

## W. C. BOWEN

Sand and Gravel

Located in Lewistown at 25 Logan Street, telephone 2301, is headquarters in this section for sand of quality and it is doubtful if any enterprise in this section has been marked by such immense progress as this company.

It is essential that prominent mention be made of this foremost firm who have been one of the vital factors in the development of this section. Their plant is strictly modern and up-to-date in every particular and is equipped with the very latest modern machinery. The scientists that have given this matter careful study have decided what is most efficient and the company has adopted the machinery just as soon as it has received their approval. Their sand and supplies have no superior and the vast quantities they are shipping at all times have met with the commendation of the purchasers and have greatly aided in building up this section of the country.

In this section particularly industrial progress has been benefited by them. There is nothing more important than the development of good sand and gravel for the building of roads, streets, driveways, and building blocks; they have furnished large quantities of gravel to

this county, being one of the firms that has been selected by the contractors to supply a large part of their orders for the product.

Real estate men who are laying out and improving new subdivisions should get in touch with this firm as they are able to furnish any quantity on short notice.

This company specializes in furnishing the public whatever kind of sand might be their demands. They have sand for every purpose and the various varieties include fine, smooth and medium sharp sand, especially suitable for laying bricks with either thin or thick mortar; all grades of plastering on lath, brick walls, cement walls, fireproof, metal lath, etc. They can furnish you with sand for concrete work, concrete finishing and fine floor finishing. Their sand for these purposes is famous for its lime and cement-saving qualities.

Mothers need not fear when an auto honks that their little ones are on the street playing—a sand pile makes contented children and provides play for them in sunshine and fresh air. This particular grade of sand is clean and pure and contains no animal matter.

We wish to compliment W. C. Bowen who deserves your liberal support.

## Pearce Milk Co.

and

## Pe Ro Ice Cream Co.

Have a modern plant in State College on the corner of South Allen Street and West Nittany Avenue. Beside their ice cream they feature a complete line of dairy products such as milk, cream, butter, cottage cheese and grade A milk.

This is one of the most up-to-date ice cream manufacturers of this section and distribute their ice cream over a wide area, having a most excellent patronage. The cream and milk used in the manufacture is tested and of the highest quality.

The Pe Ro Ice Cream is known for its superior quality, purity and richness because of the ingredients of which it is composed. This ice cream is of uniform quality and in the fruit-flavored cream the best of fresh fruits are used. In the maple cream only pure maple syrup is used and pure vanilla in the vanilla cream. They use no substitutes.

At one time ice cream was considered only a delicacy, but today it is known also as a valuable food, rich in calories and healthful, as well as refreshing.

The public is invited to inspect

this plant and see for themselves how the ice cream is made. The dealers could then honestly recommend this product to their people. Not only are the people assured the best of ice cream but the dealers who handle this product are assured a reasonable profit.

In the plant they take special precautions to have everything sanitary and scrupulously clean, for they are determined to maintain the same high standard as to quality and flavor which has made the Pe Ro Ice Cream superior throughout this entire section.

The people are coming to a better appreciation of the value of ice cream in the daily diet. It is not only health protecting but health giving.

The machinery of the plant is inspected regularly to see that it is properly cleaned and in condition to perform maximum service.

In this review of our progress, featuring the representative businesses we are pleased to refer this plant to our readers and to make mention of their excellent products.

## Weis Pure Food Stores

Take your grocery list to one of these groceries, in State College at 106 West Beaver Avenue and 122 East College Avenue, ably managed by Messrs. S. L. Swann and R. B. Poorman respectively, for you will have it completely filled with the best grades of food. They keep these grocery stores well stocked with staple and fancy groceries as well as meats, fresh fruits and vegetables in season.

At these particular groceries and food stores you will find only the most wholesome and nationally known lines of provisions.

"Buy at these groceries" is a fitting slogan for all people who wish to keep their food bill at the lowest possible figure. At this day and age the modern grocery store is more than just a grocery store. It is a twentieth century service station where one hundred and one articles of every description can be had for the household. When you buy it at these groceries you save money and why? For the well known fact that a grocery store operates on a smaller margin of profit than any other line of business. And for this reason they must turn their stock five or more times a year, thus insuring

fresh goods at all times of the year.

These local groceries are among the vital elements in the health and prosperity of this section. Their motto is Service and Quality First, so the next time you are tempted to send to distant cities for your supplies, just stop to think, when you spend your money that far away it is used to develop the distant cities and makes your property less valuable. Money spent at home tends to create the community spirit and a percentage of this dollar thus spent will actually come back to you in some form or another.

These groceries are under able and efficient management. They see that their stock is replete at all times with food supplies that every housewife asks for and needs. Nationally known brands are carried together with those of local manufacture. If it can be had at all you will find it at one of these groceries.

On your next visit to town drop in at one of these groceries, look over the stock and it will surprise you to find such a variety. The housewife is cordially invited to drop in and get acquainted, if buying or only shopping.

### Friendliness in War

A Scot was accosted by a military picket. "Who are you?" challenged the soldier. "I'm fine," answered the Scot. "Hoo's yerself?"

### Often Happens

"He married for money." "Well, he seems to have plenty of it." "He has, but his wife made him go out and earn it for himself."—Cincinnati Enquirer.

### Timely Household Topic

"But listen, dear, spending more money is the way, you say, to end unemployment." "Yes, but, my dear wife, dressmakers aren't the only ones out of work."

### Just a Pale Pun

Ida Clare—Fashions may come and fashions may go, but there is always a demand for cosmetics. June Bugg—Yes, women can't go wan forever.

### System

Friend—Your new stenographer is a good worker, eh? By the way, how do you pick out your stenographers? Manager—I find out which of the applicants the clerks in the office favor, and then I hire one of the others.—Boston Transcript.

### Ohmigosh!

"Miss Youngleigh must be much older than she pretends to be." "How is that?" "I asked her if she had read Aesop's Fables, and she said, 'Yes, as soon as they appeared.'"

### Practical Application

Ambitious Husband—I'm not satisfied, dear; I want to reach the top of the ladder! Alert Wife—Well, why not start with cleaning the windows?

### Unanimous

"My son is going to Paris to finish his musical studies." "A government grant?" "No, public subscription of the neighbors."—Gutierrez, Madrid.

## O. W. Houts

Contractor and Builder

In State College on Buckhout Street—is competent to solve your building problems for you.

He is a practical man at the business and received the training thru study and practical experience. In addition to this he keeps thoroughly abreast of the changing times by wide reading of new and approved methods in building as well as in the styles of the architecture of the day. He employs men who are workmen of ability and this coupled with the use of the best materials gives the jobs a cast of class. No matter what kind of work it may be that you desire accomplished, big or little, he will give you the best of service at reasonable prices.

He is known for the planning of contracts. All work is performed according to the rules of the building codes, the underwriters and in accordance with modern ideas.

He is in a position to render rapid service in all kinds of modern buildings as he has at his command materials of all kinds, equipment, experts to handle all phases of modern building.

He has made a study of modern construction as well as the prevailing styles of architecture of the period and is able to give valuable suggestions on methods of construction of building as well as styles that are of great assistance to anyone desiring to build.

He has always worked in the interest of the home community while securing for himself the well-merited commercial success that the large volume of business evidences. He is well and favorably known throughout the section and is highly esteemed. He knows the needs of the people and supplies every modern and scientific improvement at the establishment, efficient and courteous service in the office, and thus is deserving of the prominent position which is held in the community.

In this review we are glad to compliment O. W. Houts upon his activities in the building world and to point to his work as representing the very latest in the architecture of the period.

## Care of The Teeth

To allow a minor part of a costly machine to jeopardize or wreck the whole would be considered an utter lack of judgment. Yet that is just what many of our readers are doing in neglecting their teeth. There is no piece of man made machinery that is to be compared in value to the individual's own health or life. It has only been a few years since the medical world first acknowledged the importance of the teeth to the general health of man. Nature has provided many remedies for the weak spots in the body, and if not hampered will very frequently effect cures without the aid of the medicine man if the source of nourishment is clean and healthy. But an unexpected abscess on what was thought to be a healthy tooth will secrete more poison in the weaker parts of the body than medicines can overcome.

The big hospitals today take into consideration the condition of the teeth of their patients and consider this of prime importance in the diagnosis of most every ill. Schools all over the country are insisting the pupils be examined at regular intervals for defects in their teeth, for it has been found that keeping the

teeth and gums healthy increases their grade standing and decreases the average of absences. The recognition of the importance of dentistry by the foremost medical authorities of the world, has brought about wider and more thorough courses in the dental schools as the accredited dentist of today has as much knowledge of medical practice as the average medical doctor of a few years ago. Also the constant improvements and discoveries in dental surgery means that he who would render the greatest service must read many journals and treatises on the practices of his profession.

Until very recent years it has taken considerable physical courage to get into a dentist chair, but science has provided new methods so that almost every operation of dental surgery is painless.

Cleaning and inspection of the teeth every six months with repairs made while the fault is small costs very little and is surely the cheapest health insurance one could buy. Select your dentist and let him become familiar with all your molars and you will be surprised and pleased to find how economically good dental service may be had.

## College Boot Shop

This shoe firm located in State College at 125 South Allen Street is featuring a special sale of Bostonian Shoes, values ranging from \$6.50 to -10 now selling at \$5. The College Boot Shop is recognized over a wide territory as a most economical place to buy all kinds of footwear. The service here is always courteous and prompt.

In these times when all business is experiencing the reaction period which followed in the wake of the wild orgies of spending money during the war the buying public is rapidly returning to more conservative and economical ways. This is causing every business man to awaken to a new realization in the operation of business. The shoe business is no exception and the up-to-date shoe dealer has prepared to supply his patrons with dependable footwear at consistent prices.

Since opening their door for business this well known firm has made it their policy to handle shoes that are made of the highest quality at a very reasonable price. For every dollar paid, you get a full dollar value. Their commodious store is at all times completely stocked with

nationally known brands of shoes, thus insuring the prospective buyer from inferior qualities. Through their buying power, they are enabled to command concessions in a degree that the customer is much benefited by the savings made there on.

Their mammoth stock contains a shoe for every need. Men's and women's dress shoes, men's work shoes, etc., all marked at the lowest prices, quality considered.

The salesmen at this popular shoe store not only sell you shoes—they go further—they fit them to your feet. This proper fitting of the feet insures satisfaction with no extra cost to the purchaser. All are skilled in the art of fitting the human foot most comfortably.

We also wish to state that the management of this large progressive shoe house has always been a great booster for the community and through commendable civic pride and untiring efforts to conduct a business that their fellow citizens could point to with just pride. The College Boot Shop merits the position they now occupy in the commercial world in this section.

### Reprieved!

Jones (meeting friend)—Why the broad grin? Brown—I've just come from my dentist's.

Jones—Is that anything to laugh about?

Brown—Yes—he wasn't in and won't be for two days.—Boston Transcript.

### In Never-Never Land

It may be an old one, but Dr. Thomas B. Kelleher of Denver tells us of a weary youngster's retort to a nagging mother.

"Where," demanded the mother, "would you be if it weren't for me?" "I don't know," wailed the child. "but I wish you were there."—Columbia Weekly.

### Always Exceptions

"Some of the demonstrations following your speech were not entirely favorable."

"I was painfully aware of that fact," answered Senator Sorghum. "However, you still have friends."

"Yes. Fortunately, you can't displease everybody."

### Including Night Clubs

Mother—Now, do you know where had little girls go to? Dorothy—Oh, yes—they go about everywhere.

### Too Conspicuous

"For goodness sake, John! why are you going back to wearing that old suit when you have a new one?" demanded his wife.

"It makes me feel too conspicuous when I am on the streets to be sporting a new one when I see only old ones on 99 per cent of the men I pass," he replied.

### Too Much So

"The maid I require must be economical."

"My last mistress discharged me for that very reason."

"What! for being economical?"

"Yes! I used to wear her clothes."—Boston Transcript.

### Her Only Wish

Doctor—But, madam, a woman of your age cannot expect to grow younger.

Patient—I'm not asking that, doctor. All I want you to do to keep me growing older a little bit slower.—Border Cities Star.

### Flying After the Smiths

Wassy—You said your wife would not be content until you also had a three-car garage, and now that you have one I suppose she is?

Kudner—No; the neighbors now have an airplane hangar in their backyard.

## FOSTER COAL AND SUPPLY CO.

B. F. Neff, Manager

A most progressive establishment in State College on Railroad Avenue, telephone 114—are extensive dealers in high grade coal. They will cheerfully advise you as to the proper coal to use for your cook stove or furnace. Your satisfaction is their success and today is the proper time to fill your bin for this winter.

A great part of everyone's life is spent in meeting emergencies. Day and night the average physician is ready to go and in an unforeseen emergency take up the battle with the Grim Reaper. In our large cities and now in our smaller ones, scores of men whose business it is to be heroes if possible, wait every hour in the twenty-four to meet an emergency with the best of scientific apparatus to fight the red monster—Fire.

In a smaller way, each one of us daily meets some emergency or the other, some unforeseen circumstances which all the foresight in the world could not have anticipated. Meeting such circumstances is part of the very warp and woof of life.

More than one emergency of a nearly serious nature in this community has been met by the enterprising of these farseeing coal dealers. But for the fact that they were able to obtain coal when others could not, many in this community might have suffered inconvenience and even disaster.

Of course they advise those who can, to buy coal in summer; they realize however, that there are those who cannot. And in winter, they are prepared to meet the needs of

those who could not buy coal when the suns were warm.

These dealers know the coal market as few know it. In the great mining centers, in the great distribution centers from which coal is sent to all parts of the country, these dealers' names are known and preference is given them. It is given them because their integrity and business ability are to be trusted, and men who can be trusted win.

Their prices are reasonable because they know the coal market. Years of study have taught them when to buy coal so that the customer will reap the advantage.

Such business men cannot help but be respected and admired in a community. Their business dealings are always above board. They are known to be reliable. Their advice on when and how to buy coal is taken. And it is given for the asking.

These well known men have had wide experience in coal mining and have devoted a large amount of time to the study of the geological structure and formation of coal. They are therefore, in a position to explain to you the exact and proper method of firing your furnace. Give them a call, they can show you how to save money on your coal bills for this winter.

Furthermore, in providing this community with coal, particularly when it needs coal, they are rendering the community a service of the highest type. This is simply a part of their philosophy as business men and as citizens. They are a part of the community.

## E. M. Smith

Auctioneer

This prominent auctioneer in State College at 116 McAllister Street—has had many years of professional experience. He is very reliable and has strictly adhered to the most careful and honest business methods in conducting sales in this community.

He acts in good faith at all times in the practice of his profession, and is very careful to see that each article offered for sale is the bona fide property of the vendor. This commendable policy has won for him a warm place in the heart of the public and is responsible for the confidence people have learned to place in every statement.

Be careful in your selection of an auctioneer. It is absolutely essential, if you want to prevent a sacrifice of your property, that you select one who understands how to invite bidders from the people at the sale. This reliable auctioneer obtained the knowledge of this important profession in the school of practical experience. With this as a foundation and with keen, adaptable insight into the more intricate features of the profession, he has built

for himself a large and growing patronage.

The next time you need a professional service of this nature, consult this competent auctioneer before you fully decide in which hands you will place your goods. He will cheerfully explain the proper arrangements to be made for the sale and will carefully advise you in each and every other capacity.

This popular auctioneer has made an extensive study of the actual value of stock offered for sale and never "knocks down an article until the true value has been received for the vendor. This commendable ability has received the universal approval of all who have placed household goods, real estate, stocks and other merchandise at his disposal during the years he has served the public.

We wish to take the opportunity to inform our readers of the advantages of obtaining his reliable opinion and advice. He has gained a well merited reputation as being among the most expert and able auctioneers in the entire state, and in conclusion, we wish to advise you to immediately phone him when in need of anything in his line.

## RUHL'S AUTO REPAIR SHOP

Garage

Prominently located in State College at 116 McAllister Street—their motto "You wreck them, we fix them"—is a firm that renders such complete service to motorists that it has become known throughout the territory as the house of good service.

On account of the accommodating attention given at this popular garage, the motorists for miles around make this their headquarters for repairs of all kinds.

It is conveniently located and splendidly equipped to take care of the local trade as well as the motoring public.

Featuring a complete service since the time they started in business, no matter what the trouble may be the place has continued to be the scene of much activity.

It is a well known fact that visit-

ors can get a complete service that is done in a "Workmanlike Manner," and it is that fact which makes this garage one of the most important features of the community.

They've made a host of friends as well as patrons throughout the community and have always been courteous and ready and willing to give the best of service. We are pleased to compliment this latter day business man and in this business review wish to direct your attention to the garage as one of the important business places of this county and to its management as among our best citizens.

There is no concern in this section that does better work at reasonableness of charges. We take this opportunity to compliment them and refer their garage to all our readers without hesitation.

## J. W. Clare

Confectionery

Conveniently located in Lewistown at 132 South Main Street—is a very popular meeting place for people from all over this section and needs no introduction to the people of this community.

This shop is one of the bright spots of the community supplying the lovers of good wholesome candies and refreshments with delicious appetizing sweets.

Light lunches, that satisfy, thru their very goodness, are in part features of the service rendered in this shop. Sandwiches of the better kind, hot appetizing coffee, cocoa or chocolate served here in the clean environment of refinement are admirable as well as popular for the after-theatre party.

The fountain service is noted for

its excellence and is rightfully christened the "Pick of the Particular" as attested by the continued popularity J. W. Clare enjoys.

Courtesy, service and strict adherence to the only sanitary practice with regard to the handling of every thing sold, is in a large measure accountable for the enviable place it holds in the hearts of the people in this section, and individuals or parties may go there with the assurance that refinement, quietness and pleasure will attend their visit.

It is because they have won the enviable reputation for quality food and fair dealings to their patrons that this firm has witnessed its rapid increase in business. We compliment them upon their well-merited progress and ever increasing business.