

TYRONE WOMAN LEAVES FORTUNE TO CHARITY.

Two weeks ago today Mrs. Adda M. Gray, widow of Harvey M. Gray, died at her home in Tyrone. She was a woman active in the church and a number of charitable organizations. She left no children. During her life she was noted for her philanthropic and charitable impulses and when her will was filed in Blair county last week, it was found that practically her entire fortune of \$200,000 had been bequeathed to charitable purposes, \$100,000 of which is left to establish a fund to build a hospital in Tyrone.

The will provides for 96 specific bequests, among the larger ones being the Tyrone borough school district, \$10,000; Tyrone P. R. Y. M. C. A., \$5,000; First Presbyterian church, Tyrone, \$5,000; Woman's Board of Home Missions, Presbyterian church, New York, \$5,000; Women's Board of Foreign Missions, Presbyterian church, New York, \$5,000; Beaver Valley Children's home, New Brighton, \$3,000; Presbyterian Home, Hollidaysburg, \$1,000; Berry Schools of Mt. Berry, Georgia, \$1,000; Young Ladies' Aid society of the First Presbyterian church, \$500; Pemberton Sunday school of the First Presbyterian church, Tyrone, \$500; American Sunday School union, Philadelphia, \$500.

All bequests are to be paid free of inheritance and estate taxes. The specific bequests in the will total \$68,400 and after these bequests and all taxes are paid it is estimated that the residue will be over \$100,000, which will be held by them "in trust to use and apply the same toward and for the purpose, with other funds that may be raised in the future, of the building of a hospital for Tyrone, Pa."

Frank K. Luckenbach and William L. Hicks, Tyrone, were named as executors.

Under the will of Harvey M. Gray, a fund was left to his trustee the income of which was to be given to certain relatives for life, and after their deaths the principal was to be held by the trustee as an endowment for the maintenance of a hospital in Tyrone. Mrs. Gray was the last beneficiary of this fund, which now amounts to \$50,000.

Mrs. Gray, through her welfare work in the community, saw the necessity of a hospital in the community and through her generosity has made available such a sum as now becomes the nucleus for the future needs of the community in the way of a hospital.

A legacy of \$5,000, held in the estate of Samuel Berlin, who died in 1909, was the first amount left for the purpose of establishing a fund for the building of a hospital in Tyrone. The income from this legacy is now going to a life beneficiary.

On the same day that Mrs. Gray died in Tyrone Samuel M. Griffith died in Altoona, and among the bequests in his will were \$6,000 to the Altoona Y. M. C. A., \$3,000 to the Presbyterian home at Hollidaysburg, \$2,000 to the First Presbyterian church of Altoona, and \$1,000 each to the Altoona and Mercy hospitals and the Nason hospital, at Roaring Springs.

DRIVER'S RENEWAL CARDS NOW BEING MAILED.

The Bureau of Motor Vehicles mailed to nearly two million vehicle operators their applications for renewal of the driving privilege. The license year begins March 1.

"Car owners had ten weeks in which to apply for license plates, and most of them got in under the wire," said Commissioner Benjamin G. Eynon. "Drivers now have four weeks in which to mail their applications and checks. I am suggesting to Capt. Price of the Motor Patrol that his force of men be diligent March 1 and thereafter to see that drivers have their cards. There will be no excuse for lack of license."

Operators should recall that the fee is \$2, not \$1. In 1930 we were obliged to return thousands of dollars remittances. The 1929 Legislature increased the fee from \$1 to \$2, but many operators overlooked that fact. And when we are forced to return remittances it means that a large sum of money is being withheld from road work.

"During the fall months last year we were forced to remail approximately 90,000 applicants for license tags. It is reasonable to assume that this uncalled for mailing cost approximately \$5,000. That sum represents a tenth of a mile of concrete, or a quarter of a mile of waterbound macadam. As I say it was ridiculous and uncalled for loss to the people of Pennsylvania."

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Osteopathic Physician
Special Non-Surgical Method of Treating Rectal Diseases
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Hours 9-12 a. m.
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Manufacturers of **Flour, Corn Meal and Feed**
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BELLEFONTE, PA.

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They Cost the Least to Use and Save the Most Labor—
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at Prices to Suit Your Purse.

Electric Supply Co.

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W. R. Shope

The Key to Better Business

LIFE IS A GIVE AND TAKE PROPOSITION

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.

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

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Successor to Thomas Coal Yard
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....Means....
A transmission which permits the engine to pull the car, but prevents the car pulling the engine.
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O. G. Morgan, Proprietor
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Anthracite Coal and Bituminous Coal
Exclusive Sale of the **PINE GLENN** and The Original Cherry Run Coals

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that Price has nothing to do with Good Taste—Our merchandise is chosen first for its Good Taste, its Correctness—if it can be had for lower prices we're doubly glad—We believe our customers like to get the most for their money.
We Propose to Give It to Them

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...WITH SAFETY AT THE **Rexall Store**...
Remedies
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It Pays to Buy the Best

It Pays to Buy at **Beezer's**
Foods of Excellence will Help You Win Fame as a Provider of Splendid Meals—if It's Quality You Want, We Have It.
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