

THE KEY TO BETTER BUSINESS

FIRST NATIONAL B-A-N-K

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 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 \$3.50.

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.

MERCHANTS MUST BUILD "BACKFIRE"

Can Beat Mail Order Houses at Their Own Game If They Will Do It.

ADVERTISING ONLY WEAPON

Catalogue Concerns Spend Hundreds of Thousands of Dollars Annually to Create Demand for Their Merchandise.

(Copyright, 1917, Western Newspaper Union.)

The forest ranger and the prairie farmer have learned that they must fight with fire. They know that when the all-consuming forest or prairie fires are sweeping toward them their only hope of safety lies in the "back-fire."

By kindling and carefully controlling a fire of their own they force the bigger fire to burn itself out, finding no further fuel on which to feed.

The merchants of the small cities and towns are learning that in waging their fight for existence they must adopt the tactics of the men of the West. The great mail order houses of the cities are the consuming flames which threaten to wipe out the retail merchants of the small towns unless the latter, realizing their danger, take steps to remove the menace. The retail merchants, as a whole, are beginning to realize that they must fight fire with fire and that to save themselves they must build a "back fire."

Advertising is the weapon with which the mail order houses conduct their warfare on the retail merchants of the small cities and towns. The mail order houses do their advertising through their own catalogues and through certain publications which are known as mail order advertising mediums. A big mail order house spends hundreds of thousands of dollars merely on the preparation and publication of its bulky catalogues.

Business Built Upon Advertising. The catalogue houses also spend thousands upon thousands of dollars in advertising in the mail order publications which look for their circulation to the people of the small towns and the rural districts. Advertising in some of these mediums costs as much as from \$40 to \$85 for a single inch, yet the mail order houses find it profitable to pay these high rates. Their business is built upon advertising and if they were denied the use of the mails for their advertising for a single month their business would be destroyed.

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

In advertising, the local merchants find the only weapon with which they can beat the mail order houses at their own game. This does not mean necessarily, only newspaper advertising, although that is the big gun in the battery employed by the successful merchant in his battle for trade. Advertising is a big word and it covers a big field. There is no longer to be found the man who does not believe in advertising. Every merchant believes in advertising of some sort. The placing of a display in a show window is advertising in a newspaper is that where the one reaches dozens the other reaches hundreds. Attractive window displays are, of course, an important adjunct of any retail store. They serve their purpose but this purpose is only to attract the attention of those who may be passing by the store. There are other forms of advertising, such as personal solicitation, but printed matter must always continue to be the chief reliance of merchants in attracting customers to their stores.

Advertising Begets Confidence. The buying public has learned that the store which takes the people into its confidence through its advertising is the one in which it may expect to get the best bargains and the most satisfactory treatment. It knows that the store which advertises consistently and regularly has the best and most up-to-date stocks because this store sells its goods more rapidly than the one which does not advertise and, therefore, is not forced to carry over old stock from one season to another. The public knows that the store which advertises can place lower prices on its goods because it turns over its stock oftener than the store which does not advertise and therefore does not have its capital tied up in slow-moving merchandise.

The mail order house does not get its business by merely letting the public know that it has dry goods or hardware or groceries or some other commodity to sell. It creates a demand for its goods by placing in its catalogue attractive pictures and detailed descriptions of the articles which it has to sell. The lure of the mail order catalogue lies in the fact that the merits, or alleged merits, of the merchandise offered are placed before the prospective purchaser in the most graphic manner. The local retail merchant has the same opportunity to do this that the mail order house has and can do it much more effectively than the mail order house can. The retail merchant can talk to the people of his community through his home newspaper and that is something which the mail order houses as a rule cannot do, for the local newspapers through a sense of loyalty to their communities and their home merchants will not accept the advertising with which the mail order houses would flood them if they had the opportunity.

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.

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

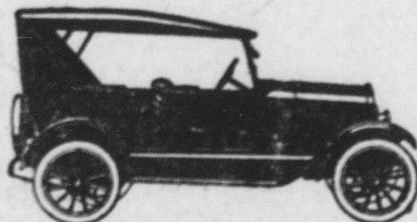
Expert Repairing

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, \$15.

All Other ROCKERS REDUCED.

Cotton Combination Mattress...\$8.00

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:
PUNXSUTAWNEY AND LUMP...
.....30c Per Cwt.
CANNEL.....37½c Per Cwt.
PEA.....50c Per Cwt.
NUT & STOVE.....60c 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.

The body of a woman found strangled to death along the tracks of the Nickel Plate railroad at Erie was identified as that of Mrs. Rachel Levine, wife of Charles Levine, an Erie tailor. Artist B. Zillette, driver of an Erie garbage truck, was arrested as a suspect, but the police said he denied any knowledge of the crime. The body was found in a field within a block of her home and the scene indicated that a terrific struggle had taken place. Two men's handkerchiefs, one containing the letter "P," and a \$10 bill picked up near the scene were the only clues found by police to aid them in tracing the assailant. Zillette, Levine told the police, had been attentive to his wife.

Harrisburg was chosen as the next place of meeting by the Master Painters' and Decorators' Association of Pennsylvania in session at Altoona. These officers were elected: Pres. Lewis B. Titzel, Pittsburgh; vice president, Felix Perry, Philadelphia; secretary, G. S. Stewart, Philadelphia; treasurer, S. G. Griffith, Altoona; international delegates, Charles H. Fowler and George Butzer, Philadelphia, and John Morrow, Pittsburgh.

Mrs. Cecilia Hashagen is dead, her 5-months-old baby is dying and three children are in Mercy Hospital in Wilkes-Barre suffering with severe burns, as the result of an explosion of gasoline at their home at Albert, near Wilkes-Barre. The explosion occurred when a quantity of gasoline which had been placed in an oven to heat by Otto Hashagen, the husband, became ignited. The husband and father is also at the hospital suffering from shock.

Through her clothing igniting while she was burning paper in the kitchen stove at her home in Johnstown, Miss Margaret Howlett, aged 22 years, daughter of Mr. and Mrs. William J. Howlett, was severely burned and is in a critical condition. The mother was working in another part of the house when she was attracted by the screams of her daughter. Throwing a piece of carpet around her the mother succeeded in extinguishing the flames.

Patrolman Ziegenfuss, of Hellertown, near Bethlehem, was dumfounded at the sight of what appeared to be a stowaway group in the middle of Main street in that borough, consisting of marble, sleigh and man, immobile as marble images. Investigation developed that George Curzon, a Pleasant Hill farmer, had fallen asleep in his pung, and his horse, being blind, had halted forthwith, for lack of guidance. For objecting to police interruption of his nap, Curzon, before Burgess Welker, paid a "hotel bill" of \$10 and costs.

By her will filed in the court house at Pottsville, Mrs. Mary Zyzgada left \$35 to each of her pallbearers. Mrs. Zyzgada weighed 515 pounds. Her coffin was 76 inches long and 34 inches wide and was so big it had to be taken out of a window instead of the door.

A widower for less than two months (Charles A. Warner, 70 years old, of Washington), was married to Miss Charlotte Bellenell, 22. Warner's first wife died November 30 last. Warner told County Register Aiken when procuring a marriage license that his affection for his young wife was a case of love at first sight.

Mr. and Mrs. I. P. Pardee, prominent members of the First Presbyterian church, Hazleton, will supply the funds for an addition to the Sunday school building.

A Lehigh Traction car was derailed near Jeannetteville by ice on the rails, but 15 passengers escaped injury.

The death of a pet dog was responsible for Representative William L. Morrison, of Erie, leaving Harrisburg hurriedly for his home. State Highway Commissioner Paul D. Wright informed Morrison by telephone of his loss. The dog was an Irish spaniel which Representative Morrison, who held a commission as captain during the war, brought home from Ireland.

Dogs are destroying considerable game in the woods surrounding Hazleton, announced officers of the Ideal Game and Gun Club, as a result of observations made in the feeding of rabbits and birds. They said that with the ground covered with snow it was easy for dogs to track rabbits, thousands of which have been imported into that section from Kansas and Maine.

F. V. GOODHART

FUNERAL DIRECTOR

FURNITURE

CARPETS

RUGS, &c.

CENTRE HALL, PA.

Bell Phone 3TR2