

COSMETICS AS A NECESSITY

Business Experts See Big Possibilities in This Field in the Next Few Years.

Many retail business experts believe that cosmetics comprise one of the least-worked fields of daily commerce—proportionate to the possibilities, says The Nation's Business. They expect that the increase of the amount of rouge and perfumes used in the next few years will be more than the increase of any other every-day article.

Thirty years ago, or even less, while there was no serious objection if a woman used a dash of perfume, it was regarded as wasteful and extravagant if she paid a high price for it. Using rouge, of course, placed her beyond the pale. Today not only is rouge permissible, but the better grades of perfume have come in the minds of many people to be less of a luxury than an every-day requirement.

The modern idea seems to be that if we may have good music to please the auditory sense and cultivate beauty to please our vision, it is no less proper to add to the joy of life through the olfactory sense. The shop girl earning as little as \$15 a week is willing to darn the heels of her stockings and wash them out each night, that she may pay \$7 an ounce for perfume; and she does so without feeling that she is extravagant.

Notwithstanding the widespread use of perfumes in all forms, the sale is still comparatively small. For that matter even preparations for cleansing the teeth are far less used than people generally imagine. According to investigations by different manufacturers, at least 60 per cent of the population use no dental preparations whatever. Indeed, some investigators place this number as high as 82 per cent. Small woman, then, if widely advertised dentifrices and tooth brushes make so little impression on the population, that there is a big untouched field for perfumery.

FAMOUS SPEAKERS OF HOUSE

Muhlenberg of Pennsylvania Presided Over First Congress and Has Had Noted Successors.

The first speaker of the house of representatives of the United States congress was Frederick A. Muhlenberg of Pennsylvania, who was born in Trappe, Pa., in 1750, and died in Lancaster, Pa., 122 years ago, June 4, 1801, says the Detroit News. Muhlenberg was the son of Rev. Heinrich Melchior Muhlenberg, the founder of the German Lutheran church in America, and the brother of John Peter Gabriel Muhlenberg, clergyman, general in Washington's army, congressman and United States senator. Muhlenberg served as speaker throughout the first congress of the United States and was succeeded by Jonathan Trumbull of Connecticut, but was returned to the speaker's chair in the third congress.

Among his famous successors were Henry Clay, who was speaker of six congresses; James K. Polk, Robert C. Winthrop, Schuyler Colfax, James G. Blaine, John G. Carlisle, Thomas E. Reed, Charles F. Crisp, David B. Henderson, Joseph G. Cannon and Champ Clark.

Story of Naboth's Vineyard. The phrase, "Naboth's Vineyard," is sometimes used to denote any possession greatly coveted by others.

Naboth's Vineyard was a vineyard in Jezreel, greatly coveted by Ahab, king of Israel. Naboth, the owner, declined, however, either to sell the vineyard to the king or exchange it for another, and was, in consequence, says the Detroit News, cruelly murdered on a false charge of blasphemy—trumped up by the infamous Queen Jezebel.

Ahab thereupon took immediate possession of the vineyard, but was met by the prophet Elijah, who denounced the wickedness of the king and queen, and foretold the awful doom that awaited Jezebel and her children.

Fine Triplets.

An old soldier who had served twenty-one years was discharged at Portsmouth and demanded half-fare tickets for his three youngest.

"How old are they?" asked the booking clerk suspiciously.

"Eleven years, all ave them. They're triplets."

"Fine youngsters," said the clerk. "Where were they born?"

"Patrick was born in Cairo, Bridget was born in Bombay and Michael was born in Madras."

Reflective Person.

Mrs. Jackson—Speakin' ob your husband, Mrs. Wimple, did he evah convey to you dat he done propose to me befo' he married you?

Mrs. Wimple—Deed he didn't! He was so ashamed ob some ob de fings he did dat I nevah insisted upon a confession.—Washington Star.

Perhaps He Means H2O.

Little English Girl (at breakfast)—Why does the milkman call "milk-ho" mornings? Why doesn't he just say milk?

Wise Sister—That shows you aren't educated. If you'd learned French you'd know that "eau" means water, and dad says the milk we get is about half water.—Boston Transcript.

Vote for Taylor for Sheriff.

1. Giving Relief in Disasters
2. Serving Disabled Veterans
3. Aiding Men in Army and Navy
4. Public Health Nursing Service
5. First Aid to the Injured
6. Life Saving Instruction
7. Home Hygiene and Care of Sick
8. Nutrition Service
9. American Junior Red Cross

Can you think of any better way to use a dollar?

RED CROSS ROLL CALL

November 11th to 29th

Join or Renew Your Membership

RED CROSS HELPS WAR'S SUFFERERS

Aids 200,000 Veterans and Their Families—27,000 Disabled Still in Hospitals.

SPENDS \$5,866,255 IN YEAR

Individual Attention Assured to All Physically Ailing or in Distress.

Washington. — War service five years after the armistice, which on November 11 the American Red Cross marks with the opening of the annual membership canvass, shows that during the past year assistance was extended by the Red Cross to some 200,000 ex-service men or their families. To 130 hospitals throughout the country approximately 75,000 ex-service men were admitted for treatment, and to 63,296 of these men definite and specialized service was extended, the Red Cross annual report discloses. In all hospitals under government operation a total of nearly 27,000 disabled veterans were reported by the Surgeon General of the Army.

These facts of the aftermath of physical and mental disability five years after the World War, and the burden resting upon the relatives and dependents of the ex-service men, show conclusively the great need of the Red Cross to act as a supplementary arm of the government in service to these many thousands of men who wore the uniform of the United States. It should be emphasized that government assistance is necessarily standardized along specified lines affecting them as a whole. The Red Cross service is to the individual man and the solution of his problems. This the Red Cross designates "home service" for its aims to give the loving care and interest of the home to these men undergoing physical reconstitution far from their actual home influences.

Year's Expenditures \$5,866,255 In the year ended last June 30 the Red Cross reports \$3,920,000 spent by its Chapters in extending individual attention to the ex-service men and \$1,946,255 spent by National Headquarters of the Red Cross, a total of \$5,866,255 in behalf of the men called to duty in the World War the Red Cross since July 1, 1917, has spent nearly \$164,000,000. Today there are 2,608 Chapters in as many localities carrying on this work, aiding the individual veteran, assisting his family, furnishing creature comforts and funds to tide over troublesome periods. The strong connecting link between the Red Cross and the United States Veterans' Bureau takes the complications out of difficult cases of claims. The Red Cross in this work requiring personal representation of the ex-service man has acted in appeal cases, insurance matters, personal and family problems, camp and hospital activities, and in cases of death. This service handled nearly 12,000 compensation and insurance claims, and 2,225 allotment and other claims.

Solves Serious Problem The financial problem of the ex-service man when traveling to and from hospitals is a serious one, and in meeting this constant demand the Red Cross expended \$138,334.17 during the

year. For extra recreational equipment in Veterans' Bureau training centers \$14,306 was spent, and for the blinded veterans in the government school funds were supplied to enable some of these unfortunate men to enter business as storekeepers and poultry raisers.

In Veterans' Bureau hospitals the record of a single month illustrates the large service rendered by the Red Cross. For example, 15,504 new cases required attention, and a total of 26,007 cases were acted upon; 49,368 letters and 1,363 telegraph messages written, and more than 1,600 entertainments given in recreation houses for the benefit of the patients.

Authorities declare that the present is a critical time in the lives of many of the disabled ex-service men who during the five years since the armistice have developed misgivings of recovery.

Work Among the "Regulars" Service to the enlisted men of the Army, Navy and Marine Corps is a charter obligation of the Red Cross, which in the last year recorded over 200,000 cases of assistance extended and \$34,420 visits to the sick and disabled. Inquiries by the Red Cross at the request of Government authorities into the home conditions of soldiers, sailors and marines aggregated 17,714, and there were nearly 6,000 instances where the Red Cross located men for their families.

All these activities constituting a single responsibility of the American Red Cross demonstrated during the year that its "war service" in behalf of the veteran and the man enlisted in the nation's defensive arms must go forward unflinchingly and without stint of funds. The work of the last five years has welded a close bond of regard between the men who sacrificed and the Red Cross, whose efforts are praised and indorsed by the veterans' organizations. To do all that can be done to soften the consequences of the hard blows of war is the supreme duty of the Red Cross, to which it is giving its best work and most liberal service.

His Misinformation.

They were dining at a fashionable restaurant, the Customers' Man and the Gossip. "See that man over there?" said the latter.

"Yes."

"Well, he is James R. Smith from Peoria, Ill."

"Indeed!"

"Yes, he's just made \$200,000 in the market."

"Well, dear boy," said the Customers' Man, "you're wrong four ways."

"Indeed?"

"Yes—his name is Howard R. Jones."

"Yes?"

"And he is from Springfield, Mass."

"Yes?"

"And the amount was not \$200,000."

"No?"

"It was \$20,000."

"Yes?"

"And he lost it."—Boston Globe.

The Truth Helps.

"Women," observed the man who had just failed to better a pair of sixes, "are funny animals."

"Yeah?" absently replied the fellow who was nursing along three treys.

"Yeah—no, I'm out of this pot. Yeah, if you want to get away with anything, just tell them the truth because they won't believe it. I told my wife I was going to play poker tonight and she pretty near laughed her head off. She knows blame well I've gone to lecture at the Y. M. C. A. I'm such a darn liar."—American Legion

BOND ISSUE WILL MEAN 1335 MILES OF NEW HIGHWAY

Many Miles of Mud to be Ended When Voters Approve Road Loan.

COUNTIES TO BENEFIT THROUGH 50-50 PLAN

William Jennings, Harrisburg, Hears of Very Little Opposition to Proposition.

Not less than 1335 additional miles of durable, modern type road will be built in Pennsylvania if the voters November 6 approve the proposition to bond the state for an additional \$50,000,000, according to William Jennings, of Harrisburg, Secretary of the Associated Highways Organization of Pennsylvania.

"Since the approval of the first bond issue in 1916," said Mr. Jennings, "Pennsylvania has built over 2100 miles of modern type road. Some of this highway has been built by counties, but the major portion of it has been under the direction of the State Highway Department. No other state in the Union has made such a record.

"There is little doubt in my mind that the voters will give the new bond issue an even greater majority than they did the first one. No opposition is heard. The proposed road loan is not a political issue. It is not being backed by any political party or faction, but by all of them. The list of associations which comprise the Associated Highways Organization includes every road association in the state, all of the motor clubs, the township supervisors association, the county commissioners organization; there are representatives of the State Grange, and individuals prominent now and heretofore in affairs of the state government.

"It should interest Pennsylvanians to know that Paul D. Wright, Secretary of Highways, has announced that if the \$50,000,000 bond issue is approved, \$10,000,000 will be set aside to meet the counties on a 50-50 basis in the construction or reconstruction of roads of secondary importance. In other words, the county commissioners if they meet the state's allocation for their particular counties, dollar for dollar, will be able to improve such secondary roads as they choose. The state's \$10,000,000 plus the counties' \$10,000,000 will build badly needed secondary roads which, tying in with the state's primary system, will go a great way toward ending more miles of Pennsylvania mud."

MANY MARVELOUS MILES OF SCENIC SPLENDORS

Since the voters of Pennsylvania in 1918 approved the first bond issue the State Highway Department has supervised the construction of 2100 miles of durable highway, over a thousand miles being paid for from bond issue money.

The major portion of the new mileage is in those sections of the state which prior to 1919 had the least mileage of improved road. It is now possible to travel 1800 miles in Pennsylvania on improved highway, without repeating any part of the journey. All told there are 3277 miles of improved State Highway. It is possible to travel from Pittsburgh to Erie on hard road; from the Maryland line through Harrisburg and Sunbury to the New York line; from Philadelphia to the New York line south of Binghamton; from the Ohio line to the New York line, through Erie; from Meadville to Pittsburgh via Greenville and New Castle; from the William Penn Highway at Water street to the Susquehanna Trail at Williamsport; from Sunbury to Binghamton via Wilkes-Barre and Scranton; from Pittsburgh to Washington, Pa.; from Greensburg to Washington via Uniontown; from Harrisburg to Lancaster and Philadelphia; from Harrisburg to Reading and Philadelphia; from Harrisburg to Easton via Reading and Allentown; with only an occasional break from Sunbury to Philadelphia via Tamaqua and Mauch Chunk. It was the aim of the Highway Department to tie up the already built sections with new mileage; and it succeeded wonderfully.

BOND ISSUE DEFEAT WILL CONTINUE MUD

If Pennsylvania voters defeat the \$50,000,000 bond issue November 6, road building will stop for five years, a pamphlet issued by the Associated Highways Organization of Pennsylvania shows. Here are the facts:

Q. What is the amount of the proposed road bond issue, for which Pennsylvania will vote in the election of November 6th?

A. \$50,000,000. Q. But the constitutional amendment which will appear on the election ballot mentions \$100,000,000. Why? A. In 1918 the voters by a majority of 235,000 amended the constitution so that \$50,000,000 could be borrowed for road construction purposes. This has been spent and another \$50,000,000 is needed. So the voters are asked to approve a constitutional amendment to raise the debt limit \$50,000,000. That will give the State Highway Department \$50,000,000 for road construction.

Q. Why borrow money to build roads?

A. So they can build at the earliest possible time. If we were to wait until the money came into the treasury from ordinary tax collections, we would have to wait 30 years to build them. But if we borrow money we can use the roads while we are paying for them.

Q. If the bond issue fails of passage, what will happen?

A. Beyond construction already authorized, road construction by the state will cease for five years, except for such construction as is made possible by legislative appropriation.

Q. Why five years?

A. The law forbids consideration of a defeated bond issue for five years.

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