


The Business Men's "BUY-AT-HOME" CAMPAIGN

Watches
Jewelry
Diamonds
Silverware



RISHEL JEWELRY CO.,
DR. D. K. RISHEL,
OPTOMETRIST

Try Our
Fresh Home Made
SAUSAGE AND PUDDING
HOME DRESSED BEEF

Zahursky's Meat Market

Crane's Linen Lawn
Wedding Invitations, Visiting Cards
Monogram Stationery
Greeting Cards of Every Description. M. H. Gardner, Prop.

TOZER JEWELRY COMPANY

ALCOHOL For Your Radiator
Yes, lots of it - let us supply your wants.
Used Fords - plenty of them at bargains. Come in and look 'em over.

DIEHL'S GARAGE

Portraits of Quality
SPECIAL FACILITIES FOR MAKING GROUPS AND WEDDING PICTURES
PICTURE FRAMING
We have a good supply of new mouldings on hand for making frames.
Large and small oval frames, swing frames.

Carriel, The Photographer.

You Can Play Cards
so much better on one of our classy, specially priced tables at **\$1.98**
Come in and look them over

BUCKS' FURNITURE STORE

MERCHANTS MUST BUILD "BACKFIRE"
Can Beat Mail Order Houses at Their Own Game If They Will Do It.

ADVERTISING ONLY WEAPON

If advertising, the local merchants find the only way to compete with which they can beat the mail order houses at their own game. This does not mean necessarily, only newspaper advertising, although that is the big gun in the battery employed by the successful merchant in his battle for trade. Advertising is a big word and it covers a big field. There is no longer to be found the man who does not believe in advertising. Every merchant believes in advertising of some sort. The placing of a display in a show window is advertising. The only difference between that kind of advertising and advertising in a newspaper is that where the one reaches dozens the other reaches hundreds. Attractive window displays are, of course, an important adjunct of any retail store. They serve their purpose but this purpose is only to attract the attention of those who may be passing by the store. There are other forms of advertising, such as personal solicitation, but printed matter must always continue to be the chief reliance of merchants in attracting customers to their stores.

SPECIAL This Week at Quality Meat Market
Fresh Country Style SAUSAGE
Home Made Liver Pudding

WHEN YOU WANT
the best kind of Shoe Repairing done at very reasonable prices, come in and see me
I also carry a first class line of work and dress Shoes for Men, Women and Children.

JOE LAFORNEY
Windsor Hotel Building

THE BEST IS NONE TOO GOOD
when it comes to fine confectionery. If you once try our candies at the very reasonable prices, you will become a steady customer.
Our Fountain Syrups are the Best.
Our Ice Cream is Just Right.

New York Confectionery
Across from Good Building

You Don't Have to Be Lucky to Get Big Mileage
Neither does one instance of phenomenal service make a "case."
Ask Every **GENERAL CORD** user you meet.

GILL & LINK MOTOR SALES CO.
DURANT STAR

Catalogue Concerns Spend Hundreds of Thousands of Dollars Annually to Create Demand for Their Merchandise.

(Copyright, 1911, Western Newspaper Union.)
The forest ranger and the public farmer have learned that they must fight with fire. They know that when the all-consuming forest or prairie fire are sweeping toward them their only hope of safety lies in the "backfire." By kindling and carefully controlling a fire of their own they force the bigger fire to burn itself out, finding no further fuel on which to feed.

Advertising Begs Confidence.
The buying public has learned that the store which takes the people into its confidence through its advertising is the one in which it may expect to get the best bargains and the most satisfactory treatment. It knows that the store which advertises consistently and regularly has the best and most up-to-date stocks because this store sells its goods more rapidly than the one which does not advertise and, therefore, is not forced to carry over old stock from one season to another. The public knows that the store which advertises can place lower prices on its goods because it turns over its stock oftener than the store which does not advertise and therefore does not have its capital tied up in slow-moving merchandise.

"Patton Maid"
is as good bread as can be bought and it is baked in our clean sanitary shop right here at home.
Why buy out-of-town bread when the best is right here, and it's

"Patton Maid"
C.M. Cronemiller

WHEN YOU GET
The famous "W. E." Products you get real goods, such as LAMPS, all sizes, Vacuum Cleaners, Motors, Washing Machines, Heating Pads and Electrical Appliances of all kinds.
Let me estimate on the electrical work for your home.

Cecil Mitchell

ALTOONA & PATTON BUS SERVICE
Leaves Patton at 7:00 A. M., 1:00 P. M. and 6:00 P. M.
Leaves Altoona at 8:00 A. M., 4:00 P. M. and 8:00 P. M.
"It's Cheaper and More Convenient!"
Taxi Service Day and Night
H. & C. Phone
EARL G. TARR, Prop.

Advertising is the weapon with which the mail order houses conduct their warfare on the retail merchants of the small cities and towns. The mail order houses do their advertising through their own catalogues and through certain publications which are known as mail order advertising mediums. At the mail order house a copy of the catalogue is placed in every home in the neighborhood and it is the only catalogue which is fully catalogued.

The mail order houses do not get their business by merely letting the public know that they have dry goods or hardware or groceries or some other commodity to sell. It creates a demand for its goods by placing in its catalogue attractive pictures and detailed descriptions of the articles which it has to offer. The catalogue is placed before the prospective purchaser in the most graphic manner. The local retail merchant has the same opportunity to do this that the mail order house has and can do it much more effectively than the mail order house can. The retail merchant can talk to the people of his community through his home newspaper and that is something which the mail order houses as a rule cannot do for the local newspapers through a sense of loyalty to their communities and their home merchants will not accept the advertising with which the mail order houses would flood them if they had the opportunity.

Now Is The Time
to get your heaters and furnaces taken care of because it will soon be the good old winter time.
When we put in plumbing we do it RIGHT, and guarantee all of our work.

C. P. WELTY,
Plumbing and Heating

Bowl & Bulb Sets
in the newest designs, also bulbs sold separately
See our display of **CHRISTMAS CARDS**
FRIBERT'S GUN STORE
"The Retail Store"

Special This Week
Delaware Fee Stone Peaches, per bushel \$2.00
California Pears, dozen 40c
California Grapes, lb. 10c
Extra Fine Celery, bunch 15c
Large juicy Grape Fruit, each 10c

PLACID'S FRUIT STAND,
Opposite Palmer House

Business Built Upon Advertising.
The catalogue houses also spend thousands upon thousands of dollars in advertising in the mail order publications which look for their circulation to the people of the small towns and the rural districts. Advertising in some of these mediums costs as much as from \$40 to \$55 for a single inch, yet the mail order houses find it profitable to pay these high rates. Their business is built upon advertising and if they were denied the use of the mails for their advertising for a single month their business would be destroyed.

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When You Want to Go Anywhere, one of our Lizzies will take you there and bring you back, all in one piece, and we won't overcharge you either.
Expert Repairing on Automobiles
Billie's Garage

Own Your Own
Home, and let us show you how you can do it. What's the use of paying rent when your rent money will buy you a home.

Geo. C. Hoppel.
BUILDING MATERIALS of all kinds
Cement Plaster Roofing

CIGARS, CANDIES, PERFUMES
Stationery, Compacts and Rouges, Talcums, Face Powders, Toilet Soaps, Shaving Soaps, Safety Razor Blades
Rit, Tintex, Diamond and Putnam Dyes
The Patton Drug Co.
"The Prescription Store"

Black Patient: "I sho' does, Doctah I sho' does."
Voodoo Doctor: "Ah-h--and when do you hear these--er--voices?"
Black Patient: "When Ise talkin' over the telephone, Doc."

Well--That's Gars.
"Yes sirc," said the late stayer to a young sweetheart, "if I had money I'd travel."
Impulsively she slipped her hand into his, then rising swiftly, she sped into the house.
Alas! he looked at his hand. In his palm lay a nickel.

Now Is The Time--
When cold weather is coming, and we have some fine
Blankets of All Kinds,
School Shoes for Children,
Men's Work and Dress Shoes
Dress Shoes for Women

FRANK MAYKOVITCH
General Merchandise

Administrator's Sale
OF
Valuable Personal Property
By virtue of the power vested in me as Administrator, c. t. a. of Martha E. Williams, deceased, I will expose to public sale at the late residence of Martha E. Williams, on McCoe Avenue, Patton borough,

other household furniture consisting of all the personal property of the late Martha E. Williams.
Terms: Cash on day of sale.
RAYMOND D. BUCK,
Administrator c. t. a. of Martha E. Williams.
REUEL SOMERVILLE,
Attorney.

Find Riddled Car--
WILKES-BARRE--A large closed automobile, riddled with bullet holes and scarred with buckshot, was found abandoned in a field near Kingston Borough by police Thursday morning.

New Strip Mine--
HAZLETON--The Lehigh Valley Coal Company is completing plans for a new striping operation between Jeaneville and Treckow which will tap the veins of their land near their Jeaneville colliery not now being worked. A new striping is also being planned in the same section by the Lehigh and Wilkes-Barre Coal Company but this work will not start until spring when the Kehoe striping will be finished.

Farm Calendar.
Watch for Mites--A large number of pullets are suffering from an attack of mites. This causes them to become thin and extremely waste in the legs and back. Be sure that your roosts have none of these insects on them before moving the pullets into winter quarters.
Control the Grain Weevil--Now is the time the grain weevils and small beetles start working in stored wheat. They can be destroyed in the same treatment that is used to control the grain moth. Treatment should be made before the temperature gets below 45 degrees F. About three pounds of carbon bisulphide will fumigate 10 bushels of grain.
Raspberry Diseases--The raspberry industry of Pennsylvania is seriously threatened by diseases. Planting disease-free plants and controlling the raspberry aphid are possible remedies. The aphid may be controlled by spraying with one pint of nicotine sulphate in 15 gallons of water. Five pounds of lime should be slaked and added to the above spray before making the application.

FOR PROTHONOTARY
"Squire"
E. W. WALSH
OF SPANGLER
YOUR SUPPORT AND INFLUENCE RESPECTFULLY SOLICITED

For County Commissioner
"Pat"
Campbell
Portage, Pa.
I favor Good Roads, and a Good Clean Business Administration of the County's Affairs, in the Interest of the Tax-payers.
Your Vote and Influence will be Appreciated

An Easy Guess.
Bank: "Do you know why she refused to marry you?"
Spunk: "Why, er--I can't think."
Bank: "That's it."
Meerbrook.
Up-Stage Prof: "Who were the three wise men?"
Student: "Stop, Look and Listen."
Symptoms.
Voodoo Dieter: "Do you ever hear strange voices and you can't tell where they come from?"

The Controller's Office
Is designed to be a check on public wantonness and extravagance, and to convey to the people from time to time a clear, reliable, readily understood statement of the County's accounts, financial transactions and conditions.
The Controller should possess the qualities of thrift and personal prudence; the Controller should be a person of clear mind and good judgment. Jacob M. Hoffman is such a man. Ask his neighbors and those who know him. If you believe in clean, honest politics and wish to add your mite toward bettering conditions in our county government,

VOTE FOR
Jacob M. Hoffman
FOR
County Controller