

Democratic Watchman

Bellefonte, Pa., December 12, 1924.

POINTERS FOR DRIVERS IN HILLY REGIONS.

The inexperienced driver arriving for the first time in hilly regions is prone to think that "putting the car over the road" at a high speed covers all the rules for demonstrating driving ability, in the opinion of J. B. Dickson, maintenance manager of Neel-Cadillac company. Good driving, with due regard for engine and brakes, and conducive to long life of the car, means much more, he contends.

"When a car is pulling steadily up hill it is natural for the driver to think chiefly of the engine which is performing the heroic task," says Mr. Dickson. "As it tops the summit and begins the steep descent it is equally natural for him to change his mental picture and think only of the brakes. So the instructed driver seeing ahead of him a stretch of roadway sloping downward, usually suits his muscular movement to this mental shift and transfers his foot from the accelerator to the brake pedal.

"But, as most drivers know, and as those who do not know should learn, this is not always good driving nor safe driving. Stopping a car on a 10 per cent. down grade at a given speed is, of course, a greater load upon brakes than stopping on a level at the same speed. Yet in cars with adequate braking systems, properly adjusted, it is not merely a question of being able to stop. We are talking about good driving, about using our transportation unit with due regard to long life and economical maintenance.

"In using the automobile engine for braking it should be clear that the faster the engine is driven in relation to the speed of the car, the greater will be the resistance offered. On gradual declines the resistance offered by the engine when the transmission is in high gear, or direct drive, may be sufficient. On steeper grades it is best to shift into intermediate gear before beginning the descent. On very steep mountain grades, on which one should proceed slowly, it is advisable to shift even into low gear.

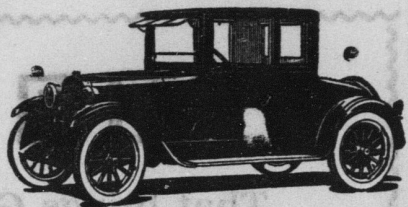
"In using the engine to assist the brakes it is natural to think it will help still further to switch off the ignition. Inconsistent as the statement may seem, this should not be done. Even when the throttle is closed enough fuel is admitted to the cylinders to drive the engine at a speed of about 300 revolutions per minute. If this fuel is not burned it condenses on the cylinder wall and washes off the oil by which the pistons are lubricated. Also this condensed gas works by the pistons and rings, getting into the engine lubricant and diluting it in excess of normal dilution. At the same time the power developed by the burning of this small amount of fuel is insignificant compared with the power absorbed. Switching off the ignition when coasting, with the car driving the engine, does not appreciably increase the resistance, and is almost sure to have injurious results, even though the throttle may be closed.

"If drivers will learn these two lessons about driving in hilly regions, to use the engine for braking purposes but not to turn off the switch, and to sense the moment at which to shift into lower gears, they will be rewarded by a better braking service, with fewer brake adjustments and longer life with better performance from the engine. As a matter of safety on exceptionally steep grades it is wise to stop the car and engage a lower gear to make the descent, which argument gets back to the elementary rule of driving—"When in doubt stop."

Missed a Lot.

Mother (reprovingly)—"When I was young, girls never thought of doing the things they do today."
Daughter—"Well, that's why they didn't do them."

—It's all here and it's all true.



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

...The...

Center Oil and Gas Co

Distributors of



Products

Bottorf Bros.

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

Bottorf Bros.

Service Quality Courtesy

Bellefonte Motor Service Co

W. F. MCOY

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



We Invite you to drive it
over any Mountain you suggest.
PENN STATE AUTO CO.

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

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 CRULLERS
COFFEE RINGS CAKES
FANCY BUNS RAISEN BREAD
CURRANT BUNS PIES
They give you the same food value as our wholesome Bread.

CITY BAKERY

**GALAIDA'S
SANITARY**

Fish and Oyster Market

Bush Arcade—Both Phones

Fish, Oysters and Dressed Poultry at All Times.

Bell Telephone 82 M

DON'T 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

Enduring Gifts

OF
...Quality Furniture...

Showing the largest Lines of
Exclusive trade-marked Furni-
ture in Centre County

W. R. BRACHBILL
Spring St. Bellefonte, Pa.

They Say they Know—that

The Variety Shop

China and Toy Departments

are the Best in Centre County.
Kom and C what U think.

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, Val-
spar 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

Christmas Only a Few Weeks Off.

Watch Casebeer's Windows
For Suggestions



C. D. CASEBEER
Jeweler and Optometrist

MANY STILL LOVE TO BE HUMBUGGED

Seem Not to Mind Having "Some-thing Put Over" on Them the Least Bit.

PINK PAJAMAS FOR SHIRT

Mail Order Houses Find It Easy to Make Substitutions Because of the Cost of Making Exchanges.

(Copyright.)

It was a famous American showman who declared that the American people love to be humbugged. That saying is many years old now but sometimes it seems that there is about as much truth in it now as there was when it was first uttered.

People as a rule do not like the idea of having "something put over" on them, but from the way in which the great mail order houses in the big cities flourish it seems that a great many people do not mind it a bit.

The business man who, when he gets a call for an article which he has not in stock, attempts to substitute some other article of a similar nature without telling the buyer of the substitution, is "putting something over" on his customer. Few retail merchants nowadays attempt to do a thing of that kind. The great majority of merchants do not do this for two reasons. One reason is that they wouldn't do it if they could and the other is that they couldn't do it if they would. The man who buys an article over the counter and sees what he is buying before he pays for it, is pretty sure to get what he wants.

Ordered Shirt, Got Pajamas.

But there is another class of merchants, of which the same thing cannot be said. A man who has been closely connected with some of the big mail order houses is authority for the statement that the heads of the various merchandise departments of many mail order houses have standing orders to substitute with the nearest thing they have if the articles ordered are not in stock and available for delivery. It is related that in one instance as a result of these instructions, a man who ordered a dress shirt from a mail order house received a pair of pink pajamas instead.

It is easy for the mail order house to get away with this substitution of another article for the one that is ordered for the reason that to exchange an article received from a catalogue house is a costly undertaking.

Exchanges Are Costly.
If a mail order buyer is disappointed in his purchase, as he is very apt to be when he compares the article upon its arrival with the picture and flowery description which appeared in the catalogue, the wisest plan is to take what he gets and make the best of it for every time he sends an article back to be exchanged, he is piling up the express or freight charges and even if the article is exchanged as requested, the buyer is not apt to fare much better on the second attempt.

The mail order houses are well aware of the fact that the majority of their customers will not go to the trouble and expense of returning an article if it does not come up to their expectations and as a result they can work the substitution game to their hearts' content.

The home merchant, however, can not do business in this way and, as has been said, the majority of them would not do it if they could. The home merchant, if he has not the article called for, may offer another with the explanation that it is of the same quality as the one for which the customer asked. Good merchants nowadays even hesitate to offer something "just as good" to the customer especially when the article called for is one that has become well-known and popular through the advertising done by the manufacturer, but to attempt to make a substitution without the knowledge or consent of the customer! Well, it isn't being done by the local merchants today.

Substitution Made Easy.
Substitution is made easy for the mail order houses, also, by the fact that they do not sell much of what is known as "advertised" goods—that is, goods that have been thoroughly advertised by the manufacturers and have become nationally known through such advertising. A large part of the merchandise which the mail order houses sell purports to be manufactured by them—although in most cases little of it is made in their own plants. Much of this merchandise bears only the name of the mail order house and it is easy to substitute one article for another without the customer being any the wiser.

The methods of the home merchant naturally are different. With the great development of advertising in recent years much of the merchandise carried by the retail merchant is "advertised" goods. These goods are of familiar brands, the names of which have been made famous by the national advertising of the makers. This advertising is a distinct protection to the buyer for the latter knows when he goes into his local store and asks for an article of this kind that he will get just what he asks for if the merchant has it in stock and that he will be told if the article is not in stock. There is absolutely no opportunity for the merchant to "put one over" on him, even if the merchant had the inclination to do so.

The Best at Less

in
**Pianos Radios
Phonographs**

HARTER'S MUSIC STORE
18 N. Allegheny St.

Alcohol

Are you going to take a chance with your
RADIATOR
Let us fix it so You will be Safe

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



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

Was Never in Business in Any Other Town

Wion Garage

New Location... W. Bishop St.
BELLEFONTE

We are fully equipped to meet your every requirement for your Holiday Shopping

Handkerchiefs 10c to 50c
Neckwear 50c to \$1.50
Gloves 25c to \$3.50
Hosiery 25c to \$1.50
Shoes \$2.50 to \$10.00
Hats \$1.50 to \$5.00
Bath-Robes \$2.75 to \$8.50
Kimonas \$1.50 to \$10.00
Slippers \$1.00 to \$2.50

Cohen & Co. Department Store

The Best Place to Trade Anyway

Montgomery & Co
BELLEFONTE, PA.

Genuine
ENGLISH BROAD CLOTH SHIRTS

Specially Priced
\$2.45
Blue—Tan—White—Gray

The Real Coaster Wagon "The Premax"

The best built wagon we know of.

Just an ideal X-mas gift for the Boy.

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