

# Democratic Watchman

Bellefonte, Pa., June 17, 1932.

## MAY WEATHER NORMAL FINE AURORAL DISPLAY ON NIGHT OF THE 29TH

By H. P. Parker, Meteorologist U. S. Weather Bureau, Airport, Bellefonte, Pa.

The weather of May was nearly normal with respect to temperature and precipitation, possibly one to two degrees below normal in temperature and 10 per cent less than normal precipitation.

The mean maximum temperature was 70.9, the minimum 45.5 and the monthly mean temperature 58.7 degrees. The highest temperature was 87 degrees on the 26th and the lowest 28 degrees on the 23rd, an absolute range of 59 degrees for the month. The greatest daily range in temperature was 47 degrees on the 24th and the least 9 degrees on the 11th. There were 4 days with temperature below freezing, and 10 days with a maximum temperature of 30 degrees or more. The 26th, with a mean temperature of 70 degrees, was the warmest day, and the 11th, with a mean temperature of 44 degrees, was the coldest. The mean daily range in temperature was 28.4 degrees, and the mean change from day to day was 6.5 degrees.

The total precipitation for the month was 3.58 inches, with 1.04 inches in 24 hours on the 10th and 11th. There were 12 days with 0.01 inch or more of precipitation. The greatest daily amount was 0.83 inch on the 10th. On 13 days there was no precipitation of any kind. From the 5th to the 14th inclusive, there was rain every day, a total of 2.73 inches during ten days, more than three-fourths of the total for the month. Thunderstorms occurred on the 1st, 6th, 8th, 14th, 16th and 27th. There was no snow, sleet or hail. Dense fog occurred on the 15th, light fog on 10 days, and light haze on 12 days. The mean relative humidity at 8 a. m. was 72 per cent, at noon 51 per cent, at 8 p. m. 62 per cent, and the monthly mean was 67 per cent. The monthly mean cloudiness was about 53 per cent of the possible.

Light frost occurred on the 18th, 24th and 30th, and heavy frost on the 3rd, 19th, and 23rd. In exposed places the frost on the mornings of the 19th and 23rd, were killing to tender vegetation, but no widespread damage has been reported. There were 11 clear days, 9 partly cloudy and 11 cloudy. The prevailing wind was from the west and no velocity exceeded 32 miles per hour.

A good auroral display was observed from about 9 p. m. of the 29th until 3:30 a. m. of the 30th. The greatest brilliancy was noted about 15 minutes before midnight and continued until 15 minutes or more after midnight. The entire northern half of the sky was aglow, with an apparent apex of radiation about 10 degrees south of the zenith. Faint rose and pale green tints were noted, but most of the display was white, charged areas closely resembling high cirrus clouds of lenticular shape. The charges seemed to emanate from the apex near the zenith in regular, intermittent pulsations at about one second intervals; as many as three or four being seen concurrently in a single beam, traveling rapidly toward the north. Less frequently similar phenomena were observed passing upward from the northern horizon. Meanwhile there was a dark mauve to inky bank in the north to 8 or 10 degrees elevation, resembling a mighty mountain range.

Compared with four years record at the Airport, the mean temperature of the past month was one-half degree below the mean for May, but compared with 10 years record in Bellefonte, 1901 to 1910 inclusive, it is more than 5 degrees lower. The record at the Airport, however, is too short for establishing a normal and that obtained in Bellefonte is probably three degrees too high.

The highest temperature recorded in May at the Airport was 94 on the 30th in 1929 and the lowest was 23 degrees on the 1st in 1931. No records of high or low temperatures are available for Bellefonte or Center Hall, but the highest of record for May at State College is 93 degrees in 1935. Other temperatures of 90 degrees or above are as follows: 92 degrees in 1889, 1919 and 1929; 91 degrees in 1911 and 1930; and 90 degrees in 1896. The record for 1928 is missing. We may therefore expect a temperature of 90 degrees or more, on the average, about one year in six.

The mean monthly precipitation for May in Bellefonte is 3.46 inches; at Western Penitentiary, 4.26 inches or, combined, 3.77 inches; at Fleming it is 3.92 inches and at State College it is 4.13 inches. Months of May with heavy precipitation were: In Bellefonte, 9.16 inches in 1908 and 5.87 inches in 1901; All others had less than 6 inches. Light precipitation in May occurred as follows: In Bellefonte, 1.13 inches in 1903; at Western Penitentiary, 1.69 inches in 1920; at Fleming, 1.44 inches in 1886, and at State College, 0.92 inch in 1902, 0.96 inch in 1926, 1.01 inch in 1928, 1.24 inches in 1903.

Snow seldom occurs in this locality during May, but records show that there was one inch at Center Hall in 1925 and a trace in 1912. At State College one-half inch of snow fell during May, 1923 and traces in 1902, 1906, 1907, 1908, 1915 and 1925. No records of hail or sleet are available except those made at the Airport since Sept. 1, 1928. Hail occurred on the 25th in 1930, and on the 10th in 1931. No sleet has occurred at the Airport during May of the last four years.

—When you read it in the Watchman you know it's true.

## PATIENTS TREATED AT COUNTY HOSPITAL

Harry K. Ulrich, of Bellefonte, was admitted last Monday for surgical treatment.

Mrs. Harold D. Bohn, of State College, became a surgical patient last Monday.

Samuel F. Cherry, of Philadelphia, is a medical patient, having been admitted last Monday.

Mrs. James Wensel, of Boggs township, was admitted on Monday for medical treatment and died on Wednesday.

John H. Raymond, of Milesburg, who had been undergoing medical treatment, was discharged Monday.

Ambrose Ray, of Bellefonte, was discharged Tuesday of last week after undergoing surgical treatment.

Howard Martin, of State College, a medical patient, was discharged Tuesday.

Mrs. Bertha Spicer, of Bellefonte, was admitted last Tuesday as a medical patient.

A son was born to Mr. and Mrs. John Hoy, of Bellefonte, on Saturday, and died on Tuesday.

Miss Nannie B. Stuart, of Boalsburg, a student nurse at the hospital, was admitted Tuesday for surgical treatment.

Mrs. Marion Fetterolf, of Centre Hall, was admitted Wednesday for medical treatment.

After undergoing surgical treatment Mrs. Mary McCool, of Spring Mills, was discharged Wednesday.

William Dugan, year old son of Mr. and Mrs. W. M. Dugan, of State College, was discharged Friday after undergoing surgical treatment for a day.

Mr. and Mrs. John McCulley, of Bellefonte, are receiving congratulations upon the birth of a son, at hospital last Thursday.

William Spicer, 5 year old son of Mr. and Mrs. Donald Spicer, of Bellefonte, after undergoing surgical treatment for eight days, was discharged Friday.

Mr. and Mrs. Harry Abramson, of Millbrook, are the happy parents of a daughter, born at the hospital Saturday.

John Morgan, of State College R. D., after undergoing medical treatment, was discharged Thursday.

Mrs. Lester Kinley and infant daughter, of Spring Mills, were discharged last Thursday.

Miss Frances Swartz, of State College, who had been a surgical patient, was discharged Thursday.

Carl Wyland, of Bellefonte, was discharged Thursday after undergoing surgical treatment.

Mrs. Bertha Confer, of Orviston, became a medical patient Saturday.

Mrs. Leotta Sellers, of Port Matilda R. D., was admitted Saturday as a medical patient.

Mr. and Mrs. Paul Ishler, of Millheim, are the proud parents of a daughter, born at the hospital on Saturday.

Mrs. F. E. Lee, of Centre Hall, was discharged Sunday after undergoing medical treatment for two days.

Mrs. Charles Schreffler, of Pleasant Gap, was admitted Friday for surgical treatment.

Mrs. Mark Grafmyer and infant son, of Milesburg, were discharged on Saturday.

Mrs. Thomas Weber, of Oak Hall Station, was admitted on Saturday for medical treatment.

Mr. and Mrs. Paul E. Bohn, of Ferguson township, are rejoicing over the arrival of a daughter, born at the hospital on Sunday.

Mrs. Frank Glenn and infant son, of State College, were discharged on Saturday.

Mrs. Oliver Bitner, of Boggs township, was discharged Sunday after undergoing surgical treatment.

There were 35 patients in the hospital at the beginning of the week.

## DON'T CUT NOW ON ADVERTISING

"Advertising is the life blood of an institution if properly handled," believes Richard F. Chapman, successful mid-western independent retailer who has doubled his business during the past ten years in spite of chainstore competition.

Advertising should be the last expenditure cut and the first to be increased, is the advice that he gives in an article in the Rotarian magazine to merchants trying to meet present day conditions.

"This does not mean that all advertising is good," he declares. "Neither does it mean that any form of advertising will continue to produce in the future simply because it has produced in the past."

In the careful consideration of all factors which affect the future of good business, the merchant can well afford to devote considerable time to the study of advertising. In many cases it has been used as a shovel to heave out unwanted goods instead of as a spoon to feed the customer desired merchandise.

All types of advertising must be studied constantly in an effort to ascertain that which serves to the best advantage in acquainting the store and its merchandise with the prospective customer in its territory.

"The amount to be spent," he continues, "should be determined as part of a fixed expense budget. Authorities vary as to the proper amount, but it generally runs from two to five per cent of sales. Once this amount is determined, it should not be arbitrarily spread over the entire year but kept liquid to take advantage of either increase or decrease in volume as the year progresses."

"Money available for advertising should be carefully fitted to the

## FOR AND ABOUT WOMEN DAILY THOUGHT

"The dead take the grave, in their clutched fingers, only that which they have given away."

—Here and there among the hundreds of pajamas and trouser-and-shirt costumes, you're going to see something new and feminine—the beach dress. Just a simple wrap-around, apron-ish sort of dress, made of linen, pique or spongy cottons that look like wool. A grand idea for the woman who doesn't look well in trousers.

Fine, too, to wear over the bathing suit, in the dash from home to beach.

But most girls and women, too, will stick to the good old trouser costumes, the newest of which consists of slacks (straight trousers worn over the bathing suit or with a polo shirt or fisherman's shirt, those striped ones copied from the shirts of St. Tropez fishermen) or with the new kerchief scarf.

If you go in for beach tennis or surf ball sports, it's this mannish costume you'll surely want to wear.

But if you're one of those lovely ladies who looks more charming when she's less boyish, you'll probably wear pajamas.

Built-up waistlines to trousers, you see. And the trick top is of the new 'kerchief scarfs you tie in any way you like.

Another way to fold it 'kerchief is in a triangle, catching the two ends of the center point at the back of the neck and the two other ends around the waist. This covers the front and exposes the back.

This costume also shows the new idea of dark top with light trousers.

Other pajama tops are very much like blouses with tied girdles and draped necklines.

Pajamas are made of the new non-crushable linen, jersey, pique, terry cloth and gingham. And slacks prefer flannel, jersey, pique and cotton twill (or sail cloth, if you prefer to call it that).

—Corns or ingrown toe-nails can be cured at home by treating the shoes instead of the foot, according to Dr. H. Winsor, of Haverford, Pennsylvania, in a communication to American Medicine.

The necessary apparatus includes a pair of wooden shoe-trees, a nail or two, some ordinary sticking plaster, and in extreme instances an iron poker.

For a corn on the outer side of the little toe, for example, Dr. Winsor advises driving a short, round-headed nail into the shoe tree just at this spot. Plaster then is wrapped over and around the nail to make an artificial corn on the shoe-tree a little larger and higher than the real corn on the foot.

If the shoe to be worn then is kept each night on this shoe-tree the artificial corn stretches the shoe leather into a small dome just over the spot where too much pressure is causing the corn. This not only relieves the pain but usually lessens the irritation so that the corn gets well by itself.

Corns on the sole of the foot, according to Dr. Winsor, can be relieved by raising a similar corn on the sole of the shoe-tree.

Ingrowing toe-nails usually can be cured by pressing the sides of the shoe outward with bumps on the shoe-tree, to make the toe of the shoe wider. For the same purpose a stick may be used, wedged into the shoe at night so that its hard, rounded point will stretch a bulge into the leather just where pressure is forcing the toe-nail to grow inward.

"Painful feet," Dr. Winsor insists, "are serious matters. The pain itself is harmful to the nervous system, and the temper engendered thereby is injurious."

"In planning a room it is wise to choose a three-color motif," "using one as the general color background and the other two for accents."

"Don't buy everything at once," "Buy the big things at one time, if you must, but let the accessories go until you see something that will fit exactly with the general keynote of the room."

"When you buy your curtains and your bedspreads see what the dress goods department has to offer before you make your selections. Inexpensive wash materials make lovely curtains and the new cotton meshes are excellent for bedspreads."

"And don't get the idea that because a thing is cheap it is not in good taste. Anyone with a sense of values and an eye for color and design can furnish a house comfortably and charmingly on very little."

—A piece of orange skin placed on top of the stove will take away the heavy odor of cooking from the kitchen and give out a pleasant fragrance.

—To remove brown stains from light colored ranges, dip a cloth in turpentine and apply to stains. With a little pressure the stains will come off.

—After washing and drying woolen blankets hang them on a line in the open air and beat them well with a carpet beater. This rines the fluff and the blankets look almost as good as new.

—The hole in the bottom of a flower pot should never be closed up. Place a few cinders or bits of broken china over it to let the air in to the roots and keep the soil from coming through.

—mediums best suited both to the business and to the amount allotted. A program should then be laid out far enough in advance to permit the purchasing of merchandise and the correlating of it with advertising, the display windows, and the interior displays. If followed carefully, this plan gives advertising a real message and it will produce. Profits are made by advertising, but not all advertising is profitable."

## MOTOR CLUBS TO BOOST PENNA. AS TOURIST STATE "SEE PENN'A." SLOGAN

The Pennsylvania Motor Automobile Association, recently called on its eighty-five clubs to co-operate in bringing before the motorists of this and other States the innumerable attractions Pennsylvania offers. In this the Federation will co-operate its efforts with the program mapped out by the Greater Pennsylvania Council, organized some time ago to advertise the Keystone State.

In line with a resolution adopted at the annual convention of the Federation at New Castle recently, E. Edward Gable, president, has appointed a committee to formulate plans for the cooperation of the A. A. motor clubs in this campaign. On the committee are: Richard B. Maxwell, Harrisburg, chairman; James H. Dunn, Uniontown; Tom Nokes, Johnstown; Charles H. Von Storch, Scranton; Geo. D. Ermentrout, Reading; Ralph W. Young, Harrisburg; H. E. Trout, Lancaster, and W. L. Robinson, Philadelphia.

"See Pennsylvania!" is to be the slogan of the motor clubs, according to Mr. Gable, and as a part of the campaign the scenic, historic and industrial attractions of this Commonwealth, as well as its fine highways and excellent accommodations for tourists will be set forth in detail.

"Pennsylvania has much to offer the tourist," said Mr. Gable, "and we feel that, with hundreds of thousands of people from all parts of the country visiting the National capital in connection with the George Washington Bicentennial, this is a most appropriate time to make a strong bid for the share of tourist travel to which this State is rightfully entitled."

Instead of featuring tours that carry motorists to points outside the State, we plan to map out routes that take the traveler to the very heart of Pennsylvania's historic, industrial and scenic centers. These will be published in newspapers, broadcast over the radio and in other ways brought to the attention of the motoring public of this and other States.

"Pennsylvania is really accessible to the motorist from every section of the United States and Canada. It is directly on the main route of virtually all through highway routes across the country. Particularly during this Washington Bicentennial year will the historic shrines attract the traveler. Gettysburg, with its appeal to every American; Philadelphia, with its Independence Hall, Liberty Bell and other association with the nation's earliest days; Valley Forge, Fort LeBoeuf, Jumonville, Fort Necessity, Braddock's Grave—these and many other historic shrines associated with the French and Indian, the Revolutionary and Civil Wars beckon tourists from near and far. The rich farm lands of York, Lancaster and adjacent counties; the oil regions of the western part of the state; the anthracite

and bituminous mining regions; Pittsburgh, the Steel City; the State capital at Harrisburg; the numerous State reservations and public parks; the excellent tourist camps and fine hotels; thousands of miles of ribbon-like highway over mountain and through valley add to the general appeal of Pennsylvania to the traveler."

Mr. Gable said that the Federation and its local clubs not only will seek to attract motorists from other States, but will make special effort to interest the people of their community in travel through this Commonwealth. "From all parts of the State come reports that motor travel this season will be as heavy as in previous years," he explained. "Toll bridges and ferries along main motor routes report traffic steadily increasing, with indications that this year's volume of business will be as great, if not greater, than ever. Travel bureaus of the various motor clubs are being kept busy handling calls for maps, routings and other information regarding trips. In fact there is every reason to believe that motor travel will be as heavy this year as ever before."

The A. A. motor clubs of Pennsylvania will do all they can in this "See Pennsylvania" campaign. Every city and town, every civic body and individual can aid in this statewide effort to exploit the attractions of the Keystone State. Every possible effort will be made to bring motorists from other States into Pennsylvania to see what we have to offer, and at the same time we want to impress upon the people of this State that they need not go outside its borders to find scenic wonders, historic shrines, fine roads and countless other attractions. "See Pennsylvania!" should be made a watchword in every community."

## FOUND KEEPER PERFECTS DOG'S "ELECTRIC CHAIR"

Hiley Milk, Sandusky County dog warden, has devised an "electric chair" for dogs in which stray pets may be put to death with less pain than shooting or chloroforming.

Milk's device consists of a metal plate which provides one electrode. The other is a metal collar which is placed around the dog's neck. A current of 1,100 volts is then sent through the dog's body. Death is practically instantaneous.

—One way to prevent lumps in mashed potatoes is to use hot milk instead of cold.

## NEW ADVERTISEMENTS

FOR RENT.—An apartment in the Sim Baum house, on north Allegheny street. Tel. 39.

THE BIGGEST BARGAIN in State College Real Estate: 18 lots for sale at less than \$200 each.—Phone or write Eugene H. Lederer, Agent, General Real Estate, State College Pa. 77-24-3t

## NEW ADVERTISEMENTS

STORE ROOM.—Large store room in the Hayes building, north of Allegheny St., Bellefonte, for rent. Inquire of Mrs. R. G. H. Hayes, Bellefonte, or phone 322 77-19-1t

HOUSES FOR RENT.—Six room house, with bath, on Bishop street, Bellefonte. Five room house on Logan street. Inquire of M. P. Brooks at Colonial restaurant, on West High street. 77-24-3t

NOTICE.—Of a meeting of the Stockholders of the Prentiss-Pennsylvania Company. Notice is hereby given that a meeting of the Stockholders of the Prentiss-Pennsylvania Company will be held at its office in Temple Court, Bellefonte, Pa., on August 9, 1932 at ten o'clock A. M., for an election of the stockholders to determine for or against the proposed sale of all the real estate and lands of the Prentiss-Pennsylvania Company to the Commonwealth of Pennsylvania. This notice is given by order of the Board of Directors of the Company. ELLIS L. ORVIS, Assistant Secretary. 77-23-9t

EXECUTRICES NOTICE.—In the matter of the estate of Mary W. Hoy, late of the Borough of Bellefonte, County of Centre and State of Pennsylvania, deceased. Letters testamentary in the above named estate having been granted to the undersigned by the Register of Wills of Centre County, all persons having claims or demands against the said estate are requested to make the same known and all persons indebted to said decedent to make payment thereof without delay. ANNA H. HOY, Executrix, Bellefonte, Pa. 47-21-6t

AUDITOR'S NOTICE.—Estate of Park R. Homan, Late of State College Borough, Deceased. In the Orphan's Court of Centre County Pennsylvania. Take notice, that the undersigned, an Auditor appointed by the aforesaid Court to make distribution of the funds remaining in the possession of The First National Bank of State College, Administrator C. T. A. of the estate of Park R. Homan, deceased, to and among those legally entitled to receive the same, will meet to perform the duties of his appointment on Friday, June 24, 1932, at ten o'clock A. M., at his office, Room 14, Crider's Exchange, Bellefonte, Pa., when and where all parties interested may attend if they see proper. KLINE WOODRING Auditor. 77-23-3t

WE NOW HAVE  
**Straw For Sale**  
**\$1.00 Per Hundred**  
**Special This Week**  
**Punxsutawney Coal**  
**\$5.45 Per Ton**  
**DON'T FORGET OUR**  
**Dustless Cannel Coal**  
**Kofman's Coal Yard**  
**BELLEFONTE**  
Phone 319



## Women know the value of Newspaper Advertising

They have learned that advertisements in the Watchman give them the information they want, and the best places where they can make their desired purchases. You have a business, why not make it pay? Appeal to the army of potential women buyers who read the Watchman religiously and you appeal to many, many more, for women never keep good news a secret.

Why not place some of your advertising before the women who read the Watchman? There are more of them than you probably think and they are of the class with money to buy.

## The Democratic Watchman