

HONESDALE ❖ AT ❖ CHRISTMAS ❖ TIME



AFTER a few more Christmases have waxed and waned Santa Claus can say, "There, that makes one hundred times I've visited that town! When I made my first trips it used to bother my team to make the rounds. The laurel swamps were bad enough, for my eight reindeer found it difficult at times to locate solid spots on which to step, for into the swampy sections their sharp hoofs pierced like a spear into a kettle of mush. Then, too, there was the canal. When we were anywhere near that there was danger of an unexpected slip, and that meant a slide into the water, or into where the water had been, for the canal was generally empty at holiday time. In war time I used to carry a big stock of Guns, and Flags and Drums. Some boys wanted Drill Books, Dime Song Books and Soldier Caps. The girls

wanted Nets for their hair, and Reticules made out of black oil cloth over a paste-board frame. Sometimes I gave the real large girls pictures of their brothers, their fathers or their lovers who were 'away down South in Dixie.' These are the hardest days of all. Travelling is more rapid, but the dangers are as great as ever. The wants of the people have changed so greatly that I can scarcely keep up with them. Some people think I have it easy; yet I am ready to change jobs with them any day. But there is no use complaining. This year I have been particularly pleased with the way my friends, the Honesdale merchants, have been helping me out. They never trimmed their windows with such good taste as they have this year and it looks as if they wanted to put one over on me. But I've got my eye on them, and you may rest assured that I will never let them get ahead of.

SANTA CLAUS.

MENNER & CO. EXTEND

CHRISTMAS GREETINGS.

MERRY Christmas! is the greeting from the department stores of Menner & Co. to its hundreds of Honesdale and Wayne county patrons. And, by the same token, those patrons extend the yuletide greeting to the famous old store that has for so many years catered to their needs.

The windows of these stores have been most ingeniously decorated for the past two weeks. The miniature outline of the D. & H. railroad from Farview to Honesdale, ending at the store of Menner & Co., as it has been worked out in one of their windows, is well worth looking at. It is an original idea, something different from the ordinary window. The other windows are seasonable in their display, having a winterish flavor in their arrangement and make-up that goes right along harmoniously with the holiday swing of things.

The grocery department, too, is a veritable store house of good things to find place in the composition of the great Christmas feast. There is a delicate odor of "sugar and spice, and other things nice" that permeates the entire store. This store sells the choicest of mince meat, plum pudding, fresh and dried fruits, layer raisins in great purple clusters, California canned fruit, put up in rich, heavy syrup, Hawaiian pineapple, picked ripe and canned while at its very best, and, in fact the choicest food products obtainable in any market.

It may be a little late to get Suits, or Coats or Furs for Christmas gifts, but here is a fact that is worth considering to-day along with your turkey, cranberry sauce and mince pie: The Menner & Co. store put in stock this year a heavy stock of the better grades of Suits, Coats and Furs. The season—well, you know how backward it has been. Everybody is disappointed. These goods must be sold, and already they are offering some tempting bargains that will make your pocket-book say "Merry Christmas!" A word of advice: If you are in the market for anything in the lines mentioned above, that is, Coats, Suits or Furs, don't buy until you have taken ample time to see Menner & Co.'s stock and get their prices. It is well to remember, too, that they never deal in anything but articles of quality at that store.

Adv.-by-F.P.W.

A CHRISTMAS MESSAGE

FROM THE MURRAY CO.

RIGHT now at Christmas time is the very best time Wayne county people will ever have to listen to a message from Honesdale's big store that is conducted by The Murray Company, the place where "everything for the farm" is sold. They specially want Wayne county people to consider the fact that never in all of the history of the United States has such a high price for eggs ruled from ocean to ocean and from lakes to gulf as is now the universal condition. In fact eggs have not been low in price for years, and conditions warrant the statement that it will be many years, at the very least, before eggs will ever be a cheap article of food. And what is true of eggs is also equally true of butter and meats.

Now, then, what safer, more promising prospect could be opened to Wayne county land owners than the poultry and dairy business? And right here is where the Murray Company comes to the aid of local land owners. It pays to produce eggs at 40 and 50 cents a dozen. You can't have eggs without hens. The best hens are the result of incubator hatched chicks, and the Murray Company are quite sure that there is no better incubator made than the Santa. It is not an expensive machine, but it hatches out the chickens all right, and, if used with the Santa Brooder will bring to splendor maturity all chicks hatched.

Right now at the Christmas season, early, while you have leisure to think out the details, is the proper time to start your poultry business. There was never so much money in it as there is to-day, and the outlook is rosy enough to cheer the heart of anybody.

That's the Murray Company's tip on how to make money with poultry. The same line of argument applies to the dairy industry. Butter at nearly half a dollar a pound ought to mean something to the farmer. You can't get butter without well fed cows. They are showing farmers how to double their hay crop at small expense, and you better think over that proposition, also, while picking the bones of your Christmas turkey.

→The Murray Company want to add a word to this Christmas message to the effect that they are offering a special fertilizer for corn at 20 and \$25 a ton; also a special fertilizer for potatoes at \$30 a ton.

Anticipating Christmas Joys



Already they have booked a sale of 250 tons of these two special fertilizers. Surely that is "going some."

Adv.-by-F.P.W.

BRAMAN'S LIVELY STABLES AT CHRISTMAS TIME.

EX-SHERIFF Braman has a "Merry Christmas" greeting for everybody this year, and there is abundance of reason why he feels cheerful and glad. The past year has been one of advance and progress in every part of his business. Early last spring he began selling horses, Iowa horses, the best horses in the United States. He sold more horses in less time than were ever sold by any dealer in north-eastern Pennsylvania in the same length of time. He made five trips to Iowa after horses, bringing home carloads of the best he could buy out there on the sun-kissed prairies, and then, like a progressive dealer of today, he advertised thoroughly what he had for sale, and the people came, purchased, and everybody was satisfied, for not a horse was sold that did not have the Braman guarantee back of it, not a horse was sold that the purchaser didn't have ample chance to try out.

In making his five trips after Iowa horses, Ex-Sheriff Braman travelled 3,400 miles each trip, totaling 17,000 miles of travel. He sold 100 Iowa horses and 150 natives, totaling 250 horses sold—the greatest sale of horses Wayne county ever witnessed. At present there are but 8 native horses left and Mr. Braman says they

must all be sold by New Year's day. When Braman began selling harness he put in as good a line as he could find in the open market. This branch of his business increased so rapidly that he found it necessary to open a large department on the second floor of his barn for that line.

To be more exact regarding his harness business, Mr. Braman says he had sold fully 100 sets before he decided to fit up a manufactory. Then he put in the latest and best machinery for making and repairing harness, and he placed those machines in charge of an expert harness maker, and ever since the shop was opened those machines have been humming as cheerily as a hive full of bees in June.

At this season of year you consider the blanket needs of your horses, and in that harness department, (where they not only make, but mend your broken harness), they have a stock of horse blankets that cannot be excelled in quality, and at Braman prices, which are always fair to every customer.

These are some of the reasons why Ex-Sheriff Braman has such a hearty "Merry Christmas!" for everybody; and The Citizen has reason to believe that in the year to come a new high-water mark will be recorded by the leading dealer in horses, and everything that goes with them, in this part of the State. In wishing the public a merry Christmas and a happy New Year, Ex-Sheriff Braman says: "Tell your readers that good as we did last year, we expect that next year will beat the record."

Adv.-by-F.P.W.

THE ARTISTIC GENIUS OF ERK BROTHERS' WINDOWS.

LOOK at the windows of Erk Brothers hardware store if you want to see something really worth while. They are object lessons of the effective way genius and originality can take a few common, every day articles and with them create a picture that will please every beholder. The writer has studied and written about window display features for years, and he most emphatically says that Honesdale has a few of the best window trimmers whose work he ever inspected, and probably at the head of these may be placed the Erk Brothers window display artist.

In the lower window, for instance, he took a few high grade articles that are used every day, such as Salt and Pepper Shakers, Oil and Vinegar Cruets, Silver Knife, Fork and Spoon, (in box), Carving Knife, Fork and Steel, (in box), Tea and Coffee Pots with glass percolators, Crumb Trays, Chaffing Dishes, Casserole Sets, etc., and he arranged them in such a manner that you just couldn't help looking them over and wanting some of them in your own home.

In the upper window the central piece was a mounted Moose head that we had previously mentioned. Around it were grouped shining Knives, Scissors, Razors, Rifles, Fishing Rods, Lights, Revolvers, Skates, Carp, Bird Cages, Sleds, etc., all more or less useful and all more or less desirable and appropriate for gifts. The grouping is done so skillfully that you gaze, and gaze, and after

turning away you return to gaze some more.

To-day Erk Brothers wish everybody in Wayne county a Merry Christmas and a happy New Year, and, while thanking you for past patronage, solicit your continued patronage and friendship during 1914.

Adv.-by-F.P.W.

CLARK & BULLOCK'S FAMOUS GROCERY STORE.

BUY your groceries and household supplies at Clark & Bullock's all-around general store, and you will be satisfied in every way from quality to price. Almost every thing wanted is sold at this store, and the greatest care is used in purchasing goods of quality, the goods that give satisfaction and cost you no more than ordinary grades.

This store is the place where you get Occident Flour, the kind that makes good bread every time.

Adv.-by-F.P.W.

WARREN P. SCHENCK IS READY FOR YOU.

ONLY just once will cure a man of the sin of neglect if fire comes his way—one fire that destroys the building of anybody who has no insurance will make him see things in a new way. The proper time to get relief from fire is before the fire starts. The same rule applies to the insurance of stock and the insurance of life. When you think of insurance of any kind, then think of Warren P. Schenck. Every-

body in Honesdale knows him, and knows, also, that his office is on the second floor of the Foster building. He represents the best and most solid of companies. He sells all kinds of insurance, but makes a specialty of fire risks. Start the new year right by placing your insurance with him. Mr. Schenck also represents the Fidelity & Casualty Bonding Company, of New York.

Adv.-by-F.P.W.

BIRDSALL BROS. CO. MAKE HONESDALE WOOLENS.

FLANNEL, Honesdale Flannel, of course, made at the famous Woolen Mills of the Birdsall Bros. Co., at Seelyville, is an article as staple as old corn, hay in the mow, or money in the bank. This institution is now busily engaged in operating their mills in the manufacture of Blankets and Flannel Shirts, and their production of this line of goods is constantly increasing. That means that the clickety-clack of the Birdsall looms is constant music at the manufactory, and the further meaning of the music of the Seelyville looms is that the village on the West Branch is prosperous and happy.

The making of cassimeres and pants by the Birdsall Brothers Co. has been discontinued. The discontinuance was not occasioned by lack of appreciative demand for those articles, for they were very popular; but the growth in the line of Blankets and Shirts became so insistent that the output of the mill had to be directed to accommodate that special line of trade.

It is but stating a truth to say that the fame of the Honesdale Blankets and Flannels has grown so great because of their quality alone. It would be hard to find a region so remote that a line of these goods is not obtainable, attracted there by the insistent demand for that particular weave, make, and excellent quality of wool.

The factory is up-to-date in every way. Its machinery is modern and of the highest grade. Its employees are skilled in the details of their craft. The Flannel Shirts are made in various weights from the lightest to the heaviest. While in pattern the shirts are of the staple make, the mills are also turning out many attractive novelties.

All of these combinations of quality, modern methods, and strict integrity, constitute the one big reason why the fame of the Honesdale Flannels ever grows, and why their business is ever increasing. And now, both makers and weavers of Honesdale Flannels have reason to wish each other a "Merry Christmas," and many of them.

Adv.-by-F.P.W.

WHERE SANTA FILLS HIS STOCKINGS.

HAVING just purchased the fruit, nut and confectionery business of Antonian Todd, I am in a position to serve you with a fresh line of these goods. Santa Claus can find at our store all kinds of nuts, candies and oranges for the Christmas stocking. We also have a choice variety of standard brand cigars and tobacco. Fresh peanuts roasted daily only five cents per bag. Our line of assorted Christmas candies is unequalled, sold in bulk, by the pound or boxes. Dates and figs will make your Christmas purchases complete. Your patronage solicited.

GEORGE L. GIBNEY, 843 Main Street, Honesdale, Pa.

THE FARMERS BANK SAYS "MERRY CHRISTMAS!"

UST see here, Mr. Wayne Countean, the Farmers & Mechanics Bank wants to wish you a "Merry Christmas," and really hopes that your coming year will be a happy one from start to finish. That's a great bank, that Farmers Bank is. Not the biggest bank in the universe, oh, no; but just a plain, every day bank for plain, every day people, and that is why it is so popular with everybody.

There was something substantial and very satisfying in many a Wayne county stocking this Christmas morning, thanks to the Farmers Bank, that found its place there because that institution had received the little stream of deposits, and, by paying 3 per cent. on them, computing the interest twice during the year, had enabled the depositors to save what otherwise would have vanished away.

Adv.-by-F.P.W.

"Red Shadow" is Hon. John E. Barrett's great story of the Wyoming Valley. It tells all about the famous massacre. It grips. It thrills. It is the seed of local patriotism. Big book. Price \$1.25. Cheap at double the money. At Leine's drug store.