

JUDICIOUS ADVERTISING.

What Can Be Done to Win Publicity in Small Towns.

BRINGS SHOPPERS AND TRADE

Value of Extensive and Attractive Advertising as Proved by Successful Venture of Enterprising Storekeeper. Print Prices and Use Plenty of Space.

Many merchants who pay for space fail to receive desired results because their advertising is so poorly arranged as to attract little attention and not impress those who read it. Sometimes the printer fails to make the right kind of showing, and, while the reading matter of the advertisement may be all right, the display is such as to be unattractive.

It is always well to present prices in your space. Pick out reasonable goods and make a run on a few specialties. It requires only a little thought to fix up a few exceptional bargains in certain lines of goods. These should not be sold at a loss, but at a good profit if the matter be managed rightly. The principal thing desired is to get the people to call at the store, and when they call be sure to make good and prove that your advertisement means all that it represented. If you advertise cheap canned goods, cheap anything, and you know the goods are cheap, not up to the standard of such articles, tell the people so and have something just a little better and tell them the difference. There is little use in advertising to attract people to your store and then fall down in the salesmanship part. The fact that one calls at your store and asks to see certain kinds of goods is evidence that the person is in the market to buy, and it is your business to supply his wants.

Not long ago in a western town of some 7,000 population the merchants had an illustration of what can be done by judicious advertising. The proprietor of a clothing and dry goods store decided that he would add a grocery department. This met with the disapproval of other merchants in the town, particularly the grocers. They combined and commenced an advertising campaign directed chiefly against him. Small space was used. They were greatly surprised one morning to find that the object of their attention had in the daily paper a four page advertisement. They were further surprised when the weeklies of the surrounding towns came out with one and two page advertisements offering wonderful bargains and to pay the railroad fare of those who would purchase a certain amount of goods. For miles around the town large posters announced the great sale.

Other merchants of the town looked upon the venture as foolish and predicted that there was something wrong, a failure or a fire in sight. Neither happened, but in two weeks' time the enterprising storekeeper who advertised to sell twenty-six pounds of granulated sugar for a dollar when the jobbing price was more than \$5 a hundred, provided the purchaser ordered other goods, did a business amounting to more than \$10,000, or as much business as the average small storekeeper does in a year. Not alone that, but he is still doing the biggest business in the town. He advertised rightly.—Agricultural Southwest.

A Watchword.

Organization is the watchword of the day. It is the part of system. It means force and economy. A single twig can be easily bent and broken. A bundle tied together has strength that defies the efforts of a giant. The same in organization. One merchant, one tradesman in any line, cannot well bring about needed reforms. It requires united action, and this action can only be had when there is perfect and harmonious organization.

Completing Sewer System.

The contractors on the new \$28,000 sewer system of Winters, Cal., are now completing the system by putting in the last of the laterals and in putting the top on the septic tank. It is expected that it will be ready for acceptance by the trustees within a few weeks.

Andy and Sandy.

Andy and Sandy were brothers two; Lived in the town of Pleasant View.
Andy always waded at home; Sandy often preferred to roam.
Andy his clothing and groceries bought Round the corner, as Andy ought.
Sandy ordered his goods by mail; Sometimes got 'em exceeding stale.
Friend of the town was Home Trade Andy; Hardly so Mail Order Sandy.
Came a season of politics. Andy and Sandy got in their licks.
Andy was named on a party slate To be the mayoral candidate.
Sandy the standard of another Party bore against his brother.
In the election Pleasant View Had to decide between the two.
Every vote in the boxes cast Andy got-to the very last.
Sandy wanted a contest quick; Said he was sure there'd been a trick.
Andy said to his brother: "Ah, go Way; your votes were mailed to Chicago!"
—T. Sapp, Jr.

IN THE WORLD OF SPORT

Fred Huntington, Strongest Man at Harvard.



Fred Huntington, captain of the Crimson hockey team, who played center and fullback on the football team, is Harvard's strongest man. He heads the list of the ten strongest men in the university for the first half of the college year, made from tests participated in by over 500 students. Huntington's total of 1,363 points, however, is ten points under the record of F. H. Leslie, who headed the list last year and who is second this year with 1,209. Leslie and Tudor Gardner, who is third with 1,132, and H. B. Gardner, who is tenth with 1,040, were also members of last year's football eleven.

Hartzell Sure of His Job.

Roy Hartzell, whose game at third was a part of the sensational play for the New York Highlanders last season, may be sent to the right garden next season if Al Dolan continues the good impression he started last fall. Hartzell's rejuvenation when he joined the Yankees was the surprise of the American league. Not only did he field better, but his stick work far surpassed anything he had ever shown while a member of the St. Louis Browns. He is credited with breaking up more games for the Highlanders in 1911 than any other one man on the team.

Manager Wolverton does not intend to lose the everyday services of such a good batsman. Harry Wolter, the California speedster, is a grand outfielder. He covers more ground than any other gardener with the Yanks and on this account may be played in center, Hartzell taking his place in right.

Australia Fond of Lawn Tennis.

A report of the Australasian tennis championship held at Melbourne in conjunction with the Victoria championship tourney furnished surprising information. This joint tournament was finished the first week in December, when the finals of sixteen different events were contested.

In Newport last year at the United States national championship tournament 202 entries required 200 matches, and in consequence the American authorities are worried on account of its unwieldiness and a movement is now on foot to limit the number of competitors, but in 1910 the Australasian championship required 357 matches, and last season the number exceeded 400. This shows the tremendous hold the game has on the sport loving people of that country.

New Yorkers Pay Fortune For Fights.

During five months New York state fight fans has paid \$325,408.70 to see boxing bouts. From this sum the state treasury has been enriched \$17,170.

About 2,000 boxers have earned money under the operation of the Frawley law. About 1,500 club attaches are regularly employed under the Frawley law supervision of boxing.

Since Sept. 1 last 627 boxing shows, or more than 3,000 bouts, have been conducted in this state. There are fifty-three regularly licensed boxing clubs in the state, thirty-four of which are in Greater New York.

Seventy-five World's Records Made.

Counting odd distance events, nearly seventy-five world's records in all lines of sport were established during 1911. It affords a striking proof of the growing love for the great outdoor activities and appreciation of the pleasures of physical exercise.

Minnesota to Meet Penn State.

University of Minnesota's football squad will meet the Pennsylvania state team in Minneapolis next fall. It has been announced, in one of the two games with eastern teams for which the Minnesota athletic authorities are planning.

FOR THE CHILDREN

Magic Blocks.

There's magic in the letter blocks when by simply changing places The same ones make quite different words, As if they'd many faces.

A mate is meat, and tame is team, And beat will change to table, And stage is gates, and slate is steal, And cotton bales make sable.

An inch of flesh will make a chin, Fruit crates a cut glass caster, All tears will dry into a stare, And then become an aster.

Time is made of one small mite; The north's a thorn, so stinging; The east a seat, the west a stew, The south a shout, outringing.

Adverb is braved, and calm is clam; A stream becomes a master; The small word more makes ancient Rome, A roast the richest Astor.

But lest this hint of play grow thin To little folks, so clever, I leave the harder words to find, And here my verse makes sever.

Teakettle Party.

A good game is teakettle party. Two are sent from the room, and the persons left must decide upon a word to call "teakettle." The word should have different spellings and must have different meanings, as fair, fare; hare, hair; awe, you; do, due, dew, etc. The two sent out may be called in and begin by asking any person in the room any question they wish, which must be answered by using in the sentence the word "teakettle" instead of the word selected. The two must guess from the meaning of the sentence what the word is. Sometimes they cannot guess and have to be told. Send any others out you wish to next time.

Here are some questions and answers: Q. "Do you intend to go home tonight?" A. "I teakettle do." Q. "How much did this carpet cost?" A. "You will have to ask my teakettle (dear)." Q. "How far is it to T?" A. "Well, if you teakettle (fee) you will get there soon." Q. "Are you going to Phoebe's party?" A. "Yes, if the weather is teakettle (fair)."—Philadelphia Ledger.

Tongue Twisters.

Almost every boy and girl has heard of the old tongue twister that begins "Peter Piper picked a peck of pepper," but here is one that you can defy any one to repeat after you if you have learned it well enough to say it pretty quickly yourself:

"How much wood would a woodchuck chuck if a woodchuck could chuck wood? If a woodchuck could chuck wood the wood that a woodchuck would chuck is the wood that a woodchuck could chuck if the woodchuck that could chuck wood would chuck or a woodchuck could chuck wood."

Here is a short one, but rather confusing to repeat after hearing it only once: "I know Eno; you know too. In fact, we all three know. We know Eno. He knows you. You know I know Eno."

Burning a Snowball.

Can you pick up a handful of snow, pack it into a good, solid, "throwing" snowball and then light it with a match. If you can perform this trick you are pretty sure to mystify the on-lookers, and the secret of it is simple enough, explains the Youth's Companion, once you know it.

The snowball can be rolled in full view of the spectators. It can also be passed round so that everybody may have a chance to see that it is real snow. What they do not see is that on one side a lump of camphor has been inserted. It is this that is lighted. It will burn until nothing is left of the ball but a shell. When there is no snow the same trick may be performed by thrusting the camphor into the top of a dish of cracked ice.

Picking Up a Coin.

Lay a nickel five cent piece on an uncovered table four or five inches from the edge and ask your friends if they can take it up into their hands without touching either the coin or the table.

If they are not able to do it sit down at the table and place your right hand, half open, a few inches beyond the coin, but do not touch the table with it. Hold it just above the table. Now blow suddenly and hard on the table about two inches from the coin, and the coin will jump and fly into your hand.

You will need a little practice to do this neatly. But you can do it every time after that, and it makes a pretty parlor trick.

Why Stars Twinkle.

Who can tell why it is that the stars sometimes seem to "twink and winkle," as one small boy says, more than at others? And why do they twinkle anyway? The reason they twinkle is that their light pierces through many different heated and moving currents of air, which makes the light reach our eyes in a crooked or twinkling line instead of a straight and steady one. Wise men tell us that much twinkling foretells bad weather, because it shows that the currents of air are much disturbed.

The New Spelling.

What are these words containing five letters which can be expressed in two: A composition? S. A. Decretude? D. K. An English county? S. X. To surpass? X. L. A girl's name? L. N. Another girl's Christian name? K. T. Requires replenishing? M. T.

The Memoirs of Solomon Grundy.

[Transcribed.] Solomon Grundy, an actor on Sunday, Married on Monday, Divorced on Tuesday, Married on Wednesday, Divorced on Thursday, Married on Friday, Divorced on Saturday— And now repeat, commencing with Monday.

One Worm Turns. "See that measuring worm crawling up my skirt!" cried Mrs. Bjenks. "That's a sign I'm going to have a new dress."

"Well, let him make it for you," growled Mr. Bjenks. "And while he's about it have him send a hookworm to do you up the back. I'm tired of the job."—Liverpool Mercury.

Keeping Her Hand In. There was a maid in our town, And she was wondrous wise, She jumped into the dining room And swatted all the flies.

And when the time for flies had gone And winter closed the lids, She jumped into the nursery And swatted all the kids.

Of Course Not. An actor writes to one of the New York papers asking somebody to invent a face powder that will not rub off.

He says it is "always embarrassing to get a smear of white on your black coat when you embrace an actress." But we never do.—Cleveland Plain Dealer.

Manana. There is one day of all the year In which I put my best, One day for which, with perfect cheer, I barter all the rest; One day so rich my poorer days Some of its gold might borrow; O day wrapped in romantic haze, O day of days—tomorrow! —Chicago Tribune.

JOSEPH N. WELCH Fire Insurance

The OLDEST Fire Insurance Agency in Wayne County.

Office: Second floor Masonic Building, over C. C. Jadwin's drug store Honesdale.

H. F. Weaver Architect and Builder Plans & Estimates Furnished Residence, 1302 East St.

CANDIDATE FOR ASSEMBLY. I hereby announce to the voters of Wayne county that I am for the second and last time a candidate for the nomination and election for Representative in the General Assembly at Harrisburg. I therefore solicit the aid and support of all my friends at the Primaries to be held April 13, 1912.

OVER 65 YEARS' EXPERIENCE

PATENTS

TRADE MARKS DESIGNS COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the Scientific American.

A handsomely illustrated weekly, Largest circulation of any scientific journal. Terms, \$3 a year (four months, \$1. Sold by all newsdealers.)

MUNN & Co. 361 Broadway, New York Branch Office, 65 F St., Washington, D. C.

DR. E. F. SCANLON

The Only Permanent Resident Rupture Specialist in Scranton, 20 Years' Success in this City.

Curing Rupture, Varicocele, Hydrocele,

Piles, and Fistula. Diseases of Men—Cured forever without operation or detention from business.

Dr. E. F. Scanlon says: "Trusses will not cure rupture." Come to me and I will cure you so you will not need to wear a truss.

INTERVIEW OR WRITE THESE CURED PATIENTS:

Thomas L. Smith, Orson, Wayne Co., Pa.—Rupture.
Peter L. Allen, 22 seventh Ave., Carbondale, Pa.—Hydrocele.
Gilbert H. Knapp, Aldenville, Wayne Co., Pa.—Rupture.
J. B. McConnon, 531 North Lincoln Avenue, Scranton, Pa.—Rupture.
Davis A. Gay, Ord, Pleasant Mount, Wayne Co., Pa.—Rupture.
Office Hours: 9 a. m. to 5 p. m., and 7 to 9 p. m., Sundays, 12 to 1 p. m.
Satisfactory arrangements may be made for credit.
Consultation and Examination Free.
OFFICES—433 Linden St., SCRANTON, PA.

CASTORIA

For Infants and Children.

The Kind You Have Always Bought Bears the Signature of

of *Dr. J. C. Hatcher*

In Use For Over Thirty Years

CASTORIA

THE CASTORIA COMPANY, NEW YORK CITY.

To Bank Depositors - AND - Prospective Depositors

We herewith submit for your consideration a condensed statement of the condition of this Bank, at the close of business February 20th, 1912.

RESOURCES.	LIABILITIES.
High Grade Railroad and Government Bonds \$ 1,234,589.48	Deposits, \$ 1,430,587.88
Cash and Reserve 212,919.09	Capital Stock 150,000.00
Total, \$ 1,447,508.57	Surplus 150,000.00
Loans and Discounts 281,034.91	Undivided profits less expenses paid 41,455.60
Banking House 40,000.00	National Bank Notes outstanding 53,400.00
U. S. Bonds to secure circulation 56,900.00	
Total, \$ 1,825,443.48	Total, \$ 1,825,443.48

NO OTHER BANK IN THIS COUNTY OFFERS BETTER SECURITY TO ITS DEPOSITORS THAN THE OLD RELIABLE Honesdale National Bank

OFFICERS:

H. Z. RUSSELL, President, ANDREW THOMPSON, Vice-President,
L. A. HOWELL, Cashier, A. C. LINDSAY, Asst. Cashier.

DIRECTORS:

Henry Z. Russell Andrew Thompson
Edwin F. Torrey Homer Greene
Horace T. Menner James C. Birdsall
Louis J. Dorflinger Philip R. Murray

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY OF MILWAUKEE, WIS.

Agency at Honesdale, Wayne Co., Pa. FROM THE 53d ANNUAL REPORT.

Total admitted assets	\$ 271,513,063
Total insurance in force	1,080,230,706
Total number policy-holders	426,481
New insurance reported and paid for in 1910	118,789,023
Increase in insurance in force over 1909	67,740,812
Total income for 1910	51,979,302
Total payment to policy-holders	32,859,350
Ratio of expense and taxes to income	11.78 per cent

YOU WILL MAKE NO MISTAKE IF YOU INSURE WITH H. A. TINGLEY, Agent, HONESDALE, PA.