

Our "Restored" Banner.

The original Star-Spangle banner is spread forth in all its beauty on a wall in the National Museum at Washington. The famous flag is carefully placed behind glass, and when one first sees it, the impression is received that the whole banner is made of some queer basket-weave material. Only a close inspection reveals the amazing fact that every inch of the great flag has been gone over with a needle and thread, and that what appeared to be a queer "weave" is in reality the most amazing piece of handwork in the United States, and possibly in the world.

A few years ago the discovery was made that this beloved flag, which is connected with our country's very heart and soul, was going to pieces. It was slowly, but very surely wearing out. Experts were called in, and as a result the banner was turned over to a needle-woman to be restored, and at the same time, preserved. Mrs. Fowler who had charge of the work, had mended many of the nation's flags, but her most remarkable piece of "restoration" was done on the Star Spangle Banner.

Hand woven linen was brought over from Ireland to serve as a foundation. Mrs. Fowler said she used the Irish linen because in that country all the work, from planting the flax to bleaching the finished cloth, was done by hand, and that the people loved the material from tiny seed until the linen was packed for shipping. And this one remark gives away the secret of Mrs. Fowler's beautiful work, for it shows that she "mends" with her mind and soul as well as with her hand and hands.

The linen was spread in a room at the Smithsonian Institution, and upon it was laid the flag that had floated over Fort Henry. There were several expert needlewomen employed, under the direction of Mrs. Fowler, and the stitch they used served two purposes; it fastened the starchy flag to the linen backing, and at the same time covered the whole outer surface with a protective network that is so fine only close inspection can detect it.

Every square inch of the banner has ten stitches upon it; this makes 360 stitches in every six inch square, and more than 1,500,000 in the whole flag. Special linen thread was used, which was dyed to match exactly the portion of the flag upon which it was stitched. The banner is more than thirty feet long, and the great stars are two feet in diameter. It was worn and faded, but is now so wonderfully restored that it is of as stout a texture as it was when its folds waved through the smoke at Fort Henry, inspiring one who loved it to write our national anthem.

The above article shows the great pains to restore the flag. Is it worth while to make great effort to restore character?

Buying Land from the Indians.

In 1682, William Penn, founder of Pennsylvania, bought some land from the Indians. The extent of the purchase was to be decided by the distance a man could walk, from a given point, in a day and a half.

The walking party set out, and at the end of the prescribed time they had traveled less than thirty miles. Penn was known as a friend of the Indian and noted for his absolute fairness in dealing with them. He used this occasion for increasing their friendly relations. They stopped to eat or smoke or rest as the Indians wished.

In 1737, another "Walking Purchase" was proposed between John and Thomas Penn and the Lenni Lenape Indians. The Indians supposed this would be conducted on the plan of the former purchase, but instead of this, the white man advertised for the fastest walkers and those accepted for the event went into training much as our football players do today. In the thirty-six hours they walked one hundred and ten miles. It was a hard matter for the Indians to keep within sight of them.

The Indians realized that they had been defrauded by the white men and thus: "No sit down to smoke, no shoot squirrel, but lun, lun, lun all day long."

Eyes Hurt When Reading?

If much reading makes your eyes hurt try simple camphor, witchhazel, etc., as mixed in Lavoptik eye wash. The first application soothes the pain and regular use of Lavoptik makes the eyes stronger so you can read and work more. Runkle's Drug Store.

70-7

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.

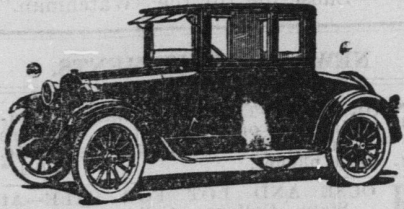
City Cash Grocery

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.

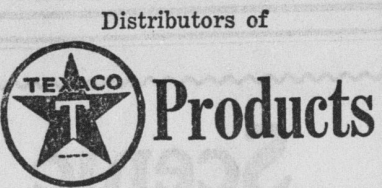
BREAKFAST ROLLS CRULLERS
COFFEE RINGS CAKES
FANCY BUNS RAISIN BREAD
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They give you the same food value as our wholesome Bread.

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Center Oil and Gas Co



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The EXIDE Battery Service Station
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Radios and Supplies
and
Electrical Contractors
Bottom Bros.

GALAIDA'S SANITARY

Fish and Oyster Market
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Fish, Oysters and Dressed Poultry at All Times.
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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
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IT'S REAL SATISFACTION

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

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
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Bellefonte Lumber Co

MILL WORK SHINGLES
BUILDING SUPPLIES
ROUGH LUMBER LATH
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Licensed Agencies for
Hoosier Kitchen Cabinets
and
Globe-Wernicke Book Cases

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
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CEMETERY WORK
of every description

Now, that Election's Past

BE SURE TO READ THIS
Look over our Leaders
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W. W. Lawrence & Co's
READY MIXED PAINTS, Valspar
Varnishes, Enamels and Stains
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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 BUTTER OYSTERS
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

Headache

may come from the eyes
Try Casebeer
Registered Optometrist

MERCHANTS MUST BUILD "BACKFIRE"

Can Beat Mail Order Houses at Their Own Game If They Will Do It.

ADVERTISING ONLY WEAPON

Catalogue Concerns Spend Hundreds of Thousands of Dollars Annually to Create Demand for Their Merchandise.

(Copyright, 1917, Western Newspaper Union.)

The forest ranger and the prairie farmer have learned that they must fight with fire. They know that when the all-consuming forest or prairie fires are sweeping toward them their only hope of safety lies in the "back-fire."

By kindling and carefully controlling a fire of their own they force the bigger fire to burn itself out, finding no further fuel on which to feed. The merchants of the small cities and towns are learning that in waging their fight for existence they must adopt the tactics of the men of the West. The great mail order houses of the cities are the consuming flames which threaten to wipe out the retail merchants of the small towns unless the latter, realizing their danger, take steps to remove the menace. The retail merchants, as a whole, are beginning to realize that they must fight fire with fire and that to save themselves they must build a "back fire."

Advertising is the weapon with which the mail order houses conduct their warfare on the retail merchants of the small cities and towns. The mail order houses do their advertising through their own catalogues and through certain publications which are known as mail order advertising mediums. A big mail order house spends hundreds of thousands of dollars merely on the preparation and publication of its bulky catalogues.

Business Built Upon Advertising.

The catalogue houses also spend thousands upon thousands of dollars in advertising in the mail order publications which look for their circulation to the people of the small towns and the rural districts. Advertising in some of these mediums costs as much as from \$40 to \$85 for a single inch, yet the mail order houses find it profitable to pay these high rates. Their business is built upon advertising and if they were denied the use of the mails for their advertising for a single month their business would be destroyed.

In advertising, the local merchants find the only weapon with which they can beat the mail order houses at their own game. This does not mean necessarily, only newspaper advertising, although that is the big gun in the battery employed by the successful merchant in his battle for trade. Advertising is a big word and it covers a big field. There is no longer to be found the man who does not believe in advertising. Every merchant believes in advertising of some sort. The placing of a display in a show window is advertising. The only difference between that kind of advertising and advertising in a newspaper is that where the one reaches dozens the other reaches hundreds. Attractive window displays are, of course, an important adjunct of any retail store. They serve their purpose but this purpose is only to attract the attention of those who may be passing by the store. There are other forms of advertising, such as personal solicitation, but printed matter must always continue to be the chief reliance of merchants in attracting customers to their stores.

Advertising Begets Confidence.

The buying public has learned that the store which takes the people into its confidence through its advertising is the one in which it may expect to get the best bargains and the most satisfactory treatment. It knows that the store which advertises consistently and regularly has the best and most up-to-date stocks because this store sells its goods more rapidly than the one which does not advertise and, therefore, is not forced to carry over old stock from one season to another. The public knows that the store which advertises can place lower prices on its goods because it turns over its stock oftener than the store which does not advertise and therefore does not have its capital tied up in slow-moving merchandise.

The mail order house does not get its business by merely letting the public know that it has dry goods or hardware or groceries or some other commodity to sell. It creates a demand for its goods by placing in its catalogue attractive pictures and detailed descriptions of the articles which it has to sell. The lure of the mail order catalogue lies in the fact that the merits, or alleged merits, of the merchandise offered are placed before the prospective purchaser in the most graphic manner. The local retail merchant has the same opportunity to do this that the mail order house has and can do it much more effectively than the mail order house can. The retail merchant can talk to the people of his community through his home newspaper and that is something which the mail order houses as a rule cannot do, for the local newspapers through a sense of loyalty to their communities and their home merchants will not accept the advertising with which the mail order houses would flood them if they had the opportunity.

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HARTER'S MUSIC STORE
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NASH
High Quality...Low Upkeep

Wion Garage
West Bishop St.
BELLEFONTE

Your Satisfaction
IS OUR RECORD FOR SERVICE

That Good **GULF** Gasoline
on the edge of town, on the State College road.
EDGEFONTS 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

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Completely Overhauled
S. H. POORMAN'S GARAGE
BELLEFONTE, PA.
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"Heatmore" Pipeless Furnace

CLEAN AND SANITARY
Saves Fuel Saves Work
Extra Heavy Castings
Deep Cup Joints
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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

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Dockash Ranges
Galvanized Roofing Sheets
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Builders' Hardware
First Quality Goods at
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