

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 LABRO 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 \$3.35.

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.

MANY PUT TRUST IN THE UNKNOWN

Never Satisfied With Those Things With Which They Are Familiar.

INCLINED TO TAKE CHANCE

Curious Traits in Human Nature Have Made Possible Growth and Development of the Great Mail Order Houses.

(Copyright, 1917, Western Newspaper Union.)

A curious trait in human nature makes itself apparent very frequently. That is an inclination to trust in the unknown rather than in that with which one is familiar. A person is very apt to take a chance, even though he may know that the odds are 100 to one against him, instead of being satisfied with lesser rewards about which there is no possibility of doubt.

It is, possibly, the flaring up of the ever-present gambling instinct but there is something more in it than that. There is in it the unexplained tendency on the part of most people to reach for the chimerical and ignore the tangible and substantial thing which is near at hand. Man is seldom satisfied with those things that are within his grasp but is reaching always for the unattainable. Too often, he loses that which he might easily gain by blindly pursuing that which is always just out of his reach.

Why "Con" Man Thrives. Coupled, in a way, with his faith in the unknown is the tendency on the part of so many people to place confidence in a stranger in preference to one who is known and has been tried and proven. It is this tendency which makes possible the operations of the "con" man, the get-rich-quick artist, the unscrupulous promoter and the salesman of worthless mining stocks. The man who would not think of trusting Bill Jones, his next-door neighbor and fellow church member, will confidently turn over his life's savings to a stranger who unfolds a tale of riches to be won. Bill Jones might talk his head off in behalf of a legitimate proposition without getting a dollar where the slick stranger with the worthless proposition can get thousands.

It is these two tendencies which, apparently, are so widely prevalent among all classes of people that have made possible the success of the great mail order houses in the big cities. A knowledge of psychology is as im-

portant to the mail order man as a knowledge of business practices. He plays upon these tendencies of man to take a chance, to trust in the unknown rather than the known, to place confidence in the stranger rather than the friend.

Hope to Draw Prize.

Those who buy merchandise from a mail order house are moved partly, whether they realize it or not, by that trait in their nature which prompts them to trust in the unknown rather than in that with which they are familiar. They are hoping, it may be unconsciously, that they will draw a prize. They do not know what they will get, for it is impossible for one to know what he is going to get when he orders merchandise from a picture and a highly colored description in a catalogue. He is taking a chance on the unknown.

Buying merchandise from the local merchant, on the other hand, contains none of these elements of chance that enter into the dealings with the mail order house. When one buys a stove from the hardware store in his home town, he may get none of the thrills that come from taking a chance but he will get a stove that will last longer and keep him warmer than the one that he might get from the mail order house and to the average individual, these things are likely to be more important than the thrills.

Using Your Eyes.

When you buy from the local merchant you see the thing that you are buying, you inspect it carefully, examine the workmanship and the quality of the material of which it is made and in many cases you have the privilege of testing it before paying for it. You have not only your own eyes and knowledge of values to rely upon, but you have the advantage of the advice of the merchant who has an expert knowledge of the merchandise which he is selling and who, in 99 cases out of 100, can be relied upon to tell the truth about it. Then you have the guarantee that is backed not only by the manufacturer, but in many cases by the retailer. If the article which you buy does not prove satisfactory after it is given a fair test, you can take it back to the store where you bought it, in most cases, and get your money back. The retailer may get his money back from the manufacturer but if he doesn't, he stands the loss. In any event, you are protected.

Why a person will place his confidence in a stranger rather than a friend or will trust in the unknown rather than in that which is tangible, is something that is hard to understand. Even the mail order house does not pretend to know why it is so but it accepts conditions as it finds them and makes the most of the opportunities that they offer.

The man who believes all he says doesn't always say all he believes.

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.

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

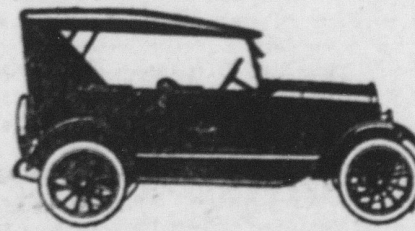
Expert Repairing

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:

PUNXSUTAWNEY 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.

Game protectors in Coatesville have been notified by the officials of the Kennett Square Nurseries that hundreds of rabbits have infested their premises and are destroying the saplings by gnawing at the roots. An investigation is being made and the game authorities believe the destroyers are not rabbits, but field mice, quite prevalent at this time of the year.

Francis de Cesaro and his wife were arrested by county detectives in connection with the killing of John Oyler, a steel mill foreman, who was shot down as he was about to enter his home in Swisavale, near Pittsburgh. According to the detectives they are working on a "jealousy" theory. de Cesaro, they said, had threatened to "get even" with Oyler several days ago.

Corry dedicated two new school buildings, a junior high school and St. Edward's parochial school.

Ray Umholtz, 33, of West Fairview, near Harrisburg, 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.

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

John F. Nicholas, aged 56, of York, dropped dead while running to catch a car.

Falling down stairs Marion Malick, aged 3, of Tamaqua, fractured her skull.

Edward Mengle, a Schuylkill Haven newsboy, while handling a rifle, shot himself through a hand and leg.

Judge Thomas D. Carnahan, of the Pittsburgh criminal courts, was injured when he slipped and fell on an icy sidewalk.

Washington Fire Company, Mechanicsburg, celebrated its 67th anniversary.

William T. Knight, aged 61, died at his Pottsville home while sitting at a table eating a meal.

It cost Blair county only 30 cents a day a head to maintain the prisoners in the county jail last year.

The Lewistown P. O. S. of A. camp presented an American flag to the Fifth ward school with appropriate ceremonies.

Pickpockets operating on Lehigh Traction cars are robbing girls employed at Hazleton factories of their pay while they are on their way home.

Heleen Gow, 5-year-old daughter of Mr. and Mrs. James Gow, was drowned at Montrose when she fell into an open well.

David W. Bailey, mine contractor, was asphyxiated by gasoline fumes while pumping water out of the Summit Mine of the James & Diamond Company, near Altoona.

Ira J. Reichter, of Harrisburg, was the lowest bidder for the construction of a concrete and steel bridge over Swatara creek at West Jonestown, to be built by the Lebanon county commissioners.

Grabbing their two daughters, 13 and 15, from in front of a church at Girard, near Erie, Mr. and Mrs. Francis Babbe have hidden them and refuse to divulge their whereabouts, police allege. The girls had been committed by court to the Elmwood Home for Girls at Girard. Both parents are being held without bail in the county jail at Erie, and according to the police they admit taking the children.

J. E. McDaniel, of Alexandria, La., who escaped from the Rockwell penitentiary in 1917, was taken to the county jail at Pittsburgh from Louisiana, where he was captured recently by a parole officer. He was serving a term of from one to one and a half years when he escaped.

The first charter of the Brotherhood of Locomotive Engineers for a title and trust company in Pennsylvania was filed with the secretary of the commonwealth at Harrisburg. The bank is capitalized at \$125,000, with Warren F. Stone, president. It will be located in Philadelphia.

Bloomsburg union carpenters announced that after April their rate will be 90 cents an hour, with an eight hour day.

F. V. GOODHART

FUNERAL DIRECTOR

FURNITURE

CARPETS

RUGS, &c.

CENTRE HALL, PA.

Bell Phone 37R2