popular way for business to recessionary period. The

Rebates have become a reduce inventories in this

automobile companies started the rebate programs, but other industries seem to be picking up on the idea.

So far, the rebate procedure seems to be successful, partially, at least, because it benefits both manufacturers and consumers. When a company or a dealer is able to move previously unmoveable and expensive inventories, the program is a success from that perspective. And the customer is happy because he is getting back money on his purchase.

The long range effect of rebates hopefully will be an incentive to the overall economy to move forward. If people are buying, then perhaps the whole economic picture will brighten.

Though rebates seem to be reasonable way for business to meet today's problem, they also seem to me a sign of something very wrong in our free enterprise system. Rebates are, in effect, a way of cutting the price of a product without really cutting the price even when the basic economic conditions dictate a permanent price reduction.

If our free enterprise system was working like it is supposed to work, the present downturn in

\$

\$

\$

\$

\$

\$

\$

\$

\$

met by price cuts. Business out of kilter that it cannot faced with dropping sales respond to changing would reduce prices to try to economic patterns. And it get their products moving again. And, they would not be talking about February 28 cut-off dates for saving the consumer money. Rather, the cuts in price would be across the board to get the customer back to buying throughout the year.

But business does not feel that it can make the permanent price reductions that would normally be expected under present cumstances. Why? Because all over Washington, the political liberals have been making noises about imposing price controls. The companies don't want to get caught with their prices down if price controls are passed by Congress. They don't want to get caught because they fear that the same liberals would not be willing to hold the line on the wage increases their labor allies would demand and could not hold the line on the price of foreign goods. Their fear of price controls is simply that if they lower prices, they will get frozen at a level that cannot be sustained when other costs begin to climb.

Therefore, business has adopted the temporary price cut mechanism and called it a rebate. But as nice as rebates are for a short time, they offered no long-term relief for the hard-pressed consumer nor long-term relief from inflation for the economy as a whole.

It is a shame, as far as I'm concerned, that Capitol Hill raises the question of who the real friends of the consumer are. Are they liberals who have talked long and loud about their com-

economic affairs would be has thrown the economy so mitment to consumerism but whose policies end up denying all consumers reduced prices? Or are the consumer's real friends those who have tried to preserve the responsiveness of our free enterprise





CHEVRON CHEMICAL COMPANY, ORTHO DIVISION, San Francisco, CA 94120

Helping the World Grow Better®

TM'S: ORTHO, CHEVRON DESIGN, HELPING THE WORLD GROW BETTER, ISOTOX — REG U.S. PAT. OFF ON ALL CHEMICALS READ CAUTIONS, WARNINGS AND DIRECTIONS BEFORE USE.

Smoketown, Pa.

L. ROHRER & BRO., INC.

\$

Ph. 397-3539

THE MOST PROFITABLE CROP GROWN Certified TOBACCO SEED COSTS ONLY

75° per ACRE or less,

WHEN SEED FOR SMALL GRAIN, CORN, SOYBEANS or ALFALFA WILL RUN 10 to 20 TIMES THAT MUCH.

Yet the Cash INCOME will only be 1/5 to 1/2 that of TOBACCO.

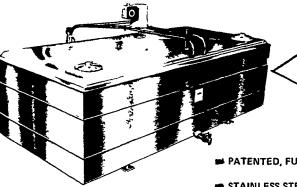


MORE VARIETIES TO CHOOSE FROM. GROWN FROM FOUNDATION SEED, INSPECTED BY THE DEPT. OF AGRICULTURE FOR PURITY AND GERMINATION. AND SOLD WITH A GUARANTEE.

MYER'S SEED is backed with more years EXPERIENCE GROWING Certified Tobacco Seed than that of all competitors combined.

WHEN BUYING SEED. BE SURE IT'S \$





DIPLOMAT -Proven on thousands of dairy farms the world over.

200 to 1500 gallon sizes

■ PATENTED, FULLY-FLOODED GIRTON COLD PLATE

STAINLESS STEEL CONSTRUCTION

■ LOW PRESSURE FREON 12, THE SAFE REFRIGERANT

AMBASSADOR -The ultimate tank for the large, quality conscious dairy farmer 500 to 3000 gallon sizes



Take advantage of our **CASH REBATE PURCHASE PROGRAM** FEBRUARY 24 thru APRIL 5.

> NOW IS THE TIME TO TRADE IN YOUR **OLD BULK TANK AND RECEIVE CASH \$\$\$**

COMPLETE SALES & SERVICE YOUR GIRTON DEALER FOR 22 YEARS



ARK ELECTRIC,

RD. 1, Box 82 Kinzer, Pa. 17535

PH: 768-8228