

PUBLICAN NEWS ITEM
CHARLES L. WING, Editor
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 W. C. MASON, President.
 THOS. J. INGHAM, Sec'y & Treas.
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SHERIFF'S SALE.
 By virtue of a writ of Alias Writ of Fieri Facias issued out of the Court of Common Pleas of Sullivan County, Pennsylvania, to me directed and delivered, there will be exposed to public sale at the Court House, in the Borough of Laporte, Sullivan Co., Pennsylvania, on
SATURDAY, MAY 8, 1909,
 commencing at 1 o'clock p.m., the following described property, to wit:
 No. 1. All that certain lot, piece or parcel of land, situate in the Borough of Laporte, County of Sullivan and State of Pennsylvania, bounded and described as follows, viz:
 BEGINNING at the corner of Murcy Street and Strawberry Alley; thence East along Strawberry Alley two hundred and sixty (260) feet to Cranberry Alley; thence North along Cranberry Alley one hundred and thirty (130) feet to center of lot No. 28; thence West two hundred and sixty (260) feet to Muncy Street; thence South along Muncy Street one hundred and thirty (130) feet to the place of beginning. Being lots Nos. 29 and 30 and 1-2 of lot No. 28 on the town plot of Laporte Borough.

Lot improved and in a good state of cultivation, having erected thereon a large two story frame dwelling house with all modern improvements, including hot water heater; a large frame barn, and numerous small outbuildings; a fine orchard of fruit trees, grounds graded and well watered, and being a desirable residence property, situate in the central part of said Borough.
 No. 2. Another lot or parcel of land, situate in the Borough of Laporte, County of Sullivan and State of Pennsylvania, bounded and described as follows, viz:
 BEGINNING at the intersection of the West side of King Street with the South side of Cherry Street; thence along King Street North two hundred and sixty (260) feet to North side of Orchard Alley; thence along Orchard Alley West to corner of lot of R. A. Conklin; thence along lot of R. A. Conklin, North two hundred and sixty (260) feet to South line of Cherry Street; thence along Cherry Street East to the place of beginning.

Lot improved and under a good state of cultivation and having erected thereon a large two story frame dwelling house, suitable for boarding house or hotel, and large frame barn and outbuildings, well watered and with fruit and ornamental trees thereon, and being a very desirable property, either for a private residence or for a hotel property.
 No. 3. Also another lot or parcel of land, situate in the Borough of Laporte, County and State aforesaid, described as follows:
 BEGINNING at the Northeast corner of Lot No. 176 on the South side of Main Street; thence along lot No. 176 South two hundred and sixty (260) feet to Meylert Street (formerly Raspberry Alley); thence East along Meylert Street one hundred and sixty eight (168) feet to lot No. 75; thence along lot No. 75 North two hundred and sixty (260) feet to Main Street; thence along Main Street West one hundred and sixty eight (168) feet to the place of beginning. CONTAINING Thirty-Three Thousand and Six Hundred (33,600) Square Feet; and being lots Nos. 75, 77, 177 and 178 on the plot of the Borough of Laporte.

Lot improved and under a good state of cultivation and having erected thereon a large two story frame dwelling house and out buildings; well watered and having thereon a fine orchard of fruit trees, and being a very desirable residence property.
 4. Also another lot or parcel of land situate in Laporte Borough, County and State aforesaid, described as follows:
 BEGINNING at a point on Mill Street the Northwest corner of a lot now, or formerly owned by A. T. Armstrong; thence North along the West side of Mill Street one hundred and eighty (180) feet to the South side of Park Street; thence along Park Street West one hundred and two (102) feet to the Northeast corner of a lot of S. Mead's estate; thence along said Mead lot, South one hundred and eighty (180) feet to lot now or formerly A. T. Armstrong, known as the Blacksmith Shop lot; thence along said Armstrong's lot East one hundred and two (102) feet to Mill Street, the place of beginning.

Lot improved and under a good state of cultivation and having erected thereon a large two story frame building, suitable for a shop or store; also a blacksmith shop adjoining said building; and being a very desirable property for business purposes.
 No. 5. Also another lot or parcel of land, situate in Laporte Borough, County and State aforesaid, described as follows:
 Situate at the intersection of Park Street with Court Street on the North side of Park Street and on the East side of Court Street; and bounded on the South by Park Street on the West by Court Street and on the North and East by lands of T. J. Ingham.

Lot improved and with fruit trees there on.
 No. 6. Also another lot, situate in the Borough of Laporte, County and State aforesaid, bounded and described as follows:
 On the South by Main Street, on the West and North by road leading from Commercial Hotel to Lake Mokoma and on the East by lot of F. W. Meylert.

Lot improved and under a good state of cultivation.
 No. 7. Also another lot or parcel of land, situate in Laporte Borough, County and State aforesaid, described as follows:
 BEGINNING at a corner on Cliff Avenue, common corner of lots Nos. 5 and 6, Section 8 of the allotment of the Mokoma Land Company, according to the draft of said Mokoma lands; thence South sixty (60) degrees and thirty (30) minutes, East two hundred and ninety-

eight (298) feet to Fountain Avenue; thence along Fountain Avenue North twenty-nine (29) degrees and thirty (30) minutes, East one hundred (100) feet to corner of lot No. 4; thence along lot No. 4; North sixty (60) degrees and thirty (30) minutes, West three hundred and fourteen (314) feet to Cliff Avenue; thence along Cliff Avenue one hundred one and two-tenths (101.2) feet to the place of beginning. Being lot No. 5, in Section 8, of the allotment of the Mokoma Land Company.
 Lot improved.
 No. 8. Also another lot or parcel of land, situate in Laporte Borough, County and State aforesaid, described as follows:
 BEGINNING at a corner on Fountain Avenue; thence along lot No. 3, three hundred and twenty-eight (328) feet to Cliff Avenue; thence along Cliff Avenue, one hundred one and two-tenths (101.2) feet to corner of lot No. 5; thence along lot No. 5, three hundred and fourteen (314) feet to Fountain Avenue; thence along Fountain Avenue one hundred (100) feet to the place of beginning. Being lot No. 4, in Section No. 8 of the lands of the Lake Mokoma Land Company.
 Lot improved.

No. 9. Also a certain lot, piece or parcel of land, situate in Forks Township, Sullivan County, Pennsylvania, bounded and described as follows:
 Being nineteen (19) Acres of the John Dorsey warrant in said Township, bounded on the South by Isaac Bonser warrant, on the West by the Leonard Dorsey warrant, and on the North and East by other portions of the said John Dorsey warrant owned by Michael Flynn and E. J. Muller.
 Land unimproved having, having some hardwood timber thereon.
 No. 10. Also another piece, parcel or lot of land, situate in the Township of Forks, County of Sullivan and State of Pennsylvania, bounded and described as follows, viz:
 BEGINNING at Southwest corner of the Peter Silsby warrant; thence along the North line of the Andrew Hurley and Charles Hurley warrants and line of lands formerly of the Union Tanning Company, East five hundred and fifty-six (556) perches to South band of Loyalsock Creek; thence up the South bank of said Creek its several courses and distances to South line of John Dorsey warrant; thence along South line of John Dorsey Warrant and Leonard Dorsey warrant North sixty (60) degrees, West four hundred (400) perches to Northeast corner of Benjamin Rush warrant; thence along East line of said Rush, South thirty (30) degrees West one hundred and sixteen (116) perches to the Southeast corner of said Rush warrant; thence along South line of same, North fifty-seven (57) degrees, West one hundred and fifteen (115) perches to Southwest corner of said Rush warrant; thence along line of George Silsby warrant, South seventy (70) perches to a corner of same; thence by same West one hundred and fourteen (114) perches to a corner of same and thence by the Joseph Silsby warrant South two hundred (200) perches to the place of beginning. CONTAINING Eight Hundred Thirty-Four and Six-Tenths (834.6) Acres of land be the same more or less, and being warrants in the names of Peter Silsby, Uriah Barber and Isaac Bonser, and part of the Patrick Hurley warrant.
 Land unimproved; well timbered with hemlock and hardwood and being a valuable timber tract.
 SIZED, taken into execution and to be sold as the property of E. M. Dunham at the suit of August H. Kerrick [use].
 JUDSON BROWN, Sheriff.
 Sheriff's office, Laporte Pa., April 9, 1909.

Orphans' Court Sale of Real Estate.
 In pursuance of an order of the Orphans' Court of Sullivan County, Penna., under proceedings in partition of the real estate of Richard Swingle, late of Fox Township, Sullivan County, Pennsylvania, deceased, John Swingle, Administrator of said decedent, will expose to public sale at the Court House in Laporte, Pa., on
FRIDAY, MAY 7, 1909,
 commencing at 1 o'clock p. m., the following described real estate, late of said decedent, viz:
 All that certain lot, piece or parcel of land, lying and being in the Township of Fox, County of Sullivan and State of Pennsylvania, bounded and described as follows:
 BEGINNING at a hemlock the South-west corner of the Ames Hoagland farm, thence by land of Henry Williams, North two and one-half (2½) degrees, East one hundred and eighty six (186) perches to a post, being the Northwest corner of Gideon Wilcox farm; thence along said Wilcox's land, North eighty-seven and one-half (87½) degrees, East one hundred and thirty-four and four-tenths (134.4) perches to corner post; thence South two and one-half (2½) degrees, West by lands of Henry Williams one hundred and eighty-six (186) perches to a post in the North line of the Peter Kuhn warrant; thence West two and one-half (2½) degrees, North along said warrant line one hundred and thirty-four and four-tenths (134.4) perches to the place of beginning being the Northwest corner of the said warrant, and containing One Hundred and Fifty (150) Acres and allowances.
 Excepting and reserving from said tract Thirty-Five (35) Acres and Thirty-Two and Eight-tenths (32.8) Square rods of land conveyed to John Swingle by Richard Swingle in his life time by deed dated February 26, 1891, which deed is recorded in Sullivan County Deed Book No. 25 at page 295, etc. And being lot described as part of No. 1 in the writ of partition in the Estate of Richard Swingle, No. 1, May Term, 1908. Leaving in said tract 114 Acres and 127 2.10 Perches more or less.
 About Fifty (50) Acres improved and under a good state of cultivation and the balance timbered. Situate a short distance from the village of Shunk, Pa., and being a very desirable farm property.
TERMS OF SALE, as fixed by Rules of Orphans' Court of Sullivan County, viz: One fourth of the purchase money to be paid at the striking down of the property, and the remaining three fourths within one year thereafter, with interest from date of confirmation N. S. Security to be given that the purchaser will comply with the terms of sale.
 JOHN SWINGLE, Admr.
 Shunk, Pa., April 9, 1909.



Short Talks on Advertising
 By Charles Austin Bates

People generally read advertisements more than they did a few years ago. The reason is to be found in the advertisements themselves. Advertisers are more careful than they used to be. They make the advertisements more readable. Some of them even become, in a way, a department of the paper, and people look for them every day with as much zest and pleasure as they turn to any other feature.

This is true of many department stores all over the country. In many cities there is just one man who appreciates the value of such interest. He breaks away from the old set style. He tells something interesting in his space every day.

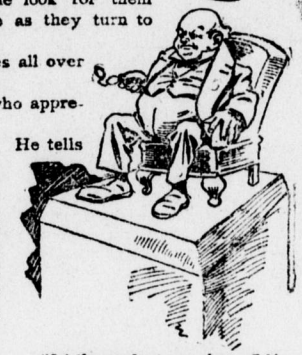
There are lots of interesting things in business. Look over the miscellany page of any paper—look at its local news columns, and its telegraph news, for that matter, and you'll see that the majority of the items are more or less closely related to some business fact.

Dress these facts up in a becoming garb of words, and they will find readers, even though they be in a "mere advertisement." Let the merchant come down off his pedestal and talk in his ads.

He needn't be flippant—far from it, but let him not write as if he were addressing somebody afar off, and telling him about something at even a greater distance.

The newspaper goes right into its reader's house—goes in and sits down with him. It is on the table when he eats, and in his hands while he is smoking after the meal. It reaches him when he is in an approachable condition.

That's the time to tell him about your business—clearly, plainly, convincingly—as one man talks to another.



Copyright, Charles Austin Bates, New York.

"The newspaper goes right into its reader's house and sits down with him."

THE TRI-WEEKLY GAZETTE and BULLETIN

Tells all the general news of the world, particularly that of our State, all the time and tells it impartially. Comes to subscribers every other day. It is in fact almost a daily newspaper, and you cannot afford to be without it. We offer this unequalled paper and the NEWS ITEM together one year for

THE LAPORTE REPUBLICAN NEWSITEM
 Best dressed and most respected newspaper in Sullivan county. Pre-eminently a home newspaper. The only Republican paper in county and comes from the seat of justice with new news from the county offices, clean news from all sections of the county and political news you want to read. This with Tri-weekly at

\$1.50

\$1.50

The REPUBLICAN NEWS ITEM and Tri-Weekly GAZETTE AND BULLETIN.

In every city there is one best paper, and in Williamsport it is the Gazette and Bulletin. It is the most important, progressive and widely circulated paper in that city. The first to hold the fort journalistically. Order of the News Item.

If you want to keep in touch with the Republican party organization and be informed on all real estate transfers or legal matters in general that transpires at the county seat you must necessarily take the NEWS ITEM.

WINCHESTER
 "NEW RIVAL"
 FACTORY LOADED SHOTGUN SHELLS
 No black powder shells on the market compare with the "NEW RIVAL" in uniformity and strong shooting qualities. 5 are fire and waterproof. Get the genuine.
 WINCHESTER REPEATING ARMS CO. New Haven, Conn.

J. M. WIGHTON, MUNCY VALLEY, PA.

50 and 75 Boys' Knee Pants Heavy weight Assorted style Special.

Never Before Have We Received so many praises and heard so many flattering remarks as we have had this Season.

Were you one of the vast throngs that crowded our store during the past week? Did you get your share of the articles advertised? If not you should.



COME HERE NOW

We are making new friends fast: selling more goods than ever before

But we still want more friends, want to sell our stock faster, ye we are spurred on to deeper price cutting. People wonder how we can do it. To this we can answer, that no other store in this section has the wholesale buying facilities enjoyed by this establishment. We can buy lower, we can sell lower.

- Sweater Coats**
 Men's or Boys' Sweater Coats .38
 Men's sweater coats .75
 Mens sweater coats 1.25
 Mens sweater coats 1.50
 Mens sweater coats 2.00
 Mens V neck sweaters 25 and 46c
 Mens cardigan jackets 1.25

- Underwear**
 Boys Shirts or Drawers 20 and 26c
 Men's ribbed underwear all colors 39c
 Men's fleeced lined underwear all colors 39c

- Boys Corduroy Pants**
 Boys' corduroy knee pants, lined throughout, fine ribbed quality worth regular 75c Special 39c

- Men's Suits**
 Men's Suits 4.65
 Men's Suits 6.75
 Mens Suits 8.50
 Mens Suits 9.65
 Mens Suits 11.75
 Mens Suits 15.50

Specials Men's Corduroy Pants From 1.19 to 2.50

CHILDRENS' SUITS From 99c to 3.50 and 5.50

MEN'S TROUSERS From 69c to \$4.75.

MEN'S OVERALLS. From 39c to 75c

MEN'S ODD COATS All Prices

Duch and Corduroy 85c to 2.25

SHOES

Also big line of Shoes at saving prices \$1.65 for 2.50 Dress Shoe. Ladies' 1.65 shoes for 1.09 Men's Working Shoes 1.65 W. L. Douglas Shoes at reduced prices.

Big Line of Men's and Children's Overcoats at reduced prices.

- Men's Shirts**
 Men's Negligee Shirts 39c
 Men's Work Shirts 39c
 Men's Flannel Shirts 85c
 Richy Flannel overshirts 1.39

- Men's extra heavy cotton mixed socks 08c
 Men's all wool socks 19c
 Boys and Girls Stockings 09c
 Ladies' Hose 09c
 Ladies' Facinators 19c

Also big line men's lumbermen rubbers—Lambertville and Ball Band. A big saving for you.

- Men's Caps 19c
 Boys' Caps 19c

Ladies' FURS at great reduction.

BED BLANKETS from 75c up.

TRUNKS all sizes from 1.50 up.

Ladies' Sweaters

Ladies' Sweaters all colors 99c
 Ladies' Waists, blue, black, 39c

Ladies' Coats

Ladies' Coats from 3.50 to 12.00

See for Yourself.

If your head aches or your eyes hurt, you may not understand what causes the trouble.

Write to me.

I can give you relief, and further, to help you to see for yourself the advantage of having your Jewelry Repair Work done here.

Fees are reasonable and services assuredly satisfactory.

L.J. Voorhees, SONESTOWN.

Administrators' Notice.

Notice is hereby given that Letters of Administration upon the estate of Francis W. Gallagher, late of Laporte Borough, Sullivan County, Penna., deceased, have been granted to the undersigned. All persons indebted to said estate are requested to make payment, and those having claims or demands against the same will make them known without delay to
 MRS. THERESA GALLAGHER,
 Laporte, Penna., Administratrix,
 January 4, 1909.

COURT PROCLAMATION.

WHEREAS, HON. CHAS. E. TERRY President Judge, Honorables Henry Richlin and E. C. R. Schinka, Assoc. Judges of the Courts of Oyer and Terminer and General Jail Delivery, Quarter Sessions of the Peace, Orphans' Court and Common Pleas for the County of Sullivan, have issued their precept bearing date the 11 day of March 1909, to me directed, for holding the several courts in the Borough of Laporte, on Monday the 17 day of May 1909, at 2 o'clock p. m.
 Therefore, notice is hereby given to the Coroner, Justices of the Peace and Constables within the county, that they be then and there in their proper person at 2 o'clock p. m. of said day, with their lists, records, inquisitions examinations and other remembrances to those things to which their offices appertain to be done. And to those who are bound by their recognition to prosecute against prisoners who are or shall be in the jail of the said county of Sullivan, are hereby notified to be then and there to prosecute against them as will be just.

JUDSON BROWN Sheriff,
 Sheriff's Office, Laporte Pa., 9, Jan 1909

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