2 bec. rull skims, 160 c Eggs firmer: New York and Pennsylvania 1750c; western, 1850c) 1050c.

white corn, by sample, Sic., yellow do., by sample, 49,350c. Oats quiet. Eye quies, firm. Hay easy; good to choice timothy, 519339, Cor-In any good to characteristics, see Provisions steed; butter firm: creamery fancy. See, do. fair to choice, De.; do. initiation, 18c.; hole fascy, lim: good to choice, 18c.; store passed, 18c. 18c. Eggsmarce at 14c.

Excelled by None



Mr. James E. Lucas

"I have been troubled with rhrumatism durmg the past year. For weeks at a time I was confined to my room. I resolved to try

Hood's Sarsaparilla The result of partaking of this great medicine was that it made no strong and brafthy a before, James E. Lucas, St. North Bond St., Raltimore, Mt. HOOD'S CURES, HOOD'S CURES.

Hoon's Pills are purely vegetable, and do not purge, pain or gripe. Sold by all druggies.

Highest of all in Leavening Power -- Latest U. S. Gov't Report.

LIFE AT CHAUTAUQUA.

Intelligence Is Contagious.



PRESIDENT LEWIS MILLER. ter that the Chautanqua is truly great. It is now the height of the season, and one note: may take his choice of 20 intellectual pur-suits, from the study of Biblical exercisis and the Pentateuch in Hebrew to the latest and the Pentateuch in Heorew to the intest-served of flown, or of as many ammessments, among them beating, rowing, riding, prom-enading in the lovely groves and listening to a great variety of music from the old country chorus to that of the finest bands.

All the amusements, however, have an intellectual east, for the Chantanqua is in truth a congress of intellects. Of course there has long been a Lake Chautauqua asa place, and for many years previous to 1873 its shores were the favorite places for all kinds of pleasure seekers, but the Chautauqua of today is both a place and a state sa he would have been had the tariff beer of being, a condition, a life, a pursuit, and, the aubject matter of debate. Mr. Patter Lewis Miller of Akron, O., on the 2d of August, 1873, landed at Fair Point and besign at once to lay the foundations of what is now the Chautauqua. The first organisation was that of the Chautauqua Sunday school assembly. Soon after this because the Sunday school teachers' assembly. Then followed in rapid succession the summer Bible class, college of liberal arts, teachers' retreat, school of sacred literature, school in series of the summer believed to the floor on the same and of the house at 5 o'clock adjourned, while his colleague, Mr. Hutchinson, was still believe the floor on the same aids of the bolling the floor on the same aids of the of music and many more

And all this time the place lost none of perplexed question, its charms as a popular resort. On the con-trary, the social features maintained an even growth, and today they constitute the a mere pleasure seeker must be very stupid indeed if he does not profit mentally by a season at Chautauqua. There is an intel-lectual ozone in the sir. The original gospel tents have given place to some 500 substantial cottages and more than a score of public buildings. In place of the pioneer putote buildings. In place of the phoneer tent hotel is a large modern hotel covering 40,000 square feet, with broad verandas reaching almost to the lake shore. But the beautiful village, lake and scenery have

STOCK AND PRODUCE MARKETS is generally known as the Chautauqua system. Its president is Lewis Miller of Akronia dull at Exchanges.

New York, Aug. 14.—There was a decitae in some 30 professors from the leading university of the state of th sities of the country. There are also 50 in structors in special branches, and lecture are delivered almost duity by the leading world. In 1878 the Chautauqua Literary and Scientific circle was founded to pro-vide for a systematic course of home read-There is now a circle to almost every membership is about 237,000. Truly the Chautauqua as the comprehensive move-ment is called, may be styled the finest product of the nineteenth century.

> Chelera's Spread Last Week, London, Aug. 14.—Official returns show a great increase of cholers in Russia in the last week. The figures given for the different provinces are: Pudolia, 484 cases and 175 deaths; Orel, 227 cases and 110 deaths; Don Beglon, 354 cases and 147 deaths; Rieff, 290 cases and 91 deaths; Brode, 110 cases and St deaths; Nijal Nov-0 cases and 15 deaths; Yaros lav. 29 cases one 15 deaths: Samera, 81 cases and 6 deaths; Vladimir, 28 cases and 5 deates; Kazan, 39

The Swinburne Island Cholera Cases, QUARANTINE, S. I., Aug. 14.—The bac terological examination shows that Gui seppe Adamo, who was removed to Swin-burne Island Saturday, is suffering from cholera, and Francisco Catlolo, Paclini Marini and Georquis have not developed the disease. The census of the hospital shows: Cholege patients, 14; patients not having choles. having cholera, a convalencent, It susp patients are improving. The disease mild in character. Steamer Fulda arrive from Genoa yesterday. All well on board

Saved by Water Tight Compariments. London, Aug. 14.—The British cruiser Forth rammed the British steamer Kirby, Captain Brown, off Start Point, in a fog port side smidships, through which the water realized in immense volumes. The fires under her bollers were soon extinunished, and some of her compartments filled with water. The undamaged com-partments kept her aftent.

Sad Havor by a Cloudburst. havor in the Speries district in Hungary yesterday. Fifty persons and many head of estile were drowned. A hundred houses and several railway and other bridges were demolished, and much of the harvested one was the reward

Chinese "Merchanis" Coming Back. New York, Aug. 15 .- There are twentyone Chinamen on heard the steamer Yucatan, just arrived from Havana. She is only a little over three days out, and will be detained at quarantine until the five day rule is satisfied. Eleven of the Chinamen are said to be laborers on their way back to the own country. The balance say they are merchants. All the Celestials will be detained for examination.

mast language, re. Ann. re arrow and and slightly higher than last word's prices. House weak; good to best light, 60.1046.30; masilum weights, 53.8068.05; heavy weights, \$6.6066.75. Sheep duit ign off on sheep and box off on lambs from last week's prices.

IN SENATE AND HOUSE. There Is Intellectual Ozone In the Air, and Benr Notable Measures Presented in the Upper Branch

There is Intellectual Osome In the Air, and Intelligence is Contagions.

Twenty years ago the Chautanqua began, and this year's meeting marks the calmination of a growth without precedent even in this new world of rapid growths. Other cities and popular reserts have of course grown faster, but it is not in either charace of New York, and the person of New York and the tropic based on a regulation offered by him last Thosday, but you make it very plain that he would rest the last extremity, the repeal of the Shorman set, unless that repeal was exapled with himstallism. A bill was introduced by Mr. Voorbees, of Indiana, and was reserved to the fluance committee, of which he is chairmab, allowing national banks to issue more, to the par value of the bends deposited or to be deposited in the treasury, not to exceed, however, the put d in capital stock of the banks. This

and in capital stock of the banks. This bill was accompanied by a letter from the socretary of the treasury approving it, and making that its passage would at once incrosse the national bank issue on the bonds already deposited by \$19,000,000. Some important resolutions were offered and fald saids for future action, one by Mr. Hill, of New York, restricting legis lation at the present session to financial subjects, and two by Senators Mitchell, of on, and Gallinger, of New Hamp-that there shall be no change in the laws during this congress. Four notable bills were introduced, as follows: By Mr. Hill, repealing federal election lisws; the repeal, however, not to affect any inder said act. By Senator Butle, ing the state bank tax. By Mr. Peffer, providing for a further issue of \$200,000,000 of flat morey, exchangeable for government bonds at par. Senator Chandler re-introduced his bill of last congress catab-lishing additional regulations concerning bandgration to the United States.

The day in the house was devoted to specchancing. The greatest attention was paid to Mr. Warner, of New York. out he seemed scarcely so much at home one might add, an intellectual atmosphere.

Bishop (as he now is) John H. Vincent and ing an audience, but when hedid so it was solding the floor on the same aide of the

A STEAMER BLOWN UP.

Seven People Killed and Six Others Serl-

onsly Injured.

Colfax, Wash, Aug. 15.—The Union Pacific steamer Annie Fallon, plying on sinke river, between Riporia, Wash, and Lewiston, Riako, was blown up off Waites are four wiles help of leaves S. par, four miles below Almoto. Seven per ons were killed and all on board injured he vessel was blown to pieces.

The names of the killed are: Thomas McIntosh and brother, passengers; Mrs. Toppen, purser's wife; George Farwell, waller; Joseph Bush, deck hand; William d, deck band and a firem

The injured are: Jack Moritz, steward, age Alken, assistant engineer; Captain lenry Baugh, Henry Bretel and two

Denver's Unemployed Army. DENVER, Aug. 15.—The great disparity between the number of men out of em-ployment and the amount of work to be and was strikingly illustrated yesterday was to begin. There was work for only only men. A crowd of about 500 Italian overs gathered near the spot, but were not allowed to approach by the crowd. they were known to be old residents of

An Express Robber Co fesses RANSAS CITY, Mo., Aug. 15.—John H. Kettrell, the negro who did the actual robbing of the Pacific Express company's wagon at Wichite recently, securing \$7,500, was accessed here yesterday. He was em-proved as a watter in Wichita and entered whom were averaged. Kottroll has con-



Rheumatism, Lumbago, Sciatica, Kidney Complaints, Lame Back, &c.



Bright, Crisp, Concise.

## The Leading Local Weekly Paper

In Schuylkill County.

All the Local News printed in a readable, attractive manner, with no waste of words.

REDUCED IN PRICE. +
IMPROVED IN QUALITY.

# SI.OOA YEAR

IN ADVANCE

Some have told us "You can't do it." We believe we can, and we will. THE HERALD in the future will be better than at any time during its past history, if painstaking efforts will accomplish that end,

Send One Dollar to The Herald office and receive the paper for one year. This offer applies to old as well as new subscribers, providing all arrearages are paid. Remember, these terms are invariably in advance; otherwise \$1,50 will be charged.

## In Business?

Do you desire success? All busine-s men know that the only way of increasing trade is talking in print-Advertising! Where you make one customer by word-of-mouth argument or by displaying goods, you can make one hundred by bright, convincing advertisements,

> Don't talk in a whisper-No one will hear you.

> Don't talk in thunder tones-All noise and no facts.

Don't talk without listeners-

Place your "ad" where it will be read. THE HERALD is the best medium for reaching the public, and profitable results are sure to follow all advertisements placed in its columns. Let us convince you of this fact by a trial.

## ≈ JOB PRINTING.

Our Job Office has always enjoyed a reputation for excellent work, second to none, which is maintained by strict a tention to every detail of the business and a thorough equipment of the latest printing material. Our job office has just been refurnished with a new line of type of the latest and most artistic design, and have in our press-room all the latest and improved

## Steam Printing Presses.

Our facilities for turning out first-class work are unsurpassed. When you need anything in the printing line call at the office of

EAST COAL STREET,

Shenandoah, Pa.

First National Bank

THEATRE BUILDING Shenandoah, Penna.

- CAPITAL.

### \$100.000.00

S. W. YOST, Assistant in his

Open Daily From 9 19

3 PER CENT

Interest Paid on Savings Depos

ABRAM HEEBNER CE

PORT CARBON

Flags, Baoges, Caps; Regains,

### THE BIJOU Everything modeled after Green's Cafe, Philadelphia

2 S. Main St., Shenandoan The leading place in town Has lately been entirely ren-eated Everything new, clean and tresh. The linest line of Wines and Liquors ! Cigars, &c., foreign and do-mostic. Free lunch served each evening. Big schopture of freed, Beer, Porter, Ale, &c.

PPOSITE: THE: THEATRE

Main and Oak Streets, Sheeandoah, Penna.

GREEN GROCERIES

Poultry, Game, Fish and Oys er\_

In season. Orders left at the store will receive prompt according

RETTIG'S

Beer and Porter

AM AGENT for the Chas. Rettig's Celebrated Beer and Porter in this vicinity, also Hergner & Engel's celebrated India Pale Ales and Old Stock. Orders will receive prompt attention. Finest brands of Liquors and Cigars.

SOLOMON HAAK-129 South Main Street.

FRED. KEITHAN 104 North Main street, Shenendosh, Pa., WHOLESALE BAKER AND CONFECTIONES, Ice ( ream-wholesal, ut | retail.

Pienies and parties supplied on short notings Chris. Bossler's SALOON AND REST AURANA

(brain blo wingam) 104 South Main Street. Finest wines, whiskeys not chart shways tock. Fresh Beer, Ale and Porter on tast Choice Temperance Drinks.

LORENZ SCHEIDT'S Celebrated Porter, Ale and Ber

-AMES SHIELDS. Manager Shenandoah Branchag

JOE WYATT'S ALUUN AND RESTAURANDS (Christ, Bossier's old stand.)

Tata and Coal Sta., "honandon" Best beer, ale and porter on tun. The finst U brands of whiskeys and digure. Pool coom U sched.

"latt's Popular Saloon (Formerly Jon Wysta's)

and 21 West Oak Stree SHUNANDOAIL, PA. tar Hocked with the best beer, porier, al-lied to, brandles, whose, do. Finnet dis-ther barattached. Cordial to distinction

### SNEDDEN'S : LIVER'O

Horses and Carriages to Hire.

PEAR ALLEY, Hear Haddell's " Bacs; Mi

THE CHOICEST D Can always be had at

EARLEY'S SALO Cor. Lloyd and Market

Best Beer, Ale and Porter and the always on hand. Polite treatment to