

TELEPHONE SHOPPING BOON TO HOUSEWIFE

Well Known Household Expert Declares Telephone to be Real Time Saver.

Ordering groceries by telephone rather than in person is much more satisfactory to the housewife as well as to the grocer, according to a recent article written by Mrs. Harland H. Allen, a well-known household efficiency expert.

In her article Mrs. Allen stated that housewives who claim unsatisfactory results from telephone orders simply do not understand how to do it properly.

"The buyer must use forethought in assembling her orders, trade at a reliable store, insist upon service and deal with a clerk who knows her standards. It helps a great deal to know the different standard commodities and order them by name."

"Of course," writes Mrs. Allen, "the housewife can be an efficient buyer without this knowledge, even if she buys everything over the counter. And if she does know what she wants the telephone will bring exactly those things."

Mrs. Allen believes that merchants appreciate telephone orders because it saves their time as well as that of the customer. Most merchants have a habit of quoting their bargains over the telephone, especially to customers who request it. And certainly one can afford to "drop in" whenever by telephone than by "foot" for this purpose.

NEW YORK BOASTS TITLE OF WORLD'S "TALKINGEST" CITY

With more than 1,000,000 telephone instruments and more than 5,000,000 daily telephone calls, New York City has been appropriately dubbed "the talkingest city on the globe." By 1928, it is estimated there will be 1,725,000 telephones in the metropolis, or nearly 2,000,000, an increase of about 75 per cent, a really colossal figure considering there were only 67,000 in 1900 and 613,000 in 1915.

During the first nine weeks of 1923, the Western Electric Company shipped three million eight hundred million feet of lead-covered telephone cable to the operating companies of the Bell System.

Padded flowers and leaves of ivory satin are used on an exquisitely simple gown of the same material. A fish platter is invariably garnished with crisp slices of bacon.

TELEPHONE FIRST USED BY RAILROAD AT ALTOONA, PA.

The first telephone line put up for regular commercial purposes in connection with a railroad was run by Thomas A. Watson, Bell's assistant, with the help of Gardiner G. Hubbard, Bell's father-in-law, on May 21, 1877, at Altoona, Pa.

The line was ordered by the Pennsylvania Railroad and directions were given to install it at Altoona for the Superintendent of that branch of the railroad.

This was the very beginning of the spread of telephones over the country. On May 18, Watson had personally put up the first telephone line in New York City from the office of H.bourne L. Roosevelt, at 40 West 15th Street to his home.

On Sunday, May 20th, Mr. Hubbard and Mr. Watson traveled to Altoona, then a long and fatiguing journey on the Juniata River, and the next day, Monday, May 21st, installed the first telephone there near the Summit of the Allegheny Mountains.

The line was put up for practical business purposes and was so used from the date of its completion.

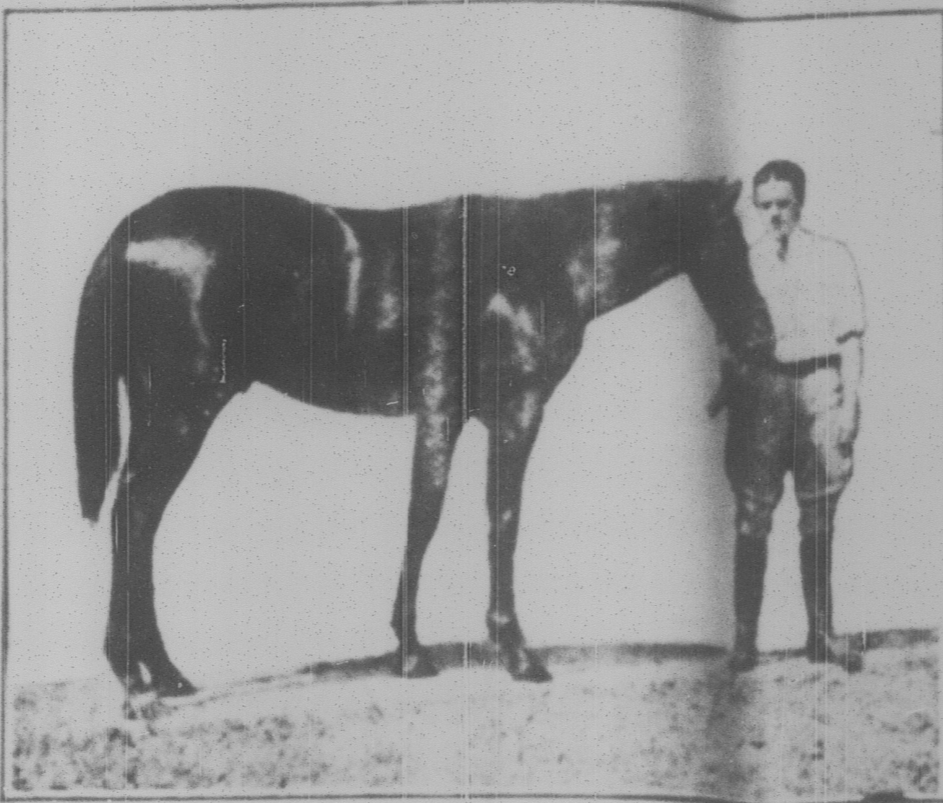
HITCHING NATURE'S LINES OF FORCE

Burnell R. Ford, inventor of the instrument which will tell an aviator exactly where he is, how fast he is going and whether he is right side up or upside down under any conditions, inventor of war-time instruments of a radio character of great value to the government, lecturer known to almost every city from New Orleans to Alaska, and Los Angeles to Bangor, Me., believes that the great power developments of the future will come from the utilization of light rays, and from the lines of force surrounding the earth. He spends half of each year in his laboratory, at Long Beach, California, and is devoting much of his time to the development of power from the two sources last named. Partial success has led him to hope for a realization of his dream before many years.

In addition to being a scientist, of national attainments, Mr. Ford is known as one of the most engaging personalities on the lecture platform today, and has combined a series of intricate radio-electrical experiments with a popular lecture in such a way as to give his hearers the maximum of knowledge as well as entertainment. Mr. Ford will give this lecture on the second night of the Chautauqua program to be given here.

A gayly colored rubberized handkerchief is wrapped around the head of a severe diving cap. Flat brown braids is effective on a sports frock of tan camel's hair.

MANY CHAMPION HORSES WILL BE SHOWN AT SEWICKLEY HEIGHTS SHOW OCTOBER 5-6



RICHARD K. MELLON

With his champion yearling stallion, Rolling Rock, winner of 4 Blue Ribbons at the National Horse Show in 1922 and considered the best type thoroughbred in America, Mr. Mellon is a member of the Horse Show Committee for the Allegheny Country Club and will be one of the leading exhibitors.

One of the finest horse shows ever given in Western Pennsylvania will be held under the auspices of the Allegheny Country Club at its famous horse show ring on Sewickley Heights, Friday and Saturday, October 5th and 6th. More than \$1,000,000 in cash prizes will be offered in about fifty classes. No expense will be spared to make the show the most enjoyable ever held in Pittsburgh.

The following Committee has been elected to conduct the show: W. G. Robinson, Chairman; John Denny, Secretary; H. N. Van Voorhis, William R. Schrier, John C. Oliver and Richard K. Mellon. Thomas W. Mellon, who has for years conducted America's greatest outdoor horse show at Devon, Penna., will manage the Sewickley show. Some of the foremost horsemen in the United States will judge the competitions.

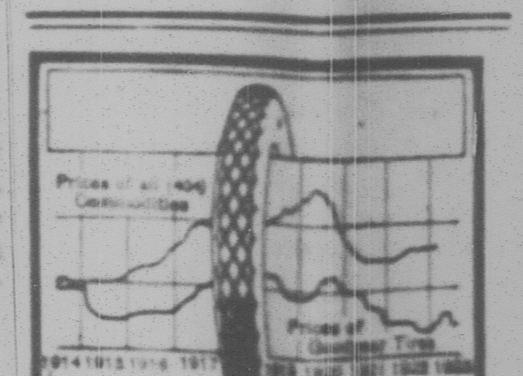
Classes are being arranged for stallions, broodmares, yearlings, fillies, colts and children's ponies. Special breeding classes will be arranged for Percherons, Belgians and Oldenbreds and draft classes for farm teams and single hitchers. Several of the classes will be devoted to local horses and hacks that never before have been given an opportunity to compete in a recognized show.

Ribbons will be given in all classes in addition to trophies and cash in the specialties and championships. A complete price list will be published.

Oh, I see Now I'm Some Body. A little rouge, a little mud. A powder box, a pretty girl. A bit of rain, away it goes. A different girl, with freckled nose.

Beneficiary Not Named—NORRISTOWN—"All the rest of my estate I bequeath to—" as far as Flora M. Willard, of Upper Merion, Pa., is concerned, her will, which left a \$5,000 estate was to be given has not been determined. Mrs. Willard died a month ago. When the will was drawn it was not known as to what it stated, although it is properly signed by the testatrix.

Ain't it the Truth? Gettrude: "Well, I will be frank with you—I give up—I will admit I don't understand men at all." Fannie: "What's the matter now?" Gettrude: "Well, my husband ran a tank all through the war and did a pretty good job at it, but now—well he can't even run the vacuum cleaner for me."



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Diehl's Garage Dietrich Bros. Garage Patton Auto Company GOODYEAR

Reward for Cashier's Arrest—PHILADELPHIA—A reward of \$2,000 was offered Saturday by the trustees of the estate of the late Charlemagne Tower, former ambassador to Germany, for the arrest of William A. Rossiter, bookkeeper of the estate, who has been missing since June 29. Two warrants have been issued for Rossiter's arrest, charging embezzlements of \$15,000.

Motors Makers Want Site—NEW CASTLE—W. O. Dayton, vice president of the Consolidated Motors Company of Pittsburgh, manufacturer of taxicabs, informed directors of the board of trade, Thursday, that his company desires to locate an assembling plant here. The company wants a site and local capital to permit expansion. Dayton informed the directors. The proposition has been taken under advisement.

Contractor Injured—SOMERSET—Falling with a steel beam that was being placed in position at the new clubhouse of the Moose at the country place of the lodge in Somerset County Thursday, Contractor Henry Wacker, Jr., of the Seventh Ward, Johnstown, sustained a fracture of the right arm and other injuries.

Luzerne County Banks Merge—WILKES-BARRE—The miners' Bank of this city, Luzerne county's largest financial institution, merged at noon Saturday with the Luzerne County National Bank. The consolidated institution will have capital, surplus and profits of more than \$4,500,000, and resources of approximately \$29,000,000, and trust funds of more than \$13,000,000. The merger gives Wilkes-Barre the largest bank in the State outside of Philadelphia and Pittsburgh.

Powder Burns Boy's Eyes—JOHNSTOWN—Setting fire to a can of powder with which he was playing at his home during his mother's absence, Robert Shank, 7 years old, was severely burned on face and hands Friday afternoon when the powder exploded. It is feared his sight has been impaired.

Miss Katie M. Patz, of Cresson, and Felix E. Sanker, of Gallitzin, were united in marriage at 11 o'clock Friday morning at the office of Squire Charles P. Rowland. Their attendants were Charles and Bertha Resch. The bridal couple will live at Gallitzin where the bridegroom is employed as a miner.

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