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FREELAND, PA., APRIL 18, 189

Information on Advertising.

Robert C. Ogden, of the firm of John Wanamaker, made an address the other day in New York city, at the Merchants' Association headquarters, to a large number of business menon "Advertising as a Business Force," and as Mr. Ogden speaks from experience, and presents the matter so aptly and tersely, we give a brief synosis.

the matter so apity and tersely, we give a brief synopsis.

In opening his address Mr. Ogden said that he intended to talk on advertising from the retailer's point of view. "We all know," he said. "that advertising is a business force, and it is concerning the methods of advertising this concerning the methods of advertising that I shall speak mainly. Business can be divided into three parts, merchandise, service and advertising. Advertising is the dynamic power of the business, and cannot be followed with any degree of success. After the merchandise has been gathered and the store service made as perfect as possible the steam that must move the engine is advertising.

"The columns of the newspaper is the merchant's rostrum. It is his stump. From it he speaks to his audience. It is the channel through which the merchant's rostrum. It is his advertising for the people. And newspaper advertising is a test of a merchant reaches the people. And newspaper advertising is a test of a merchant's character. It must be thorough advertising, for the people will surely judge the advertiser through it. Also, if advertising is to pay it must not be stupid. It must be good literature. It is a fact that advertising occupies an important place in the literature of the land. Intelligent readers look at it as characteristic literature of the land. Intelligent readers look at it as characteristic literature of the ime. "Gladstone says that the American newspapers interest him because the advertising in them is good reading, because of the splendid accompanying is his means of gauging the material prosperity of the country.

"There is great waste of money in advertising. A great deal of advertising falls because the advertising falls because the advertiser gets discouraged. Advertising to be successful should be continuous. The advertise he might as well go out of business."

In closing Mr. Ogden said that advertising should be characteristic, so that the public would know it the minute they saw it, without having to look for the n

From the Philadelphia Inquirer.

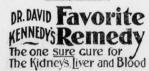
The cable dispatch from London which say that Joseph Panell Gibbons ridicules the Spanish denials of the sale

which say that Joseph Panell Gibbons ridicules the Spanish denials of the sale by him of the submarine mines to Spaniand positively asserts his belief that the explosion can be traced to the act of a few individuals sustains General Fitzhugh Lee's testimony to the effect that the mine was blown up by some of Weyler's officers. At the same time, it opens up a view of the question that has not been touched upon.

Any government that was a government could do it if she desired. She has not done so because she knows that the arrests of the guilty persons would bring the crime home to Spanish officials of one kind or another and show the unworthiness of Spanish government. Spain's silence is a confession, and it looks as if she would have to take her her punishment.

her punishment.

While the Philadelphia city council is while the Philadelphia city council is said to the property of members. Mayor Harrison, of Chicago, declares that the Chicago council is "steeped in crime and corruption," and that "not a week passes but there are crimes committed by aldermen of the city of Chicago which are calculated to make hardened men shudaclculated to make hardened men shu der." It is worth noting that in bo these cases the corruption arises main in connection with the disposition of pu



A MASCOT IN REALITY.

Prices of Land Boom Wherever Ex-Presi-dent Cleveland Resides.

Prices of Land Boom Wherever Ex-President Cleveland is a mascot for real estate boomers. He has made money in large sums for landholders in three widely separated parts of the country. When he was married, ten years ago, during his first term, Mr. Cleveland bought for \$21,500 a place of twenty-eight acres in the suburbs of Washington. Until that purchase the sightliness of the locality had not been recognized. The land was in small small farms and there were few Washington people who had homes along the unfashionable pike. The President made some alterations in the comfortable old stone house and lived there in the summer time. When he went out of office, after two or three seasons' occupancy of "Red Top," as the place was called, from the brightly painted roof, he sold his twenty-eight acres for \$135,000. But previously thousands of acres surrounding had changed hands. Cleveland Heights had been laid out, an electric road had been built and all of the accessories of real estate speculation on a grand scale had been applied.

real estate speculation on a grand scale had been applied.

Mr. Cleveland's next venture was in a desolate tract of land on Buzzard's Bay. He went there on the recommendation of Joseph Jefferson, found good fishing and bought liberally of the rocky and sandy acres. The history of Red Top repeated itself, save that Mr. Cleveland did not sell when the boom came. Buzzard's Bay has come into prominence as one of the choicest localities on the Atlantic coast for summer homes. The land has gone up and up until the advances parallel those of the first neighborhood to which Mr. Cleveland lent his name. And now the news is that Princeton acres, and especially that part in which the ex-President has invested, are soaring in values.

They Got Jlued.

They Got Jined.

"The most amusing nupital event I ever officiated at," said good old 'Squire Hiram Cate, of Kentucky, the marrying magistrate of the Pennyrile, who died not long since, "was in the winter of '71. I was awakened one cold night about midnight by vigorous knocking on my front door. I went to the window, and by the light of the moon could see two forms on my front porch. I raised the window and asked what was wanted. A woman of the backwoods type, answered in about this language: Why, hits us, Jim an' me, as wants to git hitched. I hurried down, and on opening the door found a poorly clad, finnlely looking man of about forty, led by a determined looking woman of perhaps thirty. I could see that the female was the business part of the procession, and addressed myself to her, asking why they had chosen such a late hour for their hitching affair. This was the reply in quick, snappy sentences: 'Why, hits this way, Jim Owens is bin a-sparkin' uv me, I low, for fo' yeres, an' I got fetched tired uv his mincin' wurds, so tuk an' ast him to-nite, I did, ef he wuz ever gwine ter pop. I tol' him, I did, I 'spected him 'votedly, and ef he wanted me, to cum on an' less git jined tonite, er I wuz gwine to take Fletch Boggesses' boy, Hez, an' settle down. Jim lowed—he did—he reckined he'd cum, tho' it wuz a long trip. So I took an' fetched him in pap's mill waggin. Didn't I, Jim? Jim nodded a doleful assent. In answering the questions I put to the groom in the ceremony the brawny better nine-tenths gave the bashful spouse about to be the cue, and she paid me a half dollar, taking the money from Jim's pocket book. It beat any wedding I ever witnessed, I think."

Unbinding China Women's Feet.

Are any Chinese women's feet un-

Unbinding China Women's Feet.

Are any Chinese women's feet unbound in consequence of the exertions of foreigners? Yes; but no more than European ladies are they going to walk barefoot through the streets to convince doubters. And what is far more important, numbers upon numbers of little girls are remaining unbound in missionary schools at Amoy. Hang-chow and all up and down the river. And at parties ladies who so far as we know are untouched by Christian influences yet show with pride their soft-footed little girls, saying, "My old people bound my feet, but I will never bind hers." It is the upper circles of China who are giving up binding. The man on the streets yet binds and loves bound feet, just as in Singapore all the Straits-born Chinese have cast off binding, if it be not the very poorest of the poor.

of the poor.

Same Pay for Everybody.

An aged Georgia negro, Nathan by name, is employed by a gentleman prominent in State politics. That Nathan also has an eye to political favors is shown by the following conversation which recently took place between him and his employer:

"Marse Jim," said Nathan, "is you gwine in dis yere race for Governor?"

"Haven't thought about it,"

"Well, ef yer does run, an 'gits elected, will you give me a job?"

"Certainly I would remember you, Nathan. What would you like?"

"Well, suh, I'd des like tee black

will you give me a job?"
"Certainly I would remember you,
than. What would you like?"
"Well, suh, I'd des like ters black
ots roun' de Capitol."
"And what would you expect for that

Nome Day,

The Fair One—I suppose you will marry, though, when the golden opportunity offers, won't you?

The Cautious One—It will depend upon how much gold there is in the constitution.

opportunity.

DYNAMITE JOHNNY.

REMARKABLE CAREER OF CAPTAIN O'BRIEN, THE FILIBUSTER.

He Has Attained More Notoriety in the Last Decade Than Any Other American Pilot—He Has Conveyed Lots of Supplies to the Cuban Insurgents.

Pilot—He Has Conveyed Lots of Supplies to the Cuban Insurgents.

That truth is stranger than fiction has another illustration in the remarkable career of Captain John O'Brien, known among his old friends as "Dynamite Johnny." He was the skipper of the fillbustering steamer Tillie, which was lost recently off Barnegat. In all his forty years of adventure it was his first serious setback. There are few who have not read of the fate of the thirty-six-year-old piece of patchwork styled the steamer Tillie, whose fillbustering career ended at the bottom of the ocan off Barnegat. Probably no one, heavever intimate, knows thoroughly the career of "Dynamite Johnny" O'Brien, whom report says perfected all details and never faltered when others hesitated and talked of the perils it was impossible to avoid. No man born ever had a more ardent love of adventure is his god. No tale of sensational romance can excel his life story. It will never reach the world in completeness. O'Brien does not talk.

He has attained more notoriety in the last decade than any other American pilot. He is a professional maker of international trouble. There has



CAPIAIN JOHN O'BRIEN.

not been strife of any magnitude since he grew a beard in which he has not had a hand. He copears, reappears and pops up in unexpected places. He has been shot at with arms of every size, has been condemned to death, has had a price set upon his head on numerous occasions, and to-day at sixty merous occasions, and to-day at sixty.

size, has been concemned to death, has had a price set upon his head on numerous occasions, and to-day, at sixty years, is without a shattered bone or nerve, and more eager than ever to undergo any risk which promises good financial remuneration, "Captain Johnny's" friends say he fears neither man nor the devil.

In appearance he is short and muscular with bronzed and somewhat wrinkled face and sharp blue eyes. His hair is thick and healthy, but the color of chalk. It was black a few years ago when he vanished from Staten Island, where he had rented a cottage. He returned in a few months with skin a triffe paler and hair as white as snow. No one knows the horror of suffering which caused the transformation.

He returned in a few months with skin a trifle paier and hair as white as snow. No one knows the horror of suffering which caused the transformation.

He gained the sobripuet of "Dynamite Johnny" when he navigated the old schooner yacht Rambler, laden to her deek beams with the explosive, to Laguayra, off the Venezulan coast. This is the only vorgase he was ever known to talk about.

It was hardly a month after the present Cuban revolution began before Captain O'livien was heard from. No one expected him to restrain himself, thow many expeditions the strange, white baired man has guided to a same haven on the island's coast is a matter of conjecture. He is seldom at robel symmathizers. Those day and a strength of the conjecture. He is seldom at robel symmathizers, those days a like word that was a matter of conjecture. He is seldom at robel symmathizers. Those days a like word that was a most exciting episode in which he has figured during the fusurement, so first a subject of 1896, when he attempted to pilot the Three Priends to the Cuban shore. He did not take command of the load until the coast of Florida had become a blur. Then the silent man whom the mixed crew had regarded as an unwelcome intruder doffed his stylish derby hat, slipped on a dark blue seaman's cap and assumed entire charge of the pilot house. His knowledge of southern waters is thorough, but he was unable to quickly avoid a Spanish cruster which bore down upon the little filibuster. Then began a chase which finally ended in Spanish humiliation, but not before it had seemed certain that the Three Friends would be blown out of existence by shot and shell.

The untrained crew of the steamer were panie stricken. There was hardly and exhortation rose to heaven. O'Brien was the only thoroughly unalarmed man in the little hand. Hour and exhall the strick has never been divulged. He had compened to have a compenency, without a doubt, but neither than nor the entreaties of the feet of adventure has brought to him is a secret that has never been divu

SHE MADE IT DEFINITE.

SHE MADE IT DEFINITE.

Watson's Note Was Business-Like, But it Bida't Suit,
Watson was sitting at his desk one evening when his wife said:
"My dear, will you send a note to Sylk & Sattin and tell them that I musi have the five yards of lining that I bought there yesterday. They said they'd send it right away, and I musi have it to-morrow, for the dressmaker will be here the next day."

So Watson wrote as follows: "Messrs, Sylk & Sattin: Will you please send at once the five yards of lining my wife purchased at your store yesterday?"
"Let me see what you have written?"

"Let me see what you have written?" said Mrs. Watson.
"Oh, dear!" she said, after reading it, "that isn't half posiive and definite enough. They'll pay no attention to that. I'll sit down and write to them

enough. They'll pay no attention to that. I'll sit down and write to them myself."

And this was what she wrote: "Messrs. Sylk & Sattin: You will remember that I was in your store at about 10 o'clock yesterday morning (or it may have been as late as 10:30), and I purchased five yards of percaline for dress-lining. One of the salesladies at the lining counter will remember about it. The one I bought it of was tall and slender, with dark eyes, and I remember that she had on a red silk waist trimmed with black velvet and a red and green plaid skirt. She will remember that I purchased the lining of her and she promised me that it would be sent sure to-day. It has not come and it would not make any particular difference, only that my dressmaker is coming day after to-morrow and she will need the lining the first thing, and cannot go to work without it, and her engagements are such that she cannot come to me any day but day after to-morrow and the next day, so if the lining zhould not come it would put her back so that she could not finish the dress, and I cannot get her again for nearly a mouth, and I simply must have the dress by the last of next week, and I am too busy to come downtown to-morrow and get the lining. The saleslady I spoke of with the red silk waist waist will be sure to remember about it, and I told her just why and when I wanted it and she promised me that it would be sure to remember about it, and I told her just why and when I wanted it and she promised me that it would be sure to remember about it, and to busy to fore the dressmaker gets here, for she will want to go to work on the skirt the first thirg and she cannot if she does not have the lining. Please send it right away.

"P. S.—Five yards of percaline skirt thing at 38 cents a yard, bought of saleslady in red silk waist and plaid skirt, to be sent sure yesterday, and has not come. Must have it to-morrow."

"There," said Mrs. Watson, as she folded the letter. "That will make it all clear to them."

Crisis in His Career.

"Cyrus," asked his wife, "what are you moping about?"

"It is thirty-seven years ago to-day, Keturah," replied the gloomy man, who had thrown himself on the lounge, "since I became cashier of the bank."

"Well, what of that? Are you worn out? Is the salary too small? Have you ever had the slightest trouble with the bank? Is there anything wrong with your accounts? Are they thinking of replacing you with a younger man?"

MINE MAKER'S STORY

THE BATTLESHIP MAINE WAS DE-

J. P. Gibbins Declares That the Explosior Was Intentional—Narrows the Investiga-tion to Two Men—Five Conclusive Proof That the Ship Was Blown Up.

Following is the startling stor

man who made the mine which blew up the battleship Maine:
The only submarine mines which have been supplied to the Spanish Government since 1886-87 were manufactured under my own patents.
I then supplied them with fifty-six ground mines, tewnty-five buoyant mines, each with a charge of 500 pounds of guncotton, and fifteen electro-contact mines, exploded either on contact or by observation from shore, each containing a charge of 100 pounds ach containing a charge of 100 pounds

period.

In 186-97 the Spanish Government ordered a fresh supply of my patent mines. Whether they went to Havana or not is immaterial.

One of the mines supplied in 1886 is still fully capable of causing the de-



In fact, I am convinced, from all the surrounding circumstances, that no other agency could have caused it. In direct contradiction of the assertions of the Secretary of the Spanish Legation at Washington and of Gen. Weyler that there are no submarine mines in Havara Harbor, absolutely affirm that I shipped the above mines for Havana and Ferrol on a Spanish ship, the property of the Spanish Government, and officered by Spanish naval officers, with two captains, at the West India dock, London.

My mines are in electrical connection with the shore, and it is quite impossible that they could be exploded except by design.

I am convinced also that the explosion of the mine which destroyed the Maine was the work of one or two men, for these reasons:

First—A vessel swinging, either anchored or moored, upon striking the circuit closer case would merely drop a shutter on the keyboard on shore, warning the officer in charge that she was in contact with the mine.

Second—Before the officer is in a posifion to fire the mine he must obtain one of two keys. One generally is kept by the commandant, the other by the officer in charge of the firing station. He then must unlock the glass door over which the shutter has fallen and insert a red danger plug in the Insulated switch.

Third—He must insert a plug in the switch of the firing battery earth plate. Fourth—The ficing key is arranged with a locking armature of ebonite, which must be unlocked before the danger point is arrived at.

lie first explosion was external. This is established on the following frounds.

The forward magnzine contained 2,400 pounds of gunpowder, which might slow up the decks, but it is problematical whether it would be capable of gniting the 5,500 pounds of powder in the middle magnzine. Even if it did the explosion of both would be quite necapable of detonating the 8,200 pounds of were guncotton in the after magnzine. Had that quantity of guncapable of detonated not a vestige of the Maine would remain.

The only practical way of discovering the mine that sunk the Maine is by underrunning the cable from the diore to the function box and from hence underrunning each individual sable to the ulne, until one was found without a mine attached.

I am satisfied that the explosion was caused by a ground mine—not by a boshallow to admit of the use of the latter.

I am prepared to satisfy by demonstration any jury of reasonable a that this is the true explanation of Maine.

JOSEPH PANELL GIBBINS.

Queen Regent to Flee to Austria.

Queen Regent to Flee to Austria.
London, Eng.—The Vienna corresponent of the Daily Telegraph says: "How ritously the situation is understood to been is shown by the fact that Court circlineady believe that Queen Regent Chrisas may soon return to her native lan uitable preparations are already making the pulage of her brother, Archdulusman."

Welcome News

disease can be overcome is the most welcon news a paper can print. Although this is a advertisement, it contains facts of more vit importance than anything else in this newspape. It tells of a medicine known for over thir years as Dr. David Kennedy's Favorite Remedy, it is a registing that the profiles years as Dr. David Kennedy's Favorite Remedy. It is a medicine that purifies the Blood, and restores the Kidneys, Bladder and Urinary Organs to vigor and strength. Its principal ingredient is not alcohol. It does not ruin men's and women's lives by causing intoxication and fostering the appetite for strong drink.

Favorite Remedy cools and purifies the blood. It is not like the many "bitters," "compounds" and "tonics," now so widely sold, which heat and inflame the blood, doing more injury than good.

s certainly as it cures troubles of es the Liver to a healthy con-the worst cases of Constipation ila, Salt Rheum, Rheumatism, Dv

Sample Bottle Free!

with any of the ailments mentioned above is offered a chance to try Favorite Remedy without any cost whatever. Send your full post-office address to the Dr. David Kennedy Corror-

SPACE FOR SALE.

Large and small blocks of space in these col-umns can be purchas-ed at reasonable terms.

Too!

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THE ELDREDGE

THE BELVIDERE.

We always Made Good Sewing Machines! Why Shouldn't we Make Good Wheels!

nal Sewing Machine Co., 339 Broadway, Fectory: New York. Belvidere, Ills.

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 \equiv CAFE. Freeland, Pa.

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Extra Dry Champagne, nessy Brandy, Blackberry, Gins, Wines, Clarets, Cordiais ported and Domestic Cigars. Imp OYSTERS IN EVERY STYLE.

MEALS - AT - ALL - HOURS.

Baths, Hot or Cold, 25 Cents. P. F. McNULTY, **Funeral Director** and Embalmer.



Prepared to Attend Calls VIENNA : BAKERY.

THE STATE OF THE S J. B. LAUBACH, Prop.

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CHOICE BREAD OF ALL KINDS, CAKES, AND PASTRY, DAILY. FANCY AND NOVELTY CAKES BAKED TO ORDER.

Confectionery & Ice Cream applied to balls, parties or picnics, with all necessary adjuncts, at shortest notice and fairest prices.

Delivery and supply wagons to all parts of wn and surroundings every day.



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