


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.

DIENL'S GARAGE

NEARLY HERE
Secure Sitings now for
Christmas Photographs

PICTURE FRAMING
We have a good supply of new mouldings on hand for making frames.
Large and small oval frames and 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

MANY STILL LOVE
TO BE HUMBUGGED

Seem Not to Mind Having "Something Put Over" on Them the Least Bit.

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

PINK PAJAMAS FOR SHIRT

Mail Order Houses Find It Easy to Make Substitutions Because of the Cost of Making Exchanges.

(Copyright.)

It was a famous American showman who declared that the American people love to be humbugged. That saying is many years old now but sometimes it seems that there is about as much truth in it now as there was when it was first uttered.

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 9:00 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.

People as a rule do not like the idea of having "something put over" on them, but from the way in which the great mail order houses in the big cities flourish it seems that a great many people do not mind it a bit.

The business man who, when he gets a call for an article which he has not in stock, attempts to substitute some other article of a similar nature without telling the buyer of the substitution, is "putting something over" on his customer. Few retail merchants nowadays attempt to do a thing of this kind. The great majority of merchants do not do this for two reasons. One reason is that they wouldn't do it if they couldn't do it if they would. The man who buys an article over the counter and sees what he is buying before he pays for it, is pretty sure to get what he wants.

Our selection of Christmas Cards is at its best.

Orders for Engraving promptly filled.

RICHEY'S DRUG 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

Ordered Shirt, Got Pajamas.

But there is another class of merchant of which the same thing can not be said. A man who has been connected with some of the big mail order houses is authority for the statement that the heads of the various merchandise departments of mail order houses have standing orders to substitute with the nearest thing they have if the articles ordered are not in stock and available for delivery. It is related that in one instance as a result of these instructions, a man who ordered a dress shirt from a mail order house received a pair of pink pajamas instead.

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 Rongers, Talcum, Face Powders, Toilet Soaps, Shaving Soaps, Safety Razor Blades

Rit, Tintex, Diamond and Putnam Dyes

The Patton Drug Co.
"The Prescription Store"

It is easy for the mail order house to get away with this substitution of one other article for the one that is ordered for the reason that to exchange an article received from a catalogue house is a costly undertaking.

Exchanges Are Costly.

If a mail order buyer is disappointed in his purchase, as he is very apt to be when he compares the article upon arrival with the picture and flowery description which appeared in the catalogue, the wisest plan is to take what he gets and make the best of it. Every time he sends an article back to be exchanged, he is piling up the expense of freight charges and even if the article is exchanged as requested, the buyer is not apt to fare much better on the second attempt.

The mail order houses are well aware of the fact that the majority of their customers will not go to the trouble and expense of returning an article if it does not come up to their expectations and as a result they can win the substitution game to their benefit.

The home merchant, however, cannot do business in this way and, as has been said, the majority of them would do so if they could. The home merchant, if he has not the article called for, may offer another with the explanation that it is of the same quality as the one for which the customer asked. Good merchants nowadays even attempt to offer something "just as good" to the customer especially when the article called for is one that has become nationally known through the advertising done by the manufacturer, but to attempt to make a substitution without the knowledge or consent of the customer! Well, it is being done by the local merchants today.

Substitution Made Easy.

Substitution is made easy for the mail order houses, also, by the fact that they do not sell what is known as "advertised" goods—that is, goods that have been thoroughly advertised by the manufacturers and are known nationally known through the advertising. A large part of the merchandise which the mail order houses sell purports to be manufactured by them—although in most cases it is made in their own plants. This of this merchandise bears only the name of the mail order house and is easy to substitute one article for another without the customer being the wiser.

The methods of the home merchant are different. With the great development of advertising in recent years much of the merchandise carried by the retail merchant is "advertised" goods. These goods are of familiar brands, the names of which have been made famous by the national advertising of the makers. This advertising is a distinct protection to the buyer for the latter knows when he goes into his local store and asks for an article of this kind that he will get just what he asks for if the merchant has it in stock and that he will be told if the article is not in stock. There is absolutely no opportunity for the merchant to "put one over" on him, even if the merchant had the inclination to do so.

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

Special This Week
Celery 10c, California large peaches a can 25c, large can tomatoes at 15c, small cans at 2 for 15c. Large grapefruit at \$1.25 a doz. Hershey Buds, 40c per lb.

RICHEY'S FRUIT MARKET,
North Fifth and Beech Avenues

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

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

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

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

"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

C. L. Forsberg
General Merchandise

SPECIAL THIS WEEK—
7 pieces of fine soap, neatly packed in a nifty box for 25c

C. L. Forsberg

If You Give Us
Your order for STOVE REPAIRS you will get them promptly and to your satisfaction.

BINDER & STARRETT
HANDWARE
"The Store That Gives You Satisfaction"

KODAK FINISHING
Prompt Service
Your Name for Price List, etc.
Try Our Enlargements

M. J. PARABAUGH, Photog.
CARROLLTOWN, PA.

Man Shot During Hold Up—
MONONGAHELA—Two holdups occurred near here early Monday and in one of them the victim was shot and slightly wounded. John Klavets of Ginger Hill, remonstrated with two bandits who took his watch, valued at \$15, and one of the footpads discharged

of a revolver at him, inflicting a flesh wound in the head. Frank Brubaker and Emil Neidermyer, both of Black Diamond, were held up by two bandits who concealed their faces by turning up the collars of their heavy coats. Brubaker lost \$45 and Neidermyer \$30 and a watch.

Couple Score in Studies—
STATE COLLEGE—Taking his wife along to college and both capturing a good share of the scholastic honors in class work is the latest wrinkle in the present day rush for higher education. It has been worked successfully by Mr. and Mrs. Richard H. Budda, of Butler at Penn State College. The male half of this student household stood at the head of the present junior class, with an average of 91.7 according to records of the last semester, announced today, and Mrs. Elizabeth Zorb Budda stood fifteenth in a class of 99. Both have been awarded honor society council medals for their excellent work. Mr. and Mrs. Ray E. Semmens, who came from Warren county, are members of the junior class and are cooly settled in a little apartment in the borough. Until there was a recent addition to the family, Mr. and Mrs. Hodgson J. Hartley, of Philadelphia, went in class every morning together, he as a special agricultural student, and she as a home economics student.

Bull Tramples Farmer—
FRIEDRICKTOWN—As the result of being trampled by a bull which ran him down in a field Monday afternoon Frank L. Haslinger, 55 years old, is suffering from three fractured ribs. Haslinger succeeded in getting out of the field and probably internal injuries. Haslinger after he had been thrown around the field collapsed when he got out of the field and was carried into his home.

Tossed 600 Feet to Well—
TAMAQUA—Struck on the head by a projecting stick of timber while ascending in a mine cage at the Lehigh Coal and Navigation Company's No. 9 colliery, Alford Pascoe, aged 27 years, was hoisted from the cage 600 feet to the bottom of the shaft and killed.

Raymond D. Buck
Funeral Director

Phone, Office and Residence PATTON, PENNA.

Spencer Corsets
Rejovance

A Spencer Corset gives the graceful poise which is the secret of style and comfort. Write or phone for an appointment.

MARY M. FORDADLEY
Palmer Ave. Patton, Pa.

J. EDWARD STEVENS,
CARROLLTOWN, PA.

FUNERAL DIRECTOR AND EMBALMER.

Careful and up-to-date service.
MODERN EQUIPMENT
Telephone Service—Office and Residence.

INSURANCE
"Worry Proof"
"Good-bye Anxiety!"
Parrell, Cowher & Co. Office in the Good Building.

J. A. Schwab, Pres. A. O. Somerville, Vice Pres.
Lester Larimer, Cashier Myron S. Larimer, Asst. Cash'r.
James Westrick, Vice Pres.

The Grange National Bank,
PATTON, PA.

4 Pct. Paid on Savings Deposits
3 Per Cent Paid on Time Deposits

DIRECTORS:

J. A. Schwab Dr. P. J. Kelly James Westrick
T. M. Sheehan A. O. Somerville Lester Larimer
P. C. Strickmaster Henry Leiden C. J. Noon
D. A. Luther Leonard Lacue Barth Young

Railroads The Promoters of Progress

THE HERALDS OF PROSPERITY

Did it ever occur to you how necessary the Pennsylvania Railroad System and other railroads are to your well being? How essential to the convenience and comfort of your family?

Did you ever stop to think of what the railroads have done to facilitate your business prosperity or enhance the development and growth of your community, in its relations to other sections of the country?

Did it ever occur to you, that every dollar expended in the purchase of transportation in an interest-paying investment, yielding abundant returns in better railroad service, greater prosperity, growth, and development of every interest?

As the irrigation of the ground makes fruitful the soil, so the expansion of the railroads radiates progress and prosperity.

What Your Co-operation Means

Railroads cannot expand alone. They require your help, your co-operation, your friendly attitude to obtain the place they have to vicinate to achieve the best results for the people—the highest type of transportation service.

Without your co-operation, progress is checked and the best efforts of the railroad's come to naught.

PENNSYLVANIA RAILROAD SYSTEM
THE STANDARD RAILROAD OF THE WORLD