

Odd Harvest Customs Observed in England

In speaking of harvest, it must be remembered that "wheat" is called "corn" in England. Sometimes the prettiest girl of the village was allowed to cut the final handful of corn. This was then tied up and trimmed to represent a doll, and was called the "Corn-Baby." It was brought home in triumph, set up in a conspicuous place at supper, and often kept in the farmer's parlor for the rest of the year. In other parts of the country the doll was supposed to be a representation of Ceres, the goddess of fertility. In Hertfordshire the final handful was called a "Mare," and the reapers would throw their sickles at it, crying: "I have her, I have her!" "What have you?" the others would say. "A mare! A mare!" was the answer. This custom, called "Crying the Mare," refers to the time when the corn, being grown in open spaces, was often trampled down and spoiled by wild mares. In Devonshire the last handful was called the Nock, and the "crying" consisted of the one word Ar-nack. This was supposed to signify "our nag," and hence owes its origin to the same idea as "Crying the Mare."

Norse Gave Name to Ship

The word "smack" in fishing smack is of Norse origin. The Danes and Norwegians called their vessels "shekka" or shaka. These were long, lean galleys, and the resemblance was further suggested by the dragon's or snake's head which often formed their figure-head. Later on in history, when the Dutch became the great seafaring people, the word passed into their language, slightly altered (to suit their tongue) to "smak." The Dutch boat was of different build, being fat and broad-beamed. We in turn took the word from the Dutch, and turned it into our own smack, using it at first for the small sailing cutter which used to act as a sort of passenger tender for sea-going ships. Now, when steam is almost universal, we confine the word almost entirely to the fair-sized open sea fishing boat which works by sail.

Curiosity and Fire

If you were to get a letter in the mail with one corner of the envelope burned off, wouldn't it arouse your curiosity? One day not long ago about 4,000 people in a certain community all got letters which came in envelopes that bore marks of fire. The lower left-hand corner on each had been burned away. This unusual little thing attracted much attention. A merchant about to send out circular letters to the 4,000 people on his mailing list wanted to be sure of getting people to notice the letter. Scorching the envelopes did the trick.

"It is our belief that on all the circulars we have ever mailed we have never had anywhere near so large a percentage of them read," states the dealer in discussing the outcome of the experiment.—Good Hardware.

Another Receiver

The woman who stood before the window in the bank was beginning to get a little restless. She had been standing in front of the receiving teller for a quarter of an hour and he seemed to be quite unaware of her presence—at any rate he took no notice at all of her.

At last she became too irritated to keep quiet another moment. "Why don't you pay attention to me?"

"I'm sorry, ma'am, we don't pay anything here," was the short but polite reply. "Next window, please."

Your Ration of Oxygen

Nitrogen does not support life, but oxygen is the greatest life-supporting power on earth. It is the breath of life, but nitrogen dilutes the oxygen and makes normal and comfortable life possible. With every breath we take in oxygen and give out carbonic acid. Man and animals exist on oxygen. Trees and plants live on carbonic acid and give out oxygen. A grown man consumes 400 gallons of oxygen daily.

—Subscribe for the "Watchman."

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 LAISEN 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 Products

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

KRAMER'S (Successor to Galaida) Fish and Oyster Market Bush Arcade—Both Phones Fish, Oysters and Dressed Poultry at All Times. CHESAPEAKE SHAD NOW IN

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 B A L L O O N S We Invite you to drive it S 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 Bell 46 W United

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

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 CEMETERY WORK of every description

Now, that Election's Past BE SURE TO READ THIS Look over our Leaders 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 BUTTER OYSTERS EGGS SMOKED MEATS West High Street

Lyon & Co Lyon & Co Snappy Spring Specials ALL COLORS in Ready-to-Wear 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

BUYER PROTECTED BY ADVERTISING Manufacturer Must Maintain Quality of Goods Bearing His Name.

HIS REPUTATION AT STAKE Man Who Buys Standard Brands From Local Merchants Knows That He is Getting Full Value for His Money.

(Copyright, 1917, Western Newspaper Union.) Time was when advertising did not occupy the place in the world of trade that it does today. It has not been so very many years ago that the people were suspicious of advertising. They were inclined to believe that the merchant was trying to "fool" them with his advertising, that he exaggerated the value of the merchandise he advertised and took that method of trying to get them to buy goods that he could not sell by the old established methods of merchandising. Those days are gone. The public now realizes that it is the greatest beneficiary of advertising. Advertising has done more in a decade to establish certain standards in merchandise than could have been accomplished in a hundred years by any other agency. The manufacturer who a few years ago merely made and sold clothes now makes and sells the Blank brand of clothes. The man who formerly just made hats now makes Blank's hats. And so it is with everything that one buys today. The manufacturer, by his advertising, has built up his business around a trade name and if he is to continue in business he must protect that trade name by maintaining such a high standard of quality that people, when they buy his products will know just what they are getting. The consumer, when he goes into a store today, does not buy merchandise blindly, with the HOPE that it will prove to be worth the money. He buys standard goods that bear the trade-mark of the manufacturer and that are backed by the reputation not only of the merchant who sells them but the manufacturer who makes them. This has been brought about by advertising.

No Reputation to Protect. All this applies to the retail merchants as a class but it does not apply to the mail order business. The man or woman who buys goods from a catalogue house is not protected by the manufacturer of the goods for the reason that most manufacturers who sell goods to the mail order houses do not place their names upon the goods and therefore have no reputation to protect. The great majority of articles listed, and illustrated in the mail order catalogues are included in what is known among manufacturers as "stencil" stuff. These articles bear the name of the mail order house which sells them instead of that of the manufacturer who makes them. It can readily be understood that any manufacturing concern which turns out goods that do not bear its name or trademark is likely to be a very unreliable institution. It is not building up any reputation on the quality of its goods for its products have nothing to distinguish them from the products of any other concern. With no reputation to sustain and no chance of creating a general demand for its goods the only concern of a manufacturing institution of this kind is to make stuff as cheaply as possible in order to obtain the largest possible profit on its products.

Same Price World Over. These facts are chiefly responsible for the generally prevailing idea that the home merchants do not sell goods as cheaply as the mail order house. They do sell the same quality of goods that the mail order house sells as cheaply as the mail order house sells it but they cannot sell the standard, guaranteed products of responsible manufacturers at the same price at which the mail order house sells its nameless, unbranded merchandise. Standard goods bearing a registered trade-mark sell for the same price the world over and the manufacturer's guarantee stands back of them when they are sold in the smallest village in the country just the same as when they are sold in the stores of the largest cities.

This is what the national advertising of the manufacturers has done for the consumers of the country. It has enabled them to go into their home stores and buy merchandise which they know from past experience or from the reputation and guarantee of the manufacturer will give them satisfaction. They are not buying blindly and hopefully when they buy from the merchants in their home towns. They are buying with the knowledge that they are getting their money's worth. When they buy advertised brands they are getting double protection, that which is afforded by the responsibility of the retail merchant and that which is given by the reputation and guarantee of the manufacturer. When they buy the unknown brands of goods that are offered by the mail order houses they are getting neither kind of protection.

There are about 22,000 deaf and dumb persons in the United Kingdom, between 3,000 and 4,000 residing in London.

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

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. 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

Cleveland ROADSTER, Overhauled and Repainted. A-1 condition Price Right. S. H. POORMAN'S GARAGE BELLEFONTE, PA. Telephone Bell 23-R

BABIES' Short Dresses In lovable styles! White Sale Specials! Hand embroidered yokes, some times in delicate color. Hand-colored smocked yokes; tucked and embroidered yokes; tailored; collared styles for the little boy Real Irish lace trimmed styles for real dress-up. For ages 6 months to 2 years. Various at 69c., 85c., 98c. to \$2.48 Values \$1.00 to \$4.50

Cohen & Co.

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

Quality Counts Dockash Ranges Galvanized Roofing Sheets Buckeye Fences Asphalt Roofings 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