

THE CENTRE REPORTER.
ISSUED WEEKLY.

CENTRE HALL - - PENN'A.

THURSDAY, JANUARY 10, 1918.

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

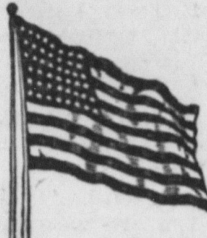
Entered at the Post Office in Centre Hall as second class mail matter.

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. Display 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 composition. 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 each insertion, and ten cents per line for each additional insertion.



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

SOUND SENSE.

Col. Henry W. Shoemaker, editor, author, historian and writer of note, so completely sums up the delay in the government in "investigating" certain things in Washington that he contributed the following to his paper in Altoona. The Colonel evidently is disgusted with the so-called "investigations", which amount to nothing, that he calls for the people to stand behind the President and win the war.

A part of the editorial follows: This is no time for charges and counter-charges, for accusations or recriminations and the reluctant denials. Let us stop investigating and win this war. Let us back up President Wilson as he, above all other Americans, knows how to do it. Do not heckle and annoy him and sap his vitality like the copperhead and yellow curs in general did with the patient and plodding Lincoln during the civil war.

Let us have enthusiasm for our army and navy, and for all civilian organizations co-operating with them, realizing that no human beings are perfect, and most of us are apt to err. Fight shoulder to shoulder against the Teuton foe, and win. Then turn the searchlight on those who administered the war in different departments and on the corporations and individuals who furnished the supplies. If the light reveals any crookedness or graft or suffering to the men in arms, hang the guilty publicly in a wholesale hanging-bee like common spies or thieves.

But let all who are trying to aid in preparing for our righteous war have a free reign now. Don't tell them that they shouldn't have done this or that before they have had time to do anything at all. Don'toust officials for having done little when the time has been so short. Remember our state of unpreparedness, and then don't blame it on President Wilson, but on all his predecessors; remember the labor shortage, the food shortage, the newness of the entire program of the world war to a commercial nation like ours.

Adequate Advertising.

Patrons of stores have come to understand, as clearly as the merchants themselves understand, that the purpose and result of newspaper advertising are to reduce the cost of commodities to consumers. This is accomplished only through adequate advertising—for nothing less will assure the largest possible volume of business which alone makes possible small per-sale profits.

Strangely enough, however, some merchants cling unconsciously to the outworn notion that to spend a little less for advertising than a competitor, with similar problems of selling to solve, is to "save" money. If this were sound doctrine it would follow that a merchant would find his greatest profit in reducing his turnover—in a smaller, rather than a larger volume of sales. He would find it more profitable to keep his employees busy half of the time—to accomplish but a part of the work of which his selling organization is capable, rather than all of it.

How much should a merchant spend for advertising? Let us reduce the answer to its simplest terms: Enough to answer the largest volume of business which he is prepared to handle. If he is securing eighty per cent of the business he could do, by adding one-fifth to his advertising expense he should be able to secure the maximum 100 per cent. Figuring on that simple basis, a merchant may reach his goal.

Larro Feed—the more-milk feed that's guaranteed. Car Justin.—R. D. Foreman, adv.

DEATHS.

Rev. Andrew J. Horner passed away at his home in Youngsville on Thursday evening, after two weeks illness with pneumonia, aged almost fifty-one years. Burial was made at that place on Sunday afternoon.

Rev. Horner was a son of Daniel and Catharine Horner, both deceased, and was born above Centre Hall. He learned the mason trade which he discontinued about fifteen years ago and entered the ministry, serving the Free Methodist church at Youngsville. About two years ago Rev. Horner sustained an injury to his spine as a result of a severe fall. As a consequence his mind became affected, obliging him to lay aside his ministerial duties.

Besides his wife, who was Miss Carrie Fleisher, of near Tusseyville, there survive the following children: Viola, Myra, Ralph and Thomas. Three brothers and one sister also are left; namely, George W., of Linden Hall; Harry, of Colyer; John H., of near Tusseyville, and Annie, of Ohio.

Aaron W. Ulrich died Wednesday of last week on the Samuel Krape farm, Penn township, where he had resided for seventy-two years. A stroke of apoplexy sustained a few days previous caused his death, aged seventy-five years and six months. Burial was made in the Fairview cemetery, Millheim, on Saturday, Rev. W. D. Donat officiating.

His wife, who was Miss Weaver, and three children survive namely, Charles, of Spring Mills; Mrs. John Zerby, of Spring Mills, and Mrs. A. M. Harter, of Coburn.

Rev. J. F. Sulz died at his home in Watsonstown, where he had been living retired for some years, and on Saturday. Interment was made at Lewisburg. He was aged about seventy years. There survives a wife and these children: William, a Methodist minister in West Virginia; James, an Evangelical minister, located in Potter county; Percival, West Virginia; Miss Grace, at home; Ward K., serving an Evangelical charge at New Columbia; Sturgis, a Presbyterian minister, Camden, New Jersey; Lulu, wife of Ralph Robb, Bellwood; Miss Jeanne, Bellwood.

The deceased, about thirteen years ago, served the local Evangelical charge, with residence at Centre Hall.

Mrs. Amanda E. Haines, widow of the late Ambrose Haines, died at her home at Aaronsburg, Tuesday evening of last week at about 8:30 o'clock of disease incident to old age. She was aged seventy-eight years, eleven months and twelve days.

Her maiden name was Amanda Hoesterman, and she was a native of Gregg township. She was a consistent member of the Lutheran church for many years. She is survived by the following children: Frank, of Canyon, Texas; Mrs. Kate Musser, of State College; Wm. B., of Altoona, Pa.; Mrs. Annie Eisenhuth, of State College; Mrs. Sue Stamm, of Millmont; Mrs. Tammie Jones, of Scotland, S. D.; John A., Miss Amanda and Miss Cora, of Aaronsburg; Ralph of near Millheim, and Araby, of Adelphi, Ia.

Death of Mrs. (Rev.) Grob.

Mrs. Julia A. E. Grob, widow of the late Rev. W. H. Grob, passed away at her home in North Hanover Street, Friday midnight, aged 89 years. Whilst she had been in declining health for some time she was seriously ill for only five days. Mrs. Grob was born at Boalsburg, Centre county, but for 26 years was a highly esteemed citizen of Carlisle. She was a woman of high Christian character and a faithful and consistent member of the First Reformed church. Death for her was only a sweet and blessed transition. Surviving her are three daughters, Mrs. S. M. Roeder, of Glen Rock, and Misses Margaret and Anna Grob, at home. She was the last of her immediate family. Funeral services will be on Tuesday afternoon at two o'clock, interment at Ashland cemetery.

[Mrs. Grob will be most kindly remembered by a large number of the Reporter readers, having been a resident of Boalsburg for many years, and as the wife of Rev. Grob frequented many homes in Penns Valley to aid in ministering to spiritual wants.—Ed.]

STATE AGRICULTURAL NOTES.

Pennsylvania's corn crop during the past year was valued at \$112,272,968.88 as compared with \$90,228,273.77 in 1916 and \$42,656,471.88 in 1915.

Pennsylvania made the poorest showing of any of the large rye growing States in the increased acreage over last year, that is wintering the rye crop for next season.

The average yield per acre for potatoes in the United States during the past season was 100.8 bushels while the Pennsylvania average was 99.5 bushels.

The increased milk flow, the improved condition of your stock, and the ease of handling—Larro Feed is the cheapest feed or combination of feeds on the market. R. D. Foreman, adv.

Council Elects New Officers.

At a meeting of the borough council, held on Monday evening, at which time the business for the past year was closed, the following newly elected members were sworn into office, all of whom are old members beginning new terms: Messrs. Daniel Daup, W. F. Bradford, and W. H. Meyer. Reorganization of council resulted as follows: F. V. Goodhart, president; W. J. Smith, secretary.

Week of Prayer Report.

Total contributions of the week of prayer amounted to \$37.45
Printing programs 3.00

Balance \$34.45
has been sent to American Bible Society, New York City, as a contribution to furnish New Testaments to soldiers and sailors. Each congregation taking part in the service will receive credit for one-fifth of the above amount.

R. R. JONES, Sec.-Treas.

Tractor Operation Course.

Special courses in gas engine and tractor operations are to be given this winter at the Pennsylvania State College for the benefit of farmers who want to replace their drafted hired men with labor-saving machinery. Each course will last a week and will be limited to twenty persons. R. U. Blasingame, associate professor of farm machinery, will be in direct charge of the instruction. There will be no charge for tuition. The courses begin January 7 and will continue so long as the attendance justifies.

Installation of Officers.

Central Queen Temple, No. 174, Ladies of Golden Eagle, installed the following officers on Tuesday evening in their hall in the Reporter building. A number of visitors were present.

Past Templar, Mrs. B. C. Potter.
Noble Templar, Mrs. Cryder Frank.
Vice Templar, Mrs. J. W. White-man.
Marshall of Ceremonies, Mrs. E. W. Crawford.
Prophetess, Mrs. Brown Nale.
Priestess, Mrs. Jacob Sharer.
Guardian of Records, Mrs. Clyde Bradford.

Guardian of Exchequer, Mrs. R. D. Foreman.
Guardian of Finance, Mrs. E. S. Ripka.
Guardian of Outer Portal, Miss Gladys Jones.
Guardian of Inner Portal, Mrs. J. H. Puff.
Trustee, Mrs. E. S. Ripka.
Rep. to Grand Temple, Mrs. John Luse.

Odd Fellows' Anniversary.

Wednesday evening of next week (January 16th) the local I. O. O. F. fraternity will celebrate their anniversary by meeting in their hall. The customary banquet provided on such occasions will be dispensed with this year. All members of the order are urged to be present.

The Third Liberty Loan to Come soon.

The next national loan will be designated officially as the "Third Liberty loan," not the victory loan, or freedom loan, or peace loan, as had been suggested.

Posters and other advertising matter will be prepared immediately bearing the title now adopted. The loan will be some time after February 1 for an amount and at an interest rate not yet decided.

Linden Hall

Mrs. Edward Sellers is spending a few days at Oak Hall.
Mrs. J. H. Ross spent a week with friends in Altoona, returning home last Thursday.

The venerable John Houser was seriously ill for a few days but is now slightly improved.

Clyde Stem moved his family from the John Hook place to the house recently vacated by James Osman.

Miss Ruth Callahan and sisters entertained a number of their friends at their home on last Wednesday evening.

Harvey Houtz, who has been here since the death of his sister, Mrs. Lizzie Gingerich, returned to his home in Toledo last Monday.

Forest Miller spent his vacation with his father in Pittsburg, and coming to the home of his aunt, Mrs. Henry Houser, for a few days before returning to "State".

William Catherman, who was brought to his home from Milton, where he is employed, is in a serious condition from a paralytic stroke which left him helpless.

S. W. Hellamson and J. L. Bennage, of Lebanon county, spent a few days with the former's brother here, on their way home from State College where they were for Farmers Week.

Lloyd McClintic, whose home is at Storm Lake, Iowa, is visiting his brothers and sisters in Centre county. It is almost thirty years since he left this neighborhood and this is his first visit home.

After a two weeks vacation Edwina Wieland returned to Bloomsburg Normal; Mildred Wieland to State College; Cyril Zechman to Berquehanna University; Russell Ishler and Riley Stover to State College.

Marriage Licenses.

Broce M. Stover, Millheim
Mabel M. Auman, Millheim
J. Dennis Hillard, P. Furnace
Iva H. McElwain, Warriors Mark
Robert M. Huggill, Phillipsburg
Emma L. Vaux, Phillipsburg
David Williams, Phillipsburg
Mary Bunk, Phillipsburg
John D. Winkleblech, Aaronsburg
Martha M. Haines, Phillipsburg
Samuel W. Fleming, Jr. Harrisburg
Sarah Fullerton Hastings, Bellefonte

Winkleblech-Haines.

At the Reformed parsonage in Aaronsburg, on Monday evening, Rev. W. D. Donat united in marriage John D. Winkleblech and Miss Martha M. Haines.

Millheim.

O. P. Adams, employed at Altoona, is home for a few days.
The past week has seen many farmers delivering wheat to Coburn for \$2.05 per bushel.

John Brown left Monday for Youngstown, Ohio, where he expects to find employment.
On Saturday W. S. Shelton and Charles Hassinger transacted business in Bellefonte.

Gross Allison, from the State of Kentucky, is visiting his parents, Dr. and Mrs. Allison, at the hotel.
Jay Winegartner, in service for Uncle Sam, and stationed at Camp Merriden, N. J., was home for a few days the past week.

Owing to the scarcity of water our local roller mills are unable to operate, and at some mills flour can not be had.
If you wish to develop your imagination of an ideal Charlie Chaplin mustache call at the tonsorial parlors of A. A. Kreamer and consult the proprietor.

Bruce M. Stover has joined the army of Benedictus. His New Year resolution was "for better or for worse." Miss Mabel Auman, for several years a "hello girl" in the Bell exchange, is the happy bride.

Gross Allison has brought with him from Kentucky a pair of fine fox hounds for S. W. Gramley, and the latter with some of the boys are looking forward to some good chases this winter.

Spring Mills.

H. F. Rossman spent a few days with his sons in Philadelphia.
Chickenpox is very prevalent among the children at present.

Mr. and Mrs. Carl Rossman are visiting in Altoona.
Miss Ruth Smith went to Altoona on Friday to see her sister, Mrs. Harter, who was admitted to a hospital in that city for treatment.

James Krape, of Seattle, Washington, is spending some time with his daughter, Mrs. Annie Kirg. It is twenty-nine years since Mr. Krape was here last.

The junior class of the Spring Mills High school will render the play, "Between the Acts," in Grange hall, Spring Mill, Saturday evening, January 12th. Admission 10 and 20 cents.

The Union Sunday-School, held in the M. E. church on Sunday morning, was a success. The church was filled, every denomination being represented. The next service will be on Sunday morning, January 13th, in the Lutheran church; preaching at 10:30 by Rev. Kurtz.

CENTRE OAK

D. J. Vonada sold his baled hay to Bradford & Son at \$25.25 per ton.
Potatoes are said to be freezing in the cellars.

Samuel Wise sold one of his cows to a party at Centre Hall for the nice sum of \$150.00.
Wilbur Lucas is kept more than busy with the pork and beef business.

William Homan, from South Dakota, is spending some time at the home of C. S. Musser.
Mrs. J. C. Roseman, from State College, spent a week with friends in this section.

Mrs. Rosetta Luse has not improved much but is able to sit up the greater part of the day.

Pleasant Gap.

Miss Elsie Herman spent the week end with her sister in Tyrone.
Mrs. Samuel Poorman entertained the sewing circle last Friday evening.

Ree Floray left Monday last for Pittsburg where he expects to secure employment.
Mrs. H. J. Griffith who has been spending some time with her parents, in Pittsburg, returned home Monday.

Mr. and Mrs. R. S. Melroy returned home Sunday, after a week's visit with the former's parents at White Haven.
Mrs. J. O. Hile spent several days last week with her daughter in Bellefonte.

CENTRE MILLS

William Etter, who spent the past summer at Centre Mills, is a patient in the Bellefonte hospital.
Mrs. Paul Hackman spent last Thursday with Mrs. Arthur Cummings.

Mrs. Fred Brown, sister of Mrs. Arthur Cummings, is threatened with appendicitis.

ANNUAL ELECTION.

The annual election of the FARMERS MUTUAL FIRE INSURANCE COMPANY OF CENTRE COUNTY will be held in the grand jury room, Court House, Bellefonte, Pa., on Monday, January 14th, 1918, between the hours of 10 a. m. and 2 p. m., for the election of twelve directors for the ensuing year.

H. E. DUCK, President,
FRANK M. FISHER, Sec.

Kessler, the Millheim merchant, offers great bargains in his January reduction sale. Here is a chance to secure real bargains. adv.

THE MARKETS.
PRODUCE AT STORES
Butter 42
Eggs 50

1918

MAY THE NEW YEAR, IN ITS BEGINNING, BRING TO YOU PROSPERITY AND PEACE OF MIND, AND MAY THESE THINGS CONTINUE TO ITS CLOSE.

Make This New Year's Resolution :

If you already are a patron of this store, that you will continue as such, thus benefiting in no small way through the advantages to be derived in buying where stocks are always Complete, Fresh, of Best Quality, and prices consistent with such quality.

If you have not yet acquainted yourself with the Smith standard of merchandise, that you will get in line to-day.

Think it over.

C. M. SMITH

The Big Quality Store of Penns Valley
CENTRE HALL

KESSLER'S GREAT JANUARY REDUCTION SALE

We are offering our Ladies' Fine Plush, Broadcloth and Velour Coats at Practically Half Price

Also, Men's Fine Trench Suits and Overcoats are Reduced as well.

We are compelled to make this cut price on account of the great blizzard during the month of December, which checked our sales, and now we are overstocked. We are forced to offer bargains so that we may quickly reduce this surplus stock.

We advise you to buy whether you are in immediate need or not, for merchandise will almost double in price until next fall and winter.

Now is your chance to get real bargains. Go take advantage of it at

KESSLER'S DEPARTMENT STORE
MILLHEIM