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F. P. Crider & Co.

With Floral Store At 419 East Main Street, Lock Haven, Is Noted For The Freshness And Rare Beauty Of Its Flowers Which Represent The Very Best That Nature Produces, Carrying Complete Lines And Enjoying A Large Patronage From The Surrounding Territory—Will Send Flowers Anywhere—Telegraph Florist—Phones Bell 283-W., Penn State 80-X.

In the complexity of modern society there is no one business that has come into more prominence in the past few years than the floral house. In this community there is no florist who enjoys a wider reputation as offering the public the most complete service than this well known firm. For centuries flowers have been symbolical of the more delicate phases of human nature and the recent development of the flower as a token of esteem and remembrance has placed it in the front rank for all social, mourning and joyful occasions. Its varied uses have made the modern florist a deep student of social etiquette and there is no one more versed in this phase of the business than the manager of this house. Place your order with them either in person, by phone or letter and they will see that your card arrives at the right time.

As a designer of floral emblems for funeral or social occasions they are artists of more than ordinary ability. Their heart and soul beat in

unison with the work and as a consequence the designs are distinguished for their very appropriate appearance.

No matter what may be your favorite flowers, it makes no difference what the season of the year, whether in the autumn when the chrysanthemums reign or in the spring time when the violet is abundant, at this place you can get what you want as they have all varieties in all seasons. You do not have to wait for the "April showers" to bring "May flowers" for they may be secured here at any time and you can enjoy the thought of springtime in your home by merely calling over the phone.

No matter where you may desire flowers sent they will attend to the matter for you as they telegraph flowers everywhere. They look after all details.

Being a member of the Florists Telegraph Delivery they furnish service throughout the entire country. "Say it with Flowers" anywhere, anytime and they will see that they are sent.

Every modern facility for the proper care and preservation of the flowers until they reach their destination has been provided and they will remain fresh long after arrival as they provide them just as they are coming in bloom.

In making this review of the on-

ward progress of this section of the state we deem it proper that prominent mention be given F. P. Crider & Co.

A. C. Mingle

With Store At Bellefonte Offers The People A Style Review Of The Latest And Most Serviceable Shoes And Hosiery From The World's Leading Manufacturers, A Stock That Is Large And Salesmen Who Are Authorities On Fitting And Comfort As Well As With That Innate Ability To See That Your Shoes Conform To Your Other Apparel.

The A. C. Mingle Store of Bellefonte is the realization of a dream and ideal in the retail shoe trade of the management to see that people of this section were afforded all the advantage of metropolitan shoe shopping.

The evolution of the modern shoe store to its high state of efficiency from the made to orders of the cobbler of old and the department in the general store has been brought about by the demands of the people for more efficiency and the better fitting of feet as well as styles that are becoming and conform to the size of the feet as well as to the other apparel worn by the customer. This store typifies all that is new and modern in a shoe store of the period.

Their stock is secured from the leading manufacturers of the country and is most complete as to style and sizes. In fact it is a style review of the season in the latest footwear. No matter how far from this store you may live you should occasionally look at their well arranged windows and better still drop in and look over the latest styles.

The salesmen are familiar with the stock and can tell by looking at your feet just the model of shoe that will make your feet inconspicuous and will conform to your requirements of dress. Then they have your size and will fit you scientifically so that you will feel good and can go about your business with that dash and vim that wins not only on the street, but in the great outdoors, in the social world or anyplace you may be as they have here shoes for all occasions.

The hosiery department is a feature of this store that has a large stock of high grade and stylish hosiery that is sold at reasonable prices. It is from the country's leading manufacturers and the best that can be secured.

Mr. Mingle and salespeople realize that the success you have with the shoes they sell you makes a continued customer and that you will come back from

season to season as it will be little trouble for you to shop here and that comfort that you secure will leave pleasant memories of their store and service.

In making this review we are glad to call the attention of the people to this store whose mission aside from their business ambitions is the giving of satisfaction to the customers.

BUYING NEAR HOME SAVES THE PEOPLE MANY DOLLARS IN TAXES AND BRINGS PROSPERITY TO THE TOWN AND COUNTRYSIDE—A SOUND PRINCIPLE THAT IS RAPIDLY SPREADING AMONG THE PEOPLE WHO HAVE FOUND THEY COULD DO BETTER AT HOME.

Rapid service, excellent stocks of goods, lower taxes, all are aiding in the progress of the community. The merchants of a few years ago who did not keep up with the times have all gone out of business and today we have men at the head of stores that buy their stocks so that they can compete with anybody in the world.

The standardization of merchandise and the fact that merchants in smaller cities and towns are more awake than in former years has brought about a great change in methods of transacting business in the country. People have begun to realize that they can get as good merchandise and when all expenses are paid that it will be just as reasonable in price. Then they know that they can see what they are buying and do not have to wait a long while for delivery, but can just throw it in the car and take it along. It also makes the merchant more prosperous and in turn pays taxes in his stock and makes the place an institution that will live on for years and gives it a glamour of history that brings better prices for the products, the owner's more prominent position in society and other advantages that can only be learned by trying it.

How to Flavor Coffee

There is a best way of doing everything—even of putting sugar and cream in your coffee. In fact to put sugar and cream in your coffee is quite wrong, according to Popular Science Monthly. The really correct procedure is to put cream in the cup, then the coffee and add the sugar last of all. This will prevent the cream from "feathering" should it be slightly sour. Coffee poured on cream and sugar in a cup is almost certain to result in the cream's curdling.

S. H. POORMAN'S GARAGE

WITH SALES AND SERVICE AT BELLEFONTE IS THE DISTRIBUTOR FOR THE VERY POPULAR CHANDLER, WHICH IS EQUIPPED WITH THE FAMOUS PIKE'S PEAK MOTOR AND TRAFFIC TRANSMISSION, THE SUPREME ACHIEVEMENT OF CHANDLER AUTOMOTIVE ENGINEERS—LATE MODELS THAT ARE EPOCH MAKERS IN STYLE AND REFINEMENT—THE CHANDLER IS KNOWN AS "THE CAR WITH THE MARVELOUS MOTOR" AND IS SOLD AT SUCH A REASONABLE PRICE—EXCELLENT SERVICE IN THE HANDS OF EXPERIENCED MEN—ALSO DISTRIBUTOR FOR THE CLEVELAND WHICH HAS MANY IMPROVEMENTS SUCH AS ONE SHOT LUBRICATION WHICH MAKES THIS ONE OF THE EASIEST CARS TO KEEP IN FINE CONDITION—ALSO AN EXCELLENT LINE OF USED CARS THAT HAVE BEEN RECONDITIONED.

S. H. Poorman in presenting the Chandler and Cleveland line of cars to the people of this part of the state can feel the confidence that goes with the distribution of a product that is high class, reasonable in price and will be a lasting pleasure to the purchaser.

The man at the wheel knows when he starts the New Chandler that in the Pike's Peak motor he has that excess of power that gives him the confidence that is necessary for comfortable driving. It is the culmination and accumulated experience of Chandler automotive engineers and built to master a mountain with ease—it takes to the road like a bird to the air. It is truly the ideal motor and the master of all situations.

The new Chandler car has the traffic transmission. It is easy to operate, nothing to learn, can shift gears at any speed and there is no clashing. It marks the greatest advance since the self starter and used exclusively on the Chandler. The traffic transmission insures a positive, silent and instantaneous change under every condition because its construction eliminates the fundamental fault of the old transmission. The gears are always in mesh and the teeth instead of being chipped and shattered by unsuccessful shifts actually improve with service.

Other notable features of the 1925 Chandlers are the Fisher bodies, 100 percent rear axles, four wheel brakes and balloon tires.

The 1925 Cleveland has many new features that make it one of the most advanced cars of the day in the

way of auto engineering. It has the one shot lubricating system. This makes it the easiest car in the world to take care of. By stepping on a plunger the driver lubricates in two seconds all those parts which in other cars require an hour's dirty work. It has the famous mileage motor, which has been developed by a former engineer of the Rolls-Royce. It will make 60 miles per hour on the roads, leap from 5 to 25 miles per hour in less than seven seconds, smooth and silent in operation, gives over 20 miles to the gallon of gasoline and never is troubled with carbon. The closed bodies are made by Fisher and very attractive. All models are equipped with balloon tires at no extra cost, while four wheel brakes are offered as optional.

This organization offers the very best of service in the way of experienced mechanics and expert engineers and a full line of parts. No matter in what part of the country you may be you will find this modern service among the most accommodating of the day. They will keep your car in continuous use.

In making this review we are glad to compliment S. H. Poorman upon the position he occupies in the automotive circles of this part of the state by the distribution of cars of the most advanced styles, and this coupled with the modern engineering assures the people that if they will get a demonstration of the Chandler and Cleveland automobiles they will be captivated by its multiplicity of modernism.

BEEZER'S GARAGE

ON NORTH WATER STREET, BELLEFONTE, ARE THE SALES AND SERVICE FOR THE STUDEBAKER LINE OF AUTOMOBILES AND TODAY ARE SHOWING TWENTY-FOUR BODY TYPES, THE MOST COMPREHENSIVE LINE OF MODELS EVER SHOWN BY ONE ORGANIZATION—ALL ARE MANUFACTURED IN THEIR MODERN PLANTS AT SOUTH BEND—MR. BEEZER ALSO FEATURES THE INTERNATIONAL TRUCK—EXCELLENT SERVICE.

The Beezer Garage at Bellefonte is headquarters for the very latest types of motor cars and offers models for all purposes. If there is any new development in motor car design just drop in here and they will have it.

They are the sales and service for the famous Studebaker line of cars. The Studebaker Corporation have at South Bend one of the largest, most complete and modern automobile plants in the world. They build everything here that goes into the car. They have a very complete and competent engineering and designing department which is continually bringing out the latest models that are seen in Europe or America. In addition they are the creators of new designs such as the Duplex Phaeton, which are very popular over the country. The reputation and name of Studebaker for keeping up with the time in transportation antedates the auto era and they were favorite builders of wagons and carriages in the age of the horse. With the changing times they have kept the plant right up-to-the-minute and have always had the reputation for turning out the very best in vehicles as well as being noted for their coach work.

They offer three chassis types: The Standard Six on 113 in. wheel base with a 50 horse power engine; the Special Six with 120 in. wheel base and 65 horse power engine and the Big Six with 137 in. wheel base and 75 horse power engine. On these three chassis they build 24 different body types, thus offering a wide variety of designs and a varied

line of prices that meet all the demands of any auto owner. They offer open cars, coupes, closed cars, limousines, coach cars, roadsters, and the famous Duplex Phaeton which is the open and closed car combined.

The Duplex Phaeton is a creation of the designing department of the Studebaker Corporation and answers the demands of those that want a open and closed car at one and the same time. The upper structure is fashioned from pressed steel while the roll curtains offer the airiness of the open car.

All models are furnished with balloon tires, four wheel brakes of the hydraulic type and every modern improvement that has been tried and found of service.

The advantages of Studebaker service are many. They have thousands of service stations all over the world and parts can be obtained most anywhere. Here they have excellent mechanics and will keep your car in continual motion.

The International truck is made in sizes from $\frac{1}{2}$ to 5 tons and thus meets the demands of all kinds of haulage. The small truck is fast and just the truck for the farmer for small hauling while the other sizes will meet the demands of all classes of haulage.

In making this review we are glad to compliment The Beezer Garage upon the very complete line of models, upon their service and the fact that they are distributing the products of a company that has been serving the people for several generations and have a name for thorough reliability.

County juvenile authorities thru-out the southern and central sections of the state have prepared figures to show that 90 percent of all runaways are caused by free auto rides given to boys and girls by motorists.

"Heel of Achilles"

The Heel of Achilles refers to a vulnerable part. It is in allusion to the story that when Thetis, mother of Achilles, dipped him into the Styx to make him invulnerable, she held him by the heel so that the water did not touch it. Therefore his heel was 'his one spot in his body where he was vulnerable.

Reason for Preaching

French not because you have to say something, but because you have something to say.—Archbishop Whately.

HARPER'S GARAGE

AT STATE COLLEGE IN PRESENTING THE NEW OLDSMOBILE LINE OF CARS HAVE STARTLED THE AUTOMOBILE WORLD BY PRODUCING THE OLDSMOBILE IN THE NEW SIX CYLINDER LINE AT PRICES THAT DEFY COMPETITION—THESE CARS HAVE THE STYLE AND MODISH APPEARANCE THAT HAVE ALWAYS MARKED OLDSMOBILE PRODUCTS DURING THEIR MANY YEARS OF SUCCESSFUL MANUFACTURE—THE OLDSMOBILE IS SOLD ON TIME PAYMENTS WHEN DESIRED—NEW 1925 MODELS NOW ON DISPLAY ARE OF STRIKING BEAUTY—LOOK OVER THE NEW COACH BEFORE BUYING ANY CAR—EXCELLENT STORAGE, GAS, OILS AND REPAIRS FOR THE LOCAL AND TRAVELING PUBLIC—UNDER CAPABLE DIRECTION OF MR. HARPER, WHO OFFERS BALLOON TIRES ON CARS AT SAME PRICE.

As 28 years ago the Oldsmobile led the advance in the auto industry when it was then in its infancy so today the Oldsmobile blazes the way in the placing of the Six within the reach of all, placing a full line of models that are the most reasonably priced line of six cylinders on the market.

The Oldsmobile Six is the car that 'Cannon Ball' Baker drove across the continent, making New York to Los Angeles in 12 1/2 days, all in high gear. The car traveled 3674 miles in rain, snow, mud, rock strewn passes and washed-out roads. Only minor adjustments were made and no recourse to the emergency kit. The car averaged 28.7 miles to the gallon of gasoline. On arrival in Los Angeles the car was driven 68 miles an hour on the speedway, then driven to San Francisco, 480 miles, in 10 hours and 45 minutes. All was done without service except oil, gasoline and water.

The Oldsmobile Six combines the beauty of outline and appointments, exceptional smartness, with a dignified simplicity that spells style and performance. This sort of a car does not pass quickly out of vogue, but is good for many seasons. In

mechanical ability and stamina it has few peers at any price. It is the result of Oldsmobile's twenty-seven years of manufacturing experience, re-enforced by the unmatched engineering research and purchasing facilities of the great General Motors Corporation.

The Deluxe sedan and roadster are two of the very popular models that have been received with great enthusiasm.

The 1925 Oldsmobile line is distinguished for the smartness of their radiators, hoods and bodies and by the Oldsmobile Blue Duco finish for the standard models and the bronze green for the sport models. Disc wheels are standard on all the sport models and \$25 extra on the others. Balloon tires are also \$20 extra, but require disc wheels. Minor refinements are made in the engineering and everything about the car has that touch of modernism.

Mr. Harper in offering these cars to the people at such astoundingly low prices is performing for the public a distinct service as he is bringing the price of the six cylinder car to a price of the fours and thus is aiding in the motorization of this part of the state.

FRANK M. MAYER

WITH PLANT ON WEST LAMB STREET, BELLEFONTE, ARE EXTENSIVE DEALERS IN FLOUR, FEED AND GRAIN AND HAVE A MODERN MILL WHERE FEEDS ARE MADE ACCORDING TO THE LATEST IDEAS ON FEEDING—HAS A LARGE PATRONAGE AMONG FARMERS FROM THE SURROUNDING TERRITORY.

The community which provides the farmers in the county surrounding with a market for their products and a mill where the best of feeds are produced and other products is the one which will attain the greatest measure of prosperity. The fact that this mill pays the highest prices consistent with the conditions of the market brings many dollars worth of business to the county and aids in no small degree in making this a more live and progressive community.

The proprietor knows the business from beginning to end. The application of progressive, business methods and the sustaining of the mill's reputation for fair and honest dealings has won for its home town a prominent place in the business life of this section. It is essentially a local mill. It is a custom mill and a feature with it is the grinding department, where this work is done by men who know how. It is important that grinding be done by men of experience and this branch of the work has been giving universal satisfaction. Every day is grinding day and the farmers have come to know that this is headquarters in this section for this work.

They offer the highest grade product obtainable at prices that are

as reasonable as any other milling concern and then being able to deliver to the trade of the county any quantity of feeds on any day makes their service very attractive. As a consequence of this excellent service many merchants in the county are featuring their products. This coupled with the increasing demand from the farmers upon stores for their flour is bringing them a large local trade.

It is incumbent upon the people of the county to boost for county products on all occasions and thus aid in the bringing of trade activity to this section of the country.

They have made a scientific study of the production of balanced feeds and by their long and wide experience are prepared to manufacture a line of feeds that meet with continued success. This accounts for the fact that they have held the trade of customers for years.

In making this review of the on-ward progress of this part of the country we are glad to call to the attention of the people the advantages accruing to the public by the location in the community of The Frank M. Mayer Mills and to compliment them upon their high class products and to refer them to all of our readers.

TREES ALONG THE HIGHWAY BEING PLANTED IN MANY PARTS OF THE COUNTRY—A NEW ARBOR DAY CUSTOM THAT WILL ADD BEAUTY TO THE COUNTRY AND MAKE MOTORING PLEASANT IN FUTURE YEARS.

Don't help boys and girls run away from home by giving them free auto rides, reads a warning posted in California.

Sorrow is caused in hundreds of homes by thoughtless motorists who give children "lifts" along the roads and streets, according to Automobile Club of Southern California officials.

It is also pointed out that motorists who pick up strangers in their cars are liable for heavy damages if the stranger is injured, due to the carelessness of the driver—and an accident may happen at any time.