

# 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 \$8.35.

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



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.

### PICTURES ARE NOT ALWAYS TRUTHFUL

Some Mail Order Houses Find Them Very Useful in Their Business.

### CAN "DOCTOR" PHOTOGRAPH

Concerns Can Give Wrong Impressions With Illustrations While Sticking to Truth in Descriptions.

(Copyright, 1917, Western Newspaper Union.)

"Figures never lie," it has been claimed, but this is far from the truth. The defaulter who has "doctored" his books in such a way that he has escaped detection for years, knows that figures can be made to lie. The shrewd politician, who knows how to juggle statistics, knows that they can be made to tell a story that is far from the truth.

But there is another medium of expression which is also supposed to be a stickler for truth, but which is a greater prevaricator than figures. That is a picture. A picture of any person or thing, supposedly, is an exact reproduction of the original, but this is frequently only a wild supposition. The photographer who did not make his picture tell a little fib now and then would soon go out of business from lack of patronage.

Pictures Better Than Words.

Pictures have come to occupy a very important place in the life of the world in recent years. It has been said that for newspaper purposes a picture which tells its story strikingly is worth more than columns of written words on the same subject. Newspapers and magazines have realized the truth of this fact and as a result pictures are used profusely in illustrating the news and fiction of the day.

No one has been quicker to realize the possibilities of the picture when properly—or it might be said improperly—used, than the mail order man. He has realized that a picture will do more to sell his kind of merchandise than a column of words and figures. One reason for this is that it is harder to catch a picture in a lie than it is printed words and figures. For instance, if you sell a man a table on the strength of a printed statement that it is 48 inches wide and if when the table reaches the customer it is only 36 inches wide, the customer not only has a moral right to kick, but he has a legal right to accuse the seller of obtaining money under false pre-

tenses. However, if the customer buys a table which looks in a picture to be 48 inches wide, but which proves upon its arrival to be only 36 inches wide, he has no legal grounds upon which to base a complaint if the seller has not told him in so many words that the table was 48 inches wide.

Stick to Truth in Figures.

Some unscrupulous mail order houses have taken advantage of this selling power of pictures in a very ingenious way. They adhere strictly to the truth in the actual measurements given in their catalogues of the articles which they have to sell. They may employ descriptions which exaggerate the qualities and appearances of the articles offered, but when it comes down to actual measurements the descriptions given are technically correct. Then these concerns rely upon their pictures to sell the merchandise, realizing that a picture will make a far deeper impression upon the mind of the prospective buyer than the actual figures given. A picture of a wide, roomy bed will attract the eye and the reader probably will not stop to measure off the width of the bed as it is described in the catalogue to see whether it is as wide as desired. Figures, in the abstract, mean little to the average reader and do not convey the impression that is given in the picture.

A former manager of a mail order house tells how his concern manipulated pictures in this way to suit its purposes. It had pictures of its chairs retouched so that the legs seemed to be an inch and a half in diameter, when they were really less than an inch. It made narrow beds appear in the picture to be wide and comfortable. Posts of iron beds that were really an inch in diameter were made to appear as if they were three inches in thickness. These things are easy for any competent artist to do.

Patrons Had No Recourse.

This concern, however, adhered rigidly to the truth in the measurements included in the descriptions. Customers who found, when they received their goods, that they were not what they expected, could kick, but it would do them no good. The mail order house could show that it had set forth the measurements truthfully in catalogues, and there was no recourse for the customer.

There is no question but that pictures will lie, sometimes without any manipulation, and the person who buys an article of merchandise from a picture is taking big chances, even though the picture is not intentionally altered to give a wrong impression. Any amateur photographer knows from experience how the camera often will give a wrong idea of proportions.

The only safe method is to buy from the local merchant where one sees the article itself and not a picture of it. The article itself cannot lie about its dimensions, at least.

### 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

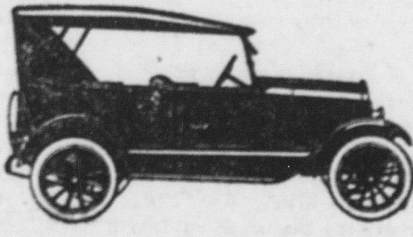
### Expert Repairing

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:

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.

Wilkes-Barre.—Clark Belles, of Center township, gave \$1000 bail for his appearance at court to answer a charge of stealing automobile curtains from Seybert Williams, of Salem township.

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

Evansville.—Struck by a falling tree while digging out shale in repairing a road, Herman Bower, aged 47, suffered a broken neck and died almost instantly.

Hazleton.—Mayor Harvey has ordered the police to pick up all young men and women seen on the streets after midnight.

Hazleton.—Frank Abramschick and Adolph Kubuchi, working as miners at Jeddo, were arrested, charged with having deserted from the army, and taken to New York.

West Chester.—According to advices from the State Forestry Department to Norman Batchford, superintendent of vocational schools in Chester county, the department soon will ship 65,000 hardwood trees for planting. These will be placed about the school grounds and other tracts selected for planting.

Morrisville.—Bernard Lanz, of Philadelphia, according to officials of this town, committed suicide by submerging his face in the water of a creek near here. Despite the fact that there were but a few inches of water the man suffocated. Robert White, a nephew, and Policeman Sipler found Lanz in the creek. Relatives said his act was prompted by ill health.

Conshohocken.—George, 5-year-old son of George Henne, of near Gulf Mills, was the victim of an unusual mishap at his home, which cost him three fingers of his right hand. His mother was placing coal on the fire in a kitchen stove when the boy held his hand over the stove to warm it. Suddenly there was an explosion and the boy fell to the floor, his hand badly mangled. The lids of the stove were blown off and fire scattered about the room. The badly mangled fingers were removed at the hospital and the boy is recovering. Mrs. Henne is of the opinion that there was some kind of explosive in the coal which she had just placed on the fire.

York.—Hanover is to have a community hotel. The citizens are now making a drive to obtain \$350,000 for the erection of the new structure. The town is one of the most prosperous and growing in the county, and this needed improvement will add greatly to its facilities.

Scranton.—C. S. Weston, banker, announced that he will build an auditorium and natatorium at Weston Field playgrounds, as a gift to the city.

Washington.—The strangest case of bigamy in the history of Washington county became known here. A woman, it was disclosed, lived with two men at Donora, each of them believing he was her real husband and that the other man in the household was only a boarder. The case assumed a stranger aspect still when Frank Scruggs, 35, one of the "husbands," was arrested on a charge of bigamy and in default of \$2000 bail is in jail awaiting trial in court. The woman, Mrs. James Livingstone, married Scruggs as Miss Pearl Haines, and took him to the Livingstone home in Donora. The men were employed on different shifts at a Donora mill and the dual roles of the woman and the men did not become known to either man.

Alltoons.—Run down by a train west of this city, William Eckhard, a Pennsylvania track foreman, was killed.

Lewistown.—Efforts are being made to obtain a postoffice for Juniata Terrace, the new village at Lewistown Junction, where there are 3000 persons to be served.

Erie.—Announcement of building projects, totaling \$3,000,000 have been made during the last week, all of the construction work to get under way in the spring. It includes two new apartments, one a skyscraper, a 12-story bank building, a new Y. W. C. A. and a 1200-room grade school. Architects predict a \$10,000,000 building year, making a new Erie record. The city stood third in building in the state last year.

Bloomshurg.—Union carpenters announced that after April their rate will be 50 cents an hour, with an eight-hour day.

### F. V. GOODHART

FUNERAL DIRECTOR

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.