

You Study

THE ROAD MAP

before you take a Trip

— SO DO WE

Our directors and officers avoid
hasty decisions. Our service is prompt,
but before we act in important matters
we first get all the facts we can.

We keep before us like a road
map, the tested rules of safe banking
—for your protection.

First National Bank
WELLSBORO, PA.

POLITICAL ANNOUNCEMENTS.

FOR SHERIFF
JAMES A. BROWN, of Wellsboro, Pa.
James A. Brown, of Wellsboro, announces his candidacy for the Republican nomination as Sheriff of Tioga county. Your support and influence will be appreciated.

KENNETH W. SMITH, of Tioga, Pa.
Announces his candidacy for the office of Sheriff of Tioga County, subject to the decision of the Republican voters at the primary election on September 21, 1937. Your vote and influence will be greatly appreciated. WILLIAM McCLEURE, Rutland, Pa.

WILLIAM McCLEURE, of Rutland, Pa.
I hereby announce my candidacy for the office of Sheriff of Tioga County, subject to the decision of the Republican voters at the primary election on September 21, 1937. Your vote and influence will be greatly appreciated. WILLIAM McCLEURE, Rutland, Pa.

FRED S. HUSTED, of Wellsboro, Pa.
I hereby announce my candidacy for the office of Sheriff of Tioga County, subject to the decision of the Republican voters at the primary election on September 21, 1937. Your vote and influence will be greatly appreciated. WILLIAM McCLEURE, Rutland, Pa.

FOR COUNTY TREASURER
OLIVER H. METCALF, of Wellsboro, Pa.
Oliver H. Metcalf, of Wellsboro, announces his candidacy for the Republican nomination as Treasurer of Tioga county. Your support will be appreciated.

RAY M. BENJAMIN, of Wellsboro, Pa.
I hereby announce my candidacy for the office of Treasurer of Tioga County, subject to the decision of the Republican voters at the primary election on September 21, 1937. RAY M. BENJAMIN, Wellsboro, Pa.

EVAN C. HOWELL, of Wellsboro, Pa.
I hereby announce my candidacy for the office of Treasurer of Tioga County, subject to the decision of the Republican voters at the primary election on September 21, 1937. EVAN C. HOWELL, Wellsboro, Pa.

CELIA D. MARVIN, of Corning, Pa.
(Mrs. E. E. Marvin)
I hereby announce my candidacy for the office of Treasurer of Tioga County, subject to the decision of the Republican voters at the primary election on September 21, 1937.

FOR PROTHONOTARY
ETHEL S. WALKER, of Wellsboro, Pa.
I hereby announce my candidacy for the office of Prothonotary of Tioga County, subject to the decision of the Republican voters at the primary election on September 21, 1937. ETHEL S. WALKER, Wellsboro, Pa.

THE WELLSBORO AGITATOR
ESTABLISHED IN 1854

A PUBLIC JOURNAL PUBLISHED EVERY WEDNESDAY
BY A. M. ROY ESTATE.

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Member Pennsylvania Newspaper Publishers' Association and
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WEDNESDAY, MARCH 31, 1937.

"NEWSVERTISING."

In an article in the current issue of the Sooner State Press, headlined "Newsvertising: What It Is and Who Pays for It?" Prof. John H. ("Walter Camp") Casey of the school of journalism at the University of Oklahoma advocates a more general adoption by newspaper advertising men of the coined word "newsvertising." It is, he says, "a more exact, more descriptive, more exclusive, more intriguing, shorter term than newspaper advertising."

He might also have added that it is a word which suggests an important quality of advertising—its "newness." For a good advertisement, like a good news story, has its "Five W's"—who, what, when, where and why or how. It tells the newspaper reader who has certain commodities for sale, what those commodities are, where they can be obtained, when they are available (an especially important W in the case of bargains or specials) and most important of all, why the reader should buy (because he needs these goods or because the prices makes it advantageous to purchase now in preparation for future needs).

But even more interesting than Professor Casey's reasons for the adoption of this word, are his observations on "who pays for it." He says in part:

What is advertising? One form of salesmanship. Purpose? To sell. Who pays for it? Mr. and Mrs. Public say they do, indirectly. Mr. Business Man says he pays for advertising.

But I say the customer does not pay an advertising bill if the advertising is effective, efficiently done, run in the right medium at the right time, and is, in every other respect, right.

For when greater demand for goods is created by advertising, more goods can be manufactured in larger quantities, and shelves restocked at less cost per unit of production per item of merchandise, in consequence of that created demand, either at less cost or with more quality at the same cost—which amounts to the same thing.

There you have the theory of mass production and quantity buying packed together in a nut shell.

Yes, the merchant is sure he pays the advertising cost. But I say he does not, for the larger the volume of business the retailer can do, the less his percentage of overhead, of which advertising is but one of many items. No more light, no more

heat, no more of several other overhead items required for \$110,000 turnover than for \$100,000.

Well, if the customer doesn't pay and the merchant doesn't pay for advertising—then, who does pay for it?

The truth is that effective advertising is self-supporting, self-liquidating. Nobody pays for good advertising, unless, if we must find someone to pay for it, I guess it comes pretty near being the non-advertising merchant who pays—and pays and pays—whose overhead goes up as his sales volume goes down—he and the non-ad-reading customer who buys blind, fails to read the ads and in consequence, gets stuck with inferior, non-advertised goods, at higher prices than he need pay.

And there you have one answer to the old question: Who pays for effective advertising, in the final analysis? Not the buyer of advertised goods, not the merchant who sells the goods and uses the advertising space, but the non-advertiser who fails to get the business and the non-ad-reading public.—Publishers' Auxiliary.

A MISLEADING AND DANGEROUS PROPOSAL.

The Hill-Sheppard Bill is called "a bill to prevent profiteering in time of war . . . and promote peace." For this reason many people are supporting it in the unfounded belief that it is a peace measure.

The Hill-Sheppard Bill does not take the profits out of war. It provides that the President may fix prices and compensation, in the event of war or national emergency. The difficulty recently experienced by the Navy in getting steel, because American steel-makers did not wish to meet the minimum labor requirements of the Walsh-Healey Act, indicates that in a war-crisis the price-fixing authority would be duly considerate of business profits.

The Hill-Sheppard Bill provides, during a war emergency, an income tax of 95% of all incomes above the previous three-year average. But it has been pointed out that the great American munitions firms would not have paid a penny of such tax had it been in force during the world war. They had already run up their profits in the neutral trade to belligerents, and merely continued them when the United States entered the war. Such a provision would in fact stimulate the scramble for trade with belligerents, in case of war elsewhere in the world, and would increase the likelihood of our eventual entanglement to protect our business.

But the Hill-Sheppard Bill does give the President power, in case of war or national emergency, to conscript all men from 21 to 41 years of age, to establish government control over all industrial organizations, and to require all business, including newspapers, to be operated under license. Regimentation, complete and unchecked, is made possible under the provisions of this bill.

As the "emergency" is undefined, the danger lurking in this potential regimentation is apparent. An impetuous President controlling a majority in Congress could, with perfect technical legality, establish his party in permanent control of this country, under the provisions of the Hill-Sheppard Bill.

Labor, business, all who value American liberties, all who desire national and international peace, have a strong interest in opposing the Hill-Sheppard Bill.

DENTAL HYGIENISTS REPORT.

Since the last report, the Dental Hygienists of Tioga county have completed the following schools, making a total of 2,105 children who have received this service to date:

School—Township	No. of Children Treated	Time Spent In School	Teacher or Principal
Wellsboro Borough	349	21 days	Rock L. Butler
Cummings Creek—Farmington	30	2 days	Russell Brown
Elkhorn—Farmington	8	4 hours	Elnora Colegrove
Keeneyville—Middlebury	54	3 days	Orrie Cummings
Breed—Morris	24	1 1/2 days	Jean Smith
Broughton—Delmar	23	2 days	Jesse Robertson
Coolidge—Delmar	20	1 1/2 days	Weller Morrow
Stonyfork—Delmar	94	5 days, 2 hours	Paul E. Russell
Charleston Cons.—Charleston	123	6 1/2 days	L. J. Hayden
Mansfield Training School	207	11 days	George A. Retan

69 health talks have been given.

ROSETTE A. MARTIN, BETTY E. HALL, ELEANORE F. LEWIS.

CARD PARTY AND DANCE

To Be Held for Benefit of St. Peter's Parish.

Thursday evening, April 8, the members of St. Peter's Parish will hold a card party and dance at the Odd Fellows hall on Pearl street.

Mrs. Mildred Moran heads the committees in charge of arrangements and will be assisted by Mrs. Wm. Stagaman as co-chairman. Awards will be made to high scorers in bridge, 500, euchre, finch and pinocchio. There will be dancing throughout the evening. Refreshments will be served. The public is cordially invited. Subscription is fifty cents.

REAL ESTATE TRANSFERS.

Recent Changes in Ownership of Tioga County Property.

Oseola—Ethel L. Ashton to Allison Hackett Knapp; lot.

Farmington—W. A. Baird to Laurie M. Bates; 194 1/2 acres.

Blossburg—Geo. A. Skelly to Carous G. Skelly; lot.

Farmington—Geo. M. Burch to Dean A. Colegrove; 210.7 acres.

Sullivan—Levi Roblyer to James A. McConnell; 21.6 acres.

Westfield—Paul J. Ford to Ann S. Fride; lot.

Brimond—F. C. Boyden to Henry G. Korb; 2028 acres; E. W. Thomas to Ida R. Rankin; lot.

Charleston—Tioga County Savings and Trust Co. to Arthur H. Johnson; 91.3 acres.

Delmar—Treasurer Mary H. Edwards to Ernest H. Green; 65 acres.

Delmar—E. H. Green to Buck and Brad Hunting Club; 65 acres.

Wellsboro—Emma H. VanWert to Mrs. Clara L. Schultz; 4 1/2 acres; Clara L. Schultz to Duncan Wohlshiege; lots.

Brookfield—Mrs. Sara Gunn to Benjamin Rogers; 50 acres.

Union—Lloyd V. Landon to B. D. Landon; 2 1/2 acres.

Delmar—Verne A. Wilson to Ward Spencer; 10 acres.

Middlebury—Norah Colville to H. P. Holiday; lot.

Gaines—First National Bank of Wellsboro to Harry G. Milson; 152 acres.

SPIDER, WEATHER PROPHECY
The spider is weatherwise. It rain is coming, he shortens the threads supporting his web and lengthens them when fine weather is ahead. If you see a spider repairing his web after rain, it is usually safe to assume the rain is over. If there is more to come, he lets his repairs wait.

HOW TO SAVE WEAR AND TEAR

Careful Washing Saves Blankets, Says Miss Margaret Lewis.

Spring is in the air. It brings the urge to put winter things away and to get ready for the balmy days just around the corner. Clothes are beginning to sag with the weight of winter coats, snow suits, jackets, and other woolen garments. Winter draperies, rugs, quilts and blankets, too, have their turn in the sunshine and breeze.

Since many of these woolen things which must be stored for the summer need more than sunning and airing, the homemaker has some perplexing problems. One of these problems is how best to care for woolen blankets so that they will retain their beauty and softness.

Certain precautions must be taken to get good results. Wool fibers shrink or felt when subjected to heat, moisture, and pressure. These fibers also will lose their elasticity and softness if washed with strong soaps.

Water, too, has its effect upon the wool fibers. Soft water is by far the most desirable. Large quantities of water are also essential for thorough washing but if it is not of the right temperature, the results will be disastrous. Tepid or lukewarm water gives most satisfactory results. Use the same temperature for washing and rinsing. Changes in the temperature will cause shrinkage.

To remove water from the blankets, fold them lengthwise before putting through the wringer and release the tension, for pressure causes matting. In hanging on the line, distribute the weight as evenly as possible to avoid stretching. Turn the blanket several times, while drying, and brush with a soft brush. When dry, pull gently into shape if necessary, but never press nor iron.

Store blankets for the summer in a clean, dry place on shelves, if possible. Be sure the blankets are thoroughly dry, then fold or roll and wrap in clean heavy paper and seal to protect from dust and moths. Newspaper, heavy wrapping paper, or moth-proof bags which are sealed are good protectors for the blankets.—Margaret Lewis, Home Ec. Rep.

NILES VALLEY NEWS.

Mr. and Mrs. Albert Wedge of Kane, and Miss Una Wedge of Rossville, were called here by the death of their aunt, Miss Maria Wedge.

Mrs. Maude Wood and Misses Myrue Grinn, Anna and Laura Keeney, of Elmira, and Mr. and Mrs. Bert Adams and Sam Adams of Marsh Creek, George Hill, of Bernaivale, N. J., G. R. Adams and daughter, Laura, and A. M. Keeney, of Wellsboro, attended the funeral of Miss Maria Wedge here Thursday.

Mr. and Mrs. Raymond Steele, of Mansfield, attended the funeral of Miss Maria Wedge Thursday.

Mrs. Sol Watts, of Holiday was called here Friday by the illness of her mother, Mrs. Julia Hakes.

Mr. and Mrs. Samuel McInroy are moving to Chas. Wagner's home at Holiday. Mr. and Mrs. William Kane are moving into the G. B. Bradley house, vacated by Mr. and Mrs. Leigh Palmer, who moved to Keeneyville. Mr. and Mrs. Hugh Monks moved from Mrs. F. H. Sweet's house to a place near Wellsboro. James Bassett is moving from F. A. Stratton's farm into the Sweet tenant house, Joseph Loop and family are moving to Wellsboro Junction.

Mrs. J. H. Buck and son, of Marsh Creek, visited Mrs. L. M. Buck Thursday.

Mrs. Joseph Loop is ill at the home of her brother, Bernard Borden.

Mr. and Mrs. J. H. Buck and baby and son, Robert, of Marsh Creek, Miss Summers, of Charleston, and Mr. and Mrs. Willis Keck of Wellsboro Junction, spent Easter with Mr. and Mrs. L. M. Buck.

J. S. Niles visited his cousin, E. E. Hackett at Woodhull the past week.

Mr. and Mrs. Bernard Borden and daughter, Thelma, spent Easter with Mr. and Mrs. Smith near Elmira.

Gerald Marvin, of Corning, spent Easter with Mr. and Mrs. Leroy Sweet.

You HAVE BEEN ASKED THIS QUESTION BEFORE

What About Automatic Hot Water Service

EVEN THOUGH YOUR ANSWER HAS BEEN NO

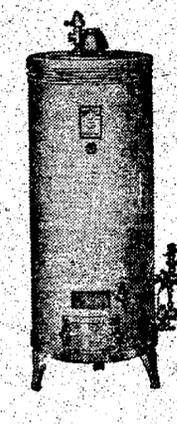
You should RECONSIDER NOW because



RUUD, REX OR PENFIELD GAS WATER HEATERS MAYBE PURCHASED ON OUR NEW WATER HEATER PLAN

Low Payments — \$1.50 per Month
15 Year Guarantee
Old Heater Allowance

Prices Have Advanced
Our Prices Have Not — Buy Now!



NORTH PENN GAS COMPANY

MEAT ONE CENT SALE

With Each Can of Heinz Cooked Spaghetti, 14c, We Will Give One Can of Cooked Macaroni for 1c

Sauerkraut, 1g. can..10c

Monarch Grape Fruit 15c can

Monarch Salad Vegetables No. 2 can—15c

DOG FOOD Silver King ...3 for 25c Dr. Melody's...4 for 25c

Good Young Native Beef Pot Roasts18c lb. Rolled Rib Roast.....25c lb.

Chickens25c lb.

Boiling Beef 10c — 14c

Boneless Veal Roasts 27c lb.

Home Made Bologna and Liverwurst 22c lb.

Cottage Cheese 3 lbs. 25c

Home Cured Salt Pork 18c lb.

Monarch Coffee. 29c lb.

Hand Packed Tomatoes No. 2 can 3 for 25c

FISHING TACKLE of Distinction



FISH POLES—65c to \$18.00
Steel, Tubular Steel, Split Bamboo
Long Bamboo Poles—10c
Reels—25c to \$5.00
Fish Baskets—85c
Transparent Leader and Fly Boxes and all kinds
Wade in Minnow Pails—60c
Snell Hooks—15c package
Keoga Trout Flies—\$1.00 doz. With Snell or Lured
Fish Lines—5c to \$4.50
All Kinds of Jack Knives Fishing—Plain—Hunting

Minnow Nets—50c Landing Nets—70c
Bait Boxes—20c

Everything for Your Complete Fishing Outfit

MITCHELL & BRIGGS
Hardware — Heating — Plumbing