

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 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 \$8.25.

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.

BUYER PROTECTED BY ADVERTISING

Manufacturer Must Maintain Quality of Goods Bearing His Name.

HIS REPUTATION AT STAKE

Man Who Buys Standard Brands From Local Merchants Knows That He is Getting Full Value for His Money.

(Copyright, 1917, Western Newspaper Union.) Time was when advertising did not occupy the place in the world of trade that it does today. It has not been so very many years ago that the people were suspicious of advertising. They were inclined to believe that the merchant was trying to "fool" them with his advertising, that he exaggerated the value of the merchandise he advertised and took that method of trying to get them to buy goods that he could not sell by the old established methods of merchandising.

Those days are gone. The public now realizes that it is the greatest beneficiary of advertising.

Advertising has done more in a decade to establish certain standards in merchandise than could have been accomplished in a hundred years by any other agency. The manufacturer who a few years ago merely made and sold clothes now makes and sells the Blank brand of clothes. The man who formerly just made hats now makes Blank's hats. And so it is with everything that one buys today. The manufacturer, by his advertising, has built up his business around a trade name and if he is to continue in business he must protect that trade name by maintaining such a high standard of quality that people, when they buy his products will know just what they are getting. The consumer, when he goes into a store today, does not buy merchandise blindly, with the HOPE that it will prove to be worth the money. He buys standard goods that bear the trade-mark of the manufacturer and that are backed by the reputation not only of the merchant who sells them but the manufacturer who makes them. This has been brought about by advertising.

No Reputation to Protect. All this applies to the retail merchants as a class but it does not apply to the mail order business. The man or woman who buys goods from a catalogue house is not protected by the manufacturer of the goods for the reason that most manufacturers who

sell goods to the mail order houses do not place their names upon the goods and therefore have no reputation to protect.

The great majority of articles listed and illustrated in the mail order catalogues are included in what is known among manufacturers as "stencil" stuff. These articles bear the name of the mail order house which sells them instead of that of the manufacturer who makes them. It can readily be understood that any manufacturing concern which turns out goods that do not bear its name or trade-mark is likely to be a very unreliable institution. It is not building up any reputation on the quality of its goods for its products have nothing to distinguish them from the products of any other concern. With no reputation to sustain and no chance of creating a general demand for its goods the only concern of a manufacturing institution of this kind is to make stuff as cheaply as possible in order to obtain the largest possible profit on its products.

Same Price World Over.

These facts are chiefly responsible for the generally prevailing idea that the home merchants do not sell goods as cheaply as the mail order houses. They do sell the same quality of goods that the mail order house sells as cheaply as the mail order house sells it but they cannot sell the standard, guaranteed products of responsible manufacturers at the same price at which the mail order house sells its nameless, unbranded merchandise. Standard goods bearing a registered trade-mark sell for the same price the world over and the manufacturer's guarantee stands back of them when they are sold in the smallest village in the country just the same as when they are sold in the stores of the largest cities.

This is what the national advertising of the manufacturers has done for the consumers of the country. It has enabled them to go into their home stores and buy merchandise which they know from past experience or from the reputation and guarantee of the manufacturer will give them satisfaction. They are not buying blindly and hopefully when they buy from the merchants in their home towns. They are buying with the knowledge that they are getting their money's worth. When they buy advertised brands they are getting double protection, that which is afforded by the responsibility of the retail merchant and that which is given by the reputation and guarantee of the manufacturer. When they buy the unknown brands of goods that are offered by the mail order houses they are getting neither kind of protection.

There are about 22,000 deaf and dumb persons in the United Kingdom, between 3,000 and 4,000 residing in London.

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.

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.

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

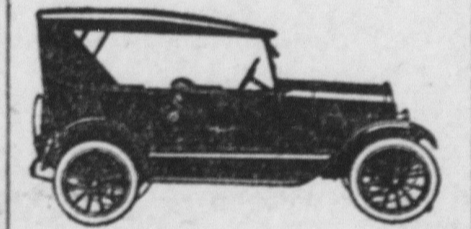
Expert Repairing

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... \$9.00

Best Vacuum Washer on market, \$15.00

RUGS AND HOME-MADE CARPET

AT SPECIALS

John Smith & Bro.

SPRING MILLS, PA.

—I AM NOW SELLING—

COAL

AT THE FOLLOWING PRICES:

FUNKSUTAWNEY and LUMP... 30c Per Cwt.

CANNEL... 37 1/2c 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.

Scranton.—Buried under tons of coal in a pocket in the yards of J. E. Edwards, at Glenburn, Heath Bailey, aged 15, of that place, was smothered. Workmen at the coal shutes shoveled frantically for 35 minutes, in the hope that the boy might be rescued alive, but he was dead when they reached him.

Uniontown.—The Misses Sarah J. Hellen and Margaret Hellen, well known in Uniontown society, have five barrels of five-year-old apple brandy that they do not know what to do with. The young women wish to dispose of it legally and discreetly. The brandy upon the death of William H. Hellen, former hotel proprietor, who died shortly after the prohibition amendment became a law, was left with the rest of the estate to his wife, Mrs. Grace E. Hellen. At her death several months ago the liquor was willed to the two daughters. Under the law an asset of an estate may not be destroyed and the eighteenth amendment prohibits the sale of liquor.

Sunbury.—Belief that Adam T. and Martin Maciejewski, 11, brothers, who disappeared from their home, were prisoners in a cave, was dispelled after authorities had made a thorough search of an old cavern on the North Side. The two brothers barricaded Albert Kleinhofer, 8, in one of the caves, while "playing" Floyd Collins" and have not been seen since. Albert escaped after the brothers went into another cave to find an entrance to their playmate's "tomb." Authorities now believe the two brothers became frightened and are hiding.

Sunbury.—Eleven foxes, seven grays and four reds, have been killed to date this winter by David Wilhour, Mandate, who says that with the deep snow foxes soon tire out. William Howell, Herndon, has four big grays that he has captured. This is an unusual record, as grays were declared to have been about extinct.

Harrisburg.—Pennsylvania motorists and other consumers of gasoline sold at retail in the state used 45,447,703,100 gallons of gas last year, the treasury department reported. Total collections from the 2-cent tax last year aggregated \$9,080,540, of which one-fourth, or \$2,272,385, was returned to the counties in which the tax originated for road work.

Erie.—One year ago Carl Althof, then a member of the Erie police department, walked into the office of Police Chief W. E. Detzels, handed in his equipment and announced he was quitting the force because he could make more money elsewhere. Last week Althof appeared in county court and pleaded guilty to a charge of illegal sale of liquor. Althof's saloon had been raided by state police. Sentence was suspended until the September term of court.

Harrisburg.—The state highway department announced the contract for construction of 12,831 feet of concrete road on route 236, Potter county, to the United Construction Company, Lock Haven, for \$108,445. Bids submitted for route 70, Allegheny county, January 25, have been rejected. Contracts will be awarded as soon as the bond issue money is available for route 236, Susquehanna county; route 84, Crawford county; route 14, Susquehanna county, and route 48, Bedford county. Bids were opened February 6 and 7.

Harrisburg.—Ray Umboltz, 33, of West Fairview, near here, drowned in the Susquehanna river when the boat in which he was hunting driftwood upset. Samuel Keys, 14, and Howard Boyer, 13, who were with him in the boat, escaped. Boyer by swimming and Keys by clinging to the boat until it grounded on an island.

Pittsburgh.—An explosion of undetermined origin in a rooming house at Rankin set fire to the building, which was destroyed with a loss estimated at \$15,000. Thirteen occupants of the dwelling, all colored, were rescued by police and firemen.

Jesup.—Explosion of a lamp she was filling with kerosene in her home resulted in the death of Mrs. Veronica Sewitsky, aged 53 years.

Hazleton.—The Knights of Columbus cleared \$7000 by their recent bazaar.

Hazleton.—Walter Kabek, aged 2 years, died at the State Hospital from injuries sustained when he fell in a pool of hot water.

F. V. GOODHART

FUNERAL DIRECTOR

FURNITURE

CARPETS

RUGS, &c.

CENTRE HALL, PA.

Bell Phone 37R2