

THE CENTRE REPORTER.
ISSUED WEEKLY.

CENTRE HALL - - PENN'A.

THURSDAY, MARCH 8, 1917

SMITH & BAILEY Proprietors
S. W. SMITH Editor
EDWARD E. BAILEY Local Editor and Business Manager

Entered at the Post Office in Centre Hall as second class matter.
TERMS.—The terms of subscription to the Reporter are one and one-half dollars per year.

ADVERTISING RATES.—Display advertising of ten or more inches, for three or more insertions, ten cents per inch for each line. Day advertising occupying less space than ten inches and for less than three insertions, from fifteen to twenty-five cents per inch for each line, according to competition. Minimum charge seventy-five cents.
Local notices accompanying display advertising five cents per line for each insertion; otherwise, eight cents per line, minimum charge, twenty-five cents.
Legal notices, twenty cents per line for three insertions, and ten cents per line for each additional insertion.

CHURCH APPOINTMENTS.

Presbyterian.—Centre Hall, morning.
Reformed.—Spring Mills, morning; Union, afternoon; Centre Hall, evening.
Lutheran.—Spring Mills, morning; Centre Hall, afternoon; Tusseyville, evening.



Woon Young Chun, the Chinese lecturer, completed the Centre Hall Lecture Course for this season on Tuesday evening. Those who imagined that the lyceum bureau had supplied him as an extra number to serve as a sort of "good measure" to the course, and therefore nothing really good was to be looked for, had in store for them one of the most agreeable surprises of any lecture course season. The gross misconceptions that the American people have entertained of the empire with 400,000,000 of people, concerning both its civil and political life, were once and for all dispelled by this oriental native who in four years has acquired a mastery of the English language while a student in America's universities that would put to shame many of America's own sons. Woon Young Chun is here for the purpose of studying American methods and applying them to the needs of his own country upon his return home, for in the present condition of things China is forced to become Westernized (which in a larger sense means militarized) in order to hold its place in the sun. Woon Young Chun is undoubtedly one of the future great men of the new republic.

Advertising.

Advertising is the motive power of modern business. The man who has a product that the people want and does not tell them about it, is living in the Sahara of his own barren life. He is a derelict lost in the empty desert of his own ignorance or folly.

The true function of advertising is to suggest rather than to convince, to lead rather than to compel, to inspire rather than to direct, by creating through the dominating idea used in the advertising other ideas in the mind of the reader that he or she will catalogue as personal, intimate opinions of the product and its value.

All advertising that suggests, leads, and inspires, is good advertising. If it is insistent and consistent, it must be productive advertising. This is the elementary fundamental of all publicity that wins increasing sales.

Marriage Licenses.

William Quick, Moshannon
Martha Carver, Clarence
Fred Heckman, Bellefonte
Sophia Houser, Bellefonte
Raymond Orner, Mill Hall
Ruth Crebs, Madisonburg

Matt and Jeff's Wedding.

Matt and Jeff, with their wives and children, will be at Garman's opera house, Bellefonte, on Saturday, March 10th. The management guarantees this episode to be the most laughable and worth-while of any in the career of these famous characters. Matinee performance at 2:30; prices, adults 50c, children 25c. Night prices, 35, 50, 75 and \$1.00.

LOCALS

A number of out-of-town friends attended the funeral of Mrs. Mary Ross on Wednesday.

The condition of Hon. Leonard Rhone has improved to such an extent within the past week that he is able to walk about the premises.

Levi Hartley, section foreman, and his crew worked all Monday night to remove the snow which had drifted in the cut west of the railroad station.

Harry A. McClellan has leased the Spicher farm, west of Old Fort, which will be vacated by Robert Glasgow. Mr. McClellan will stock the farm and place Daniel Fohringer, of Colyer, in charge of it.

DEATHS.

Susan M. Stover, widow of W. R. Stover, died at the home of her daughter, Mrs. S. L. Gephart, in Rebersburg, on Monday morning, of apoplexy. She was born February 3, 1842, making her age past seventy-five years. Funeral services will be held on Friday morning in St. Paul's Reformed church, east of Aaronburg, where burial will be made, Revs. J. D. Hunsicker, of Rebersburg, and W. D. Donat, of Aaronburg, to officiate. Mrs. Stover was a consistent member of St. Paul's church for many years and led a true Christian life which made her beloved of her many friends. Two children survive, namely, Fred H. Stover, of Sheridan, Wyoming, and Mrs. S. L. Gephart, of Rebersburg. Also two brothers—Fred O. Hoosterman, of Millheim, and Robert B. Hoosterman, of Aaronburg.

The body of Aaron Bower, who died in Renovo on Sunday night was shipped to Aaronburg, his birthplace, on Wednesday afternoon and burial will be made in the Lutheran cemetery this (Thursday) morning. His death was the result of a complication of diseases and he was aged sixty-seven years. His wife died eight years ago, but a son and an adopted daughter survive. One brother, Charles Bower, and two sisters—Mrs. James Holloway and Miss Emma Bower, all of Aaronburg, also survive.

10 Inches of Snow.

What was destined to be the heaviest snowfall of the winter commenced on Friday when as a starter one inch of the beautiful fell. Two inches were added on Saturday, and on Sunday snow fell throughout the entire day and part of the night. By Monday a depth of ten inches had been attained and snow shovels were seen in use everywhere. At ten o'clock a storm of extreme intensity set in and continued throughout the day, closing up roads so as to be well nigh impassable. Rural mail carrier William Keller covered his route but Jasper Wagner encountered such snow barriers through Brush valley that he could force no way through and was obliged to return home.

Reduced to a liquid state the snow made 1.25 inches of water.

U. Ev. Conference Names Ministers.

The Central Pennsylvania Conference of the United Evangelical church at its annual convention at York, announced its appointments on Monday night. Rev. F. H. Foss has been returned to Centre Hall. The following ministers will be found in the Central District: Altoona, I. E. D. Stover; Bellefonte, E. Fullicksomer; Bellefonte, E. P. Dunn; Burnham, J. B. Sechrist; Centre Hall, F. H. Foss; Centreville, F. S. Mayer; Howard, J. H. Blingman; Juniata, S. P. Remer; Lewistown, Grace, B. F. Young; Lewisport, Trinity, J. H. Fleckenstein; Liverpool, A. B. Coleman; Millersburg, to be supplied; Mexico, N. J. Dubs; Millheim, W. F. Brown; Millmont, Ralph Smith; Middleburg, S. A. Snyder; Millin, W. H. Lilly; McClure, W. H. Warburton; Newport, N. W. Stahl; Nittany J. S. D. Bowersox; Port Trevorton, C. A. Fray, under presiding elder; Rebersburg, J. Wemelsdorf; Spring Mills, L. A. Miller; State College, N. T. Jurnel; Winfield, R. S. Starr.

Mrs. Krise Dead.

At the noon hour on Wednesday Mrs. W. A. Krise passed away after an illness of some months, beginning with a stroke of paralysis. She was nearly seventy-six years of age.

As the Reporter goes to press no funeral arrangements have yet been made. A more complete notice will appear next week.

In a recent husband show each competitor was required to do certain things and answer certain questions, says Pearson's Weekly.

The ideal husband answered all the questions and did all his tasks without fail.

Are you the husband every wife should have? If so:

Can you give the day of the week you were married on and its full date?

Do you know when your mother-in-law's birthday is?

When you left for the office this morning what kind of dress was your wife wearing?

Can you say offhand what the market prices of eggs, butter, cheese, meat and bread are?

Do you know the cheapest shopping places in your neighborhood?

One of the tests the husbands had was as follows: The wives stood behind a curtain and placed one hand above it. Each husband was required to pick out his wife's hand. A good many failed!

Do you make a point of always praising your wife when she has cooked anything more daintily than usual?

Do you tell her she's the best wife in the world?

Have you ever acknowledged to her that you are wrong and she is right in any argument?

If you can answer these questions satisfactorily then you can put yourself down as the perfect husband—according to this interesting and instructive test, at any rate.

BOALSBURG.

Samuel Weaver moved his family to Pleasant Gap on Tuesday.

Miss Annie Lohr spent several days with relatives in Centre Hall.

Miss Lillian Dale is spending several weeks with her nephew, George Dale, and family in Washington, D. C.

Miss Mary Relish is spending several days at the Daniel Houser home at Houersville.

Do not forget the lecture of Mrs. Addie Parsels on Monday night, March 12, in the Reformed church.

Miss Sarah Gingerich is suffering from an attack of inflammatory rheumatism.

Mr. and Mrs. Bruce Lonberger are rejoicing over the arrival of a little girl.

The Y. W. C. A. girls of the Branch will give a play in Shingletown Saturday evening, March 10. The play is "The Mission of Letty."

Mrs. H. W. Lonberger and two little girls are visiting at the home of Mrs. Lonberger's father, D. W. Meyer.

Mrs. C. V. Wieland and son Daniel, of Mount Union, spent several days with friends here and attended the Malta banquet.

The Boalsburg High school will hold their Literary Society on Friday evening, March 9, in the High School room.

The Knights of Malta gave a banquet to the members and a number of invited guests on Thursday evening. Everyone spent a pleasant evening.

Miss Benish Fortney entertained the little girls of her Sunday School Class on Saturday evening. Those present were Cathryn Gingerich, Minnie Shutt, Hazel Faxon, Margaret Gingerich, Christine Weaver, Mary Shutt, Elizabeth Brouse, Mary Young, Elizabeth Mothersbaugh, Virginia Harro, Agnes and Dorothy Lucas. Everyone spent a pleasant evening.

REBERSBURG.

Calvin Crouse is at Bellefonte this week attending court as a juror.

Preston Syler quite recently purchased the William Houtz home at Rockville.

Lester Minnick, who is employed at Milton, is spending a few days at this place with his family.

Ray Weber moved last Tuesday to Mackeyville where he will be employed on a farm.

Howard Krape, who is employed at Harrisburg, arrived at this place and is spending a week with his family.

The high winds on Monday closed up the roads with drifted snow. These roads were only quite recently opened up.

Mrs. Bierly, an aged lady and widow of the late Joseph Bierly, is critically ill with no hopes for her recovery.

The condition of Landlord C. C. Long, who is on the sick list, is not as encouraging as was anticipated several days ago. He is very weak at this writing.

Boys, get your old tin cans and kettles ready for a serenading as there is a wedding on hand; it's a widower who resides several miles east of this place.

Quite a number of local motorists attended the auto sale at Bellefonte last week. Allen Brumgart returned with an Overland auto which he purchased for \$380.00.

Mrs. Bright, wife of Dr. Bright, arrived at this place on Saturday evening and is now taking care of the doctor who is suffering from a paralytic stroke. Mrs. Bright with her three daughters are making their home in Philadelphia.

Spring Mills.

Miss Mabel Allison went to Philadelphia last week for an extended visit.

Dean Braucht was to State College on Monday evening to see "The Birth of a Nation."

Mr. and Mrs. G. C. King were to Centre Hall on Wednesday to attend the funeral of Mrs. Ross.

Dr. Longwell took Lloyd Smith to the Lock Haven hospital on Monday.

A little child of Charles Leitzi died on Friday and was buried on Tuesday. Interment in Heckman's cemetery. Those who attended the funeral of Charles Leitzi's little girl from a distance were Elmer Leitzi, from Lewisburg; Mrs. Dorer Emerick, from Altoona; Mrs. Robert Kennelly, of Reedsville.

Aaronburg.

Mrs. Elizabeth Lambert is not in her usual good health.

J. J. Feldler is suffering greatly from rheumatism.

Merchant J. F. Krape has improved in health to such an extent that he is able to walk about his room.

Ebon Bower, of Bellefonte, was entertained over Sunday by his parents, Mr. and Mrs. E. A. Bower.

William Hatfield who is employed at Burnham, was home with his family over Sunday.

Leroy Mensch and Arthur Weaver are in Milton where they hope to secure employment.

Walter Oswig, who is employed in Milton, spent Sunday with his family. His motor car accompanied him here from Millmont and will remain here.

F O R D

The Universal Car

320,817

Have been built and actually delivered to retail buyers since August 1, 1916.

These figures—320,817—represent the actual number of cars manufactured by us since August 1, 1916, and delivered by our agents to retail buyers.

This unusual fall and winter demand for Ford cars makes it necessary for us to confine the distribution of cars only to those agents who have orders for immediate delivery to retail customers, rather than to permit any agent to stock cars in anticipation of later spring sales.

We are issuing this notice to intending buyers that they may protect themselves against delay or disappointment in securing Ford cars. If, therefore, you are planning to purchase a Ford car, we advise you to place your order and take delivery now.

Immediate orders will have prompt attention.

Delay in buying at this time may cause you to wait several months.

Enter your order today for immediate delivery with our authorized Ford agent listed below and don't be disappointed later on.

Runabout \$345, Touring Car \$360, Coupelet \$395
Town Car \$595, Sedan \$645, f. o. b. Detroit

PRICES

FORD MOTOR COMPANY

BOOZER & SMITH
CENTRE HALL, PA.

HAVE EYE ON THE FUTURE

Worker Must Not Forget That Conditions Are Changing and He Must Keep With Them.

How's your job—pretty soft? What is your aim in life? Are you satisfied if you earn enough to meet your everyday wants?

Does the position which you hold at present look good to you for the next fifteen years—when a younger man will probably be called to fill your place?

It suits you; but do you feel so secure in it that you think it foolish to prepare yourself for something better?

These are some questions which you should ask yourself now.

Every year conditions are changing. In a few years, unless you lift yourself out of the rut and add to results through your experience, you will be dumped back with the novices or numbered with the "has-beens."

Do you allow yourself to stand still? No man can do that. Wake up before it is too late. Originate something in your business; polish and improve your new methods. Make a position for yourself so progressive and so up to the minute that you are indispensable. But you can't go to sleep on the job. Be alert. Set your self a goal and fight to gain it.—Chicago American.

BEWARE THE POPULAR MAN

"Good Fellow" Makes the Worst Kind of Husband, According to Sophisticated Widow.

A sophisticated widow, airing her views in a New York paper, declares that the good fellow, the clubbable man, makes the very worst kind of husband. The type of man who is loved by men, chiefly for his genial faults, is a terror to live with, says this lady, who is credited with considerable experience.

Such a man is quite incapable of self-study and of self-criticism; he knows the men like him and he can't think why his wife doesn't. The man who is popular with men, says this lady, never gets on, either in business or anything else. He takes pride in being a good spender and he cultivates the art of generously spending, to the detriment of the art of making. The wife of such a man is forever anxious about financial matters, usually neglected, invariably unhappy. And the man is always so sorry for him, being tied to such a fussy wife.

Performs Double Service.

Intended to perform a double service, a laundry package has been invented that may be used both for the delivery of fresh linen and the subsequent return of soiled articles. It consists of a lidless pasteboard box, in which the laundry is placed, and a substantial paper envelope for the whole. The sack may be hung up in the home and used as a receptacle for soiled linens. In this way it serves another purpose—that of an advertising medium for the company employing it.

SMITH'S STORE

Where Quality Counts

The word QUALITY stands out prominently on all lines of goods carried in our store. If you have not yet become a customer of ours, we invite you to step in and make a trial purchase. We feel sure you will come again, for we believe that no other feature of a store's merchandise appeals to the public so much as QUALITY. It's a fixed habit with us, this QUALITY MERCHANDISE, and we therefore refrain to handle anything but the best.

Just now we are prepared to show you
New Spring Goods
New Shirts for Men (ask to see them)
New Dress Goods—many pretty patterns
New Shoes—for Dress and Work

Style, Quality and Price are right. We carry the largest assortment of Shoes to be found in any store in town and can satisfy you in Dress or Work Shoes.

Give us a call.

C. M. SMITH
CENTRE HALL

The Centre Hall Pharmacy

For Your Chapped Skin—

USE

Mulford's Cold Cream, 25c

OR

Parke-Davis' Cold Cream

Cough Syrups—

Dr. Longwell's Syrup White Pine and Eucalyptus
Dr. Longwell's Syrup Honey and Glycerine.

THE CENTRE HALL PHARMACY

A Store You Like to Go to