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THE DALLAS POST, INC.

The DALLAS POST is a youthful weekly rural-suburban newspaper, owned, edited and operated by young men interested in the development of the great rural-suburban region of Luzerne County and in the attainment of the highest ideals of journalism. Thirty-one surrounding communities contribute weekly articles to THE POST and have an interest in its editorial policies. THE POST is truly "more than a newspaper, it is a community institution." Congress shall make no law *** abridging the freedom of speech, or of Press.—From the first amendment to the Constitution of the United States.
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"It is a gloomy moment in history. Not for many years—not in a lifetime of most men who read this paper—has there been so much grave and deep apprehension; never has the future seemed so incalculable as at this time. In our own country there is universal commercial prostration and panic, and thousands of our poorest fellow citizens are turned out against the approaching winter without employment, and without the prospect of it.

"In France the political caldron seethes and bubbles with uncertainty; Russia hangs, as usual, like a cloud, dark and silent, upon the horizon of Europe; while all the energies, resources and influences of the British Empire are sorely tried, and are yet to be tried more sorely, in coping with the vast and deadly Indian insurrection, and with its disturbed relations in China.

"It is a solemn moment, and no man can feel an indifference (which, happily, no man pretends to feel) in the issue of events.

"Of our own troubles no man can see the end. They are fortunately, as yet, mainly commercial; and if we are only to lose money, and by painful poverty to be taught wisdom—the wisdom of honor, of faith, of sympathy and of charity—no man need seriously despair. And yet the very haste to be rich, which is the occasion of this widespread calamity, has also tended to destroy the moral forces with which we are to resist and subdue the calamity."

The paragraphs quoted above were not written yesterday although they are very much the same sort of thing that many people are saying today. They were printed in Harper's Weekly on October 10, 1857, seventy-four years ago.

If in these seventy-four years there had been no change we would have good ground for pessimism now. But everybody knows that during most of that time this country has experienced good times steadily getting better.

What happened before will happen again. From all that we can see and hear we believe that the worst of the present situation is over and that conditions are on the mend. And we are certain that the pessimists who are still frightened out of their wits have no more basis for their gloom than did our grandfathers in 1875.

-EXCHANGE-

"My son," ran an editorial in the Bridgeport (Conn.) Post—an editorial that should be reprinted by hundreds of papers, for the benefit of

Best Time To Advertise selves and their local merchants—"there's nothing on earth so mysteriously funny as an advertisement. The prime, first, last and all the time object of an advertisement is to draw custom. It is not, was not, and never will be designed for any other human purpose. So the merchant waits till the busy season comes and his store is so full of custom that he can't get his hat off and then he rushes to his printer and goes in for advertising.

"When the dull season gets along and there is no trade and he wants to sell goods so bad he can't pay his rent, he stops his advertising. That is, some of them do, but occasionally a level headed merchant does more of it and scoops in all the business, while his neighbors are making mortgages to pay the gas bill.

"There are times when you couldn't stop people from buying everything in the store if you planted a cannon behind the door, and that's the time the advertisement is sent out on its mission. It makes light work for the advertising, for a calk sign on the sidewalk could do all that was needed and have a half holiday six days in the week; but who wants to favor an advertisement? They are built to do hard work, and should be sent out in the dull days when a customer has to be knocked down with hard facts and kicked insensible with bankrupt reductions and dragged in with irresistible slaughter of prices before he will spend a cent.

"That's the aim and end of advertising, my son, and never open a store don't try to get them to come. They are already sticking out of the windows, but in advertisements right between the eyes in the person and you will wax rich and own a fast horse and be able to smoke a good cigar once or twice

Write this down where you'll fall over it every day. To draw business is when you want business, and when you have more business than you can attend to

LETTERS.... TO THEEDITOR

Two weeks ago there appeared in this column a letter regarding Kingston township school affairs and signed with the initials "M. K." Many persons have attributed the letter to M. E. Keeler of Trucksville. In fairness to Mr. Keeler we would like to correct this erroneous impression. Mr. Keeler did not write and had nothing to do with the letter which was printed here.

Editor,

-Noxen-

Letha Jones and Miss Vivian Lutes spent the week end calling on friends near Mansfield.

Tuesday evening at Noxen M. E. Social Hall the Bowman's Creek Grange Degree team will practice on the third and fourth degrees and several candidates were obligated in the first and second degree.

Rev. Charles Monroe has been confined to the house the past week with grippe.

Mr. and Mrs. Albert May spent the week-end at Spring City visiting relatives of Mrs. May.

Mr. and Mrs. Arthur Wyant who velling throughout the western states as far as California by auto returned the forepart of last week.

James Wyant has new plate glass show windows installed in his store front.

Lord-Lane

Miss Margaret Lane, daughter of Mr. and Mrs. Grover Lane of New York, was married to Leo Lord son of Mr. and Mrs. Lewis Lord of Noxen, on Saturday evening at the home of the bridegroom's brother-in-law and sister, Mr. and Mrs. Edward Leibenguth of Noxen. Rev. L. N. Davis of Mill City performed the ceremony.

Mr. and Mrs. Frank Lord of Noxen were attendants. The bride wore a gown of brown satin and a corsage of bride's roses. Her attendant wore blue satin and a corsage of pink roses.

The ceremony was performed beneath an arch of evergreen and cut flowers. A dinner followed at the Leibenguth residence for both families and a few friends. After a trip Mr. and Mrs. Lord will reside at Noxen.

Clarence Leshar has returned to Noxen to spend the winter with his sister, Mrs. Andy Thomas.

Rev. Harold Deisher and wife spent several days last week visiting their parents at Topton and East Texas.

Elsie Siglin, only daughter of Mr. and Mrs. George Siglin, died in the Wilkes-Barre General Hospital last Thursday. Funeral services were held at the home on Sunday afternoon conducted by Rev. Harold Deisher.

Miss Bina Dendler, a student nurse in the Berwick Hospital, recently visited her parents, Mr. and Mrs. Albert Dendler.

Mr. and Mrs. J. Elmore Turrell are visiting their daughter, Mary Louise, who is at Ward-Belmont College at Nashville, Tenn.

Lloyd Newell is opening another store in the building recently vacated by Mrs. Anna Davis. He will carry a line of drygoods and clothing.

Frank Turner has greatly improved the appearance of his house by enlarging it and putting in new win-

dows and replacing the old siding.

There will be an "Old Fashioned Entertainment" in the Methodist hall Friday evening. The proceeds of the entertainment will be turned over to the school library fund.

Mr. and Mrs. M. W. Whittaker were called to Brookville, Jefferson county, on Friday on account of the death of Mr. Whittaker's mother. Mrs. Perry Bond, of Irvington, N. J., a sister of Mr. Whittaker, met them in Wilkes-Barre and went to the home with them.

The Ladies' Society of the Lutheran church will hold their annual bazaar at the parish house on Wednesday, November 18th. Vegetable soup, pie and coffee will be served at noon, and beginning at five o'clock P. M., a cafeteria supper will be served. In the evening the Ruggles Band will furnish music. All are invited.

-Orange-

The Sunday School held its annual Hallowe'en party in the parish house last Saturday evening. Prizes were awarded to Mrs. Frank Heitzman for the prettiest costume and Harold Bedford for the most grotesque costume. Those present:

Mr. and Mrs. Morris King, Mr. and Mrs. Mark Kunkle, Paul Kunkle, Mr. and Mrs. Amasa Agnew, Mr. and Mrs. Lester Dymond, Doris and Elsie Dymond, Betty and Joseph Ferry, Mrs. Ira Dymond, Mrs. Bert Miller, Mr. and Mrs. Harold Bedford, Jean, Janis Ross and Lewis Bedford, Mr. and Mrs. John Perry, Doris Perry, Aaron Whitlock, Mert Swartwood, Mr. and Mrs. Ray Miller, Ruth and Martha Miller, Mrs. Nora Dymond, Mr. and Mrs. Wesley

"THE FORGET-ME-NOT SPEAKS"

Little pale blossom of tint sky blue,
Why are you worn today?
Why is everyone buying you
What do you stand for pray?

"I stand for a cross in Flanders Field
And for Marne, and the wood of Belleau;
For the Khaki line that would not yield—
For the prayers from the lips that Death
has sealed—
I stand for wounds that have not healed,
And Hospital Beds in a row.

"I stand for horrors and wound and scar,
For bodies shattered and torn;
For the battlefields recking beneath the
stars
With sacrifice to the War-God Mars;
For an end to the reign of Kings and Czars;
And for mothers and wives that mourn.

"For the mem'ry of warriors racked with
pain,
Mangled while facing the foe;
French soil bears a crimson stain
Where they offered their all, unthinking
of gain,
(They know Now their sacrifice was not in
vain!)
In their Hospital Beds in a row!"

A ONE WAY GAME



-Trucksville-

Ladies' Aid Society of the M. E. church will hold a rummage sale to Luzerne on Thursday, November 19. Ladies will canvass the town to get articles.

Mr. and Mrs. G. W. Reynolds and Mr. and Mrs. George J. Reynolds and daughter Betty have returned home from a motor trip to Baltimore, Md., where they visited the former's daughter Helen who is a student at Goucher college.

Bruce Henrie of Shickshinny was a caller in town recently.

Free Methodist midweek prayer meeting will be held this week at the home of Mrs. Hattie Hersh on Orchard street, Wednesday evening at 7:30.

Mrs. William Rhodes of Rice street spent a day recently at the home of Mrs. Harry Mitchell of Conyngham avenue, Wilkes-Barre.

Lucille O'Konsky entertained a party of friends recently at the Checkerboard Inn. Games and dancing were the features of the evening, after which a delicious luncheon was served to guests, who numbered ten.

Mr. and Mrs. C. J. Hunsinger were tendered a pleasant surprise on Saturday evening in honor of both their birthday anniversaries. After an evening of games and music, luncheon was served to the following: Mr. and Mrs. Earl Hunsinger and daughter Leona, Mr. and Mrs. Cyrus Hunsinger and son Raymond, Emily Lewis, Ruth Lewis, Bella Sites, George Dunning, Leroy Christain, William Hale, Daisy Livingston, Stanley Guigen, Anna Evans, Stanley Jeddle, Earl Parsons, E. Arkinson, Leona Jones Mr. and Mrs. Cummings, Mrs. E. Parsons, all of Wyoming; Mrs. Anna Hunsinger of Campton, Miss Mabel Haines, Mr. and Mrs. C. J. Hunsinger.

Miss Mabel Haines is spending some time with her aunt, Mrs. Cecil Hunsinger.

Complaints have been coming to local forest officers and other local officers about persons taking up pine and other trees from other people's land. This has been called to their attention several times before but this time arrests are to be made. Lists have been made up of persons who have ignored the law and arrests will be made within a few days. The law calls for a \$25 fine and costs.

Mrs. Emma Haines is spending some time at Slocum.

Send news in to the correspondent early. Church news must be in before Thursday so it may be set Thursday evening.

Alberta Lyons, Edna Billings, Della Riddle and Ruth Bennett, patrol leaders of Girl Scout Troop 19, spent the week end at the troop cabin, located on the property of H. L. Johnson, Harris Hill. Miss Frances Keeler, captain of the troop, accompanied them. The girls cooked out-of-doors and enjoyed camping in their own cabin, which was built largely by the members of the troop a year ago.

