

BUY - IN - BELLEFONTE

STATE DEPARTMENT TO BUILD HOSPITALS

For the building program for the State mental hospitals and welfare institutions is being speeded up in response to the request made to all state officials by President Hoover. In this way the state departments are doing their part to restore prosperity in Pennsylvania and provide employment for hundreds of men during the winter months.

Eighty per cent of the \$10,000,000 appropriated by the 1929 Legislature for the construction of state welfare building institutions has been spent and the balance contracted for with work on the buildings well under way.

Plans are now being formed by the Public Charities Association of Pennsylvania to have the 1931 Legislature appropriate another \$10,000,000 for the continuance of the welfare building program. Influential groups throughout the state, in cooperation with the P. A. C., are mobilizing their forces to bring this project to the attention of the legislators as early as possible in the coming session so that there may be no lapse in the construction work.

Leaders in welfare work feel that a double purpose will be achieved for not only will Pennsylvania benefit by the erection of the many buildings sorely needed for years past but also the threat of poverty and unemployment will be lifted from the homes of hundreds of Pennsylvania workmen.

At a recent meeting of the Citizens Committee for the State Welfare Building Program of the P. A. C., of which Dr. Wilmer Krusen is chairman various items of construction were discussed and reported upon the institutional building program. Among the most significant items are a farm colony building, female nurses' home and tuberculosis cottage at Danville State hospital which are almost completed. Additional wards and the administration at Farview State hospital for the Criminal Insane are three quarters under way. Additional stories are being erected on two buildings at the Harrisburg State hospital and two cottages for assistant physicians, two dormitories and dining room are half way completed. An employees' building at Pennhurst State school for the Feeble-Minded are well under way. Almost all of the money appropriated to the Eastern State Penitentiary at Grateford has been spent for work completed and under construction. At the Warren State hospital the new admission building is eighty per cent completed. In all the other institutions the work is well under way and in some instances the money which is not yet under contract will be applied to the furnishing and equipment of buildings now being erected.

SOLICIT HELP TO FEED WILD LIFE.

When snow covers the grounds, and in some sections it is already present, wild life is always in need of food. This year the Game Commission will again solicit the services of all agencies from airplanes to rural mail carriers to feed the game birds and animals.

Game protectors have been instructed to co-operate and will supply food for any "cafeterias" which are established. Feeding programs should not be conducted haphazardly. Game protectors should be interviewed and the sections ascertained where food is mostly needed.

Scouts have been ever active in this sort of work. School children also have aided in the past, and the rural mail carriers, gathering food from farmers, have been of great aid in carrying it to various stations along the road.

There are many who can help in a winter feeding program. Bakeries can furnish thousands of loaves of stale bread. State grain inspectors can contribute many sacks of sample grain. Flour mills, grilling mills, and grain elevators can save all "sweepings." There are other places where food can be secured.

The Game Commission has a feeding bulletin available for distribution which shows all kinds of practical feeding stations and furnishes specifications for their erection.

The best reading for the New Year is the Watchman.

STOP GETTING UP NIGHTS,

With Tablets Containing Buchu Wm. H. Kimble, 209 W. 3rd St., No. Wildwood, N. J., says, "I will tell or write anyone about the results I had from Lithiated Buchu (Keller Formula.) How I was relieved of getting up nights every two hours and the pain and burning sensation." It acts on the bladder as epsom salts do on the bowels. Drives out foreign deposits and lessens excessive acidity. This relieves the irritation that causes getting up nights. The tablets cost 2c each at all drug stores, Keller Laboratory, Mechanicsburg, Ohio or locally at Parrish's Drug Store.

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The Key to Better Business

LIFE IS A GIVE AND TAKE PROPOSITION

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 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 trade-mark 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.

If you want satisfactory printing at reasonable prices the Watchman Office will be glad to do it for you.

The Kind of Coal You Want

Best grades obtainable, prices right. Our anthracite is all Premium Lykens Valley grade. Our bituminous includes Genuine Pine Glenn and Cherry Run, Cambria Smokeless and Dustless, and others.

J. O. Brewer Coal Yard
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Anthracite Coal and Bituminous Coal

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there are so many Nice Things

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