

THE CENTRE REPORTER
ISSUED WEEKLY.
CENTRE HALL, PENN'A.

SMITH & BAILEY, Proprietors
S. W. SMITH, Editor
EDW. E. BAILEY, Associate Editor and Business Manager

TERMS—The terms of subscription to the Reporter are \$1.50 a year, in advance. Legal advertising at the rate of ten cents per line each insertion. Display advertising rates made known on application.
Entered in the Post Office in Centre Hall as second-class matter.

DEMOCRATIC STATE TICKET
For United States Senator
George H. Earle, of Haverford
For Governor
Charles Alvin Jones, of Edgewood
For Lieutenant Governor
Leo C. Mundy, of Wilkes-Barre
For Secretary of Internal Affairs
Thomas A. Logue, of Philadelphia

DEMOCRATIC LOCAL TICKET
For Congress
Don Gingery, of Clearfield
For State Senator
Edw. Jackson Thompson, Phillipsburg
For the Legislature
John W. Decker, of Spring Mills

PUBLIC SALE REGISTER.
TUESDAY, DECEMBER 13, at 10 a. m. 1 mile north of Tusseyville and 4 mi. southeast of Centre Hall: clean-up sale of farm stock, implements, etc.—Calvin G. Weaver.
FRIDAY, MARCH 10, at 10 a. m., 1-2 mile south of Old Fort, on Route 53: clean-up sale of farm stock and implements.—Daniel C. Bohn.
TUESDAY, MARCH 21, at 10:00 a. m. 7 miles east of Centre Hall, on the Fisher farm, on Route 95, clean-up sale of farm stock and implements.—Charles Frazier.

ADMINISTRATOR'S NOTICE
In the Estate of SADIE GPFERER, late of Centre Hall Borough, Centre County, Pa., deceased. —Letters of administration in the above estate

having been duly granted the undersigned, all persons knowing themselves indebted to the estate are requested to make immediate payment, and those having claims against the same to present them duly authenticated for settlement. B. F. STAHL, Admr., W. Harrison Walker, 2814 Oak Ave., Altoona, Pa. Bellefonte, Pa. x46

PENNY-A-WORD COLUMN.

COAL, ETC., PER TON: 3 ton loads preferred. Cherry Run, 90% lumps, \$4. Best mine run, \$3.50. Competition, \$3. Free screening service. Our own screen and sized to any size lump including sifted stoker (no bug) \$5. Bug dust, \$1.50. 3-4 mesh stoker, \$3. Woodland Cannel, \$5.25. White crushed rock sand, \$1.75. Order by postal card a few days in advance.—Harrison H. Grove, Centre Hall, Pa. x44

GUNSMITHING—Expert work; any kind. Guns for sale and trade.—Bell The Gunman, 427 Logan St., Lewis-town, Pa. x43

HOUSE & LOT FOR SALE—Large brick house, located on Main street, Centre Hall boro; all necessary out-buildings; good driveway; well located; desirable home in every respect.—J. C. Goodhart, Centre Hall. 391f

FOR SALE—Applebutter, \$1.25 per gallon.—James M. Foust, Centre Hall.

WANTED—Female crocheters experienced on infants' hand-made booties and saques. Write Chas. Metz, 11 N. 6th St., Philadelphia, Pa. x42

AUTOS
Washed, Greased, Polished
(Cars Called for and Delivered)
U. S. Tires & Tubes
Official Inspection Sta. No. 2349
Brooks' Service Sta
CENTRE HALL, PA.

Get one of our
New Personal Credit Loans

It's what you've been asking for!
For the salaried man or woman, a loan plan based entirely on earning capacity and personal responsibility. "Personal Credit" loans are made up to \$300—

- ...without hide-bound security requirements, without co-makers, furniture, car, mortgages, or securities!
 - ...on the individual's signature only, or just those of husband and wife.
 - ...quietly, so others need not know your business.
- Come in—phone. We'll appreciate your business.

Personal FINANCE COMPANY

20 EAST MARKET STREET
Room No. 1 Over FAMOUS Store
LEWISTOWN, PA.
Phone Lewistown 2-7-2-5
W. ROY SCHEIDHAUER, Manager

Farms for Sale

114 ACRES—14 acres in woodland, hardsurfaced highway, about 2 miles from Centre Hall. Large Barn and all necessary outbuildings. Eight-room House; piped Hot-Air Heat; Electricity. Concrete walks around house. All buildings in No. 1 repair.
PRICED AT \$5,000. POSSESSION APRIL 1, 1938.

100 ACRES of land, limestone; running stream of water; well and cistern. Six-room House, just remodeled interior; Large Barn and other outbuildings; in fair state of repair. Apple trees, berries. Hardsurfaced highway, 1 1/4 miles from Spring Mills, Pa. Electricity installed.
PRICED AT \$3,400.00. Owner will accept reasonable mortgage at 4 1/2%

E. DALE FISHER, Realtor
CENTRE HALL, PA.

WEIS PURE STORES
FOOD STORES

Fred Luse, Manager

CENTRE HALL

WEEK-END SPECIALS
for THURS., FRIDAY, SATURDAY

GREEN STAR OLEO 2 lbs 25c	SAFETY MATCHES 3 1-do. pkgs 25c
WEIS PORK and BEANS 16 oz can 6 for 25c	FIG BARS 2 lbs 17c
HOME RENDERED LARD Pound 10c	FANCY PINK SALMON Can 10c
HURFF'S SOUPS Tall cans 3 for 25c	PALMOLIVE SOAP 3 bars 17c
KRAFT CHEESE (Family Size) 2-lb pkg 49c	HERSHEY'S COCOA 1-lb can—2 for 25c
FANCY MILD CHEESE Pound 19c	SUPER SUDS Large pkg 2 for 35c
RED HEART DOG FOOD 3 cans 25c	CALO DOG FOOD 3 cans for 25c
ARGO GLOSS STARCH 3-lb pkg 23c	

FOR SALE—Heatrola. Ellen Dale, Boalsburg, Pa.; dial 2422.

EXTENSION TABLE, round ends, for sale; price, \$2.50.—Apply at this office.

DISASTERS STRIKE 41 STATES

(Continued from other side)
sity for preparedness plans to meet emergencies that may arise in any American community. Red Cross chapters in hundreds of counties, have organized disaster preparedness committees charged with responsibility to map relief plans in advance of need, and to organize resources of communities to prevent duplication of effort and waste of materials when calls for help are received.
These plans are proving especially advantageous in localities subject to frequent floods, tornadoes, or hurricanes, and actual tests of such planning have demonstrated the necessity for such measures.
"The administration of such relief for disaster victims is made possible by annual memberships of millions of Americans in all walks of life," Mr. Davis pointed out. "The extent of Red Cross aid to such sufferers is entirely dependent upon unselfish sharing on the part of all of us."

The Fords Tell Their Plans for 1939

IF WE KNEW anything better we could do for the country than make good motor cars, we would do it.

By every one doing his best in the job he thinks most useful, this country is going to regain its momentum. We have tried to do our best in our job.

When business was suddenly halted in its recovery more than a year ago, we determined that we should keep going anyway, if not at full-volume motor car production, then at getting ready for greater motor car values that would help future production.

EXPANDING FOR THE FUTURE

We began to build 34 million dollars' worth of new plants and equipment. We felt that if we could not employ all our men building motor cars, we would employ as many as we could building better production facilities.

We were told, of course, that this was no time for expansion, that a wiser business policy would be to "hold everything"—which means, stop everything. But no one ever got anywhere standing still.

Besides, we are not defeatists. We do not believe this country has seen its best days. We believe this country is yet in the infancy of its growth. We believe that every atom of faith invested in our Country and our People will be amply justified by the future. We believe America is just beginning. Never yet have our People seen real Prosperity. Never yet have we seen adequate Production. But we shall see it! That is the assurance in which we have built.

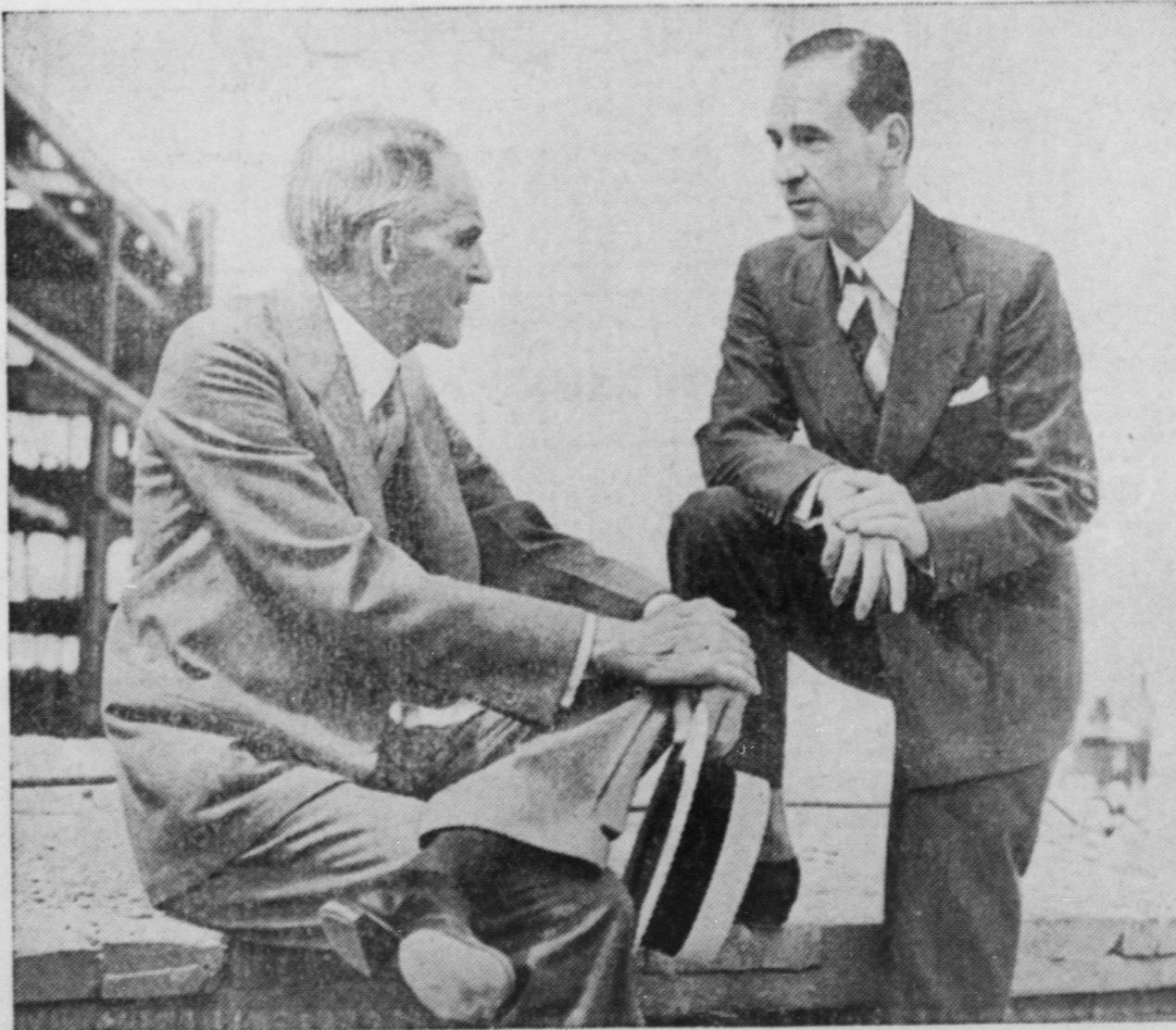
Business is not just coming back. It will have to be brought back. That is now becoming well understood in this country; for that reason 1939 will be a co-operative year. Manufacturers, sellers and buyers will co-operate to bring back the business that is waiting to be brought back.

This construction program is almost completed. It has increased activity and payrolls in a number of related industries. It has given us better facilities for building better cars and trucks, and eventually our new tractor which is being perfected.

THIS MEANS MORE VALUE

The current program has provided a new tire plant, which will turn out a part of our tire requirements . . . a new tool and die plant that will help us cut the cost of dies . . . and a steel-press plant that will enable us to make more of our own automobile bodies. These are in addition to the plants we already had for producing glass, iron, steel, plastics, and many other things.

We don't supply all our own needs, of course, and never expect to. The Ford engine is one thing



Henry and Edsel Ford, on the occasion of the 35th anniversary of the founding of the Ford Motor Company, June 16, 1938

that no one's hand touches but ours. Of nearly everything else we use we build some quantity ourselves, to find, if possible, better and more economical ways of doing it. The experience and knowledge we gain are freely shared with our suppliers, and with other industries.

We take no profit on anything we make for ourselves and sell to ourselves. Every operation, from the Ford ships which first bring iron ore to the Rouge, is figured at accurate cost. The only profit is on the finished result—the car or truck as it comes off the line. Some years, there is no profit for us. But we see to it that our customers always profit. A basic article of our business creed is that no sale is economically constructive unless it profits the buyer as much as or more than the seller.

Our new plants have helped us build more value into all our cars for 1939. That means more profit on the purchase to the purchaser. We have not cut quality to reduce costs. We simply will not build anything inferior.

NEW TESTING EQUIPMENT

While we were putting up new plants to produce cars, we constructed new equipment to test them. The first weather tunnel of its kind ever built for automobile research went into operation at our laboratories this year.

It makes any kind of weather to order. The weather it delivers every day would take months to find in Nature. Our cars are weather-tested to give you good service in any climate anywhere.

In other tests, every part of the car is punished unmercifully. Then our engineers tear it down to see if they can find abnormal wear or any sign of weakness.

The money we spend on tests saves you money on repairs. And your family car is safer and more dependable when we put it in your hands.

THE NEW CARS

We have two new Ford cars for 1939—better cars and better looking—but we also have an entirely new car.

It's called the Mercury 8. It fits into our line between the De Luxe Ford and the Lincoln-Zephyr. It is larger than the Ford, with 116-inch wheelbase, hydraulic brakes, and a new 95-horsepower V-type 8-cylinder engine.

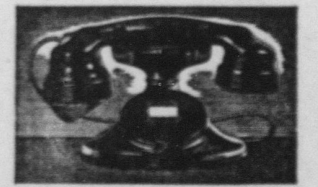
We know that our 1939 cars are cars of good quality. We think they're fine values in their price classes.

With new cars, new plants, new equipment, the whole Ford organization is geared to go forward.

FORD MOTOR COMPANY, Dearborn, Michigan

FOR
INSURANCE
SEE
C. D.
Bartholomew Estate
Helen Bartholomew, Mgr.
CENTRE HALL, PA.

The Centre Reporter, \$1.50 a year.



They Take Pride in Their Jobs

Wherever you find telephone men and women and talk with them for a while, you'll notice these things:

A certain pride in the job they're doing. A feeling that it's part of an important service to the community and the nation. A desire to do the job the best they know how.

You'll notice, too, a strong sense of loyalty to their company and a sincere friendliness that has made "the voice with a smile" something more than a famous phrase. Perhaps all this is best summed up in another famous phrase—"the spirit of service." All America knows what that means. It has been demonstrated in fire, flood and storm—and in your everyday telephone service, the finest in the world.

The more you use your telephone service, the more it is worth to you. Let it help you do your shopping, run your errands, speed up your business affairs and keep you in touch with friends and family everywhere. The Bell Telephone Company of Pennsylvania.