

**WORLD CHRISTMAS CAROLS PROMISED**

Radio is doing its holiday shopping early. NBC, first to plan its to the listening public, intends giving Christmas eve music from many nations. The difference in time is creating a problem, but an

all-night schedule has been worked out. It gives promise of carols and chimes from Rome, Berlin, London, Paris, Honolulu, the Philippines, Japan and possibly other countries. On New Year's eve a similar attempt at world broadcasting will be made. The arrival of 1932 will be heralded with the ringing of bells from European, Asiatic and North and South American cities. Columbia promises some outstanding broadcasts for the two holiday eves, and, not to be outdone, Pittsburgh's stations will do a little ethereal celebrating.

**A THOUGHT AT CHRISTMAS**

BY JOHN M. FLEMING  
Many, many years ago,  
The wise men saw a star,  
And humble shepherds, meek and low  
Sent music ringing far.

"Peace on earth, good will toward men,"  
Was the song they sang that night,  
As they stood on the hills of Bethlehem  
And watched the holy sight.

The star has shown through ages long,  
Across the span of time,  
And tonight we hear the angel's song,  
A song that's yours and mine.

Put out your hand to someone now,  
Whose enemy you hold  
And make a sacred Christmas vow,  
That'll turn a heart to gold.

And hope that for the coming years,  
As life draws toward an end;  
You may look into the veil of tears  
With the love of an honest friend.

**REVEALING PLANS TO EXPLOIT BELLEFONTE**

Landscape Architect Albert W. Grove Suggests Possible Developments for a Better Community.

Last week the Watchman announced that it would publish a series of articles on community planning by landscape architect, Albert W. Grove. Mr. Grove has made a careful study of what appears to be a real community problem and has prepared a rather pretentious, but very comprehensive program for the beautification and advertisement of Bellefonte. It has been done with the thought of possibly providing work for the unemployed and at the same time bring about improvements in the town's environments that would have lasting effect by way of making them more attractive.

The first of the series follows: **COMMUNITY ADVERTISING**  
The purpose of an advertising campaign outside the community should be to attract, within the circle those individuals, organizations, commercial and industrial enterprises that spell greater prosperity, better living conditions, increased education and recreational facilities or, in brief, to stimulate well planned growth, not a boom.

But before the time is ripe for such a campaign it is necessary to advertise within the territorial circle of the community to gain support for a determined policy of action and, generally to prepare for receiving and caring for the expected increase in business.

Growth is the inflexible law of life. In this new epoch it must be appreciated that all life, individual, social, political is in rapid evolution. Only lifeless things are stationary; standing like so many tombstones recording a dead past. John Wana-maker once said, in substance, "If my institutions can serve the public better than any other, then the public will be persuaded to make a beaten path to my door." If this community gives better service to home patrons, to transients, to prospective home seekers then these patrons will make a beaten path to our community. People are not drawn to communities by accident. Our problem as community builders is to make conditions such as will make permanent patrons for the things which the community has to offer to the world, (homes, churches, schools, parks, places of business, etc.)

The first specific consideration is for cash business that can be brought to our community. Tourist trade presents an opportunity for securing patrons for all our products and free advertising for our community.

We have in this community many latent possibilities for drawing American tourists. For instance, from a scientific standpoint, we have the Bear Meadows, which is a bog left by the glacial period and in which there is a collection of many rare plants for this territory. Again, with so many rock outcrops bared by our limestone industries, this makes an ideal place to study rock stratification and geology in general. There are the caves of Penns Valley. The State College and also the State prison are of interest. The State forests, with their wild life, color during the various seasons and the views afforded from the heights all make an appeal to the American traveling public. There is an additional use for our mountains in the development of trails for horseback riding, with the chance for overnight camps located at regular intervals on the longer trails.

Counterbalancing these natural assets we have some liabilities to overcome. Space permits the mention of but three which have a general ill effect upon the pictorial beauty of our country-side. The first and most offensive is the billboard and its sister posters. The psychological effect of repetition, etc., is lost in the jumble of the mass of the various highway advertisers today. Furthermore public sentiment is rapidly developing against this form of advertising. Secretary of the Interior Wilbur said, "Put a little more brains in what you do instead of putting it in large and wasteful letters that destroy the beauty of our country." The money spent on advertising of this type could be used, along with money from other sources, for general community ad-

vertising purposes which would eventually bring more patrons to the doors of our community and hence to the doors of all retailers in this district.

The second liability is the dinky gas station, many of which have junk yard attachments on the side or a complete automobile graveyard. Here a general clean-up is urgent.

The last liability to be mentioned is not so offensive, but it could be changed and made to serve a two-fold purpose for the community. This reference is to unpainted houses and shacks. Since this is a limestone country and lime and stone being one of our principal industries, a logical step would be to white-wash fences, these unpainted houses, etc., which would not only enhance their beauty and character, but tactfully advertise our lime industries.

Another side of community development and growth can be considered in view of the farm situation. The town and country are inter-dependent. Prosperity must be shared if the community is to grow and profit. Agriculture in all its forms is the determining factor in prosperity. How can we townspeople expect to prosper when the dollar of the farmer, who is the largest buyer in the world, is worth only thirty-five cents.

Senator William E. Borah, of Idaho, says, "marketing is the work of practical experts, work of those who have the time and means and ability to study and master the markets. While the farmer is an individualist and will remain an individualist as a producer, nevertheless marketing is a group problem. The farmer can take the crops from individual production through the group problems, such as financing and marketing." Is not this a real opportunity for the urban center to render a service and also help put an end to this exploitation of our farmer, to the credit and advantage of all in the community? The Dairymen's League of N. Y., with 70,000 members, put upon the market "Dairyles" evaporated milk at a cost of a quarter million dollars in the metropolitan area—but the cost is more than offset by the increased price and additional outlets that are being obtained for the commodity.

Our situation is different and will therefore call for a new solution. The fact that a solution is necessary stands without question. Possibly a large storage and market house for produce that could be raised here, for our own markets, would do the trick. This problem should be weighed and considered by every citizen of our community and in so doing the situation will be overcome.

ALBERT W. GROVE  
Landscape Architect.

**456 FIREARMS PERMITS ISSUED BY THE SHERIFF**

Up to the present time sheriff H. E. Dunlap has issued 456 firearms permits to residents of Centre county who for one reason or another want the privilege of carrying a gun. Quite a number of the permits were issued to hunters who wished to carry a revolver as well as a gun (a permit not being required for the latter) while out in quest of game.

So far there have been four prosecutions of men found with a pistol or revolver in their possession without having the required permit. The cases will be up for trial at the next term of court.

**Good Printing**

A SPECIALTY at the WATCHMAN OFFICE

There is no style of work, from the cheapest "Dodger" to the finest

**BOOK WORK**

that we can not do in the most satisfactory manner, and at prices consistent with the class of work. Call on or communicate with this office.

**MODERN WOMEN**

NEED NOT SUFFER monthly pain and delay due to colds, nervous strain, exposure or similar causes. **Chichesters Diamond Brand Pills** are effective, reliable and give **QUICK RELIEF**. Sold by all druggists for over 45 years. Ask for **CHICHESTERS PILLS** "THE DIAMOND BRAND"

**Employers, This Interests You**

The Workman's Compensation Law went into effect Jan. 1, 1916. It makes insurance compulsory. We specialize in placing such insurance. We inspect plants and recommend Accident Prevention Safe Guards which Reduce Insurance rates. It will be to your interest to consult us before placing your insurance.

JOHN F. GRAY & SON  
State College Bellefonte



**Select a Good Bank and Begin to Save**

Those who have made a habit of systematic saving know what pleasure a bank book, showing a growing balance, affords.

Those who do not save know what hardship the lack of money brings.

Why not save a little of what you earn? We are ready to help you do it.

**THE FIRST NATIONAL BANK**  
BELLEFONTE, PA.

**70¢**

For 70 cents you can telephone to friends, relatives or customers as far as 120 miles away—for friendly chats, family reunions, business transactions. And after 8:30 P. M. you can call them for only 40 cents!

The service is fast, clear, dependable—the calls easy to make. Just give the number to the operator (ask information if you don't know it) and "hold the line."

(Rates based on East. Standard Time)

**TELEPHONE**

Gen. 4

Come to the "Watchman" office for High Class Job work

**GIFT SPECIALS**  
are here!

*Don't Let Your Christmas Shopping Bother You*

Just come to the Fauble Store's 45th Anniversary Sale.

The greatest money-saving event of the year.

Sale lasts until Christmas Eve.

Don't miss it.

*It's Store-Wide*

*It's a Fauble Sale*

**A. FAUBLE**

**Information Wanted**

As to the Lucas Family

Benedict Lucas settled near Mt. Eagle, Centre county, about 1785. Who has his family Bible? I want information concerning births, marriages, etc., of his children.

\$5.00 has been deposited at the Watchman office, Bellefonte, for the first most complete authentic information sent to

P. O. Box 21, Station P . . . NEW YORK CITY

76-49-21\*

WE FIT THE FEET

COMFORT GUARANTEED.

**Baney's Shoe Store**

WILBUR H. BANEY, Proprietor  
30 years in the Business

BUSH ARCADE BLOCK  
BELLEFONTE, PA.

SERVICE OUR SPECIALTY SPECIAL ORDERS SOLICITED