

# Democratic Watchman

Bellefonte, Pa., March 20, 1925.

## AARONSBURG.

Mrs. John Mohr Otto, after an absence of several months, has returned to her home in this place.

Mrs. Clark Herman, of State College, spent a few days with her brother, A. S. Stover and family.

Samuel Laidacker came down from State College and spent Friday night with Mr. and Mrs. George Weaver.

Clinton Benson, of Milroy, spent Sunday with his wife and small son, at the home of Mrs. Benson's father, Samuel Boyer.

Mr. and Mrs. George Z. Kern, of Madisonburg, were guests Sunday of Mr. and Mrs. Thomas Hull. While in the village Mrs. Kern called on a number of old friends and neighbors.

Sunday afternoon, at 2:30 o'clock will be the regular time for services in the local Evangelical church, at which time the newly appointed pastor, Rev. Kleffel, will fill the pulpit.

Mr. and Mrs. Horace Henry and two children, of Milroy, spent several days with Mrs. Henry's parents, Mr. and Mrs. A. S. King. Mr. King spent a few days with the Henry family, and they accompanied him home.

Mr. and Mrs. Howard Acker spent Sunday in Millheim, guests of Mrs. Acker's sister, Mrs. Clark Musser and family. Mrs. Musser and Mrs. Acker are twins and celebrated their seventy-fourth birthday on Sunday. May they live to enjoy many happy returns of the day.

Mrs. Samuel Mowery moved to our village from near Rebersburg, and is nicely settled in the west side of Mrs. Noah Leitzell's home on Main street. George Cunningham has vacated the William Bower house on North 2nd street and is living in the part of the Perry Smith house vacated by Lloyd Bartges.

## BOALSBURG.

George Rowe is having a bath room fitted up in his residence, on Maine street.

The Henry Reitz residence has been greatly improved by the building of a large porch.

Mr. and Mrs. Clement G. Dale, of Pleasant Gap, were visitors in town on Wednesday.

Misses Alice Korchner and Hilda Lonebarger, of State College, were week-end visitors in town.

John Horner and family moved from Tusseyville, last week, to the Bitter property east of town.

The Civic club will serve a cafeteria supper in the Malta hall Saturday, March 21st, from 5 to 8 o'clock.

Jerry Dunkelberger returned to West Virginia on Friday, after a few week's visit with his sister, Mrs. Henry Reitz.

Messrs. S. R. Rishel and George Rowe, Mrs. William Meyer and Miss Alice Reitz motored to Altoona on Sunday to visit with friends.

Mr. and Mrs. George Garner returned home last week after spending a month in the Cumberland vicinity, where Mr. Garner, a Penn State Senior, was engaged in practice teaching.

Miss Mary Hazel, a Bucknell student, assisted by three classmates, gave a recital in the Reformed church on Saturday evening, under the auspices of A. J. Hazel's Sunday school class.

## OAK HALL.

Mr. and Mrs. Elmer Lowder made a business trip to Bellefonte on Tuesday.

Mr. and Mrs. Clel. Garner and children were recent callers with relatives about Oak Hall.

Mrs. W. E. Homan and two children spent a day recently with Mrs. Geo. Homan, at Boalsburg.

Mr. and Mrs. Guy Fishel, of Pennsylvania Furnace, were recent visitors at the parental home.

Misses Mae Houser, Margaret and Marian Dale were guests, Saturday, at the Burwell home near Pine Grove Mills.

Quite a number of people from our town attended the social held at the Samuel Wasson home, on the Branch, last Friday evening.

Sunday guests at the Edward Zong home were Mr. and Mrs. George Lohr and family, of the Branch; Mr. and Mrs. Jacob Zong and Mr. and Mrs. Glenn Zong.

Edward Zong and Ralph Dale, of this place, and Henry Hosterman, James Irvin and L. W. Whitehead, of Boalsburg, motored to Altoona, Tuesday evening, and attended a very interesting I. O. O. F. meeting.

## 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

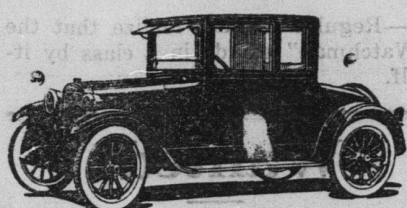
## In Ordering Bread

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  
CUBAN 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



## Bottom Bros.

The EXIDE Battery

Service Station

Automobile Accessories,

Radios and Supplies

and

Electrical Contractors

**Bottom Bros.**

## 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

ALL

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**

## 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 & Bldg 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

**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

## PICTURES ARE NOT ALWAYS TRUTHFUL

Some Mail Order Houses Find  
Them Very Useful in Their  
Business.

## CAN "DOCTOR" PHOTOGRAPH

Concerns Can Give Wrong Impressions  
With Illustrations While  
Sticking to Truth in  
Descriptions.

(Copyright, 1917, Western Newspaper Union.)  
"Figures never lie," it has been  
claimed, but this is far from the  
truth. The defaulter who has "doctored"  
his books in such a way that he  
has escaped detection for years, knows  
that figures can be made to lie. The  
shrewd politician, who knows how to  
juggle statistics, knows that they can  
be made to tell a story that is far from  
the truth.

But there is another medium of expression  
which is also supposed to be a  
greater prevaricator than figures.  
That is a picture. A picture of any  
person or thing, supposedly, is an exact  
reproduction of the original, but  
this is frequently only a wild supposition.  
The photographer who did not  
make his picture tell a little fib now  
and then would soon go out of business  
from lack of patronage.

Pictures Better Than Words.  
Pictures have come to occupy a very  
important place in the life of the world  
in recent years. It has been said that  
for newspaper purposes a picture  
which tells its story strikingly is worth  
more than columns of written words  
on the same subject. Newspapers and  
magazines have realized the truth of  
this fact and as a result pictures are  
used profusely in illustrating the news  
and fiction of the day.

No one has been quicker to realize  
the possibilities of the picture when  
properly—used, than the mail order man.  
He has realized that a picture will  
do more to sell his kind of merchandise  
than a column of words and figures.  
One reason for this is that it is  
harder to catch a picture in a lie  
than it is printed words and figures.  
For instance, if you sell a man a table  
on the strength of a printed statement  
that it is 48 inches wide and if when  
the table reaches the customer it is  
only 36 inches wide, the customer not  
only has a moral right to kick, but  
he has a legal right to accuse the seller  
of obtaining money under false pretenses.  
However, if the customer  
buys a table which looks in a picture  
to be 48 inches wide, but which proves  
upon its arrival to be only 36 inches  
wide, he has no legal grounds upon  
which to base a complaint if the seller  
has not told him in so many words  
that the table was 48 inches wide.

Stick to Truth in Figures.  
Some unscrupulous mail order  
houses have taken advantage of this  
selling power of pictures in a very  
ingenious way. They adhere strictly to  
the truth in the actual measurements  
given in their catalogues of the articles  
which they have to sell. They may  
employ descriptions which exaggerate  
the qualities and appearances of  
the articles offered, but when it  
comes down to actual measurements  
the descriptions given are technically  
correct. Then these concerns rely upon  
their pictures to sell the merchandise,  
realizing that a picture will make a  
far deeper impression upon the mind  
of the prospective buyer than the actual  
figures given. A picture of a wide,  
roomy bed will attract the eye and  
the reader probably will not stop to  
measure off the width of the bed as it  
is described in the catalogue to see  
whether it is as wide as desired. Figures,  
in the abstract, mean little to the  
average reader and do not convey the  
impression that is given in the picture.

A former manager of a mail order  
house tells how his concern manipulated  
pictures in this way to suit its  
purposes. It had pictures of its  
chairs retouched so that the legs  
seemed to be an inch and a half in  
diameter, when they were really less  
than an inch. It made narrow beds  
appear in the picture to be wide and  
comfortable. Posts of iron beds that  
were really an inch in diameter were  
made to appear as if they were three  
inches in thickness. These things are  
easy for any competent artist to do.

Patrons Had No Recourse.  
This concern, however, adhered rigidly  
to the truth in the measurements  
included in the descriptions. Customers  
who found, when they received  
their goods, that they were not what  
they expected, could kick, but it would  
do them no good. The mail order  
house could show that it had set forth  
the measurements truthfully in catalogues,  
and there was no recourse for the  
customer.

There is no question but that pictures  
will lie, sometimes without any  
manipulation, and the person who buys  
an article of merchandise from a picture  
is taking big chances, even though  
the picture is not intentionally altered  
to give a wrong impression. Any amateur  
photographer knows from experience  
how the camera often will give a  
wrong idea of proportions.

The only safe method is to buy from  
the local merchant where one sees the  
article itself and not a picture of it.  
The article itself cannot lie about its  
dimensions, at least.

## The Best at Less

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 com-

ing 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 run-

ner 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

REGISTERED

**G. F. Musser Co**

WHOLESALE GROCERS

## Notice--Dairymen

**Special Sale of Dairy Feed**

I am offering 100 tons of Mayer's

Dairy Feed (25% protein) at the low

price of \$48 per ton at the mill, or

\$50 per ton delivered.

Place your order promptly.

**FRANK M. MAYER**

BELLEFONTE, PA.

## Cleveland

ROADSTER, Overhauled and

Repainted. A-1 condition

Price Right.

**S. H. POORMAN'S GARAGE**

BELLEFONTE, PA.

Telephone Bell 23-R

## 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 sur-

prise you. Carload buying

gives us this advantage. A

few remain unsold of the car-

load. 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

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