

# 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 Ford's - 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 mould-  
ings 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.  
**INCLINED TO TAKE CHANCE**

...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

**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-  
stinctively attracted to things which  
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.  
**"Goose" Man Thieves.**  
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-it-quick stores,  
the department stores, and the  
business of wholesale selling.  
The man who would not trust his  
troubling Bill Jones, his neighbor,  
and fellow church member, will  
easily turn over his life's  
savings to a stranger who sends a  
tale of riches to be won. Bill Jones  
might talk his head off in behalf of a  
legitimate proposition without getting  
a dollar where the slick stranger will  
send him the money.  
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. Cronemiller**

**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  
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.

**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

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.

**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"

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.

**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.

**INSURANCE**  
"Worry Proof"  
"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.

**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—'not 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.

**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.

**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. Lather Leonard Lacoe Barth Young