

THE CITIZEN

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H. B. HARDENBERGH PRESIDENT
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Our friends who favor us with contributions, and desire to have the same returned, should in every case enclose stamps for that purpose.

TERMS:

ONE YEAR \$1.50—THREE MONTHS 38c
SIX MONTHS 75—ONE MONTH 15c

Remit by Express Money Order, Draft, Post Office Order or Registered letter. Address all communications to The Citizen, No. 803 Main street, Honesdale, Pa.

All notices of shows, or other entertainments held for the purpose of making money or any items that contain advertising matter, will only be admitted to this paper on payment of regular advertising rates. Notice of entertainments for the benefit of churches or for charitable purposes where a fee is charged, will be published at half rates. Cards of thanks, 50 cents, memorial poetry and resolutions of respect will be charged for at the rate of a cent a word. Advertising rates on application.

FRIDAY, JUNE 28, 1912.

REPUBLICAN TICKET.

For President, **WILLIAM H. TAFT**.
Vice-President, **JAMES S. SHERMAN**.
State Treasurer, **ROBERT K. YOUNG**.
Auditor General, **A. W. POWELL**.
Congressmen-at-Large, **FRED E. LEWIS**, **JOHN M. MORIN**, **ARTHUR R. RUPLEY**, **ANDERSON H. WALTERS**.
District Congressman, **W. D. B. AINEY**.
Representative, **H. C. JACKSON**.

THOUGHT FOR TO-DAY.

Silence is Golden.

To speak wisely may not always be easy, but not to speak ill requires only silence.

THE REPUBLICAN PLATFORM.

The platform adopted by the Chicago Convention is one upon which every American citizen who professes and supports the principles of the Republican party can consistently and contentedly stand. It is conservation in those respects where conservation is essential to the safety and welfare of the Nation and to the preservation of the fundamental bases upon which our governmental institutions were originally established and upon which they have ever since been unswervingly maintained. At the same time it responds at every point to the exigencies of the new conditions which have been created by the social and industrial development of the age in which we live. It recognizes the just and reasonable demand that the affairs of the country should be administered in such a manner as to promote the greatest happiness of the greatest number and to insure to the humblest citizen that equality of opportunity to which before the law he is entitled.

ADVERTISING AND THE MERCHANT.

From the tone of a recent editorial in the *Fulton* (Ind.) Leader, the editor has had the experience of many others of the craft in trying to convince some of the merchants of his town of the value of newspaper advertising, and his views will no doubt be generally seconded. He writes:

"If a man is ill he consults a physician sooner or later, takes the medicine left for him and follows the advice given. If a man has an animal ailing he sends for a veterinary and follows directions implicitly. If the eye, ear, throat or lungs give warning that all is not working mechanically a specialist is at once consulted and every effort used to have the delicate mechanism readjusted.

"So on all through the list the man that has made the study of what each individual wants is consulted, what he says goes, the price paid and that is the end of it with one exception, and that is the business man, when his business flags, is tottering or showing signs of being unhealthy, does he consult the editor, tell his troubles and ask advice, pay the price and follow instructions? No! He rushes to the newspaper with yard-long advertisements, dry statistics, without one bright, catchy idea in it anywhere to hold the reader, Jewa the editor to the lowest cent possible to have it published, has another one just like it put into the next paper, then talks like a 'pirate' because the country people and town folks did not break the windows and doors of his establishment to get the identical goods at the very same prices that they know by heart and have seen for a year or more on his counters.

"In the first, last and all times and places the public wants to be amused, to be entertained, wants to be 'shown.' The newspaper people have made this a study and if you give them the ideas, tell them the truth (which they know by intuition anyway) give them license to use this information their way and paid them, making it worth their while to use their brains, merchants would soon see what advertising really means.

"The average business man steps into the newspaper office and with a curt good morning hands an advertisement and says 'What is the least you will insert this twice or three times for?' So much! Why the other paper will let it go four times for that. It is always haggle about the price. Never! You go ahead. Here are the facts and don't mind the price. My business is sick and it needs a specialist and you are my choice. If suggestions are offered the first thing is how much will it cost. Oh, that's more than I care to pay. You hear men 'supposed' to be good business men say, oh, I don't believe in advertising. They know where I am. But sooner or later they rush to the newspaper people with the beginning of their obituary and later with the notice of the sale of their store.

"Advertise every week bright, snappy items at the right price. Give the people a bargain each Saturday. Don't enter the newspaper office with constant cries if you are too high in your prices. I didn't get any results from those two-week ads. Keep your goods with right prices written in a spicy, enthusiastic way before the public and they'll bring results. When you advertise six times a year the people are not expecting you and are so surprised they just forget and go to the ones that advertise constantly.

"Blame yourselves, Mr. Small Town Business Man, for the parcels post and mail order houses. You are the one to blame. Give your editor a chance to show you results from right advertising. Why is it you hate to give him his price, which is standard, when it benefits yourself and your town, and yet you are willing to pay any other firm what they ask?"

THE CONVENTION'S WORK.

The renomination of President Taft was the great achievement of the Chicago convention. The rest is little more than routine. If a candidate for Vice-President could have been found whose nomination would have conciliated any disappointed faction and added strength to the ticket, it would have been good politics to have nominated him, but none such appearing there was no sound reason why the ticket of four years ago should not be renominated in its entirety.

James S. Sherman is as strong before the country now as he was then. In the expeditious disposition of business in the Senate and in deciding promptly and authoritatively the parliamentary questions that come before it, the Senate has never had a better presiding officer than the present Vice-President. It is unusual to renominate a Vice-President, and therefore, it is much in Mr. Sherman's favor that he has gained esteem and appreciation in a position where public men in the four years' uneventful service usually lose both.

The platform adopted at Chicago is a thoroughly Republican declaration of principles, but it shows in nearly every paragraph some influence of the agitation, recriminations and professions that characterized the stormy prelude and the early sessions of this year's Convention. Abraham Lincoln, who has been so frequently cited in the last two months, is held up to admiration and imitation in the declaration for his "broad statesmanship and tolerant spirit towards men." Philadelphia Press.

RAILWAY COMPANY OFFERS TO PAY TAX.

Scranton and Lake Ariel Road Promoters Willing to Pay for Franchise.

The promoters of the Scranton and Lake Ariel Railway company, through their attorney, A. G. Rutherford, have offered to the Scranton council an amendment to the franchise they seek for the right to lay their tracks in Scranton, by which they agree to pay a graded yearly tax on their gross receipts in return for the franchise. The offer of pay for a franchise is one of the first that has been made to the council. The amendment tacked on to the franchise ordinance which is now in the hands of the public works committee of council follows:

"At the end of each and every year during the operation of its road under this franchise, the Scranton & Lake Ariel Railway company shall pay into the city treasury of the city of Scranton, a tax upon its gross receipts, carried upon that portion of its road as specified in this ordinance, for the preceding year in the manner following: During the first five years the company shall pay into the city treasury one-half of one per centum of the gross receipts of the

company; during the succeeding five years, the company shall pay into the city treasury three-fourths of one per centum of its gross receipts and at the end of each and every succeeding year the company shall pay into the city treasury an annual tax of one per centum of its gross receipts."

PEOPLE'S FORUM.

Complains About Acid in Water.

Mr. Editor: I think it is about time something was done concerning the emptying of or allowing the acid from factories upon the Dyberry to get into that stream. My cows have refused to drink the water and when they did, before it became so bad, it gave them rheumatism and tainted the milk and butter, making it impossible for me to sell the same.

Aside from this the banks along the Dyberry of late have been strewn with lead fish, large ones at that. They lie there and the stench arising from them is anything but pleasant. Is there no one to whom the people living along this river can apply for aid or protection?

Yours truly,
DYBERRY FARMER.
Dyberry, Pa., June 26, 1912.

Politically Dead, London View of Third Term Man.

The London newspapers send Roosevelt to the political graveyard with scant words of eulogy.

The Daily News says: "The machine did no more than it always does, or than Roosevelt taught it to do when he forced Taft's nomination four years ago."

The Standard says: "His hat has been kicked ignominiously out of the ring. His passionate urgings to his followers to seize the convention by force frightened his calmer lieutenants, for a dim vision of 'the man on horseback' began to be seen in his mad plan."

The Daily Express says: "If at his last nomination Mr. Bryan had stood on the Roosevelt platform, even he would have been howled down as a wild man. Roosevelt seems to have achieved the ruin of the Republican party."

The Morning Post says: "Failure is failure, and Roosevelt has failed. Taft has done good work, and it is absurd to pretend he is the tool of moneyed interests."

The Graphic says: "That Roosevelt can gain anything by his bolt except the ruin of his party is extremely doubtful. He cannot hope to carry more than an ineffective minority with him."

The Daily Chronicle says: "Taft is an able statesman, but not a politician. In a straight fight no Democrat is Roosevelt's match at capturing the radical vote, but as the candidate of a new party his chances are impossible to forecast."

The Times says: "Roosevelt's failure in the convention has been complete, not only with the stalwarts of the regular party, but with the moderate progressives, who, accepting his principles, deprecate his action in splitting the convention and have refused to join him."

No Longer Doubts Veracity of Scribes.

I have been disposed to doubt some of the animal and reptile stories that come from the Monroe county correspondents. It has always seemed to me that the trappers of the Stroudsburg newspapers were laying it on rather thick at times in the efforts to outdistance Ed. Mott and the other Sun bear story writers. However, when Prof. Seagrave, one of the owners of the *Wilmington* Hotel at Water Gap, came in and exhibited to his astonished guests a live red squirrel which he had caught with his bare hands and was holding by the ears to avoid encountering its teeth, I was obliged to confess that the Monroe county young men must be quicker than greased lightning when after small game. Any one who has ever seen a red squirrel in motion can imagine the agility that must have been displayed in picking up the little animal. This is a true one, and I am not going to question the hunting stories that appear in the *Stroudsburg* papers hereafter.—Scranton Tribune-Republican.

INDIAN ORCHARD.

(Special to The Citizen.)
Indian Orchard, June 27.

The M. E. Aid Society was very pleasantly entertained at the home of Mrs. Minor Crosby on Wednesday last. A number of guests were present and a nice sum realized. The ladies are planning for a bazaar and supper to be held sometime in August.

The social for the benefit of the Bethel Sunday school held at the same place in the evening was well patronized. A number came over from Beachlake. The evening passed off very quickly with vocal and instrumental music and refreshments of sandwiches and coffee, ice cream and cake. Every one seemed to have a jolly good time.

Mr. and Mrs. S. K. Dills recently drove to the southern part of the county visiting with old acquaintances along the way, finally arriving after a thirty-six-mile drive at the home of Mrs. Dills' brother, Bruce Adams, and daughter Ida in South Sterling. After spending a few days with them they returned home, pronouncing it a most enjoyable trip.

Miss Clare Dills, Honesdale, spent a few days with her brothers and sisters during the absence of their parents.

Mrs. Charles Smith left on Friday for Philadelphia. She will be accompanied home by her son, Horton, who has been a student of the Mt. Airy school. He expects to spend the summer with his mother and sister at this place.

Mrs. William Hiller and little daughter Geridine, returned Monday to their home in Susquehanna.

E. C. Ham and wife spent the week-end visiting Mrs. Isabelle Ham and other relatives in Scranton. James Myers and wife, of White Mills, are guests at G. S. Myers' for a few days.

Miss Ella Dills, teacher in the Duryea High school, is expected this week at the home of her brother Samuel, where she will spend the summer.

Mrs. E. F. Rice and daughter, Helen, White Mills, recently spent a few days with her parents at this place.

Attorney C. A. Garratt, of Honesdale, was a recent guest of his parents, L. R. Garratt and wife. The Grangers are planning for a picnic on July 4th.

PAUPACK.

(Special to The Citizen.)
Paupack, June 27.

Mrs. S. Parcell and daughter, of Newton, N. J., are visiting Mrs. Bennett.

Miss Hilda Vetterlein went to Bloomsburg Saturday to attend the commencement exercises. Her sister, Louise, will graduate. They expect to return home Thursday.

Miss May Gumble is working for Conrad Gumble, Jr.
Rose Gumble, Honesdale, spent Sunday in this place.

Misses Marie and Annie Gumble are home for the summer.

Mr. Uhl is boarding with William Buchler.

Mrs. F. Gilpin and children spent Sunday with her parents, Charles Williams and wife.

Mrs. E. Greene, son and daughter, of Scranton, spent a short time with her parents at this place.

M. Edgar, wife and daughter, of Scranton, visited Miss E. B. Kellam over Sunday.

Mrs. Isaac Ludwig and daughter, Ruth, of Equinunk, are staying with Eri Trivelipiece and wife.

Misses Mae Kellam and Frances Robinson, of Hawley, visited Anna Steinman on Sunday.

Children's Day will be Sunday evening, June 30. Everyone is cordially invited to attend.

Walter Vetterlein has had a new metal roof put on his house.

Mrs. A. Simons and daughter spent a few days at this place last week.

A large crowd attended the dance at H. Gumble's on Saturday night.

Miss Frances Kellam is home from Wyoming Seminary.

BEACH LAKE.

(Special to The Citizen.)
Beach Lake, June 27.

It is work, work, work for both the tiller of the soil and the busy housewife for the season is so late that every thing seem to be behind time, the work as well as vegetation.

Most of the boarding houses have a few boarders but they also seem to be later than usual.

Children's Day exercises were held in the M. E. church last Sunday. The children were nicely trained by the pastor's wife.

Messrs. Ives and Dunn attended the Odd Fellows banquet at Milford Monday evening. They report a good time but caught severe colds.

W. J. Barnes, accompanied by his daughter, Ruth, spent Tuesday at his old home at this place.

Mrs. Joseph Oliver is entertaining her daughter, Mrs. Walker, and her children from St. Louis.

All are anxious to know the outcome of the new graded school that is now hoped will materialize in the near future.

Mrs. Lizzie Richards entertained the ladies of the W. C. T. U. yesterday in a royal manner.

Mrs. Seymour will entertain the Ladies' Aid Thursday afternoon of this week.

Mr. Brooks is getting weary of farming so will dispose of his live stock and lock his doors and hie to the city again.

Mr. Aigens is not in good health.

Floyd Hiller is numbered with the sick.

R. B. Davey and son are remodeling and building more rooms to the house for Mr. Frey.

J. B. Budd and Leland Avery are working at Dyberry.

WHITES VALLEY.

(Special to The Citizen.)
Whites Valley, June 26.

Mrs. L. E. Perkins and sons have returned to Scranton after a two weeks' visit with the former's parents, Mr. and Mrs. D. E. Hacker.

Frank D. Stark, of Seelyville, is spending several days with his mother, Mrs. Martha Stark.

Miss Schaffer, of Waymart, who has been a guest of Miss Edith Hull, has returned home.

Miss Olive Allen is spending the week with her grandmother, Mrs. William Turner.

Misses Lois Tiffany and Mary Peck of Pleasant Mount, were entertained Sunday by Mildred Miller.

TRESLARVILLE.

(Special to The Citizen.)
Treslarville, June 27.

Children's Day passed off very pleasantly Sunday evening. The church was filled to its utmost capacity. Pastor Koons of the Evangelical church treated us to a happy surprise Sunday afternoon when he introduced Elder H. G. Harned, superintendent of the Bible Society of Scranton. Elder Harned is a good worker in a good cause and if every one does not have a Bible it surely is not his fault.

Mr. Quintin, who has been sick for some time, is improving.

Mr. Maley, of Sparrowbush, N. Y., is again with us in the tree business.

William Chapman, a former resident of this place, now of East Lake, had the misfortune to lose one hun-

HOW'S THIS?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

F. J. CHENEY & CO.,
Toledo, O.

We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

Walcing, Kinnam & Marvin,
Wholesale Druggists, Toledo, O.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all Druggists.

Take Hall's Family Pills for constipation.

dred and seventy-five chicks Friday night. His brooder caught fire through a defective chimney and in the morning both brooder and chicks were a thing of the past.

Farmers are getting ready to commence haying.

Mrs. A. R. Swingle and daughter, Dealda, made a trip to Scranton recently.

Death of Daniel Bryant.

Daniel Bryant, a well known former resident of Honesdale, died last Friday at his home in Perry, Oklahoma, aged about 75 years. The deceased was a twin brother of Chas. Bryant, father of Bird Bryant, of Cherry Ridge and a brother of the late Mrs. S. W. Powell, Mrs. M. B. Bennett and Mrs. A. B. Gammell. Mr. Bryant was buried in Perry.

What Ails You?

MI-O-NA Stomach Tablets are guaranteed by G. W. Peil, the druggist, to end indigestion or any stomach distress, or money back. They relieve upset stomach in five minutes.

MI-O-NA for belching of gas.
MI-O-NA for distress after eating.
MI-O-NA for foul breath.
MI-O-NA for biliousness.
MI-O-NA to wake up the liver.
MI-O-NA for heartburn.
MI-O-NA for sick headache.
MI-O-NA for nervous dyspepsia.
MI-O-NA for night sweats.
MI-O-NA for sleeplessness.
MI-O-NA for bad dreams.
MI-O-NA for sea sickness.
MI-O-NA after a banquet.
MI-O-NA for vomiting of pregnancy.

Makes rich, pure blood—puts ginger, vigor, vim, vitality into the whole body.
Fifty cents a large box at G. W. Peil's, the druggist, and druggists everywhere.

Knives and guards for all mowers. All kinds of rake teeth. Big line of haying tools at Murray Co.'s, Honesdale, Pa. 5012 Murray Co., Honesdale. 5012

A Safe and Sane Fourth

Get Your Holiday Wants at Our Store and we'll save you sufficient money to Celebrate a Sane Fourth.

Grocery Department Monday, July 1

Best Granulated Sugar, 25-pound bag \$1.45
Extra Fancy Lemons, 30c value 25c doz.
Pure White Rose Lard, 10-pound pail \$1.40 each
Pure White Rose Lard, 5-pound pail 73c each
Pure White Rose Lard, 3-pound pail 45c each
Fine Shredded Cocoa, 20c value 16c lb.
Olives, plain or stuffed, 25c value 21c bottle
Campbell's Baked Beans, special 9c can
Dold's Niagara Ham, 22c value 19c lb.

Other Departments Main Floor

Famous Kekko Silk, all colors, 35c value 25c yd.
Silk striped Voiles and Figured Dimities, 25c value 21c yd.
Yard wide English Percales, all colors, 13c value 11c yd.
Best Quality Apron Gingham 7c yd.
India Lawn, our best 10c value 8 1/2c yd.
Ladies' Fine Trimmed Hats \$2.89 each
Children's Trimmed Hats 98c each
Gent's White Pleated Dress Shirts, 50c value 43c each
Men's Overall and Jackets, extra heavy, 60c value 42c each
Men's Work Shirts, all sizes, best 50c value 43c each
Ladies' Dutch Collars, 50c value 43c each
Parasols and Umbrellas, \$2 value \$1.50 each
Ladies' Linene Handkerchiefs, exceptional value 4c each
New Style Ladies' Corsets, 79c value 65c each
Fancy Fans, new and neat designs, 75c value 63c each

Second Floor Specials

Children's Colored Wash Dresses, 65c value 49c each
Clean-up Lot Ladies' Tailor Made Suits, \$16 value \$10 each
Ladies' House Dresses, \$1.50 value \$1.29 each
Ladies' Tailored Waists and Negligee Shirts, \$1.25 value 89c each
9x12 Seamless Tapestry Rugs, \$16 value \$13.34 each
Hodges' Wool and Fiber Carpet, 45c value 35c yd.
Opaque Window Shades, 40c value 33c each
Mill End Sale Fine Wall Paper 12c d roll

KATZ BROS.

Incorporated

NOTICE: Monday Specials are sold for Cash only.

Can You Remember This Name?

"Waukeazy"

It's the name of the best CORN CURE ever made.

It is really worth much more but it sells at 25 cents.

Sold only at

LEINE'S, The Rexall Drugstore,

Both Phones Honesdale.