

### Modern Advertising

Hardly any one man in the big business concerns does more to see that the people get a fair deal than the advertising man.

In New York City there are meetings throughout the Fall and Winter months, many times a week, of men engaged in the profession of advertising. All studying how to improve advertising conditions, and, as a result of these meetings, newspapers and magazines are printing higher-grade advertising.

You can not have failed to notice that the best advertisers are now devoting their advertisements to simple, commonsense statements that intelligent people will readily believe, and not to boast, and brag, and generalities that mean little or nothing. The intent is to inform and convince the public of certain facts.

Of late years, numerous publications have adopted rigid rules against the publication of objectionable advertisements, though few have adopted such rules until they have grown to prominence through profiting by the publication of the very class of advertising they now exclude.

It is a good sign, nevertheless, and leads to the belief that, in time, newspapers and magazines will hold themselves as responsible for statements in their advertisements as for statements made in their news and editorial columns.

Advertising has not always been as honest and straightforward as it is today. The wisest merchants and manufacturers have found that dishonesty in advertising, while it does not cost social ostracism and may not put a man back of the bars, does not pay.

#### Values in Merchandise.

A dishonest public made whatever dishonest advertising there was in the past, and makes whatever there is today.

Expecting a merchant to sell without profit—a manifestly immoral proposition—has led the storekeeper to offer goods for less than you ought to pay for them, in order to interest and attract your trade.

Demanding the things you eat and wear and use for less and less money all the while has led many storekeepers to attempt to meet this demand by encouraging the manufacturers to depreciate qualities that they might keep the prices low; and this attempt, failing to satisfy the insatiate demands of the public, has led to exaggeration and often to deliberate falsehood in advertising.

Why should people not be willing to pay a fair price for the things they buy—why not insist on paying a fair price? Why should it not be a good move to begin now and cease expecting so much for your money, put a ban on the producer of the sweat-shop, and refuse to buy the product of underpaid labor?

Why not ask your storekeeper if the men and women who make the clothes that they are able to sell you so cheaply are paid fairly for their work. Why not endeavor to learn if child labor is employed in the making of the goods you use? Why not insist on really good things at fair prices, rather than drag down manufacturing and mercantile standards by always demanding cheaper stuff?

If the people would do this they would help mightily to raise the standards, insuring better pay and improved conditions for labor, encouraging the making of better goods, and making honest advertising not only advisable but absolutely necessary.

#### Encouraging Extravagance.

Advertising men and advertising have been charged with leading the public—especially the feminine portion of it—into extravagant habits, and, it is said, have spread discontent, making people wish for things they wouldn't think of if we did not keep eternally telling them about them and urging them to buy. The best thing about these charges is that they are true. I plead guilty. Delighted to do so. We hear many jests about women and their hats. Let me tell you men who talk so much about the encouragement of industries, that to satisfy the desires of women for hats there are six hundred factories in New York city alone, employing more than twenty-nine thousand persons, and the output of these factories in Nineteen Hundred Nine amounted to more than sixty million dollars—seventh on the list of New York's industries—far exceeding the output of Paris with all its high prices.

Do you believe in encouraging such an industry, or would you destroy it and have your wives dress as do the Quaker women in Eastern Pennsylvania, with their old gray bonnets?

#### The Simple Life.

I ought to tell you right here that the jokes current about the cost of hats are gross exaggerations. Why, the average price paid for women's hats in Newark, in the best stores, is less than five dollars.

Suppose we ceased urging you and your wives to wear good clothes, furnish your homes in good taste, put in the latest sanitary equipment and the best heating apparatus, to use good foods and plenty of soap, to put on rosy cheeks and Grecian headress.

Suppose we should go back to what we like to term "the simple life"—and it would be going back—what would become of these beautiful things that women wear and use to ornament your homes?

What would become of the silk-weavers, the lace-makers, the jewelers, the silversmiths, the potters—what of the artists and artisans? What of the automobiles, five million dollars' worth of which are owned by people living in Newark and nearby?

The very fact that advertising often tempts people to spend money and leads to extravagance is its best defense, because it lifts us out of the ruts, entices and encourages us to make greater efforts, improves our condition, and thus compels progress.

Advertising a Positive Creative Force  
The world would lose much with-

### New York Chinese Hold Fair To Aid Sufferers From Famine



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CHINESE residents of New York have just closed a successful fair for the benefit of famine and plague sufferers in China, and more than \$10,000 is now on the way to the orient to be used in relieving distress. Some of the money was obtained by subscription, some came through the sale of Chinese merchandise, and the rest was raised by performances in the Chinese theater. This theater was closed some months ago when the police made an effort to "clean up" Chinatown. The performances given during the fair were of the vaudeville variety, some of the performances being Chinese and others being French, German and American. In a large hall near the theater a score of booths were arranged, and in them merchandise and curios donated by Chinese merchants were sold. These articles ranged from beautiful embroidery to laundry soap, from bags of rice to intricate puzzles. Most of the booths were in charge of Chinese women, and New Yorkers for the first time had a chance to study those natives of the orient at close range. The women wore oriental garb and made the fair picturesque as well as financially successful.

out advertising. It multiplies human wants, intensifies human desires, makes fashions, encourages constant change, leads people to dress better, to build better homes, to furnish them in better taste and so make them more comfortable and sanitary.

Advertising leads people to indulge in luxuries in their homes and so raise the standard of living as to make what are luxuries in one decade necessities in the next.

Advertising encourages the eating of pure foods, the drinking of better teas, coffees and cocoas.

Advertising stimulates the desire for better apparel, thus creating a demand that would not otherwise exist, increasing production, and at the same time elevating the taste and culture of the community.

Advertising creates a desire for beautiful and substantial furnishings, thus educating the people to know the historical significance of various designs and color schemes, and leading them to furnish homes artistically, harmoniously and intelligently, and through this refining them.

Advertising has led the masses to put into their homes splendid musical instruments, thus advancing the taste for good music to an extent that would not have been accomplished otherwise. Any man who declares a disbelief in advertising writes himself down a derelict.

There are those who profess not to believe in advertising, but with most of these it is a matter of money—false economy, often practised to the detriment of the business or profession they are in.

#### The Spirit of Advertising.

That spirit we call patriotism, or civic pride, which leads us to make our cities more beautiful, comfortable and sanitary—superior to others—is prompted by the desire to have the city admired and favorably talked about, which is really the desire for advertising.

It was the advertising spirit that created the great Prudential Buildings and the tall Firemen's Building. It was this that built the Singer Tower, and the Metropolitan Tower. Business buildings are made magnificent architecturally, and in interior appointments, almost wholly for advertising purposes. Banks are made to look massive and ornate that they may impress the beholders with their solidity. Theaters are made beautiful—not for art's sake, but for advertising. Railroad stations are made grand—not to facilitate traffic nor for comfort, but for advertising. Cathedrals are erected—not wholly to the glory of God, but that they may impress those without with the sublimity of the spirit within.

I do not doubt that the Pyramids of Egypt were built for an advertising purpose.

It is the advertising spirit that builds our magnificent statehouses, city halls, court houses and parks. It is this that gives us our fine schools, our splendid fire departments, our superior water supply.

The great World's Fairs, the grandest celebrations and pageants

we have ever beheld, have been inspired by the desire for fame by the cities or countries in which they were held—and fame is advertising. —By Theodore S. Fettingler in The Era.

### The Log Road-Drum

Simple Lessons in Good Road Making That Are Valuable.

The state of Iowa is supplying a lesson in good roads which may well be learned all over the country. Some time last spring, Hon. Lafayette Young, editor of the Des Moines Daily Capital, together with the editor of the good roads department of that paper, issued a call for a meeting to promise a good highway entirely across the state from Council Bluffs on the one side to Davenport on the other, a distance of 380 miles. It was attended by representatives from all the counties through which the road passes, who elected officers, appointed committees and effected a most perfect organization, the purpose of which was to build, or more properly speaking, to maintain, this stretch of dirt road by the use of the King road drum. For years sections of this road had been kept up in a haphazard, disconnected way, sufficient, however, to demonstrate the efficiency and cheapness of the King drum method, but this was the first time that a systematic effort had been made upon a large scale and in such manner as to give wide publicity to its economy and effectiveness.

But this harvest of results did not ensue without previous tilling of the soil of public sentiment. During the December previous, John W. Foster, president of the Citizens' Bank of Guthrie Center, who is a pioneer crusader in the good roads' cause, wrote a letter, which was published in the Daily State Capital, and attracted wide attention. In it he stated that drainage is really the basis of the good road system. He said: "Keep the road gently rounded up in the middle, keep the surface smooth by the use of the drum after rain storms, prevent the cutting up of the surface by narrow tired wagons hauling heavy loads, and keep up this care long enough to allow the top crust to become hard and firm, and the problem is solved." All that is the necessary is to give the road slight attention and it will keep in shape. In relation to the water that destroys roads, Mr. Foster said there are two kinds to contend with—surface water and ground water. The ground water, which is the least troublesome, can be taken care of permanently by tilling. But in the case of surface water, the case is different, and this must be cared for by constant care of the road surface.

The road across Iowa was built and is maintained by the King drum, at a cost of approximately \$8 per mile per year.

According to statistics published by the department of agriculture, it costs \$100 a year per mile to main-

tain a macadam road 15 feet wide, the estimate being based on data obtained from the state of Massachusetts. Of course, it may be necessary in the case of the dirt roads in some localities to supply some sort of hard surfacing other than the soil of which the road is composed, but where this is necessary it may usually be found near at hand and put on without much expense.

Mr. King, the inventor of the drum, says: "There are three things absolutely necessary in order to have a perfect earth road. Now, it doesn't make any difference which one of these things I mention first, because they are, as near as I can tell, all of equal importance. You cannot take any one of the three away without destroying the road in the end. These things are smoothness, hardness and convexity. It must be hard, smooth and oval. If it is not oval, it will soon go to pieces. It may be oval, smooth and not hard, and you know how they are when there is about a foot or two feet of soft earth in the middle of them; when it is comparatively smooth and not hard. If you have them smooth and not hard, they won't stay in order. Under all circumstances they should be given the three qualities. The reasons why we have not had these qualities in our roads before are two; one is, we did not know these qualities would bring results; the other is we didn't know these qualities could be given except by the use of expensive means. By the split log drum, we have learned a very cheap way of improving the roads."

In relation to the King drum and the cost of using it, Mr. Foster recently said before an Iowa farmers' institute:

"The road drum is the only implement yet invented which, at a moderate expense, enables us to keep the roads smoothed up so that the water will run off of them. A road that is regularly dragged becomes hard. If a road is built with a drum, it is hard from top to bottom. The drum is one of the best road builders, and it builds the road right. You drag in a little dirt each time, the travel packs it down. In a little while your road is crowned up and you have the three conditions essential to a perfect dirt road; you have convexity, hardness and smoothness. The grade is hard from top to bottom. A heavy rain on this kind of a road will flow off immediately. A drizzling, continuous light rain of a day or two will make some mud. Ordinarily, to be sure, it is best to use the drum when the soil is moist but not sticky. Don't be in a hurry to build a high grade. Obtain a smooth, hard foundation and then build on it gradually."

#### An Electrical Meditation.

How doth the busy little Volt improve each shining hour. He travels on the D. C. line and gives the people power. And when he meets the little ohm, it's standing in his way; he sends an ampere in his place and stays and wins the day. And when he's done his daily tasks and made the motor go, like chickens, home to roost he hikes back to the dynamo. Or perhaps he takes the A. C. line because he thinks it pays, and takes his family along, and when we have a phase, and if they meet along the line a Henry or a Faraday, they treat him as they did the ohm. For which we should be glad; for if the busy little Volt, did not work both day and night, where would we get our kilowatts and our electric light.

#### Going Too Far.

Along a country road walked a man and woman. The latter, a gaunt, stern faced female, was bullying the meek little fellow, who trudged just in front of her with downcast head. Suddenly the woman, turning, saw a bull racing down the road behind them. She quickly took refuge in the hedge, but her companion, unconscious of aught but his woes, kept on his way. The bull caught up to him and sent him splashing into a muddy ditch, then continued on its wild career. As the woe-begone figure crawled out of the mire he saw his better half coming toward him. Plucking up a little spirit, he whimpered, "M-M-Maria, if you hit me like that a-g-g-gain you'll really get my temper up, so I warn you."

A South African baker has perfected a baking process by which steak is grilled at a temperature of 1,000 degrees. Steam at 220 degrees is transformed through pipes and a super heater into the grilling air. The hot air will cook a whole ox, so it ought to do for barbecues. He has been at many barbecues and never saw a roasted ox that was not raw just beneath the surface.

#### FOR FALLING HAIR.

You Run No Risk When You Use This Remedy.

We promise you that, if your hair is falling out, and you have not let it go too far, you can repair the damage already done by using Rexall "93" Hair Tonic, with persistency and regularity for a reasonable length of time. It is a scientific, cleansing, antiseptic, germicidal preparation, that destroys microbes, stimulates good circulation around the hair roots, promotes hair nourishment, removes dandruff and restores hair health. It is as pleasant to use as pure water, and it is delicately perfumed. It is a real toilet necessity.

We want you to try Rexall "93" Hair Tonic with our promise that it will cost you nothing unless you are perfectly satisfied with its use. It comes in two sizes, prices 50c. and \$1.00. Remember, you can obtain Rexall Remedies in this community only at our store—The Rexall Store. A. M. LEINE.

### CASTORIA

For Infants and Children.

The Kind You Have Always Bought

Bears the Signature of *Wm. D. Fitch*

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Within easy access of every point of interest. Half block from Wampanoag's. Five minutes' walk of Shopping District. NOTED FOR: Excellence of cuisine, comfortable appointments, courteous service and homelike surroundings.

Rooms \$1.00 per day and up  
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EUROPEAN PLAN  
Table d'Hôte Breakfast • 60c  
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Designer and Manufacturer of  
**ARTISTIC MEMORIALS**  
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**SPENCER**  
The Jeweler  
would like to see you if you are in the market for  
**JEWELRY, SILVER WARE, WATCHES, CLOCKS, DIAMONDS, AND NOVELTIES**  
"Guaranteed articles only sold."

### PROFESSIONAL CARDS.

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**H. WILSON,**  
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Office adjacent to Post Office in Dimmick office, Honesdale, Pa.

**W. M. H. LEE,**  
ATTORNEY & COUNSELOR-AT-LAW.  
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Office—Liberty Hall building, opposite the Post Office, Honesdale, Pa.

**HOMER GREENE,**  
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**CHARLES A. McCARTY,**  
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**M. E. SIMONS,**  
ATTORNEY & COUNSELOR-AT-LAW.  
Office in the Court House, Honesdale, Pa.

**PETER H. ILOFF,**  
ATTORNEY & COUNSELOR-AT-LAW.  
Office—Second floor old Savings Bank building, Honesdale, Pa.

**SEARLE & SALMON,**  
ATTORNEYS & COUNSELORS-AT-LAW.  
Offices lately occupied by Judge Searle 2

**CHESTER A. GARRATT,**  
ATTORNEY & COUNSELOR-AT-LAW.  
Office adjacent to Post Office, Honesdale, Pa.

#### Dentists.

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DENTIST.  
Office—First floor, old Savings Bank building, Honesdale, Pa.

**D. R. C. R. BRADY,**  
DENTIST, HONSDALE, PA.  
OFFICE HOURS—8 a. m. to 6 p. m.  
Any evening by appointment.  
Citizens' phone, 33. Residence, No. 86-X

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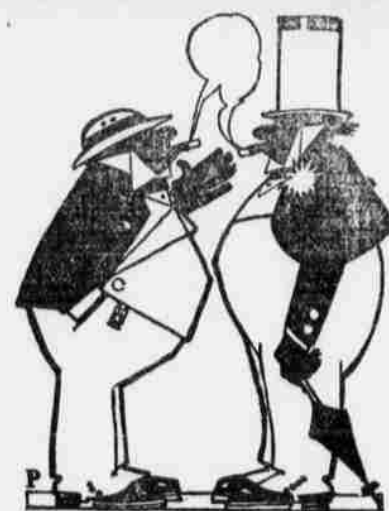
**MRS. C. M. BONESTEEL,**  
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#### Livery.

**LIVERY—Fred. G. Rickard** has removed his livery establishment from corner Church street to Whitney's Stone Barn

ALL CALLS PROMPTLY ATTENDED TO.  
FIRST CLASS OUTFITS. 75y1

Advertise in The Citizen?



## KICK TO THE EDITOR!!!

Have you a kick coming?  
Is there anything that displeases you?  
Are you unhappy and need cheering up?  
Has any little thing gone wrong?  
Tell us your troubles. Let us help you?

For each of the three best kicks each week, The Citizen will give a brand new crisp one dollar bill. Don't kick too long. 50 words to a kick. No limit, however, to the number of your kicks. You don't have to be a subscriber to be a kicker.

Open to everyone alike, men, women and children, subscribers and non-subscribers. Old and young, rich and poor. Remember two cents a word for the three best kicks.

There must be something you don't like.

Kick about it. What good is an editor anyway except to fix up the kicks of his readers?

Relieve your mind and get a prize!

**KICK! KICK! KICK!**

A few suggested subjects at which to kick! The weather, of course. Tight fitting shoes. The high cost of living. The hobble skirt, and the tumbler the better.

Several people have asked us if the fifty-word letters containing kicks have to be signed. How else will we know to whom to award the prizes? Whether in the event of the letter winning a prize and being published, the name of the kicker would appear is another question. Undoubtedly the writer's wishes would be followed on that score. Our idea of the "Kick Contest" includes everything except direct and offensive personalities. Sit right down now and dash off fifty words about anything you don't like and want to register a kick against. It won't take you five minutes and you may win a prize. The more original the subject the better chance for a prize. One dollar for less than five minutes work is pretty good pay. Of course you can make your kick as short as you wish. A clever fifteen-word kick may win a prize over a full-length fifty-word one. The shorter the better.

For the best kick of ten words or less The Citizen will pay an additional prize of one dollar. Now then, lace up your shoes and let drive!