

The Herald.

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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 Examiner 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-faced society duties to spend their time upon the piazzas, at the seashore, in the mountains, or by the lake. 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 and no advertising. Goods would simply be put on the shelves and a 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 reasonable goods are placed upon sale and heavily advertised.

The secret of profitable advertising in the dull season is simply to arrange it so as to appeal directly to the requirements of the season and to the coming season. It has been proved that the sale of everything except the absolute necessities is made two or three months before the definite order is given. The majority of men do not even buy a tennis coat until they have thought of the matter several weeks.

The average woman considers a baby carriage a month before she buys one. It is the little suggestion which turns the possible customer to the 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 time it was seen.

The shrewdest of national advertisers have advertised extensively during the summer months. Vacation time is the season to "eat, sleep, and read," the time when the business man turns his 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 best advertisers are realizing this, and are keeping their advertisements in the papers, not only during the selling seasons, but between seasons, when the strength of advertising is latent yet there.

Hoke Smith or Hoke Smith—which ought it to be?

CREEDON DOWNS GREGGANS.

The Australian Top Mark for the San Francisco Middleweight.  
ROBY, Ind., Aug. 13.—Dan Creedon, of Australia, the middleweight champion of the colonies and the possessor of the Australian belt, and Alexander Greggans, of San Francisco, the champion of the Pacific coast, came together last night in the arena at the Columbus Athletic club for a purse of \$5,000 and a side bet of \$2,000 a side.

Creedon won the toss 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 Creedon got in a heavy body blow, from which Greggans suffered through the next two rounds. In the seventh round both men were greatly fatigued. In the eighth and ninth, however, Creedon seemed for the first time, and from that time on he kept administering punishment which was too much for the San Francisco fighter. At the opening of the eleventh round Creedon landed a left hander on the jaw, and followed it with a right and a third time. At the last blow Greggans went down like a stone. He endeavored to clamber to his knees, but fell in the attempt, and then fell back like a log, and was counted out.

Creedon turned a handspring in the middle of the ring and was then loudly cheered by his enthusiastic supporters. Greggans came to in a few minutes, shook hands with the victor and both men took a drink together.  
The winner was challenged by Fitzsimmons today, and says he will accept.

Denver Firemen Injured.  
DENVER, Aug. 13.—A fire totally destroyed the Crescent Flour mill and elevator at Stanton avenue and Montgomery street, causing a loss of \$250,000 to \$300,000. Lieutenant McLean was severely injured by an explosion in the dust room of the mill, and may die. F. Sargent, Chief Feary's driver, had an arm broken by being forced from the roof by a stream of water from the fire hose.

Big Mills Resuming Operations.  
PROVIDENCE, Aug. 13.—The score of cotton mills owned and operated by B. B. & R. Kniff, of this city, and located in Rhode Island and Massachusetts, started after having been stopped a week. The first is one of the largest in the country engaged in the manufacture of cotton goods. It employs nearly 8,000 operatives, and has a weekly pay roll of about \$50,000.

BASEBALL YESTERDAY.

Table with columns for team names and scores. Includes Brooklyn, Philadelphia, Boston, Washington, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Louisville, New York, and Philadelphia.

STOCK AND PRODUCE MARKETS

Table listing market prices for various commodities such as wheat, corn, and other produce. Includes sections for 'General Markets' and 'Philadelphia Exchanges'.

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

Royal Baking Powder

ABSOLUTELY PURE

LIFE AT CHAUTAUQUA. IN SENATE AND HOUSE.  
There is Intellectual Ozone in the Air, and Intelligence is Contagious.  
Twenty years ago the Chautauqua began, and this year's meeting marks the culmination of a growth without precedent even in the new world of rapid growth. Other cities and popular resorts have of course grown faster, but it is not in either character or extent.



PRESIDENT LEWIS MILLER.  
ter that the Chautauqua letely great. It is now the height of the season, and one may take his choice of 30 intellectual pursuits, from the study of Biblical exegesis and the Pentateuch in Hebrew to the latest fad of being, a condition, a life, a pursuit, and one might add, an intellectual atmosphere. Bishop (as he now is) John H. Vincent and August Miller of Akron, O., on the 12 of August, 1873, landed at Fair Point and began at once to lay the foundations of what is now the Chautauqua. The first organization was that of the Chautauqua Sunday school assembly. Soon after this became the Sunday school teachers' assembly. This followed in rapid succession the summer Bible class, college of liberal arts, teachers' retreat, school of sacred literature, school of music and many more.

The day in the house was devoted to speakeasting. The greatest attention was paid to Mr. Warner of New York, but he seemed scarcely so much at home as he would have been had the tariff been the subject matter of debate. Mr. Patterson of Tennessee, was also slow in securing an audience, but when he did so it was a meretricious and appreciative one. Mr. Pendleton, of West Virginia, maintained his position in favor of the Wilson bill in a good manner, and answered the many questions piled to him with ease and courtesy. Mr. Bailey, of Texas, gracefully and quietly presented the reasons which impelled him to vote for a coinage bill, and the house at 5 o'clock adjourned, while his colleague, Mr. Hutchinson, was still holding the floor on the same side of the perplexed question.

A STEAMER BLOWN UP.

Seven People Killed and Six Others Seriously Injured.  
COLFAX, Wash., Aug. 13.—The Union Pacific steamer Annie Fallon, plying on Snake river, between Riparian, Wash., and Lewiston, Idaho, was blown up off Waites bar, four miles below Annoto. Seven persons were killed and all on board injured. The vessel was blown to pieces and the names of the killed are: Thomas McIntosh and brother, passengers; Mrs. Toppen, purser's wife; George Farwell, waiter; Joseph Bush, deck hand; William Christian, steward; and a fireman whose Christian name is Paul.

Denver's Unemployed Army.

DENVER, Aug. 13.—The great disparity between the number of men out of employment and the amount of work to be done was strikingly illustrated yesterday when 2,400 unemployed men gathered at the place where work on the new sewers was to begin. There was work for only forty men. A crowd of about 500 Italian laborers gathered near the spot, but were not allowed to approach by the crowd. Only thirty Italian men were given work, and they were known to be old residents of the city.

An Express Robber Caught.

KANSAS CITY, Mo., Aug. 13.—John B. Kettell, the negro who did the actual robbing of the Pacific Express company's wagon at Wichita recently, securing \$7,500, was arrested here yesterday. He was employed as a waiter in Wichita and entered into the conspiracy with Alvin K. Hancock, the driver of the express wagon; Howard H. Greer, the telegraph operator; and Jack Koch, the clerk of the hotel, all three of whom were arrested. Kettell has one

The Swiftness of Cholera Cases.

QUAINTAN, S. I., Aug. 14.—The bacteriological examination shows that Giuseppe Adamo, who was reported to Swinburne Island Saturday, is suffering from cholera and Francisco Catalo, Paolino Malori and Georgios have not developed the disease. The census of the hospital shows 100 patients, 131 patients not having cholera, 100 convalescents. It is supposed on Hoffman Island, 2 total, 23. All of the patients are improving. The disease is mild in character. Steamer Fulda arrived from Genoa yesterday. All well on board.

Saved by Water Tight Compartments.

LONDON, Aug. 14.—The British cruiser Fortin carried the British steamer Kirby, Captain Brown, off Start Point, in a fog. A big hole was knocked in the Kirby's port side amidships, through which the water rushed in immense volumes. The water under her boilers was soon extinguished, and some of her compartments filled with water. The undamaged compartments kept her afloat.

Had Haver by a Close Shave.

VIENNA, Aug. 14.—A glimch made haste in the Swiss district in Hungary yesterday. Fifty persons and many head of cattle were drowned. A hundred houses and several railways and other bridges were demolished, and much of the harvested crops were ruined.

Chinese "Merchants" Coming Back.

NEW YORK, Aug. 15.—There are twenty-one Chinese on board 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 Chinese are said to be laborers on their way back to their own country. The balance say they are merchants. All the Celestials will be detained for examination.

DR. SANDEN'S ELECTRIC BELT

With Electro-Magnetic SUSPENSORY.

READ  
The Shenandoah Herald  
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.  
\$1.00 A 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.

Are You In Business?  
Do you desire success? All business 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.

AT BEDTIME I TAKE A PLEASANT SLEEPER'S DRINK  
THE NEXT MORNING I FEEL BRIGHT AND NEW.  
LANS' MEDICINE

Our Job Office has always enjoyed a reputation for excellent work, second to none, which is maintained by strict attention 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

The Shenandoah Herald  
EAST COAL STREET,  
Shenandoah, Pa.

First National Bank

THEATRE BUILDING  
Shenandoah, Penna.  
CAPITAL,  
\$100,000.00  
A. W. LEISENBERG, President.  
P. J. FRIGGIMAN, Vice President.  
J. R. LEDENBERG, Cashier.  
S. W. YOST, Assistant Cashier.  
Open Daily From 9 to 3  
3 PER CENT.  
Interest Paid on Savings Deposits  
ABRAM HEEBNER CO.  
PORT CARBON, PA.  
Manufacturers of  
Society Goods  
OF EVERY DESCRIPTION  
Flags, Banners, Caps, Regalia, etc.  
FINEST GOODS—LOWEST PRICES.  
Write for catalogues, Correspondence solicited.

DOCTOR  
J. B. ROSENBERG  
Medical Office, 200 N. Market St., Philadelphia.  
THE BIJOU  
Everything modeled after Green's Gals, Philadelphia.  
6 S. Main St., Shenandoah  
The leading place in town. Has lately been entirely renovated. Everything new, clean and fresh. The finest line of Wines and Liquors! Cigars, etc. foreign and domestic. Free lunch served each evening. Big selection of fresh, sweet, Porters, Ales, etc.

JOHN COSLETT  
Main and Oak Streets, Shenandoah, Penna.  
GREEN GROCERIES  
Track and Vegetables.  
Poultry, Game, Fish and Oys etc.  
In season. Orders left at the store will reach on through delivery.

RETTIG'S  
Beer and Porter  
I AM AGENT for the famous Rettig's Celebrated Beer and Porter in this vicinity, also Hergner & Engel's celebrated India Pale Ale and Old Stock. Orders will receive prompt attention. Finest brands of Liquors and Cigars.  
SOLOMON HAAK  
129 South Main Street.

FRED. KEITHAN  
104 Main Street, Shenandoah, Pa.  
WHOLESALE BAKERS AND CONFECTIONERS  
Ice cream—wholesale at retail.  
Cakes and parties supplied on short notice.  
Chris. Bossler's  
SALOON AND RESTAURANT  
(Mann's old stand)  
104 South Main Street.  
Finest wines, whiskeys and cigars always on hand. Fresh beer, Ale and Porter on tap. Choice Importation Drinks.

LORENZ SCHMIDT'S  
Celebrated Porter, Ale and Beer  
—JAMES SHIELDS,  
Manager Shenandoah Branch  
JOE WYATT'S  
SALOON AND RESTAURANT  
(Chris. Bossler's old stand.)  
Wine and Coal etc., Shenandoah  
Best beer, ale and porter on tap. The finest brands of whiskeys and cigars. Pool room attached.

Hatt's Popular Saloon  
(Formerly Joe Wyatt's)  
and 21 West Oak Street  
SHENANDOAH, PA.  
1st floor with the best beer, porter, etc. 2nd floor, billiard, wine, etc. 3rd floor, sign of the bar attachment. Cor. 1st to 3rd St.

SNEDDEN'S LIVERY  
Horses and Carriages to Hire.  
Hauling of all kinds promptly attended. Horses taken to board, at rates that are liberal.

PEAR ALLEY, Near HERTZ'S SALON  
THE CHOICEST D  
Can always be had at  
EARLEY'S SALOON  
Cor. Lloyd and Market  
Best Beer, Ale and Porter and always on hand. Pottle treatment to

Excelled by None  
Mr. James E. Lucas  
Severe Case of Rheumatism  
"I have been troubled with rheumatism during the past year. For weeks at a time I was confined to my room. I resorted to try Hood's Sarsaparilla  
Hood's Sarsaparilla  
The result of partaking of this great medicine was that it made me strong and healthy as before." JAMES E. LUCAS, 219 North Bond St., Baltimore, Md. HOOD'S CURES.  
HOOD'S PILLS are purely vegetable, and do not purge, pill or grip. Sold by all druggists.