

# 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, Cananal 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 solicit 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.

"For Economical Transportation"

## A Chevrolet THIS SPRING

"For Economical Transportation" is more than a catch-phrase. Own a Chevrolet and the first few hundred miles will thoroughly convince you of its practical economy—on tires, gas and oil. These are the big items in the upkeep of your car.

## Homan's Garage

Complete Line of Accessories; Also Tires. Expert Repair Work  
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.

## WOMEN CONTROL TOWN'S DESTINY

Can Make or Break a Community Through Exercise of Their Buying Power.

### THEY HOLD PURSE STRINGS

It is Estimated That at Least 80 Per Cent of Retail Purchasing is Done by Feminine Shoppers.

(Copyright, 1917, Western Newspaper Union.)

It has been said that the hand that rocks the cradle is the hand that rules the world and nowhere is this more literally true than in the world of trade. The woman is the purchasing agent of the household and man, as a rule, is very glad to have her handle the job.

It has been estimated by some students of the merchandising game that 80 per cent of all retail buying is done by women. This may be a high estimate but a visit to the retail stores of any town or city is enough to convince one that the figures are not too high. The preponderance of women among the buyers is sufficient, at any rate, to make not only the retailer but the manufacturer and the wholesaler realize that it is the women that they must please with their merchandise.

Because they do by far the greater part of the buying in any community, the women have a responsibility that they do not always appreciate. The women of a town, through their buying power, can make or break the merchants of a town and as a natural consequence they can make or break the town. It is in their power to make it a prosperous town or a dead town. When the women of a town acquire the mail order habit, the town may just as well begin making arrangements for its own obsequies.

Hard to Understand.

Just why a woman, who is a shopper by instinct and a shrewd judge of values in merchandise, should succumb to the lures of the mail order house it is difficult to understand but, unfortunately, some of them do. No one knows better than the woman who has had some experience in the buying of merchandise how difficult it is to distinguish between the genuine and the imitation even after a close inspection. The good shopper, when on buying bent, does not always take the first article that is offered for inspection. In fact this is the exception rather than the rule. The merchants

know it and expect it. They expect a woman, if she is a good shopper, to "look around a little."

If a woman should walk into a retail store and purchase the first suit that she tried on, for instance, the shock probably would prove fatal to the storekeeper or the saleswoman. The chances are that she will try on a dozen suits and look at as many more before she selects one that suits her taste or pocketbook, and the storekeeper not only expects but wishes her to do this. He wishes her to be satisfied as he knows that a satisfied customer is the best advertisement that he can obtain.

Taking a Chance.

This same woman, however, may order a suit from a mail order house on the strength of nothing more than a pretty picture and an alluring description. She has not even the opportunity to try it on, to say nothing of the chance of examining the fabric, noting the exact shade of the material and inspecting the workmanship. She is taking chances on the suit fitting her, on the material being good and durable, the shade becoming to her and the workmanship of such a character that the suit will not fall to pieces. The woman who takes such chances cannot be called a shrewd shopper.

It might be more easily understood why mere man, unaccustomed and averse, as a rule, to shopping excursions, should fall a victim to the catalogue habit. He might find it easier to order from the picture in the catalogue than to go to a store and look for the article that he wanted or he might take the position that he wouldn't know what he was getting anyway if he went to the store and he might as well take a chance on the mail order gamble, but why the woman who knows what she wants and knows that she is getting what she wants when she gets it should buy on the "sight unseen" plan—well, that's another question altogether.

Woman's Greatest Opportunity.

Women are taking a more and more prominent part in public affairs all the time. They are aiding now in many parts of the country in running the affairs of state. Even where they do not have the ballot they are playing a big part, individually and through their organizations, in the conduct particularly of local governments, yet in the one field where they can do most to help build up their communities they may be overlooking their opportunity. With the buying power in their hands they can do more for their community by stanchly supporting their home business men than they can possibly do in any other way.

Man may think he is a very important element in the progress and development of his town but when he reflects that 80 per cent of the buying power of the community is in the hands of the women he is apt to realize that he is a very insignificant atom.

## 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

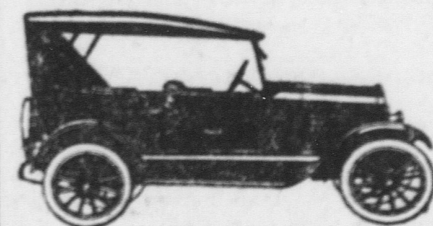
**Expert Repairing**

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

—ON—

**KITCHEN CABINETS**  
NOW, \$45.00.

All Over Stuffed Leather Rockers, \$18.

All Other ROCKERS REDUCED.

Cotton Combination Mattress... \$9.00

Best Vacuum Washer on market, \$18.00

RUGS AND HOME-MADE CARPET

AT SPECIALS

## John Smith & Bro.

SPRING MILLS, PA.

—I AM NOW SELLING—

## COAL

AT THE FOLLOWING PRICES:

PUNKSUTAWNEY and LUMP... 30c Per Cwt.

CANNEL... 37½c Per Cwt.

FEA... 50c Per Cwt.

NUT & STOVE... 69c Per Cwt.

## 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.

Mrs. Caroline Sauffer, of Harrisburg, and Mrs. Angelina Kieckner, of Sunbury, believe they are the oldest twins in the United States. Two Maine women recently claimed this distinction, but they are only 80 years old, while Mrs. Sauffer and Mrs. Kieckner, who were born in Tremont, on March 19 will celebrate their 82d birthday.

When her car stalled on the icy pavements, Miss May Richardson, of Sayre, slid over the bank in the Milan narrows, near Towanda, and fell with her coupe to the Lehigh Valley railroad tracks 150 feet below. She was pinned in the car, and it was with difficulty that No. 8, fast passenger train running east, was stopped at a short distance from the wreck. She was removed to the hospital at Sayre, where she is in a serious condition.

Mrs. Elizabeth Pierce Yerkes, of Chester, who will celebrate her 107th birthday on July 22 of this year, had her hair bobbed by a friend, Mrs. Mary Cheyne. Previous to this Mrs. Yerkes had a photograph taken for her friends. Her long flowing white locks had grown thin recently and she decided to have them trimmed in the style of this age, although she was opposed by her daughter, Mrs. Ellis worth Darlington, with whom she lives every winter.

Isadore Tevlin, 38, of Scranton, died from a heart attack brought on by his 4-year-old son being overcome by gas fumes while he was placing new license plates on his automobile in his garage. Tevlin had started his car running, while he attached the plates. After one had been put in place he turned to look for the child and found him lying on the floor unconscious. The boy was rushed to the outside and revived, but less than an hour after the father was stricken.

The annual state convention committee of the Improved Order of Red Men meeting in Reading next June announced acceptances, showing 8000 members will attend the event. There will be seventy tribes with bands in the parade.

Floyd Walker, aged 18, and John Reeseman, aged 18, both of Kittanning, were arrested in Butler on the charge of taking two horses from the stable of Police Chief William E. Gallagher, of Kittanning. The horses were taken about 2 o'clock in the morning, according to Gallagher. When Police Chief Roy Edens, who made the arrest, searched the youths he found a flashlight, a revolver, glass cutters, pair of pliers and a dozen pairs of new socks. They are held to await the arrival of officers from Kittanning.

Members of the Hazleton Rotary Club distributed copies of the Declaration of Independence and United States Constitution in all of the school rooms of their city, West Hazleton and Hazel township.

George Ormsky, aged 35, a Gilberton miner, died suddenly while conversing with relatives and friends.

Pulaski Lodge of Masons, of Pottsville, will erect a temple in the heart of the city on a site already obtained.

Arthur Middleton, aged 24, living near Milton, died as the result of a pitchfork entering a hand while he was at work a week ago.

Failure to take the key to his home to work with him caused the death of William Lloyd, in Philadelphia. When Lloyd arrived at his home he rang the doorbell, but his wife was out. He then asked his next door neighbor to let him use their roof so that he could enter his home. The neighbor agreed and while Lloyd was walking from the neighboring house roof to his own he slipped and fell 20 feet, suffering a fractured skull. He was taken to the Milercordia Hospital, where he died shortly after being admitted.

Dr. C. H. Bloom of Phillipsburg, N. J., has been appointed assistant superintendent at the Coaldale State Hospital.

Accused of having robbed a sporting goods store in Lewistown, Vernon Berryman, Clifford Goodman and George Eisenhart, all of Lewistown, were arrested at Altoona.

A balance of \$69,949.29 remained in the Northumberland county treasury at the end of the fiscal year.

Berwick council re-elected all borough employes and increased the salary of Police Chief Lanning \$10 monthly.

## F. V. GOODHART

FUNERAL DIRECTOR

AND

**FURNITURE**

**CARPETS**

**RUGS, &c.**

CENTRE HALL, PA.

Bell Phone 37R2

## 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

## PHILCO DIAMOND GRID BATTERIES

Guaranteed for two years by the manufacturers as well as ourselves

All Makes of Batteries Charged and Repaired.

Insyde Tyres—Blowout Proof and

Coffield Pure-Gum Tire

Protectors

**CLYDE A. SMITH**

CENTRE HALL, PA.