

# One Centre Reporter.

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NO. 47

## WANAMAKER THE ADVERTISER.

The Great Merchant Attributes His Great Success to Newspaper Advertising.

There is no man in America better equipped by actual experience than John Wanamaker, to talk about the value of advertising to retail merchants, small as well as great. When Mr. Wanamaker began business more than half a century ago, his store was probably smaller and had a smaller trade than any one of the retail merchants whom he addressed on the subject of advertising at the opening of the pure food exposition in Philadelphia. Mr. Wanamaker has often told the story himself how he originated the custom, now universal, of delivering the goods which his customers purchased. He carried the goods himself and when he had more than his arms full, he used a wheelbarrow in delivering them. As fast as he made any profit he expended it in advertising. In a very few years he was known as the largest advertiser in Philadelphia, and had by far the largest retail clothing store, much larger than the one which had long been the leader in the trade and in which Mr. Wanamaker as a youth had been a clerk.

In his address Mr. Wanamaker said that the first necessity to success in retail trade is of course good merchandise, and added "quite as much a necessity to a business that is to keep up a healthy growth is good advertising. If you have in your shop exactly what 500,000 people of this city want, but only 500 of them know you have it, the care and energy you have expended in maintaining a stock of high quality do little good either to your customers or to your own business. The satisfaction of knowing that your name stands for good merchandise is a great thing certainly, but it is not apt to be greatly profitable unless the public at large knows it also."

The man who at the beginning of his business delivered personally the goods his customers bought and spent his profits in increasing his advertising until he became known as the biggest advertiser in the country, causing all enterprising merchants who did not want to be left behind to imitate his example, before he had hardly past the meridian of life was known as the foremost retail merchant in America, a position that he still holds.

Before the city dailies had general circulation throughout the country districts, Mr. Wanamaker used the country weeklies as an advertising medium. During that period of development he was the most extensive advertiser among the Reporter's patrons.

## Transfers of Real Estate

Alfred L. Auman, Assignee to Jacob Everett, 3 acres in Penn twp. \$1250.  
Rebecca Watson et al, to Ellis B. Pownell, 2 acres in Boggs twp. \$1.  
Carrie M. Packer to Walter E. Mann, 2 acres in Curran twp. \$300.  
Ellis B. Pownell et ux, to Claude Cook, 2 acres in Boggs twp. \$370.  
T. B. Jamison, Trustee, to Moses C. Stover, tract of land in Gregg twp. \$2,500.  
M. C. Stover to Perry Krise, tract of land in Spring Mills. \$4150.  
Rhoda I. Croll et bar to Eli M. Stier, tract of land in Boggs twp. \$725.  
Charles L. Jackson to Jacob G. Matern, tract of land in Patton twp. \$175.  
Margaret C. Brockerhoff to Wm. B. Eckley, tract of land in Benner twp. \$1,015.  
Ellen Eckley et al to Frank Dimeo et ux 2 tracts of land in Benner twp. \$1.  
Lehigh Valley Coal Co., to Simon Cipriah, 94 acres in Snow Shoe twp. \$846 90.  
Amos Garbick to Bellefonte Central R. R., tract of land in Spring twp. \$525.  
Auntie M. Howard et bar to Samuel R. Howard, tract of land in Taylor twp. \$25.  
Clara Fredricoy et bar to Manassas Gilbert, premises in Aaronsburg \$175.  
Agnes Corman et al Admsrs. to Harry E. Miller 123 acres in Miles twp. \$3600.  
F. P. Lewellyn et ux to William H. Beck, tract of land in State College. \$350.  
William H. Beck et ux to Charles F. Noll, tract of land in State College \$500.  
Jacob S. Sberick et al to Christian Bower, tract of land in Howard twp. \$1500.  
Frank P. Blair et ux to James E. Houtz, tract of land in Half Moon twp. \$900.  
F. P. Musser Admr., to W. F. Colyer, tract of land in Penn twp. \$58 24.  
W. F. Colyer to A. Walter, tract of land in Penn twp. \$300.  
James J. Shannon to Frank T. Chase, tract of land in Philipsburg. \$1000.

## HANDICAPPING WOMAN'S WORK.

New Law Handicapping Woman as a Competitor in Labor Market.

One of the first effects of the Pennsylvania law eliminating woman's hours of work is that of handicapping her as a competitor in the labor market. The law forbids any woman employed out of her home to work more than six days in any one week, more than ten hours in any one day, or more than fifty-four hours in six consecutive days. Hotel managers find that the handicap thus imposed renders women's work in their industry unprofitable as compared with that of men, and upward of 500 women may be dismissed from service in the hotels of Philadelphia alone.

This is not the first time that labor statutes have had an effect directly contrary to what was intended. It is right that women should be protected from the grinding competition that engenders sweat-shops and foul tenements and dangerous factories. They have a right to every security the law can give to their personal welfare. When, however, statutes undertake to limit their labor, the inevitable result is a limit to their producing power and a consequent loss to their economic value. They are thus hobbled in their efforts and lose in competition with men.

There is no question of the excellence of the intent of the framers of the statute. Public sentiment in our time is well-nigh unanimous in favor of lifting every burden possible from overworked women. But sentiment cannot do everything. Statutes must be reasonable.

## Opposing Liquor Licenses.

It appears there will be a remonstrance filed against each of the hotels in Bellefonte, praying that no license to sell intoxicating liquors be granted by the court. It is somewhat amusing to notice the attitude of the newspapers in Bellefonte on the subject, since it is just a few years ago that a similar movement in Centre Hall was discredited in their columns, the traffic upheld, and the local bootleggers encouraged to shoot up the town. There is no inclination to question their present sincerity, but it is undisputed that, without exception, these same papers made themselves appear ridiculous when they desired to make the outside people believe that the future success of this community depended solely upon the continuation of the liquor traffic. But it is better to get in sympathy with the good people late than not at all. If the newspapers in Bellefonte are really in sympathy with the no-licensing movement, the traffic will not stand long in Centre county.

## Why Fresh Eggs Are Scarce.

But why does not the hen lay today? The answer is just as simple as the answer to the question why the price has gone up: The hen has something else to do. She has been active all summer with the false idea that she was raising her brood of chicks, which is her natural function in life, and she is now engaged in the making of her winter clothes, which must be ready before the very cold weather sets in. Unlike her rich owner she cannot go into the market and buy a ready-made suit and continue her daily pursuit without interruption; but she must shed her old suit and raise a new one on her own back, oil it and iron it as it grows, and at the same time store up energy to keep her well and strong during the extreme cold weather.

## Sustained Opinion.

The superior court has sustained the opinion of Judge George S. Criswell of Venango county, in refusing a motion for a new trial in what is known as the Franklin Eagles' case, in which H. H. Krotzler, steward of the club, was convicted of selling liquor without a license. Unless the attorneys for the club can induce the supreme court to consider the case, Krotzler will have to pay a fine of \$500 and undergo an imprisonment of three months in the county jail, which was the sentence imposed by Judge Criswell. This is the minimum sentence under the law. The Eagles' case is one of the numerous prosecutions against the so-called sideboard clubs in Franklin and Oil City.

## Will Erect a Modern Barn.

The Odd Fellows of central Pennsylvania are planning to have a modern barn erected at the Sunbury orphanage to take the place of the one recently destroyed by fire. An appeal will be made to all the lodges in the district for sufficient funds for the new barn, which will be modern in every respect. It is planned by the directors to have one of the finest buildings of its kind in the state. The total loss on the old building was \$7,500, upon which there was an insurance of but \$2,800.

## F. R. R. EXHIBIT CAR.

Fine Display of Products of Pennsylvania Soil—Section Devoted Exclusively to Dairy Interest.

The exhibition cars carried over the Pennsylvania Railroad by that company were sidetracked in Centre Hall on Monday and Tuesday. It was a fine exhibit in every sense of the word of the products raised in Pennsylvania and adjoining states. The railroad company has established these cars to prove to the farmers just what the soil of the state will produce if given proper attention. Pennsylvania has always ranked high in agricultural lines and fruit growing, and the present productiveness can be doubled when our farmers and fruit growers better fit themselves by making a thorough study of the soil and do intensive farming.

These exhibition cars not only contained grain, fruit and vegetables, but farm literature to enlighten all how to begin the work and carry it through to a successful termination. One car contained a complete outfit of a model dairy, which business is one of the most profitable for the farmer. There are many series of ideal dairy land in Centre county today that could be made to pay a big profit if properly developed.

The railroad company is not conducting this campaign exclusively for the benefit of the farmers, but with the idea of increasing its own business by aiding farmers to raise larger crops. The farmer of intelligence who visited and studied the exhibits cannot fail to have been benefited, and will put into practice the knowledge acquired. His methods will be copied by his neighbors, and in this way the good effects of the demonstration will go on for years to come.

The exhibits were in charge of Dr. W. P. Phillipy of Carlisle, a representative of the State Department of Agriculture, and W. R. McKnight, who represented the railroad company. Dr. Phillipy is a practical man, and thoroughly acquainted with agricultural conditions throughout the state. He was always ready to give information, and answered definite questions in a definite manner. The exhibit and information imparted by these men ought to give inspiration to many.

## Post No Bills.

The man who goes about posting bills must acquaint himself with a recent act of the legislature if he wishes to avoid trouble. The new law reads thus:

No person shall paste, paint, brand, stamp, or in any manner whatsoever place upon or attach to any building, fence, bridge, gate, outbuilding, or property, any written, printed, painted, or other advertisement, bill, notice, sign card or poster, without having first obtained the written consent of the owner or tenant lawfully in possession or occupancy thereof. Provided that nothing herein shall be so construed as to prevent the posting of any notice required by law or order of Court to be posted. The penalty is not less than \$5.00 or more than \$20.00.

## Elk Killed in Clinton County.

An elk weighing almost three hundred and fifty pounds shot through the hip and shoulder was found almost dead above Orviston. The carcass was dressed and sent to the Lock Haven hospital. The elk was one of twenty-five elks liberated a year ago on Big Run in Beech Creek township, Clinton county. The herd was shipped from Yellow Stone park, and were then about six months old. Eight of the elk died shortly after being set free, the one in question making the ninth, leaving sixteen living so far as is known.

## Leading in Egg Contest.

The Sunday North American is interesting reading to all interested in egg production, and especially to Charles D. Bartholomew, whose pen of five single-comb white leghorn pullets is leading in the international egg-laying contest being conducted by the North American. The second week of the contest closed on the 14th of November, and resulted in Bartholomew being in the lead by five eggs. The first week the five birds laid ten eggs, the second, seventeen and the third twenty-five eggs. The individual records for the second week being: 5, 3, 1, 5, 2.

Next to the Bartholomew pen is that of Eva Barrow, one of eight Englishmen who is in the contest. Last year Barrow was the only Englishman represented, and he won over all competitors, and this gave his business a world-wide boost. The fact that Mr. Bartholomew has entered a winter egg producing pen, even if he should fall back in the race later on, is highly gratifying to him, and especially so since his nearest competitor is in the foreign land.

## MESSAGES FROM THE FAR WEST.

Reporter Readers Contribute a Few Lines to Make the Paper More Readable.

Los Angeles, Calif.  
November 20, 1913

## Editor Reporter:

Under date of Oct. 10, I notified your office of my change of address. Evidently there has been an error somewhere, as I have received two papers weekly; my wife says one is for her, as she will not have to wait until I have read it, and I will say this, while she has never been in the State of "Pennsy", she knows more people (and their daily doings) in Centre county, than I, who was born and raised there.

Respectfully yours,  
C. P. EWING.

Roseburg, Oregon.

## Editor Reporter:

Since writing to you I have become a partner with my brother-in-law in the retail dairy business in Roseburg. We handle about ninety-five gallons of milk per day, and cannot supply the demand. Wholesale milk is selling at thirty cents per gallon, and nine and ten cents per quart at retail. Roseburg is booming, and there are many buildings being erected.

DAVID E. HENNING.  
November 20, 1913.

W. V. Harshbarger, proprietor of the Roopburg Egg Farm, where the white leghorns—both the American and English birds—hold sway, writes the Reporter thus:

We are feeling rather chipper over our crop of white leghorns. There are two thousand of them, and all in the pink of condition.

We have just imported from England, five pullets and a cockerel. These come from Thomas Barron, who now holds the world's egg record. The birds are all p-digreed, the cockerel's dam having laid two hundred and sixty eggs in a single year, and the pullets from two hundred and fifty-six to two hundred and sixty eggs in one year.

The imported leghorns are much larger than our American leghorns, and weigh at least two pounds more, and are the lushest lot we ever saw. The birds were on the road fourteen days, and on the second day after arriving the first egg was laid, which speaks well for their vitality.

In a business letter to the Reporter Harry M. Barrack, of the firm of Barrick & Hosteller, proprietors of the Farmers Roller Mills at Union Mills Station, near Belleville, writes thus:

Business is good, and we look for a better trade this winter. Corn meal trade is good here.

## Mrs. Stiver Hurt in Fall.

On Sunday evening Mrs. William H. Stiver had the misfortune to fall and break the bone in one of her limbs near the hip. The fracture was reduced on Monday by Drs. Foster and Hayes.

The accident occurred at the United Evangelical church, where Mrs. Stiver attended the services. She had stepped onto the platform at the entrance, and then waited for a friend. To step aside to permit others to pass, she fell from the platform, a distance of about three feet.

Mrs. Carner of Hubersburg, a sister, and a trained nurse are doing all they can to comfort the unfortunate lady.

## Powell Holds Fast to Funds.

Until the Dauphin county court has decided the constitutionality of the legislature's appropriating auto license revenues to the highway department for road improvement without mentioning the specific appropriation, no money will be paid for bounties on noxious animals and birds or for prygation of game from the hunters' license fund.

A. W. Powell, auditor general, says the principle in the two cases is exactly the same. The controversy hinges upon the right of the legislature to make appropriations except by specific appropriations from money in the treasury. In 1909 a bill was passed forbidding appropriations from funds "not otherwise appropriated," because the old practice had led to abuse.

The highway department suit will be argued early in January, it is believed, and until a decision is rendered both funds will be held up.

## 500 Bushel Potato Crop.

F. A. Carson, Esq., of Potters Mills, is something of a potato farmer, and this year has a crop of eight hundred bushels in his cellar. The tubers will be sold direct to the consumer in the Lewisburg district and at State College. Mr. Carson is making farming pay him handsomely, and much of his success is due to the fact that he is mixing knowledge and muscle in the farm work.

## DEATHS.

The sudden and of course very unexpected death of Mrs. Jacob Gephart of Rebersburg, on Sunday afternoon, was a shock to that community, where the deceased was a well-known and highly respected resident for a number of years. She had been a sufferer from dropsy for a year, and since early fall her condition had not been at all hopeful, but no one anticipated that she would be called from this world in the manner that she was. She ate her Sunday dinner with the family, and was apparently in her usual health, but before two o'clock she was a corpse.

Mrs. Gephart before marriage was Miss Royer, and was aged a little over fifty-nine years. Two brothers, Benjamin and Jacob, both of Madisonburg survive, as do also her husband, and six of her eleven children, namely: Mrs. A. R. Shroyer, Maple Park, Illinois; Mrs. Ada Greninger, Mrs. Stella Diehl, Samuel, Harry and Charles, all of Rebersburg, the latter two being at home.

The interment will take place today (Thursday) at Rebersburg, Rev. G. A. Stauffer, pastor of the Reformed church, to be the officiating minister.

Mrs. Susanna Wagner, widow of the late John M. Wagner, died at her home in Milesburg. She was aged almost ninety years. Her maiden name was Hahn. She and her husband lived in Bellefonte, prior to 1875, at which time Mr. Wagner erected the flouring mill at Milesburg and moved to that place, and died there in 1892.

Six of her ten children survive, namely: Mrs. John M. Keichline of Bellefonte; John C. Wagner of Barnesboro; Mrs. Peter F. Keichline of Bellefonte; Mrs. James Weaver of Milesburg; Mrs. Lewis Wallace of Bellefonte, and Miss Ella at home. She was one of a family of seven children; only one of whom survive, namely: David Hahn of Clinton county.

Martin Luther Miller died at his home at Baileyville, after a protracted illness from a complication of diseases. He was aged sixty-nine years on the 14th of March last. Deceased was a native of Centre county and for years followed the occupation of a woodsman. For the past four years, however, he had been incapacitated. He was married in 1867 to Miss Emma L. Craige, who survives with these children: A. L., N. P., Myra C. of Altoona, and Calvin C. of Pittsburg. He also leaves one sister, Mrs. Lizzie Grzesler of Warriorsmark. He was a member of the Presbyterian church of Upper Spruce Creek Valley. He also served his country in the Civil war. The funeral took place Friday morning. Interment in Grayville cemetery.

## Formerly Granger Dead.

Hon. Jerome T. Allman died at his home in Walker township, Perry county, last week. He held the office of secretary of the Pennsylvania State Grange, and was prominent in the councils of the order. He was also a member of the State Legislature, and an aggressive member on the floor. He was aged sixty-four years.

## Thank-offering Services.

The Woman's Home and Foreign Missionary Society connected with the local Lutheran church will hold its annual thank-offering service on Sunday evening. One feature of the program will be seventy-five views thrown on a screen, showing the work in the India mission field.

## The Little Industries.

The Centre Hall Evaporating Company expended over \$8000 in its business this season. The company made a ready market for apples during the entire season, and but for their efforts many hundreds of bushels of this fruit would have decayed in the orchards. We too often fail to appreciate the good these little industries do in our community, and so one should stand in the way or discourage the investing of money in the establishing of small business affairs. We cannot have large industries in Centre Hall, but we can have smaller ones. The Centre Hall Evaporating Company's plant is not an elaborate affair by any means, but since it has been in operation it has handled for the farmers of this community a good many thousand dollars worth of fruit. The effort to reestablish a creamery in Centre Hall is another move that should be encouraged, not discouraged. While you may be honest in your belief, your judgement that the venture will be a failure may be based on lack of knowledge; others may have much better business acumen, and these are a better guide. The man who stands in the way of improvements, large or small, in his community ought to be placarded.

Give thanks today.

## TOWN AND COUNTY NEWS.

HAPPENINGS OF LOCAL INTEREST FROM ALL PARTS

Thanksgiving Day.  
The cigarette is too frequently puffed by youngsters about town. Take the Q.

Miss Weizel, a nurse from the Bellefonte hospital, is taking care of Mrs. W. H. Silver.

The stork visited Mr. and Mrs. Emmet Brooks and Mr. and Mrs. Paul Bradford, and left a heir at their respective homes.

Harry Harper changed the date of the sale of household goods from Saturday, 29th, to Saturday, December 6th. See sale register.

Borough council will reorganize the first day of the new year. The business of the retiring council must be transacted prior to that date.

The Lutheran church in Millheim, having been remodeled and refurbished, will be reopened with appropriate services on Sunday, November 30.

It is all right to say that the next election will be the spring primary in April of 1914, but please let it stop at that. Real trouble will be here soon enough.

If you have the chink, do your Christmas shopping now. And this is a reminder that the advertising of Christmas goods is postponed too long. Advertise now.

Farmers have been having most delightful weather in which to perform the fall work. The corn is now all in, and the plow on many farms is busy turning sod for the 1914 corn crop.

Do not miss hearing Senator Burkett, in Grange Arcadia, on Saturday evening. The Senator hails from Nebraska, and when in the house of representatives and in the United States senate was the youngest man in the body. He is an extraordinary man. Go hear him.

The lecture on Saturday night ought to appeal to all who are willing to give an evening to intellectual improvement. The subject on which Senator Burkett will lecture indicates that his talk will be lively enough to please all, except those who are inclined to think all lectures dry.

The Ladies' Aid Society of the Methodist church of this place will hold a bazaar, during the day and evening of December 13 and 20, at the home of Mrs. T. L. Moore, for the benefit of the Methodist church. Both fancy and useful articles will be on sale suitable for Christmas gifts, also home made cakes, rolls, candy, etc. The patronage of the public will be thankfully received.

After a residence at Elizabeth, Illinois, for fifteen years, Dr. Domet G. Smith sold his practice, office fixtures, horses, buggies, touring car and his home, and will locate in Freeport, Illinois. The Elizabeth Weekly News in giving an account of the professional man's intentions of leaving that town, among other things says: "There have been few men in this section of Illinois that have been a greater power for good, a greater leader, or a better citizen, than Dr. D. G. Smith. He is that type of man that no community can afford to lose, and any city can be proud to gain. Elizabeth will feel its loss keenly."

H. H. Garver, son of E. S. Garver, and the junior editor of the Worth County (Missouri) Times, has been appointed a commercial agent with headquarters at Chicago by Secretary of Commerce Redfield. The senior Mr. Garver is a native of Potter township, and got his inspiration, mechanical, political and otherwise, in the Reporter office, way back in the early seventies when the Reporter was printed on the second floor of the meat market building, now owned by the local lodge of Odd Fellows. The writer is pleased to note the advancement of his son, with whom he is also personally acquainted, and, by the way, is a young man of fine qualities.

The musical on Wednesday evening of last week in Grange Arcadia was well attended by young people from the south side of the valley. Among others present from that section were Misses Grace Neff, Ruth Bower, Grace Bower, Sarah Horner, Grace Horner, Myra Rokey, Bertha Miller, Mr. and Mrs. John E. Rishel, Mr. and Mrs. S. C. Brungart, Wilbur Dashem, Frank Dashem, James Foust, James Raymond, Fred Raymond, Elmer Miller, Harry Neff, John Neff, Hoy Neff, Homer Neff, Mr. and Mrs. Ashbridge Thomas; from Spring Mills, Misses Orpha Gramley, Rosie Smith and Mable Brown, and Theodore Brown and Ray Roseman; Linden Hall, Mr. and Mrs. R. G. McClellan, Carl McClellan, William Swab.