

Edward C. Martz

Located near State College in Pine Grove Mills—Edward C. Martz is deserving of your liberal support. This up-to-date establishment is one of the leading concerns of this part of the state and enjoys a large and well satisfied patronage in this section of the state.

It is a well known fact that there is no one institution in the community that has met with greater favor with the public than this well-known establishment. By reason of the fact that the management has had wide experience in every feature of this business and because of their comprehensive knowledge of every branch of the trade, this establishment has continued to witness the increase in the number of their patrons.

This company is known throughout this section as a prominent firm in the business. The prestige of their great volume of business and years as the prominent firm in this

line, the practical knowledge that has won for them the recognition of the country at large and the patronage of thousands, all adds to the progress and prosperity of the community in which their large and modern establishment is located.

This section is indeed fortunate to have such a progressive firm to serve it in this line for it adds in no little way to the progress and prosperity of the community.

If you want anything in this line telephone them or call at their establishment, and when you have decided what you need you can depend on it that this well known firm will see that you get it.

Edward C. Martz is extremely courteous and efficient to a marked degree the management has surrounded themselves with employees thoroughly conversant with every feature of the business, and as a result work moves along in a most satisfactory manner.

Shoemaker Bros

General Drayage

Located in State College at 1006 West College Avenue. Telephone 530—they have trucks for all purposes, including dump trucks and moving vans.

They can handle any transfer problems for you, such as piano hoisting machinery moving, in fact, any kind of heavy hauling or trucking. This is one of the leading transfers of the community rendering an excellent and satisfactory service in all branches of the business, has provided extensive equipment for all classes of moving and enjoy a large patronage under competent management.

One of the greatest conveniences of modern life is the efficient and careful transfer company. It has been demonstrated that the truck is the best way for handling moving problems and this firm is one that specializes in giving the best service to the many patrons it serves in this capacity.

Realizing the necessity of this type of service and knowing that the public was entitled to the best, there was to be had, large motor trucks have been provided. These

trucks are modern in all respects and of large capacity.

It is such conveniences that are provided by this firm that add to the attractiveness of the community and we wish to direct the attention of our readers to this firm when anything in the trucking line is contemplated.

They are interested in the advancement of the community and is ready and glad to give you any information that you may desire regarding any phase of this important side of the modern life of today.

The modern moving service has proven a great convenience to the householder and business man of today.

No longer need to worry about hiring carpenters to build crates then hunt a drayman to haul the goods to the depot. Now all that is needed is to call this firm and they will look after all the details. This firm makes a specialty of the handling of pianos and other heavy articles. You can rest assured that when you turn your moving over to this firm, everything will be looked after as carefully as if you were doing it yourself.

Campus Saddle School

David Shearer, Manager

Admirably located in State College rear of State College Hotel and Cathaum Theatre Building—offers the people of this section "trail riding" through some of the most beautiful country in this section where one can ride for hours without seeing an automobile. They give you riding lessons by appointment under competent instructors with safe and gentle horses—also the best of care and feed for boarders. This is one of the concerns that adds much to a sport life in this section of the state. It promotes healthful exercises and a social favorite.

Horse back riding has always been a sport for man, woman and child. As in the days of old it has been the sport of kings, in war the horse

was always the favorite as well as in other amusements.

In the big cities and smaller communities society can be seen riding on the roads in the country and on the bridge paths or parks.

They have a fine stable of horses and men who thoroughly understand their care. They will see that you learn correctly and suggest to what riding habit you desire.

Just call their stable on the phone, State College 9799 for appointments and ride through the beautiful picturesque country that surrounds our community.

In passing we would like to compliment this saddle school on their fine stables of horses and the accommodation and courtesy that makes their service when you call.

W. R. Gentzel

Home of Better Built Furniture

This reliable concern is located at 200 East College Avenue in State College.

They carry one of the largest lines of quality furniture to be found in this section of the country and here is represented all that is good in furniture craftsmanship since the renaissance.

They are able to offer you complete service in the way of mapping out your furnishings to harmonize and can give your home the cast of any period you desire. The furniture is all well built.

No matter whether it is a single piece you want, a room furnished or the whole house, you will find the service at this store intelligent, cooperative, but at the same time not obtrusive.

It is hardly possible for us to give a concrete idea of the excellent stock that this firm carries for the accommodation of the public, or the high quality offered at reasonable prices.

A visit to the store, however, will readily prove to you that it is the proper and most advantageous place to buy. This establishment and the men who direct its affairs are contributing in no little measure to the progress and development of this section of the state, and especially several miles around. This community is more progressive and more attractive by reason of their activities, and in review of our onward progress we wish not only to compliment them but to urge all our readers that they can do no better than to visit the store when in need of anything in the line.

Their business policy is exemplary of the old maxim, that "Nothing Succeeds Like Success."

Taken all in all W. R. Gentzel is just about one of the most important institutions of this section, and serves the people in a most efficient manner.

REALLY SIMPLE

A look of recognition came over the diner's face as the newcomer entered the restaurant.

"Pardon me, sir," he said. "I think we met here a fortnight ago."

"The newcomer shook his head. "Sorry," he replied politely enough, "but I do not know you."

"Maybe not—but I recognized your umbrella."

"That's impossible, sir," went on the newcomer. "A fortnight ago I hadn't an umbrella."

"No, but I had," came the other's retort.

THE CATCH

Marjorie arrived home full of her own importance.

"Why are you so pleased?" asked her sister.

"Mr. Hanssum has just given me a great surprise," said Marjorie.

"What do you mean?" inquired her sister.

"I'd no idea that he had such lofty ambitions and exalted ideas," said Marjorie.

"But how did you find it out?" the other persisted.

"He's just proposed to me," came the reply.

Neidigh Bros. Limestone Co.

In State College at 900 West College Avenue—their limestone has been used in many municipal projects and found to be of the highest quality and can be purchased at a very low rate.

The farmers have come to know that they can get from them the very best limestone on the market, therefore, they seek no other place to buy. They keep an experimental and scientific department at work at all times making improvements and studying growing conditions in the state. Their plant has a large capacity and this enables them to deliver any quantity of any kind of limestone at any time.

In anticipation of the great agricultural development in this particular section of the state this company is making a special study of the soil conditions and is arranging to increase this service here as rapidly as development proceeds.

The fact that they have established so near us this service and keep a full supply here at all times is reason enough why people of this section should use their products when they are made especially for the soil of this part of the country.

They offer personal service which is quite a feature. You can drop in at their office and they will show you what you need and will be able to give you instant delivery on any quantity. They will send you this information if it is not convenient to stop here by the mere dropping of a card to them.

The Neidigh Bros. Limestone Co. has always worked in the interest of the home community while securing for themselves the well merited commercial success that the large volume of business at the establishment evidences. They are well and favorably known throughout this section and very highly esteemed and thus they are deserving of the prominent position which they hold in the commercial and industrial life of the community.

Throughout all of its business operations you will find that they have carried out the policy of handling the very best in quality and rendering the most metropolitan service. They have been one of the pioneers in the effort to make for a real live and progressive state and have merited the success that has been accorded to this well known firm.

REASSURING

A lady was seated with her little girl in a railway carriage when a frowny-looking individual entered the compartment.

A few minutes before the train started the lady, perceiving that she would have to travel with an undesirable companion, thought of an excuse to rid herself of him. Leaning forward, she said: "I ought to tell you, my little girl is just getting over an attack of scarlet fever, and perhaps—"

"Oh, don't worry about me, madame," interrupted the man, "I'm committing suicide at the first tunnel."

Shy on Horses

Her car had broken down on the road opposite a field where a farmer was plowing with a four-horse team. The farmer came over and offered to pull the car to the nearest garage with his team.

"I appreciate your kind offer more than I can tell you," the lady in distress told the farmer, "but, unfortunately, you would need 12 more horses. You see, my car has a 16-horsepower motor." —Capper's Weekly.

Removed Bodily

He had gone into the manager's office to inquire if he could have the Saturday morning off for the purpose of digging up his garden.

"But my dear man," said the manager, "Smith told me only a day or two ago that you hadn't a garden."

"Well, then," was the reply, "someone must have taken it off the window sill." —Nebelhalter.

Adjustment

"Many believe we are due for a period of adjustment," said the solemn adviser.

"That is the way politics has always been," commented Senator Sorghum. "There has never been a time when one group of patriots wasn't trying to adjust another group out of office and themselves in." —Washington Star.

Overheard by J. W.

Fair Driver (at garage)—Do you charge batteries here?

Proprietor—Yes, madam.

F. D.—Then put a new one in this car and charge it to my husband.

Ready for Service

Little Boy—How many kinds of milk are there?

Father—Why, there are condensed milk, evaporated milk, sweet milk, and sour milk. Why do you ask?

Boy—I'm going to draw a cow, and I want to know how many spigots to put on.

Proof in His Success

The local reporter was interviewing a prosperous soap manufacturer.

"It is a well-known fact," he said, "that you made your fortune out of soap, Mr. Lather. Now, to what do you attribute your success?"

"To clean living, my friend—to clean living," was the reply.—Pearson's.

Always Rising

"So that distinguished looking gentleman in the tall hat is your leading citizen, eh? Has he received many degrees from the colleges?"

"Has he? Why he has received so many degrees we call him the 'Human Thermometer.'"

House-Broken

We congratulated a lady on her silver wedding anniversary for living 35 years with the same man.

"But he is not the same man he was when I first got hold of him," she replied.—The Presbyterian Magazine.

All There Was to It

"I think this scenery is just heavenly."

"Um, I don't know. Take away the mountains and the lake and it's just like anywhere else."

Figure It for Yourself

"How is Morris getting on with his young wife?"

"Well, a month after the wedding a belated telegram of congratulations arrived and they refused to take it in."

TONING HIM UP

The druggist had left his counter in charge of a youthful assistant. This young man being of a highly ingenious turn of mind it was not without some inward trepidation that the druggist learned upon his return that the assistant had been confronted in the interval with the case of a man, who had failed to get the better of an argument with a steam roller.

"What on earth did you do?" gasped the druggist.

"Gave him nerve tonic," was the reply.

"Nerve tonic? Why that, in the name of goodness?"

"Run down and depressed," was the reply.

Just Like Him

They were on a farmhouse holiday, and after the first night Smith rose early and in a very bad temper.

"I've had practically no sleep," he complained to his wife. "Those beastly roosters have been crowing out there in the barn since dawn. Heaven knows why!"

"Well, darling," murmured his wife, sweetly, "once when you got up early, you crowed about it for at least a week."

Tire Talk

Bobby and Mary had been playing in the yard with their little friends. Suddenly they stopped playing and slowly and quietly came into the house.

Mother watched them with interest for awhile and as they did not return to their play asked why they had left.

"Aw," said Bobby, "they talk just like the men do when they change an automobile tire."

The Reminder

Judge—My man, you are a habitual offender, and I find it my duty to send you up for a third term.

Prisoner—A third term, Your Honor? Haven't you ever heard of the Washington precedent?—Pathfinder Magazine.

Modern Youth

Honey—That boy you were riding with has trouble with his vision.

Ruth—Yeah, he sees parking spots before his eyes.

Too Much for Him

Nowthen—So that famous circus juggler and tight-rope walker has gone crazy?

Afterall—Yes, he tried to balance the family budget.

One, at Any Rate

Blonde—Has any girl ever been able to make you stop petting and trying to kiss her?

Schley—Yes, one of them married me.

Getting Back at Pa

Father—How do I know you are not marrying my daughter for my money?

Suitor—Well, we're both taking a risk. How do I know you won't fall in a year or so?

Proved at Once

Bertie—It is midnight, the moment when miracles happen.

Gertie—I think—

Bertie—There, didn't I tell you!

Desperate Determination

"You are indulging in puns a great deal of late."

"I am trying to be personally merry," answered Miss Cayenne, "to counteract the influence on my own disposition of the melancholy news articles I write."

Father's Part

The very modern child was looking through his father's book of World War photographs.

"Dad," he said presently, "what were you in the war?"

Father smiled proudly.

"Why, my son, your father was a battery vergerant-major," he replied.

"High or low tension, dad?" asked the boy.

Smith Tailor Shop

Located in State College at 110 East Beaver Avenue, Mr. Smith operates a shop for men who know where good clothes are made. Only the highest grade of material and workmanship used.

Observant men know the value of good appearance. They are showing patterns strictly all wool materials first class trimmings. Suits and top coats, the fit strictly guaranteed. This shop solves the problem of good clothes.

Whenever you see a group of men, there are always a few who seem to stand out from others. They are the men on whom your eyes unconsciously rest as you survey the group. They are the men you look at not once but two or three times. Did you ever stop to analyze why these men are able to hold attention? It is not only because they wear custom tailored clothes, but it is because men who are careful of their appearance almost invariably do wear custom tailored clothes. These men are usually leaders in their particular lines of endeavor. They

do not wear custom tailored clothes simply for the name of wearing "tailor made" suits and clothes; they have far too much sense for that. They wear custom made clothes because they know the almost inestimable value of good appearance in business or professional life.

Men of this community patronize this popular tailoring shop for another reason. Few men are capable of judging what they can best wear. Men of this community know that this tailor can be trusted to tell them what they can wear best and they know, too, that they will never leave this shop with a suit which is unbecoming to them if they follow his advice.

This publication takes pleasure in commending this shop to the men of this community. They are indeed fortunate in having a place where they know that good clothes can always be obtained at a figure within reach of all. It is no wonder that men from other cities are glad to take advantage of such service.

Pontiac Motor Car Co.

W. R. Hosterman, Manager

With sales and service in the rear of 120 Pugh Street in State College—offer the Pontiac Six, the Chief of the sixes. Under the direction of an experienced automobile man.

The Pontiac Six represents the very last word in auto engineering and is the result of the General Motors engineering in its entirety. The Pontiac Six has everything that everyone desires in a low priced car. All models are smart, low, racy and finished in Duco in the Pontiac Six you will find a stamina inherent in quality, design and manufacture. The body is Fisher built, which gives all models that superiority of coachwork that has won recognition.

The attractive models of the Pontiac Six will please your eye and when the price is mentioned you will readily agree that the Pontiac Six is the Great Motor Value of the day.

The Pontiac Six models combine striking beauty of design, finish and fitting with the endurance and performance that have won the unqualified approval of the thousands of owners of other models of today's Pontiac Six and with operating economy that sets a new standard for cars of this type.

The Pontiac Six powered with the famous Pontiac engine, built in the Pontiac plant; the engine with semi-steel pistons that quicken acceleration and add to power, and with honed cylinders of the most perfect finish known to the automobile world.

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The experienced and well known management and assistants in this establishment, are business men of high standing and prominent in the commercial life of the community. They are boosters of the community and in this edition it is eminently fitting and proper that we direct your attention to the Pontiac Motor Car Co. as one of the most important features of the efficiency of this section.

Campus Green Room

The place for real meals in State College at 142 East College Avenue. This is one of the leading cafes in this entire section of the state. The management has made a special study of the business and is catering to a custom of refinement and good taste. This establishment is the favorite eating place of both the local and traveling public.

The management has made every arrangement for the public at large. After-theatre and evening parties will find this restaurant a most suitable place to complete the pleasure of the day.

The interior of the establishment is attractively decorated and most pleasing to the eye. The general surroundings present an ideal home-like atmosphere which has received the commendation of many people from this vicinity. While the work itself is done by reliable employees whose special training provides for the individual needs, desires and demands of the patrons in an eating house of this nature.

Many ladies express delight in dining at this cafe not only because they are relieved of the cares in serving the meal, but also because

the food is prepared in a manner which is exactly fitting to their own home.

The great popularity of this cafe has been largely due to the unusual ability of the management whose wide experience and broad knowledge have well provided for the demands of a most discriminating trade. Nothing has been left undone to completely satisfy the most fastidious tastes of any exacting guest. For any social or business movement suggesting an entertainment, meal or repast of a rich and abundant nature, a visit to this cafe will reveal an elaborate fare of delicious dishes which will treat the special occasion with gratification and delight. The fact that both the local and traveling public can obtain a distinct satisfaction in food, makes this place a most important feature of the continuous expansion of the community.

We take the opportunity in this edition to tell the readers that they possess an up-to-date restaurant which is unsurpassed in any city, and also point out the advantages of obtaining this service whenever they are in town.

Frank Sciortino and Bros.

Fruit and Produce

With modern establishment in State College at 204 South Allen Street—is one of the well known centers of its kind in this part of the state and where the prices are cheapest in this section when buying the freshest of fruits and vegetables.

Extensive wholesale dealers in all kinds of fruits and produce. Honest dealings with the dealer, coupled with years of service, are the results of this successful concern, and enjoys an extensive patronage.

When this well known firm started in business they determined to handle fruit and produce of all kinds. They know these lines thoroughly and have arranged to offer the best there is, but they did not stop there, for they were indeed wise in their business and appreciated the necessity of real magnanimous service. They equipped themselves to furnish service second to none, and the success of this enterprise since they started in business in 1881 testifies to the wisdom of their course.

Scientific selling must be born of scientific knowledge, and when you

consult this house you receive this information without expense.

Wholesale fruits and produce is their business and they know this line from the ground up.

They are prepared to give you all information regarding them, and they consider it a part of their business to serve you in this manner. When you seek information from them you do not get a curt reply. A courteous response with comprehensive knowledge is returned to every request and you are not obligated in any way merely because you asked questions.

This section is indeed fortunate to have such a progressive firm to serve it in the line of fruit and produce, for it adds in no little way to the progress and prosperity of the entire surrounding territory.

In making this review of the business interests we are glad to compliment Frank Sciortino and Bros. upon the policy which the business of this establishment is conducted and to say that this firm will greatly add to the development and expansion of this section of the state.