

A NEW BILLING PLAN FOR THE BELL.

The Bell Telephone company of Pennsylvania will introduce a new billing plan in the Bellefonte territory beginning November 1st which is regarded by accounting experts as embodying the most advanced and scientific methods of public utility accounting in the country today.

C. W. Heilhecker, manager for the company at this place, had this to say in regard to the new practice. "The new plan is called 'rotation billing' and briefly it means that central offices will be divided into groups, the bills for each group to be rendered on a different date. Depending on the central office through which service is received, subscribers' bills after November 1st will be sent out each month dated the 1st, 6th, 11th, 16th, 21st or 26th of the month, instead of all bills being dated the first of the month as was the past practice. As far as the subscribers in Bellefonte are concerned, the new billing date each month will be the 21st.

"Out-of-town calls will be shown on the new bill up to the date of the bill instead of ten days prior to that date and local service charges will be billed for a month in advance of the date of the bill which is the same as the past practice. "By spreading the Accounting work involved over the month instead of having it accumulate at the end of the month, there will be saving in time, labor and money, for the Telephone company. Furthermore since the bills will carry out-of-town charges up to date, they will be clearer and more convenient for subscribers and much time will be saved for both subscribers and the company, because fewer questions will arise in regard to the accounts.

"To make the plan effective it will be necessary to send out two bills in November for subscribers in Bellefonte the first dated November 1st will cover local service charges only up to November 21st which is the new billing date and charges on out-of-town calls from September 21st to October 20th inclusive.

"The second November bill will be dated November 21st and will cover local service charges up to December 20th inclusive and charges on out-of-town calls from October 21st up to November 20th inclusive, so that all out-of-town charges will be included up to the date of the bill.

"Subsequent bills will carry local service charges for one month in advance, and charges on out-of-town calls for the past."

Two Large Mountain Lions Given to Penn State.

Just as a big gathering of alumni and students had worked itself into a good, old-time football rally pitch in the auditorium at The Pennsylvania State College during the annual alumni homecoming celebration at State two weeks ago, a pair of huge American mountain lions suddenly appeared on the stage.

Both were snarling viciously and one had its right paw upraised to strike. There was a gasp from the 2000 people jammed in a building made to seat only 1300, but fear, if there was any, was quickly dispelled as the great beasts, whose kind formerly roamed the mountains of Central Pennsylvania, were observed to remain perfectly motionless. They were full of sawdust and excelsior and quickly pronounced harmless by "Hickey" Smith, '07, who with Cuthbert Mather, '21, secured the skins in Colorado for the alumni association which presented them to the college at the homecoming celebration. The mountain lion is the so-called " mascot" of Penn State and her athletic teams and the stuffed symbols, each measuring eight feet from nose to tip of tail, will stand in the Varsity hall, campus home of Penn State athletes.

—It makes no difference to Andy Mellon whether it is a pot or a kettle if it is made of aluminum.

Buy at Home

We pay taxes here and contribute to every public movement. And we sell Groceries that are as good as you can get anywhere.

City Cash Grocery

Fish and Oysters that Sell

Fresh caught Fish and fresh shucked Oysters are the most important factors in our business. We are not only anxious to serve you, we want you to know that we want to (create good will). Of course, you can disregard Best Quality and prompt service and merely buy Sea Foods, but will that grade of goods be the "cheapest in the end."

Galaida's Fish and Oyster Mkt

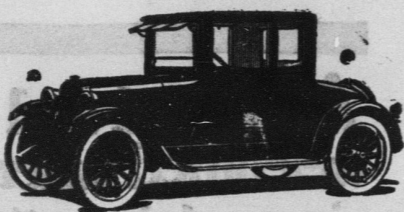
In Ordering Bread

Don't forget to enrich your table with our other baked goods that lend variety and deliciousness to your meals at little expense.

- BREAKFAST ROLLS CRULERS
COFFEE RINGS CAKES
FANCY BUNS RAISEN BREAD
CURRANT BUNS PIES

They give you the same food value as our wholesome Bread.

CITY BAKERY



Dodge Bros. Motor Cars
Graham Bros. Trucks
Hockman's Garage

Center Oil and Gas Co
Distributors of
TEACO Products

Bottorf Bros.
The EXIDE Battery Service Station
Automobile Accessories, Radios and Supplies and Electrical Contractors

Bellefonte Motor Service Co
W. F. MCCOY
General Repairs All Cars
Tires Tubes Accessories
"The MOON SIX"
HUPMOBILE

UNBREAKABLE
Can't Break, Crack or Leak
A Le Boeuf Fountain Pen is Guaranteed Unbreakable
Come in and Try to Break One
The Mott Drug Co

Hunter's Book Store
All Standard Lines
Eaton's and Craine's Papers
Blair Tablets
Carter's and Stafford's Inks
Dennison Goods
Eversharp and Conklin Pencils
Conklin and Moore Pens

IT'S REAL SATISFACTION
FINN SIX
We Invite you to drive it over any Mountain you suggest.
PENN STATE AUTO CO.

DONT BUY FROM The Potter-Hoy Hdw. Co.
Unless you want Real Quality and Satisfaction for Your Money.

Before You Buy
Any LUMBER, FLOORING, FINISH, SASH, DOORS, MILL WORK
Get Shope's Prices
Bell 46 W United

Bellefonte Lumber Co
MILL WORK SHINGLES
BUILDING SUPPLIES
ROUGH LUMBER LATH
Bellefonte Lumber Co

20% REDUCTION ON Rocking Chairs
SHOWN IN OUR WINDOW
W. R. BRACHBILL Furniture, Rugs

Good Morning!
We just want to tell you that The Variety Shop is one of the Busy Stores of Bellefonte.
There's a Reason. Kom & C why this is thus
G. R. SPIGELMYER & CO.

M. R. JOHNSON
Marble and Granite
CEMETERY WORK of every description

Before You Vote
BE SURE TO READ THIS
We have nominated as our leaders the
MODERN GLENWOOD STOVE
W. W. Lawrence & Co's
READY MIXED PAINTS, Valspar Varnishes, Enamels and Stains,
H. P. SCHAEFFER, Hardware

COAL!
Our careful selection has enabled us to sell and deliver at any time the Best Grade of Coal mined in Centre county.
Centre Co. Fuel & B'ldg Sup. Co
NATHAN KOFMAN, Prop.

Knisely's Market
Clean and Up-to-Date
FISH OYSTERS
BUTTER EGGS
SMOKED MEATS
West High Street

Lyon & Co Lyon & Co
We specialize in Ladies, Misses and Children's Ready-to-Wear
Come and see our Blankets and Comfortables
Visit our store before you do your Winter buying. It will be a Big Saving to you.
LYON & CO.

Bellefonte Filling Station and Rest Room
A Service Station for Impatient Motorists
GREASES OILS GAS
Confectionery Tobacco
Oil Changed Free
FRANK SASSERMAN, Prop.

Russ-Bell's
Sodas, Ice Cream, Candy
Martha Washington CANDIES
Old Time Home Made

Watch Casebeer's Window
Always Something of Interest
C. D. CASEBEER
Jeweler and Optometrist

"SIGHT UNSEEN" TRADE IS GAMBLE

Consumer Takes Long Chance When He Buys From the Mail Order House.

GENERALLY IS LOSING GAME

Method of Doing Business is Very Different When You Purchase Goods From Your Home Merchant.

(Copyright.)
When you were a youngster, did you ever make a trade, "sight unseen?" Of course you did. What boy has not risked his jackknife or his choicest marble on such a proposition and how often has he repented of his rash deed when he discovered what he got in the trade? He generally found that the deal turned out to the advantage of the one who made the proposition.

There is a little of the gambling instinct in the blood of nearly every man, woman and child, but even the hardened gambler likes to get a "run for his money." The "sight unseen" proposition doesn't appeal to him in the least. There are thousands of people, however, who would be properly indignant if they were accused of being gamblers, who every day take a chance on the greatest gambling game in the world. And worse than that, they are risking their money on a "sight unseen" proposition.

When one of the thousands of persons who build up and keep up the great mail order houses of the country sends his money away to pay for some article that he has selected from the mail order catalogue, he is taking a chance on getting what he expects to get. The mail order house may be perfectly honest and still the purchaser stands a good chance of not getting what he expects to get. The mail order catalogues are filled with pictures that catch the eye. The descriptions are brief, as they must be when thousands of articles are to be described within the confines of one book. No matter how hard the mail order house might try to tell the truth, the whole truth and nothing but the truth, it would be an impossibility. The buyer is simply taking a chance.

Buying "Sight Unseen."
How much more satisfactory it is to walk into a store in your home town and ask to see an article which you may have seen advertised in your home paper. What would anyone think of your business ability or your common sense if you walked into a store at home and said: "I saw a picture in the paper today of a suit which I liked very much. Please wrap up one for me. Here's the money." The merchant would think that you were crazy, but that is exactly what you do every time you send an order to a mail order house. You buy "sight unseen" and you haven't a ghost of a chance of getting your money back if the article is unsatisfactory when it reaches you.

How different is the proceeding, when you go into the store in your own home town to buy a suit of clothes, or a stove or a yard of ribbon. You may have seen a picture of it in the merchant's advertisement in the home paper and you know that, as the merchant is reliable, you can count on the goods being as he represents them in his advertisement. But does he ask you to take his word for everything? Does he hide the article behind the counter and tell you that you can't even see it until you buy it and pay over the money for it? Hardly. If the article is not already in plain sight on the counter, the merchant produces it for your inspection. If it does not exactly suit you, he has others that are a little different and that he is glad to have you inspect.

Get Merchant's Guarantee.
Then, if it is a suit of clothes you are buying, or a piece of dress goods or a pair of socks, you may ask if the merchant will guarantee that it will wear as long as an article of that kind could be expected to wear and he will tell you either that he will guarantee it or that he will not. If he tells you that he will guarantee it you will know that you will get your money back or another suit or another pair of socks in its place if it doesn't wear like it should, for the merchant, besides being an honest man in most cases, cannot afford not to make his word good. He is dependent upon your business and that of others in his own community and he cannot afford to misrepresent his goods.

After having all this opportunity to see what you are buying, you take your suit or your stove or whatever it is you buy home or it is sent home for you without any delivery charges, and after you get home and take another look at it and decide you don't want it after all, you send it back.

You are not buying something "sight unseen" when you buy from your home merchant. You don't look at a picture of an article in a newspaper, read a short description of it, go to the post office and buy a money order and send it to the merchant with the instructions, "Send me a suit of clothes"—or a stove or whatever it may be—"and I'll pay your delivery man 50 cents for delivering it to me."

There's a world of difference in the two methods of doing business and it's not hard to figure out which is the best for the man who is doing the buying.

The Best at Less in Pianos Radios Phonographs
HARTER'S MUSIC STORE
18 N. Allegheny St.

TIRE CHAINS
I have tire chains to fit the new Balloon Tires.
I also have them for the old style tires.
See that you are ready Better for the first snow and ice.
By having a new set of chains to fit the tires you are now using.
Be prepared!
S. H. POORMAN'S GARAGE
BELLEFONTE, PA.

Your Satisfaction IS OUR RECORD FOR SERVICE
That Good GULF Gasoline
on the edge of town, on the State College road.
EDGEFONT FILLING STATION and REST ROOM
BOND C. WHITE, Prop.

The Scenic Moose Temple Theatre
Good PICTURES SHOWS

Have You Been getting everything that's coming to you when buying groceries
We give you Service and Good Groceries at Right Prices
THOMAS S. HAZEL
DEALER IN
Staple and Fancy Groceries

\$1.75 \$1.75
Ladies' Silk Hose
(Guaranteed)
We will give a new pair free for any pair that shows a runner in the leg or a hole in the heel or toe.
Yeager's Shoe Store

BEEZERS GARAGE
STUDEBAKER
International Trucks
See the "Duplex" Car
GEO. A. BEEZER

TRADE Serv-us BRAND REGISTERED
G. F. Musser Co
WHOLESALE GROCERS

FRANK M. MAYER
Manufacturer of
Snow-flake and White-lily FLOUR
We carry a large stock of All Kinds of Feed in both our Mills. We are always in the market for Grain.
Bellefonte Mill Roopsburg Mill

Special! A few Good Used Cars
NASH SIX
OVERLAND
CHEVROLET
NASH FOUR
Sales - Nash 6s - Service
WION Garage

Bring Health and Happiness to your home with a convenient "Heatmore" Pipeless Furnace
CLEAN AND SANITARY
Saves Fuel Saves Work
Extra Heavy Castings
Deep Cup Joints
Revolving Cinder
Crushing Grates
Properly installed in your Home at a price that will surprise you. Carload buying gives us this advantage. A few remain unsold of the carload. Place your order now and save some real money.
Bellefonte Hardware Co.

Montgomery & Co
BELLEFONTE, PA.
Genuine ENGLISH BROAD CLOTH SHIRTS
Specially Priced
\$2.45
Blue - Tan - White - Gray

Quality Counts
The RIGHT PLACE For the RIGHT GOODS At the RIGHT PRICE
Olewine's Hardware

The Talk of the Town!
Selby's and Just Wrights
Arch Support Shoes
FOR MEN AND WOMEN
Mingle's Shoe Store

Kissel's Meat Market
is in on the Buy at Home Campaign because it offers such Choice Meats at the Right Prices that there is no reason for anybody buying elsewhere.

Fruits Vegetables
EVERYTHING IN SEASON
EVERYTHING OF THE BEST
Carpeneto's

Buy in Centre County
Buy from whom you please BUT
Buy in Centre County
Hazel & Company

... THE ...
Bon Mot
EVERYTHING THAT
IT'S NAME IMPLIES

Schlow's Quality Shop
Offers you Many Opportunities in Quality and Service that you can't get by buying abroad