

"Honesdale is the Finest Residential Place in the Country,"

Says Peter Herbric, Superintendent of Construction of New Gurney Electric Elevator Plant.

"When I came to Honesdale last fall," said Peter Herbric, superintendent of construction of the \$150,000 Gurney plant for F. A. Havens & Co., "I found the people of your town very accommodating. A stranger, as I was, your townspeople cordially welcomed me here and I felt as if at home at once.

"I found the people of Honesdale very honest. Honesty in this town goes further than in any other place I have ever been. During the construction of the Gurney Electric Elevator plant it was not necessary to even hire a watchman to guard the place or the tools. I have nothing but words of praise for the people of Honesdale. Even the laborers were very accommodating and seemed anxious to do anything.

"While in Honesdale it was necessary for the F. A. Havens Company to advertize considerably for help. One thing was noticeable, and that is that I always got good results from advertising in The Citizen.

Honesdale is a delightful residence town, as stated by Mr. prospects for business and building are very bright. The opening here is greater than any town of its size that I know of. There are big opportunities in Honesdale that afford good openings for men of capital.

"As a residential place Honesdale is the finest in the country. If I were not tied down in Philadelphia, I would come here to live. I have experienced some very pleasant times during my stay here. The class of people in Honesdale is of a high educational type.

"Both Mrs. Herbric and myself regret very much to leave Honesdale, having made a number of acquaintances whom we are sorry to leave. We are loath to leave Honesdale. I wish it were possible that we might remain here six months longer."

Attractions of Honesdale.

Honesdale is a delightful residence town, as stated by Mr. Herbric, situated as it is in the heart of beautiful and picturesque Wayne county, surrounded by mountains which afford a cool retreat in the heat of the summer, and concealed behind which is a rich farming country, which is fast becoming developed.

Honesdale has several attractive features as a place of residence. Its wide streets arched with beautiful maple trees are admired by strangers, as also are its four shady parks in which are located several benches upon which the tired traveler may rest. Honesdale's clean streets, being free from paper, etc., attract the attention of all guests who come to the Maple City.

Irving Cliff, an ideal site for a summer hotel, is situated east of Honesdale and lends a commanding view. The limpid Dyberry and crystal Lackawaxen rivers flow at the base of this enchanting ledge, which was named for Washington Irving by Philip Hone, the father of Honesdale. Words cannot express the beauty of this spot which is awaiting development. A large lake, situated near Irving Cliff, can be secured, thus enhancing the value of the cliff property.

Good Manufacturing Location In Honesdale

"Made in Honesdale" is a Valuable Asset to Any Industry Locating in Honesdale.

It has both gas and electricity.

Its government is borough and township. The assessed valuation of the town is \$2,500,000.

The water supply for boilers is good. It contains no limestone.

During the past decade Honesdale has doubled the number of her industries, or from 25 to 49.

The town and adjacent territory enjoys free delivery, while four R. D. routes and several star routes leave Honesdale post-office every day.

The population, including the immediate territory within a radius of a mile, is 7,000. It is 985 feet above sea level and enjoys many natural resources. The Erie and Delaware & Hudson railroads enter Honesdale. There are two express companies—Wells Fargo and National.

The Greater Honesdale Board of Trade will assist any new industry in the way of exemption from taxation that locates here. Besides, as a further inducement it will give absolutely free, without any strings attached to it, a site on either the Erie or Delaware & Hudson roads in Honesdale.

Shoe Manufacturers—Durland-Weston Shoe Co.; Honesdale Union Stamp Shoe Co.

Cut Glass Manufacturers—T. B. Clark & Co., Inc.; Krantz, Smith & Co.; Irving Cut Glass Co.; McKenna Bros.; Honesdale Union Cut Glass Co.; Crystal Cut Glass Company.

Honesdale Decorated Glass Co., Bohemian ware.

American Knitting Mill, sweaters.

Gurney Electric Elevator company, high speed electric elevators.

Katz Underwear Co., muslin underwear.

W. G. Blakney Paper Box Co., paper and strawboard boxes.

Martin Caufield Steam Granite and Monumental Works.

Nicholas Hessling, monuments and markers.

Cigars—A. Eberhardt, E. Pohle.

M. Hermann, wagons.

McKenna Bros. Cooperage.

Irving Cliff Bottling Works, Maple City Bottling Works.

Birdsall Bros. Woolen Mills, Inc., woolen blankets and clothing.

Honesdale Pants and Shirt factory.

Honesdale Milling Co., Wayne Milling Co.

G. White Axe Co., axes.

Dexter-Lambert Silk Mill.

G. Smith & Co., cheese and butter, 19 creameries.

Honesdale Concrete Construction Co., concrete blocks and bricks.

Borden Milk Station.

Penwarden Manufacturing Company, wheelbarrows, mattress frames and building lumber.

From the standpoint of the manufacturer, Honesdale is most admirably located. It is near the coal mines—but no coal is found here—thus being able to secure fuel at a very low figure. For buckwheat coal, in car lots, \$2.75 per ton, or \$3.00 per

ton from the chutes. Switching facilities can be secured along either the Delaware and Hudson or Erie railroads, which enter Honesdale. These railroads furnish adequate transportation with other lines to all points of the compass. The great markets provided by New York and Philadelphia are located within 200 miles of Honesdale, while the great northeastern market is at our door. The three requisites of successful manufacturing—cheap fuel, a good labor supply and adequate transportation facilities, are here supplied, and the record of growth made by some of the local industries which have trained their own help has been remarkable.

ASSESSED VALUATIONS SHOW GROWTH.

Assessed valuations are usually slow to respond to the increase in real values, but even these show a rapid growth during the past six years. The figures for this period are as follows:

1907	\$2,085,861.00
1910	2,171,965.00
1913	2,199,180.00

HOW TO KEEP TRADE IN YOUR OWN TOWN.

Mart, Texas, is a town of just under 3,000 people, but here is the way the people of that town, headed by the "Ad Club" of the town, get after the "away from home" buyers. We give the story as told by Mr. Surratt to the Oklahoma Retail Association:

This intensified study and discussion of advertising soon brought up the question of "home trade," or rather "trading away from home." How to get all the people to trade at home was the question of greatest interest to all of us advertisers. Another question we meet here was: "Who trades away from home?" Investigations showed that practically every one, including the advertisers did. Then we began to realize how absurd not to say useless, it was for us to preach home trade unless we ourselves practised it. The more we investigated the more of our merchants and their wives did we find guilty. The hardware man's wife bought her hat out of town. The groceryman ordered his plumbing supplies by mail. The dry-goods man had his circulars printed out of town; and so on down the line. The only consistent "home trader" was the newspaper man, and doubtless he would have left town to trade had the legislature not knocked out the free pass and compelled him to pay cash railroad fare.

How were we going to break up this "out-of-town trading" on the part of our business men and their wives?

The plan we hit on was as follows: We had a couple of "home trade banquets," at which were present the merchants and the clerks. Here we discussed nothing but "home trade" and had our strongest speakers to show that the merchants and their wives must of all people practice home trade.

We also ran a series of "home trade talks" in the Mart Herald. These created a great deal of discussion on the part of the merchants and their wives and they began to realize that every dollar they sent out of town not only hurt the town but hurt their business as well. Let a woman see that she is hurting her husband's business and she will get right in short order. Women who at the beginning of the campaign openly declared that they always had, and always would, trade where they pleased and that they usually pleased to trade away from home, are now our best home trade preachers. And of course when you get the women you have their husbands. So far the home trade campaign had extended only to the merchants and their wives.

After converting a majority of the business men and their wives we undertook, with their aid, to reach out and win over the women of the town and the farmers of the country. It is hardly necessary to call your attention to the vastness of the task or of what it meant in the way of adding trade to the town. Have any of you ever made any investigation to learn the amount of money that is sent out of your town annually to the mail-order houses? Or have any of you small town merchants or secretaries ever figured how many thousands of dollars your farmers and your town women spend in the near-by cities? You will find that many of your customers who owe you are sending much of their cash away to the mail-order houses and spending it in the cities. The same people are cussing you for being a high-priced old "skinflint." You will also find that many of the mail-order houses are now doing a credit business and are selling many of your thirty-day customers.

Mart being a railroad town our people had been solicited by every mail-order concern going, and of course their minds had been poisoned against local merchants.

This is a rich, black land, cotton country and the mail order advertiser has worked it for all it is worth. Through his advertisements in the farm journal he has insinuated over and over again the local merchant is a useless parasite.

We undertook to bring the farmers and the women of the town over to us, by appealing to their loyalty and pride in the town. We attempted to make them see that Mart could never be a better town than the people of Mart made it. We showed



WAYNE COUNTY COURT HOUSE.

them that a town to be a good town must be a good trading point. In short the town would be just what they—the people of Mart—made it. We were careful to point out to them that our merchants did not ask them for their trade at higher prices than they could buy for elsewhere. We gave them distinctly to understand that we could meet prices—quality and terms considered—with any city merchants or any mail order houses. We told them it was their duty to buy to the best advantage and all we asked was for them to give our merchants a chance at the order before they went to the city or ordered from Chicago.

The method chosen for telling the Mart women and the Mart farmers these things was important. First, we had to tell them in a way that was sufficiently striking to make them "sit up and take notice." And second we could not be too harsh, for this would have antagonized them and driven all the more trade away from town.

So we began first to run the "home trade talks," mentioned



LYRIC THEATRE.

Honesdale's \$30,000 Play House. One of the Town's Many Substantial Buildings.

above, in the Mart Herald. One of these appeared every week for about three months. These "home trade talks" while written to be read by the Mart women and Mart farmers, were at first addressed to the merchants. The blame for people trading away from home was laid on the merchant rather than on the people. The merchants were told that if they would advertise more and advertise better they could hold for Mart all of her trade. In this we told the truth, but our main purpose was not so much to preach advertising as to win the people over to us.

Later on, at our first home trade banquet, we raised funds for mailing a home trade letter to every woman in Mart and every farmer in Mart vicinity. In this letter we asked them to tell why if ever, they found it necessary to trade away from Mart. In each letter was enclosed an addressed card for reply. In this letter we did not censure them for not trading at home, but asked them to help us solve the problem by giving us three reasons why, so we could make the proper recommendations to our merchants.

At the second home trade banquet these cards were read and funds were raised for mailing out a second home trade letter in answer to these cards.

At our second meeting we had a number of clerks present and one of them made a talk on "Courtesy."

Talks were also made on such subjects as "What shall we do if we do not have the article called for by the customer?"

Thus you see we have tried to make these meetings improve our store service as well as pull and hold trade for Mart.—Dran McCormick's Footwear-Fashion.

ABSOLUTE SECURITY.

Wayne County Savings Bank

HONESDALE, PA.,

1871 42 YEARS OF SUCCESS 1913

THE BANK THE PEOPLE USE

BECAUSE we have been transacting a SUCCESSFUL banking business CONTINUOUSLY since 1871 and are prepared and qualified to render VALUABLE SERVICE to our customers.

BECAUSE of our HONORABLE RECORD for FORTY-ONE years.

BECAUSE of SECURITY guaranteed by our LARGE CAPITAL and SURPLUS of \$550,000 00.

BECAUSE of our TOTAL ASSETS of \$3,000,000.00.

BECAUSE GOOD MANAGEMENT has made us the LEADING FINANCIAL INSTITUTION of Wayne county.

BECAUSE of these reasons we confidently ask you to become a depositor. COURTEOUS treatment to all CUSTOMERS whether their account is LARGE or SMALL. INTEREST allowed from the FIRST of ANY MONTH on Deposits made on or before the TENTH of the month.

OFFICERS :

W. B. HOLMES, PRESIDENT. H. S. SALMON, Cashier.
A. T. SEARLE, Vice-Pr. resident. W. J. WARD, Asst. Cashier

DIRECTORS :

T. B. CLARK, H. J. CONGER, J. W. FARLEY,
E. W. GAMMELL, W. B. HOLMES, F. P. KIMBLE,
W. F. SUYDAM, C. J. SMITH, A. T. SEARLE,
H. S. SALMON.



KRAFT & CONGER INSURANCE HONESDALE, PA.

Represent Reliable Companies ONLY