

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 BEET**

Zahursky's Meat Market

Crane's Linen Lawn
Wedding Invitations, Visiting Cards
Monogram Stationery
Calling 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

Nearly Here—
Secure Sitings now for
Xmas 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 PUT TRUST
IN THE UNKNOWN**

Never Satisfied With These
Things With Which They
Are Familiar.

...ings of business practices. He
upon these tendencies of man
to take a chance, to trust in the un-
known rather than the known, to place
confidence in the stranger rather than
the friend.

Hope to Draw Prize.

Those who buy merchandise from a
mail order house are moved partly,
whether they realize it or not, by that
trust in their nature which prompts
them to trust in the unknown rather
than in that with which they are fa-
miliar. They are hoping, it may be un-
consciously, that they will draw a prize.
They do not know what they will get,
but it is impossible for one to know
what he is going to get when he or-
ders merchandise from a picture and
highly colored description in a cat-
alogue. He is taking a chance on the
unknown.

Buying merchandise from the local
merchant, on the other hand, contains
none of these elements of chance that
enter into the dealings with the mail
order house. When one buys a stove
from the hardware store in his home
town, he may get none of the thrills
that come from taking a chance but
he will get a stove that will last longer
and keep him warmer than the one
that he might get from the mail order
house and, in the average individual,
these things are likely to be more im-
portant than the thrills.

Using Your Eyes.

When you buy from the local mer-
chant you see the thing that you are
buying, you inspect it carefully, ex-
amine the workmanship and the qual-
ity of the material of which it is made
and in many cases you have the priv-
ilege of testing it before paying for it.
You have not only your own eyes and
knowledge of values to rely upon, but
you have the advantage of the advice
of the merchant who has an expert
knowledge of the merchandise which
he is selling and who, in 99 cases out
of 100, can be relied upon to tell the
truth about it. Then you have the
guarantee that is backed not only by
the retail merchant, but in many cases
by the manufacturer. If the article
which you buy does not prove satisfac-
tory after it is given a fair test, you
can take it back to the store where
you bought it, in most cases, and get
your money back. The retailer may
get his money back from the manu-
facturer but, if he doesn't, he stands
the loss. In any event, you are pro-
tected.

Why a person will place his confi-
dence in a stranger rather than a
friend or will trust in the unknown
rather than in that which is tangible,
is something that is hard to under-
stand. Even the mail order house does
not pretend to know why it is so but
it accepts conditions as it finds them
and makes the most of the opportu-
nities that they offer.

The man who believes all he says
in an advertisement always will believe.

**SPECIAL This Week at
Quality Meat
Market**

Fresh Country Style
SAUSAGE

Home Made Liver Pudding

**WHEN YOU WANT
the best kind of Shoe Re-
pairing done at very rea-
sonable 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 confec-
tionery. 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 phenom-
enal service make a "case."
Ask Every **GENERAL
CORD** user you meet.

GILL & LINK MOTOR SALES CO.
DURANT STAR

INCLINED TO TAKE CHANCE

Curious Traits in Human Nature Have
Made Possible Growth and Devel-
opment of the Great Mail
Order Houses.

(Copyright, 1921, Western Newspaper Union)

A curious trait in human nature
makes itself apparent very frequently.
That is an inclination to trust in the
unknown rather than in that with
which one is familiar. A person is
very apt to take a chance, even though
he may know that the odds are 100 to
1 against him, instead of being satis-
fied with lesser rewards about which
there is no possibility of doubt.

It is, possibly, the flaring up of the
ever-present gambling instinct but
there is something more in it than that.
There is in it the unexplained ten-
dency on the part of most people to
reach for the abstract and intangible
which is near at hand. Man is in-
ordinately satisfied with those things that
are within his grasp but is reaching
always for the unattainable. Too of-
ten, he loses that which he might easily
gain by blindly pursuing that which
is always just out of his reach.

"Gee" Man Thinks.

Coupled, in a way, with his faith in
the unknown is the tendency on the
part of so many people to place confi-
dence in a stranger in preference to
one who is known and has been tried
and proven. It is this tendency which
makes possible the operation of the
mail order houses, the get-the-quick-aid
business, the business of "working
men" who would not be troubled
trusting Bill Jones, his neighbor,
and fellow church member, will
readily turn over his life's
savings to a stranger who could not
talk his head off in behalf of a
legitimate proposition without getting
a dollar where the slick stranger will
sneak a hundred.

It is these two tendencies which, ap-
parently, are so widely prevalent
among all classes of people that have
made possible the success of the great
mail order houses in the big cities.
A knowledge of psychology is so im-
portant to the mail order man that

Special This Week

Celery 10c, California large pea-
ches a can 25c, large can toma-
toes 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.

"Patton Maid"
is as good bread as can be bought
and it is baked in our clean sani-
tary shop right here at home.

Why buy out-of-town bread when
the best is right here, and it's

"Patton Maid"
C. M. Cronmiller

WHEN YOU GET
The famous "W. E." Products
you get real goods, such as
LAMPs, all sizes, Vacuum Clean-
ers, Motors, Washing Machines,
Heating Pads and Electrical Ap-
pliances 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.

Why a person will place his confi-
dence in a stranger rather than a
friend or will trust in the unknown
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is something that is hard to under-
stand. Even the mail order house does
not pretend to know why it is so but
it accepts conditions as it finds them
and makes the most of the opportu-
nities that they offer.

The man who believes all he says
in an advertisement always will believe.

Now Is The Time
to get your heaters and furnaces tak-
en 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

C. L. Forsberg
General Merchandise

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

C. L. Forsberg

**We Have Many GIFT Sug-
gestions That are New
and Original**

Pottery, Plaid Toys, Ivory, Per-
fumes, and the newest in Vanities,
Christmas Cards.

FOGENTY'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

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**When You Want to Go
Anywhere, one of our Liz-
zies 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

If You Give Us
Your order for STOVE RE-
PAIRS you will get them prompt-
ly and to your satisfaction.

BINDER & STARRETT
HARDWARE
"The Store That Gives You Service"

Own Your Own
Home, and let us show you how
you can do it. What's the use of
paying rent when your rent mon-
ey 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 Ra-
zor Blades

Rit, Tintex, Diamond and Putnam Dyes

The Patton Drug Co.
"The Prescription Store"

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DID YOU EVER GET BUCK FEVER?

You won't get the "fever" and
miss your game if you have one
of our GUNS. Some dandy mod-
els in Winchester, Savage and
Remingtons.

Shells, Hunters Jackets and Leggins
A complete line of Marble's
Hunting Accessories

C. J. CORDELL HARDWARE

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

KODAK FINISHING

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

M. J. FARABAUGH, Photog.
CARROLLTOWN, PA.

Enterprise Grange Social.

Then Enterprise grange held an en-
joyable Halloween party at the grange
hall between Croston and Lovette last
Thursday evening. A large crowd was
in attendance, including members of
the Munster grange and of the home
grange. A program was carried out
and refreshments were served.

STUDENTS PASS EXAMS

HARRISBURG—The State Board
of Pharmacy Thursday announced the
names of 97 persons who had passed
the State examination as registered
pharmacists, including Earl E. Spei-
her, of Johnstown. For assistant
pharmacists, the successful list in-
cluded Harold Belzner and John E.
North, of Johnstown.

Raymond D. Buck
Funeral Director

Phone, Office
and Residence.

PATTON, PENNA.

Spencer Corsets
Rejuvenate

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

MARY M. FORDADLEY
Patton, Pa.

J. EDWARD STEVENS,
CARROLLTOWN, PA.

FUNERAL DIRECTOR AND EMBALMER

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

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

REUEL SOMMERVILLE
Attorney-at-Law

J. A. Schwab, Pres. A. O. Somerville, Vice Pres.
Lester Larimer, Cashier Myron S. Larimer, Asst. Cash.
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. Strittmatter Henry Leiden C. J. Noon
D. A. Luther Leonard Lacoe Barth Young

**Where Flows
the Fountain of
Perpetual Youth**

FROM WINTRY BLASTS
TO SUNNY CLIMES

Visit Florida For A Winter Vacation

Here in the land of the Seminoles, Ponce de Leon
sought in vain for "The Fountain of Youth" but in this
realm of semi-tropical sunshine, amid orange and coconut
groves and under shady palms and giant oaks, the modern
tourist finds a vacation land, where health, vigor and
strength add force to varied joys and pleasures unalloyed.

FLORIDA APPEALS TO YOU

A land of charming resorts of fashion on both the east
and west coast, delightful and stirring, where surf bathing
may be enjoyed in January as well as in July. Every
variety of sport and pleasure with Key West and Cuba but
a few hours distant.

GOLF! BOATING! FISHING! HUNTING!

Superior and convenient through service is provided by
the Pennsylvania Railroad System to all Florida resorts.

Effective December 31, and continuing until April 15,
the "Seaboard Florida Limited" and "Florida Special" will
be placed in service by the Pennsylvania Railroad, Sea-
board Air Line and Atlantic Coast Line, in connection with
the Florida East Coast Railroad, giving daily sole Pull-
man trains from New York, Philadelphia, Baltimore and
Washington to the principal Florida resorts.

PENNSYLVANIA RAILROAD SYSTEM
THE STANDARD RAILROAD OF THE WORLD

Accepts Position.

John Penrod, of South Fork, an em-
ployee of the Rating Department of
the State Compensation Board, has re-
signed his position with the State to
accept a similar position with the
Herwind-White Coal Company in
Windler. He is a member of the local
School Board. Mr. Penrod contemplates
moving his family to Windler in the
near future.

Surprise Party at Bazaarists.

A party of South Fork friends sur-
prised Mrs. J. C. Lewis on her birth-
day anniversary, recently. A pleasant
evening was spent by all present. A
dainty luncheon was served. Mrs.
Lewis was the recipient of many beau-
tiful gifts.

There's A Limit.

Insurance Agent (filling out life in-
surance blank): "And now what kind
of a car do you drive?"
Applicant: "None, I hate em all."
Insurance Agent: "I am sorry, sir,
but this company no longer insures
pedestrians."

Verily, Verily, Bobby.

Father was singing the baby to sleep
Bobby, a was sitting on mother's lap.
Finally he whispered:
"Mamma, if I was baby, I'd pretend
I was asleep."

Dumb Daniel Nimzick.

Dan: "Can a cow-hide in a shoe
store?"
Philip Clerk: "No—hot calfskin."

Besides being the active head of a
successful real estate company, Dr.
Jesse Russell, of Clarksburg, Cal., has
been admitted by the bar and has
practiced medicine for several years.