

Democratic Watchman

Bellefonte, Pa., December 19, 1924.

AN EXPERT WEAVER.

One of the most beautiful and sweet-voiced birds that visit us is the orchard oriole. It is said that this bird has only the good attributes of life.

We may listen to the song or we may watch the restless, hurried father bird in his constant hunt for choice insect tidbits for his family; but if you wish the most interesting study just go to the nest. This is one of the best pieces of architecture that we can find among bird homes.

It is said that an old lady looked at an orchard oriole's nest very carefully and then remarked emphatically: "well, I think that such birds ought to be taught to darn stockings!"

You may smile at such a remark; but as a matter of fact, the orchard oriole is one of the most skillful weavers possible. Doctor Dawson says that a pair of these birds inter-weave grass blades and rootlets with the skill of a lacemaker, so that it is no wonder that the old lady thought it might be possible to teach them to darn stockings. At first glance the nest does not show durability, for frequently the walls are so thin that you may see eggs through them. It is so firmly woven, however, that it lasts a long time.

The nest is pouched-shaped, about three inches wide and four inches deep, and is made fast by the bird to the spreading forks of the limb. Sometimes it is built between two or three upright forks in which case it is tightly lashed to the ascending branches for its entire length. The nesting sight is usually the apple trees. For this reason the bird gets its name of orchard oriole.—Our Dumb Animals.

Real Estate Transfers.

Charles T. Bilger, et al, to John H. Detwiler, tract in Potter township; \$1.

J. D. Keller, et ux, to J. Max Stewart, tract in State College; \$23,000.

J. H. Eberhart, et ux, to John Galaida, et ux, tract in Bellefonte; \$2,000.

G. Emery Grenoble, et ux, to Geo. E. Gingerich, tract in Gregg township; \$300.

Eagle Cemetery Association to C. Hunter Dukemaan, tract in Boggs township; \$25.75.

Bellefonte Trust Company, Exr., to Anna A. Johnson, tract in Spring township; \$125.

John Haugh, et al, to John Haugh, et al, tract in State College; \$1.

Centre County Commissioners to W. G. Runkle, tract in Milesburg; \$12.

W. Harold Foster to Pearl R. Morgan, tract in State College; \$350.

L. P. Korman to W. T. Korman, tract in Gregg township; \$10,000.

State College Football Schedule.

Graduate manager Neil Fleming has announced the 1925 football schedule for Penn State, which provides for eight games, five of which will be played at home. The list is as follows:

September 28, Lebanon Valley at home.

October 3, Franklin and Marshall at home.

October 10, Georgia Tech at New York.

October 17, Marietta College at home.

October 24, Home-coming day, Notre Dame at home.

October 31, Syracuse at Syracuse.

November 7, Michigan Aggies at home.

November 14, West Virginia at Morgantown.

November 26, Thanksgiving day, University of Pittsburgh, at Pittsburgh.

Didn't Care.

Rastus Jackson, a thoroughly married darkey, was one day approached by a life insurance agent.

"Better let me write you a policy, Rastus," suggested the agent.

"No, sah," declared Rastus emphatically. "Ah ain't any too safe at home as it is."

Buy at Home

We pay taxes here and contribute to every public movement. And we sell Groceries that are as good as you can get anywhere.

City Cash Grocery

In Ordering Bread

Don't forget to enrich your table with our other baked goods that lend variety and deliciousness to your meals at little expense.

BREAKFAST ROLLS CRULLERS

COFFEE RINGS CAKES

FANCY BUNS RAISIN BREAD

CURRENT BUNS PIES

They give you the same food value as our wholesome Bread.

CITY BAKERY

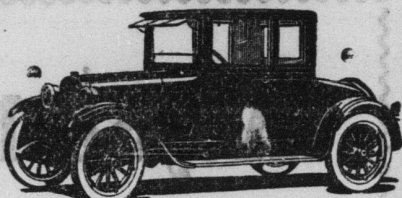
GALAIIDA'S SANITARY

Fish and Oyster Market

Bush Arcade—Both Phones

Fish, Oysters and Dressed Poultry at All Times.

Bell Telephone 82 M



Dodge Bros. Motor Cars
Graham Bros. Trucks
Hockman's Garage

...The...

Center Oil and Gas Co

Distributors of



Products

Bottom Bros.

The EXIDE Battery
Service Station

Automobile Accessories,
Radios and Supplies
and
Electrical Contractors

Bottom Bros.

Service Quality Courtesy

Bellefonte Motor Service Co

W. F. McCoy

General Repairs All Cars

Tires Tubes Accessories

"THE MOON SIX"

HUPMOBILE

UNBREAKABLE

Can't Break, Crack or Leak

A Le Boeuf Fountain Pen
is Guaranteed Unbreakable

Come in and Try to Break One

The Mott Drug Co

Hunter's Book Store

All Standard Lines

Eaton's and Craine's Papers

Blair Tablets

Carter's and Stafford's Inks

Dennison Goods

Eversharp and Conklin Pencils

Conklin and Moore Pens

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Enduring Gifts

OF
...Quality Furniture...

Showing the largest Lines of
Exclusive trade-marked Furni-
ture in Centre County

W. R. BRACHBILL

Spring St. Bellefonte, Pa.

They Say they Know—that

The Variety Shop

China and Toy Departments

are the Best in Centre County.

Kom and C what U think.

G. R. SPIGELMYER & CO.

M. R. JOHNSON

Marble and Granite

CEMETERY WORK

of every description

Before You Vote

BE SURE TO READ THIS

We have nominated as our

leaders the

MODERN GLENWOOD STOVE

W. W. Lawrence & Co's

READY MIXED PAINTS, Val-

spar Varnishes, Enamels and

Stains,

H. P. SCHAEFFER, Hardware

COAL!

Our careful selection has en-
abled us to sell and deliver at
any time the Best Grade of Coal
mined in Centre county.

Centre Co. Fuel & B'ldg Sup. Co

NATHAN KOFMAN, Prop.

Knisely's Market

Clean and Up-to-Date

FISH OYSTERS

BUTTER EGGS

SMOKED MEATS

West High Street

Lyon & Co Lyon & Co

We specialize in Ladies, Misses
and Children's Ready-to-Wear.

Come and see our Blankets and

Comfortables

Visit our store before you do

your Winter buying. It will be

a Big Saving to you.

LYON & CO.

Bellefonte Filling Station and Rest Room

A Service Station for Impatient

Motorists

GREASES OILS GAS

Confectionery Tobacco

Oil Changed Free

FRANK SASSERMAN, Prop.

Russ-Bell's

Sodas, Ice Cream, Candy

Martha Washington

CANDIES

Old Time Home Made

Casebeer's

Christmas Window

for Gifts that Last

REGISTERED

Optometrist and Jeweler

NEW ONE BORN EVERY MINUTE

Mail Order Man Need Not Worry
About Keeping His Old
Customers.

HIS FIELD NOT RESTRICTED

Local Merchant, on Other Hand, Must

Give Good Values and Service

in Order to Hold

His Trade.

(Copyright)

It has been said that there is a
sucker born every minute. If this be
true, there are 1,440 potential custom-
ers of the mail-order houses ushered
into the world every 24 hours and the
number reaches a total of 525,600 every
year.

Of course, as Mark Twain remarked
regarding reports of his death, these
figures may be exaggerated, but they
serve to illustrate the fact that the
mail-order houses of the big cities al-
ways have new fields to exploit and
are not hampered in their dealings by
the necessity of pleasing all their old
customers. If the mail-order buyer
discovers that he has been "stung"
and registers a vigorous kick, it means
nothing in the young life of the mail
order man. Why should he worry as
long as there are some 99,999,999 other
persons in the United States to whom
he may make his alluring appeals.

Ever Get Money Back?

Did anyone ever hear of a mail or-
der house refunding a customer's
money if the customer was not satis-
fied with his purchase? Don't all speak
at once, please. The big mail order
houses in the cities expect to receive
a large number of complaints from
their customers. They know that
much of the goods which they sell will
not come up to the expectations of the
buyers, whose ideas as to what they
will receive have been formulated from
the pretty pictures and alluring de-
scriptions given in the catalogues.

The mail order houses prepare for
this contingency by maintaining large
corps of clerks whose sole duty it is
to answer the letters of irate cus-
tomers. These clerks, or correspond-
ents, as they are called, exercise all
their powers of cajolery in an effort
to appease the complaining customers,
but if this is found to be impossible,
after an exchange of letters, the mail
order man has no cause for worry. His
living is not dependent upon the cus-
tomer to whom he has already sold
goods. "There are as good fish in the
sea as have ever been caught" and he
turns his attention toward the landing
of the new fish.

Local Merchant's Field Limited.

Compare the position of the mail or-
der man with that of the retail mer-
chant in the small city or town. The
retail merchant has a certain limited
territory from which he must draw his
trade. All his business must be done
day after day and year after year
among the same people. The buyers
to whom he can appeal for business
number only a few thousand at the
most and in some cases a few hun-
dred. Unless he can make his cus-
tomers his friends and bring them
back to his store again, he cannot con-
tinue in business. The result is that
he looks beyond the single sale which
he may be making at the time. It is
to his interest to please every one of
his customers. It will profit him nothing
to make a big profit off a customer
on one sale if that customer is not
satisfied with his purchase and refuses
to come back to his store again.

From which man can the buyer ex-
pect to get the best values, the best
service and the best prices in propor-
tion to the quality of the goods sold?
From the man who must please him
and give him his money's worth in or-
der to remain in business or from the
man who figures that he may never
hear from the buyer again and that it
will make no great difference whether
he pleases him or not?

Gets It While He Can.

The idea upon which the mail order
man works is to get the money while
the getting is good. If the customer
is satisfied with the goods which he re-
ceives, all well and good. The mail or-
der man knows that the customer is
the kind of a man or woman who
likes to take a chance, or he wouldn't
have sent in his order in the first
place. Therefore he may figure that
the customer is likely to take a second
chance even if the first does not turn
out to his liking. If the customer has
enough spirit to make a kick, the
trained correspondents in charge of
the complaint department may be able
to pacify him. If they are not, it
doesn't matter much anyway, for there
are millions of others who may be
caught with the same bait—there is
one born every minute, you know.

It is well for the consumer to re-
member these facts if he is ever
tempted to take a chance on the offer-
ings of the mail order house. The
home merchant has something at stake
in every sale that he makes. The mail
order man has nothing at stake. The
home merchant has everything at
stake on the manner in which he treats
his customers, for he cannot get others
to take their places. The mail order
man has nothing at stake for it is to
his interest to get all that he can out
of each sale, knowing that he may
never have another chance at that par-
ticular customer.

Which is the safest man to do busi-
ness with?

The Best at Less

in

Pianos Radios

Phonographs

HARTER'S MUSIC STORE

18 N. Allegheny St.

WHY

wait until Spring to have
your Car done over?

Now is the Time

S. H. POORMAN'S GARAGE

BELLEFONTE, PA.

Your Satisfaction

IS OUR RECORD FOR SERVICE

That Good GULF Gasoline

on the edge of town, on the State

College road.

EDGEFONT FILLING STATION

and REST ROOM

BOND C. WHITE, Prop.

The Scenic

Moose Temple Theatre

Good PICTURES

SHOWS

Have You Been

getting everything that's com-
ing to you when buying groceries

We give you Service and Good

Groceries at Right Prices

THOMAS S. HAZEL

DEALER IN

Staple and Fancy Groceries

\$1.75 \$1.75

Ladies' Silk Hose

(Guaranteed)

We will give a new pair free
for any pair that shows a run-
ner in the leg or a hole in the
heel or toe.

Yeager's Shoe Store

BEEZERS GARAGE

STUDEBAKER

International Trucks

See the "Duplex" Car

GEO. A. BEEZER

Serv-us

BRAND

REGISTERED

G. F. Musser Co

WHOLESALE GROCERS

FRANK . MAYER

Manufacturer of

Snow-flake and White-lily

FLOUR

We carry a large stock of All

Kinds of Feed in both our Mills.

We are always in the market for

Grain.

Bellefonte Mill Roopsburg Mill

Was Never in Business

in Any Other Town

Wion Garage

New Location...W. Bishop St.

BELLEFONTE

Bring Health and Happiness

to your home with a convenient

"Heatmore"

Pipeless Furnace

CLEAN AND SANITARY

Saves Fuel Saves Work

Extra Heavy Castings

Deep Cup Joints