

LOCALS.

Wear a carnation on Sunday.  
Mrs. E. S. Ripka is suffering from pneumonia.  
Centre Hall citizens ought to display a greater number of American flags.  
The light frosts of last week are not thought to have hurt the fruit buds.  
Mr. and Mrs. Paul Bradford, of near Milroy, spent Sunday with relatives in town.  
Mrs. J. G. King spent Sunday with her sister, Mrs. Morris Furey, in Bellefonte.  
The W. C. F. U. will meet at the home of Mrs. T. L. Moore on Saturday evening.  
No quorum was present at the May council meeting, hence no business was transacted.  
Dr. Allison, proprietor of the Millheim hotel, purchased a new Maxwell touring car.  
It appears the hay fields are in good condition, there having been little loss of clover plants from freezing.  
A Mother's Day service will be rendered in the United Evangelical church on Sunday morning.  
Millheim citizens recently purchased a large flag to be suspended over the diamond in that town.  
A. C. Ripka assisted his son, Bruce W. Ripka, at Centre Hill, for a few weeks in plowing and seeding.  
Unclaimed letter in Centre Hall Post Office, May 5, 1917: Mr. John Schaffer.—S. W. Smith, Postmaster.  
Touch up the dark spots about your premises. The flies love filth and breed there, consequently cleaning up will lessen the fly nuisance.  
William H. Baird and Frank Miller, of State College, motored to Centre Hall on Thursday, the former paying the Reporter a pleasant call.  
There are few loafers about Centre Hall these days, and the few here are not needed. A loafer is a leech and should be scraped off society.  
W. M. Grove, the surveyor, of Spring Mills, was in Phillipsburg on Friday to locate a new road from a point near Munson to a point near Ophir mine.  
The annual Granger's Picnic at William's Grove will not be held this year owing to conditions accompanying the war. This will be the first time in forty-three years.  
"The Pennsylvania Inn" is the new name of the Laurelton hotel which was reopened a week ago by A. W. Rekenbrod, formerly proprietor of the Sping Mills hotel.  
A son, tipping the scales at nine pounds, was born to Mr. and Mrs. Musser E. Coldron on Sunday morning, which is giving "Pete" a shade greater look of responsibility.  
The baby daughter of Mr. and Mrs. Cleveland Mitterling was seriously ill for several days, suffering from bronchitis which threatened to develop into pneumonia. The child is now on a fair way to recovery.  
The litch of rainfall last week was a Godsend to a number of farmers whose cisterns had become dry or nearly so. Farmer J. F. Breen, near town, was one who was compelled to haul water for his stock for a week preceding the rain.  
Messrs. L. L. Harvey and Darius Waite, president and secretary, respectively, of the Centre County Sabbath School Association, and Mrs. Harvey, on their return from the district convention at Spring Mills, on Friday, stopped over night in Centre Hall, continuing their journey by auto to Bellefonte and Orviston the next morning.  
The Bell Telephone company will give a free moving picture show in Grange Arodis, Centre Hall, this (Thursday) evening. An interesting film entitled, "Speeding the spoken word," will be shown, and will be followed by an address on "The growth of a great modern utility—the telephone." The show has been given by the Bell people in every city in the state. Remember, it's free. Show begins at eight o'clock.  
Eugene Gramley, youngest son of Mr. and Mrs. T. M. Gramley, of Spring Mills, and who is a sophomore at "Penn State," has landed a position on the pitching staff of "State's" varsity baseball team. He accompanied the team on its trip to Maine a week ago, and was used on the mound on three occasions, acquitting himself in such style as to make his fixture on the staff a certainty.  
For many years Centre Hall was proud of its reputation for hospitality, a quality not lacking in many of its citizens in the generations gone by. Hospitality is a fine quality for all communities to husband, and just at this time our citizens have an opportunity to show their good feeling and hospitable disposition toward those doing religious work by taking the workers and delegates to the County Sunday School convention into their homes. These people will not expect to be fed like kings and queens, the common meal, such as is prepared every day for the family, is sufficient. It is an open heart and warm hand that makes the stranger feel at ease and welcome within your portals. This can be extended to many more than will be necessary to make the convention here the grandest and best of all similar gatherings held within the county.

LOCALS.

Wanted—sunshine, and lots of it. Spell your hospitality with a big H. The pink label appears this week. Look at it and see if you have proper credit.  
Messrs. Daniel Bohn and J. J. Pagar, of Linden Hall, were callers at this office on Tuesday.  
New potatoes are in the local market. The price ranges from one to five cents each.  
Rainy weather set in Friday of last week and since then the sun has been seen only for a few hours.  
Dr. H. E. Bitner left on Tuesday for Lancaster to attend a meeting of the trustees of F. & M. college.  
Mr. and Mrs. A. P. Krape, daughter Florence, and Mrs. Kate Saunders, motored to Williamsport on Tuesday where they consulted Dr. Haskins with regard to little Miss Florence's eyes.  
The Odd Fellows and Rebekah State Convention will be held in York, opening the 14th and closing the 17th inst. M. N. Miller will represent the former and Miss Lena Emerick the latter organization.  
Rev. R. R. Jones is attending the exercises incident to the twentieth anniversary of his class at the theological seminary at Lancaster, to-day. Rev. Jones holds the distinction of being the only minister in the class who has two sons in the ministry.  
The coming Sunday-school convention must not be under-rated. It will be quite different from the county convention held here some years ago. Many of the speakers have state and national reputations—they are real workers, who you will not regret having given your time to hear. Centre Hall with its numerous churches and Sunday-schools ought to wake up to the situation.  
Mrs. Mary Goodhart has been in a rather serious condition for the past week, suffering from erysipelas and other ailments. Her speech is also seriously affected. Two of her daughters, Mrs. J. J. Glenn, of Carlisle, and Mrs. W. R. Winegardner, of Milroy, as well as her son, Robert Goodhart, of Altoona, were home for a few days. Another daughter, Mrs. John E. Bearick, of Hot Springs, Arkansas, was notified of her mother's illness.  
"We are experiencing the coldest, most disappointing spring season covering a period of half a century. Thus far we have not had a single warm day," writes Dr. Alfred Beirly, a former Centre countian, from Chicago, Illinois. Dr. Beirly had the great pleasure of meeting Marshall Joffe, the French war leader who is now in America, a few days ago, and very ably writes of the reception tendered him by the city of Chicago, in another column.  
Mr. and Mrs. D. A. Booser were looking forward to a pleasure that has been deferred. Reference is made to the coming home of their son, Ralph Booser, wife and two children, from Chicago, who expected to begin the trip in their car about the 20th inst. The postponement of the visit is due to the fact that the little daughter is now suffering from scarlet fever, being one of numerous little folk attacked by that disease in the community in which the Boosers live.

DEATHS.

Thomas W. Walker died at his home in Rebersburg on Saturday. About five and one-half years ago he suffered a paralytic stroke and had been an invalid ever since. He was born April 3, 1849, hence was aged sixty-eight years, one month and two days. He married Anna E. Lose in 1871, five children being born to the union, two of whom died in infancy. The widow and three sons survive as follows: Orvis C., at home; Cloyd B. and Victor I., both of Pittsburgh. One brother, Wilson I., of Dakota, Illinois, and three sisters—Mrs. Amanda Kessler, of Rebersburg; Mrs. Robert J. Vonada, of Hershey; and Mrs. John Garthoff, of Bellefonte—also survive.  
Deceased was a charter member of Rebersburg lodge, No. 1031, I. O. O. F. Funeral services were conducted by Rev. J. M. Bearick, of Williamsburg, on Wednesday morning, burial following in the Union cemetery at Rebersburg.  
Mrs. Sadie Hile died at her home in Pleasant Gap, Wednesday morning at seven o'clock, after an illness of three weeks. On Tuesday she suffered a paralytic stroke and never regained consciousness. She was aged about sixty years. One son, George W. Hile, and the following brothers survive: Oils and Harry Hile, of Pleasant Gap; Lawrence Hile, Axemann, and William Hile, of Bellwood. No funeral arrangements have yet been made.  
Burial will be made at Pleasant Gap.

John S. Albright, a native of Millheim, died at his home in Philadelphia, aged about seventy years. Mr. Albright was born in Millheim, but went to Philadelphia when a young man and married there. A number of children survive. Miss Lydia Albright, of Millheim, is a sister. Interment was made in a Philadelphia cemetery.

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**MOBILIZING THE NATION'S BUY-AT-HOME PROMOTERS**

James Eaton Tower, Domestic Science Expert, Analyzes Mail Order Advertising and the Magazine Move Against It.

At the very lowest estimate the retail trade of the United States amounts to \$10,000,000,000 a year.

This trade is shared roughly by two groups of distributors. On the one hand we have the large department stores of the big cities of 100,000 or over and the big mail order houses, located in but two or three of the very largest cities.

On the other hand, we have the wholesalers and jobbers, the retail stores of the smaller cities and towns, and the general stores in the sparsely populated regions. With this group we must place the trade papers and house organs, representing the interests of manufacturers and jobbers, and the great national magazines of general circulation, whose interests also lie on the side of distributors of branded and advertisable products.

The annual retail business of this country is \$10,000,000,000 a year.

But it is the country and small town merchant rather than the city retailer who suffers most from mail order competition. The New York Times Analyst of March 3, 1913, estimated the number of country stores at 500,000, with a total business amounting to \$2,500,000,000. It will therefore be seen that the mail order business, competing mostly with this class and amounting to \$500,000,000 a year, amounts to 20 per cent of the total rural trade of the country.

The fight between the retail merchant and the mail order man is historic. For years local merchants' associations, boards of trade and similar bodies have been striving to promote the "buy at home" idea.

But if the recent startling news which comes from New York means anything it means that these hundreds of thousands of "buy at home" boosters, scattered throughout the land, have won a new and powerful champion, whose co-operation means leadership, force and direction for the "buy at home" movement everywhere.

The Butterick company of New York, with an output of 150,000,000 periodicals a year, has definitely allied itself with the local merchant as against the mail order man.  
From one printing plant there go to the women of the United States every month no less than 1,500,000 magazines. Among these are the Delineator, the Designer and the Woman's Magazine. At one fell swoop, beginning with their April issues, these magazines banished from their columns all mail order advertising. The sacrifice in revenue, it is understood amounts to hundreds of thousands of dollars annually.

The verdict as to whether for them this was a piece of "good business" or merely a costly concession to sentiment rests with the nation's retail merchants.

Without wishing to pose as a prophet, it is my personal belief that this step on the part of these magazines is so significant, so vital to the retail merchants of America, that they will inevitably fall in line behind these leaders of the host and accord them such substantial and sustained support as to prove their recent stand to have been not only a courageous innovation, but a piece of "good business."

Local Grocery Cheaper Than M. O.

The Dry Goods Reporter, published in Chicago, calls attention to a Wisconsin grocery store that advertised in the local newspapers a list of seventy-three articles, giving mail order house prices and its own. In every case the store was as low or lower than the mail order house. The grocer made an offer of a saving of 25 per cent over the mail order price to any customer who would place a twenty-five dollar order with him.

Saves \$3 Buying at Home.

Professor Paul H. Nystrom placed an order with a local merchant in Madison, Wis., amounting to nearly \$50, in the provision line. The total cost to him amounted to \$3 less than mail order house prices before considering the freight at all. The total saving, including the freight charges, amounted to not less than \$8.50 on a \$50 purchase.

82 Per Cent Profit For M. O. House.

The largest mail order house in Chicago sells for \$1.21 a fountain pen which can be obtained from the manufacturers in New York for 90¢ per gross, or 60¢ 2-3 cents each. At this cost the pens net the house 82 per cent profit. The usual profit on fountain pens sold directly to retailers by manufacturers is 60-2-3 per cent on the cost.

Stores Beat Mail Order Prices.

In the course of a comparative investigation of mail order houses and retail stores O. A. Charles, president of the National Home Trade League, Muncie, Ind., purchased more than 1,200 articles from mail order houses and in each case proved that he could have bought them as cheaply or for less in his local stores.

Centre Reporter, \$1.50 per year.

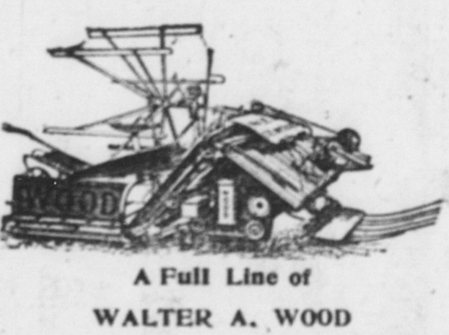
State Legislators Want More Salary.

The House at Harrisburg, on last Wednesday, passed the Renchenbacher bill, which provides for an increase of the legislators' salaries from \$1500 to \$2500. The vote was 134 for to 38 against. Only one member employed his voice against the measure. If the bill passes the senate and receives the Governor's signature, the State will be additionally burdened to the extent of \$260,000 biennially.

Does your pink label this week carry numerals less than "17"? If so you are in arrears, and a prompt remittance will be much appreciated.

**Dead Stock Removed**  
Quick Service  
All Hours  
Both 'Phones  
To conform with State laws Hides MUST NOT be removed from dead stock.  
Call at my expense.  
**L. L. Smith,**  
Milesburg, Pa. 021pd

FOR THE FARMER:



FARM IMPLEMENTS

Crown Grain Drills, Black Hawk Corn Planters, Krouse Cultivators, Binder Twine.

We also have a Jeffrey Lime Pulverizer and are prepared to crush stone for

Concrete or Agricultural Lime

**Cleve H. Eungard**  
Spring Mills, Pa.

Grand Castle K. G. E. Session.

Mr. and Mrs. Paul Bradford are the representatives from the local lodges of the Knights of the Golden Eagle to the convention of the Grand Castle in session at Allentown. The membership in the State is given as over thirty-five thousand; receipts, \$129,459; paid for sick benefits, \$144,544; for burial of the dead, \$43,336. Since the organization of the Grand Castle in 1876, over \$4,775,000 has been expended for relief.

The Bell Telephone Company will list in its directories the fire wardens in the fifty-six counties in the state. The idea is to assist the Department of Forestry to reduce the damage from forest fires.

NEW ADVERTISEMENTS

**MEN AND BOYS WANTED.**  
Men and boys wanted, at good wages, for contract of day work. Apply to HAYES RUN BRICK CO. or CENTRE BRICK & CLAY CO., Orviston, Pa. 19022

**FOR SALE.**—A few Black Hawk Corn Planters which we can sell at last year's price, due to the fact that they were purchased before the advance.—CLEVE EUNGARD, Spring Mills, Pa.

**THREE HORSES FOR SALE.**—1 driving horse and 2 all-purpose horses are offered for sale. All are sound and all right.—FERRY K. DETWILER, Spring Mills, Pa. 021pd

**FOR SALE.**—Half dozen window sash, complete with rights, will be sold cheap—Inquire of MRS. MARGARET THOMAS, Centre Hall, Pa.

**CHESTNUT SHINGLES FOR SALE.**—I have on hand a fine lot of chestnut shingles which will be sold reasonably. Order early.—O. M. LONGBEGER, Pleasant Gap, Pa.

**Ready-Mixed Paint 25 per cent. off**  
A wonderful opportunity to buy paint at a big saving, right now when paints are higher priced than ever before. Don't put off buying too long. The supply is limited.  
**Dr. Bartlett's Pile Prescription**  
A WONDERFUL HEALER  
You should try it if troubled with piles.  
THE CENTRE HALL PHARMACY  
A Store You Like to Go to

**Those Pesky Punctures Picked My Pockets!**  
How much money have you spent—how much worry, annoyance and loss of time have you suffered—from punctures and "blow-outs"? What would you give to be absolutely free from these costly and disagreeable incidents of motoring?  
We can show you a way to do it—equip your car with ESSENKAY, the real substitute for air in automobile tires and never again will a "flat tire" have any terrors for you.  
**EsSENKAY**  
"ENDS TIRE TROUBLES"  
**No More Punctures or "Blowouts"**  
ESSENKAY The filler is so expert. It is a demonstrated positive success. It prevents punctures and "blowouts," doubles tire mileage, cuts tire cost in half, rides like air over smooth surfaces and easier than air over rough roads; does away with the expense and added weight of extra tires, tubes, rims, etc.  
We are the exclusive agents for ESSENKAY. We install it in your car, and give you a careful, continuous, personal service that insures you absolute freedom from tire troubles.  
Come in Today—Don't Delay!

D. S. ISHLER, Agent, Centre Hall, Pa.

**TUESDAY**  
HOW the old range does love to heat things up, especially when it's sizzling hot outside! Then, there's always the coal or wood to carry, always that constant raking and poking, pulling this and pushing that, to keep the fire going.  
But the ironing must be done. There's no other way to do it, is there? No, not unless you have a New Perfection Oil Cook Stove in your kitchen.  
**NEW PERFECTION OIL COOK-STOVES**  
have made thousands of women happy—freed them from the ironing day and the everyday drudgery and overwork you have now.  
A Perfection will heat the irons on Tuesdays. And it's always ready to bake, fry, boil or roast at the strike of a match. You'll be particularly interested in the separate oven and the fireless cooker. Your dealer will explain about them. Ask him.  
**THE ATLANTIC REFINING COMPANY**  
Philadelphia and Pittsburgh  
One of the many good points about a Perfection is that it burns the most economical fuel—kerosene. And the best kerosene is Rayolight. It's so highly refined that it burns without smoking, sputtering, smelling or charring the wicks. Look for this sign:  
**ATLANTIC Rayolight**  
FOR SALE HERE