

The Herald is delivered to subscribers and the advertising agent for six weeks a week, payable in advance. It is published every evening, except Sunday, at 2 North Zanes Street, near corner.

Telephone Connection.

"All the News That's Fit to Print."

THURSDAY, AUGUST 5, 1907.

The Advertising Art.

In speaking of the steady improvement shown in the value of advertising, the Indianapolis Journal says of the millions of people who read the daily papers published in the United States, a very large majority give more or less time to reading the advertisements.

The evolution of the art of advertising is as interesting as that of any other feature of modern life. In the infancy of the business there was no art about it and not much business.

To be effective an advertisement should be well constructed, adroitly worded, right to the point and changed as often as possible.

The Pennsylvania Reader. A new publication, with the above title, has just been issued by Stephen O. Goho, A. M., late superintendent of schools at Milton, Pa.

She Had a Case For the Coroner. New York, Aug. 5.—This door not to be opened except by the coroner? Such was the wording of a note found pinned in the door of the room in the New York Museum Conservatory building.

FROM LOWELL, MASS. The Home of Hood's Sarsaparilla—A Wonderful Cure.

"A swelling as big as a large marble came under my tongue. Physicians said it was semi-transparent tumor and would be operated upon. I felt I could not stand it, and as spring came I began to take my favorite spring tonic, Hood's Sarsaparilla.

It is designed for use as a supplementary reader or in connection with the regular classes in United States history.

PERSONALITY-CONDUCTED TOURS VIA PENNSYLVANIA RAILROAD. That the public have come to recognize the fact that the best and most convenient method of pleasure travel is that provided by the Pennsylvania Railroad Company's personally conducted tours, is evidenced by the increasing popularity of these tours.

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A GREAT SURPRISE IS IN STORE for those who will go today and get a package of GRAIN-O. It takes the place of coffee at about a third the cost. It is a food drink, full of health, and can be given to the children as well as to the adult with great benefit.

YESTERDAY'S BASEBALL GAMES. National League. At Louisville—First game (forfeited); 1 inning; Louisville, 1; Cleveland, 2.

Eastern League. At Syracuse—Syracuse, 12; Buffalo, 7. At Buffalo—Buffalo, 7; Saratoga, 1. At Montreal—Springfield, 11; Montreal, 1.

Atlantic League. At Hartford—Hartford, 5; New Britain, 1. At Norfolk—Norfolk, 5; Reading, 5.

Poisoned Negro Communist Suicide. Frank Gray, Aug. 5.—May Patton, a negro pugilist of some local celebrity, attempted to assault the daughter of Mrs. Matilda Walter near here, and while being chased by A. Hanson and several others broke a leg over a fallen tree in the road. He then cut his throat rather than be lynched, and the pursuing party found him dead.

Over Half Million on Wheat. Chicago, Aug. 5.—The wheat-ocean this morning closed at \$1.60, a record for the market on the long side in the past 60 days, by a syndicate of traders who are working here through a young New Yorker, George R. French.

WHAT DO THE CHILDREN DRINK? Don't give them tea or coffee. Have you tried the new food drink called Grain-O? It is delicious and nourishing and makes the place of coffee.

Senator Hillman to Farmers. Allentown, Pa., Aug. 5.—Senator Hillman spoke at the Farmers' Institute here yesterday. He defended the primary law and declared that the troubles that had been involved were due not to the law itself, but to its unwise administration.

A. O. H. Branch Adjourned. Atlantic City, Aug. 5.—A branch that has existed for the past 12 years in the Ancient Order of Hibernians of America has about reached adjustment.

Striking Paints Makers Winning. New York, Aug. 5.—It was said that the strikes ordered by the Knave Paint, New York City, and Paint Makers' unions would be declared off within the next four days.

Two Tours to the North via Pennsylvania Railroad. For the convenience of those who seek the most attractive way of spending a summer holiday, the Pennsylvania Railroad Company has arranged two delightful tours to the North.

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MUNYON'S CATARRH CURE. Catarrh Cure. Catarrh Cure. Catarrh Cure. Catarrh Cure. Catarrh Cure. Catarrh Cure. Catarrh Cure. Catarrh Cure. Catarrh Cure. Catarrh Cure.

STOCK AND PRODUCE MARKETS. An Early Rise in Stocks, Followed by a Reaction. New York, Aug. 5.—The great activity of the stock market in the early part of the day made it prices very volatile.

General Markets. Philadelphia, Aug. 5.—Flour—superior, white, 100 lbs. net, 100 cents; extra, 97 1/2 cents; No. 1, 95 cents; No. 2, 92 1/2 cents.

How to Find Out. Fill a bottle or common glass with urine and let it stand twenty-four hours; a sediment or settling indicates an unhealthy condition of the kidneys.

What to Do. There is comfort in the knowledge so often expressed, that Dr. Kilmer's Swamp-root, the great kidney remedy, fulfills every wish in relieving pain in the back, bladder, liver, bladder and every part of the urinary passages.

Live Stock Markets. New York, Aug. 5.—Horses—steers, oxen and cows steady; bulls weak; native steers, \$4.00 to \$5.00; range and oxen, \$3.00 to \$4.00.

Reduced Rates to the Seashore. Extremely Low-Rate Excursion via Pennsylvania Railroad. No other coast compare with that of Southern New Jersey in summer resorts.

Amorican Flour in China. Washington, Aug. 5.—Consul Reed at Tien Tsin reports to the state department that the importation of American flour at that point is restricted solely to the needs of the local population.

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CHINESE EXCLUSION IN HAWAII. Plan to Stock the Islands With Colored Labor. Honolulu, O., Aug. 5.—The Hawaiian government decided on July 25 to issue no more six months residence permits to Chinese.

State of Uncertainty in Honolulu. San Francisco, Aug. 5.—The steamship Australia arrived here last evening from Honolulu. The Australia passed the Moana 125 miles from Honolulu.

Our Responsibility in Arbitration. New York, Aug. 5.—A special dispatch from Washington says Japan will insist that the United States assume a contingent responsibility in the matter of arbitration of her differences with Hawaii on the subject of immigration and the tariff.

"I Crave but One Minute." said the public speaker in a New York city. When he took a dose of One Minute Cough Cure, he was cured in a few minutes. One Minute Cough Cure is unequalled for throat and lung troubles.

Low Rate Excursions via Pennsylvania Railroad. The Pennsylvania Railroad Company will run a series of ten-day excursions to Niagara Falls, leaving Philadelphia, Baltimore and Washington on July 22, August 5 and 19, and September 4 and 18.

Lawson Results in a Tragedy. Independence, Kan., Aug. 5.—Dan McGartaght, ex-state senator from Montgomery county, and prominent as a Republican politician, was shot and killed yesterday at McGartaght's mill, near Liberty, by Henry Sheehy, leasee of the mill.

Reorganization of the B. and O. New York, Aug. 5.—Alexander Shaw and George C. Jenkins, of Baltimore, called for Europe yesterday. It is said that the object of their trip abroad is to confer with the principal bondholders of the Baltimore and Ohio railroad, now in receivers' hands.

NUGGETS OF NEWS. Hoodhorns were used in Camden, N. J., to run down horse thieves. A number of Iowa families will start a colony in the fruit belt of Alabama.

It is unusual activity at the Mare Island navy yard, California, in preparing government vessels for sea.

Dr. Miles' Nerve Triumphs. Excessive Nervousness from Childhood La Grippe Brings on Heart Weakness.

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COTTOLINE. THINK OF THE DIFFERENCE between the nature of the cotton-plant and the habits of a hog, and you have the difference between Cottolene and lard. Cottolene is all that's pure and wholesome; lard has few redeeming features.

Single Standard. Only in possible, whether as a test of excellence in journalism, or for the measurement of quantities, that of value and accuracy.

The... Philadelphia Record. After a career of nearly twenty years of uninterrupted growth is justified in claiming that the standard has established by its founders is the one true test of a Perfect Newspaper.

The Pioneer. One cent morning newspaper in the United States. The Record and LEADS WHERE OTHERS FOLLOW.

The Daily Edition. Of The Record will be sent by mail to any address for \$3.00 per year or 25 cents per month.

The Daily and Sunday. Editions together, which will give its readers the best and freshest information of all that is going on in the world every day in the year including holidays, will be sent for \$1.00 a year or 35 cents per month.

BROM-KOLOA. ALCOHOLIC, NERVOUS AND BILIOUS HEADACHES. Cured by this granular effervescent and stimulating. An instant cure for sour stomachs and headaches, which often accumulate from having a slight cold.

JOHN F. CLEARY, BOTTLER OF CARBONATED DRINKS, 17 and 19 Peach Alley, Shenandoah.

Double The Circulation. of any two newspapers in Shenandoah, and steadily increasing, is the magnet that draws advertisers to the EVENING HERALD.

It Goes Into The Homes of the people; that's what makes the Herald such a valuable advertising medium. It's a wide-awake newspaper and prints all news promptly and accurately.

Our Job Department. Is second to none in the interior of the state. We are prepared to do work of any description in the best possible manner and at the lowest prices consistent with good material and first-class work.