THIRD EDITION

THE LOCAL PAPER.

Second Installment for the Edification of

Local Merchants. In these United States are over 20,000 periodical publications. Probably 12,000 to 14,000 of these are published in towns of less than 5,000, and certainly that many in towns of less than 10,000 population.

The editor of such a paper has much to The editor of such a paper has much to bewall and much to be thankful for. I know of at least two local weeklies which clean up for the publisher \$100 a week. I know of 1,000 or 2,000 which are barely eking out an existence.

Every one of them ought to be prospersons—avery one. They would be so if the local merchant was fully awake to his operatualities.

opportunities.

He has an opportunity far greater than his city brethren, because in the city are many papers. The city reader is burdened with much printed matter and in proportion to circulation the alvertisement in a country weekly will have ten readers to the city daily a one.

John Wansansker finds that his "wita." in local country papers pay, and he uses them liberally.

In advertising a large department at the contract of the city of the city of the city of the city papers.

them liberally.

In advertising a large department store in Indiana. I proved to my satisfaction that the country weekly would draw trads to the city. This would not be so easy if the local merchant showed the cuterprise he ought, and if he counted his advertising as an expenditure for profit and not as a dead loss.

We enterprise I do not mean convert. I

theirs.
Twenty-five dollars will buy a fairly good sized space in the average country paper for a whole year. Fifteen dollars a year for a weekly change. Forty dollars a year-less than \$1 an issue! The dealer needs to sell only four dollars' worth more each week to pay for the entire "ad."
Propertly managed, the advertisement will pay from one to 500 per cent, on the investment.

will pay from one to 500 per cent, on the investment.

When I was a publisher I used to change every "ad." in the paper at least once in two weeks. It paid the advertisers and it paid me, by making them satisfied.

Advertising stripped of all its mystery is merely and simply telling people what you are doing and where you are doing it. If you are doing a good thing at a convenient place, people will come to you. Only ask enough of them and ask oftenemong. You may ask fifty times and fail, and the lifty-lirst time succeed. It's the last straw, you know—the last blow that clinches the nail.

If your proposition is a reasonable one there will always be a few people who will accept it. If your proposition isn't a good one, better drop it and get a new one.—Charles Austin Bates.

Persons who sympathize with the afflicted will rejoice with D. E. Carr, of 1235 Harrison street, Kanasa City. He is an old sufferer from inflammatory rheumatism, but has not heretofore been troubled in this climate. Last winter he went up into Wisconsin, and in consequence has had another attack. "It came upon me again very neute and severe," he said. "My joints swelled and became inflamed; sore to touch or almost to look at. Upon the urgent request of my mother-in law I tried Chamberhair's Pain Baim to reduce the swelling and case the pain, and to my agreeable surprise, it did both. I have need three fifty cent bottles and believe it to be the finest thing for rheumatism, pains and swellings extant. For sale by Gruhler Bros.

Coming Events.

May 30—Strawburry and for cream fes-tival in Robbins' opera house, under the anspices of Camp 6, P. O. of T. A.

June 4.—les cream and strawberry festival, benefit Primitive Methodist church, in basement of the church. June 19.—Ice cream and bean soup festival in Robbins' Inil, under the aus-pices of the Women's Relief Corps.

When Baby was sick, we gave her Castoria, When she was a Child, she cried for Castoria,

When she had Children, she gave them Castoria.

To Queenstown for \$14. Another break has been made in ocean fares to Ireland, England, Scotland and Wales. The rate to Queenstown has been reduced to \$18, including railroad fare to New York city. These rates will only last for a short time. Call at Max Reese's railroad and steamship office, West Centre street, Shenandoah, Pa. 5-1-tf

Dr. S. F. Scott, Blue Ridge, Harrison Co., Mo., says: "For whooping cough Chamberlain's Cough Remedy is excellent." By using it fracly the disease is deprived of all dangerous consequences. There is no danger in giving the Remedy to babies, as it contains nothing injurious. 25 and 55 cent bottles for sale by Gruhler Bros.

Buy Keystone flour. Be sure that the name LESSIG & BARR, Ashland, Pa., is printed on every sack. 3-3-3raw

Fresh beer at Schmicker's, 104 S. Main eet. 4-25-1m

Steamship Tickets Reduced. From Hamburg, Breman, Antwerp or Amsterdam only \$21.50. To Liverpool, Queenstown, Londonderry, Belfast or Glasgow, only \$22. At Reese's Railroad and Steamship Office, Dougherty Build-ing, Shenandoab, Pa. 44-tf

Get your repairing done at Holder, man's.

New Goods

.... Arriving Daily

C. D. Fricke's Carpet Store,

10 South Jardin Street.

A BUDGET OF LATEST NEWS.

All the Events of the Day Told in Bright and Spicy Paragraphs-A Record of To-day's Doings.

Reported dully from the Mahanoy City bureau of the Evaming Hanald.

MAHAROT CITY, May 18. Dr. Brendle is visiting friends in Phila-Emanuel Seddon is the guest of friends

J. Wesley Beuhler visited Pottsville yes-

The condition of Centre street—mud all winter, cobbles all summer.

Thomas Becker is visiting New Ring-gold relatives.

Miss Ella Flail spent Thursday in Tama-Fen. Cooper is participating in the shooting tournament in Sunbury to-day.

Dr. Thomas Lewis is sojourning in Philadelphia.

Edward W. Becker departed last even-ing for Ringtown, where he will remain several days.

Reuben Martin, a Shenandoah butcher, was in town last evening.

A bouncing baby has arrived at the home of Mrs. Jones Lord, in Cole's patch.

Mrs. Homer Boyer, of East Centre street, presented ber husband with a fine young lad on Wednesday.

John Dreher and Marlin Saylor two Ashland youths, attended fair ones in Mahanoy City last evening.

Andrew M. Reese, a Shamokin sales-man, called upon the trade here yester-day.

A. A. Mix, a commercial traveler, from Wilkon-Barre, transacted business here

Mr. and Mrs. Nathaniel Moyer departed last evening for their home in Newport News, Va. Messra, John Gallagher, John L. Tracy

and Thomas Donohoe are doing jury auty at Pottsville this week. Dr. Lowery has returned from Potts-ille and re opened his office on Catawisse

Messas. Harry Clifford and John Lugan returned from the Janation last evening, loaded down with trout,

J. Burd Irish, of Norristown, spent of hours with relatives in town yester day.

Miss Julia Bissell, of Waterbury, Conn. is the guest of Dr. A. P. Bissell. Thomas Murray, of Danville, was yes terday the guest of Thomas Moore. Mrs. Daniel Sober, of Mahanoy Flane did shopping here yesterday.

Mrs. Robert Britton, of Gilberton, was Mrs. Robert Britton, of Giberton, Sa-in town yesterday.

Mrs. Roscholar and Miss Laura Bow-man, of Wilkes Barre, but former resi-dents of our town, are spending a few days with numerous friend here.

Frank Snyder, a pharmaceutical student, has returned from the bia. Ohio, college, to remain for the summer.

Misses Reardon, Quinn, Maguire, Granger, Whitaker, Haley, Moore and McNamara, and Messis. William Welsh, Robert Quinn and others from town enjoyed themselves at the Gilberton ball last evening.

Engine 463 of the Weatherly division was brought to Delano for repairs yester-iny. This is the first work done in the Delano shops that has heretofore gone to

George Hines has laid off from work for the remainder of the week and has some mystorious business about the Pottsville court bouse. Several marriage flecuses for Mahanov City parties are said to have been assued by Register Matten this week. Thomas Gisthart, of Spruce street, had his foot mashed by a fall of coal in a chute at Tunnel Ridge colliest one may this week. His injuras were attend a to by a

week. His injuries were strend a to by a local physician.

Thomas Giassby met with a very pain-ful accident at Drummond colliery on Thesday. He was working in a clure when a piece of coal rolled down, its sharp edge cutting his wrist and severing an actory. The wound was dressed by Dr. Blood!

Bissell.

Michael Charnok, a Hun employed at Buck Mountain, by the Mill Creek Coal Co., had a leg broken yesterday by getting it in the way of a rolling log. He was removed to the Miners' hospital.

removed to the Miners' hospital.

The Citizens' Band paraded Centre street last evening, playing excellent music. Mahanoy City has a first class band and feels very prodd of it. As a listener to a spirited meledy remarked last night: "It would rank with the finest in the coal field, not excepting the Third Brigade of Pottsville.

Mrs. David T. Watkins arrived from the west last evening bearing the title of M. D. which she acquired at a St. Louis college. Mrs. Watkins is the wife of a West Centre street surgeon. She will practice in Mahanoy City.

Messes, G. W. Smith, M. J. Keating and D. S. Longenberger were notified yesterday that they had successfully passed the civil service examination held here on Feb 10. There were eleven persons examined. Mr. Keating has been appointed sub-carrier by Postmaster O'Connor.

Long Vetes agend about 65 years, died at

John Yates, aged about 65 years, died at his late residence at 505 East. Pine street, yesterday morning at 11:20 o'clock. The deceased had been ill with a complication of diseases for four years, and died in the chair in which he had almost lived for the last six months. He is survived by a wite and seven adult-children. Interment will be made in Tamaqua on Monday afternoon.

Joseph Bodensky, the young Pole who disappeared mysteriously from Shenan-doah some weeks ago and who was arrested about the same time for fanning a bush fire toward a powder houseat Maple Hill, was tried and acquitted of the charge against him at Pottaville yesterday, the costs in the case being placed upon the county.

An exciting first wars was some South

A lady at Tooleys, Lat., was very sick with bilions colle when M. C. Tisiler, a prominent merchant of the town gave her a bottle of Chamberlain's Colle, Cholera and Diarrhoea Remedy. He says she was well in forty minutes after taking the first dose. For sale by Gruhler Bros.

Special low prices to all in watches jewelry and silverware at Holderman's corner Main and Lloyd streets.

Use Wells' Laundir Blue, the best Breing for laundry use. Each package makes two quarts. It ots. Sold by Musser & Beddall.

A gold-headed cane, on the Brandonville read hear the water darm, bearing
the insertption, "M. S. 1892." Finder will
be rewarded by leaving same at Max
Schmidt's dry goods store, 116 and 118
North Main street.

Comes hours—From 7 to 0 a.m.: 1 to 3 and 7
to 9 p. m. Diseases of the threat and ingres specialty. Hours of vaccination: 8 to 9 a.m.
15 to 1 p. m.

RETTIG & SON'S

RETTIG & SON'S

Corman's Cafe.

Beer: and : Porter When seeking a nest and well-conducted cate, go to Gorman's, corner Main and Coal streets. Polite and prompt attention.

SOL HAAR, AGENT, Liquors and Cigars. 120 South Main Street.

Murdered by a Hurgiay.

Mardired by a Margiar.

WALTHAM, Mass., May 18.—James Farrar, a constable of South Lincoln, was
awakened carly in the morning by the
noise made by the two burglars in his
room. Finding that they were discovered
they jumped from a window and fled.
Farrar formed a searching party of six
and started on a hunt. The party soon
come upon one of the men and Faces. come upon one of the men, and Farrar placed him under arrest. The burglar drew a revolver and fired three bullets into Farrar's head, killing him instantly. He was knocked insensible by another of the party and handcuffed. Barrett, the murderer, is 58 years old. Another man is under arrest on suspicion of being his

Not Gullty of Barratry.

BORDRAUX, May 18.- The trial of Rancuille, quartermaster of the Messargis steamer Equator, who was charged with having caused an explosion on that ressel as she was leaving Pauillac on Jan. 17, in order to remove traces of a robbery of gold ingots, was concluded yesterday, and Ranouille was acquitted The explosion caused the death of two sailors and the injury of others. The explosive had been placed in a box containing precious coins and the case was regarded as one of bar

Ribbon Weavers Weaken. PATERSON, N. J., May 18.—The central ommittee of the ribbon weavers declared the strike off, after a desperate struggle of eleven weeks. A majority of the oper atives of the mills of the William Strang company and Levy Brothers went back t

their looms.

Puttars wind. N. J., May 18. — The strike of the Standard Silk mill here, in progress for the last liften weeks, has sen declared off by the Weavers' Union

Opening Next Monday.

The cafe at the corner of Main and Coal streets, formerly owned by Charles Burchill, has passed into the hands of the new proprietor, Thomas Gorman, late of Girardville, and is underzoing extensive improvements which will be completed by Monday, 21st, when Mr. Gorman will have a grand opening to which the public is invited. Mr. Gorman will make the cafe the finest in the town.

5 15-6t

Gold Dollars for Fifty Cents. We offer this week one thousand extra fine Balbriggan Vesta in ladies sizes for 7c. each; these are our regular 15c, kind' and are as cheap as gold dollars at fifty cents apiece.

L. J. Wilkinson's, 20 South Main St.

Miss Shepard to Lecture. Miss Shepard to Lecture.

Miss Mary S. Shepard, the state president
of the Women's Christian Temperance
Alliance, will deliver a lecture on "Gospai
Temperance and the Keeley Curo" in the
English Luthersh church at Mahanoy
City on Thursday, May 24th, at eight
o'clock p. m. No admission will be
charged.

5-17 7t

Bear in Mind John A. Reilly's is the place to get the purest wines and fluors, best beer and ales and finest brands of cigars.

Monaghan's Bargeins.

A good quality home-made rag carpet at 30 cents a yard; nice table ollcloth, 15 cents a yard; good dressginghams, 6 cents a yard; the best 50 cent corset in the market. Lace curtains and dress goods of all kinds cheap.

P. J. Monaghan,
No. 28 S. Main St., Shenandoah.

MISCELLANEOUS.

L OST.—By an employe of the Hebald, a new ten dollar greenback. By returning to the office the finder will receive a soluble reward and the gratitude of the employs, who can ill afford the loss.

FOR SALE -1,000 shares of milling stock Apply to S. G. M. Hollopeter, Postoffic building, South Main street, Shenandonh, Pa

WANTED.—A number of masons and laborers, to build the dam breass and gave house at the blestandards city water dams. Apply to Avgest Kudet, convector.

ESTRAYED.—A white cow, 10 years old, in party returning same to H. Rubinsky, 17 North Gibbert street, Shenannoab, Pa., will be paid a good day's wages.

AMUSEMENTS.

FERGUSON'S THEATRE.

P. J. PERGUSON, MANAGER,

FRIDAY EVE., MAY 25, 1894

Denman Thempson's Beautiful play.

...The Old... Homestead.

Presented by a larger and better Company than ever before.

Scenery and Properties.

Prices, 23c, 50c, 75c and \$1. Reserved Sents at Kiriin's drug store

NEW YORK Cash Millinery Store.

29 North Main St., Shenandoah. Ladies, you must see our large line of ace and straw

Trimmed Hats at Special Prices

Before you buy elsewhere. Also Infants' hats, caps and roles. Zephyrs and Germantowa wool. The latest New York styles always on hand at lowest prices.

Mourning Goods a specialty. MRS. G. W. BYDE.

DR H HOFFMAN BAKER,

PHYSICIAN AND SURGEON, 114 North Jardin Street, Shenandoah, Pa.

Wholesale and Retail.

GET STRONG BEFORE SUMMER.

Hard to Gain Strength During Hot Debilitating Weather-Most Favorable Results from Paine's Celery Compound in May.

Now or never get health and strength, animate thing new life, strength, and | Your own physician will tell you how The most obstinate indoor dwellers get | happiness in spring.

sniff of outdoor air in May. No one altogether escapes the spring feeling in the blood. The most delicate and confirmed invalids now venture on short rides and walks. May is the blessed month for convalescents. "When May comes I'll get well," is the cry all through the winter. There are fewer obstacles to getting well in May, no cold winds to bring relapses and exhausting sickness, nor debilitating heat to rob one of

A sweeping glance over the land would men and women every day growing hand with nature's purpose to give every came into it.

Paine's celery compound hastens condiseases.

terial for new healthy tissues all over the body. Prof. Edward E. Phelps, M. D., dyspepsia by using Paine's celery compound to build up healthy tissues in place Paine's celery compound in the now famous laboratory of the college.

The world is full of busy, thankful men and women who owe their energy, show millions of weak, nervous, ailing health and very existence to Paine's repair, and taking away in its stream the stronger and getting rid of lingering dis-eases by using Paine's celery compound tion, saft rheum, eczema, disordered liver tion, salt rheum, eczema, disordered liver this month, when this remarkable blood and blood diseases has been lifted from and nerve remedy works best hand in the world since Paine's celery compound

confidently physicians rely on Paine's celery compound as an invigorator and valescence from all nervous and wasting strengthener for body, nerves and brain. It makes people well.

It feeds badly nourished nerves and Spring is busy with marvelous rapid takes away their irritability and pain. It changes in the tissues of the body. Now Spring is busy with marvelous rapid purifies the blood and supplies rich ma- is the time to permanently cure nervous of the diseased parts.

Pure, rich blood sent through the deep parts of the heart, liver, and kidneys, leaving in its passage material for rapid used up, harmful elements, soon drives out weakness from these organs, and re-

stores their healthy functions.

Paine's celery compound makes new, abundant blood, regulates and feets wornout nerves, and builds up the strength of the body.

Home-Killed Beef. DIVES

The only place in town to scoure home killed beef, guaranteeing choice and juicy meat, and at the same price as Chicag leef. Fresh veal, mutton, pork and lamb fresh sansage and bologna made every day. Finest steak, 2 lbs. 25c; rib ronsts 2 lbs. 25c; soup meats, 7 and 8c; best veal 14c; fresh home-made sausage, 10c.

Reuben Martin, 121 N. Main St., Shenandoah.

J. F. PLOPPERT,

Baker and Confectioner.

29 East Centre Street,

SHENANDOAH, PENNA

Bread, Cakes, Confectionery and Vanilla, Chocolate and Straw berry Ice Cream and Soda Water

Wholesale and Retail. Orders for parties and other events filled



on short notice. Ice cream delivered to

and get the best. A full set for is, any size, shade, shape, and several bundred sets to select from. Their visitied at has no equal for painless extraction. All kinds filling cess. Don't forms the number

\$250 REWARD

The Schuylkill Traction Co.

Will pay two hundred and fifty dollars for information that will lead to the detection and conviction of the person or persons who placed obstructions on the com pany's tracks that caused the accident near St. Nicholas colliery, on Thursday evening, May 10th, 1894.

DALLAS SANDER, Pres.

E. W. AsH, Supt.

Attention, Property Owners

ROOF PAINTING promptly done with A. YOST, Agent, 139 East Coal street, Shunandoah. It is the best and only guaras tee paint against corresion, its and every kind of weather, for menal, wooden and paper rocks and walls. Give it a trial.

Grand : Opening!

JOHN LINTON Wishes to announce to the public that he has opened a PHOTOGRAPH GALLERY at No. 14 N. Plum alley, where he will be pleased to have you call. All work guaranteed. A specialty of tintypes, 2 for 25c.

PEOPLE who have CARPETS, FEATHERS OF MATTRESSES To be Cleaned!

The STEAM RENOVATING CO. Shenandeah, Penna 32 East Coal Street,

While cleaning house, will do well to call on or address

BOWES' Saloon and Restaurant, Formerly Michael Peters',

15 N. Main St., Shenandoab. Fresh and cool heeralways on tap. Finest wines, liquors and eigers. Pisnos and organs repaired. Orders left at 21 North Main street, Shenazdoab, will receive prompt attention. JAMES BOWES, Prop.

· · · Absolute Confidence in

Our Advertisements.

Remarkable Results Follow

Every line-no matter how small the

Our Printed Announcements

DUR SPECIAL

I 22C

OUR SPECIAL

OUR SPECIAL

I 22C

OUR SPECIAL

POTTSVILLE, PA.

prices invite comparison.

type-does its share toward adding to our great business, and to the fact that our advertisements are always free from exaggeration and free from anything which in the slightest way misleads, we must largely attribute this extraordinary showing. Our

There is ONE hendquarters of Coderwear in Poetsville, and that is our store-every quality, every weight, every style every dide made, and every price. No other such an assortment in the county.

All styles and qualities of Ladles Vests.

OUR SPECIAL \$2.25

OUR SPECIAL \$4

There's hardly a doubt by you will find our stock of cos just what is wanted in a light which coal. It is the most etensive and best assorted lot the courty. Ladles doub breasted jacket, umbrells bac draped sleves, asthr faced, a some lined throughout. Ladles' Cloth Capes, assortes and materials, lace an braid trimmed, black and navy newest siyls, newest effects We are prepared with a selection that should please the critic. The cape is the leading wrap, and we are keen enough to recognize the OUR SPECIAL

OUR SPECIAL

122c Ladies cotton, slik and ki doves in all the leading an lesirable shakes. Whataglov selling time we've had for the ast munth. The files of it has tever been known in Pottevill, hat's a certainty. It clinchs and rivets our claim for abs-ute glove headquarters...... OUR SPECIAL

OUR SPECIAL 42C

A hig special of laces in all the latest designs. Dainty and beautiful effects. Exclusive in stells and price. All sigk Bour-

Dives, Pomeroy & Stewart,

C. Geo, Miller, Manager.

POTTSVILLE, PA.

We're Getting There!

We are pleased to announce that although the times are hard we are doing a rushing business, due, no doubt, to the low figures we are selling our goods at. The latest styles of summer suits, all well-made goods, for men, boys and children. Our \$9.00 Men's Light-colored Suits

Beat anything ever offered before in Shonandoah, as to style, make and price. We have a special run on our fine men's pants in all colors, at \$3.00, which are sold elsewhere at \$5. We have one of the finest stocks of Hats, Caps, Gents' Furnishings, Trunks, Vallses, etc. Come and see us if you wish to save money. W. Shine's New Clothing Store,

Simon Abramson, Manager. T. H. SNYDER,

(Successor to G. W. Hassler) 101 West Cherry St., Shenandoah,

HOUSE AND SIGN PAINTER Bester is WALL PAPER.

A large stock of Wall Paper of all shade a hand. Special low rates for paper hanging

Wonders LEADING Photographer

Market and Centre Sts., POTTSVILLE. The best photographs in all the lates styles. Wonders leads all photographers WARREN J. PORTZ.

Piano Tuner.

Wax Work!

WAX FLOWERS

21 South Main St., Shenandoah.

In Bouquets and Other Designs. PILLARS, WHEATHS, STARS, CROSSES, ETC.

Wasley's: Pharmacy, North Main St., Shenandoah.

Platt's Popular Saloon, (Formerty Jos Wyatt's)

19 and 21 West Oak Street BHENANDOAH, PA.

The bar is stocked with he hest beer, porter, ales, whishten brandles, whos and eigers. Easin barattached. Cordial invitation to all.