

THE KEY TO BETTER BUSINESS

FIRST NATIONAL BANK
CENTRE HALL
Where helpful service takes the place of just ordinary attention
3 Per Cent Compound Interest on Savings Deposits

When You Need
A REAL MACHINE JOB Done or some EXPERT WELDING, bring it to me and I will do it RIGHT!
I Am Also Prepared to Do
Acetylene Welding
at Prices that Are RIGHT
Bring your work here. You will be pleased with results
W. A. HENNEY
CENTRE HALL, PA.

CENTRE HALL GRAIN ELEVATOR AND COAL YARD
Wm. McClenahan, Prop.
Dealer in
All kinds of Grain, Winter, Spring and Blended Flour, Dairy, Hog and Poultry Feeds, Anthracite, Cannel and Bituminous Coal, Woven and Barb Wire Fencing.
Prompt Service and Deliveries Made In or Out of Town
SATISFACTION GUARANTEED


QUALITY MERCHANDISE and SATISFACTORY SERVICE
Now, Mr. Customer, on this motto we seek your business.
Just unloaded our Second Car of—
55 PER CT. MEAT SCRAPS
and
60 PER CT. DIGESTED TANKAGE
ALSO, CAR LARRO FEED
CAR SALT, and our Yard Filled With THE BEST OF COAL.
CENTRE HALL ROLLER FLOURING MILLS
Bradford & Co., Proprietors
CENTRE HALL, PA.

Compare the Prices
WE OFFER FOR
CHOICE WHITE EGGS
Figure over a 12-month period and you will have the answer
Then there's 50 per cent. Beef Scraps for \$4.25
And 17 per cent. Laying Mash for \$3.25
A Combination That Spells PROFIT
Kerlin Poultry Farm
CENTRE HALL, PA.

When Your Hens Lay Down
on you instead of LAYING FOR YOU it's tough, but we have something that will make them produce. Try our
'Symco' or 'Pratt's' EGG MASH
YOU'LL BE SURPRISED
HOCKMAN'S
FULL LINE PRATT'S REMEDIES, BEEF SCRAP, OYSTER SHELLS
CENTRE HALL, PA.

C. P. LONG CO. GENERAL MERCHANDISE ...and... COAL
Our Guarantee of Quality and Our Service Go With Everything We Sell.
SPRING MILLS, PA.

STROHMEIER'S MARBLE AND GRANITE WORKS
Cemetery Memorials
STROHMEIER'S
CENTRE HALL, PA.

IT'S A REAL GOOD CAR

SIX
ASK FOR DEMONSTRATION OVER ANY MOUNTAIN IN THIS VICINITY
J. S. BOOZER
CENTRE HALL, PA.

DO YOU KNOW
That it will pay you well to get a
RE-TREAD PUT ON YOUR OLD TIRE?
I do real work and GUARANTEE EVERY JOB. GIVE ME A TRIAL
S. R. RISHEL
Expert Tire Repairing and Retreading
BOALSBURG, PA.

\$150
Buys an Oakland Roadster in excellent condition, with four good cord tires
Look it over! It's a Real Bargain
CHEVROLET
(For Economical Transportation)
Homan's Garage
CENTRE HALL, PA.

"PILGRIM"
IS THE REAL GOOD EVAPORATED MILK
Put up in Attractive Cans and made right here at home.
Ask your grocer for it by name
Don't Say Evaporated Milk, Say—"PILGRIM"
Continental Condensed Milk Co.
Preserved and Evaporated Milk
SPRING MILLS, PA.

BUY AT HOME!

Do you know that more property is controlled by retail stores than any other kind of business in this country. There is more money invested in retail stores than in all the banks. Their sales exceed that of the steel industry.

More taxes are paid by retail merchants than by any other class.

More people are employed in retail stores than in any other trade. You can put the plus sign on anything you like in regard to the retail business. Therefore it pays to consider the ways and means of improving the greatest activity in Centre Hall, Spring Mills, Boalsburg today. This can be done by Being a Booster for these towns, and by buying from their merchants. They are paying the heaviest taxes and are making this part of Penns Valley the Business Center of the County.

Back them up with your purchases here at home.

MANY STILL LOVE TO BE HUMBLED

Seem Not to Mind Having "Something Put Over" on Them the Least Bit.

PINK PAJAMAS FOR SHIRT

Mail Order Houses Find it Easy to Make Substitutions Because of the Cost of Making Exchanges.

(Copyright.)
It was a famous American showman who declared that the American people love to be humbled. That saying is many years old now but sometimes it seems that there is about as much truth in it now as there was when it was first uttered.

People as a rule do not like the idea of having "something put over" on them, but from the way in which the great mail order houses in the big cities flourish it seems that a great many people do not mind it a bit.

The business man who, when he gets a call for an article which he has not in stock, attempts to substitute some other article of a similar nature without telling the buyer of the substitution, is "putting something over" on his customer. Few retail merchants nowadays attempt to do a thing of that kind. The great majority of merchants do not do this for two reasons. One reason is that they wouldn't do it if they could and the other is that they couldn't do it if they would. The man who buys an article over the counter and sees what he is buying before he pays for it, is pretty sure to get what he wants.

Ordered Shirt, Got Pajamas.
But there is another class of merchants, of which the same thing can't be said. A man who has been closely connected with some of the big mail order houses is authority for the statement that the heads of the various merchandise departments of many mail order houses have standing orders to substitute with the nearest thing they have if the articles ordered are not in stock and available for delivery. It is related that in one instance as a result of these instructions, a man who ordered a dress shirt from a mail order house received a pair of pink pajamas instead.

It is easy for the mail order house to get away with this substitution of another article for the one that is ordered for the reason that to exchange an article received from a catalogue house is a costly undertaking.

Substitution Made Easy.
Substitution is made easy for the mail order houses, also, by the fact that they do not sell much of what is known as "advertised" goods—that is, goods that have been thoroughly advertised by the manufacturers and have become nationally known through such advertising. A large part of the merchandise which the mail order houses sell purports to be manufactured by them—although in most cases little of it is made in their own plants. Much of this merchandise bears only the name of the mail order house and it is easy to substitute one article for another without the customer being any the wiser.

The methods of the home merchant naturally are different. With the great development of advertising in recent years much of the merchandise carried by the retail merchant is "advertised" goods. These goods are of familiar brands, the names of which have been made famous by the national advertising of the makers. This advertising is a distinct protection to the buyer for the latter knows when he goes into his local store and asks for an article of this kind that he will get just what he asks for if the merchant has it in stock and that he will be told if the article is not in stock. There is absolutely no opportunity for the merchant to "put one over" on him, even if the merchant had the inclination to do so.

O. T. CORMAN
SPRING MILLS, PA.
DEALER IN

General Merchandise, Poultry, Potatoes, Lard, Fish, Oysters and All Kinds Country Produce
Bring me your eggs and poultry and receive highest market price

Exchanges Are Costly.
If a mail order buyer is disappointed in his purchase, as he is very apt to be when he compares the article upon its arrival with the picture and flowery description which appeared in the catalogue, the wisest plan is to take what he gets and make the best of it for every time he sends an article back to be exchanged, he is piling up the express or freight charges and even if the article is exchanged as requested, the buyer is not apt to fare much better on the second attempt.

The mail order houses are well aware of the fact that the majority of their customers will not go to the trouble and expense of returning an article if it does not come up to their expectations and as a result they can work the substitution game to their hearts' content.

The home merchant, however, cannot do business in this way and, as has been said, the majority of them would not do it if they could. The home merchant, if he has not the article called for, may offer another with the explanation that it is of the same quality as the one for which the customer asked. Good merchants nowadays even hesitate to offer something "just as good" to the customer especially when the article called for is one that has become well-known and popular through the advertising done by the manufacturer, but to attempt to make a substitution without the knowledge or consent of the customer! Well, it isn't being done by the local merchants today.

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PHILCO
DIAMOND GRID BATTERIES

Guaranteed for two years by the manufacturers as well as ourselves
Insyde Tyres—Blowout Proof and
Coffield Pure-Gum Tire Protectors

CLYDE A. SMITH
CENTRE HALL, PA.

The Saving Habit Is a Good Habit

The optimist is the fellow who pays last week's board with next week's wages.

This is the same person who opens a Savings Account with real enthusiasm, makes regular deposits for a time and then tapers off to the vanishing point. His intentions are still good but his resolution is slipping.

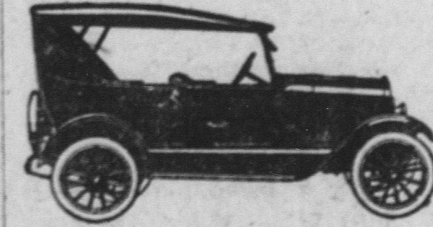
Most successful men are optimists who have paved the way with bank deposit slips.

First National Bank
SPRING MILLS, PA.

\$350
BUYS A BUICK 1917
5-Passenger Touring Car in Excellent Condition with two Extra Cord Tires
IT'S A REAL BARGAIN
Come Here and See
Expert Repairing
ON ALL MAKES OF CARS

Hauser's Garage
SPRING MILLS, PA.

STAR AND DURANT



Real Bargains in Used Cars
Come in and get our prices today
FETTEROLF'S GARAGE
CENTRE HALL, PA.

SPECIAL SALE

—OF—
STOVES AND RANGES
Tapestry Rugs, 9x12, REDUCED TO \$16.00
Home-Made Rag Carpets, 90c Yd.
Kitchen Cabinets, \$45.00
50-lb. Cotton Mattress, \$10.00
ALL FURNITURE REDUCED FROM REGULAR PRICES

John Smith & Bro.
SPRING MILLS, PA.

Now Is the Time

To order your coal for the coming winter. We give you good coal at
RIGHT PRICES
Feeds for Poultry, Hogs, Cattle and Horses
Get our prices before buying elsewhere
A. M. GROVE
Coal, Lime, Stone, Cement, Roofing, Hay, Straw
SPRING MILLS, PA.

PATTERSON'S
—FOR—
GOOD GROCERIES

AND
General Merchandise
GOOD GOODS in an ATTRACTIVE CLEAN STORE
When you trade here—WE BOTH GAIN

PATTERSON'S
BOALSBURG, PA.

Williamsport.—Thomas Foundation, 90 years old, an inmate of the Williamsport City Home, was drowned and six members of a rescuing party had a narrow escape when the ice on the Susquehanna river broke beneath them. One of the rescuers was taken from the water unconscious. The aged man wandered away from the institution and walked fifty feet on the ice before it broke. He clung to the edge of the ice, but his strength failed before his rescuers could save him.

Boyetown.—Stephen R. Smith, aged 63, a cabinet maker, died of pneumonia. He called members of his family to his bedside and asked whether it was 11 o'clock. Informed to the contrary, he replied that he expected to die at that hour and his premonition came true within ten minutes. He later requested paper and pencil and jotted down arrangements for his funeral.

Lancaster.—One hundred gallons of corn liquor destined for this city and Philadelphia were recovered under corn shocks on the farm of James Reynolds, along the Millersville pike by Constable Herbert Steigerwalt. A feud between bootleggers and a chase by officers is believed to have forced the owners of the liquor to hide it in the field with the intention of making delivery later. The liquor is said to have been shipped from Baltimore, where the feud started. Two men who were arrested here recently drove up in a machine to claim the liquor, but recognized Steigerwalt and continued on their way.

Wilkes-Barre.—Edward Gallagher, 80, of Larksville, a world war veteran, was accidentally shot in the leg as he was leaving Noxen on a hunting trip. An artery was severed and Gallagher bled to death in a local hospital a few hours later.

Media.—Seventy-six girls representing eight cottages at Sleighton Farm at Darlington contested in the annual corn husking bee at the institution in the presence of a large number of villagers. The Deborah Logan cottage girls won.

Reading.—A big truck, driven by George Nice, plunging down a fifty-foot embankment, hit a frame dwelling near Port Carbon so hard that the house moved six inches from its foundation. The house was so badly knocked out of plumb that the doors and windows were jammed in their frames and could not be opened. Nice was thrown through a window into the house occupied by James Dallus and family.

Williamsport.—The Hotel Sterling, in this city, was badly damaged by fire which was discovered in the basement and spread through the entire building, a four-story structure. The loss will exceed \$100,000. Several guests were removed from the burning building by way of ladders and a number were overcome by smoke.

Media.—With an unobstructed view in each direction, Jacob Romig, 45 years old, of Norwood, accompanied by his wife, Minnie, aged 40 years, drove his automobile directly into the path of a Pennsylvania railroad passenger train at the Bishop avenue crossing, at Secane, Delaware county, both were instantly killed.

Scranton.—Benjamin Feldman 72 years old, was found dead and his wife unconscious when neighbors entered the Feldman home in Bellevue. The police found a gas jet open.

Grove City.—In an effort to save her three children from cremation when she discovered her home on fire Mrs. William Shawgo, of McDougall's Corners, smashed the window with her bare hands and several an artery in her right wrist. She got the children safely out, but her 2-year-old son William was badly burned. She barely got them outside when the roof caved in. Mrs. Shawgo and the baby are under the care of physicians.

Lancaster.—A \$1,000,000 deal involving about one-half of the current holding of the 1923 Lancaster county tobacco crop is announced by the Consolidated Cigar Corporation. This firm bought 10,000 cases, including the packs of A. K. Mann and the interests in which P. W. Baker is a dominating factor.

Shenandoah.—Anthony Sinkus, 6 years old, fell into a tub of boiling water and was scalded from head to foot.

F. V. GOODHART
FUNERAL DIRECTOR

FURNITURE CARPETS RUGS, &c.

CENTRE HALL, PA.
Bell Phone 3782