

New Member:
Haller's Bakery

SERVICE

Our Reputation

Our Sole Aim

As we swing into the new Winter Season, the thing most cherished by Altoona Booster Stores is their reputation for service. To continue to enjoy this reputation is the Booster Association's sole aim.

Wise buying is a part of this service. Shrewd merchants who want value for their money go to the market to buy — they don't wait for the market to come to them.

Thrifty housewives who want value for their money spend their money in their own communities — nearest home — where it will do the most good.

Your neighborhood stores are always best. Patronize them. What isn't in Patton can be supplied by members of the Altoona Booster Association along with that service of which they are proud and to which YOU are entitled.

With winter now upon us, this is the time to select seasonable wants for snow-time, when stocks are most complete.

BUY NOW — and in your district!

Altoona Booster Association

New Member:
Pelgal's Bakery

ASKING FAVORS OF MAIL ORDER HOUSE

Interesting Results Might Be Obtained by Making Certain Requests.

LOCAL MERCHANTS HELPFUL.

Do All the Things for the People of Their Community That the Catalogue Concerns Will Not Do.

Copyright, 1917, Western Newspaper Union. It has been said that three-fourths or five-tenths, or some such big proportion—the exact figures do not matter—of the business of the world is done on credit. If this was not true there wouldn't be much business done for no currency system could be devised that would furnish enough money to meet the needs of commerce if every article sold had to be paid for in actual cash. The amount of money in circulation in the United States is only \$47 per capita and this would not go very far if everyone had to keep enough cash on hand to pay for all that he might buy.

The greatest of sinners need credit. They keep their resources employed and at times are in need of ready cash. The same thing is true at times of men of smaller means. The credit system, as it is used sometimes, especially in the smaller communities, is abused and works a serious hardship upon the business men of the town. Some merchants, to avoid the loss that results from such abuse of the system or possibly to enable them to sell goods at a lower price than their competitors, operate strictly on a cash basis, but the great majority of merchants in every community give those customers who are responsible and honest the privilege of a charge account and the chances are that some sort of a credit system, properly safeguarded, will always continue to be a feature of legitimate trade.

Ask Catalogue House for Credit. You who have a reputation in your community for being at least fairly responsible and upright know that when you desire it or need it you can obtain credit from at least some of the merchants in your town. But some time when you are in need of some article of merchandise and are a little short of ready money, either what you want from a mail order—like in Chicago or some other city and ask them to please charge it till the first of the month. The experiment will be interesting, at least, and the answer that you receive may cause you to give a little thought to the difference between trading with the mail order house in some far-off city and buying from the merchants in your own home town.

Some mail order concerns are now operating a so-called credit system, but it is not a credit system such as is maintained by most retail merchants. These mail order houses will sell certain merchandise on the installment plan, but they not only demand an initial cash payment, but require the purchaser to sign a contract which operates as a mortgage not only on the merchandise purchased, but upon any other property that the customer may possess. There is nothing in this system that bears any similarity to the open credit system that is used by the majority of retail merchants.

There are some other requests you might make of the mail order man when the occasion arises and the responses might be equally interesting. For instance, you, Mr. Farmer, who bought that box of groceries from the catalogue house last month, might write the manager and ask him to buy your butter and eggs. Of course, it would be considerable more trouble to pack them for shipment to the city than it is to take them in to your local grocer, who is always ready to pay you the market price for them, but they may be the mail order man would pay you enough more than the market price to pay you for the extra trouble. And then again, maybe he wouldn't.

And, then, there is that mowing machine that you, Mr. Farmer, have been figuring on trading in for a new machine. Suppose you write to the mail order man from whom you bought that wire fencing and ask him what he will allow you for your old machine on a trade for a new one. Of course, the local hardware dealer in the town where you find a market for your farm products will allow you a fair price for your old machine, but what's the use of asking him to do it. The mail order man surely will be glad to do that much for you, will he not? Yes, he will not.

List is Endless. There are a good many things the merchant man will not do for you. The list would be too long to crowd into one issue of a newspaper. He will not give you credit, however, much you may need it. He will not buy the farmer's produce. He will not pay a dollar of taxes to help support your schools or build your roads. He will not contribute a cent to the support of your churches or your charitable institutions. He will not lend you a helping hand in time of trouble. The local merchants in a community will do everything for the people in that community that the mail order man will not do for them. This fact should make it easy for the people of the community to decide which it is to their interest to do business with.

NEW GRAND

PATTON, PENNA.

TONIGHT—

Nell Shipman in a good attraction,
"The Grub Stake"
Good Comedy Too. 10c-25c

SATURDAY—

BETTY COMPSON in
'The Bonded Woman'

MONDAY—

Big Special Attraction. Guaranteed as one of the best picture shows ever in Patton

'The Hottentot'

Douglas McLean and Good Cast

TUESDAY—

Great METRO Attraction
'SUCCESS'

WEDNESDAY—

Paramount Presents Jack Holt in
While Satan Sleeps

THANKSGIVING DAY

The motion picture play that has taken the country by storm,

Mighty Lak' A Rose

Two Reel Comedy, and

VAUDEVILLE

THANKSGIVING DAY AT THE MAJESTIC

Great Fox Production

Silent Command

And Two Reel Comedy

Two Burn to Death in Flow of Molten Metal

MONESSEN—Two men were burned to death, one trying to save the other and a third was painfully burned at the plant of the Pittsburgh Steel Company here early Monday morning when they were showered with molten metal. The dead are: David Fitzgerald, 21 years old of Charleroi, crane-man; burned to a crisp, and Angelo Gutera, 18 years old of Charleroi, crane-man's helper; burned on hands, face and body. Fitzgerald, operating the crane had placed a ladle beneath a furnace before the ladle had been properly placed and the ladle struck a table. Fitzgerald was caught in the molten mass and Gutera, rushing to his assistance, also was caught in the stream. Underwood was struck by the splashes of hot metal.

Youth Accidentally Shot in Right Leg Friday

Harvey Goussinour, aged 17, who resides on a farm above Franklin Borough, is a patient in Lee Memorial hospital, Johnstown, suffering of a gunshot wound in the right leg, inflicted accidentally at his home Friday evening. The youth had been on a hunting expedition, and upon his return he set his loaded shotgun on the porch. When he later went to get the gun away he accidentally dropped the weapon and it discharged. The shot struck the youth and entered below the right knee and went straight up into his thigh. Friday night an operation was performed by Dr. J. D. Keiser to remove the shot. His condition is reported as fairly good.

ENCORE FOR REUNION DANCE

After the receipt of many requests an encore will be given for the reunion dance which was such a big success here last month. The big crowd enjoyed the evening's program, which contained no jazz and was made up of waltzes, two steps, plain quadrilles, national quadrilles, Cream City minuets etc., to such an extent that the committee has received many requests to hold another. So another will be held in "Ex-Servicé Men's Hall Monday evening, November 19. Music will be furnished by the Russell-Ricks orchestra of Altoona and there will be no microphone or banjo, no jazz. At the last dance an effort was made to get a list so that invitations could be sent in case another was held but it was a futile as no street addresses were given and the only way to reach those who enjoy this kind of a dance program is thru the newspapers. If you want a good waltz, two-step or National, consider this notice your invitation and attend. We are sure you will enjoy it as did the big crowd who attended the other one.

TO PLAY FOR TITLE

The Hastings Athletic Club and the Barnesboro football teams will compete for the championship of northern Cambria at an early date, probably at the Carrilltown Park Grounds. The teams have played two games of football this season, each team winning a game and the third game will decide the title. Much interest is being taken in the contest by the respective admirers of both sides and a big crowd of rooters is expected to be on the scene when the game is called.

QUESTS AT SUPPER

A chicken supper was served recently by Mrs. George Johnson to the members of the Ladies Aid Society and their husbands in honor of her son,

Ralph, and his wife, who were recently married at Revloc. About 60 guests were present, including a host of friends from Colver. A very pleasant evening was enjoyed. Music was furnished by Mrs. Thomas Mills, of Nant-y-Glo.

IDENTIFYING A FORD.

Joe Haas tells about a tin roof of a Kansas store that was torn off and rolled into a compact bundle by a cyclone. Having a sense of humor, the owner wrapped a few strands of half-inch wire around the ruin and shipped it to Henry Ford. In due time came a communication saying: "It will cost you \$48.50 to have your car repaired. For heaven's sake, tell us what hit you."

SHIP BODY TO MOUNT UNION.

The body of Abram Book, aged 61 years, engineer for the Commercial Coal Mining Company, who was found dead at his shanty at Expedit, was shipped Tuesday night by Undertaker George Ondrizek to Mt. Union, Pa., for burial.

MARRIED AT EBENSBURG.

Miss Violet Patterson and Arthur Fulton both of Nant-y-Glo, were united in marriage last Wednesday in Ebensburg by Rev. Charles P. Rowland.

200 Sunday School Awards—

GROVE CITY—To T. F. Richey of the Presbyterian Church was awarded the medal given by the Pennsylvania Sunday School Association for 28 years of continuous service in the Sunday school. The records of the church show that 200 were eligible for the honor at the recent Golden Gate service of the school. Miss Alice Black completed her thirty-second year at this service as a member of the school. G. H. Crowther, the superintendent of the school, completed his thirtieth year.

"COLD IN THE HEAD"

is an acute attack of nasal catarrh, generally in a "run nose" condition. HALL'S CATARRH MEDICINE is a treatment consisting of an Ointment, to be used locally, and a Tonic, which acts quickly through the blood on the Mucous Surfaces, building up the System, and making you feel better in "cold." Sold by druggists for over 40 Years. F. J. Cheney & Co., Toledo, O.

Boy 11, Tapped for Long Trip—

NEW CAHILL—Parole Officer M. J. Young received word of the safe arrival in Miami, Fla., of John Koster, 11 years old, who was sent there by Young with a tag attached to his coat. The message was sent by the boy's brother, Thomas Koster.

Record for Canning—

CONNELLYVILLE—Mrs. Jane Cox and her daughter, Mrs. Jane Holt, of Ohio, have broken all Fayette County records for canning. The two have canned 1,000 quarts of fruit preserves during the past week.

To Celebrate Founding—

EBANSON—Preparations are now being made for the celebration of the 100th anniversary of the founding of Lafayette in December 1924. It was announced the first meeting of the citizens of Ebanson to consider establishing a celebration will be held at White's Hotel, December 27, 1924.

Boy Shot Cleaning Gun—

MELDMONT, 14 years old, son of Mr. and Mrs. Harry A. McDermott of this city, is in Mercy hospital, suffering from a bullet wound in the abdomen, accidentally inflicted while the boy was cleaning a rifle. The condition is serious.

Is Meant to Be—

SELANTON—Police here are looking for Brennan's missing thief. He took \$1.50 from the rear box in St. Luke's Episcopal Church.

Beak Painter's Body—

BEAVER—An Ohio river here was being dug out in an effort to recover the body of Edward Lyons, a bridge painter, who was drowned his Saturday when a scaffold rope broke, throwing him into the stream.

The YOUTH'S COMPANION

No other paper brings to your Whole Family so rich a variety of entertaining, instructing, inspiring reading for all ages.



IN A YEAR, 52 issues, The Youth's Companion gives 12 Great Serials or Group Stories, besides 250 Short Stories, Adventure and Travel Stories, Family Page, Boys' Page, Girls' Page, Children's Page, and the Best Editorial Page of the day for mature minds.

Start a Year's Subscription for YOUR Family NOW. COSTS LESS THAN 5 CENTS A WEEK.

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| <p>OFFER No. 1</p> <p>1. The Youth's Companion — 52 issues for 1924</p> <p>2. All remaining Weekly 1923 issues, also</p> <p>3. The 1924 Companion Home Calendar</p> <p>All for \$2.50</p> | <p>OFFER A</p> <p>1. The Youth's Companion for 1924 . . . \$2.50</p> <p>2. All remaining Weekly 1923 issues</p> <p>3. The 1924 Companion Home Calendar</p> <p>4. McCall's Magazine \$1.00</p> <p>All for \$3.00</p> |
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Check your choice and send this coupon with your remittance to the PUBLISHERS OF THIS PAPER, or to THE YOUTH'S COMPANION, Boston, Massachusetts.

Diadems and Ties. First Feather stirred life enough to tempt. The fuller yin a high horse gets a big fall when he slips.

Two Extra Cylinders. Motorist just learning to drive, to friends in his new car. "What's that? Do you hear these cylinders knocking?" "Tired Companion: 'It's not the cylinders, it's my knees'."

Giant Eagle is Shot— WOODLAWN—An eagle measuring seven feet from wing tip to wing tip, was killed near Gringo, Beaver county, by Charles Miller. It is the largest bird ever known to have been killed in this county. Miller was hunting with a party of friends when the giant bird appeared just above him and he shot it down.