

THE CITIZEN

Semi-Weekly Founded 1908; Weekly Founded 1844.

Published Wednesdays and Fridays by the Citizen Publishing Company.

Entered as second-class matter, at the postoffice, Honesdale, Pa.

F. B. HARDENBERGH PRESIDENT
H. C. VAN ALSTYNE and E. B. CALLAWAY MANAGING EDITORS

DIRECTORS:

H. DORFLINGER, M. B. ALLEN, H. WILSON, E. B. HARDENBERGH, W. W. WOOD

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 13c
Remit by Express Money Order, Draft, Postoffice 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. Notices 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.

WEDNESDAY, DECEMBER, 18, 1912.

TRADING DAY BIG SUCCESS.

Trade day in Honesdale on Saturday last was an unprecedented success. There was not a merchant in the town but what did more business Saturday than he did a year ago on the corresponding date. The merchants and business men were highly elated with their sales on trade day, many of whom established new records in sales. Some stores turned hundreds away, being unable to wait upon the people. Others lost trade by not preparing for the big rush. The merchants were satisfied—in fact the day was far above their expectations.

Why so many people in Honesdale on Saturday? The reason is because the merchants of the town know how to judiciously use printer's ink. In other words they advertised. The liberal patronage of The Citizen's columns by the Honesdale merchants is largely due for a good share of Saturday's trade. The Christmas editions of The Citizen was widely distributed through Wayne county, going into the homes of thousands of people, thus making announcements of our large coterie of advertisers and telling our readers of the many beautiful and appropriate gifts that could be purchased in Honesdale. Advertising always pays and especially when the advertisements are printed in The Citizen.

Despite the fact that about 300 people went to Scranton Saturday afternoon nearly six times that number came to Honesdale by train and overland to take advantage of trade day here. Main street was lined with shoppers nearly all day, more especially during the afternoon and evening. Men, women and children were carrying bundles of all shapes and sizes. The Christmas buyer was prominent and a welcome visitor to the Maple City. The town had the evidence of Old Home Week, the noise being all that was missing. The stores furnished the decorations. Many of the people who visited Honesdale on Saturday drove from extreme quarters of the county. The roads were fine and the weather ideal. Several of the faces were new ones, which in turn caused the merchants to look bright and happy.

Saturday was Honesdale's first trading day and The Citizen predicts that it will not, by any means, be the last one. Once established it ought to be continued. Special sale days, like is being conducted by some of the stores, will undoubtedly grow more popular among Honesdale's enterprising merchants during the approaching year. Trade days, conducted as such or as special sale days, should be encouraged in Honesdale. It is evident, with the aid of printer's ink, that it can be accomplished. It would appear to us that if a trade day were conducted monthly or once every fifteen days it would pay and pay good. People everywhere are looking for bargains. If proper inducements were offered it is evident that success would crown the business man's efforts.

Another feature, which might be termed as difficult at first, is getting the people to trade at the county seat. They must be educated. Advertising is the business man's silent co-worker. It will pull trade when all other methods fail. If a merchant wants to make a success of business he must advertise, advertise, advertise and then some. He must keep his name and place of business continually before the reading public. Spasmodic advertising counts for little. In order to draw the rural trade the merchant must offer something worth while.

The stores of Honesdale are stocked with as fine a line of all kinds of goods and articles as are shown in larger places. Things can be purchased cheaper right here in the Maple City than they can in cities where inducements (?) have been made to our people. Why spend car fare when you can trade at home, save your car fare, be less tired, get your discount and look your merchant straight in the eye when you meet him? There is a whole lot of satisfaction in this.

Now that trade day has been

launched would it not be feasible, and also worthy of deep and perhaps profitable consideration for the merchants to give this matter their most sincere and earnest attention? How about another trade day for Saturday, December 21, of this week? There is ample time before Christmas, allowing the merchants to make their necessary announcements before the day of the suggested sale. The Citizen is published twice before that date. Advertisements in this paper will then reach the shopping districts and results are bound to follow. Now for another trading day on Saturday!

A CORRECTION.

In the last issue of The Citizen it was editorially stated that Judges of the Common Pleas received no additional compensation for serving in other jurisdictions. The editor of our worthy contemporary across the street was contradicted on this point. The Citizen desires to correct itself on this point and to state that under the Act of April 27, 1911, Judges holding court in other jurisdictions receive as additional compensation the sum of twenty dollars per day and travelling expenses to and from their destination.

The act was designed to assist in the more rapid disposal of cases in the crowded jurisdictions such as Philadelphia, Pittsburg, Scranton and Harrisburg where the administration of justice is sometimes delayed for years because of the lack of a sufficient force of judges to attend to the cases which crowd the calendar. The President Judge of the district desiring assistance files a request with the Supreme Court of the state for the services of one of the judges of the smaller districts who have signified their willingness to assist outside of their own jurisdictions. In 1911 the salary of the Common Pleas Judges was also fixed as follows: In Philadelphia and Pittsburg, \$11,000 per annum. In districts having a population of more than 250,000 and less than 500,000, \$8,500 per annum. Where the population is more than ninety thousand and less than 250,000 the salary \$7,000, and in all other jurisdictions \$6,000 per annum.

The Citizen is always glad to correct any errors which may occur either in its editorial statements or in its news columns.

The death of Whitlaw Reid, our Ambassador to the Court of St. James in Great Britain, which occurred at his London residence, Dorchester House, shortly before noon on Sunday, will cause the deepest sorrow among Mr. Reid's multitude of admirers, both in England and America. Mr. Reid had been ambassador to that country for seven years. President Taft paid an unusual tribute to the late ambassador and expressed his grief in a cable reply to a message of sorrow from King George of Great Britain which reached the White House early Monday. The President also sent his sympathy to Mrs. Reid. Through his own personality, Mr. Reid, the President said, had drawn America and Great Britain together in close friendship.

SELLING GUNS TO BOYS.

In New York a clerk in a sporting goods store has been held for court on a charge of selling two revolvers to a fifteen-year-old boy, Walter McBride. As a direct result of this violation of the law, the twelve-year-old brother of Walter is lying mortally wounded in a hospital and the older boy has been paroled from the children's court in custody of his father.

The boys purchased the revolvers for a mimic battle with Indians. Walter was the Indian chief, and when he drew a bead on his enemy and fired, his aim was so true that the younger brother dropped with two bullets in his side. In the children's court Walter told of having purchased the guns from a clerk at the sporting goods store and the arrest was directed by the judge who was presiding.

It is a case that ought to be prosecuted vigorously. The clerk who



Saturday Trade Day

at Katz Brothers' store.
Watch this space for
Record Breakers! !

KATZ BROS., Inc.



sells a revolver to boys of fifteen and twelve years, respectively, should be penalized. He must have been aware of the hazards involved, and that he was clearly violating the law. It is bad enough for parents to permit their boys to possess flobber rifles, but when legitimate dealers take to selling deadly weapons to small boys, the proper way to check the reprehensible practice is to make an example of the first one who comes within the grasp of the law.

Five One Thousand Dollar Bills Found in Church Poor Box.

Somebody put five \$1,000 bills in to the poor box of the new Spanish Catholic church of Our Lady of Hope, in West 156th street, New York City, on Wednesday of last week. No card was attached. After ten days of inquiry the pastor of the church does not know the name of the giver. He thinks he never will. Archer M. Huntington gave the site of the church and \$55,000 of the building fund. King Alfonso sent a silver lamp with three cherub figures beneath the Spanish crown, and a ruby light which swings on a chain from the ceiling before the altar. With the lamps came a painting from Joaquin de Sorolla y Bastida. The altar itself was a gift from Mr. and Mrs. Frederic C. Penfield.

WHAT IS COMING?

It is coming, coming, coming.
One can feel it in the air.
One can see it in the windows
Of the merchants everywhere:
One can read about it daily,
With a warning to prepare.
It is coming, coming, coming.
Best save something from your pay.
You'll have use for lots of dollars
So put all you can away,
For you'll need them, yes, you'll need them
For it's coming—Christmas Day.

START RIGHT NOW TO BANISH CATARRH

Sprays and douches can't destroy the devilish germs of Catarrh. If you believe that liquids reach the air tubes, try to swallow a little water the "wrong way."

Booth's HYOMEI is an antiseptic soothing, healing air, made chiefly from Australian Eucalyptus. Its so easy to use; just pour a few drops into the hard rubber inhaler and breathe it; that's all.

You'll know in five minutes that HYOMEI is reaching the sore membrane and its soothing influence is bringing you most comfortable relief.

For Catarrh, Croup, Sore Throat, Coughs, Colds and Asthma, G. W. Pell, the druggist, is authorized to guarantee HYOMEI or money back.

Complete outfit, \$1.00; extra bottles, 50c; at all dealers.

ROODLES HAS MADE A HIT.
You will be happy all winter if you play Roodles, the new year game. We have all kinds of games, books, mechanical toys, dolls, china, post cards, handkerchiefs, fancy baskets, etc. Call and see our line. The Economy Store, C. W. Smith & Co., opposite Lyric theatre. 9844

Photographs

taken up to and including Saturday, Dec. 21st finished for Christmas.

ROMAINE STUDIO,

Opposite Post Office.

7 Days Left for Shopping at

Leine's

Books of every description.

Bibles from 30c to \$10.00

Toilet Sets from \$1.00 to \$12.00

Fine Stationery 25c to \$2.

Perfumes 5c to 50c

Calendars 5c to 50c. Beautiful designs

Autograph Letters 5c up. Latest imported designs

Fountain Pens \$1 and upward. Gold Pens—every pen guaranteed

Tags, Seals, Cards, etc., all in greatest variety, at

LEINE'S, The Rexall Drug Store

Leave your Christmas order for Brick Ice Cream. Both 'phones.

RICKERT'S

Our store is crowded with useful Holiday Gifts of every description including

House Robes, Bath Robes, Traveling Bags, Suit Cases, etc.

Rickert's Holiday Gift Boxes.

THEY CONTAIN

Neckwear

From 25c to \$1.50

Hosiery

\$1.00 and \$1.50 a box

Suspenders

25c., 50c. and \$1.00

Combination Boxes

50c. to \$1.50

We desire to call our patrons' attention to the full line of **CLOTHING** for men, boys and youths.

Our Gent's Furnishings Department is Complete

RICKERT'S

815 Main St., HONESDALE.