

NOTABLES AND BUSINESS LEADERS OF CENTRE COUNTY.

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HON. M. WARD FLEMING

The Hon. M. Ward Fleming, President Judge of Centre county, is one of the leading figures in Bellefonte. He has long been prominent as a lawyer and as a judge. His career has been one of significance to the welfare and advance of the people and in his present position of honor and trust, he commands the respect and esteem of bench and bar as well as of the people. Naturally gifted as a speaker and possessing a keen mentality, discrimination and breadth of judgment, Judge Fleming brought to the practice of his profession large ability, tireless research and a spirit of forward endeavor. He is a man of sympathetic nature who studies every extenuating circumstance surrounding a case and in his interpretation of the law, is always ready to give consideration to any phase of the evidence that might warrant his condoning the penalty society exacts where the strict technical interpretation of the law is carried out.

Thus those who have erred for the first time or for the first time where the offense was not premeditated or was largely influenced by dire circumstances over which they had little control, find in Judge Fleming a man whose decisions well merit the appellation "justice." But let not the old offender misunderstand this admirable phase of Judge Fleming's character, for where the occasion warrants, he can be just as severe as he is sometimes lenient in meeting out justice. It takes a man of great understanding and humaneness to do this and it has been these splendid personal attributes that have brought to Judge Fleming the high esteem and respect of the entire community as well as of his contemporaries and fellow-jurists. Judge Fleming is not only a man of outstanding affairs but he is one of the bulwarks of the community. He is also a director of the Kiwanis Club.

Wm. W. KERLIN

One of the most highly specialized lines of endeavor is that of hatching and raising chickens. The average person has no idea of the meticulous care exercised in the production of a healthy, sturdy strain in breeding chickens, through a number of generations, in order to produce a thoroughbred stock of chicks. The scope of the layman's knowledge of this subject is usually so lacking that he judges the quality of chickens by the manner in which they are cooked. He does not realize how all important to chicken farms is this expert raising of stock of a strain that lays heavily where eggs are featured and that produces stock that makes a chicken farm pay.

Mr. Wm. M. Kerlin who conducts the Kerlin's Grand View Poultry Farm at Centre Hall, is one of the recognized leaders in this field and so excellent in his stock and so fair and liberal are his dealings that he has justly earned an enviable reputation throughout a wide territory. In fact there are many farmers who would not secure their chicks from any other source. This is not surprising for Mr. Kerlin's stock is such as to be a positive assurance of the utmost satisfaction. Mr. Kerlin has spent his lifetime in studying the science of this business and it is safe to say that there is no one in the entire county better posted or more expert. He is indeed rendering yeoman service to the community and well merits the highest praise. He is also a prominent member of the Kiwanis Club.

A. FAUBLE

A. Fauble's store is one of the prominent Bellefonte concerns which takes care of that important commodity, so necessary to mankind—good clothes. He has for forty-four years sold famous makes of clothes that are known nationally as the best one can obtain. They stand for the latest in fabric and style and are the creations of artists whose reputations as designers are foremost. These products represent 100 per cent value. Fauble's is a house that has become familiar to practically every business man in Bellefonte and a large number of nearby points. Patronage has increased in such volume that it is sometimes quite a task to meet the growing trade requirements, but the modern well equipped quarters on South Allegheny St., are outstanding for service and excellence of quality.

Good clothing and every accommodation and convenience in service, make this concern notable and Mr. Fauble believes nothing is too good for his customers. His experience has been responsible for the large success of the enterprise. He is one of the best known and most popular merchants in the entire community and he has well earned the right to that popularity, for after all such clothes are a large asset to the appearance of the community; and as the old philosophers said—"Appearances are half the battle." The wise businessman who appreciates this proverb will do well to be sure his clothes are well tailored and one of the best ways of doing that is to well bear in mind the name of A. Fauble.

HARVEY P. SCHAEFFER

To be a leader in the hardware business is to have a mind capable of storing much detailed knowledge that enables one to be a veritable walking catalogue; for such are the requirements of a well stocked hardware store that thousands of items are carried at all times. Moreover, these items are in nearly every case of such varied sizes and types for different purposes that this stock automatically becomes increased in the final count. Moreover the hardware man, strange as it may sound, is to be classed in the same realm as a jeweler; for in both cases only quality goods are tolerated.

Nothing will rile a mechanic more than to learn the tools he has purchased in good faith have not proved capable of functioning properly. He finds his work bad and properly blames it on the hardware man if the tools are not good ones. If a man paints his house and finds it peeling and cracking immaturely, he ceases to be a customer. It is in all cases really the fault of the manufacturer, of course, but the hardware man is expected to discount all these troubles in advance and to know without question what his goods are going to do before he stocks them.

All the more credit is therefore due such splendid and substantial organizations as that of Mr. Harvey P. Schaeffer, of Bellefonte, whose establishment on north Allegheny St., is a real credit to him, for the success of the enterprise may be attributed to his superior knowledge and fine graining and wealth of experience. Carrying on such a business is doing service to the entire community in which Mr. Schaeffer has always been such a worthy citizen.

HARRY A. ROSSMAN

Harry A. Rossman, proprietor of Rossman's Garage, ably holds the office of Register of Wills and Clerk of the Orphans' Court of Centre County. Were we to give Mr. Rossman his way about it, that bare statement is all we would publish in reference to the gentleman, but when a man attains to the high position he holds as a public servant, he ceases to be just one of the people, but belongs to the people. Therefore Mr. Rossman cannot hope to always remain so hyper-modest, that his abilities and splendid achievements must be hidden under the proverbial bushel-basket. The people have a right to know it when one of their public officials is doing yeoman service in their behalf and in this special column of our publication, we are not going to go to press without all due mention of Mr. Rossman's activities and his sound and constructive achievements that have meant so much in the advance of the community.

Mr. Rossman holds his office at somewhat of a personal sacrifice in the sense that he could be spending that time in his own line of business bringing him an emolument of dollars greater in comparison. But to a man like Mr. Rossman, dollars are not to be compared with the privilege of doing a public service that is constructive and doing it somewhat better than it has probably ever been done before. The office Mr. Rossman holds is not all a path of roses. It has its hills and sharp corners and few men would languish under its responsibilities, arduous duties that must be performed, exigencies that must be met. It is all a part of the day's routine for Mr. Rossman and civic spiritedly he works all the harder to acquit himself of those duties in an admirable manner. Such men are true builders of any community. Mr. Rossman is also a prominent member of the Kiwanis Club.

DR. F. A. ZUERN

The day has come when the science of Chiropractic is recognized as a very superior method of ameliorating the sufferings of mankind without the use of drugs, sometimes performing cures that border on being miraculous. However there is no miracle about it for it is merely using a method that is natural. How many people know that if any segment the spine is in an abnormal position (subluxation) pressure is produced on the nerve trunks at that point and disease develops. It is naturally necessary, therefore, to adjust the subluxation and health reappears. That is what Dr. Zuern is doing in a manner that is of yeoman service to the entire community in which he practices. His offices in the White Building in Bellefonte are always filled with those faithful followers of Chiropractic who have learned of the remarkable work accomplished at his hands.

The proof of his achievements and of Chiropractic is in the results received from the adjustments. Those who have suffered from stomach trouble, kidney trouble, liver trouble, headache, backache or any of the many aches the body is subject to, and could find no relief and then took adjustments and received the health they sought, have naturally considered that proof indeed of the virtues of this wonderful science.

Dr. Zuern has practiced for a number of years and he has been a potent factor in advancing the interests of this science as well as in healing and conserving the health of appreciative patients. It is conscientious and able men like Dr. Zuern who are not only prominent professional leaders but make any community in which they are located a better and healthier place in which to live; and any community that is healthy is bound to be prosperous.

R. L. MALLORY

What vast improvements have been made in the science of photography since the days of the old Daguerreotype. It has been a scientific achievement that goes down on the records as one of the modern day wonders. But yet, with all the purely mechanical advancements, how few photographers are able to manipulate the lens and box in such manner as to bring out the true characteristics of the sitter,—to make a character study that fits a man or woman individually and that merits being truly called a "portrait?"

Take for instance, a refreshing example of true artistry in this most exacting profession, Mr. R. L. Mallory of Bellefonte whose studio is located in Cridler's Exchange. There is a man who can paint with the lens and bring out all those intriguing shadows, tones and highlights in a manner that might suggest the brush of an artist on canvas. He seems to have captured a peculiar technic that places him apart from most photographers. To see a piece of his work, one instantly recognizes his genius in the same manner that some great painter or illustrator is immediately known by the technic of his work.

Such is not often to be found excepting in the large metropolitan cities. There only the wealthy may indulge for the prices are prohibitive to Mr. average man or woman. Thus Bellefonte is extremely fortunate in possessing a man of such talent as Mr. Mallory and that this fact is appreciated is evidenced by the volume of work he receives. But we feel that he is not fully appreciated. Many people do not think of the future generations and how they will look back pleasurably when they possess a photo of the present day members of the family. By all means it is a duty and if one would have that photo truly characteristic and worthy of one's self, the safest way is to have it made by Mr. Mallory who is an expert but who charges no more.

W. R. SHOPE

Among the most important commodities which mankind finds essential to his every day mode of living are lumber and building materials. This is the field of endeavor Mr. W. R. Shope of S. Potter St., selected as his life work. He does a general lumber business and also carries a large line of building materials.

Economists and conservation experts sometimes lose sleep when they think of the consumption outstripping production or supply. But there are people in the world who are constantly borrowing trouble. Conditions have a peculiar way of adjusting themselves, or rather we should say, mankind has the way and the conditions always have to be met. Somehow or other they always are. This is especially true where Mr. Shope has anything to do with it; for although the conditions today in his line of business are such as to make it a very strenuous one to say the least, he has shown himself to be a man of versatile talents and resourcefulness.

His place is well equipped and his yards are always stocked with every kind of lumber for every purpose and at prices that compare favorably with any concern, consummate with quality. Moreover the service is something that gives added respect for that word. It is a service plus that means so much to the builder who works on schedule, and most builders do and have to, or else be penalized. Thus has this concern become a veritable institution and one that is appreciated and for this all credit is due Mr. Shope whose indefatigable and well applied efforts have brought about this happy result.

LOUIS G. PETERS

There has been greater advancement in the last century in mechanical progress than in any other preceding hundred years. Had some of the present day machines been demonstrated by the inventor even a half century ago, the people would have probably burned him for witchcraft. But today we are going to discuss a different kind of burning—that is welding. In the old days when a machine of any kind broke down, the cracked or broken part was sent away for replacement. Today the welder is called in and an acetylene or electric welding machine promptly welds together the broken parts, and all goes on serenely as before. That means a great saving in the cost of replacement but even a greater economy in preventing loss of time of operation that would otherwise have had to cease for the time being.

Thus the work done by such a concern as Louis G. Peters' shop located at Milesburg, is a most important one to local industrial plants as well as to you and I when our automobile suffers an accident such as a cracked cylinder block or other major part. Laying up the car is not pleasant or profitable and paying for a new block or other part is likewise not enjoyable or economical.

However do not get the idea that welding means simply applying a torch and watching the metal run together. It is one of the most skillful operations known and one must know the operation in its every phase. Some metals require a different treatment from others, are tempered differently, just as are human beings. But Mr. Peters has personally seen to that. He is a man of long experience and proven ability. Thus Mr. Peters has earned his success by honest methods and honest work at right prices and he is indeed well worthy of these few words of commendation.

LYMAN L. SMITH

Centre County may well boast of a real master of the intricate phases of finance in the person of County Treasurer Lyman L. Smith. His tireless energy and judicious understanding have made him one of the most beloved and respected men in the county's public affairs. His associate officers are proud to be with him in the service of such a progressive community and his suggestions are carefully weighed by all concerned, for well do they know his experience as an expert which enables him to foresee many things. But above all they are aware that tact is his middle name and that tact is a necessary element in dealing with so many people who have business with this department.

Public demands are exacting and oftentimes very worrisome, especially when not within reason. But with this able official, those wants are considered with that charm of judicious calm possessed in such full measure by Mr. Smith and if they cannot be supplied satisfactorily, rest assured that it was through no lack of effort on his part. He is a man who likes to be where responsibility is thickest and the problems seem the deepest. There you can find Treasurer Smith wading through and enjoying it. A man must love his work to do that which in turn results in the highest efficiency.

Mr. Smith is one of the most public spirited citizens in the entire community which he loves so well, and this too has always been a strong incentive for the yeoman service he has been rendering. It is men of this type, men of action who are doing constructively, who are so eligible to appreciative mention in this special column and we know of no one who better merits such praise than County Treasurer Lyman L. Smith, a fine citizen and able man of affairs.

DAVIDSON'S CONFECTIONERY.

A most delightful shop in Bellefonte is that so well known as Davidson's Confectionery. They have gradually out-treped the fore-front in this business of meeting the public tastes. It has often been said that there is no business in which one man or concern can please everyone. But this concern's success belies this statement, for it is doubtful if anyone exists who could not find something that pleases them in this attractive and well stocked confectionery shop, so bountifully full of every variety of pure, delicious sweets—and at prices that make them desired from a financial sense too.

The latest idea is to "say it with candy" and after all it is true that we do get a substantial joy out of eating a tastily prepared box of candy. And beside those criterions of etiquette who have elected that we shall follow their dictates as to what is and is not done in all propriety, have placed candy in the same category as flowers as a suitable gift for all occasions. So the next time one of these special days come around such as Mother's Day, Father's Day, Christmas, tie yourself to West High St. and get that box of candy. But as a matter of fact why not make it every Saturday or oftener and see what joy that little act brings into the family circle. It's a real investment in kindness that counts.

COHEN & CO.

When several concerns merge, better service is rendered, larger capital is available and the business is conducted more economically. The same principle is involved in the conduct of a department store. One has the advantage of purchasing almost anything desired in one establishment, saving time in the first place, which is a mighty important factor. Then by buying in large quantities, the management is able to sell at a reasonable cost. Moreover the large annual sales make possible the employment of buyers of taste and experience who bring the most desirable merchandise to the purchaser, from the four corners of the earth. Working interdependently, the various departments function under the leadership of one merchant, such as, for example, Mr. Cohen who presides over the Cohen & Co. store on North Allegheny St. There is a store that Bellefonte is proud of, and well it may be too. Were one to buy in the largest store in the country, he could not get better merchandise for the money. Mr. Cohen and his associates in this enterprise are potent factors in the economic structure of our community. They are doing a yeoman service for all of us every working day. Yet few of us fully appreciate it. We take it as a matter of fact. Therefore it is well to pause occasionally and give thought to what our business leaders are really doing for us—they deserve it. Mr. Cohen's employees are a happy family because they are treated with every consideration for their welfare and that is why they are in proper spirit to give you the courtesy you get at Cohen & Co's. It is indeed a splendid organization.

HARRY GREENBERG

Prompt service, satisfactory work and reasonable prices is the secret of Mr. Harry Greenberg's success. He is the head of the business located on West High St., in Bellefonte, which is occupying an enviable place in its particular line of endeavor, filling the needs and requirements of an army of satisfied customers. A specialty is made of all kinds of cleaning and pressing of clothing for both men and women. By devoting his personal service and supervision of the work entrusted to him he has established a wide reputation for promptness and efficiency which stands him in good stead in meeting all competition. In fact at the prices he charges for such excellent work, no competitor can excel him.

He also does French dry cleaning and all work is guaranteed, even when the most delicate fabrics are handled. He makes a specialty of re-modeling and repairing furs. Work is called for and delivered and no matter how busy this house may be, a telephone call always receives immediate attention. One of the features of this establishment is the fact that when a stranger is in town and he is known to be transient he gets the same attention at the hands of Mr. Greenberg as if he were an old customer, and he is never charged a cent more for a job either. It is methods like this that cannot help but build any business to success. Mr. Greenberg is one of the best known men in his line of business and he well deserves this mention in this special column, because his work and methods so well warrant it.

STEMPFLY FURNITURE STORE

Bellefonte and nearby vicinity is known for its beautiful homes and there is no city that can boast of a greater or more desirable home spirit. It is always the dream of the worthwhile citizen—the dream of happy families—to eventually attain to a financial condition where they may have their own home and with this commendable objective in their mind constantly, it is only natural that a large proportion of them do succeed in their goal. Thus has Bellefonte built up more and more each year and that in turn has created a stupendous demand for furniture of all kinds. Without hurting anyone's feeling, it may truthfully be said the concern trading as Stempfly Furniture Store has supplied the large proportion of this furniture. Their stock is always the most advanced in style and variety to be found anywhere and by reason of economical buying in such large quantities for their great establishment, they are enabled to offer their patrons remarkable values. In many instances their prices are less for the same article sold in the largest metropolis. Therefore in reviewing the interests of Bellefonte it is worthy of more than passing notice to call attention to this concern's activities and to meet Mr. Hill, in whose hands rests the active management of the enterprise. To his genius and well applied efforts may be attributed the store's large success and the splendid service being rendered the communities where their long list of patrons live. As most people know, their headquarters are at 19 S. Allegheny St., and it may be added that they carry a full line of the latest in radio receiving sets and that is something everyone should have.

WILLIS E. WION

The Nash Sales Co., has a record which indicates how popular the Nash cars are and how well managed this concern has been. The headquarters are located in the rear of West Bishop St., and the establishment is also known as Wion's Garage. Here we find the salesroom and service station and here we also find courteous treatment by those who are well informed. It is a pleasure to deal here and the service station is well equipped, both mechanically and in point of expert mechanics. The Nash car has fallen in step with the procession of America's mammoth industries and its popularity has not come by accident. The roads and streets of Bellefonte and vicinity daily offer an opportunity for demonstrations of the excellence of this car and those demonstrations usually count for a sale. Due to Mr. Wion's alert policy a motorist feels that this concern's interests do not stop at making a sale, but only then begins to manifest itself is one that shows that satisfaction is insisted upon.

Mr. Wion pays a great deal of attention to the service department, for he believes that keeping the customer well satisfied is just as important as making the sale in the first place. He is showing wisdom in that thought for regardless of how much one pays for an automobile, it is no better than the cheapest car on the market, if one is unable to obtain good service. As a matter of fact, Mr. Wion's entire business policy is constructed and planned for customer friendliness and satisfaction; and that he has succeeded in this commendable thought is well exemplified by his large and constantly growing business.

CLEVENSTINE'S BAKERY

One of the most appreciated establishments in Bellefonte is Clevenstine's Bakery, located on South Allegheny St. This concern has been uniformly successful from the very day of its inception and every year has seen an increase in its business. They insist at all times that only the best of raw materials shall enter into any of their products. They are just as insistent on employing only the experienced bakers under their personal supervision. Although their products are as fine as any obtainable anywhere they maintain a scale of prices which is altogether reasonable. Wedding, birthday and other party cakes are baked on short notice and these may be had in all sorts of ornamentalations.

This bakery is conducted by Mr. H. E. Clevenstine who has spent many years in this line of endeavor. Quality rather than quantity has been his aim. The products of this establishment unlike those of the colossal national establishments are really of the home-made type. Thus the particular epicure may find here such delectable products of the bake shop that are rarely to be found elsewhere other than in one's own home. In fact one may not obtain such a delicious product uniformly when preparing pies, cakes or other such commodities at home because Mr. Clevenstine carries on his baking in a scientific way that insures his patrons of always getting the same delicious quality product that has contributed so largely to his success.

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