

TOWNSHIP ROADS LAID OUT FOR IMPROVEMENT.

The Watchman has received a map of the township roads in Centre county scheduled for improvement under Governor Pinchot's plan of "pulling the farmer out of the mud." All told there are 35 stretches of roadway, figuring up approximately 190 miles, or just a little more than 25 per cent of the county's 700 miles of township roads. The roads scheduled for improvement, as they are numbered on the map, are as follows:

No. 14001. Osceola Mills south about a mile to Route 57.

No. 14002. Begins a mile north of Moshannon, runs north then northeast to the Clinton county line.

No. 14003. From Fountain station on the Snow Shoe highway, northwest and west to a point about midway between Snow Shoe and Clarence.

No. 14004. From Livonia north, west and northwest to the Clinton county line, near Loganton.

No. 14005. From Fowler northwest about two miles, thence northeast a mile and southeast two miles to Hannah Furnace.

No. 14006. Starting about midway between Hannah Furnace, and Port Matilda, northwest and north about three miles to join the Port Matilda—Phillipsburg road about Castle Rock.

No. 14007. Starts at the Bald Eagle Trail a mile northeast of Martha Furnace, runs northwest, thence north of east and southeast, joining the Bald Eagle Trail midway between Martha and Julian.

No. 14008. From Julian northwest, thence north, north of east and southeast to a point a mile west of Unionville.

No. 14009. Starts at the Plum Grove school house on the Bald Eagle Trail, runs northwest, thence a little north of east to the Snow Shoe State highway at Runville, thence northeast to Yarnell, and on through to Romola, and from there east to Blanchard, the longest proposed stretch.

No. 14010. Runs from Milesburg northeast on the far side of Bald Eagle creek to a point north of Curtin, thence south to Curtin.

No. 14011. From Milesburg northwest to Yarnell.

No. 14012. From Howard to Romola.

No. 14013. From the Centennial school house on the Halfmoon road, by way of Marengo to Pennsylvania Furnace.

No. 14014. From Baileyville over the White Hall road to connect with the State highway from State College to Pine Grove Mills.

No. 14015. From Waddle to connect with the new highway from State College to Buffalo Run.

No. 14016. From a point a short distance southwest of Fillmore, southeast through Patton township a distance of a mile and a quarter.

No. 14017. Starts a mile northeast of Fillmore, runs west, north and northeast, past Valley View and the Chemical and Centre County Lime plants, through Coleville to Bellefonte.

No. 14018. From a point northwest of Pine Grove Mills northeast through Pennsylvania to Old Fort.

No. 14019. Covers the Branch road from Lemont to a point about two miles northeast of Pine Grove Mills.

No. 14020. From Oak Hall to Linden Hall.

No. 14021. From Linden Hall to Centre Hall.

No. 14022. From Tusseyville to connect with the road running from Boalsburg to Old Fort.

No. 14023. From Tusseyville past Centre Hill to connect with the road running from Old Fort to Spring Mills.

No. 14024. Over what is now called the Hornstown road, at Pleasant Gap.

No. 14025. From Pleasant Gap over the back road to Zion.

No. 14026. From a point east of Bellefonte (the Triangle filling station) past the aviation field to the back road above mentioned.

No. 14027. From the Nittany valley highway in to Hecla Park.

No. 14028. From Bellefonte through Little Nittany valley to the Clinton county line.

No. 14029. From Zion over to Little Nittany valley.

No. 14030. From Potters Mills down through Georges valley to connect with the road from Spring Mills.

No. 14031. From the Brush valley road past Penn's Cave, Farmers Mills, Spring Mills and northeast to Coburn.

No. 14032. From Coburn to Woodward.

No. 14033. From Penn Hall north, northwest to the Brush valley road.

No. 14034. From a point between Penn Hall and Millheim to join the road from Spring Mills to Coburn.

No. 14035. From a point on the road running from Millheim to Brush valley, northeast through Brush valley, thence northwest through Rebersburg, and a little east of north to the Clinton county line on the road leading to Tylersville.

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WORKS ALWAYS ON 'VELVET'

Buyers Supply Money to Support Enterprises Competing With Those in Which They Are Interested.

(Copyright.)

It is a mighty nice thing to be able to do business on the other fellow's money, but there are few people who can do it. Probably the only business men who, as a class, are able to do this, are the mail order men in the big cities.

Did you ever stop to think—you, who have ordered goods from a mail order house and there are probably few who have not done that at some time or other—that you are supplying the cash upon which the mail order man is doing business? You are well aware of the fact that your cash must go with your order if you expect to receive the goods, but have you ever stopped to think what that means? Do you realize that you are supplying the capital for a business which is running in direct competition with your home merchants, upon whose prosperity you and your fellow townsmen are dependent for a livelihood?

The majority of mail order houses do not carry large stocks of goods. They do not have to. When the mail order man gets your order, accompanied by the cash, of course, he can take a part of your money and go to the manufacturer or the wholesaler and buy the article that is wanted. The rest of the money he can put down in his pocket after paying his operating costs, which are light when compared with those of the merchant who must carry a large stock of goods to meet the demands made upon him.

In Class by Themselves. There is absolutely no other class of men who do business on the capital furnished by their customers. Even the retail store which sells for cash only cannot do this for he must carry a large stock and in most cases must pay cash for it in order to get prices that will enable him to make lower prices to his customers than can be made by the merchant who gives credit to his customers.

The mail order man doesn't need to have any of his own capital invested

in his business—or any large amount of it, at least, in proportion to the volume of the business which he does. He does not have to pay interest to the banks on money borrowed to help him finance his business. The mail order man figures that about one-half of the amount he receives on any order goes to the wholesaler or manufacturer in payment for the goods ordered. Of the remainder a part goes for postage, printing, maintenance of office and plant, insurance, etc. What is left, which is by no means an insignificant part of every dollar received, goes into dividends to stockholders in the mail order corporation. All this has been done without any capital other than that which may be required to pay of fee expenses.

Suppose, for a minute, that you did business with the local merchants on the same plan. Suppose that they did not carry any goods in stock, that when you wanted to buy something you should go to one of your home merchants, look in his catalogue and pick out an article that seemed to be similar to the one that you wanted, hand over the price as shown by the catalogue and tell him to order it for you. The merchant would take your money and you would wait for your goods until they arrived from a distant city.

Not So Anxious.

But the people who make up any community are not nearly as anxious to furnish capital to the home merchant—the man who helps "make" the town—as they are to the mail order man in the far distant city, who does nothing and cares nothing for the people who furnish him the money on which to do business. They insist that the home merchant shall carry a large stock of goods from which they can select what they wish, when they think it is to their interest to buy from him. They insist that he shall stand back of the goods he sells and make good any defect that may appear in them. They insist that he shall sell them what they wish and wait for the money until they get ready to pay it. They insist that he shall sell goods at the same prices or lower prices than the mail order houses charge for goods of poorer quality. And finally, they insist that the home merchant shall furnish the large amount of capital that is required to conduct a business on this plan.

The mail order buyer may say that he has the right to spend his money anywhere he pleases and he has, legally. But he probably has never stopped to reflect on the fact that he is supplying the capital for the operation of a concern which is in direct competition with enterprises in which he is directly interested, for every man, woman and child in a town is directly interested in the success of the business enterprises in that town. If these business enterprises are not prosperous, the town cannot be prosperous. To supply capital to your competitor is not very good business.

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