

PLANTERS NUT & CHOCOLATE CO.

This prominent Wilkes-Barre concern is one of the foremost manufacturing institutions of the community and the demand for their products has spread far and wide. A real live wire concern producing guaranteed goods that can be purchased at any place where the best peanut bars and salted peanuts are sold.

The members of this firm are prominent and public spirited people and have spared no time nor expense to perfect their sanitary manufacturing establishment. It is a fact beyond question that adequate peanut bar and salted peanut service today is essential to progress and expansion of any community. Therefore, in detailing the prospect for a greater industrial city it is with a feeling of satisfaction that we direct your special attention to this company.

There is no other concern of its kind that is better equipped with modern and scientifically correct peanut bar and salted peanut making equipment.

As improved machinery has been approved this company has always been keen to at once adopt the same and this with the maintenance

of a strictly modern plant is responsible for the very satisfactory service rendered patrons throughout the country.

The management not being satisfied with just taking care of the present, but with a broad view of the future, having made improvement with the view of further extension of their services in the commercial world.

What we wish to specially impress on our readers is that it is your duty to know their brands, not only because it is best but because it's your own local brand and merits your support.

In conclusion we will say the Planters Nut & Chocolate Co. has always taken a commendable interest in public improvements and is ready to aid in all community enterprises. They therefore merit the liberal support they receive and we predict and hope they will long continue to minister to our needs in the same admirable manner.

Whitenights

Headquarters for the New Whitenight Washer

Admirably located in Wilkes-Barre at 35 West Market Street—is the place to buy your new washing machine. In addition to the very serviceable new "Whitenight" Washer, they carry the famous Apex Washing machine—well known for its time saving qualities.

Do your Xmas shopping here. This is the home of the "Whitenight" Electric Washer, which is being placed in homes all over this section and is relieving the ladies of much household drudgery. The very latest invention. They will be glad to demonstrate.

Whitenights are strictly in accord with the spirit of the times. With the advance of woman into a larger sphere of life there came the need of ways to alleviate her house-work. First that of hiring help was the easiest and simplest. With the coming of the age of the scarcity of labor and tendencies of the times toward unsettled labor conditions came the necessity for inventions to take the place of the haughty maid and the bucking wash woman.

There is no more erroneous idea than that it is more expensive to operate a house with modern ap-

pliances. It is economy and just step into this store and they will show you how to conduct a place from a home economic standpoint.

Hundreds of thousands of women have marveled at its mastery of their greatest problem.

Many "Whitenight" washers have been sold here and are giving the best of satisfaction. Many are in use in this country and they will give you references of local people whom you can interview about the matter.

They and their assistants are over this territory and will be glad to demonstrate to anyone the advantages of the "Whitenight" Electric Washer. People of this section are very enthusiastic over the new process of washing.

It is not surprising then that it should have such a successful career in business nor that the management should be proprietor of a large washing machine establishment in this section of the country.

We wish to compliment Whitenights upon the modern and up-to-date establishment and the admirable manner in which it is conducted.

Harry Meister

Men's Clothing

A modern men's store in Wilkes-Barre at 20 South Main Street—is one of the leading men's clothing and furnishing establishments in this community.

They sell high class merchandise and at prices that denote real, true value, is among the wide-awake business men of the community, they cater to every taste and have a most comprehensive stock.

It is with a feeling of satisfaction that customers enter the Harry Meister establishment.

Realizing that the service extended this year will be considered when the next season approaches this well known house has chosen its stock with a view of giving its customers the greatest value possible. When it comes to ready-made clothing they have lines which are so complete as to styles, material and prices that the most particular can find something suitable. But the success of a dealer in this line rests not only with the price which he pays for his goods. He must be an effi-

cient buyer, well versed in the styles of the day and with a knowledge of the demands of his customers. It is this feature of the trade that has made this store so popular with the young men of this section.

In the way of collars, ties, haberdashery, underwear, and in fact, everything in the way of gent's furnishings you will find the stock large selected by buyers of excellent taste and priced reasonably.

This firm's store is stocked with the greatest variety of quality men's clothing in the country. Popular prices prevail automatically going lower as materials, manufacturing and retailing prices will permit, thus protecting the buyer. The many patrons come from all quarters of the country and outside as well.

The Harry Meister establishment is a prominent and well known business institution and a progressive booster for the community. We are pleased to compliment it upon the metropolitan service and public spirited policies.

Wyoming Valley Riding Academy

H. G. Mowrer, Manager

Admirably located in Wilkes-Barre R. F. D. 1 at Sugar Notch Cross Roads, Hanover Township, telephone 40563, just ask for "Charlie" and he will give you complete information and details—offers the people of this section "trail riding" through some of the most beautiful country in this section where one can ride for hours without seeing an automobile. They give you riding lessons by appointment under competent instructors with safe and gentle horses—also the best of care and feed for boarders. This is one of the concerns that adds much to a sport life in this section of the state. It promotes healthful exercises and a social favorite.

Horse back riding has always been a sport for man, woman and child As in the days of old it has been

the sport of kings, in war the horse was always the favorite as well as in other amusements.

In the big cities and smaller communities society can be seen riding on the roads in the country and on the bridle paths or parks.

They have a fine stable of horses and men who thoroughly understand their care. They will see that you learn correctly and suggest to what riding habit you desire.

Just call their stable on the phone Wilkes-Barre 40563 for appointments and ride through the beautiful picturesque country that surrounds our community.

In passing we would like to compliment this saddle school on their fine stables of horses and the accommodation and courtesy that makes their service when you call.

NOW!

The clerk at the office for registry of births, marriages, etc., was new to his job and not very well acquainted with the customary procedure.

"I want a certificate—" began the caller.
"What name?" asked the clerk.
"New—Thomas New."
"Pardon me, I didn't quite catch it."
"I'm New. New to you! New to everybody! New to the world!"
"What you want is a birth certificate," said the clerk, absently.—Tit-Bits Magazine.

Service With a Smile

Restaurant Customer—Look here, waiter; how much longer must I wait for that half portion of Long Island duckling?

Waiter—Just until somebody orders the other half, sir. You know we can't go out and kill half a duck.

More Difficult Now

Gruff Father to Son—Why don't you get out and find a job? When I was your age I was working for \$3 a week in a store, and at the end of five years I owned the store.

Son—You can't do that nowadays. They have cash registers.

Scureman Funeral Home

Conveniently located in Wyoming at 215 Wyoming Avenue is ably managed by W. T. and James Scureman. Truly a most metropolitan service rendered by the most eminent men in this essential profession who are of the foremost progressive citizens.

There is no vocation requiring for its successful prosecution a greater natural aptitude than that of the modern funeral director and this particularly applies to these well known representatives of this valued profession. Through untiring efforts and commendable methods they have progressed from a modest beginning until today they possess a clientele that extends over many miles of territory.

As is generally known the Scureman Funeral Home is recognized as among the most proficient and conscientious people in this line in this section and this distinction is well merited, as the excellent service that they render in the practice of the profession will testify. It may be truly said that no one in this section engaged in the arduous profession of which they are able exponents has given their profession

closer study or is better equipped from every standpoint to carry out all of the work attendant upon the calling.

They have provided a modern funeral establishment, which is not only an accommodation to those in apartments and small homes, but is one of the most elegant establishments of this kind in this part of the state. It is in accord with the latest and most metropolitan plan of diplomatic service for it has become the accepted system in the metropolitan centers for people even in the most palatial homes to make use of such perfectly appointed funeral homes as this one.

They have gained the name as reliable funeral directors which is not confined to the city alone, but extends throughout this and adjoining territory. It is eminently proper in this review of the community today that we give the Scureman Funeral Home special mention as among our highly esteemed and useful citizens, who, in the successful practice of this useful profession have gained the good will of all who have dealings with them.

stantial citizens and home owners and are aiding in the progress of their various communities.

The policy of this bank is one of accommodations and convenience to its customers. Liberal without being careless, conservative without being hide-bound. The best interests of its customers are always consulted and they determine the course it shall follow in every instance, except where those interests would conflict with or prove a menace to the welfare of the community at large. The policy has drawn to this institution a large clientele, every one of whom is a real friend just as the institution is a real friend to all whom it serves.

This bank, of course, conducts a general banking business. Its service and advice are sought by the largest corporations as well as by the humblest individual, and in every instance the same courteous treatment is extended and the same

careful attention given to the problems presented. Open or checking accounts are carried as a part of the bank's regular business; certificates of deposit are issued, as well as drafts on domestic and all foreign points. Collections are promptly made and every assistance in the way of loans to deserving enterprises is rendered.

It is under the control of and subject to inspection and regulation by the United States government.

Its soundness has never been questioned. Its officers are men of highest standing in their community and of irreproachable character and unassailable repute. They have always adhered to the soundest principles of banking and are well deserving of the magnificent patronage that has been extended to their ably managed institution. The Wyoming National Bank is one of the most valued of the community's many valued assets.

Frank's Specialty Shop

With a new location in Wilkes-Barre at 31 West Market Street—this is a very modern ladies' ready-to-wear establishment where garments and materials are known for their smartness and their individuality of design—entire establishment under direction of a management of excellent taste, featuring high grade goods at reasonable prices, one of the real economical trade centers of the community.

Individuality and distinctiveness of design is noted in specialties and ready-to-wear from this establishment and this is in a large degree responsible for the extensive trade of the store.

All goods for the store come from the markets of the very latest fashions and are of rare beauty. Specialties and garments of this store are not just ordinary, but have a style of their own. A large line of the season's stock is now on hand for the accommodation of the public and no matter whether it is street, sport or dress or garment of any design you may desire you can get it here and it will be becoming and give you taste and good looks.

In this age of high prices this store is recognized as the one place where the women of the country can be fitted out in millinery of the day at a reasonable figure. People marvel at the excellent merchandise that can be obtained here at prices lower than those prevailing on the usual run of merchandise of the day.

They exercise wonderful taste which is responsible in a large degree for the excellent patronage of the store. The principle upon which this store is operated is that of furnishing individual and distinctive specialties and garments most reasonable and meeting any and all competition as to style and price. This accounts for the fact that the establishment is the mecca for the well dressed ladies of the community.

While you always have at your command here the newest creations and the highest quality, yet the prices are most moderate.

It is a pleasure for us to direct your attention to Frank's Specialty Shop as one of the most important features of this community's commercial efficiency.

Majestic Candy Co.

Are wholesale dealers located in Wilkes-Barre at 91 East Northampton Street—offer the largest selection of candy in the city which are only the highest grade and purest quality at prices that have been most attractive.

Offering the highest grade and purest quality at prices that have been most attractive. Large capacity for the handling of the trade has rendered their service most metropolitan and under experienced and competent management they have become the prominent firm in this field. Distributors for many of the leading and most popular brands known throughout the country today.

No review of the business, agricultural and industrial interests of this section of the state would be complete without prominent mention of this company which aids in no little measure the progress and prosperity of this section and it is undoubtedly one of the progressive and popular establishments in this section and daily ships many consignments all over this community. Adequate candy service is unquestionably an essential feature today of every modern American community.

Therefore, in detailing the prospects for a greater community it is with a feeling of satisfaction that we direct your special attention to this company.

There is probably no other community this size in the country that is better equipped in this respect for this well known and popular concern has every modern convenience for correct candy distribution.

Very satisfactory service has been rendered to their patrons over the community and every patron of the concern is also a loyal supporter and a consistent booster for it.

A special feature with this establishment is the furnishing of information and in this department you will find courtesy and accommodation always in evidence. You are urged to call at any time and the latest and most authoritative information is at your service.

We wish to compliment the Majestic Candy Company upon the satisfactory service rendered in furnishing pure and wholesome confections at all times.

Harry W. Poust

Diamond Metal Weather Strips

Located in Wilkes-Barre, Room 300 in the Coal Exchange Building, this is the leading concern of this nature in this part of the state. He has done excellent work in many homes throughout this territory and is pleased to refer prospective customers to their list of satisfied patrons.

By far the most important financial transaction in the life-time of the average man is the building or the purchase of a home. Nothing else costs so much or is used so long. No act in the average man's life necessitates the exercise of such good judgment and common sense as the providing all that is dearest in the world to him.

Weather stripping of windows and doors of a house and buildings is coming more and more to be considered a necessity and less of a semiluxury than heretofore. And rightly so too—for weather stripping prevents the rattling of doors and windows to say nothing of the eliminating of draughts and keeping the rooms at an even temperature thereby eliminating doctor bills.

And the cost of this equipment for your building or home, whether it is newly constructed or an old one—is so small that within a short number of four or five years the saving in fuel alone will recompense the owner for expenditures in installing same.

If you desire that your new home be so constructed that the kiddies may safely frolic on the floor, any time, even in close proximity to doors and windows, or if in your present domicile you are subject to drafts and the seeping in of dirt, rain and snow—so prevalent in the older structures, we suggest that you phone this enterprising firm and have one of their representatives call and explain to you the benefits derived from having your home equipped with weather strips.

Harry W. Poust is a man with years of experience in contracting and building work. He understands every phase of this endeavor but particularly he has specialized on weather stripping, screening, etc., until today he ranks as an expert in same. We recommend his work very highly and feel proud to have him with us in this big issue.

Timid Soul

Brown (in hardware store)—I want three snow shovels.
Clerk—You must have a big place, sir.
Brown—No, but I have two neighbors.

Tough Luck

"I'm afraid my goose is cooked," groaned the discouraged business man.
"Isn't the new deal helping you any?" asked the friend.
"No," he retorted, "Lad's Luck still is giving me the raw one."

Doesn't Bother Her

Mistress—At last you have come. I have been ringing for ten minutes. In time it gets on one's nerves.
Maid—Not at all, madame, I am used to such noises.

Cash or Terms

Realtor—Now here's a beautiful home overlooking the lake.
Buyer—Where's the lake?
Realtor—That's what's overlooked.—Exchange.

A Bad Spell

Stenographer—How'd a spell sense?
Boss—Dollars and cents or horse sense?
Stenographer—Well, like in "I ain't seen him sense."

His One Yarn

"And did he live to tell the tale?" asked a listener, after the story of the traveler's amazing adventure had been told.
"Oh, yes," replied the story teller, "in fact, he's done nothing else since."

Lame Argument

Judge, to prisoner charged with burglary—If you were in that house for no dishonest purpose, why was it that you went in in your stocking feet?
Prisoner—I heard that there was sickness in the family.

The Big Trouble

Dick—Doesn't it madden you when a girl is slow about getting ready to go out to dinner with you?
Don—Yes, the longer she takes the hungrier she gets.

Thoughtful of Her

Wife—Happy birthday, darling—I have a surprise for you.
Husband—What is it?
Wife—Wait a minute and I will put it on.

Camping Trip

Husband—This isn't coffee!
Wife—Oh, dear, that's the worst of using this dirty stream water—I forgot to put in the coffee.

That Homey Feeling

Friend—He's worth in the neighborhood of a million dollars, I've heard.
Flapper—Good! That's my favorite neighborhood.—Cleveland Plain Dealer.

GIVING THEM A CHANCE

The giant air-liner was flying swiftly over azure blue seas. Suddenly land came in sight, and later the buildings of a big town. Midway over the town a look of concern came over the pilot's face.

He turned to his passengers.
"Did any of you ever hear that saying, 'See Naples and die'?" he asked.
"Why, yes!" they chorused eagerly.
"Good!" he replied. "We're over Naples now and something has gone wrong with the engine. Have a good look at it."—Answers Magazine.

Running Away From It

He (hastily)—Er—just a moment, darling—that's my tailor, and I don't care to meet him.
She (tactlessly)—Why not?
"Well, as a matter of fact,—he still owes me the receipt for the money for my dress suit!"

Fair Warning

"Pass the dessert, please, sir."
"If you eat another piece of pie you'll pop!"
"Pass the dessert, please, sir, and get out of the way."—Kansas City Star.

Gracious

City Man—Gracious heavens, even the cows have begun hoarding!
Country Man—You don't say.
City Man—Yes, here it is in the headlines: "Light native cow hides 6½ cents."

DIDN'T WASTE HER TIME

We don't laugh much, and especially when an agent rings the front doorbell, but we did get a chuckle the other day. Being home alone, we had to answer the ring. A very nice-looking lady, who probably buys in the stylish stout departments, asked for the Missus, and when we explained we were the only one around, keeping the goldfish from getting lonesome, she asked: "Is your wife a large woman?"
"No," said we, "she is very small."
"Well," she sighed, "I guess then she wouldn't be interested in corsets."—Cincinnati Enquirer.

Making It Up

"You haven't got the answer to this problem right," said the teacher, at the close of school. "You'll have to stay and do it over."
"How far off is it this time?" asked the boy in despair.
"Two cents."
"Well, I've got something awful important to do after school. I'll just pay the difference."

Temporarily Satisfied

Young Housewife (to peddler)—No, thank you, there's not a thing in the world we want.
Peddler—Very good, madam. Shall I call again when the honeymoon is over?