

THE CENTRE REPORTER

VOL. XCVI.

CENTRE HALL, PA., THURSDAY, JUNE 29, 1922.

NO. 26.

Centre Hall and Vicinity

COMPILATION MADE REVEALS ENTERPRISE OF BUSINESS MEN, WHO MADE THIS ONE OF THE MOST PROGRESSIVE SUB-DIVISIONS OF THE GREATEST STATE IN THE UNION TODAY.

"Getting Back To Normalcy"

THIS SECTION IS MOST GENEROUSLY ENDOWED, LIVE BUSINESS MEN, BEAUTIFUL SCENERY AND FINANCIAL RESOURCES.

In Accord With The Spirit Of The Times

BUSINESS INTERESTS ARE FOUND ON THE EVE OF THE MOST EXTENSIVE TRADE IN THEIR CAREER.

Rich in soil, picturesque topography, well watered, with transportation facilities unsurpassed, Centre Hall and vicinity can lay claim to the title, "The Garden Spot of Pennsylvania." It lies in one of the greatest states in the Union, in a fertile section as is out of doors anywhere on earth, and its people are prosperous, happy and contented. The experiences of the pioneers who lighted civilization's first fires in this land and who hewed their home from the primeval forests that covered the country, have been the subjects of continued interest to all students of American history, through the many years that have elapsed since the landing of our forefathers.

With the enthusiastic aid and co-operation of our citizens, industries and business houses of this section we are sending a message of pluck, enterprise and achievement. It is our answer to the universal inquiry, the persistent question that is asked: "How is Centre Hall and vicinity doing?"

Our motto is "Full Steam Ahead" and back of this motto, which is in practical effect, is the solid foundation of progress, with safety and conservation. Our county has great enthusiasm and great vision, but it has never in its splendid record of achievements deceived itself. Today it faces the future not by standing still, but by the inspiring spectacle of looking up and marching on, confident of power and strength, of the great ship of prosperity. An advancing army refuses to retreat. This section neither needs or wants any trenches, but a broad plain, beyond which is the great dawn of the rising sun of prosperity, progress and happiness. We are not alone seeking commercial success, material progress and financial solidity, but a great deal more. We seek civic beauty, safety and the best fields for the joy of living, the inspiration of helpfulness, the enthusiasm of an unselfish public service, and an unbounded and ever-increasing devotion to the public welfare.

Again, every department of civic and social life has kept step in the march of confidence and progress. The homes of the county are more beautiful than ever; the civic helpfulness and public spirit which have made the county famous are more active and better organized and more productive and more helpful than ever before.

We have everything that other progressive American communities have and more. It has a heart; a great pulsating organism, always keeping step, in fact a little in advance of the sordid material march to bigger things. It is the heart of ambition and enthusiasm that, like stirring music, inspires and quickens the step of the rank and file. This is one of the big reasons why she today, neither boastful nor assuming false modesty, proclaims her achievements, her powerful position, her respectful self-confidence, her pride in the structure that she has created in "The Garden Spot of Pennsylvania," armed as she has been with a great faith, a strong arm and a vision both clear and true.

And this is not an idle question. Today it stands on the solid rock of conservative progress, perhaps stronger than any other community in this section of the United States. Our financial institutions have been pillars of strength and confidence, with a clean record from top to bottom, through the smashing blows of financial depression and war. Can any section in the United States surpass our record?

In reviewing the business firms in this edition we desire to impress upon the public that they are strictly in accord with the times and are getting back to normalcy. Business men are down to the rock bottom in prices and thus are rendering the public the most efficient service. The business men of this community have been energetic in their efforts to give the public the benefit of low prices and did not wait for the prices to reach the bottom, but have anticipated conditions and placed their stocks at the disposal of the people at remarkable reductions.

In reading the "Normalcy Edition" we wish to direct your special attention to the news articles concerning the various business, professional and manufacturing concerns. These have been written by competent newspaper men who have endeavored in preparing the articles to impress upon the minds of the readers the value of the service and goods offered in the county. No man has written an article about himself or his business, and we wish to urge that you read these carefully.

While the publisher is of a rather philanthropic nature, the expense of this edition has been mostly paid by the business men and firms whose names appear, as paper, ink and all material used in the production of the edition compels the sane publisher to adopt a rather semi-philanthropic course.

How Headstones Came Into Use.

The custom of erecting headstones is as old as man's history, but the mausoleum was an epoch-making innovation in the year 352 B. C. The first one known to history was erected by Artemisia, queen of Caria, a Greek province, in memory of her husband Mausolus, and its ruins stood at Halicarnassus until 1857, when they were brought into England by C. T. Newton, a famous archeologist, who presented them to the British museum.

How to Be Patriotic.

The man who puts up a building that will endure really performs a double service, first to himself and second, through conservation of our timber resources, to the country at large, says the American Forestry Magazine. The importance of combating waste and decay is generally appreciated, yet it is estimated that the people of the United States throw away a hundred million dollars a year in preventable decay of wood alone.

Far Too Sociable.

"I'm aggerin' on moving furdry back into the hills!" grimly said a citizen of the Straddle Ridge region. "It's getting to be too dad-burned thickly populated yurabouts for comfort."

"Why, I thought you liked sociability, Hank?" returned an acquaintance. "It's sorter pleasant to have your neighbors come around once in a while, and—"

"Yes, but that there infernal cuss that has just moved onto the old Buckaloop place wanted to borrow my saddle yesterday!"—Kansas City Star.

Safe Speechmaking.

"Did you lose your voice while you were making speeches?"

"No," replied Senator Sorghum. "I applied my new system of speechmaking. First I let the chairman of the reception committee take all the time he wanted to introduce me. Then after every two or three sentences I'd mention the name of Our Candidate and let the audience consume most of the time to shouting."

Beatty Motor Company

AT BELLEFONTE CONDUCTS A MODERN AUTOMOBILE INSTITUTION AND HANDLES THE FAMOUS FORDSON TRACTOR, THE BEST THERE IS ON THE MARKET, AND A TRACTOR THAT IS BEING USED AS A STANDARD THROUGHOUT THE NATION—HOME OF THE FORD CAR AND TRUCK AND THE LINCOLN AUTOS AND MAINTAINING AN EXCELLENT GARAGE AND IS THE HEADQUARTERS FOR GENUINE FORD SUPPLIES, OILS, GASOLINE, ACCESSORIES AND STORAGE, REBUILDING AND OVERHAULING OF BATTERIES—UNDER THE DIRECTION OF A MAN WELL KNOWN IN THE AUTO CIRCLES OF THE STATE.

In the return to normalcy there is no one institution in the county that contributed more as an important factor than this well known automobile house. Placing the prices of their cars at below the lowest price ever recorded on these products they are meeting with the approval of the public and have a patronage that is ever increasing.

Demonstrated leadership not only on the highways but in the business and automobile world was proven when this company and its sales agents throughout the country reduced prices. Then there came other reductions and now with the final price making they have set a pace for other auto companies to follow. They are now down to bed rock in prices and it is again the old story of the Ford. And also the same story with regard to the majestic Lincoln. You must get your order in so

as to get your car at the right time. The people are responding to the call and orders are being booked all the time, so it is incumbent upon all prospective purchasers to get on the list without delay.

The Ford products including the touring car, the closed car, the roadster, the commercial car and the famous Fordson tractor have proven their worth by years of continuous use. The public does not continue to purchase year after year products that are not value received. These products have answered the test of time and their great popularity has grown. What would our country be placed them far in the van of progress without these products? Take them out of service tonight and it would be as great a calamity to the community as the railroads to stop running. Take the tractor off the farms and food production would decrease to an appreciable extent.

The world has recognized the fact that in the "Lincoln" the famous Leland has produced the world's highest class motor car. With the Ford organization behind this luxurious and mechanically perfect car, there is little wonder that the "Leland-Built" Lincoln at the sensation-ally reduced price, is the talk of the motor world today.

In the way of parts you will find that this auto sales has every part for all the cars, trucks and tractors and thus are able to render complete service. These are genuine Ford parts from the manufacturer and not the cheap and worthless imitations that cause trouble by not being accurate and the give the purchaser no end of trouble.

When it comes to the Ford service and machine shop at this establishment they have followed the advice

of the factory and have installed every piece of machinery necessary for the complete rebuilding of the Ford, commercial car and tractor and in their employ are mechanics and auto engineers who understand every detail of the construction and mechanism of the Ford line. They will not only give you painstaking and accurate service, but are prepared to give you quick and rapid service which is so essential in this age of rapid transit.

In making this review of the return to normalcy there is no one institution that is more worthy of extended mention and we desire to call the attention of our readers to the reduction in prices to rock bottom, the excellent service and the necessity of placing the order

Bellefonte Fuel and Supply Co.

AT BELLEFONTE ARE FORWARDING AND COMMISSION MERCHANTS WHO DEAL ON AN EXTENSIVE SCALE IN COAL, OIL, GRAIN AND FEED AND HAVE AN EXTENSIVE PATRONAGE OVER THE SURROUNDING TERRITORY, FURNISHING THE PUBLIC WITH A MARKET THAT HAS NO SUPERIOR—JUST CALL THEM OVER THE PHONE OR DROP IN AND THEY WILL GIVE YOU THE LATEST MARKET QUOTATIONS OF THE DAY.

When this well known firm started in business they determined to handle supplies of all kinds. They know these lines thoroughly and arranged to offer the best there is. But they did not stop there, for this firm was indeed, wise in their business and appreciated the necessity of real, magnanimous service. They equipped themselves to furnish the people with service second to none and the success of their enterprise since they have been in business testifies to the wisdom of their course.

Scientific selling must be born of scientific knowledge, and when you consult this house you receive this in

formation without expense. Supplies is their business and they know this line from the ground up. They are prepared to give you any and all information regarding them, and they consider it a part of their business to serve you in this manner. When you seek information from them you do not get a curt or hurried reply. A courteous response with comprehensive knowledge is returned to every request and you are not obligated in any way, merely because you asked questions.

Such is the policy of the house, and it has brought much business from every point of the compass. Both

old and new customers are urged to use the telephone when they find that more convenient. If an order is given it is shipped on the same day it is received.

They buy their materials in car load lots and thus get the inside of the market, being able to offer the goods at prices that are very reasonable and saves their customers much on purchases as well as many trips to other trade centers.

When it comes to oil, grain & feed the people in the territory for many miles around have found that it is a pleasure to transact business with this firm as they are thoroughly fam-

iliar with both the wholesale and retail conditions in these lines and therefore are in a position to give their customers the very best of service.

This section is indeed fortunate to have such a progressive firm to serve us in the line of supplies for it adds in no little way to the progress and prosperity of the community.

The proprietor is a man of wide experience in this business. He is well known in this community for his excellent service as head of this well known concern where quality has won many friends and customers for him in this vicinity.

R. N. VANINGEN

WHO IS NOW IMPROVING AND ENLARGING HIS GARAGE AT BELLEFONTE, CONDUCTS ONE OF THE MOST MODERN AUTOMOBILE INSTITUTIONS IN THIS PART OF THE STATE, FEATURING DELIVERY AT PRICES THAT ARE VERY REASONABLE—FULL SERVICE ON CARS PURCHASED—MR. VANINGEN IS WELL KNOWN IN THE AUTO CIRCLES OF THIS PART OF PENNSYLVANIA.

Not only because they are the authorized sales and service station for well known cars, but also because they render the most metropolitan and efficient service, this well known automobile establishment has come to be known as "The Home of Superior Automobiles" in this section of the state.

A special feature is the individual and magnanimous service rendered. Every patron of this establishment is given the most comprehensive and painstaking service and purchasers are assured of an efficient service station carrying a complete stock of everything they might demand. This feature of the place is in line with twentieth century efficiency and the proprietor's determination to prepare for every emergency in which the patrons might be found.

Quality counts in the automobile business as it does in every other line. The new series of Overland is rugged as ever, economical as ever, comfortable as ever, electric started, elec-

tric lights, demountable rims, three speed transmission, all steel body and baked enamel finish. The Overland Four last year assumed a position of leadership in advanced automobile building and with the new improvements this year retains its place in the van of progress.

The Willys-Knight sleeve-valve motor improves with use. It is amazingly free from care and cost. The gasoline mileage averages above 20 miles per gallon. Its smooth performance is a source of lasting satisfaction.

In the Hadley-Knight is offered at a reasonable price a motor car that has been described by thousands of enthusiastic purchasers as "The Car Superior." But this by no means tells you all about this car. One of the most desirable features of this popular sleeve-valve motor car is the fact that there is no other automobile on the market that has triumphed over it in hill climbing contests.

The parts which they handle

have been selected with an experienced eye as to value and are of the very highest grade. They have a reputation far and wide for fair and honest methods. They have become prominent dealers in this section, considered valued citizens of the community.

Fuel, oil and supplies for the auto-ist are features of their very magnanimous service, and are sold as reasonably as any place in this section of the country.

It is equipped with all the latest equipment necessary for the operation of a modern and complete service, which the modern motorist demands.

As a consequence their service station has reached a high state of efficiency. No matter what trouble you may be having, if you take it to this garage they and their auto experts can remedy it for you.

No automobile firm in the country offers its patrons a more comprehensive service nor a better product than

this firm. The manager of this institution prides himself upon the fact that he is handling the most dependable automobiles that you will find on the market. These are built for their true worth and not thrown together in a hurry out of scrap iron and tin in order to sell at a cheap price, but are constructed along the principle of the foreign cars for their dependability and true worth. He recommends them with the just knowledge that they have triumphed under all conditions.

In making this review of our progress we are glad to refer him and his excellent line of cars to the people of this part of the state and would suggest that it would be well to look them over before making final selection and pick out a good one. We desire to compliment him upon his activities in the automobile world.

Besides his billiard hall he conducts an up-to-date cigar and tobacco department. In this you will find your favorite smoke, no matter what it may be, for his stock is large and most complete.

Since he has been in business he has won for himself the position of being one of the leading business men and has attained a popularity throughout this section that testifies to the success he has acquired. He is one of the prominent business men with a reputation for honest and fair dealings and has always been known as a loyal booster. He is the proprietor of one of the city's best and most important business houses.

Arcade Billiard Parlors

At Bellefonte Is A Complete Smokers' Paradise And Headquarters For People When In Town For Cigars, Billiards, Magazines, Stationery, Confections—Under The Direction Of D. Finkelstine, Who Is Very Popular With The People Over The Surrounding Territory.

The city that provides for the per-

Relic of the Past.

"This, I presume, is the portrait of one of your former admirers."

"Don't be foolish, hubby. That is a photograph of yourself when you had hair."

A New Twist to It.
Hoax—As the old saying goes, "Is the time of peace—"
Joak—Apply for a pension.

A Continual Struggle.
She—He died without a struggle.
He—Well, he died easier than he lived.

Way to Find Out.
"Have you many close friends here?"
"Can't say. I've never tried to borrow a cent."